

## Last Call: San Diego Here We Come

By Pat Ritter

It's finally time to do some serious planning for September. Tepid fall breezes off the warm Pacific await all of us for 2011 AYR Reunion. Expect temperatures around 70 degrees. Dress is neat casual.



Pat

Don't forget that '50s sock hop attire. Oh yes, there will be prizes for best dressed, limbo, hula-hoop, and jitterbug contests. The Town and Country Resort is a 10-minute drive from the airport. Ask to be dropped off at the Grand Hall/Fashion Valley entrances for one-stop check-in beginning at 2 p.m.

General sessions, meals, and breakout groups meet in Grand Hall. The Welcome Reception at Trellises poolside convenes at 5:30 p.m. Opportunities to connect with old friends and enjoy Southwest mariachi ambience abound. The evening closes at 7 p.m. with Brad Fitch's dose of "Rocky Mountain High" in his special John Denver Tribute.



There's no end to a relaxing time in San Diego.

The first daily general session is at 9 a.m. Wednesday. It features San Diego Padres Chaplain Shawn Mitchell, followed by "We Remember" to honor departed Y colleagues. Oscar Escalada, Latin America Y, follows lunch and then it's free time. Kindred receptions for invited guests of EAF, George Williams/Aurora, and Springfield College convene in the late afternoon.

Thursday's general session ends and free time begins at 11 a.m. following YMCA, AYP, and EAF updates. The Reunion Golf Tournament begins at noon. AYR welcomes the following

REUNION

Continued on page 5

### FROM THE PRESIDENT:

## Caring At Its Best

By Julius Jones

As an organization are in a good place to offer support to our members where needed. This is in spite of the traumatic weather that recently has been so destructive leaving parts of our country devas-



Julius

tated. Add to that the sad and seemingly never-ending reports of some of our most stalwart members facing serious personal issues.

I am sure all of us will continue

to pray for good fortune for all of our brothers and sisters who are dealing with serious issues. The comradeship displayed when learning of a member facing problems is so important and we do band together to let members know we care and that our empathy is heartfelt.

An example of this caring is best found in the work of Dale Ventres, our EAF Committee Chairman who, following the weather turmoil in the middle of the country, immediately contacted YMCA retirees in the area to find out who among them living in the impacted areas might need emergency assistance.

PRESIDENT

Continued on page 10

## EAF: ON MY MIND

By Dale Ventres

**Y**our EAF Representatives have been carefully monitoring their area for floods, fires, and hurricanes for the past months. Thank God, no retiree problems have been reported at least to deadline date.



Dale

We have experienced a slow-down in contributions this year. It may be because we received our campaign pledge cards so late, but maybe it is also a "reaction" to the wonderful record AYR attained last year. We could be facing a relaxing "let down." We hope you will prove me wrong again, just as you did in 2010.

- One chapter EAF Rep said he will emphasize Century Club Level gifts for the rest of the year, after reading my concern. I'll follow this closely.
- Actually some chapters have a very high average gift, because of the large number of Associate, Sponsor, Patron, and Benefactor gifts, compared to Contributors of under \$100.
- We recorded 317 pledges totaling \$30,612 as of May 15, 2011. This is not as good as last year when we showed 423 gifts totaling \$43,398 at the same time. This means we are behind 2010 by 106 pledges and \$12,786.
- We awarded 14 grants totaling \$68,163, also by May 15. All of these were for active participants and families. Three were maximum grants of \$10,000 and most were for medical expenses. Several more have been awarded since that date.

- Retirees currently have a probable grant being studied by the AYP Support Services Committee. We traditionally award more grants in late fall and winter. It is disappointing for me to report two retirees have requested EAF help within the past month, but neither is eligible due to non-membership in AYR. Lacking that \$25 membership has denied them an EAF grant.
- Associate EAF Chairman Stew Brown is finalizing plans for our EAF Reception, which will be held from 2:30 to 3:45 p.m. Wednesday, Sept. 14 at our AYR Reunion in San Diego. All Representatives are requested to attend. ◆

*Dale Ventres is AYR Chair of the Emergency Assistance Fund. Email: dventres@aol.com*

## WHATEVER HAPPENED TO...

### Recent History?

By Ryan Bean

**Y**ou will hopefully recall my appeal to AYR members to assist the Kautz Family YMCA Archives in capturing the memories, impressions, and impacts of YMCA staff and volunteer leaders in the May/June issue of *AYReports*.

The first wave of requests for forms has come in and many are exceeding my hopes. I have received everything from beautiful letters indicating whole departments that need to be acknowledged to humble requests for a single form.



Ryan

I've discovered that several of you are already in the process of writing histories of your work. Please consider sending a copy in along with your AYR Memory Project form if you have written, are writing, or plan to write a narrative on the YMCA.

