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THE Y IN CENTRAL MARYLAND
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March 7, 2023

Dear Colleagues,

Thank you for all of your incredibly hard work and commitment to our Y and community. We are three months into the implementation of our new strategic plan, [All In On Community](#), and despite some real and expected challenges, we're seeing incredibly encouraging results and a highly receptive community! Our centers are buzzing with energy, as we are experiencing pre-pandemic levels of member utilization, a clear indication that our focus on more robust programming and the membership experience is paying off. With both January and February now in our rear-view mirror (hard as that is to imagine!), we can now report that both months ended up setting records as the best net membership increases on record for those critical months. We are now up to 81% of pre-pandemic membership levels (which compares to our low point of 51% in the depths of COVID). That success and momentum is clearly driven by the hard work and dedication of all of you, our incredible Y associates. Thank you for being all in and always focusing on the member experience.

With strategic and organizational change, opportunities for personal growth of existing and emerging leaders follows. As such, I have a number of organizational changes to share with you.

Amy Vendt (Executive Director, the Ward Y in Abingdon) has decided to return to her native New England to join our former colleague Rob Gray as the Chief Operating Officer of the Bath Y in Maine. We are happy for Amy as she takes on this exciting new opportunity. As a result, **Amy Gantz-Chetham** will transition from the Orokawa Y in Towson to the Ward Y as its new Executive Director. Replacing Amy will be **Jovan Custis**, who will move over from the Parkville Y. We congratulate both Amy and Jovan on their new assignments. The Executive Director of the Parkville Y position is currently posted.

It is with mixed emotions that I report that **EJ Amyot** (VP, Y Family Center Experience) and **Ashley Funk** (Senior Executive Director, Y Family Center Operations) have both decided to move on from the Y in Central Maryland and seek new opportunities, effective immediately. Both EJ and Ashley have made many important contributions to our Y. We appreciate their hard work and dedication over the years and wish them both the very best in their future endeavors.

As a result of EJ's departure, **Christie Ryan**, who has recently jumped in to support the new Experience Teams while continuing to run our organization's Learning and Development team, is being promoted to Vice President, Y Family Center Experience and will now focus on that work exclusively. Christie has provided critical leadership over the past month as we've worked to streamline processes and support our family experience teams. She has a wealth of knowledge and experience in Y Family Center operations and training, and we're excited about having her in this role full-time. Christie will continue reporting to me.

As a result of Ashley's departure, **Tiffany Reinhardt** has been promoted to Senior Executive Director, Y Family Center Operations. In her new role, Tiffany will work out of the

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Weinberg Y in Waverly and provide leadership to the Weinberg, Druid Hill, Orokawa, and Parkville Ys. Tiffany has done a great job growing membership at the Y in Druid Hill as well as engaging community partners in our new strategy for that center. We look forward to scaling Tiffany's leadership across her district going forward. Tiffany will report to me. The Executive Director of the Druid Hill Y position is currently posted.

To simplify our Experience Team structure, we have decided to align our sports programming with our youth and family programming. Given this shift, I am pleased to announce the promotion of **Marc Perry** to Executive Director of Sports, Youth and Family Programming. Marc has had great success leading the centralization of our Sports programming, which occurred over a year ago and has produced significant growth in programming and member participation. We're excited to leverage his leadership now in the centralization and coordination of our youth and family programming. Marc will continue reporting to Christie.

In recognition of his great work and the significant scope of his role, **Jacques Wiecech** has been promoted to Executive Director, Fitness. Jacques and his team will continue supporting our fitness coaches and managing our personal training and group exercise programming, including new youth group exercise pilots. Jacques will also become more engaged with our healthcare partners, working with Donald Eaddy (VP, Strategic Partnerships & Civic Engagement) to move those partnerships and our health equity work forward.

Finally, as everyone knows we've been experiencing a significant number of staffing challenges on our Swim Experience team. Jenn Umphlett and her team have provided herculean leadership through this organizational transition. We are implementing a number of interventions and strategies to grow our Swim workforce and provide support to this hard-working team. One of those supports is providing additional leadership. **Kim Capone** will join the Swim Experience Team as a Regional Director of Swim. **Dr. Sharon Johnson** will transition from the School Partnerships team to become the Operations Director of the Randallstown Swim Center and provide support to the Swim Experience Team. The role of Executive Director of Swim, reporting to Christie Ryan, has been posted and a search has commenced to find the new leader of this critically important team. I want to thank everyone for your dedication, flexibility, and patience as we work aggressively to provide additional support and resources to our Swim Experience teams.

Thank you for all you do for our community,



Dana Ashley
SVP, Operations