



Monday, March 17, 2025



Broadcaster March 14, 2025

By Paul J. Sincock on Monday, March 17, 2025



Events

March 21st
[Plymouth Weekly Club Meeting](#)

March 28th
[Plymouth Weekly Club Meeting](#)

April 4th
[Plymouth Weekly Club Meeting](#)

April 11th
[Plymouth Weekly Club Meeting](#)

Club Leaders



[James Gietzen](#)
President



[Candice Towers](#)
President-Elect



[Daniel Amos](#)
Treasurer



[Nancy Ann Baldwin](#)
Rotary Foundation Chair



[Preston Gee](#)
Membership Chair

CALL TO ORDER: After a brief delay due to the video computer updating for our on-line guests, **President James** called the meeting to order. Today's meditation was presented by **Paul Sincock**, who reminded us of our duty of service for the local and global community.

GUESTS: We welcomed **Dave Latawiec** to the club; he is putting in a membership application. We also had **Susan** from Scouting America at our meeting and her application for membership is going to the Board of Directors at their next meeting.

HAPPY BIRTHDAY: We celebrated **Sandy Mily's and Mike Muma's** birthdays this past week.

SPECIAL THANKS: To **Dave Mueller** and the crew over at Bode's for providing the St. Patty's Day meal of corned beef and all the fixings.

PAUL HARRIS AWARD: This past week, **President James** called upon **Chuck Lang** to present the Paul Harris Lapel Pin to **Warren Musson**. President James thanked



[Denise King](#)
Youth
Exchange
Chair



[Chris Porman](#)
iPast
President



[Marie A. Morrow](#)
Club
Executive
Secretary

Warren for his contributions to the Rotary International Foundation.

EXCHANGE STUDENT UPDATE: The Hockey Season is completed and our exchange student **Martin** is looking for something to do. If you are going out to dinner, have a family trip planned, going for a walk at Maybury State Park, **call Martin our German Exchange Student at 734-773-9728.**

SAD TO SEE YOU GO: **Peter Arc** will be leaving us to return to France to continue a consulting career in the automotive industry. He was only with us for a short time, but we enjoyed having him as a part of our club.

GOOD NEWS: Club Member **Hunter Hall** was recently accepted into Medical School!

MEDICAL UPDATE: **Mary Lu Stone** is still at St. Mary's in Livonia and is reportedly doing better. She welcomes visitors.

MAKE SURE YOU PLAN TO HELP OUT: Coming up on July 4th, the Plymouth Rotary is in charge of the 4th of July Parade, with Kiwanis. Plan now to be here on the 4th and to help out in a variety of roles. It should be bigger and better this year, and your help is needed.

STILL LOOKING FOR: The Club is still looking for Four-Way Test readers. Contact **President James** if you have not signed up yet.

UPCOMING PROGRAMS: Next Friday we will hear from **Past District Governor Aruna Koushik** about a group that she works with that is based in India.

March 28 – We will hear from the Society of Notre Dame de Bons Secours, which is a non-profit that helps out families in emergency situations.

APRIL 4th – We are on the road to Rotary Park. Our weekly meeting will be Rotary Park to celebrate the opening of baseball season. We will also be greeted by the Plymouth Canton Community School emotional support dog. Should be a fun time with a very friendly visitor.

APRIL 11th & APRIL 18th – No meetings due to the holiday.

PROGRAM REPORT: This past week we heard from one of our own members. We welcomed **Vicki Plagens** up to the podium for a member moment. We found out that she has been in the mortgage business for 42 years. She did a life by the numbers presentation, which was very interesting. I think I got most of it.

Age 4 – Came to the U.S. from Canada Age 20 – Started her career

Age 23 – Bought First Home Age 30 – Youngest Manager at work

Age 48 – Met Husband Greg (EMU Professor)

Age 51 – Got Married Age 60 – Became a U.S. Citizen

Vicki told us that she feels so “blessed to live, work and serve in this wonderful community.” We were also reminded that change is inevitable.....growth however is optional. Great informative program.

WINNERS OF THE WEEK: I am not sure who ultimately won the 50/50, because we had to have a couple of drawings. However, the second chance was won by **Paul Sincok**, and he took home \$60.00 to give to Traci. ??