Are you unsure whether you should contribute to the project? Let me remind you that yours is the perspective we need most of all. YMCA history is dominated by the likes of Sir George Williams, John

- Mott, Sherwood Eddy, and Max Yergan.
- But, their stories would not have been possible without the contributions, however small, of every single YMCA staff member and volunteer. Here's how to request a form: Visit us online at [special.lib.umn.edu/ymca/memory.phtml](http://special.lib.umn.edu/ymca/memory.phtml) or in writing to Kautz Family YMCA Archives, 222 21st Ave. So., Ste. 318, Minneapolis, MN 55455. ◆

*Ryan Bean is Research and Outreach Archivist at the Kautz Family YMCA Archives. Email: benx029@umn.edu*

A THOUGHT FOR YOUR DAY

# The YMCA Family

By Bruce Tamlyn

The Merriam-Webster Dictionary defines "family" as "a group of individuals living under one roof and usually under one head." For us, whose careers are tied to the YMCA, the term "family" is used in a variety of ways.



Bruce

Those ways include our individual families, our staff family, and the all-inclusive grouping known in the Movement as the "YMCA family." Each of these applications of the term brings to mind a specific image and evokes strong feelings and emotions.

To apply the dictionary definition of "one head" to the YMCA evokes the image of our community being one family living under the one head of God. An even more expansive expression is to understand that the Giver of life knows all of creation as one family. This life-affirming concept is central to the mission and work of the YMCA however we think about family.

Certainly a central characteristic of family is the idea of belonging. Do we belong to a family? Are we part of a loving group of people that care about and love one another? The desire to belong is central to the human experience.

With belonging comes a sense of acceptance, and with acceptance comes a feeling of joy and happiness. We each need to be accepted and loved. This is where the expression, the YMCA family, begins to touch the lives of tens of thousands of people.

Hopefully our YMCAs' communities evoke a sense of joy and happiness because people are welcomed and accepted for who they are. Whether we are a program member, on the staff, or a Y retiree, hopefully each of us feels that happiness is part of our life experience because we belong to a YMCA, a community where we are individually valued and accepted for who we are.

I think you will agree there is much stress, anxiety, and a lack of centeredness in our culture and in our world today. I often find myself thinking in my interactions with anxious people and stressed families, "They probably could use a YMCA in their life." Hopefully they belong to a YMCA that serves to enrich their life.

Everyone could use a YMCA in his or her life. With God's help, may we be worthy of this call. ♦

*Rev. Bruce Tamlyn is chaplain of the Silver Bay YMCA of the Adirondacks. Email: btamlyn@silverbay.org*

## Fund Transitions, Communications

By Bob Hastedt

The Retirement Fund and AYR continue to look for ways to work together. Retirees are one of the three important groups the Retirement Fund serves, along with our Active participants and our YMCAs. The Fund has made some changes to the way we work with AYR and communicate with our retirees.



Bob

Rich Hill, who retired as the Fund's Treasurer in 2004, has been serving as the Fund's liaison with AYR since his retirement. Rich will be transitioning out of that role this summer. Bob Hastedt, who is the Fund's Director of Education, will be taking on that responsibility. Bob celebrated his 30th anniversary with the Retirement Fund in June.

Rich Collato, who has begun his service as the AYR liaison to the Retirement Fund Board, will email a quarterly report after each board meeting to retirees.

The Retirement Fund and AYR chapters are embarking on a project to preserve chapter archives. The Fund will scan the chapter's archives and return a digital copy to the chapter, saving chapter members the need to store boxes of paper records. ♦

*Bob Hastedt is Education Director of the YMCA Retirement Fund. Email: hastedt@ymca.org*

# Chapter Check-In

... *On The Edge* was the theme of a multi-chapter event at the **Silver Bay, YMCA of the Adirondacks** on



*Attendees at Silver Bay in front of the Chapel at a multi-Chapter event.*

Lake George, N.Y. in late May. Members from the **Central Atlantic, McBurney/Morse,** and **Ellenwood Chapters** took part. The theme, dealing with green technology, was carried out with a Syracuse University-affiliated center of excellence.

There were Brain Fitness (brain training) exercises, stimulating fun and learning with AYR President Elect **Len Wilson**, reports from World Service, ISSC, Y Retirement Fund, and Secours Speciaux with their leaders **Mary Tikalsky, Ray Jacoby, Bob Hastadt,** and **Bonnie Mairs**. Devotions were led by **Bill Cameron** (see his *Last Word* column in this issue) and **Joyce Wilson**.

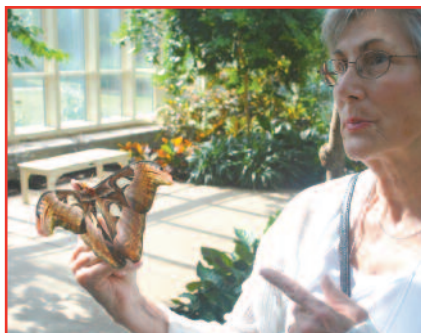
**Marco the Magician** entertained one evening. There were plenty of thun-

derstorms in the region, but the weather was perfect at Silver Bay for all three days. The closing session included a discussion about AYR's future with plenty of feedback offered. A World Service auction netted \$646 ...

