



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



WE NURTURE **COMMUNITY OPPORTUNITY**
MENTORSHIP CHARACTER CONNECTION
SOCIALIZATION **CHANGE FRIENDSHIPS ENGAGE**
TRANSFORM GOOD DISCOVER
GROWTH STRENGTH **ENCOURAGEMENT**
VALUES HEALTH **SUPPORT LIVES**



OUR MISSION:

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

CONTENTS

- 4-5 The Yusten Family
- 6-7 Kelli Oldenburg & LIVESTRONG
- 8-9 Youth Engagement Program
- 11 Youth Development Award Honoring Nancy Quinlisk
- 12 Healthy Living Award Honoring Jodie Visker, Kerry Johson & Erika Flint
- 13 Social Responsibility Award Honoring Jeff & Deb Koby
- 14 Family of the Year Award Honoring The Loss Family
- 15 Volunteer of the Year Award Honoring Barb Erickson
- 16 Membership Impact
- 17 Financial Position
- 18-19 Annual Campaign Banner Donors
- 20-21 Event Sponsorships
- 22 Volunteer Leadership
- 23 Staff Leadership

ANNUAL CAMPAIGN PARTNERS

We are pleased to honor and celebrate the generosity and commitment of our Annual Campaign Partners; special donors who have made extraordinary gifts to support the Y's strategic initiatives. Their commitment to partner with the Y to strengthen the mental health of area teens and improve the well being of the community is remarkable. Thank you to these donors for their dedication to youth development, healthy living and social responsibility.



A message from the Board President & Executive Director

What is the Y?

For many, it is a place. Their place. Where they gather safely with family and friends. Where they work on becoming the person they want to be. Others think of the Y as an organization. Many know us as a charitable organization. A proud leader in tackling chronic disease in our community. A powerful group of the men, women and children who need us most. Some even recognize the Y as a movement. A tireless drive to change lives and strengthen our communities. All of these definitions are true.

But there is so much more to the Y.

The Y is a cause dedicated to youth development, healthy living and social responsibility. From exercise to education, pre-school to preventative health, swimming to supporting families, the Y doesn't just strengthen bodies – we strengthen communities and we build relationships. And when our community faces obstacles, we see opportunities to make a difference. We believe it is our responsibility to care for our neighbors. Together, we strengthen mental health, we help our members reclaim their health, we inspire teens to reach their greatest potential, we tackle our community's greatest health challenges and we improve the quality of life and ensure access and inclusion so that everyone has a chance to succeed. Together, we achieve so much more. Every day, the spirit of the Y is brought to life by the passion and conviction of our people. Our staff. Our volunteers. Our donors. The men and women who wake up every day and take on the challenging work of strengthening our community.

It was a very exciting and rewarding 2015. In the spring we broke ground on the expansion of the Y North facility, the expansion and remodeling of the Y La Crosse facility, and the construction on the new Community Teen Center. It was exciting as we watched these new spaces taking shape. In the coming months these spaces will open and will position us to further strengthen the community. We thank you for your involvement with the Y in 2015 and look forward to a successful and impactful 2016.



Dennis Ford

Dennis Ford
President
YMCA Board of Directors



Bill Soper

Bill Soper
Executive Director/CEO



Variety brings health transformation

Listening to their kids share the lists of Y activities they've participated in, Jason and Amanda Yusten agree the opportunities are amazing. "It's great because they can try out so many different things, and it's all under one roof," says Amanda, mother of four young children. Their smiles grow biggest when they talk about the family activities, including the Maple Mile, the Turkey Trot, Rudolph's Dash, and Zumba.

Like all parents, Jason and Amanda are their kids' main role models. It's easy to see why they're active. The Yustens are committed to healthy living. Amanda has taken adult tap dance, women on weights, and other group classes and likes the camaraderie.

