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*A New Approach to Healthier Lives*

# Wellness Initiative Kicks Off

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



The YMCA of Greater Cleveland is launching a brand new wellness initiative which we hope will manifest itself as a new direction for Healthy Living for all our almost 40,000 members.

The new initiative has roots in three current medically outcome-based efforts currently offered by the YMCA of Greater Cleveland.

The recent healthcare debate, rising healthcare costs and increasing instances of diagnoses of diabetes have moved communities, corporations and individuals to want to make a difference in their associates, their neighbors and in their lives.

Quite simply, they're looking for more from us, as your neighborhood YMCA, and we are delighted to provide what is needed.

It's what I like to call an "evidence-based wellness" approach to healthy living, and is consistent with the YMCA of Greater Cleveland mission, which is to build healthy spirit, mind and body for all.

To help you all understand the roots of our new effort, here's a bit more on the three programs at the heart of our new Organizational Wellness initiative.

## Community Wellness

In partnership with University Hospitals' Otis Moss Clinic, the YMCA of Greater Cleveland and the City of Cleveland Recreation Centers are conducting free, confidential and very detailed health screens to anyone over the age of 18.

The health screens include cholesterol and blood glucose checks, a strength and flexibility test, lung capacity test, and BMI test (lean muscle mass verses body fat).

Once all your results are in, your current body age and obtainable body age are provided to you. The results from the screen include tips/recommendations for improving areas that you screened poorly in, and maintaining in the areas you did good in. The tests and family history can indicate whether you are prone to certain types of cancer or heart disease.

Dr. Ken Sparks of Cleveland State University is working with the YMCA of Greater Cleveland on this evidence-based community wellness effort as a part of our continuing partnership with CSU.

Through personal coaching, the goal is to have individuals work toward improving their overall health.

## Youth Marathon Program

The We Run This City Youth Marathon Program is a collaboration between the YMCA of Greater Cleveland, the Cleveland Metropolitan School District, the Cleveland Department of Public Health, and the Rite Aid Cleveland Marathon.

The 14-week program strives to teach young people to set and achieve goals by preparing them to run in the Rite Aid Cleveland Marathon. But crossing the finish line is just the beginning – students leave the program with greater self-confidence and increased levels of fitness and endurance.

The YMCA of Greater Cleveland is working in concert with Case Western Reserve University's Center for Health Promotion Research and its Director, Dr. Elaine A. Borawski on the Youth Marathon program.

## Diabetes Help

The YMCA of Greater Cleveland and the Diabetes Association of Greater Cleveland are offering a free, 10-week Diabetes Education, Support and Self Management program, made possible by a grant from the Ohio Diabetes Prevention and Control Program (ODPCP).

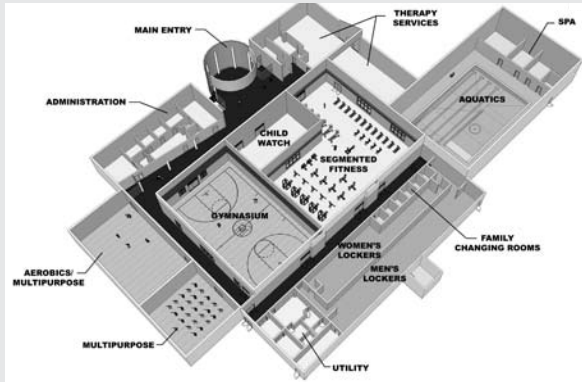
Classes are led by a combination of YMCA staff, registered dietitians, certified diabetes educators, nurses, and health educators.

Participants need to have a doctor referral and be pre-diabetic, diabetic or at high risk.

Through the program, participants will learn how to properly use a blood glucose meter, learn about the effects diabetes has on the body, and realize the benefits of physical activity.

They'll have access to YMCA of Greater Cleveland facilities and exercise classes, and after completing 90% of the classes, will receive a free six-month membership to the YMCA.





Proposed North Royalton floor plan



Proposed Warrensville Heights rendering

# North Royalton and Warrensville Heights Family YMCAs to Open late 2011/early 2012

Residents in North Royalton and Warrensville Heights will soon have new YMCA facilities in their respective communities.

Members of North Royalton City Council on June 1 approved a purchase agreement for the former Avalon Event Center on State Road, and also approved an operating agreement with the YMCA of Greater Cleveland.