... **The Weidensall Cluster** of the **Grand Canyon Chapter** held its spring luncheon meeting in the Visitors Center at the Garden of the Gods in Colorado Springs. New retiree **Jim Horst** was welcomed into the group. Those present made "get well" notes on a card for **Paul McLain**, and passed a resolution to contribute funds to WFYR to help with their fall international gathering of officers as part of the San Diego Reunion. Members toured the beautiful landscape following an informative orientation to the park ...

... **Grand Canyon Chapter** members will gather in the fall of 2012 in Durango, Colo., so for those who like planning ahead, here's your opportunity. You'll take the old narrow gauge railroad to the historic town of Silverton across some of the most breathtaking scenery in the world, visit Mesa Verde National Park, play golf, shop, and stay in great accommodations. Dates and details soon ...

... **Hoosier Buell Chapter** members elected new officers for 2011-2013 during their May meeting. Elected were **Neil Allen**, President and EAF Rep; **Larry Hemdal** and **Lou Drexler**, Vice Presidents; **Larry Sehy**, Secretary; **Don Stetson**, Treasurer and Membership; **Roy Gilliom** and **Steve Holcomb**, Members-At-Large. **Richard Powell**



*(Top) Schreiner Chapter (Bottom) Weatherford Chapter member Betty King holding a giant moth at the Butterfly House during Chapter Spring Fling at Callaway Gardens, Ga.*

is World Service director, while **Jean Allen** is newsletter editor ...

... Some 32 members of the **Weatherford Chapter** joined in at the annual Spring Fling at Callaway Gardens, Ga., in May. **Faye** and **Charles Johnson**, along with **Kathy Kelley**, provided the program in a beautiful setting. The group toured the Butterfly House and a few landed on the chapter's own naturalist, **Betty King**. No members were carried away by the hawks or owls in the raptor show. A visit to FDR's Little White House also was included. The 2012 event will be held in Chattanooga, Tenn. Next up is the chapter's Fall Festival Oct. 17-19 at YMCA Blue Ridge Assembly ...

... **Rev. Harold Smith**, retired President of the **YMCA Retirement Fund**, offered his take on the YMCA re-branding efforts to "Y" in **Central Atlantic AYR Chapter Clippings** newsletter. We can't sum his feelings up here in one paragraph, but here's a sampling:

*"When we mess with symbols, we are saying a great deal about ourselves and not the symbols. The emphasis on 'Y' betrays the lack of a deeply understood nature of the profound statement that the YMCA has made to Christianity and the world... I was not moved by 'Y.' I was moved by YMCA and was recruited by people whose lives showed what it was to be a Christian in a hostile, secular world."* ...

... Marching right along. **Bill Taylor** sent along a clipping about **Walt** and **Peg Price** and their no doubt record-setting attendance at weekly Folkmarches in Syracuse since bringing them to town in 1981. Columnist **Dick Case** said he is nominating Walt (recently turned

80) as a "community asset." Walt runs a senior fitness class for the YMCA, his long-time employer, plays volleyball and, of course, arranges Folkmarches. The pair missed only one Sunday march in all that time. Well, they only missed it because the State Police asked them to cancel it because of heavy snowfall ...

... **Marston Chapter** met in June at the Maurice Car'rie Winery in Temecula, Calif. The luncheon was held in Maurice's Kitchen. Members then toured the winery, nearby gift shops, and Old Town Temecula with its antique and specialty shops ...

... **C.B. Willis Chapter** elected a new slate of officers for 2011-13 including Co-Presidents **John** and **Kathy Shepard**; Co-Vice Presidents **Joe** and **Tonia DeGroote**; Secretary **Pat Frazier**; Co-Treasurers **Jan** and **Bob Ferguson**; Past Co-Presidents **Doug** and **Carol McLeod**; At-Large Members **Carl** and **Alice Gaites**, **Bill** and **Dorothy Markell**, and **Phil** and **Gail Wortman** ...

... It was picnic time for the **McBurney Morse Chapter** in June as **Ellie Collier** once again hosted a picnic at her home at the Fairways in Lakewood, N.J. Members elected new officers, and enjoyed a potluck lunch and some late spring fellowship ...

## REUNION

*Continued from page 1*

groups to the Reunion: AYR Chapter Presidents and National Board Meeting, Chapter Presidents Training, WFYR International Committee, Y International Senior Service Corps, CLC Rag and Leather Group, and Reunions for HR, Physical Directors, and CFOs.

Friday morning is packed until noon with Bill Butterworth and his inspirational quips of wisdom, Retirement Fund, and World Service happenings. Bessie and Beulah will have you in stitches following the buffet and the Catillacs '50s band provides the Doo Wops.

Daily sessions include recognition, storytelling, and prizes galore. Some mystery guests may appear. A donated grand prize drawing will be held Friday evening for \$500 cash. You must be registered at the hotel Tuesday-Friday and have paid the full registration fee to be eligible.