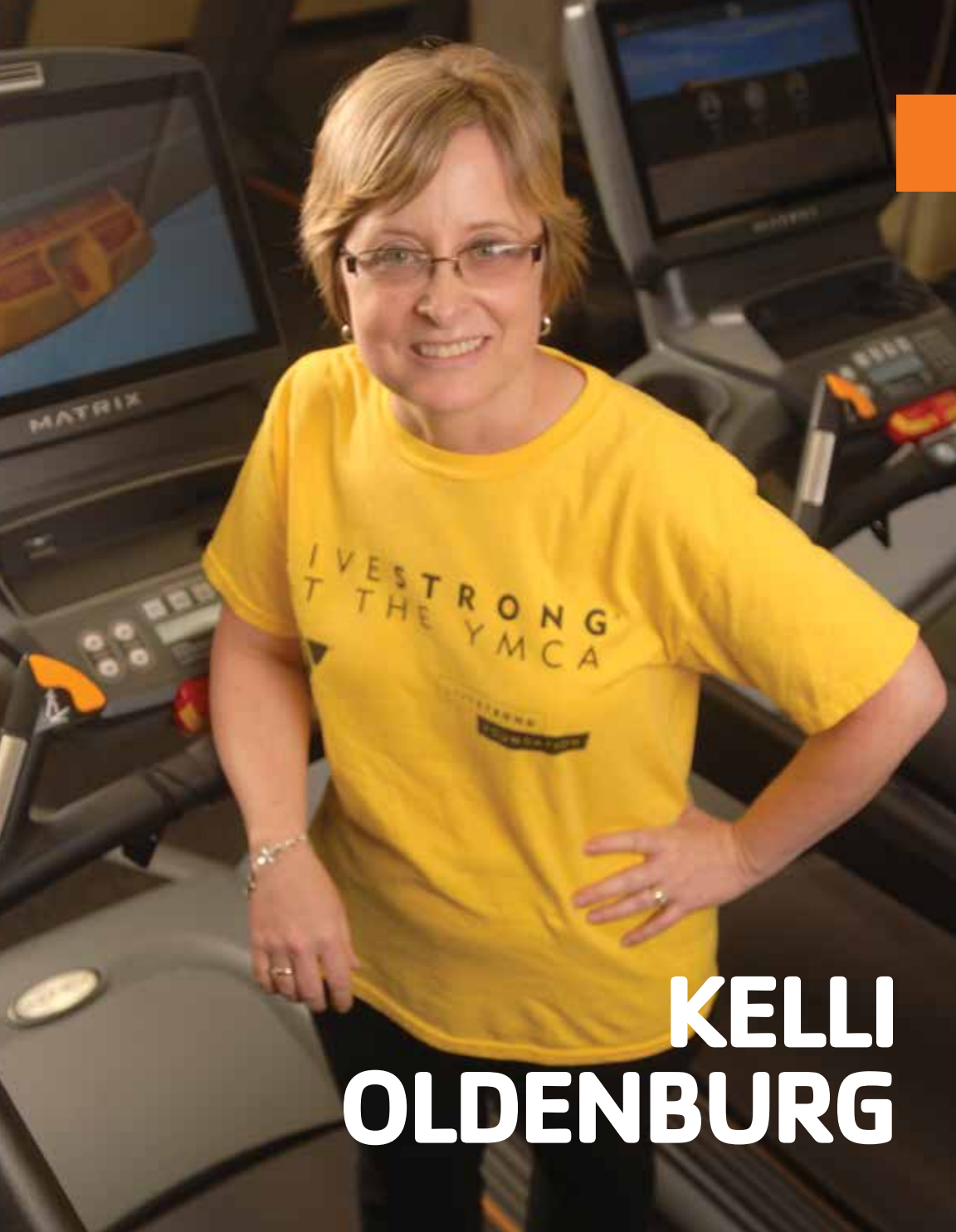
Since joining the Y, Jason experienced a major physical and mental transformation. "A few years ago, I was in the worst shape of my life," he says. "It was following knee surgery, and I was having a lot of complications. I kept saying I wanted to be in better shape." Words turned into action when he used the Y's Wellness Centers and pools to push himself into newfound strength and discipline. During this time he completed a triathlon, and he lost 50 pounds.

