



THE JACKSON JOURNAL

Newsletter of the Jackson Michigan Optimist Club
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Weekly meetings on Thursday, 12:15 pm, at the Optimist Ice Arena,
1200 West North Street, Jackson MI; Call 517-783-2664 for information.

Check out our website www.optimistclubofjackson.org

The Jackson Optimist Charitable Fund is a 501[c]3 organization

Text and text edits by Dave Carlson; Photo edits by Mickey Carlson.

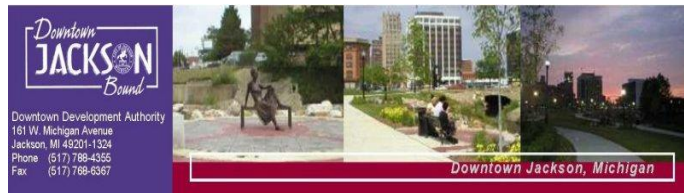
Contact at mndcarlson@sbcglobal.net.



President's corner:

Plan to join us at our golf outing on July 16th. We'll play an 18 hole scramble at Green Valley GC, Napoleon Rd. Bring a guest. As a matter of fact, it would be a good opportunity to show others that we don't just work on projects all of the time. Some people shy away from service clubs, fearful of work and additional responsibilities. We could show that we're interested in fun, as well. This could be a good recruiting tool. I would like to give serious consideration to recruiting, over the next several months, preparatory to a "kick-off" of Bob Inman's term as President for 2009-2010.

With Joe Riley's passing, we have an opening on the Charitable Fund Board. You may be called.



Today's speaker was Jonathon Greene. Bob Inman introduced Jonathon, Executive Director of the Jackson Downtown Development Authority. He graduated from Oakland University with a B.S. in Public Administration. He came to Jackson in 2006, after having been the director of Economic Development in Eaton County. The DDA's zone of influence runs from Summit St on the east, to Steward St on the west, Ganson on the north and Franklin on the south. It isn't a simple rectangle. It encompasses all of the major businesses in the central city area. Pressed for a plan for his first 100 days, he stated three goals. He works on (a) business retention, (b) attracting new businesses, and (c) organization and staffing. He talks to the people. He walks the streets of the DDA's area. He offers business owners thanks for being there." "Attracting businesses costs a lot more than retention." Both need a lot of one on one, but the attraction aspect requires a lot of travel and interaction out side of Jackson. He spends many hours each day walking the walk and talking the talk. Some business owners have shown him the door, but, most appreciate what he's doing. He works to be collaborative of their needs and proactive of their interests. One of the difficulties he has encountered is the need to tear down or work around "little fiefdoms." Politicians, like others, tend to be

territorial. After being elected to a position, they tend to be protective of what becomes "their turf." They often spend the rest of their time working on re-election and preservation. That makes them tough to deal with, sometimes. He is working very hard to, both, attract and retain business here in Jackson. He is having the DDA's website reviewed for improvement and he plans to bring communications into the 21st Century, using Face Book, You Tube, and Twitter. Some of his toughest dealings can be with the powers in City Hall. Considering the economic situation in Jackson, and Michigan as a whole, he doesn't have an easy job. We appreciate his efforts, and wish him success.

By the way: The 50/50 was split by Tom Slater and Pete Peterson. Pete Peterson won the Mummy. Tom Mathes, owner of the soon to be operating Tommy's Ice Cream Shoppe. The next free meal is Tony Raduazo's.

The Club's "**Garage Sale**" is coming up soon. Melody has adjusted the dates to July 23rd and 24th. **Start dropping items off at the arena**, 9 am thru 4 pm, Monday thru Friday. Contact Melodie for more information.

Speakers and events:

Speaker schedule to be announced.

July 16, 2009 Club golf outing-Green Valley GC

July: Garage Sale, July 30 thru August 1st.



Ray Hasbrouck	6/17
Tom Mathes	6/19

Old Golfer

Joe loved golf, but his eyesight had gotten so bad, that he couldn't find his ball once he'd hit it. He consulted with his wife, and she recommended that Joe bring along her uncle Ted. Joe said, "But Ted is 80 years old and half senile!"

His wife replied, "Yes, but his eyesight is incredible." Joe finally agreed and took Ted along. He teed off and could feel that he had hit it solidly. He asked Ted, "Do you see it?"

Ted nodded his head and said, "Boy, that was a beautiful shot!"

Joe excitedly asked, "Well, where did it land?!"

Ted said, "Hmmm. I forget."