What? You haven't made your plans to be with us in San Diego. Well, there's still time. What are you waiting for? ♦

*Pat Ritter is chair of the 2011 AYR Reunion. Email: PSRitter@aol.com*




*Standing, left to right, are members of Oklahoma City's WAMMB-JFTTT Chapter: Dave Watts, Jim Arnot, Ken McClain, Al McWhorter, Stan Barton, Ed Jezek, Bob Fuller, Curt Thompson, Floyd Treiber, and Jerry Tucker, who represent 317 years of YMCA service in 24 different Ys. Seated in front (left to right) are Lorelle Watts, Lois King, Debbie McWhorter, Jan Barton, Juanita Jezek, Eleanor Fuller, Vera Thompson, and Wanda Tucker. Missing are Shirley McClain and Mildred Treiber. (Yes, the initials match up.)*

## PART TWO: OUR YMCA CONFERENCE CENTERS

# 'Eureka' — Re-Discover The YMCA Blue Ridge Assembly

By Erin Ratliff

**Y**MCA Blue Ridge Assembly is a historic full-service, year-round conference center situated on 1,200 acres of woodland in beautiful Western North Carolina. The Assembly, owned by YMCAs of the 10 southeastern states, supports a Christian-based mission, and serves hundreds of schools, families, religious institutions, community organizations, and nonprofit businesses each year.

The Assembly provides comfortable lodging, meeting space, dining options, and programming to ensure a successful conference, field trip, retreat, reunion, or training experience for groups of all ages and sizes.

### Some History

Blue Ridge Assembly was founded in 1906 by Dr. Willis D. Weatherford Sr., Secretary of the Student YMCAs of the South. Weatherford visited Black Mountain, N.C., in search of a site to establish his dream: a centrally located training and conference center for YMCA professionals and staff.

He was specifically looking for a property where groups of young people could meet in an inspira-

tional setting, surrounded by the grandeur of God's creation. Dr. Weatherford climbed a tree to assess the view after hiking up Turkey Ridge and the Wolfpit Creek Valley. Seeing the beauty of the Great Craggy Mountains beyond, he exclaimed, "Eureka, we have found it!" Weatherford purchased the wooded mountain property and after several organizational



meetings, the "Blue Ridge Association" was born.

Several milestones mark the Assembly's rich history. Land was cleared and the construction of buildings began in 1909, using timber harvested from the property.

Blue Ridge hosted its first conference in 1912, a YWCA student group that attracted almost 1,000 delegates. Later, in 1916, Blue Ridge was chosen as the official training ground for nearly 2,400 men and women to work with U.S. troops during the YMCA's involvement in the World War I effort.

A small liberal arts university named Black Mountain College rented Blue Ridge buildings for use as their main campus from 1933-1937. Finally, in 1943, the Blue Ridge Association was reincorporated under the new ownership of the YMCAs of the South and officially adopted the name "YMCA Blue Ridge Assembly."

Years later, in 1979, Blue Ridge Assembly's beautiful grounds and cherished structures were accepted into the National Register of Historic Places. The Assembly, in more recent decades, has served as



(Top) Blue Ridge rockers with the view. (Bottom) Old postcard showing Lee Hall.

a national training site for the Boy Scouts of America, the NFL's Atlanta Falcons, and was even the set for the Columbia Pictures movie, *28 Days*, starring Sandra Bullock.

Blue Ridge Assembly has hosted millions of men, women, and young people from around the world for more than a century. The Assembly has accommodated large national summer conferences since its inception. The transition to a year-round conference center has been made over the last five decades, with the construction of new modern buildings and expanded program opportunities.

### The Mission

There are several principles upon which Blue Ridge Assembly was founded. Weatherford wanted to stress the importance of religion in building life values, the dignity of labor and human service, and to encourage guests and staff to spend quiet time in reflection, meditation, and prayer in the beauty of Blue Ridge's natural setting.

Blue Ridge works to strengthen the foundation of communities by providing youth and families with opportunities for spiritual growth, educational instruction, and physical development. The Assembly also offers educational and recreational programming that promotes leadership, team-building, self-discovery, healthy living, and environmental awareness.

The Assembly boasts of one of the largest and most comprehensive challenge course facilities in the country, featuring eight different low and high ropes climbing facilities. The rushing mountain streams, diverse wildlife, interpretive nature trails, and spectacular

mountain views provide the ideal backdrop for a variety of outdoor adventure activities that encourage exploration of the natural world and hands-on experiential learning. Guests also can visit the Appalachian Craft Room, or enjoy athletic fields, gymnasiums, campfires, and more.

