



SPARKS

Grand Rapids Y Service Club
Y Clubs International
Mid East Region
March 1, 2013

OUR MISSION

As Y's Men International is a world-wide fellowship of persons of all faiths working constructively together based on the Christian teachings, 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: Peter Chadwick
Pres. Elect: Neil Topliffe
Secretary: Ethan Ray
Treasurer: Bob Smith
Asst. Treas: Tom Johnson

BOARD MEMBERS

Brad Howell
Mark Radtke
Harry Capogna
Bob Williams
Past Pres: John Duiven

ACTIVITY CHAIRS

Chaplin: Gary Davis
Run Thru the Rapids:
Syd Baxter & Kent Mudie
Santa Claus Girls:
Bob Smith
White Elephant Sale:
Gregory Winer, Chair
Sparks Editor:
Neil Topliffe
[Sparks Editor](#)

President Pete Chadwick called the club together. Jon Lang offered the invocation followed by the Pledge of Allegiance.

Birthdays were recognized (Ethan Ray 2/28) and **Grateful Dollars** were received.

Guests: Pat Miles, Sr. (Neil Topliffe), Scott Webb (Gary Mescher).

Club News

- Recent new member Chris O'Malley shared with the club his background, family and work information (see next page).
- Bill Streeter said work at WES site continues on Saturdays at 9 am. He urged everyone to make calls to our donor prospects.
- Syd Baxter reminded everyone to plan to attend the June 8 100th Anniversary celebration at Camp Manitou-Lin
- **Board meeting:** March 20, 5:30 pm at Pinnacle Insurance.

Mike McCarthy – March 15 Speaker

Mike McCarthy, president, DDM, a Grand Rapids based marketing/branding communications company will be our guest keynote speaker next week. McCarthy was a long time Service Club member. He will be speaking to us about social media and related topics. **Invite a friend!**

White Elephant Sale Schedule

Workdays Saturdays 9 am

Sale April 26-27

Chair: [Greg Winer](#) Vice Chair: [Bill Streeter](#)

Have you contacted your donors? Arranged for pickups?

The building is empty – we need LOTS of donations.

And Saturday volunteers!

Did you know?

**Only \$500 left
to Reach Y Service Club
Endowment Goal
of \$10,000.**

You can designate IRA funds as tax free charitable gifts – Check with [Sara DeMann](#) or [Pete Chadwick](#).



Find us on
Facebook

-[White Elephant Sale](#)
-[Run Thru the Rapids](#)

Grand Rapids Y Service Club

475 Lake Michigan Dr NW
Grand Rapids MI 49505

www.gryserviceclub.org
www.runthrutherapids.com

is a member of
Y Service Clubs International.

www.ysmen.org
www.ysmenusa.com



Dan Behm Entices our Creative Senses

Imagine, hovering over you in your office parking lot, what looks like a giant mechanical spider, taking video of you standing with your mouth agape, sending you text messages and phone calls. Then imagine it landing next to you with a personalized gift from OST (Open Systems Technologies), the \$60 million global technology company headquartered in Grand Rapids and under the leadership of our March 1 speaker, Dan Behm.

Behm summed up his address at the last meeting with the domestic drone story to demonstrate how he and his colleagues are constantly exploring “out-of-the-box” creative ideas to make their brand stand out for potential and current clients.

Key points Dan shared for us to consider as we look at how to reinforce our own company, small business, or even a special project, included:

- Identify something unique to set off your marketing and use it in/on all marketing pieces – check OST home web page and watch the head with moving eyes www.ostusa.com.
- Think differently from everyone else so you find a way to set yourself or product apart – OST used billboards to reinforce name recognition.
- Create something to make your company pop – OST did it with a video.

Introducing Chris O'Malley



We welcome Chris O'Malley to our club, having joined in November. Chris has been married to Linda (Bob Smith's daughter) for 18 years and they have two children, Madeline and Jack, 10 and 12 years of age. Chris was employed by 5th 3rd Bank 17 years until the end of 2012. He's currently job hunting as he does some contract work. He's a member of Park Avenue Congregational (UCC) Church and has been a Y Service Club volunteer many times in the past.

Upcoming Speakers

Mar. 29 To be announced

Apr. 12 Elizabeth Topliffe – Stepping Stones Montessori