



MOVING US FORWARD

January–February 2017 YMCA of South Florida Board Member News



JACKIE HOWE

Chief Volunteer Officer

VISION FOR THE YEAR!

Happy 2017!

I'm excited to be starting my tenure as Board Chair for the YMCA of South Florida. I am so honored and proud to represent such an amazing non-profit organization that is impacting the lives of over 500,000. My responsibility as Board Chair, along with our Association Board of 35 strong community leaders, is to support the work of the staff team and to provide oversight and leadership to the overall organization. I continue to be amazed at our accomplishments and will continue to deepen and expand the mission work we do throughout South Florida.

I want to thank Dennis Nowak for being the first chairman of the YMCA of South Florida and for laying

a foundation for a great, successful organization. Dennis provided significant leadership and invested numerous hours representing our Y. Just because his term is over, he's not going to disappear from his volunteer work. Dennis will be working more closely with our Family Center Boards and leading the Association Council. In addition, Dennis will also work with our Alumni Board Members to continue their engagement in the Y and he will spearhead the strategic planning process for the next six months. Thank you, Dennis, for your continued dedication and leadership to the YMCA of South Florida.

I also want to thank my employer, Shutts & Bowen, for supporting my involvement with the Y, and continuing that support in my new role as Board Chair. Ironically, Shutts and Bowen was where the YMCA's first Board of Directors meeting was held in 1916. Shutts and Bowen has supported the Y for over 100 years; therefore, I am humbled and honored to serve as Chairperson to lead the Y into the next era of service to our community.

2016 was a very busy year as we continued to merge the YMCA of Greater Miami and the Broward Y – not only have we successfully merged the two organizations but we have also expanded our footprint in the community and now operate a \$53M operation.

My vision for my tenure as Chairperson is to continue to make our organization stronger and more visible internally and externally by improving communications, raising the bar on fundraising and developing excitement around the three new Ys we will be building.

We've had some amazing events in the first month of the year with our MLK breakfast, luncheon and Day of Service, as well as the Weston Pool re-opening and the Hollywood Y Legacy Awards event. We have many great events coming up, including our Healthy Kids Day on March 29 and our Swim For Jenny Fundraiser on April 22 at South Dade, and so many more. I encourage you to stop by the Y and get involved in the upcoming events.

I'm looking forward to working with you this year! 2017 will be another great year for our Y! Thank you for being a part of this great organization.

YMCA OF SOUTH FLORIDA

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YMCA of South Florida • ymcaofsouthflorida.org



SHERYL WOODS

Chief Executive Officer

MAKING 2017 A GREAT YEAR FOR THE Y OF SOUTH FLORIDA

We wasted no time kicking off 2017 with a big bang! The MLK Inspirational Breakfast, Luncheon and Day of Service Events were a huge success. We had over 600 community leaders and fellow Y stakeholders attend the breakfast and luncheon events; and we had 22 locations with 1220 volunteers turning out for the Day of Service projects. The weekend was a tremendous success and represents the vision and legacy of Dr. Martin Luther King, Jr.

I am very excited to be working alongside Jackie Howe, our new Board Chair as we expand our work in the community. Over the next two years, there will be tremendous work going on within our Y with lots of big projects. With the expansion of our program efforts, there will be unlimited opportunities for volunteerism and staff leadership in the organization. I invite everyone to get involved on one of our many committees to share your thoughts and ideas so we can serve more residents in South Florida.

During our last Association Board Meeting, Past Chair Dennis Nowak said it best when he challenged the Board with the following question: "Do we want to be Caretakers or Entrepreneurs?" and shared that, that is the difference between being Anonymous or Leaving a Legacy. Dennis said that in order to leave a legacy, we've got to put in the necessary work; we must be willing to take risks, learn from our mistakes, and set ambitious goals. We have not only a responsibility to the community, but we have an obligation to the community!

I am excited about the year ahead and I am confident we will do great work in the community. Working side by side with a great staff team and volunteer team, we can accomplish so much. So join me, Jackie, and the other great Board members and Advisory Board members as we make 2017 the best year yet!

BOARD CORNER



DENNIS NOWAK

1st YMCA of South Florida
Chief Volunteer Officer
2015-2016

Dennis Nowak is a partner at the law firm of Rumberger, Kirk & Caldwell, PA in Miami where he practices commercial litigation. He is involved in local professional associations like the Greater Miami Chamber of Commerce and the SIFMA Compliance and Legal Society. His community work includes Family Resource Center of South Florida and the YMCA. He joined the YMCA of Greater Miami Board in 2012 and became the first YMCA of South Florida Board Chair in 2015 when the YMCA of Greater Miami and the YMCA of Broward County merged.

Dennis focused on strengthening the composition of the Association Board and Family Center Boards, and establishing Board Committees that would enable the critical work of the organization to continue regardless of who is leading the body of work. And two new committees were established – Government Relations and Community Engagement.