Jason and Amanda entered other uncharted waters when they joined the Y's Annual Campaign. "Our kids enjoy their time here, and if we can help other kids have a great experience at the Y, that makes us feel we're giving back," Jason says.

THE YUSTEN FAMILY

313,083
members visiting
the Wellness Center
to connect, exercise
and be healthy

ACHIEVEMENT
EMPOWERMENT
RESPONSIBILITY
INSPIRE
FITNESS
HOPE
HAPPINESS
CARE
INSPIRE
WE



**KELLI
OLDENBURG**

Cancer survivors renew at the YMCA

LIVESTRONG at the YMCA

As a new breast cancer survivor, Kelli Oldenburg is more physically and mentally fit than before her stunning diagnosis at age 43. When Kelli's oncologist gave her information about LIVESTRONG at the YMCA, a small-group fitness program for adult cancer survivors, the class immediately appealed to her. Surgery and chemotherapy left her feeling physically weak and lacking self-confidence.

Since LIVESTRONG at the YMCA kicked off the Pilot Program in March 2011, over 300 cancer survivors have graduated, including Kelli. "It uplifted me; it was good for my psyche," she says. "It was a stress reliever, and I knew I was doing something good for myself." Struggling with some during her recovery, Kelli continued her job and LIVESTRONG at the YMCA.

"Working and going to LIVESTRONG helped me to feel better about myself," she says. "I'm so glad the Y offered this program. I don't know if I would've had enough motivation to do it on my own."

Kelli enjoyed the camaraderie with other cancer survivors. "We can all relate to each other's struggles. I realized I wasn't alone," Kelli says. She also praised the instructors. "The whole environment is supportive," she says.

Currently, Kelli is participating in the follow-up program, "Stronger Together," a weekly fitness class for LIVESTRONG at the YMCA Alumni. "This is carved out time for me. Honestly, this is the best I've ever felt in my life," says Kelli, who encourages all cancer survivors to try the program.

87 Cancer
Survivors
participated in
the LIVESTRONG
at the YMCA
program

EMPOWERING
RESPECT
FOR OTHERS
SPIRE
FITNESS
HONESTY
SUPPORT



Youth Engagement Program

A new program fills a need for youth that want to spend time at the La Crosse Area Family YMCA during the evenings and on weekends. Youth Engagement serves non-members ages 7 to 13 in a structured environment by offering an array of activities. Most importantly, the program creates a positive, warm, and safe space for youth.

The program gives Danielle Person peace of mind to know her three kids are in a secure and friendly place. "They get to engage in more activities," Person says. "Growing up with a single mom, they have great male role models here at the Y." Her daughter Jaybriel, and her two sons J'Shaun and Jayonte' eagerly share their enthusiasm for Youth Engagement. J'Shaun's face lights up when he talks about playing basketball at the Y, and Jayonte' and Jaybriel share their excitement about being with friends in the prime time and family fun centers. The children reveal how they appreciate that staff assists them with schoolwork. "It's awesome," J'Shaun says. "I like how the staff takes their free time to help us and to play with us."

Prior to having an official Youth Engagement program, children would arrive to the Y without an adult. Now these youth are supervised and have an evening meal too. "Youth Engagement is all about creating a safe and welcoming space," says director Sarah Jackson. "It's a small program and it's at full capacity of 20 children. There's a waiting list."

A WELCOMING, CARING, SAFE SPACE



1,509
visits to
Youth
Engagement

RESPONSIBILITY DEDICATION
HOPE CARING INSPIRE HEALTH AND
HAPPINESS WELL-BEING
STRENGTH

2015

LA CROSSE AREA FAMILY YMCA

ANNUAL AWARD WINNERS

As humans, passion can motivate us, delight us and even humble us. We experience those emotions first-hand every day in the eyes, smiles and sometimes tears of those we serve. From the recipients of kindness to the givers of abundance, the passion that inspires them is the bond we all share. We are blessed by the contributions of time and resources as well as the partnerships, collaborations and other acts of good will that make a difference in the heart of our community.

