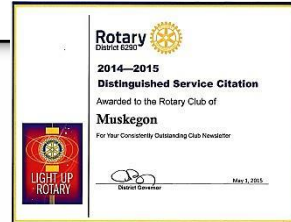


"Service Above Self"

Muskegon Rotary in Motion

<http://www.muskegonrotary.org>



Linda Juarez, President
Mark Meyers, President-Elect
Jason Piasecki, President Nominee
Tim Arter, Treasurer
Kathy Moore, Past President
Kathy Betts, Secretary
Jane Clingman-Scott, Director



Muskegon Rotary Club

Club 16 (2809) – District 6290, Chartered May 1, 1916

NOVEMBER 14, 2019 12:10-1:15pm

Delta by Marriott Muskegon Downtown

ReWine Satellite Club – Meeting at Racquets

Mary Anne Gorman, Director
Orville Crain, Director
Ginny Sprague, Director
JD Wallace, Sr, Director
Doug Wood, Director
Susan Holkeboer, Reporter
Bill Johanson, RIM Editor



THE FOUR WAY TEST THAT ROTARIANS USE IN MAKING ETHICAL DECISIONS:

Is it the **truth**? Is it **fair** to all concerned? Will it build **goodwill** and better **friendships**? Will it be **beneficial** to all concerned?

(11/14/19) "Cohesive Team's 5 Behaviors" Jerry Conrad

This is it: the absolute edge of no return: to turn back now and make home or sail irrevocably on and either find land or plunge over the world's roaring rim" - William Faulkner

MEETER / GREETER

Jeremy Williams

INVOCATOR - REFLECTOR

Kathy Rohlman

THIS WEEK'S MENU

Pasta Primavera (Squash, zucchini, Heirloom tomatoes, Peppers, Asparagus, Red Onions all in basil oil topped with parmesan cheese), Garlic Bread, Salad Bar, Dressing, Assorted Desserts.

STUDENT GUESTS

Ravenna Bulldogs

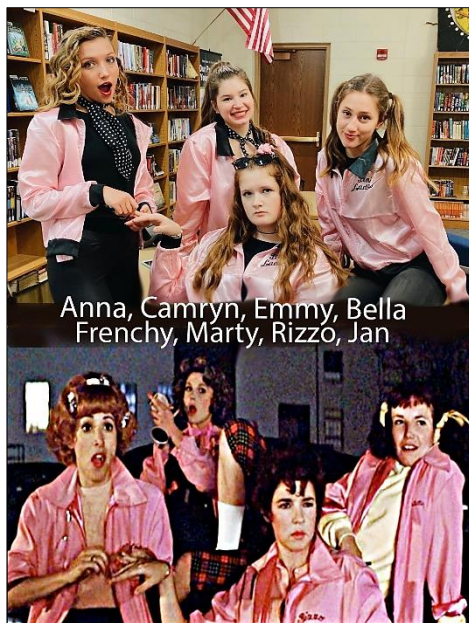
NEXT WEEK'S BIRTHDAYS

Jeff Lohman	No 14
Sylvia Precious	Nov 16
Pat Walstra	Nov 16
Jeanette Hoyer	Nov 17
Chris McGuigan	Nov 18
Lisa Cummins	Nov 19
Rachel Fawcett	Nov 20
Diane Fleser	Nov 20
John Rupert	Nov 20
Brianna Scott	Nov 20

FUTURE PROGRAMS / EVENTS

11/14 **Return weekly to Delta Hotel**
11/14 Cohesive Team - 5 Behaviors
11/15 **Firearm Deer Hunting Season**
11/21 Hand2Hand
11/26 **THANKSGIVING (No Meeting)**

Interactors just wanna have fun



Anna, Camryn, Emmy, Bella Frenchy, Marty, Rizzo, Jan

North Muskegon Rotary Interactors mimic the Pink Ladies from the movie "GREASE" to celebrate Halloween at North Muskegon High School.



Top photo from left, Anna Sullivan, Camryn Klint, Emmy Jensen, and Bella Lindsay.



