



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

THE Y IN CENTRAL MARYLAND
ANNE ARUNDEL COUNTY • BALTIMORE CITY • BALTIMORE COUNTY • CARROLL COUNTY • HARFORD COUNTY • HOWARD COUNTY

January 26, 2022

Marketing Announcements:

Dear Colleagues,

It is my pleasure to announce two promotions in the Marketing Department. **Monica Booker has been named Vice President, Marketing and Lindsay Crone has been promoted to Senior Executive Director, Consumer Insight and Integrated Media Strategy.** Both these promotions are well-earned and reflective of the level of association-wide responsibility both Monica and Lindsay have and the impact of their work across all Y programs and services.

Monica Booker is a 25 year YCM veteran who brings to her job direct working experience in almost every aspect of our operation including member services, camp, fitness, youth/teen programs and IT. Add to it that Monica has a Master's degree in Mass Communications which she has been practicing at the Y now for the past 15 years, and the result is a person who is especially fluid in both the practical implications of her work as well as the tools necessary to develop and steward successful marketing campaigns.

Monica oversees YCM marketing efforts which support lead generation and member/participant engagement across all YCM programs and services. This requires a depth of knowledge of all media and leadership of a highly talented team who deliver thousands of Y marketing jobs a year; accurately, effectively, on time and on budget across multiple platforms. Monica ably manages all these moving parts; essentially running an in-house ad agency for the Y.

Highlights of some of Monica's recent and ongoing key accomplishments include the launch and successful marketing of several new programs including Y emergency care for children, Academic Support Centers, virtual group ex and vaccine clinics; the complete rebuild (twice) of our website and ongoing management of it; management of our brand voice assuring consistency of messaging which upholds Y values; careful management of a complex budget; excellent relationships with multiple internal and outside stakeholders, and more!

With all this said and even given all Monica's considerable talents, the trait I most value in Monica is her unshakeable sense of integrity, modesty, generosity toward others (not to mention fabulous sense of humor)! These are also traits which make Monica the outstanding leader she is and which make her so highly respected across the association and among the many external resources with whom she works.

I am also delighted to promote **Lindsay Crone to Senior Executive Director of Consumer Insight and Integrated Media Strategy.** Having been at the Y for nearly ten years, Lindsay's role and sphere of influence only continues to grow. A highly experienced online marketer who came to the Y after working for The Search Agency, then the largest digital ad agency in the U.S., as well as at two local Big Brothers Big Sisters affiliates (not to mention a long-standing stint as a cycle instructor at the Ward Y), Lindsay built our organic and paid online media strategy nearly from scratch, establishing norms across all online platforms. She is responsible for our Search Engine Optimization, helping more people find us faster; management of all 25 Y Facebook pages and all social platforms as well being the architect of our overall paid digital media strategy establishing our presence across all online channels. Lindsay formed and leads a group of about 60 (and growing) Y associate social media ambassadors, helping to assure our brand voice and values are always reflected and reinforcing deep engagement across Y programs and services.

A charitable, cause-driven organization working for community well-being.
The Y.™ For a better us.

Lindsay's role has recently expanded to tracking, data analysis and reporting of market trends and consumer behavior which is instrumental to informing our brand and marketing strategies in a rapidly changing marketplace. Her work helps us develop continuously more effective targeting and messaging, assuring our marketing investment is as effective as possible. The net result gives us an added level of confidence in our decision-making which is always important but especially so in the crisis we've all been managing through.

As someone who has been in the marketing industry for years, I've met and worked with dozens of marketing experts and I consider Lindsay Crone and Monica Booker to both be best-in-class players we are fortunate to have on our team.

Please join me in congratulating Monica Booker and Lindsay Crone on their well-earned promotions! Both Monica and Lindsay will continue to report to me.

All the best,



Sara Milstein
Chief Marketing and Brand Experience Officer

Human Resources Announcement:

Dear Colleagues,

I am pleased to announce that Shantel Wilson has accepted the role of Senior Manager, HR Operations.

