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Fulfilling the Vision

2012 Strategic Plan: Another Promise Kept

**A Message from YMCA of Greater Cleveland President and
Chief Executive Officer Glenn Haley**



I am delighted to share opening plans for the Greater Cleveland YMCA's latest branch, the French Creek Family YMCA in Avon.

The 67,506 square-foot facility officially opens for business on Monday, April 19. Charter members will have first access to it, from April 5 through April 17.

An invitation-only grand opening/ dedication is planned for 2 p.m. Sunday, April 18.

We are tremendously excited about bringing a new YMCA to residents of Lorain County. In addition to providing a wealth of fitness and wellness opportunities, the new branch is expected to have a direct economic impact on surrounding areas. It will employ 90 people and bring hundreds of people into the area daily.

The branch is a true community partnership, with the city of Avon funding 60% of construction costs and the YMCA covering the remainder through donations.

Heading up the new branch will be YMCA veteran Joe Cerny, who most recently served as executive director of the Lakewood Family YMCA.

Under his tenure, the Lakewood Family YMCA experienced unprecedented growth, from 2,800 to 4,400 members.

At the same time, Cerny has been extremely involved at the Association level, providing leadership for staff development initiatives and programs.

We're pleased to have Joe in this new leadership role and know he'll soon become a familiar face to members.

The YMCA of Greater Cleveland is also poised to open two additional branches in the next three years.

The first, in Warrensville Heights, is expected to open in 2011. The \$10 million project is being developed in collaboration with the city, whose voters passed an income tax increase in May of 2009 by an overwhelming majority.

The funds will allow for development of a new, 40,000 square-foot YMCA and Cuyahoga County library branch as part of the Town Center project, a mixed-use development on a parcel of land on Northfield Road across from the Thistledown Racetrack.

Cleveland-based Moody Nowlin Architects and Infinity Construction of Warrensville Heights will handle architecture and construction management of the project. Both are firms with minority ownership.

At the Greater Cleveland YMCA, we are beginning the process of actively identifying and engaging donors in the community to augment funds from the city.

Our third new branch will be the North Royalton Family YMCA, which we anticipate will open in early 2012.

Like the Warrensville and Avon projects, we are again working in concert with city officials. A site has been identified – the former Avalon Event Center on State Road – and we anticipate that costs to renovate the facility will be approximately \$6.5 million.

There has been tremendous community interest and support for all three new YMCA's, and we welcome the opportunity to serve the populations in these areas while carrying out the YMCA mission to be Northeast Ohio's premier health and wellness and social service agency. ♦



French Creek Executive Director Joe Cerny shows the facilities to member Alex Girardo.

go!FIT Program a Huge Success



The go!FIT program, designed to improve the health of area residents, has proven to be a huge success for the YMCA of Greater Cleveland, the Cleveland Clinic, the City of Cleveland Recreation Department, Cuyahoga County, the American Heart Association, Curves and Dave's Supermarkets.

More than 9,000 people are participating in the free 90-day program, which provides memberships at all Greater Cleveland YMCA and Curves locations.

"It's been amazing," said YMCA of Greater Cleveland President and Chief Executive Officer Glenn Haley. "As we continue to create access to healthy living and lifestyles for those who participate, we are gratified to serve so many individuals who might not otherwise have had a YMCA experience. Our hope is that all who complete the program will continue their association with the YMCA of Greater Cleveland as full members."

Participants of the go!FIT program must check in and exercise at least

three times a week at their preferred YMCA branch or Curves location; have key health criteria measured weekly; engage in both fitness and nutrition components of the program, and complete fitness and nutrition assessments.

"We are delighted that so many individuals recognize the importance of improving their personal health and well-being," Haley said. "The go!FIT program is a prime example of the YMCA of Greater Cleveland's mission in action." ♦

SELREC Programs to Continue Under YMCA Operation and Management

The cities of South Euclid and Lyndhurst and the South Euclid-Lyndhurst school district have entered into an agreement with the YMCA of Greater Cleveland for the latter to assume operations of the recreation programs in those cities.

South Euclid Mayor **Georgine Welo**, Lyndhurst Mayor **Joseph M. Cicero, Jr.**, South Euclid-Lyndhurst Superintendent **William J. Zelei**, and YMCA of Greater Cleveland President **Glenn Haley** formally signed the agreement March 3.

The Hillcrest Family YMCA, 5000 Mayfield Road, Lyndhurst, will assume fiscal responsibility for the operating results of SELREC on June 1, 2010. ♦

Fall 2009 Membership Campaign Wins Prestigious Award

The fall 2009 YMCA of Greater Cleveland membership campaign, "Y We Care," has won recognition in this year's American Graphic Design & Advertising competition.

The recognition will be published in the book, *American Graphic Design & Advertising 26*, available in 2011.

The campaign was based on an idea by Downtown YMCA Membership Director **Mike Caprino**, which was translated and executed by Vice President of Marketing, Member & Community Engagement **Rick Haase** and Herip Design Associates, an independent communications and brand marketing firm headquartered in Peninsula.

The campaign focused on the YMCA mission and annual Strong Kids Campaign, asking YMCA members to donate to that effort, which provides scholarship dollars to those in financial need. It is the YMCA of Greater Cleveland's corporate policy that no one is turned away because of the inability to pay.

Last year, the YMCA of Greater Cleveland's Strong Kids Campaign raised \$612,000. ♦

21st Annual Geauga YMCA Memorial Golf Outing Set for May 21

The Mayfield Sand Ridge Club, 12070 Mayfield Road, Chardon, will be the site of the 21st annual Geauga Family YMCA **Dick Clark** Memorial Golf Outing.