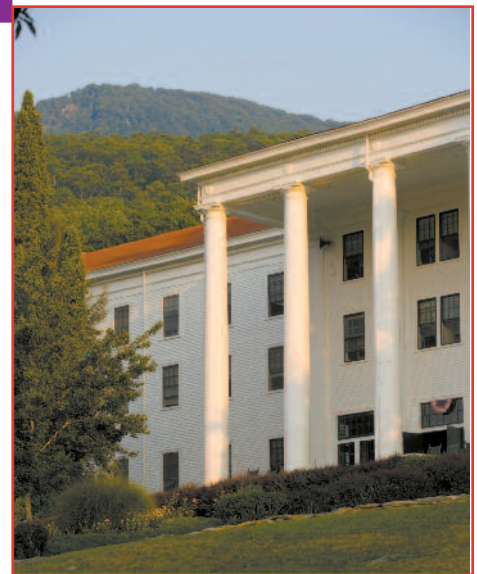
A conscious internationality is another important core quality to Blue Ridge, whose talented and friendly staff come from diverse backgrounds. The Assembly is the South's first International YMCA Program Center. Dozens of collegiate workers and volunteers from around the world are employed. Blue Ridge staff members also have the opportunity to participate in a global YMCA experience with partnering Ys under the "Blue Ridge Ambassador" program.

### Bright Future

Another century of growth and opportunity await as the Assembly strives to fulfill the Y mission and its founding principles. The natural beauty, rich history, and beloved traditions make it a "home away from home" for many returning guests.

Programming and facilities will expand and evolve in the coming years, and this new infrastructure will allow Blue Ridge to serve a greater number of guests each year. In particular, the Assembly will be cultivating its programs to reach a wider audience, offering fully-customized packages to fit each individual groups' needs.

The Assembly helps teachers plan fun, educational, and affordable school field trips and even extends financial assistance to public schools



*Lee Hall at Blue Ridge*

that otherwise would not have the opportunity to participate in their programs and services. Another part of the Assembly's work centers around strengthening families through intergenerational activities. Grant funding is provided for the Assembly's programs that unite children and adults in quality time and encourage multi-generational bonding experiences.

Blue Ridge leadership strives to balance the old and the new, the past with the future. Their unique heritage and strong core values will remain an integral part of Weatherford's legacy and create lasting memories for all who spend time on the mountain.

The YMCA Blue Ridge Assembly will continue to build relationships the "old-fashioned" way: one-on-one and face-to-face. Through this, the Assembly will be able to provide positive, life-changing experiences and impact thousands of people for many years to come. ◆

*Erin Ratliff is Environmental Program and Marketing Coordinator for the YMCA Blue Ridge Assembly. Email: [eratliff@ymcabra.org](mailto:eratliff@ymcabra.org)*