The YMCA of Greater Cleveland is currently in the process of selecting an architect for the project, with initial facility designs expected by August.

The 50,000-square-foot complex will house a six-lane indoor swimming pool, segmented fitness center, gymnasium, aerobics studio, child watch area and a community room.

The YMCA of Greater Cleveland is currently in the midst of a pledge-based campaign to raise \$7 million for the renovation of the current site.

Groundbreaking ceremonies are expected in October.

Meanwhile, a brand new 42,000 square-foot YMCA will become reality in the eastern suburb of Warrensville Heights.

Moody Nolan Architects of Cleveland, and Infinity Construction of Warrensville Heights, both minority owned firms, have been engaged.

Preliminary drawings are currently being reviewed in open forums with Warrensville Heights city officials, and like North Royalton, groundbreaking is anticipated later this fall with an anticipated opening date in early 2012. ♦

## Horsey is New Chief Operating Officer

**Maurice L. Horsey, III**, who has served as the District Vice President/Downtown Executive Director since joining the YMCA of Greater Cleveland, will assume the role of Chief Operations Officer (COO) effective June 1.

“Due to my expanded activities in Association-wide Capital Fund Development, as well as my increased activity in the development of both the new Warrensville Heights Family YMCA and the North Royalton Family YMCA, it became increasing evident that reinstating the position of Chief Operations Officer was warranted at this time in the life of our organization, especially given the potential for future growth and expansion,” said YMCA of Greater Cleveland President and Chief Executive Officer Glenn Haley.

Meanwhile, **Robert Hinderer**, Director of Operations for the Downtown YMCA, assumed responsibility as the Executive Director of the Downtown YMCA effective Tuesday, June 1. ♦



## Staffing News

**Malik Moore** joined the YMCA of Greater Cleveland family as Director of Community Youth Services on Friday, June 18.

In that role, he will be responsible for the implementation of the City Agenda, Youth and Teen Leadership Development initiatives, and Community Outreach for the YMCA of Greater Cleveland which directly impacts our relationship with the city of Cleveland and surrounding communities.

Mr. Moore comes to us from the YMCA of Central Ohio, where he most recently served as Membership Director of the Gahanna Branch, an 11,000 member branch, with 2,600 membership units. He also served as their Association-wide co-chair for diversity initiatives.

Prior to that, he was affiliated with the Columbia North YMCA in Philadelphia, where he served as the Membership and Health/Wellness Director.

Mr. Moore is a member of E.M.L.E. (Emerging Minority Leadership Experience), a YMCA of the USA initiative. ♦

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

# New Board Members

## **Douglas J. Butler, CFA**

Mr. Butler is Director, Portfolio Manager for MAI Wealth Advisors, LLC. Prior to joining MAI, He was a co-managing member of Main Street Investment Management, LLC and Director of Equity Research for KeyBanc Capital Markets/McDonald and Company. He is a member of the Finance Committee of the Metzenbaum Foundation and serves on the Membership Committee of the Chagrin Valley Country Club.

Mr. Butler is a graduate of Shaker Heights High School and received his undergraduate degree from Syracuse University and his MBA from Case Western Reserve University. His interests include banking and investment, financial management, business administration and research and evaluation. He and his wife, Catherine, live in Bentleyville.

## **John P. Slagter**

Mr. John P. Slagter is Managing Partner of Buckingham, Doolittle & Burroughs, LLP a firm specializing in Real Estate & Construction and Litigation. Mr. Slagter serves as Managing Partner of the Firm and is Chairman of the Executive Committee. He previously served as Vice President of the Board of Managers, as Chairman of the Real Estate and Construction Law Practice Group and Managing Partner of the Cleveland Office.

Listed as one of the *Best Lawyers in America* (2007-2010) and recognized as one of *Ohio's Super Lawyers* (2004-2010), Mr. Slagter lectures attorneys and other professionals in the areas of construction, real estate and zoning law.

## **Dr. Robert Wyllie**

Dr. Robert Wyllie is the Chief of the Cleveland Clinic Children's Hospital, Chairman of the Pediatric Institute and Chairman of the Department of Pediatric Gastroenterology and Nutrition at Cleveland Clinic. Dr. Wyllie was inducted as the first holder of the Calabrese Endowed Chair in Pediatrics in 2007. Before that he was chairman of the Department of Subspecialty Pediatrics at Cleveland Clinic.

