



SPARKS

Grand Rapids Y Service Club
Y Clubs International
Mid East Region
March 15, 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 following a buffet lunch. Al George offered the invocation followed by the Pledge of Allegiance. We had 27 members present.

Birthdays were recognized (**Henry Capogna** and **Ben Lundquist**) and **Grateful Dollars** were received.

Guests: **Paul Boscarnio** of Blue Lake Public Radio, and **Ken Ruehrdanz** of Dematic Distribution Systems.

Club News

- Bill Streeter reminded members to keep making calls on White Elephant Sale donors – we need more donations. Work at the WES site continues on Saturdays, 9-11:30 am.
- John Carruthers reported that there were boxes for books to take to area Y collection locations.
- **Board meeting:** April 17, 5:30 pm at Pinnacle Insurance.

Bob Williams – March 29 Speaker

This Friday will be a special treat for us, with member Bob Williams, telling us about the work he and a group of mission workers have been doing over the past three years, building homes and improving living conditions in Antiqua, a small village in Guatemala. Bob will share slides and tell us about this program sponsored by “From Houses to Homes.” Hope you can join us.

White Elephant Sale Schedule

Al George is lonely! He needs more pickups.
Please call your donors, visit neighbors, clean house!
Thanks to all who are helping on Saturdays

Workdays Saturdays 9 – 11:20 am

Sale April 26-27

Chair: Greg Winer Vice Chair: Bill Streeter

Did you know?

WE REACHED OUR GOAL – THANKS!

Including commitments made, we have reached our \$10,000 goal and now have established the “Grand Rapids YMCA Service Club Endowment Fund” to give annual support in perpetuity to Camp Manitou-Lin.

John Duiven and Bob Williams have agreed to develop a plan to invite friends and former members to help the fund continue to grow. A BIG THANKS to those who already have contributed. We know others will give in coming months.



Find us on
Facebook

[-White Elephant Sale](#)

[-Run Thru the Rapids](#)

Grand Rapids Y Service Club

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www.runthrurapids.com

is a member of
Y Service Clubs International.

www.ysmen.org
www.ysmenusa.com



A Primer on “Herding Cats – on the Web”

That was the title of the presentation at our last meeting when Mike McCarthy, president of DDM Marketing & Communications, spoke to the club about using search and social media to make a business more visible.

McCarthy began with a series of “Quick Facts”, such as, there are 2.1 million searches on Google per minute; over one billion active users are on Facebook; and four billion videos viewed on YouTube per day. While he pointed out the largest age groups using social media are under 30, even those over 65 now have more than 35% usage.

This growth has been driven by global media traffic and smartphones and tablet computers, which is projected to increase 13 times in the coming five years. Of most impact for businesses, the speaker noted, is that this year mobile users will surpass desktop users in accessing internet information.

McCarthy provided the group with a number of useful do’s and don’t in optimizing internet search engines. He also provided helpful hints in deciding when businesses, groups, or organizations should use social media, including Facebook, Twitter, LinkedIn, and blogging.

Mike’s PowerPoint presentation is available on our club website.

[Click here to go to it.](#)

Upcoming Speakers

Apr. 12 Elizabeth Topliffe – Montessori Head of School – The Science of Montessori Education

Apr. 26 Greg Winer – White Elephant Sale

May 10 Andy DenBraber – Heartside Ministries Exec. Director

May 24 Milt Rohwer – Former Director of DDA – City Planning 30 years ago – A Magical Time

Jun. 7 Dan Gaydou – President of MLive Media Group

Ron Nelson Recommends: Check out the great story online about Fred Keller & Camp Manitou-Lin, written by Tom Rademacher. [Click here for article...](#)

What is Time of Fast?

In coming weeks we will be invited to participate in the annual Time of Fast program that has been a long time part of Y's Service Clubs International work around the world. In the past few years our club has raised \$5,600. Bob Williams will be leading the campaign this year.



Y's Service Clubs members' worldwide traditionally give up one meal (called fasting) and donate the cost of that Meal to TOF. Money raised through fund raising activities for more than 40 years has been made available to projects sponsored by both Y's Service Clubs and YMCAs.

TOF has raised over US\$ 2 million for development projects and disaster relief. Local YMCAs administer projects so only a small amount of donations is actually spent on administration costs. Projects originate from local YMCAs who know the needs of the Local community and can put the funds to the wisest use.

"Thanks to the training courses or the YMCA, I have a profession and my children can study." (TOF recipient, Rosa Beatriz Soares, age 35, Brazil)

A White Elephant Sale Photo Journey : 2012 > 2013

Here are some visual reminders of why the White Elephant sale has been such a tremendous success for so many years. It's because of YOU and the many volunteers and the hundreds of people who show up to buy each year. See you at N. Plainfield store this Saturday.