## GOLDEN TREASURES JULY/AUGUST

- 72 years** Louise and Joe Bransby, Atlanta, Ga., Aug. 23  
Lucile and Clarence Schmidt, Ashville, N.C., Aug. 27
- 70 years** Evelyn and Wilber Porter, Beloit, Wis., Aug. 30
- 69 years** Martha and Bob Bryan, Green Bay, Wis., July 31  
Betty and Frank Burns, Whitewater, Wis., Aug. 24
- 68 years** Marg and Keith Meyer, Xenia, Ohio, July 25
- 67 years** Amilee and Ed Rogers, Manchester, N.H., Aug. 4
- 66 years** Beverly and Richard See, Newbury Park, Calif., July 8  
Marty and John O'Melia, Wheaton, Ill., July 29  
Jane and Ken Barton, Easton, Md., Aug. 6  
Ruth and Duane Perry, Lansing, Mich., Aug. 18  
Florence and Harry Hough, LaMesa, Calif., Aug. 28
- 65 years** Joan and Lloyd Arnold, Fripp Island, S.C., Aug. 22
- 64 years** Ruth and Russell Jones, Slidell, La., July 6  
Sue and Cliff Smith, North Myrtle Beach, S.C., July 19  
Kay and Roth Holtz, Kenosha, Wis., Aug. 16
- 63 years** Phyllis and Don Brownell, Spring Hill, Fla., July 4  
Verna and Raymond Brundage, Janesville, Wis., July 2  
Marg and Orlin Donhowe, Spokane, Wash., Aug. 14  
Barbara and Jim Pratt, Indianapolis, Ind., Aug. 22  
Charlette and Ron Moore, Soddy Daisy, Tenn., Aug. 25  
Mary and Robert Crabbs, Longman, Fla., Aug. 28
- 62 years** Jo and Tim Rusch, Eden Prairie, Minn., July 16  
Carol and William Manuel, Freeport, N.Y., Aug. 13  
Helen and Jack Pearse, Waterloo, ON, Aug. 13  
Joan and Dick Hamlin, Naples, Fla., Aug. 14  
Gloria and Bill Ditzler, Greensboro, N.C., Aug. 20  
Carol and Owen Manchester, Pleasant Hill, Tenn., Aug. 20  
Mary Esther and Ed Mills, Amarillo, Texas, Aug. 21  
Joyce and Earl Collins, Seattle, Wash., Aug. 27
- 61 years** Dolores and Bob Ross, Xenia, Ohio, July 8  
Bettie and Hoyt Givens, Hurst, Texas, Aug. 13  
Mary and Marty Hanzlik, Novato, Calif., Aug. 19  
Margaret and Dean Temple, Fredonia, N.Y., Aug. 26  
Betty and Kent Brownlow, Sedona, Ariz., Aug. 27
- 60 years** Nancy and Pat Scott, Carlsbad, Calif., July 7  
Agnes and Richard Schulze, Maria Stein, Ohio, Aug. 4  
Marilyn and Jack Singerman, Kettering, Ohio, Aug. 5  
Mary Lou and Ed Glass, Parker, Colo., Aug. 10  
Dot and John Cachiaras, Rochester, Minn., Aug. 17  
Dolores and Manson Caldwell, Roseville, Minn., Aug. 18  
Anne and William Fuller, Tucson, Ariz., Aug. 18  
Mary and Bill Glenn, Glen Ellyn, Ill., Aug. 18  
Beverly and Roger Brown, Brookfield, Wis., Aug. 22  
June and Dick Gingery, El Paso, Texas, Aug. 24  
Joan and Glenn Paine, Durham, N.C., Aug. 24
- 59 years** Nell and Joe Robertson, Madison, Miss., July 6  
Lois and Eric Eamon, Hastings, ON, July 12  
Mildred and Herbert Snell, Valparaiso, Ind., Aug. 16  
Dorothy and Lew Stroh, Palm Desert, Calif., Aug. 23  
Joan and Murray Faulkner, London, ON, Aug. 27
- 58 years** Dee and Pres Johnson, Green Valley, Ariz., July 18  
Winifred and Robert Bramley, Westwood, N.J., July 12  
Pat and Bill Eckelkamp, Spring Hill, Fla., July 25  
Carolyn and Monroe Monday, Frankfort, Ky., Aug. 1  
Dolores and Jim Rayhab, Nashville, Tenn., Aug. 1  
Jane and Bill Guenther, Jensen Beach, Fla., Aug. 8  
Chris and Curt Mullins, Wichita Falls, Texas, Aug. 16  
Marilyn and Dick Batchelder, Highland Lakes, N.J., Aug. 29
- 57 years** Patty and Wayne Ray, Clackamas, Ore., July 1  
Marjorie and Dave Rymer, Las Cruces, N.M., July 3  
Eulah and Harland Johnson, Lincoln, Neb., Aug. 8  
Mary Lee and Merle Porter, Hamilton, Ohio, Aug. 8  
Carolyn and Jim Alexander, Englewood, Colo., Aug. 14  
Judy and Dudley Bryant, Columbus, Ohio, Aug. 21  
Sandra and Darrell Corder, Simpsonville, S.C., Aug. 22  
Nicki and Bob Doehler, Glenview, Ill., Aug. 22  
Glenn and Eugene Sheets, Saginaw, Mich., Aug. 24  
Barbara and Harry Bradbury, Dayton, Ohio, Aug. 27  
Betty and Bill Robinson, Atlanta, Ga., Aug. 27  
Murt and Dick Trowbridge, Louisville, Ky., Aug. 28  
Marillyn and Dick Campbell, Oshkosh, Wis., Aug. 29
- 56 years** Pat and Bud Manning, Jacksonville, Fla., July 30  
Marcia and Bob DeYoung, Joliet, Ill., Aug. 5  
Joyce and Ted Shields, Arcola, Ill., Aug. 13  
Joyce and Jack Bernhardt, Mallorytown, ON, Aug. 20  
Patricia and Richard George, New Castle, Pa., Aug. 20
- 55 years** Margaret and Bill Elliott, Lakeland, Fla., July 7  
Grayce and Bill Pearce, Danville, Va., July 20  
Jan and Paul Atkinson, Centerville, Ohio, July 28  
Rita and Ray Feldmeier, Waukesha, Wis., Aug. 11  
Carol and John Gawlak, Stamford, Conn., Aug. 14  
Janet and Dave Haines, Windham, Conn., Aug. 19  
Joan and Ken Isherwood, Clinton Township, Mich., Aug. 25  
Nancy and Clark Lupton, Wheatland, Wyo., Aug. 25  
Thelma and Peter Gabel, Denver, Colo., Aug. 28
- 54 years** Barbara and Ray Williams, Glenview, Ill., July 13  
Jean and Jack Moltenbrey, Hampstead, N.H., Aug. 3  
Gere and Henry Helton, Conover, N.C., Aug. 3  
Doris and Jim Sexson, Fairfield Bay, Ark., Aug. 24  
Ann and Hank Walling, Placentia, Calif., Aug. 31
- 53 years** Pat and Bill Griffin, Rainbow City, Ala., July 11  
Renee and Walter Shaw, Lakewood, Wash., Aug. 2  
Peg and Pat Thornton, Racine, Wis., Aug. 10  
Joyce and Dave Mercer, Portland, Ore., Aug. 23
- 52 years** Donna and Gene Long, Spring Hill, Fla., July 10  
Doris and Gile Sievers, Payson, Ariz., Aug. 22  
Marilyn and Jim Burdett, Lombard, Ill., Aug. 29
- 51 years** Barbara and Don Rowe, South Bend, Ind., Aug. 20
- 50 years** Karen and Lou Krenz, Springfield, Ill., July 15  
Diane and David Comfort, Grand Rapids, Mich., Aug. 26

Send your Golden Treasure listing to Clark Koechel, N7576, Sandy Beach Road, Fond du Lac, Wis. 54935. Email: ick2@charter.net.  
Deadline for September/October listing is August 1.