Dr. Wyllie is board-certified in pediatrics and pediatric gastroenterology and nutrition and has been named in Castle Connolly's "Americas Top Doctors", "Best Doctors in America", and Consumer's Checkbook "Guide to Top Doctors." He is a member of numerous organizations and societies related to gastroenterology and nutrition. He is a nationally-known presenter, an editor of a major textbook in gastroenterology and has authored over 130 articles.

Dr. Wyllie graduated with honors from the Indiana University School of Medicine in Indianapolis, where he also completed a residency in pediatrics and a fellowship in pediatric gastroenterology and nutrition.

## **Jeffrey S. Bechtel**

Mr. Bechtel is the Senior Vice President & Group Manager for PNC Bank-Commercial Banking.

He is a graduate of Fairview High School and received a Bachelor's of Science Degree in Finance from Miami University. He is a Board member of the Cleveland Pops Orchestra.

Mr. Bechtel's interests include banking and investment; financial management, human resources and personnel and business administration. He and his wife, Melissa, live in Westlake.

## **Lonzo Coleman**

Mr. Coleman is the President and CEO of Coleman Spohn Corporation, a mechanical contracting firm established in 1994 to install heating, ventilating and air conditioning systems for the commercial and industrial construction market. He has participated in the construction of such facilities as the Rock and Roll Hall of Fame, Progressive Field, The Quicken Loans Arena, KeyBank, Cleveland Browns Stadium and the Stem Cell Research Facility of Cleveland.

Mr. Coleman is involved in many professional and civic organizations in the Greater Cleveland area and serves on the Executive Committee of the Presidents' Council. His interests include economic development, minority business development, youth, golf, reading and traveling. He and his wife, Frances Y. Hurd, live in Solon and are the parents of three children.

## **Joshua D. Jenkins**

Mr. Jenkins is a Partner, Assurance Services, with Ernst & Young. He is a certified public accountant and was admitted to the partnership in June 2009. He has 14 years public accounting experience serving publicly-held and non-public clients primarily in the consumer products and diversified industrial products markets. He has extensive experience advising clients on acquisitions, divestitures, public offerings, spin-offs and financing transactions. Mr. Jenkins has a degree in Accounting from Kent State University. He is on the Board of Ideastream (WVIZ/PBS and 90.3 WCPN) and is actively involved in Solon City Schools. He resides in Solon with his wife, Allison, and their two children.

## **Anthony Tricarichi, Jr.**

Mr. Tricarichi is a Partner with KPMG, LLP in the Cleveland audit practice with over 30 years of experience serving a variety of clients. He has served as the lead engagement partner for multiple clients and has extensive experience in public company reporting and complex accounting issues.

He is a graduate of St. Peter Chanel High School and John Carroll University. He has a degree in Accounting. He is on the John Carroll University Advisory Board and the Board of St. Peter Chanel High School. His interests are in accounting and financial management. He and his wife, Michele, live in Solon. ♦





Triangle Award recipients, pictured at left, were honored at the recent YMCA of Greater Cleveland Annual Meeting on April 22.

## Volunteers and employees honored for service at the Greater Cleveland YMCA's annual meeting

Employees and volunteers were honored for their dedication at the Greater Cleveland YMCA's annual meeting on Thursday, April 22 at the Downtown YMCA's Butler Hall.

The theme for the meeting was "Building Community, One Life at a Time." Keynote speaker was **Oliver C. Henkel, Jr.**, chief government relations officer with the Cleveland Clinic.

Volunteers received YMCA Triangle awards, given to those who dedicate their time to further the YMCA's mission and who exemplify the YMCA's four core values of Honesty, Respect, Responsibility and Caring in their everyday lives.

Two employees, **Jennifer Parker** and **Jan Palof**, were also honored with service awards for excellence. ♦

## Scholarship Assistance is Available

### No One is Turned Away Because of the Inability to Pay

The Scholarship Program is a sliding fee scale that is designed to provide services for any family, adult or senior who desires to participate and understands the benefits of the YMCA, regardless of their ability to pay the prescribed fee.

Those not able to pay the full fee may be awarded a scholarship based on their demonstrated ability to pay and the YMCA's ability to fund the subsidy.

Funding for scholarships comes from grant sources and from fellow members who donate to the YMCA's annual Strong Kids Campaign. Each year the campaign provides membership and program scholarships for more than 4,000 adults and children.

All YMCA members receive the same membership benefits, regardless of whether or not they are receiving assistance.