Dahl Family Youth Development Award

The Dahl Family Youth Development Award is named in honor of Ken Dahl and Harry Dahl who have both had a major impact on YMCA programs that strengthen young people. Ken served as YMCA Board President in 1958, 1960 and 1961 and chaired the successful capital campaign which secured the funding to construct the current La Crosse YMCA facility. Ken served as a YMCA Trustee for thirty years. The talent and treasures that he has shared with the YMCA has made it possible for hundreds of boys and girls to participate in youth programs over the years.

Harry served as the YMCA's Board President in 1984 and as a board member from 1976 through 1997. Harry co-chaired the Second Century Campaign which successfully raised the funds necessary to construct the YMCA North, which opened in 2006. Harry currently serves as a YMCA Trustee. Harry's contributions of time, talent and treasure in his many roles at the YMCA over the past thirty plus years has been instrumental in the success of the YMCA.



Amy Holte, Nancy Quinlisk and Bri, Nancy's Reach & Rise mentee.

Honoring Nancy Quinlisk

Nancy Quinlisk has been an impactful, committed and visionary Y volunteer for more than 30 years. Her most recent contribution as a Y volunteer, and the reason for her nomination for this award, is serving as a mentor for our Reach & Rise Program. Nancy has not only changed the life of the young lady she mentors, she has inspired so many other volunteers to get involved as Reach & Rise mentors.

Nancy has been a wonderful advocate and supporter of the program and her enthusiasm and passion for this work has convinced others to get involved. In addition to serving as a Reach & Rise Mentor, Nancy currently serves on the Y's Board of Trustees as well as a member of the Wisconsin State Alliance of Y's Board of Directors. Thank you for helping us strengthen the community through the Y.

YMCA Healthy Living Award

The Healthy Living Award will be given annually to an individual or organization who has volunteered time, talent, and/or financial gifts to advance the health and well being of our community through the YMCA. YMCA policy volunteers, Pioneering Healthier Communities team members, staff members, donors, Y members, special event volunteers or our wellness partners are eligible to receive this award.



Jodie Viskar, Onalaska High School Parent and District Garden Coordinator; **Kerry Johnson**, Nutrition Director, School District of Onalaska; and **Erica Flint**, Registered Dietitian, Kwik Trip, Inc.

Honoring Jodie Visker, Kerry Johnson & Erika Flint

When it comes to making an impact, every project needs individuals like Jodie Viskar, Kerry Johnson, and Erica Flint on their team. Collectively, they are the force behind the School District of Onalaska improving the health of their concessions and for setting a high standard for the food that is served at sporting and community events.

The School District of Onalaska recognizes the importance of creating an environment that is supportive for students, teachers, and the community as they make healthy lifestyle choices. The district wellness policy sets a standard to help make the healthy choice the easy choice and believes that if we build a healthy environment, healthy behaviors follow. Support from all concession stakeholders has been successful because the group recognized that success will occur if there are small manageable changes made to their food offerings. The focus is on maintaining "fan favorites" such as hot dogs, pizza, and candy bars while adding five to ten healthier items to the menu.

The School District of Onalaska, Kwik Trip and the YMCA understand that making an investment in healthy living through partnerships and collaboration improves quality of life and positively impacts the community where we live, learn, work and play. It is for these reasons that Jodie, Kerry and Erica are recipients of the 2016 YMCA Healthy Living Award.

Nancy Quinlisk Social Responsibility Award

Honoring Jeff & Deb Koby

Jeff & Deb Koby are committed and effective Y volunteers and advocates of Y programs in our community. They have volunteered as campaigners for the annual campaign since 2013. They share the Y story with any member they have the slightest connection with and have been known to stop people randomly as they enter the Y. Deb even campaigns on behalf of the Y before the campaign launches. They are very engaging with other volunteers and participants. Overall Jeff & Deb are great advocates for the Y.

