



We have three terrific Y Associate Shout Outs today. These are great stories about pitching in, reaching out, showing initiative, being a great colleague, and going the extra mile: all of which are hallmarks of Y associates and our organizational culture.

William Belk (Regional Program Director, Y Family Centers)

William's infectious positivity, good-natured approach, and unwavering can-do attitude have made our social media conversations an absolute joy. Plus, have you had the chance to see his incredible photography and videography skills? He's a creative powerhouse, capturing and sharing some fantastic in-center footage to help us promote our youth programs. His entrepreneurial spirit has consistently impressed me, and I look forward to seeing what he accomplishes this year and into the future! (Submitted by Lindsay Crone, Senior Executive Director, Consumer Insights and Integrated Media Strategy)

Shardae Freeman (Family Center Operations Associate, The Orokawa Y in Towson)

Shardae does an excellent job handling difficult situations with grace, acting quickly on her feet during rush times, and always has a warm smile and positive attitude! (Submitted by Brendan O'Connor, Family Center Operations Associate, The Orokawa Y in Towson)

Shannon Martin (Regional Membership Director, Y Family Centers)

Shannon's boundless enthusiasm injects a vibrant energy into our association, lifting spirits and creating a positive atmosphere. It's truly infectious! I'm particularly grateful for Shannon's outstanding contributions to our TikTok account. Her creativity and fun-loving approach captivate a broader audience and resonate with our Y associates and members. Her engaging content has become a catalyst for connecting people to our cause.

I'm thrilled to share that Shannon will create TikTok ads for our upcoming January campaign. With her innovative touch, I eagerly anticipate the impact and results these ads will bring. Kudos to Shannon for her dedication, creativity, and proactive spirit. We're fortunate to have her on our team! (Submitted by Lindsay Crone, Senior Executive Director, Consumer Insights & Integrated Media Strategy)

If you have a colleague you'd like to "Shout Out," just fill out the nomination form linked here: [Y Associate Shout Out Nomination](#)

Thanks!

All the best,

A handwritten signature in black ink, appearing to read 'J. Hoey'.

John K. Hoey
President & CEO