The day will include rounds of golf, lunch, dinner, and a prize and award ceremony along with a silent auction.

Registration begins at 11 a.m. followed by lunch. Golf begins with a shotgun start at 1 p.m. and dinner begins at 6:30 p.m.

Cost is \$195 per person, with a portion of the cost being tax-deductible.

Hole and other sponsorships are available.

The winner of a hole-in-one contest will win a new car.

The late Mr. Clark was an active, involved member of the Geauga Family YMCA. He served on the branch board for many years.

For additional information and to register, call (440) 285-7543.

YMCA of Greater Cleveland Mission Statement
To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

Staff News



Robin R. Jordan joined the YCMA of Greater Cleveland as District executive/Lakewood branch executive director on Feb. 2.

In her role, Jordan will supervise the West Park-Fairview and West Shore branch executives and have direct oversight of the Lakewood Family YMCA.

She joins the Greater Cleveland YMCA from the Valley of the Sun YMCA in Phoenix, Az., where she spent eight years as vice president of health and wellness programs.

She also worked as a district executive supervising three branch operations with a combined budget of \$6.5 million.

Jordan's varied career includes serving on the Y-USA staff as associate director of staff development and as executive director Baltimore, Md.

She holds a bachelor's degree in organizational management and leadership from Concordia University.



John C. Reid, Jr. joined the Euclid Family YMCA as executive director on Jan. 25. Reid comes to the YMCA of Greater Cleveland from the Butler Street YMCA in Atlanta, Ga., where he most recently served as chief operations officer.

A veteran YMCA employee, he has experience as an executive director with the South DeKalb Family YMCA in Decatur, GA, and as a group vice president and branch executive with the Butler Street YMCA in Atlanta.

Reid is widely recognized in the Southern U.S. for his expertise in training. He holds a bachelor's degree in physical education from Winston Salem University, in Winston Salem NC.



Ian Roberts is the new associate executive director of the Southeast Family YMCA in Bedford.

Most recently, Roberts served as executive director of program operations for the Nordonia Hills YMCA in Macedonia.

He is a graduate of Prescott College, where he earned a master's degree in adventure education with an emphasis in cultural diversity. He earned his bachelor's degree at Brevard College in wilderness leadership and experiential education.

He resides with his wife in Brecksville.



Amanda Showman was recently named director of operations for the Greater Cleveland YMCA Child Care Services, which is the largest provider of child care services in Northeast Ohio. Showman has previously filled a number of roles in the Child Care Services Department.



Jeff Jacko, who has been a membership director with the Hillcrest Family YMCA in Lyndhurst since 2007, was recently appointed executive director of the branch. He resides with his wife in Parma.



Shawn Hilliard, most recently membership director at the West Shore Family YMCA in Westlake, joined the staff of the Euclid Family YMCA as membership director on Jan. 25. Hilliard, a YMCA of Greater Cleveland employee for almost three years, resides with his wife and son in Euclid.



Shannon England, most recently lead member services representative (MSR) at the West Shore Family YMCA in Westlake, became membership director there on Jan. 25. A resident of North Ridgeville, she joined the YMCA of Greater Cleveland in August 2009.



Joining the Downtown YMCA team as the operations director and association aquatic program development team leader, **Rob Hinderer** brings 15 years of YMCA experience in supervision, operations, program development, finances, aquatics and relationship building translating into community impact.



Kevin Skrzyniecki began his duties as program director – Youth, Teen and Family at the West Shore Family YMCA Feb. 15. He comes to the Greater Cleveland YMCA from Bowling Green State University Recreation Center, where he was most recently assistant to the facility manager. ♦





**YMCA
of Greater Cleveland**

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Oliver Henkel to Keynote YMCA of Greater Cleveland Annual Meeting April 22

The YMCA of Greater Cleveland will host its Annual Meeting from 5:30–7:30 p.m. Thursday, April 22, 2010 in Butler Hall of the Downtown YMCA.

Theme for the event is “Building Community, One Life at a Time.”

Keynote speaker will be **Oliver C. Henkel, Jr.**, chief government relations officer with the Cleveland Clinic.

A graduate of Yale University, Mr. Henkel holds both his undergraduate and juris doctor degrees from that educational institution.

Prior to joining the Cleveland Clinic, Henkel was a partner at Thompson, Hine, LLP. From 1984–87, he was vice president of Progressive Corporation, and during 1983–84 served as the national campaign manager for the presidential campaign of Gary Hart.

He is also a former partner at Jones Day Reavis & Pogue.

Henkel is a member of the Ohio Health Coverage and Quality Council, appointed by Ohio Governor Ted Strickland. He also currently serves on the HCAP, UPL and Taxes Task Force of the Ohio Hospital Association.

He is a former president, treasurer and trustee of the Cleveland Bar Association, and is a fellow with the American College of Trust and Estate Council.

Henkel is a founding chairman of the Playhouse Square Foundation, where he is currently a trustee and member of the Executive Committee. He is a director with the Cleveland Center for Arts and Technology, a member of the Corporate and Planned Giving Councils of the Cleveland Museum of Art, a member of the Planned Giving Advisory Council of the Musical Arts



Oliver C. Henkel, Jr.

Association, and serves as a trustee of both the Wendy Park Foundation and Center for Health Affairs.

Additionally, Henkel is an author, having co-written “Campaign for President: The Managers’ Look at ’84” published by Auburn House in 1986. ♦