## AYR MEMBERSHIP:

# Going Fishing After Culture Change

By Phil Wortman

**Y**ou are very aware of the culture change in the professional leadership of the YMCA if you've been retired for 20 years or more. That change seemed to begin to occur in the late 1950s and early 1960s. This isn't the first such leadership culture change the YMCA has experienced.



Phil

Perhaps this culture change was more pronounced in the South where, prior to the '60s and into the '70s, many YMCAs still offered a prayer to begin a children's gym class or other activity. Individuals choosing a YMCA career prior to the '60s were required to complete a course in the "Life and Teachings Of Jesus."

They chose a Y career knowing the pay wouldn't be great, the hours would be long, but the opportunity to impact the lives of those they touched would outweigh the other factors. YMCA staff had long tenures in the programmatic areas, for it was there they actually could work on a one-on-one basis with members. The executive leadership functioned as "secretaries" to the board. A YMCA career was perceived much like a ministry and tended to integrate the staff from YMCA to YMCA into binding, lifelong fellowships.

Multiple social and economic factors impacted and necessitated the existing culture change. It is not necessary to label it "good" or

"bad." It is simply a fact that change occurs. Today, the perception of the YMCA executive is that of a CEO or corporate president.

Y-USA embarked on a re-branding effort understanding all this. They attempted to make the YMCA more relevant to today's culture.

Research showed a declining interest in AYR and chapter membership by new retirees. The potential membership market segment is vastly more fragmented than in the past: employment paths, economic levels, gender, spouse careers, varied post-career pursuits, and more have all played roles. Fragmentation requires us to make adjustments in marketing and programmatic practices.

The question facing AYR is, "How can AYR and its chapters adapt itself to this culture change and market the organization to sustain a viable, active membership in the future?"

AYR has taken several steps to begin to address the issue: Computerized membership records; a name change; AYReports newsletter; a new logo; Website; and a Strategic Plan. The basic task of defining the actual primary membership target market in specific, identifiable terms, and setting a strategy to transform the organization to attract that market needs to be accomplished.

Doing so will be a painful and difficult process as whenever a specific target market is identified

and efforts are concentrated to secure that market, other market segments may feel disenfranchised. But it is a task that must be done.

Marketing is much like fishing. The right bait must be used to catch the desired fish. The change from fresh water fishing (past culture) to salt water fishing (present culture) requires a change in bait (marketing) or the fish (potential member) won't bite (join).

What makes marketing difficult is that not all potential members like the same activities and require different marketing methods. The kind of activities and marketing method used will determine which potential member will or will not join.

Marketing and programmatic decisions need to be made at both the national and chapter levels. Questions need to be asked and answered. What is the primary target market? Who is most likely to join? Career professionals or support staff? What retirement income level? Should events be economical, up-scale, or mid-scale priced? Should there be an age range focus? What image should the organization project?

Targeting a primary market segment does not exclude the other market segments. It simply focuses its marketing efforts on the segment most likely to participate. It is the efficient use of resources to obtain the greatest benefit. It is not exclusionary. It's time to go fishing and start reeling them in. ♦

*Phil Wortman is a member of the C.B. Willis AYR Chapter. He is past East Vice President of AYR. Email: wortmanll@aol.com*

# Digging Into The Foundation

By Bill Cameron

I was asked to present a devotion for a recent AYR multi-chapter get-together. Here is the gist of what I said:



Bill

YMCA people might be interested in a story told in the 22nd and 23rd chapters of the Old Testament book of Second Kings. Those chapters contain an account of an early "capital campaign."

It was the practice in those days — those days being the seventh century BCE — for worshippers entering the temple in Jerusalem to toss money into containers at the temple gates. These containers were called "trumpets" because they were shaped like the bell of a trumpet.

The money placed into them went into what we would call a restricted capital account, accumulating until the high priest determined there was enough to undertake the repairs and renovations to the temple that were necessary from time to time.

During King Josiah's reign, enough money had been contributed to start renovations. As workers were digging in the foundation of the temple, they came across a book, a scroll. The high priest took it to Josiah, who read it and understood what it was: the "Book of the Law," the covenant between God and his people. That discovery led to a widespread religious reform throughout the kingdom.

Every organization that seeks to do good has to dig in its foundation from time to time and ask questions about its purposes and intentions. The YMCA is in the midst of such a process, clarifying and explaining its mission in easy-to-grasp terms: youth development, healthy lifestyles, social responsibility.

What of AYR? As we dig in our foundations, what might we find written in that half-buried scroll? National AYR has adopted as its goal the strengthening and support of chapters. That begs the question: What is the goal of the chapters, and of the organization overall?

