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THE Y IN CENTRAL MARYLAND
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April 24, 2024

Dear Colleagues,

I am pleased to announce several organizational updates, as we continue to carry out our mission and strategy with strong evidence of the community responding in encouraging numbers and with great enthusiasm.

I'd like to lead off with the upcoming June retirements of two incredible Y leaders, **Debra Barrett** (Senior Executive Director, Baltimore County Head Start), who is retiring after over 30 years of service to the Y, and **Suzanne Green** (Senior Executive Director, Community Development), who is retiring after 20 years of Y service.

Debra is rightfully regarded by her colleagues across the country as a national leader in Early Head Start, and she is the primary architect of our current Early Head Start model. Her role has been posted, and we are doing a national search to fill it. Suzanne has been a versatile Y leader, serving as the first leader of the Walter & Betty Ward Y in Abingdon, and has been our long-time Y Turkey Trot "czarina," playing a central role in making it one of the region's largest and most successful fundraising events.

Debra and Suzanne so clearly exemplify the term "servant leadership," having led by example for so long, always encouraging those around them to do the right thing, work hard, and stay focused on the mission and the families we serve. We wish them both the very best as they move into well-deserved retirements.

I'm excited to announce the following promotions of several talented Y leaders:

Dr. Lisa Williams, who has so ably led our diversity, equity and inclusion work, is being promoted to SVP, Strategy, Equity & Innovation. In this role, she will continue that work, which sits at the core of our strategic plan, All in on Community, with a clear focus on ensuring the implementation of that strategy with fidelity, equity and analytical rigor. Our Y is a better, more inclusive place, both in how it serves the community and internally, since Lisa arrived over two years ago. Of course, we have much work and many opportunities ahead. Lisa will continue to report to me.

Rafaella Cuff is being promoted to VP, Strategic Analytics. Since starting at the Y over six years ago, Rafaella's role has continually expanded, providing exceptional analytical insight into both our internal operations and financial performance, while also providing keen economic analysis in support of long-term strategy and projects, and leading a multitude of consumer research efforts. Rafaella was at the center of the formation of our strategic plan, and plays an essential role in all of our most important organizational decision-making. Rafaella continues to report to Sherrie Rovnan, Y Chief Financial & Administrative Officer.

With Suzanne Green's retirement, we are somewhat restructuring our Development team. **Heather Dye** is being promoted to Senior Executive Director, Community Development, which is Suzanne's current title. However, the role is being somewhat recast. Heather, who started with the Y over 20 years ago and has made significant contributions in a number of Y roles, will take over for Suzanne in overall project management of Turkey Trot. In

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coordination with Marketing, she will also lead our other community campaigns, including Send a Kid to Camp and End of Year Giving; and will continue to have oversight of our Raiser's Edge donor management database. Heather will continue to report to Matt Freedman, Y Chief Development Officer, and support my work with the Y's Board. With Suzanne's retirement, the position of Director of Annual Giving is being posted. That role will support the cultivation of Y members as donors and continue to grow member and community leadership board engagement with our philanthropic mission.

Finally, I'm pleased to announce several new additions to the Y's team:

Devonne Franklin returns to the Y (she was formerly a Y Community School Director before leaving to work at the Maryland Food Bank) as Executive Director, Community & Associate Well-being. In her new role, she will lead our associate wellness and community health strategies, providing operational leadership and oversight for the Y's healthy living initiatives, including chronic disease prevention and food access, and stewarding our many healthcare partnerships. Devonne, who has a MS degree from Purdue University Global, will report to Donald Eaddy, VP of Strategic Partnerships and Civic Engagement, while working closely with Megan Spencer, VP of Human Resources, on associate wellness.

With Devonne's addition to the team and our steady increase in volunteerism, **Shannon Kowal** will now focus on deepening the quality and impact of volunteerism with the Y across all product lines and locations as our Associate Executive Director of Service and Volunteer Engagement. Shannon also reports to Donald Eaddy.

David Gregory recently joined the Y as Senior Manager, Workforce Optimization. In his new role, he has taken the baton from Miranda Reasoner in standing up our new centralized workforce optimization initiative, which is designed to ensure that Y family centers are appropriately resourced and scheduled to meet the demand from increased member utilization. David has 18 years of workforce management and resource planning experience at large employers such as Walmart, Wyndham, Motorola, GE, Merrill Lynch, and AT&T. David reports to Dana Ashley, SVP, Operations.

Seth Cohen will be joining the Y's Marketing team in June as our first-ever Social Media Manager. He will be primarily responsible for generating innovative social media campaigns across all Y programs, and in multiple platforms including Instagram, TikTok, Facebook and LinkedIn; raising awareness for, and engaging our audiences in the totality of our work through visual storytelling. Seth, who has a BA degree from the University of Maryland, comes to the Y after working in marketing for Koa Sports, a non-profit dedicated to shaping kids' lives through sports. Seth will report to Lindsay Crone, Senior Executive Director, Consumer Insights & Integrated Media Strategy.

Please join me in congratulating all of the aforementioned Y associates.

All the best,



John K. Hoey
President & CEO