Shantel has worked in both small and large non-profit organizations before joining the Y in Central Maryland in 2018 as the Membership Director at the Weinberg Y. After two successful years at Weinberg, Shantel followed her passion to serve as the Senior Program Director, Licensing Operations Before and After School Enrichment Operations.

Shantel's experience in Health and Wellness, Youth Development, and organizational compliance will be an integral part of our HR function as we navigate our new services.

Shantel is originally from Los Angeles, CA, and relocated to Baltimore, MD, in 2015. She attended the University of Nevada Las Vegas, obtaining a degree in Elementary Education, followed by a Masters in Child Development. Outside of work, she enjoys spending time with family, traveling, and being outside in warm weather.

Please join me in welcoming Shantel to the HR Team!

All the best,



Megan Spencer
VP, Human Resources

January 28, 2022

Dear Colleagues,

We are making several changes to our organizational structure given the upcoming transitions of two of our leaders and our continued evolution to best support the needs of our communities effectively and sustainably.

As we recently announced, **Heather Wilson** (VP of Operations and Healthy Living) has accepted a position with the Y in Central New York, and is departing next week. **Mike Hines** (Associate Exec. Dir. at the Dancel Y in Ellicott City) will also be leaving the Y for a move to North Carolina at the end of March. We are grateful for the many contributions of these key leaders and wish them all the best in their new endeavors.

At this time, we do not plan to backfill these roles but will instead restructure the team to fill their responsibilities. The following is a summary of the transitions that will take place:

- **EJ Amyot** (VP of Operations) will retain his current responsibilities and will also support our Baltimore Y family centers, which are led by Ashley Funk (Senior Executive Director)
- **Rob Gray** (VP of Operations and Property Management) will retain his current responsibilities and add support for the Ward Y in Abingdon to his portfolio. Rob will now work out of the Ward Y.
- **Amy Gantz-Cheatham** has been promoted to Senior Executive Director. Amy will continue her leadership of the Orokawa Y in Towson and will also take on leadership of the Y in Parkville.
- **Miranda Reasoner** has been promoted to Executive Director of the Greater Annapolis Y in Arnold.
- **Dawn Chrystal-Wolfe** (Senior Executive Director) will take over leadership of the Dancel Y in Ellicott City and will retain leadership of the Randallstown Y Swim Center.
- **Becky Defebo** (Executive Director) will take over leadership of the Y in Catonsville.

Congratulations to Amy and Miranda for their very well-deserved promotions, and many thanks to each of these leaders for taking on new and/or expanded responsibilities!

There are several other details to share that are related to these transitions:

- With Heather's departure, we are also working through a structure to ensure there are resources to support our critically important work in healthy living and health equity. This will be a key focus of the strategic planning process being led by Derryck Fletcher (Chief Strategy Officer). Heather will be providing consulting support to help facilitate this transition.
- With Becky Defebo's transition to the Y in Catonsville, we are currently scoping the leadership position at Parkville and will shortly post and announce this opening.
- We will be posting for an Executive Director at the Druid Hill Y, which we are planning to rebrand as the Y Opportunity Center. Based on extensive feedback from community members regarding needs and opportunities, we will be bringing on several new partners who will be located in the building and will provide additional resources for the community. The Executive Director will manage these partnerships, engage with the community to identify additional needs and resources, and will also lead the membership operations of the center. This role will report directly to Ashley Funk, with a dotted line to Derryck Fletcher. This is an exciting opportunity to lead a new model of community engagement for the Y, and we encourage any interested associates to apply.

As you can see, there are some moving pieces with these transitions, and they should be complete no later than March 1st. I know there is a lot of information here, so please don't hesitate to reach out if you have questions.

Thanks as always for your support!

Kind regards,

Ryan Gadow

Ryan Gadow
SVP, Member Experience