ReWine meets the 1st & 3rd Thursdays/month

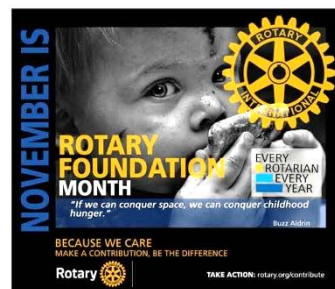
ReWine Minutes 11-7-19

<http://bit.ly/2Nu7Ku7>

November: Rotary Foundation Month

Clubs and Districts call attention to the programs of The Rotary Foundation and frequently cultivate additional financial support for the Foundation by promoting contributions for Paul Harris Fellows and Sustaining Members.

Want to know more about the history of the Rotary Foundation? Click [HERE](#):



20 BRAVE ROTARIANS

My Fellow Rotarians...

Once again, it is time to have a Brave Rotarians contest, and I am looking for **20 Brave Rotarians** for our **Don't Know Much About History, but We're Not Afraid to Learn** edition. During the next two weeks, please let me know by email, remsleep1@comcast.net or ginny.e.sprague@gmail.com, of your wish to participate in this Brave Rotarian contest. On **Thursday, November 21st**, if there are any remaining spots on our Brave Rotarian roster, I will ask for other Rotarians to complete the roster during our regular Club meeting. You can win a Paul Harris Fellow award for yourself or as a gift to present to someone of your choice.

Each week, we will choose **two dates** from our "history book" that commemorate a historical act of bravery. Each selected date tells about an historical event and reveals the name of the Brave Rotarian, matched at random to the date. As each date and name is selected, our 20 Brave Rotarian numbers are reduced by two. **Our first drawing date will be on Thursday, December 5**, and the contest will conclude on **Thursday, February 6, 2020** when the last two Rotarians still in the **Don't Know Much About History, but We're Not Afraid to Learn** contest will each receive a Paul Harris Fellowship. All of you Brave Rotarians out there, please email me to join our contest at either remsleep1@comcast.net or ginny.e.sprague@gmail.com. Each of our Brave Rotarian contestants must contribute **\$100 to enter the competition**. Please write your check to **Muskegon Rotary Foundation** and give your check to me or to Kathy Betts, our Club Secretary, by **December 6th**. The collected entry fees provide the funding for the two Paul Harris Fellowships.



Thank you so much for your generosity and your support of the Rotary Foundation. Let historical learning begin!

Ginny Sprague

231.740.0916 (Cell)
remsleep1@comcast.net or
ginny.e.sprague@gmail.com

Do you have your tickets yet? Would you like to sponsor a table for this event?

(Includes a free ticket and a sponsor placard at the table) Would you like to donate an item for the silent auction?

See any Coopersville Rotary member or log on to www.eventbrite.com to purchase tickets. Don't be left out of the fun!

Luanne DeVries, President
 Rotary Club of Coopersville

Red Star Removal – Michelle Burley



Michelle, front row center) successfully completed the requirements to have her Red Star removed at ReWine. She has been to several lunch meetings at different tables; she volunteered at Rotary's Party in the Park and Grape Escape. She attended a new member gathering at Loxtermans' in July. She has joined the Chili Cookoff Committee and is a very active member. Congratulations, Michelle!



WE'RE INVITED

The Rotary Club of Coopersville presents

COME DANCE WITH ME

A night of dinner, dancing, & fundraising

30 NOVEMBER, 2019
 COOPERSVILLE VFW HALL

FEATURING:
 MUSIC BY
 THE LAKESHORE
 BIG BAND
 CATERING BY
 MS PIGGIE'S BBQ

SWING DANCE LESSONS AT 5:00
 APPETIZERS & CASH BAR AT 5:00
 DINNER AT 5:30
 MUSIC & DANCING AT 7:30-9:30

TICKETS: \$30/PERSON \$50/COUPLE AVAILABLE AT EVENTBRITE.COM
 (SEARCH ROTARY CLUB OF COOPERSVILLE DINNER DANCE)

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* NOT ON REGULAR ROTATING SCHEDULE

This publication, Muskegon Rotary in Motion (RIM), is intended for the private, non-commercial use of our members and friends. Content includes RIM correspondents' reports, meeting announcements, clever/modest satire, Club- or member-contributed social media items, and Club-related borrowings from media friends. The deadline for RIM announcements is Thursday noon for the following week's issue, in writing.