A few other successes he led during his tenure, which laid the foundation for the organization's financial stability and expansion of our footprint in the community include:

- Entered into agreements for construction of two new Family Centers at Hallandale Beach and Holiday Park, and helped position us for new projects at L.A. Lee Family Center and Kendall Indian Hammocks.
- Expanded the reach of our annual MLK event to include a luncheon in Miami-Dade County, and also increased the impact of our MLK Day of Service to two counties.
- Held our annual Gala at Margaritaville Hollywood Beach Resort, reaching more strategic partners and donors.
- Partnered with Swim for Jenny and NBC 6 to expand communications around our drowning prevention programs.

Thank you Dennis for your incredible leadership!

"I cannot adequately express in words how proud I am to have been able to be a part of this Y, and thank all of the staff and volunteers for your support and dedication. I will not be riding off into the sunset, however, as there is still much work left to do."

-Dennis Nowak

NEW BOARD MEMBERS



JULIE EDWARDS
Chief Marketing Officer

COMMUNITY LEADERS JOIN YMCA ASSOCIATION BOARD OF DIRECTORS

The YMCA of South Florida Board of Directors is pleased to welcome two new community leaders to our organization:

Julie Edwards, Chief Marketing Officer, Brightline. Julie is responsible for driving marketing strategy and program innovation for Brightline, a new intercity express passenger rail for Florida and a wholly-owned subsidiary of Florida East Coast Industries. With more than 25 years of in-depth marketing and branding expertise, Julie is responsible for all communications and revenue

generation for the company. Prior to joining FECL, she worked as a lead consultant for 11 years in the building and rebranding of NAVTEQ, now Nokia, where she assisted in growing the brand. She also worked with numerous blue chip companies and for 10 years lead cross marketing efforts at Disney theme parks and resort brands around the world.

NEW BOARD MEMBERS CONTINUED

David Tabb, owner, Welcomemat Services. Since launching his franchise, David has grown his business steadily and become a South Florida business leader. He’s received multiple awards for his success, including Welcomemat’s Rookie of the Year, Trainer of the Year, Franchisee of the Year Runner Up and the Welcomemat Falcon award for year-over-year growth. And, he was recently named a Welcomemat Regional Facilitator – helping existing and new owners in his region establish their businesses.

David has been the Board Chair for the Greater Hollywood YMCA Advisory Board, contributes as a board member for Fort Lauderdale Riverwalk, and is also a chairperson for several local business groups including Biz Perks, BNI and Power Partners. He also won the Greater Fort Lauderdale Chamber of Commerce’s Small Business of the Year award.

He lives in Fort Lauderdale with his wife, Michelle, and dog, Sandie.



DAVID TABB
Board Member



BIRTHDAYS

Todd LeDuc Jan. 13

Christian Petersen Jan. 21
Tom McMahon Jan. 24
Lindsey Payne Feb. 03

Don Weiher Feb. 12
Andre Hall Feb. 15
Charlie Turano Feb. 15

STRENGTHENING OUR COMMUNITY

STAND FOR SOMETHING

Martin Luther King, Jr.
Inspirational Weekend



MARTIN LUTHER KING JR INSPIRATIONAL WEEKEND IMPACTS THOUSANDS

The Y’s annual Martin Luther King, Jr. Inspirational Weekend of activities welcomed more than 600 business and community leaders to our breakfast in Fort Lauderdale and Luncheon in Miami with our energetic and empowering speaker **Vernice “FlyGirl” Amour**, the first African-American Female Combat Pilot. Community and youth leaders were also recognized for their commitment to social activism, civic engagement and the diversity ideals of Dr. King. Honorees include **Beauregard “Bo” Cummings** and **Denilson Pierre-Louis** in Broward County and The Honorable **Donald L. Graham** and **Bardo Lazo** in Miami.

Then on the King Holiday, more than 1,200 volunteers came together to give back at 22 community service projects across Broward and Miami-Dade counties from distribution of care kits for first responders to serving food at a soup kitchen to making repairs on seniors’ homes to beautifying children’s group homes and schools.

DID YOU KNOW?

The YMCA of South Florida MLK Inspirational Weekend ...



Raised **\$21,880** for **College Tour** at the MLK Breakfast with the City National Dollar Match to send 50 Kids on tour



Raised **\$605** for the **YMCA MLK Preschool** at the MLK Luncheon to enable a single parent to provide care for a child for a part of the year



Had **1,220 Volunteers** participating in **22 projects**, donating **80,520 hours** of service

STRENGTHENING OUR COMMUNITY CONTINUED



JOIN US!
2017 Annual Campaign Kickoff
 February 9 at 6:30 p.m.
 Marlins Park, Skyline Terrace
 501 Marlins Way, Miami, FL 33125

ANNUAL CAMPAIGN KICKS OFF AT MARLINS PARK

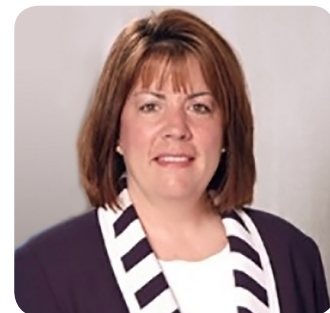
It's Annual Campaign time at the YMCA of South Florida. Time to kick it off at Marlins Park on February 9. The Time is Now all across the Association as we gear up to make the ask from donors and potential donors so that kids, families, seniors and adults have the opportunity to experience the Y, learn to swim, play soccer or basketball, workout, or just spend time together as a family.