Jeff & Deb are regular users of the Y and work out together multiple times per week. Jeff recently retired from the La Crosse School District. Through his role with the School District of La Crosse, he knows many kids in the community. Through his interactions at school and the relationships he's built with the kids on his Y basketball teams, he's been able to connect their behavior at school to their time at the Y. This helps motivate the kids to improve their behavior because it impacts them beyond just school.

In fact, when one young man was having trouble at school, he was sent to see Jeff (his Y basketball coach) rather than the school principal. That made it clear to us that Jeff was a major influence in the lives of the young people engaged at the Y.

The Social Responsibility Award is given annually in honor of Nancy Quinlisk. Nancy served as YMCA Board President in 1985 and 1994 and as a YMCA Board Member from 1982-86 and again from 1992-97. She currently serves as a YMCA Trustee. Her dedication of time, talent and financial resources has had a major impact on thousands of youth who have participated in YMCA programs.



Jeff & Deb Koby

YMCA Family of the Year Award

Understanding that the YMCA can have a tremendous impact on families when the whole family gets involved, we recognize a family who is engaged and involved at the YMCA. The criteria are specific—everyone in the family must be involved in the Y, whether it's as program participants, volunteers or even staff.



Jamie, Harper & Janelle Loss

Honoring the Loss Family

Since becoming Y members in 2011, Jamie, Janelle and Harper Loss have become active and engaged Y members... with Harper in our childcare center, Janelle as a daily, active member, Jamie as a LIVESTRONG volunteer coach, and both Jamie and Janelle serving as annual campaigners. Their family has become advocates for the Y and our work and impact in the community.

Jamie has become one of our most impactful volunteers in our LIVESTRONG at the YMCA Program. Jamie is a very caring person who has a great sense of humor and can create relationships with the LIVESTRONG participants in such an impressive way. He has a way of motivating the participants to work hard and have fun along the way.

Ted Griffin YMCA Volunteer of the Year Award

The Y provides support and offers opportunities that empower people and our community to learn, grow and thrive. With a focus on youth development, social responsibility and healthy living, the Y nurtures the potential of every youth, improves the community's health and well-being and provides opportunities to give back and support neighbors. The annual Ted Griffin Award honors a volunteer who has given back to the community in a significant and meaningful way through the YMCA.

The Ted Griffin Award is named in honor of Ted Griffin who served as the La Crosse Area Family YMCA's Director from 1942-71. The award is the YMCA's highest award for volunteer recognition.



Barb Erickson

Honoring Barb Erickson

Barb has served as a Y Board Member since 2010 and in six short years has had a significant and what will prove to be a long lasting impact on our organization. In addition to serving on the Y Board, Barb is a LIVESTRONG coach, a generous donor, a visionary Y leader, a supporter of the new Healthy Living Center, an organizer and supporter of the Riders for Survivors fund raiser, a member of the Y's Executive Committee, a supporter of the Food Forest, and a supporter of the Y's Miracle League and inclusion programs.

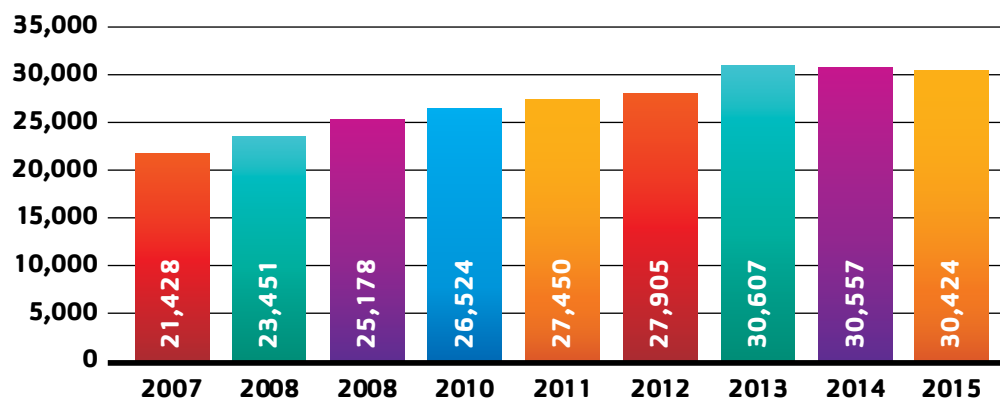
To say that we're grateful for her time, energy, financial commitment, and leadership, understates the impact Barb has had on our Y. Thank you Barb for your commitment to strengthening the community through the Y.

