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## Quarterly Newsletter

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### Fall 2011 Next Event



**Muskegon Museum of Art  
Tuesday, November 8**

## ***Five Minutes of Heaven***

**Introduction by Bill Iddings**

**5:30 - 6:30 pm Desserts**

**6:45 pm Movie**

***Free will donations  
gratefully accepted!***

On Tuesday evening, November 8, we return to the Muskegon Museum of Art for our annual private screening of an Irish film. Prior to the movie we'll indulge in gourmet desserts and beverages presented by our club Vice-President, Kathleen Marek, with other members assisting.

We are very pleased that our fellow member and our area's leading movie and drama critic, Bill Iddings, will once again provide an introduction to this outstanding, powerful film. We always appreciate Bill's insights and his perspective adds a lot to our viewing experience.

This will also be a special occasion because this is the event when we recognize our "Irish Person of the Year."

This year's movie presents Liam Neeson in his native Northern Ireland, speaking with his Irish dialect. This film has won several awards, and presents history that most of us are not familiar with. There is no charge, and we very much appreciate donations to defray our rental costs and other expenses. Don't miss this great evening! See you there!

## Last Events

On Thursday, August 25, a record attendance of more than 90 of our members gathered at the Mona Lake Boating Club for our annual summer barbecue picnic dinner. The weather was perfect for our lakeside evening, and the Boating Club staff, as always, grilled a fine steak/chicken dinner for us. We thank **Kathleen Marek** and **Rosemary Stellino** for procuring our cake to cap off our dinner. The **Mona Shores Fiddlers**, who had just returned from their music camp before the start of the school year, sounded better than ever with their mix of vocals and instrumentals. We honored **Tim Staudacher**, who was the founder of the Fiddlers, and who retired this summer as the long-time orchestral music director at Mona Shores High School. We also welcomed the Fiddlers' new director, **Sam Jeroudi**, and Tim passed the baton to Sam. We look forward to the continued success of the Fiddlers. Many thanks to everyone who helped us have such a great event. We especially need to mention the **Fiddlers' parents**, without whose support and sacrifices we would not be able to enjoy their kids' talents! You can take real pride in your sons and daughters!

Speaking of the Fiddlers, on **Saturday, November 5, at 7 p.m. at Mona Shores High School**, they will be performing in their **10<sup>th</sup> Annual Fiddle Festival** fundraiser. They will be joined by an outstanding Irish music band from the Detroit area, **Finvarra's Wren** ([www.finvarraswren.com](http://www.finvarraswren.com)). Tickets are \$12 for adults and \$8 for seniors and students. Tickets can be purchased at **Biggby Coffee** on Henry St., **Meyer Music** near the Lakes Mall, by contacting the high school, or at the door. This event is often a sell-out, so be forewarned and buy your tickets early.

On September 16 – 18, Muskegon's **Michigan Irish Music Festival** was another huge success, with yet another new attendance record being set. The entertainment and other activities were top notch, and the weather was perfect. A highlight of this year's festival was a new event called the "Tionol" (pronounced Chin – OL), which in Irish means "The Gathering." On Saturday afternoon several of the entertainers and bands gathered together on the County Cork stage for an unforgettable session of music and song. Our fellow member and festival entertainment manager **Tom Schaub** made his keyboard debut at the festival in the Tionol (see picture on back page). And our fellow member **John McGarry** spoke about the Civil War in the Heritage Tent at the festival (see picture on back page). It is impossible to thank enough everyone who makes the festival happen! Our whole community salutes you!

## Future Event

After our November movie night our club takes a break for the holidays, and our next event will be our annual pub party to kick off 2012. It will be at **Hennessy's Pub** on **Sunday, January 29, 2012**. Don't forget to mark your calendar now!

## Welcome to New Members

Since our last newsletter, these new members have joined our club: **Patrick Cuddohy, Joseph and Mary Finnegan**, and **Tim and Jeri Staudacher**. Cead mile failte! One hundred thousand welcomes! Our club now has 190 memberships!

## R.I.P.

We express our condolences to the families of two of our members who have passed away. **Larry Wright** died on July 29 at age 72. Larry was Chairman of the Board of Trustees of Muskegon Community College, and an active leader bettering our community. **Wally Roach** died on August 15 at age 91. Wally was a World War II bomber pilot, and his post-war career was as a flight instructor. He was a leader in North Muskegon. He was a joke teller without peer, and often told his latest one at our summer barbecue picnic. Ar dheis De go raibh a anam. (May their souls rest in peace.)

## In Our Prayers

Please keep in our prayers the family and friends of our fellow members **Bob** and **Bernie DeVoursney**. Their son Tom is recovering from critical injuries from a serious car accident, and we send our wishes for a successful recovery.

## \*\*\*\*\*Special Event at Hennessy's\*\*\*\*\*

Our club is blessed with several members with musical talents, two of whom are **Tom Cotter** and **Jim Keating**. Tom and Jim have organized a music session with members from our club at **Hennessy's Pub** on **Thursday, November 3**, starting at 8 p.m. Performers are being added as this is being written, and confirmed entertainers include Tom and Jim, and **Roy and Britta Portenga, Lynn Unger**, and **David McIntire**. The musicians are donating their performance fee to our club, and we want this event to be a great success. Our club has never done this before, so spread the word!

# When Guinness Was Brewed in Muskegon

Did you know that Guinness beer was once brewed in Muskegon? Yes, it is true, and there are some interesting twists and turns in Guinness' road to Muskegon.

Long-time Muskegon residents can remember what was known as "Brewery Hill" in the City of Muskegon. That location is now the home of Coles Quality Foods. Before Coles moved there, Brewery Hill had been occupied by a brewery for ninety years. The brewery was founded in 1867, and had a succession of owners. The last owner was the Goebel Brewing Co. of Detroit, which owned the brewery from 1946 until it closed in 1957.

In the brewing business it is not an unusual practice, not necessarily well-known to consumers, for a beer company to contract with a competing brewing company to produce its products in a certain market area. Due to the huge capital investment to build a brewery, and due to other expenses such as high transportation costs, it often makes better business sense to hire out the brewing to someone else. For example, in Ireland Budweiser is very popular and is brewed by Guinness!

In 1955 Guinness was selling in the U.S. a pale beer brand, called Guinness Lager beer, and entered into production contracts with two American brewers, one in California and one with Goebel in Muskegon. Goebel brewed the Guinness Lager in Muskegon until 1957, when Goebel closed the Muskegon brewery.

In 1964 Goebel was purchased by the Stroh Brewing Company. In 2000 the Pabst Brewing Company bought many of Stroh's assets when Stroh's was broken up, and continued selling Goebel beer until 2005, when Pabst discontinued the Goebel brand.

All of this historical information has been provided through the courtesy of our own **Muskegon Heritage Museum**, located at 561 W. Western Ave., across the street from the railroad depot. The Museum is operated by the **Muskegon Heritage Association**, and is a must visit to learn about Muskegon's heritage, including our industrial and commercial history. To learn more about the Museum, visit its excellent website at [www.muskegonheritage.org](http://www.muskegonheritage.org). Two of the mainstay volunteers at the museum are **Allan and Anne Dake**. Thank you to Allan and Anne for sharing with us the story of Guinness in Muskegon!



Muskegon Brewery



Allan and Anne Dake at the Museum



Advertising Logo



Part of Brewery Display



Guinness Bottle Label

# At Summer Barbecue Picnic August 25, 2011



# At 2011 Michigan Irish Music Festival



Tom Schaub



The Tionol



John McGarry