Over the years, the Scholarship Program has helped:

- Adults temporarily out of work
- Those who are divorced and experiencing financial hardships

- Youth referred by schools, churches and other organizations
- People on fixed incomes
- People overwhelmed by medical bills
- Those experiencing other financial hardships.

### Am I Eligible?

Applicants must work or reside in the service area of the YMCA to which they apply. Assistance is granted on the basis of financial need within the available resources of the branch.

The YMCA believes a sense of ownership and pride is developed if the financial assistance recipient has contributed to the cost of YMCA involvement. Therefore, applicants may be asked to pay a portion of the fees. The YMCA grants financial aid to the extent that funds are available. The YMCA reserves the right to refuse assistance to any applicant.

Financial assistance can be granted for one session of a program such as swim lessons, or for up to six months membership with optional renewals.

### How do I Apply?

The YMCA of Greater Cleveland requires that individuals provide information regarding income, family size and necessary expenses so that it can provide financial assistance in a fair and consistent manner. All records are kept confidential.

The YMCA also requires that individuals reapply when requested to keep information on their application updated. Scholarships must be renewed bi-annually in May and November.

To process your application, visit the branch where you will be seeking membership/ services, and bring the following items:

- Copy of last year's tax return
- Copy of last two pay stubs -OR-
- Copy of social security or disability checks (or copy of bank statement showing monthly deposit)

NOTE: If you do not have a copy of your tax return, you may obtain one by calling the Internal Revenue Service at (800) 829-1040. If you did not file taxes last year, or if you don't have the other documents required, please submit a letter explaining your personal situation. ♦

# The Strong Kids Campaign

Our annual Strong Kids Campaign provides membership and program scholarships for more than 4,000 adults and children each year.

**A**s of June 15, the annual campaign is at 56% of its fund-raising goal of \$647,000. \$362,659 has been raised so far.

A volunteer appreciation event was held June 17 in Butler Hall of the Downtown YMCA, 2200 Prospect Avenue, East. Co-Chair of the 2010 Campaign is **Matthew Cox**.

The Downtown YMCA and YMCA of Greater Cleveland Child Care Services Division have collectively raised \$53,254. Downtown and Child Care Services tied with the Hillcrest Family YMCA in securing the largest single gift at a branch – \$15,000. Exceptional campaigners were **Ray Weeden** and **Mike Caprino**.

The Euclid Family YMCA has raised \$9,263 toward a goal of \$25,000. Outstanding campaigners are **Norma Bean**, **Paul Dietrich**, **Joyce Vazquez** and **Clare Vertocnik**.

The Geauga Family YMCA leads this year's Strong Kids Campaign in the number of major gifts made by individuals within the community. Over \$18,000 of Geauga's total dollars pledged and raised to-date have come from individual gifts of \$1,000 or more. Geauga has raised 70% of their goal of \$60,000, or \$41,923 thus far. **Phil Prosser** and **Annette Munson** are the branch's strong campaigners.

The Hillcrest Family YMCA has raised \$41,135 of their \$60,000 goal. Hillcrest also secured the highest percentage of returning donors year over year. **Yvonne Wood**, **Lorraine Muldoon** and **Laurie Wilson** are Hillcrest's most valued volunteers.

At the Lakewood Family YMCA, \$45,612 of a goal of \$75,000 has been raised. Outstanding branch volunteers are **Ann Spence**, **Marie Toledo** and **Sam Kincaid**.

The Ridgewood Family YMCA has raised \$20,839 toward a goal of \$32,000 with a whopping 27 volunteers. Among the most valuable of those volunteers are **Frank Russo**, **Sean Nicklos** and **Dave Covell**.

The Southeast Family YMCA in Bedford has thus far secured \$14,144 toward their Strong Kids Campaign goal of

\$25,000. Outstanding campaigners include **Denise Jones**, **Leroy Peterson** and **Josie Klimas**.

The West Park-Fairview Family YMCA is the Greater Cleveland YMCA Association leader in terms of the number of gifts pledged, and having the most donors. To date, \$28,020 of the branch goal of \$35,000 has been raised. Outstanding campaigners are **Steve Lorenz**, **Kim Miller** and **Jane Morrison**.

The West Shore Family YMCA continues to make progress, having raised \$12,173 toward the branch campaign goal of \$30,000.