Membership IMPACT

2015 MEMBERSHIP NUMBERS BY CATEGORY

Youth Ages (0-5)	2,702
Youth (Ages 6-11)	4,849
Teen Wellness (Ages 12-17)	3,345
Young Adults (Ages 18-29)	6,347
Adults (Ages 29-55)	8,559
Adults (Age 55-64)	2,052
Senior Adults (Age 65+)	2,570
Total:	30,424

MEMBERSHIP TRENDS



Financial POSITION

YMCA operations are based on a mix of earned revenue from membership and program fees and contributed revenue from individuals, corporations and foundations.

BALANCE SHEET

	2015	2014
Current assets	\$ 2,356,363	\$ 2,213,034
Investments	1,563,138	1,656,063
Property & other assets	20,666,638	14,062,705
Total Assets	\$ 24,586,139	\$ 17,931,802
Current liabilities	\$ 3,180,610	\$ 1,101,648
Other liabilities	2,037,460	112,315
Total Liabilities	\$ 5,218,070	\$ 1,213,963
Net Assets	\$ 19,368,069	\$ 16,717,839
Total liabilities and net assets	\$ 24,586,139	\$ 17,931,802

REVENUES & PUBLIC SUPPORT

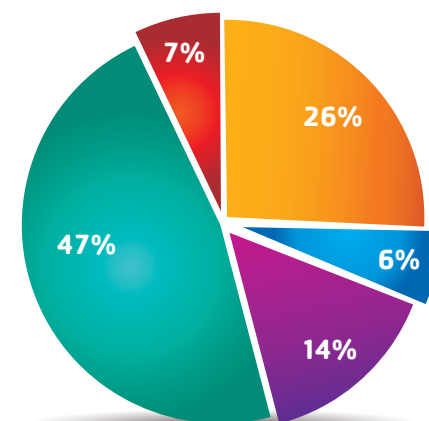
Annual Campaign, donations, fundraising & grants	\$ 784,437	\$ 796,376
Expansion campaign donations	3,329,538	5,090,445
Membership fees	3,687,139	3,643,452
Program fees	4,060,893	3,790,413
Investment performance	(37,015)	46,342
All other	115,871	112,786
Total Revenue	\$ 11,940,863	\$ 13,479,814

Campaign Dollars AT WORK

2015 ANNUAL CAMPAIGN - \$675,000

We depend on the generosity of our community, to ensure that every individual regardless of age, income or background, has access to the essentials needed to learn, grow and thrive.

- Membership Financial Assistance
- Child Care
- Youth Development Program
- Chronic Disease Prevention
- Teen Mental Health & Inclusion



Annual Campaign

BANNER DONORS

The La Crosse Area Family YMCA is extremely grateful for these individuals and organizations who donated gifts of \$1,000 or more to our 2015 Annual Campaign.

Partners

\$15,000 plus level

Dahl Automotive
Dave & Barb Erickson
Festival Foods
Gundersen Health System
La Crosse Community Foundation

\$10,000 plus level

Ballweg Midwest Toyota
La Crosse Radio Group
The Glendenning Family Foundation
The Waterfront Restaurant & Tavern

\$5,000 plus level

Anonymous (2)
BMO Harris Bank
Mathy Construction
Modern Crane
The Remainders
The Walmart Foundation
Touchstone Energy/
Dairyland Power Cooperative
US Bank
Roger & Nancy Vandermus
WKBT News 8

