



The Rotary Club of St. Joseph-Benton Harbor

eWheel

Your Rotary News
Straight
To Your Inbox

MARCH 16, 2015

HAPPY Monday! Lots of smiling faces on Monday, March 16 while the sun was shining and the birds were singing and the temperatures got up to about 70 degrees! HAPPY news for several Rotarians as well – we welcome **Randy Reimers** back after his snowmobile accident in February and he's lookin' good as ever, **Chris Moffat** not only won the 50/50 raffle but he's also embarking on a new career adventure as Major Gift Officer at Bronson Health Foundation (we're HAPPY for his HAPPY news...sad to say it was his last meeting with us). Even our guest speaker Ryan Gerard got in on the HAPPINESS sharing that he and his wife Erin have a second baby on the way!

BEING DIFFERENT IS A GOOD THING



Being different is definitely something Ryan Gerard, owner of Third Coast Surf Shop, knows very well. He unabashedly shared that this was his first time giving this type of speech, wearing a mic...and giving a PowerPoint presentation but

that didn't stop him from sharing the unique history of Great Lakes surfing and his own personal journey that brought him to St. Joseph, Michigan.

Gerard's interest in surfing began when he saw some guys with surf boards at Tiscornia beach in 1998.

Within a year he was living in Santa Cruz, California and teaching surfing lessons and later, building surf boards. After a while though, he made the decision to move back to the Midwest both to finish his degree and to be closer to his family. At Northwestern Michigan College, Gerard shared that there were days when he would surf and ski all in the same day.

After graduation, he was working construction and hating it when he received a call from a surfing industry magazine reporter asking about the Great Lakes surfing community to which he responded "there isn't one." And from that call, the catalyst to build both the industry and the community in Southwest Michigan was born.



While surfing on the Great Lakes no doubt has taken place in one form or another for centuries, the modern industry began in the 1940's, gained some traction in the 1960's, but has really taken off in the last decade or so thanks to technology. These technological advancements include the wet suit (he claims he's not cold at all even in freezing temperatures), weather forecasting and the ability to know in advance when and where a good surfing day can be had, and communication, mainly social media, in spreading awareness and visibility of the sport.

Gerard established the Third Coast Surf Shop in 2005 in New Buffalo and opened the St. Joseph location in the spring of 2011. He credits "being different" with landing a spread in the lifestyle section of the Chicago Tribune shortly after opening his first store. He actually met his wife Erin when she was a reporter for Lake Magazine, also doing a story on this unique store in Harbor Country. Gerard has also been interviewed on the Today Show and the Weather Channel.

Joke of the Week!

What's the best form of birth-control after the age of 50?

~ NUDITY ~

I ♥ AMERICA!



Foreign exchange student, Seo, Hyeong Pyo (most commonly known as just "Stella"), graced our club and regaled us with her story of her love for America, and everything American. Stella lives in Harbert with her host mother Susan Stieter and she attends Lake Michigan Catholic High School.

Stella is from Korea and is a part of the Student Mentoring Program. She was mentored by Joyce Yoon and Clay McCausland from the Fred Upton office. She learned much through them about business and government and she is grateful for the opportunity given her to take advantage of the mentoring program.

ANNOUNCEMENTS & EVENTS

- **Over \$1,000 raised** at the Interact College Game Night!
- Rotary grant recipient The Victim's Service Unit sent photo and thank you letter
- **3/23/15** Speaker: Lynn Kellogg, Long Term Support and Service for the Aging
- **3/28/15** Lakeshore Rotary Annual Theater Trip to Chicago to see West Side Story - contact Katie White at kathryn.shoop@gmail.com or 269-983-0611 (office)
- **April** – Rotary Essay Contest
- **5/1/15** Rotary Track Meet
- **5/11/15** Law Day – reservations required

WANT TO CONTRIBUTE TO THE E-WHEEL?

Your weekly email is brought to you by Emily Hosinski and Debra Trapikas. If you have an announcement, a bit of news you wish to share, or a story you wish to see featured, please write one or both at emily_m_hosinski@whirlpool.com or tawana53@aol.com. We will publish it if you promise to lay five Happy Bucks on your table at the next meeting. Thank you Aaron Bradford for the fabulous photographic contributions!

NAVY SEAL TO VISIT AREA

Fellow Rotarian J.C. Anderson would like to inform our club of an upcoming event at the Mendel Center on April 9, 2015. The Lakeshore Excellence Foundation (of which he Chairs) is bringing to the community Navy SEAL Rob O'Neill who has been on over 400 combat missions. Two of those missions have been the elimination of Osama bin Laden and the rescue of the cargo ship hijacked by the Samoli pirates. He will talk about his leadership training and how that applies to

everyday life within the family and work worlds. Please don't miss this opportunity to hear from a national hero. Tickets are available through J.C. at our Monday meetings or online at lefonline.org.

HOST FAMILY NEEDED

The Benton Harbor Sunrise Club needs our assistance. They have an 18 year old German girl needing a host family for the first five and a half months of the year. She arrives in August. If anyone is interested, or

knows of someone who might be interested, please call Lee Scherwitz @ 269-921-9200 (cell) or home at 269-468-3077.

HAPPY BUCKS!

If you will remember, last week in the E-Wheel we asked you to send us Happy Buck news and then to be sure and place it on the table at the next meeting. I have five happy bucks that I am truly happy to give because this man puts a smile on my face every Monday morning and makes me look forward to Rotary and to Mondays, a feat that has

never been accomplished before in my life. Mondays always meant the end of a weekend of fun. Now I look at Mondays as the beginning of a week of renewal, accomplishment and the ability to meet with good friends. Thank you **Allan Westmaas** for giving of yourself in making a group of slightly off-key singers (I do use that word lightly) sound like a choir of angels. Thank you for putting a smile on my face and a song in my heart. Forget the five bucks. I am putting \$10 on the table this Monday.

-Debra Trapikas