THOUGHT FOR THE WEEK: Walt Disney once said; “I’m not an economist, but things are not as bad as they seem. I have a great deal of confidence in our future.”

WITH THAT, ENJOY YOUR WEEK AND HAVE A SUPER POSITIVE DAY!

Broadcaster March 7, 2025

By Albert Blixt on Monday, March 10, 2025

Call to Order The meeting was called to order by President James Gietzen at 12:03. President Gietzen then led us in the Pledge of Allegiance. Bruce Baxter provided the opening prayer and meditation. President James introduced a number of guests to today's meeting. James also reminded members to order lunch in advance prior to next week's meeting and to help clean up the room after meetings by busing your dishes.

Announcements

Birthdays Birthdays this week include **Chuck Lang, Michael Moser, Bari Livsey, and Carol Marvin.**

4-Way Test Readers Needed The annual 4-Way Test essay contest is underway and there is a need for Rotary members to read and evaluate the entries. This is another place where "Many hands make light work" as there will be hundreds of essays to review. Volunteer readers will receive full instructions and should expect to read 20-40 entries depending on how many volunteers we get. Contact **Carol Souchock** to sign up

New Rotaract Club An effort is underway to form a multi-club Rotaract Club at Schoolcraft Community College. Seed money will be needed but this provides an opportunity to engage students in community service while they are still in school. These students will soon be entering the workforce as emerging leaders of our community. A committee is now being formed to launch the club. To be part of this effort contact Candice Towers.

Honoring Veterans USA Hockey is seeking veterans to be the "veteran of the game" honoring their service. If you are a veteran or know one who might be interested, contact **David Williamson** at drw1956@holtmail.com.

4th of July Parade Once again this year, Rotary is partnering with the Kiwanis to conduct the 4th of July Parade. This is an important community event. Volunteers are needed on the committee to plan. Volunteers are also needed on the day of the parade. If you would like to be on the committee contact President James.

Member Mary Lou Stone? It was reported that Mary Lou became ill last Friday after the USA Hockey game. It turned out to be a burst appendix. Her condition became serious. She was hospitalized but is recovering. A card was circulated offering best wishes for a speedy return to health.

Upcoming Meetings

March 14, 2025 Member Moments Day **Vikki Plagens** and Dave Mueller will each give a short Bio presentation. Also, in honor of **St. Patrick's Day** our luncheon will be catered by our own. David Mueller, owner of **Bode's Corned Beef**. So, if you are so inclined, please wear your green...which of course, included Spartan Green

March 21, 2025 Rotarian **Aruna Koushik** will tell us about the Adivasi Widows who face social isolation, discrimination and poverty in India

March 28, 2025 A board member from the local branch of **the Society of Notre Dame de Bon Secours** will present.



Program

Today's program was presented by **Juli Harding**, Asst. Governor for Area 5. Her topic was **"Strengthening Rotary through Brand Consistency."**

Juli shared that she is a former 8th grade teacher and a new grandmother. She began by having everyone find their "match" based on cards she passed out. Partners were asked to tell their own story of how/why they came to Rotary.


This led into her talk about how Rotary's impact is increased by consistent branding. Using the same imagery and language to enhance the Rotary brand has four benefits. It solidifies identity, differentiates Rotary from others, increases credibility, and creates stronger connections with media.



Branding is about storytelling and delivering messages that let people know who we are and what we do. Juli urges us to be aware of all the platforms where people learn about us. It is important that we are consistent. How we communicate shapes public perceptions. The Rotary Brand Center provides tools including ready-to-use tools, templates, logos, video and images, as well as key messages.

Her recommendations:

- Form a Branding Team (with members who know marketing, PR, and social media)
- Address public misconceptions (Rotary is not what you think)
- Review and update all branding materials
- Leverage the Brand Center
- Craft compelling stories

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- Create a content calendar
 - Measure results

50/50 Today's raffle was won by Todd Raska

2nd Chance - Mary An Wood would have won had she been here.

Four Way Test – President James led us in the recitation of the 4 Way Test.

Lunch ordering- Advance sign up is IMPORTANT!

Respond to the weekly email or Email Marie.morrow@pcuw.org or Call Marie - 734- 453-6879 X 4

Salad options available:

Maurice Salad

Cesar with or without chicken

Greek with or without chicken

Spinach with or without chicken

Mediterranean