Top campaigners for West Shore are **Matt Arnold**, **Ivette Sarkar**, **Rod Marques** and **Genevieve Wanamaker**.

At the June 17 event, special recognition was given to **Lisa Voleski** of the Hillcrest Family YMCA, **Carole Cox** of the Downtown YMCA, and **Jeanne Sutyak** of the Ridgewood Family YMCA for their exemplary campaign efforts.

**Chuck Grossman** of the West Park-Fairview Family YMCA secured the most gifts of special significance at a branch and was also honored.

## What Will Your Strong Kids Campaign Donation Mean to a Child?

- Your \$50 gift to the Strong Kids Campaign will enable one child to participate in an 8-week Y Winner Sports program
- \$100 will provide a child with one week of YMCA summer day camp
- \$250 will provide one month of school age full-time child care
- \$1,000 will give a child a full summer of Y Day Camp, helping working parents keep their kids safe and stimulated all summer long.

Please help us reach our 2010 Strong Kids Campaign goal by making a contribution today. Use our secure, online donation process, or call the Financial Development Office at (216) 263-6844.

## Wellness Initiative

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They'll also learn general exercise principles, proper nutrition, how to make healthy eating choices, explore the importance of reading food labels, and learn about making long-term healthy lifestyle choices.

The YMCA of Greater Cleveland's first Biometric Testing Center opens within the Downtown YMCA, 2200 Prospect Avenue East, on July 1.

We are offering wellness screenings in packages at three different levels – Gold, Silver and Bronze. The packages include full body age screening (with a printed report), skin fold measurements, blood pressure, grip

strength, lung capacity testing, and blood serum testing among other offerings.

We also are providing 30-minutes of wellness coaching one-on-one with a member of our Health and Wellness staff.

The YMCA of Greater Cleveland is proud of the collaborations it already has in place with institutions like St. Vincent Charity Hospital for pre-and-post bariatric patients, and cardiopulmonary rehabilitation with Parma Community General Hospital.

We recently hired a registered, licensed dietitian, **Sara Morrison**, who is

based at our Downtown location. She was recently featured on WOIO-TV (19) offering dietary advice. With her expertise, the new program will now officially include a nutritional component.

Currently, 12 of our Health and Wellness Staff have successfully completed training to conduct the health assessments.

We hope you will take advantage of the new program and allow us to help you meet your personal health and wellness goals. ♦



## YMCA of Greater Cleveland

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### YMCA of Greater Cleveland Leadership

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**Glenn Haley**, President and Chief Executive Officer

**Bruce Noll**, Chief Financial Officer

**Maurice L. Horsey, III**, District Vice President/  
Downtown Executive Director

**Rick Haase**, Vice President of Marketing,  
Member & Community Engagement/Editor

**Nichol Higdon**, Vice President of Human Resource Services

**Toni Kayumi**, Vice President of Financial Development

## YMCA in Partnership with Cuyahoga Community College at Parma's Western Campus

Summer Day Camp programs in the Parma area are taking place this year for the first time on the Western Campus of Cuyahoga Community College, 11000 Pleasant Valley Road, as the result of a unique partnership between the College and the YMCA of Greater Cleveland.



The camp program will run the weeks of June 14 through August 20, 2010.

"We hope this will be the first effort in a long-standing continuing partnership with Tri-C," said YMCA of Greater Cleveland President and Chief Executive Officer **Glenn Haley**. "We look forward to future endeavors together."

The summer day camp program serves about 100 children and families in the Parma area. ♦

### Sel-Rec Programs Continue Under YMCA Operations and Management

The cities of South Euclid and Lyndhurst and the South Euclid-Lyndhurst City School District have formally signed an agreement with the YMCA of Greater Cleveland which gives the YMCA operational control of the recreational programs in those cities.

SEL-REC has been a part of the Hillcrest community since 1946, and under the YMCA's management, the tradition of quality programs and services offered to residents is expected to be enhanced. ♦

SEL-REC's administrative offices will remain in their current location.

The Hillcrest Family YMCA, under the leadership of Executive Director **Jeff Jacko**, assumed fiscal responsibility for the operating results of SEL-REC on July 1, 2010.

### YMCA in Discussion with PNC Bank about New Partnership

The YMCA of Greater Cleveland and PNC Bank are looking to duplicate in Cleveland the relationship recently launched between the bank and the YMCA of Greater Pittsburgh.



A Cleveland effort will launch on July 26, 2010. ♦