

Show your Trojan Pride and Support Student Learning!



submitted by Tina VanderWall

Show your Trojan Pride AND become part of a permanent Trojan Nation wall display located at Fruitport High School. The Fruitport Education Foundation (FEF) is selling personalized name plaque tiles that will be mounted on a Trojan Nation wall of supporters located in the grand foyer at FHS. Proceeds from the sale of tiles will fund K-12 classroom and program enhancement grants, and scholarships for graduating seniors.

Honor your alma mater with your name and year of graduation or celebrate a FHS graduate with his/her name and year of graduation. Dedicate a favorite staff member or team/club, display your business or family name...the possibilities are endless. With the holidays approaching, name plaques will make great gifts for the "hard to buy for" Trojan fan.

Multiple size plaques are available at various

price points as follows:

- Silver tile ~ \$100 - 8x8" plaque - one tribute, up to 2 lines with up to 20 characters per line (this size has a total of 8 lines allowing 4 different tributes at 2 lines each. The most economical because it is a "community" or shared plaque.)

- Family tile ~ \$400 - 8x8" plaque - up to 8 lines with up to 20 characters per line (great for multiple family members combined on same plaque)

- White tile ~ \$250 - 3x16" plaque, up to 2 lines with up to 20 characters per line (larger font size than 8x8 and holds a single tribute)

- Blue tile ~ \$500 - 4x16" plaque, up to 2 lines with up to 20 characters per line (larger font size than 3x16 and holds a single tribute)

Place your online order at the following web address: <https://fef.sourceoneordering.com/>

Baby Items Drop Off

First Congregational Church of Fruitport is a baby items drop off site for Muskegon Pregnancy Services.

If you have items that you would like to donate, you can drop them off by the side door, under the roof, at 3212 Pontaluna Road, Fruitport.

If you have any questions, please call (231) 288-9873.

Local New Business Profile: Jersey Mike's Subs

by Calvin and Kate Holtrup

Fruitport's very own Jersey Mike's Subs opened just this April. "We're Jersey Mike's. We're a national brand, franchised in the late '80s and quickly growing ever since," said Matt Bissell, who bought into the franchise and owns the Jersey Mike's right here on 1664 East Sternberg Road, Suite A2, next door to TrueSleep Mattress Store. After nine years of eating Jersey Mike's and seven years of working there, Bissell has opened his first sub shop and is super excited about it.

Jersey Mike's makes high-quality, fresh to order sub sandwiches, said Bissell, which kind of sets them apart from some of their competitors.

Bissell said of the chain's 'secret sauce', "It's no secret. We brag about it. We call it 'The Juice' here. It's just our red wine, vinegar, and olive oil blend. It's kind of like our house Italian dressing. But that's what really puts the Jersey in Jersey Mike's...It gives



Inside Jersey Mike's Sub shop

every sandwich a unique, I call it a 'tang'—but [a] unique flavor."

According to Bissell, Jersey Mike's number one bestseller is the #13, Original Italian, with five different types of meat—three hams, salami, pepperoni—and provolone cheese. The sub shop sells more of that than any other sandwich on the menu, here at this store and nationwide.

Being a sandwich shop, Jersey Mike's takes the time to make their giant sub sandwiches just right. "Come and get a sandwich, a bag of chips," said Bissell. "We've got cookies, brownies, desserts, and things like that, but we try to focus on what we do and just do it really well, to the best of our abilities."

Bissell and his crew also put their best into

Muskegon County Visitor Guide

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Hours of operation: Mon.-Thurs. 10-3, Fri. 10-2

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customer service. "There's a lot of things I love," he said, "but, honestly, I love customer service, and I love taking care of our customers, and just being able to bring a smile to people's faces. So that's my ultimate goal, and that's what keeps me coming here and making sandwiches every day."

Jersey Mike's here has had some supply chain troubles, though. "It's an everyday battle, here and, I think, at a lot of restaurants," said Bissell, "just being able to successfully get your product that you're used to carrying. It's hard." But he's trying to be a little more resourceful and flexible to keep providing the quality and care that Jersey Mike's is famous for.

All that quality and care started way back in 1956, Bissell explained, "in a small town called Point Pleasant, New Jersey. At Point Pleasant, that was the place to be." And that was where Jersey Mike's, originally called Mike's Giant Submarines, was born, right on the famous Jersey Shore.

"Back in the '70s, a guy named Peter Cancro bought [Mike's Giant Submarines]," Bissell continued. "He was only seventeen—he was actually still in high school. He had to get his high school football coach to help him get a loan so he could buy it. And he's been at the helm ever since. And he's the one that franchised it and grew it.... He knew that that's what he wanted to do."

You can now come enjoy that rich history from the Jersey Shore right here in our local Jersey Mike's. It's open 10am to 9pm, all week long. You can dine in, call (231) 457-4534, or order online at jerseymikes.com/31057/fruitport-mi.



Jersey Mike's partnered with the Muskegon Rescue Mission in the restaurant's first five days, raising \$1420 for the organization.

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