Jules Terry, President Linda and Secretary Kathy are seldom without smiles and endeavors of good cheer. Especially around Halloween.



← Here are Rotary Interactors from Orchard View and Mona Shores working together on a 100-day Challenge project to improve social determinants of Health with Muskegon Heights Pathfinders leaders.

Of Possible Interest

Ed Note: During this week's Saturday morning web browsing, searching for possible RIM items (it's true; everything RIM isn't necessarily the product of one man's twisted mind), I stumbled across a couple of things of possible interest your way.

For those who couldn't be there, enjoy this photopeek at **Brianna Scott**



accepting the 2019 Athena Award while, at the same time, you're taking in a brand new word* ("photopeek") for the first time ever. But that's not all...



A fascinating ad appeared from inviting you to create within yourself a new path by investing in your future as a **hashtag#BorderPatrol** Agent. Visit the careers website to learn more! Click here: <http://bit.ly/2MSavFU>

You're welcome. -BJ
*probably

ON STAGE THIS WEEK

Based on *Five Behaviors of a Cohesive Team* research, **Jerry Conrad** will share a unique talent development model that has been proven to help individuals build successful teams:

Trust, Conflict, Commitment, Accountability, Results

Last Week's Program FOOD PROCESSING INITIATIVE



By RIM Reporter Susan Holkeboer

Consumers Energy Lakeshore Community Affairs Manager **Rich Houtteman**, left, intro-

duced our speaker, a fellow Rotarian, **Marty Morse Gerencer**, below, of Morse Marketing Connections, LLC. She is also the executive director of West Michigan Shoreline Food Processing Initiative.

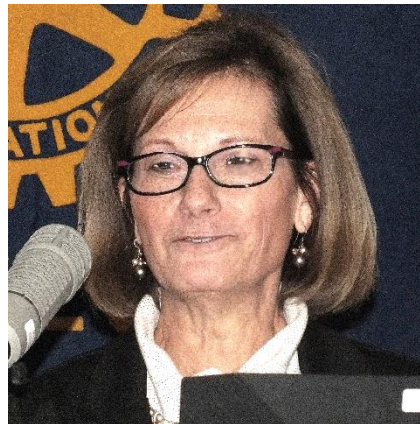
Marty is currently the principal at Morse Marketing Connections LLC, started in 2002, which is a business consulting firm for food businesses.

Marti talked about the West Michigan Shoreline Processing

Initiatives background, its key priorities and strategies, the infrastructure needed, and the education needed to make it successful. She also covered the FARM Incubator: Accelerator and the future of the Initiative.

BACKGROUND

Due to the closure and pending divestment of the BC Cobb facility in Muskegon, Consumers Energy commissioned multiple studies confirming potential opportunities for creating jobs and economic growth. One study confirmed strong potential for growing the food processing sector in the West Michigan region: Replicating the Finger Lakes Food Processing Region. Study of Finger Lakes Region of New York among other studies led to establishment of



West Michigan Shoreline Food Processing Initiative.

Why Muskegon and West Michigan? We have strategic access to prime fruit and vegetable growers for clean label and healthy food processing. We have access to underutilized wastewater treatment capacity. Michigan has great freshwater capacity. There is growing incubation and pilot manufacturing infrastructure. There are collaborative opportunities with leading agricultural and food processing experts including sustainable packaging and waste reduction. There are logistic and distribution attributes with access to global markets and Michigan's growing renewable energy sector and abundant natural gas supplies making Muskegon and West Michigan a great place for this initiative.

Implementing the Community

Transition Vision

Launching the West Michigan Shoreline Food Processing Initiative was done with seed funding from the Consumers Energy Foundation in 2017 supported by the Community Foundation for Muskegon County. Local, regional, and statewide support included City and

County of Muskegon, Muskegon Area First, Right Place, Michigan Department of Agriculture and Rural Development among others.

