



Grand Rapids Y Service Club

Y Service Clubs International - Mid East Region

March 21, 2014

OUR MISSION

Y Service Clubs International is a world-wide fellowship of persons of all faiths working constructively together based on 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: Neil Topliffe

Pres. Elect: Ethan Ray

Secretary: Martha Beals

Treasurer: Ken Haines

Asst. Treas: Tom Johnson

Past Pres: Pete Chadwick

BOARD MEMBERS

Henry Capogna

John Duiven

Mark Radtke

Bob Smith

Bob Williams

ACTIVITY CHAIRS

Chaplin: Gary Davis

Run Thru the Rapids:

Syd Baxter & Kent Mudie

Santa Claus Girls:

Bob Smith

White Elephant Sale:

Bill Streeter, Chair

Sparks Editor:

Neil Topliffe

[Sparks Editor](#)

President Neil Topliffe called the Service Club bi-weekly meeting to order at the downtown David D. Hunting Y. Chuck Marks offered the opening prayer, followed by the pledge.

Birthdays were recognized: Ben Lundquist (3/1), Tom Johnson (3/28).

Guests were introduced: Keith VanderPol (Topliffe), Kim Ritz (Topliffe), Lorrie Jaynes (Topliffe), Brett Butler (Williams) and Grateful Dollars received.

Club News

- **Bill Streeter**, weschair14@gmail.com, noted that everything is moved from Plainfield location and some items still need moving from Lake Dr. storage site. Signups for volunteers to be at the site Tuesday and Thursday morning and every day the last two weeks – plus usual Saturdays – were requested. Also people are needed with vans and pickup trucks or available during the week to assist with truck pickups. Contact Bill to volunteer for these things.
- **Tom Johnson** raffled off tickets to three DeVos events, testing our knowledge of sports legends.

NEXT MEETING – Rachel Bartels, [Hello West Michigan](#)
(see description on next page)

Next Board Meeting – Thursday, April 17, 5:30 PM
-- Park Congregational Church.

WHITE ELEPHANT SALE

WORKDAYS & DONATION DROP-OFF AT 5270 EASTERN

Tuesday & Thursday, 9 am - Noon

Every Saturday, 8:30 am - Noon

PICKUP REQUESTS: go to gryserviceclub.org

Our Motto

*To acknowledge the duty
that accompanies every
right*



Bill Garrett (4/17)



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



NEXT MEETING – April 4

12:00 PM @ David D Hunting YMCA

Rachel Bartels, Program Manager
[Hello West Michigan](#)



Hello West Michigan serves as an advocate for talent and provides downstream support to them, and their families, as they settle into their new lives in West Michigan. As a trailing spouse/significant other or someone who is new in town, Hello West Michigan offers support to showcase all that West Michigan has to offer as folks make decisions to relocate or to stay in West Michigan.

“A Changing Landscape Brings New Hope”

Dan Gaydou has seen tumultuous change in his long tenure in the communications and publications business, the most dramatic of which have come in the past three years as MLive Media Group has moved from being a print newspaper business to being a digital and print business.

“Print media will never go away entirely,” Gaydou said, but the reality for the business a few years ago was clear, “the landscape is changing and if we don’t redefine ourselves, there will be no Grand Rapids Press in a couple years.”

The speaker noted that an international study in the past few weeks shows that a significant majority of all adults under thirty years of age get their news from the internet, not TV or newspapers. In the two years since MLive.com launched with its digital focus, the mobile audience has surged, with tablets and smartphones surpassing desktop computers in access last December.

The reality for Gaydou and his company in 2009 was a financial business one. That’s when they made a conscious decision to totally redefine their business model from delivery methods of news and advertising to office environments, staff configurations

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**Donation Coordinator –
Bill Smith, 616-977-0030.**

Here's where people should go to for donation requests and information:

DONOR REQUEST FORM is available at:

www.gryserviceclub.org

or

[White Elephant Sale Facebook page.](#)

The DIRECT LINK to Request Form is:

<http://bit.ly/1gdPDwX>.

EMAIL ADDRESS for Information:

wes@gryserviceclub.org.

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and products. Print remains in the mix but digital delivery is now the focus, and in the three years since, that is where the significant growth has come.

“What does matter in our company today?” Gaydou asked rhetorically? What matters most are three things, he said.

First, culture matters. “We need to embrace a new media culture because that is where the audience is at and if we want to reach them, we need to be the best at using the media responsibly.”

“Great journalism matters,” the speaker emphasized. He believes since the change they are even better in this area, noting that recently they were awarded 40% of Michigan news media awards and are nominated for 50% of all Michigan Associated Press Awards this year.

“People matter, and that is especially true of all our employees,” Gaydou said. All staff are asked to answer a “Why” statement. “Why do you do what you do here and Why is it important to do it?” “We believe in having employees that want to be in the business because they have a vision and passion for what they are doing and not simply to collect a paycheck,” he concluded.

Clearly, the vision and direction of the MLive CEO, his enthusiasm for the future of the company and commitment to Michigan, provides an easy model not only for staff but others to follow.

Y SERVICE CLUB SPEAKERS - 2014

April 18	Bill Heneveld, “True Success”
May 2	Dale Robertson, Executive Director Van Andel Museum
May 16	Marc Bohland, CEO of First Hand Aid
May 30	Patrick Miles, Jr. – U.S. Attorney W Michigan
June 13	New Members Induction & Officers Installation