John Vidalin of the Miami HEAT, our Advancement Committee Chair, is leading the way with our Metro Board with, you guessed it – a Draft. He's drafting Campaigners who are drafting their teams. See you at the kickoff. Registration begins at 6:30 p.m., program starts at 7 p.m. We're in for an amazingly successful campaign. There's no better time than now.

FAMILY CENTER NEWS

HOLLYWOOD Y RECOGNIZES VOLUNTEERS

The Greater Hollywood YMCA celebrated its 2017 Legacy and Capital Campaign Leadership Awards in January. Volunteers Dick Blattner and Heidi O'Sheehan were recognized for their leadership of the Hollywood Capital Campaign which raised \$1.2 million for capital improvements to the facility, and Bill Horvitz was honored posthumously with the YMCA Legacy Award for his leadership, generosity and support of the Hollywood Y in the 1980s which helped the facility through tough economic times to become the great, family Y it is today.



FAMILY CENTER NEWS CONTINUED

WESTON Y POOL RE-OPENS

The Weston YMCA pool reopened in January with two-time Olympian Connor Jaeger after a \$280,000 renovation that allows the Y to better provide swim lessons and other aquatic programs to the community.



L.A. LEE Y HELPS LEAD 333 11 FAMILY FESTIVAL

On January 28, the L.A. Lee YMCA, along with Mt. Bethel Human Services Corp., Children’s Services Council, 211 Broward and Broward County Parks & Recreation, lead the 33311 Family Festival, which kicked off the Broward Aware campaign, designed to bring awareness to the importance of protecting our children and creating healthier communities. The festivities began with more than 500 people who took part in a walk from Joseph C. Carter Park through the neighborhood and back. Two key community business owners, role models and leaders – Jewel Lewis of Ponderosa Soul Food, and Ronnie Walker of Walker’s Grocery – were highlighted and honored.

YMCA Good Neighbor Store (GNS) Youth gave a presentation at Walker’s Grocery, a Good Neighbor Store along the route. The youth worked on the GNS initiative with Walker’s Grocery through a YMCA afterschool program that focuses on teaching youth about healthier eating, tobacco marketing tactics, and how to be active agents of change in community health.

Commissioner Dale Holness and Commissioner Robert McKinzie opened the event and offered acknowledgments to the YMCA of South Florida and partners for making an impact and continuing to unite the community.



THINGS YOU NEED TO KNOW

BOARD SOCIAL

The YMCA of South Florida’s Board of Directors met for a holiday social in December at Shutts & Bowen’s beautiful downtown Miami location, graciously hosted by incoming Chair Jackie Howe, and the firm’s staff. CEO Sheryl Woods and outgoing Chair Dennis Nowak presented Jackie with the perpetual YMCA of South Florida Chairman of the Board Clock, which was presented to Dennis the previous year, signifying the transfer of leadership.

As a thank you for his service as Chairman for 2015–2016, Dennis was presented with a replica of the life-sized Y Children statue, created by artist/sculptor Jane DeDecker, to commemorate the 100th anniversary of the YMCA of the Rockies. The four children are using their bodies to create letters that spell Y M C A.

Sheryl and Dennis also acknowledged Brendan Barry and his team at Shutts & Bowen for their many hours of work over the past year on the Holiday Park land lease agreement with the City of Fort Lauderdale. Without their tireless work and unwavering commitment, this project would not be where it is today.

SHARE YOUR EXPERTISE WITH THE YMCA

We encourage all Board Members and Family Center Advisory Board Members to get involved in the Association Committee work by serving on one of the Association Standing Committees: Finance, Marketing/Communications, Technology, Property, Governance, Fundraising, Government Relations or Community Engagement. Each committee meets monthly/quarterly to identify specific strategies and initiatives to ensure the success of the YMCA. We welcome your input and value your professional expertise. Please contact Sheryl if you have an interest in serving on one of our committees.



GET PHYSICAL

Being physically active every day is fun and can improve the function of your heart.

Plan and schedule opportunities for active play; for example, include a brisk 10-minute trip around the block after meals or a 10-minute walking break during the day. If your family enjoys active video games, select versions that require moving the body’s large muscle groups while playing.



SAVE THE DATE

Annual Campaign Kickoff – February 9 at 6:30 p.m.
at Marlins Park, Skyline Terrace

College Tour to Washington, DC – April 9-14

Swim for Jenny Drowning Prevention Fundraiser – April 22
at South Dade YMCA

Swim for Jenny Press Conference (Drowning Prevention) – May 2

Beach Ball at Margaritaville Hollywood Beach Resort – September 23

Martin Luther King, Jr. Inspirational Weekend – January 12-15