

OUR VOICE



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA OF ROCK RIVER VALLEY

200 Y Boulevard, Rockford, IL 61107

April - June 2011

www.rockfordymca.org

A newsletter for members of the YMCA of Rock River Valley



MEMBER SURVEY SAYS...

Thanks to the many members who participated in the recent Member Satisfaction Survey conducted in November 2010 by the consulting firm Seer Analytics. Seer Analytics works with YMCAs across the country, so we are able to benchmark our results against other YMCAs in other communities of similar size and scope.

Our response rate from surveyed members of the ID Pennock Branch was 24.86% and 29.03% from the Northeast Branch. Both branch results are considered statistically significant.

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SAME PLACE, NEW FACE

Staff Spotlight: Fernando Tyus

Fernando grew up at the YMCA and has led recreation and sports programs for both the Boys and Girls Club and the Salvation Army. He has had great experience and success in working with kids, teens, and people of all ages.

Fernando joined our YMCA staff team in September 2010, first working with the Youth Fit For Life Program in one of our school age centers. Soon afterward, his responsibilities were broadened to include Head Building Supervisor weeknights at the ID Pennock Branch.

We recently interviewed Fernando and want to share the conversation with you:

Two words that best describe you: "Great guy." **Two words that best describe the YMCA:** "Great place." **What's most rewarding about working**

at the Y: "Working with and helping people. Watching kids, young people and seniors grow." **What's the best experience you've had so far at the YMCA:** "Being able to work with a fine staff and the fine chemistry that exists throughout this building." **Why would you encourage someone to join the Y:** "To be fit for life."



Fernando's primary responsibility at the ID Pennock Branch is to maintain a safe, enjoyable environment for all YMCA members and guests. He has done an excellent job of meeting and welcoming our members, working with kids of all ages, and teaching and demonstrating our Y's core values: caring, honesty, respect and responsibility.

Fernando is a wonderful addition to our staff team. If you don't know him, look for the guy wearing a Y staff shirt, carrying a two-way radio, surrounded by kids and wearing a big smile. If you're still not sure who he is, just listen for his contagious laugh. He's having fun and hopes you will, too.

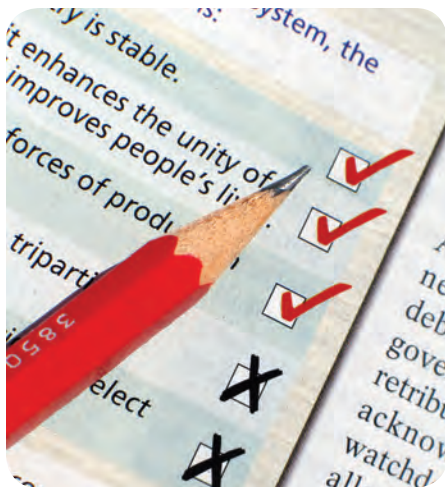
MEMBER SURVEY SAYS...(CONT.)

Here are some survey highlights:

- Six factors related to the member experience were tested in this survey: facility, support, value, engagement, impact and involvement.
- A large percentage of members rated our YMCA excellent in helping them meet their fitness goals.
- A significant number of members rated themselves as very loyal to our YMCA. Most members also indicated that they probably or definitely will belong to the YMCA a year from now.
- Members rated the overall performance of the ID Pennock Branch in the top 11% of YMCAs in our peer group across the country. Members rated the Northeast Branch in the top 6%.

We are certainly pleased with these survey results, but we know there is always room for improvement. The YMCA staff will be analyzing these results in more detail in the weeks and months ahead. Based on your feedback, we hope to make your YMCA experience even more beneficial and enjoyable in the year ahead!

Thank you . . . for your participation in this study, for your loyalty to our YMCA, for your support of our work in youth development, healthy living and social responsibility, and for your help in advancing our cause of strengthening the community.



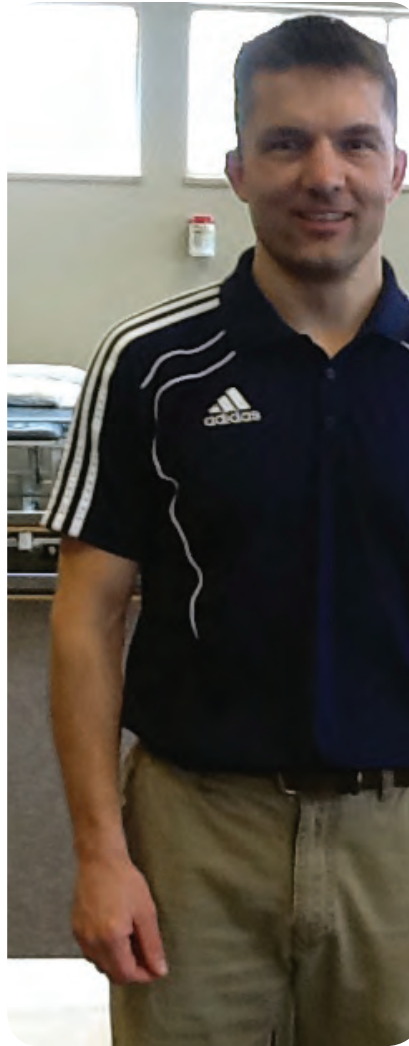
ALWAYS HERE FOR OUR COMMUNITY

Swedish American Health System Welcomes a New Physical Therapist at the Northeast Branch

We are welcoming the newest physical therapist, Andy Larson to the SwedishAmerican Physical Therapy Center located at the Y's Northeast Branch.