AYR, as we have long said, is about fellowship, about connection. But maybe as we unroll our scroll, we can find other purposes as well.

Perhaps AYR is about the recognition that we still have some learning and growing to do.

Perhaps AYR is about acknowledging that we still have valuable contributions to make.

Perhaps AYR is about having a word to speak, in humility and love, to the leaders of today's YMCA.

Josiah read his scroll and great, good change happened. That could be the story of the YMCA. That could be the story of us. ♦

Bill Cameron is Vice President/East of the AYR National Board. Email: billcameron@comcast.net

I am comfortable in the knowledge we will continue to move ahead positively, as I prepare to end my term as AYR President. I am delivering our organization into the hands of a new and very competent leadership team.

All indicators point to a bright future for the Association of YMCA Retirees. Membership is stable, chapters are experiencing good attendance, newsletters and other organs of communication are still being developed to keep the fellowship up-to-date on important events. Keeping each other informed is among one of the many strengths we have.

There are many of us who believe so strongly in the great potential of this organization that we have offered to continue in some volunteer capacity going forward.

I'm hoping the calamity created by bad weather subsides and that our friends' personal issues improve. Summer is here and I hope it provides some good experiences. I look forward to seeing you in San Diego at the 2011 AYR Reunion. ♦

Julius Jones is President of the AYR Board of Directors. Email: jayjaygp@msn.com

## Attention George Williams College Alumni

The George Williams College "Coming Home" Reunion is Sept. 23-25, 2011 on the shores of Geneva Lake in Williams Bay, Wis. The weekend will honor Bill Duncan, GWC '68, and his 40 years of service to the college, as well as celebrate the Class of 1961's 50th Reunion. ♦

# Last Call ... AYR REUNION 2011 ♦ SEPTEMBER 13-17

Town & Country Resort ♦ San Diego, California  
Renew The Spirit: Fun, Friends, Fellowship

Plan your free time in San Diego  
[www.sandiego.org/nav/Visitors](http://www.sandiego.org/nav/Visitors)  
[www.towncountry.com](http://www.towncountry.com)



SAN DIEGO ZOO ♦ AIR & SPACE MUSEUM ♦ SEAWORLD





**AYReports**  
 Editorial Office  
 240 N. Westview Drive  
 Vail, AZ 85641

Presorted STD  
 U.S. Postage  
**PAID**  
 Tucson, AZ  
 Permit 277

**AYR NATIONAL BOARD**

**President:** Julius Jones  
 (jayjaygp@msn.com)  
**Vice President/East:** Bill Cameron  
 (billcameron@comcast.net)  
**Vice President/West:** Bea Halk  
 (bhalk@san.rr.com)  
**Vice President/Membership:**  
 Betsy Jacobs  
 (betsyj2003@yahoo.com)  
**Secretary:** Jane Kirk  
 (janekirk@msn.com)  
**Treasurer:** Rich Hill  
 (resghill@gmail.com)  
**Assistant Treasurer:** Dottie Eley  
 (DEley@seattlemca.org)  
**Member-at-Large:** Hank Bagelmann  
 (hbagelmann@aol.com)  
**Past President:** Bob Rule  
 (BBobhpnc@northstate.net)  
**Consultants:** Donna Dunn  
 (AYP; ddunn@aypymca.org);  
 Neil Nicoll (YMCA of the USA;  
 Neil.Nicoll@ymca.net);  
 John Preis (YMCA Retirement Fund;  
 preis@ymcaret.org)

**AYREPORTS**

*AYReports* is the official publication of the Association of YMCA Retirees (AYR). It is published in January/February; March/April; May/June; July/August; September/October; and November/December 2011. Deadline for the September/October 2011 copy submission is August 1.

*AYReports* is edited and produced by Craig Altschul + Associates (ca+a) 240 N. Westview Dr., Vail, AZ 85641 (520) 290-4569

**Editor:** Craig Altschul  
 (caltschul@earthlink.net)

**Managing Editor:** Peggi Simmons  
 (simmonsp@earthlink.net)

**Art Director:** Kate Keleher  
 (kate@rkeleher.com)

Report change of address to: AYP Executive Office, Stitzer YMCA Center, Springfield College, 263 Alden Street, Springfield, MA 01109.

**Hereinafter — The ‘Y’**

“ When he wants to write a letter  
 (and you know that he had better)  
 To his mother, or his father, or the girl,  
 Or he’s feeling kind of lonely  
 And the thing he craves is only  
 An oasis in the racket and the whirl,  
 Or he yearns for conversation  
 Or the glad exhilaration  
 Of a dish of ice cream or piece of custard pie.  
 He will hurry helter-skelter  
 To the YMCA shelter  
 Hereinafter to be spoken as the ‘Y.’ ”

Thanks to Bill Ching for sending this prophetic poem along. It was written by Grace Bulloch, a dedicated volunteer in France supporting our troops in the trenches during World War II.