The initial focus was on four pillars of implementation in 2017-18. The key initiative strategies were to develop infrastructure; education with MSU and MCC; create an incubator – FARM (Food, Agriculture, Research, Manufacturing); and plan for expansion – Future Food 21

To develop the infrastructure they are leveraging the State of Michigan \$4 million grant to support the City of Muskegon with plans to develop a shovel-ready food processing industrial park, supporting and promoting the City of Fremont's shovel-ready industrial park, and other parks

in the region. The social media network showcasing West Michigan infrastructure attributes for food processing investment is being expanded. Confirmed food processing investment projects are being supported.

To develop Education/Training for the Initiative, Michigan State University's Food Processing certificate program implementation to include food processing mobile units is being supported. The food processing curriculum within Muskegon County ISD and other educational institutions in the region is also being expanded



and supported. Periodic food processing forums targeted at food processors and other key stakeholders are being organized and hosted. New industry opportunities are being created by linking culinary

medicine with food processing.

Incubation is being developed by leveraging the State of Michigan \$2 million grant and leading the process to develop and launch the FARM by the winter of 2020 as a public-private sector enterprise.

There is also an Initiative Priority-Energy 2019 - to deal with various aspects of energy: Energy Use/Carbon Reduction, Branding - how energy is used to create the product, and ZNE-Heat Recapture-Food for Thought.

Initiative Priorities-Future Food 2019 Future Foods will focus on Consumer Trends; Technology with MSU and FPIC; and Healthy Processing.

The initiative is Planting the Seeds of Connectivity.
(www.westmifoodprocessinginitiative.c

om) to be Holistic, Supportive, and a Catalyst for Growth.

The initiative will work with farmers who have abundant produce to help them increase distribution, locate new markets and increase sales. It will work with food processors to increase their technical expertise and to develop shovel-ready facilities and skilled workers. The Initiative will also work with higher education to create curriculum expertise and develop programs to attract new students. Distributors have established networks. The Initiative will help them develop new products and help them create easy access to transportation assets.

FARM DEVELOPMENT / SUPPORT
The Food Processing Growth Cycle
How the FARM Fits into the Community and Region

Vision: Project Description

- FARM-Food, Agriculture, Research, and Manufacturing facility
- 12,000 sq. ft of flexible production space: Beverage, fruit, vegetables, value-added processing, be located near Muskegon Community College.

GVSU Innovation Hub has training rooms, conference rooms.

- It is a Hub for learning, capacity building, and new products.

A FOOD PROCESSING INCUBATOR AND MANUFACTURING FUTURE FOOD PROJECT

The FARM Will include 12,000 ft.² of flexible manufacturing space for commercial grade fruit and vegetable processing. Located near MCC, it will comply with the US Department of Agriculture and Food and Drug Administration requirements. Linkage with this major agriculture and food processing related university and educational affiliates will ensure the facility will contribute to research, education, and economic development of the West Michigan region. Among the proposed facilities features are loading docks, refrigeration/freezers, energy efficient, waste and water handling, and potential MSU mobile processing unit hook up pads.

Expected tenants will furnish their specific processing equipment. They will rotate as they grow and move to their own facility.

FARM Development

- Start construction by Spring 2020
- Occupancy permit by December 2020

Vision: Exploring Potential Locations

- Muskegon County is priority
- Close proximity to Educational Partners
- Positioned as a regional asset with easy access
- Access for trucks, loading, unloading and mobile processing units
- Opportunity for growth
- locations being considered are the former prison, northern and southern Muskegon County, and the BC Cobb area.

#

MISC ANNOUNCEMENTS

We were delighted to welcome two new members to Club last week.



Donna Allen, left, was sponsored by **Marty Ferriby**; **Jenny Hamell** by **Claire Root-Benson**. **President Linda** conducted induction ceremonies to not a dry eye in the house

Welcome, ladies.

Don't look now (maybe that's exactly the wrong thing to say), but the RIM Newsroom lost some important notes from last meeting, and we apologize. So, if we missed publishing something really, really important to you, slip your announcement on a piece of paper – like we've always suggested you do anyway – to one of our staff. Thanks.