Andy is by no means new to physical therapy. He has been practicing for many years. He is a great addition to the SwedishAmerican team located in our Orthopedic and Sports Therapy Center at the Northeast branch of the YMCA. Andy brings with him a wealth of knowledge. He is experienced in many techniques of manual therapy including the use of tools to stimulate and facilitate tissue rejuvenation. He is also working on getting certified as a hand therapist and should have this accomplished by the end of May. He is motivated about his work, and his enthusiasm is infectious.

If you are unfamiliar with the SwedishAmerican Physical Therapy Center, please stop by. Receptionists can give you any information you might want about our services we provide. If our therapists aren't busy treating patients they are also available to answer questions. We look forward to caring for any YMCA members needing our services.



BROTHER CAN YOU SPARE AN HOUR?

Volunteering is fun, big time.

Play sports. Go on a hike. Eat a pizza with extra anchovies. Or just give some advice and inspiration. Whatever it is you enjoy, you're sure to enjoy it even more with a Little Brother--and you'll be changing a life.

Being a Big Brother is one of the most enjoyable things you'll ever do. Not to mention, one of the most fulfilling. You have the opportunity to share in a boy's future and empower him to achieve his potential. And the best part is, it's actually a lot of fun. You and your Little Brother can enjoy the kinds of activities you already like to do.

Volunteering just a few hours a month can start something amazing. So why not apply to be a Big today? There are young men out there ready to get started. Are you?

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43 YEARS OF DEDICATED SERVICE



YMCA of Rock River Valley President and CEO Wray Howard, who expanded the organization's community impact in his 23 years as its president, has announced his plans to retire on June 30, 2011.

Wray's 43 year career with the YMCA began in his home town of Regina, Saskatchewan, Canada. He spent three years with the YMCA of Metropolitan Chicago at the Logan Square Branch before coming

to Rockford as a program director in 1974. In his announcement Wray expressed how fortunate he was to have worked with such a strong, worldwide organization that is dedicated to improving lives by strengthening the foundations of community through programs that address youth development, healthy living, and social responsibility.

He acknowledges that he has had the good fortune to work with many outstanding YMCA board members, strong community leaders, and hundreds of dedicated volunteers in the Rockford community. Additionally, Wray says, "The successes that Rockford's YMCA has enjoyed over the years would not have been possible without a staff team that demonstrates passion, commitment, and a caring attitude in delivering the mission of the YMCA. Rockford's YMCA was nationally recognized long before I came here because of the strong leadership and great staff. I am proud that I have been able to contribute to its service in our community over the past 23 years."

When Wray was named President/Chief Executive Officer in 1988 he continued to grow the organization through progressive community outreach efforts along with program and facility expansions.

Roberta Holzwarth, Chair of the YMCA Board of Directors, praised him saying, "It has been a true pleasure to work with Wray. He has a unique combination of talents that has enabled our Y to live its mission while facing the challenges of these difficult economic times. He is a quiet but determined leader. Through his unfailing commitment to service and community, the Y has never wavered in its dedication to building strong kids and healthy lifestyles."

Here are some of the successes the Y has achieved under Wray's leadership:

- In the mid-1980's the Y addressed the concern of "latch-key kids" by developing the School Age Center program. This program grew in

the past twenty years to become the largest childcare provider in Winnebago County.

- In the 90's Big Brothers Big Sisters merged with the YMCA. The partnership is proving to be successful and beneficial to all concerned. Today more kids than ever before have a caring adult role model in their life.
- The 1995 addition to the downtown Pennock Branch strengthened the Y as a community leader in the healthy development of all citizens. The facility also came into compliance with ADA standards, making it accessible for people with disabilities.
- YMCA Camp Winnebago grew with the addition of the Webster Complex, the High Ropes Course, and the Johnson Environmental Education Center. This made possible year-round environmental education and experiential learning for youth.
- The YMCA expanded into an underserved region of northeast Winnebago County with the opening of the Northeast Branch in December 2007. This new facility was built in collaboration with the Rockford Park District. The recent Seer Analytics member satisfaction survey shows it is one of the top performing Y's in the country compared to similar YMCAs.

Wray recalls the impact the YMCA has had on his life. He said,

"I know the YMCA changes lives. It did for me personally as a high school dropout. It was a staff person at my local YMCA who helped me realize potential that I could not see in myself. He helped me get a job and encouraged me to go back to school and on to college. If it wasn't for the Y, I don't know where I would be today."

He says that this very same thing is happening every day at Rockford's YMCA. Young, dedicated staff members are positive role models working with kids from all walks of life. Some of these kids have supportive, caring families and others are not so lucky. But in all cases programs like the Y Black/Latino Achiever, Link to Success, Teen Reach, the afterschool centers, youth basketball, and the Y's swim team are teaching our youth the core values they need to grow into successful, responsible, contributing adults. Wray said, "That is what the Y is all about."

Wray called his decision to retire "one I approach with mixed emotions," he continues, "I am extremely proud of all we've accomplished these past 37 years. I am also looking forward to a healthy, successful retirement. There are exciting times ahead for me just as there are exciting times ahead for the YMCA. I leave with great confidence in this Y's ability to continue delivering its mission and serve the needs of our members, our youth, our families, and our community for generations to come." Members are invited to a retirement reception for Wray which will be held in June. Watch for details.



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YMCA OF ROCK RIVER VALLEY

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NORTHEAST BRANCH

4851 Orth Road
Loves Park, IL 61111
815 489 3352

CAMP WINNEBAGO

5804 North Main Street
Rockford, IL 61103
815 489 3372

BETTER TOGETHER

BRING A FRIEND WEEK

APRIL 17 - 24, 2011

Bring your friend to try the
Y and if that friend joins you
and your friend will receive
an exclusive Y t-shirt.



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