



# Nuda Veritas

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District 11-C-1 --- Vol. 2014-15, No. 5, October 18, 2014

## UPCOMING EVENTS

**University Club  
Downtown Grand Rapids  
Meetings begin at 12:15 p.m.  
unless otherwise noted.**

**----- We Serve -----**

Monday, October 20, Bowling  
League, Northfield Lanes, 4:45  
pm

**Tuesday, October 21, Our  
Culture's Character Crisis, Bill  
Heneveld**

Tuesday, October 21, Eye-  
glasses Recycling, 6:00–8:00 pm

Monday, October 27, Bowling  
League, Northfield Lanes, 4:45  
pm

**Tuesday, October 28, 6:00 pm,  
Jamark Labs, Eyeglass Recycling  
Work Session & Dinner**

Monday, November 3, Bowling  
League, Northfield Lanes, 4:45  
pm

**Tuesday, November 4  
Remember to Vote!**

**Tuesday, November 4, GRCC  
Celebrates 100 Years, Steve  
Ender**

## Tuesday, October 21

### Our Culture's Character Crisis, Bill Heneveld

As the oldest of his five children entered her adolescent years, Bill Heneveld became acutely aware of the extreme negative influence our media and culture can have on our kids' choices. He became passionate about equipping kids with positive behavior skills to make wise choices in school, work and life, especially at-risk children and youth.

After 6 years of groundwork, Mr. Heneveld founded TrueSuccess as a nonprofit organization in 2006. TrueSuccess has grown to provide grade-appropriate educational supplements that equip kids, grades 2-8, with positive behavior skills and core curriculum (CCSS) skills. Its materials are flexible so that they can be used in the classroom, after school, for mentoring and parenting, and at community centers and camps. Its mission is to inspire character and unleash potential, and has reached 80,000 kids by improving their reading and behavior skills. As one student said, "TrueSuccess is educational and fun." It offers positive role models so the kids can realize they can change their lives.

Mr. Heneveld is a 1977 graduate of the University of Michigan with a Bachelor's of Science in Engineering. He has a myriad of interests, including playing football in college and in diverse careers that include entrepreneurship, inventing/ product development, engineering, marketing, modeling, acting, consulting, and most recently, nonprofit entrepreneurship. As an inventor he holds more than a dozen utility patents.

Mr. Heneveld's varied career endeavors have taken him across the country, from Michigan to Oklahoma to Wisconsin to Texas. He has worked for well-respected companies such as Texas Instruments, Brunswick, Steelcase and Windquest. He and his wife, Tricia, returned to Grand Rapids, Michigan in 1991, and put down roots to raise their five children (Kelley, Katie, Ross, Adrian and Julia). He is currently president of TrueSuccess Inc.

**Tuesday, October 28**  
**Eyeglasses Recycling Project & Dinner – Preparing for Playa del Carmen**  
**6:00 – 8:00 pm, Jamark Labs**  
*No Meeting at Noon at the University Club!*

The Eyeglass Recycling Session/Dinner Meeting will be Tuesday, October 28 from 6:00 to 8:00 pm. We are working hard to process, measure and record prescriptions to produce enough glasses for the February mission trip to Playa del Carmen, Mexico (near Cancun). The glasses have to be shipped no later than November 15<sup>th</sup> to get them through customs and to the mission location. Soooo, we need to work hard! There are still many, many boxes of eyeglasses to process.

Last Tuesday, there were 30 Lions processing glasses (no dinner)! Thank you to the Holland Lions who brought a pallet of eyeglasses and to the 5-6 Thornapple Lions who spent the evening washing eyeglasses with us.

The Lions Eyeglass Recycling Center is at Jamark Labs at 4282 Brockton SE, Suite D, Grand Rapids. It is approximately 1/2 mile east of Broadmore Avenue, about 1 block north of 44th street at the first traffic light and on the east side of Brockton. It is the northern-most suite in a series of connected businesses. Parking and entrances are available in the front of the building. If you have questions or want more information, please contact **Lion Brent Spoelstra** at [bespoelstra@yahoo.com](mailto:bespoelstra@yahoo.com) or 616-283-0260, or one of the other committee members.

*Note: The Recycling Center will be open on every Tuesday from 6:00 – 8:00 pm.*

### **New Grand Rapids Lions Club Website and CRM**

Since May 2013, our club's members have been involved in a strategic planning process in order to: 1) strengthen the club overall, 2) offer current and new member members a better experience, 3) increase our membership to provide greater service to our community, and 4) provide an operating structure to allow members to manage our activities on a more professional basis.

The Marketing and Membership Committees have been meeting all last year and through this last summer to develop the new website and CRM (Customer Relationship Management) tool. At the luncheon meeting on October 7, Pat Mullen, Mike Murphy and Jacqueline Smart-Parrish explained the system that the committees have developed and showed the new website that is more professional and user-friendly. The website is intended to represent what the club stands for in this community and to be part of the strategy to attract new members. There is still work to be done on it on these tools. After rolling out the website, Phase 2 will be training members and chairs on how to use the CMR in their committee work.

The website is at [www.grandrapidslionsclub.org](http://www.grandrapidslionsclub.org). You are encouraged to visit the website to become familiar with it. Please note that it is still a "work in progress" that will be added to and refined over time. Your login to get into the member area will be either 1) "your first initial and last name" or 2) "your email address". The password is still "vision2020" for now. Please find your member listing and add or change the information about you.

### **Other Lion's News:**

**Judge Ben Logan Retires:** Judge Ben Logan has announced that he will retire from the bench of the 61<sup>st</sup> District Court, effective November 30, 2014. He suffered a heart attack last year on October 22,

1913 during court proceedings and was rushed to the hospital. Since then, he and his family have been in Lions' prayers as we hoped for his recovery. In his announcing his retirement, he said his recuperation from his heart attack has gone well. However, his doctors have still not approved his returning to his judicial duties. He said he has "truly loved serving as a judge of the 61st District Court over the last quarter of the century and look forward to being able to again serve the people of Grand Rapids and the State of Michigan in some capacity in the future."

Lion Ben Logan became a Grand Rapids Lions in 1988, sponsored by Don Nelson, a year before he was elected to the bench. At the luncheon meeting this year on September 9, Lion Ben and his wife, Denise, made a "surprise" visit. We were all so glad to see him! He got many, many hugs and lots of love during his visit. We hope this will be the first of his visits and participation in Lions as he continues his recovery!

**West Michigan Lions Clubs Project Night:** Thank you to the 10 Grand Rapids Lions Members and one guest who represented our Club at this event. Cheryl Anderson, Clarence Anderson, Gary Anderson, Dave Delorm, Bill Fleetham, Ralph Holewinski (and his guest Diane Bergquist), Don Jakel, Craig Nobbelin, Brent Spoelstra and Bob Winchester.