



SPARKS

**Grand Rapids Y Service Club
Y Service clubs International
Mid East Region
March 2, 2012**

OUR MISSION

As Y's Men International is a world-wide fellowship of persons of all faiths working constructively together based on the teachings of Jesus Christ, in partnership with and supporting the YMCA, its mission is to strive through active service to develop, encourage and provide leadership to build a better world for all humankind.

CLUB OFFICERS

Pres: John Duiven
Secretary: Neil Topliffe
Treasurer: Bob Smith
Asst. Treas: Tom Johnson
Chaplin: Neil Topliffe

BOARD MEMBERS

Mark Radtke
John Carruthers
Ethan Ray
Dan Miller
Alex Kassel
John Lang
Past Pres: Henry Capogna
Pres. Elect: Pete Chadwick

ACTIVITY CHAIRS

Run Thru the Rapids:
Syd Baxter & Kent Mudie
Santa Claus Girls:
Bob Smith
White Elephant Sale:
Gregory Winer, Chair
Sparks Editor:
Lloyd E. Winer

Buffet lunch present a choice of soups, wraps, croissants and sandwiches provided by Trish Gradler of Tantalizing Tastes Catering. Thanks to Dan Miller.

Welcome by Pete Chadwick, opening prayer by Judd Ross and pledge to the flag. We had 26 members present plus seven guests and speaker Paul Keep.

Jud Ross introduced guests Geoff Johnson and Jess Larson; Dan Miller introduced Dave Schields; Gary Mescher introduced A Jaurez; Syd Baxter introduced Dan Kimball, Meghan Meier and George Ranville.

No birthdays but several grateful dollars including Al George for 20th great grandchild.

Business:

Bob Smith gave a FINANCIAL report that included \$24,000 in the General Fund and about \$2,000 in the WES fund.

Syd Baxter reminded us of the WES workday Saturday morning at 9:00 AM. Also calls will be made to members to remind them to get their calls made.

Next Club meeting is Friday, March 16th, 2012 with speaker Jim Haskins – Commissioner of the OK High School Conferences.

Program:

Pete Chadwick introduced Paul Keep, executive editor of M-Live Media Group,

Paul Keep as former editor of the Grand Rapids Press explained the changes and reasons behind those changes as the Grand Rapids Press has transitioned into M-Live Media Group. Technology has changed. A newspaper is no longer a main source of news. The public has embraced these changes and is no longer satisfied with what was. They want 26/7 news. In anticipation of this the press started M-Live several years ago. From a business model the old press could no longer survive. 75% of our incomes from advertizing. On a national level for

Did you know?

The Time of Fast program was started in 1969.

It was started to help solve the human crisis in the world and what Y'sdom, it clubs and members could do to help solve the problem.

Thought for the day:

The men who succeed are the efficient few. They are the few who have the ambition and willpower to develop themselves.

*Herbert N. Casson
American Author*

SPARKS

If you have anything I can put in the Sparks email me the lwiner@sbcglobal.net

I will be happy to include the information

twenty quarters (5 years) in a row there has been declining income. In 2000 that income was \$64 billion; in 2010 it was \$20 billion.

With circulation the same we turned to cutting costs: fewer pages, fewer employees, improving efficiency. Our most painful decisions required layoffs as we moved out middle management and middle editors and added reporters gathering and writing the news. Some papers consolidated or closed. There came a point where we could no longer keep cutting. We had to find a different way to support quality reporting.

We are now a web company offering ALL kinds of news. We want to be the number one source of information no matter what type from smart phones to news print. We post it first on the web, the "scrape" some of those stories from the web to the copy deck for the print addition. High school sports and local events go straight to the copy desk. One Major ambition is to be the best source of local news with Specials that will look in depth at some issues.

Mr. Keep answered many questions of the members

Meeting closed with
Martha Beals giving the prayer

Minutes by Gary Davis

**Next Meeting:
March 16, 2012
Jim Haskins,
Commissioner of OK Conference**

**Let's make the best WES ever!
Contact your donors and look for more sources
of items or gift cards or cash for the sale.**