\$2,500 plus level

Anonymous
Harvey Bertrand & Suzanne Tanner
Heidi Blanke
BNSF Railway Company
Bronston Chiropractic
Century Foods International
Cowgill Dental
Don & Barbara Frank
EGS
HG Orthodontics
Klauke Financial & Insurance Services
Matrix Fitness
Merchants Bank
Moore Smiles Dental
Pepsi-Cola Bottling Co. of La Crosse
River Architects
River Trail Cycles
Schneider Heating & Air Conditioning
Schumacher-Kish Funeral Home
Russel and Vera Smith Foundation
Subway Restaurants
The Insurance Center
Three Sixty Real Estate
Trannel Memorial Fund
Trane Family Foundation
WXOW TV 19 Your Hometown Team

\$1,000 plus level

Advocare-Terry & Kolette Paulson
Allergy Associates
Altra Federal Credit Union
Anonymous (3)
Aquinas High School National Honor Society
Barney Family Foundation
Brian and Barb Benson
Big Sky Cattle
Mike & Mary Bottcher
Tom & Sue Brewer
Michael Brown
Roy Campbell
Ellie Carey Hook
Cleary-Kumm Foundation
Stan and Kathyln Dabrowski
DALCO
Davy Engineering
Mike & Joyce Davy
Designz, Inc.
Don's Towing & Repair
Philomena Doran
Bryan & Stacy Erdmann
Flanagan Financial, Inc.
Denny & Laurie Ford
Fowler & Hammer Inc.
Sue Gelatt Foundation
Tom and DiAnne Giebler
Mark Glendenning & Margie Webster
Hawkins Ash CPAS
Hilltopper Refuse & Recycle
Honda Motorwerks
Kurt & Jeanne Hulse
Inland Label & Marketing Services

La Crosse Police Officers
La Crosse Tribune
John & Barbara Leinfelder
Abe Leis
Warren & Denise Loveland
John & Linda Lyche
Market and Johnson
David & Brenda Maxwell
MAYO Clinic Health System
Metropolitan Salon & Day Spa
Mix 96 KQEG TV 23-51
Paul & Debbie Munson
Norplex Micarta
Onalaska High School
Tim Padesky & Tara Johnson
Nancy Quinlisk
Robert E. Ringdahl Foundation
Robertson, Ryan & Associates
Matthew & Maria Runde
Bill & Ellen Soper
Dennis and Betsy Stannard
Steve & Sude Tanke
The Color Dash
Trust Point
John and Roberta Ujda
UMR
Venture Machine and Tool
James & Phyllis Warren
Jason & Lori Weber
Wells Fargo
Westland Insurance
Wieser Brothers General Contractor
Eric & Vicki Wheeler
Xcel Energy

2015 Event Sponsors

Your support helped us enhance our impact in the community.

Winter Walk Run Series

Presenting Sponsor

Subway

Event Sponsor

Honda Motorwerks
HR Orthodontics
Klauke Financial
UMR

Gold

Classic Rock 100.1
Magic 105
River Trail Cycles
Today's Talk 1490
WXOW

Silver

Don's Towing & Repair
L.B. White
Mathy Construction
The Insurance Center

In-Kind

Dahl Automotive
Kwik Trip
MOKA
Onalaska Police Department
Radisson

Healthy Kids Day

Presenting

Schneider Heating
& Air Conditioning

In-Kind

KQEG TV
Mix 96.1

Sugar Glow Away

Presenting Sponsor

HG Orthodontics

Gold

Klauke Financial

In-Kind

KQEG TV

Mix 96.1

Got Energy Triathlon

Presenting Sponsor

Touchstone Energy Cooperatives

Event Sponsor

Century Foods International
Don's Towing & Repair
River Trail Cycles

Bronze

La Crosse Sign Company
Wipfli

In-Kind

Aramark
Dahl Automotive
Fowler & Hammer
Gundersen Health System
- Emergency Medical Services
Gundersen Health System
- Sports Medicine
Organic Valley
Set Free To Enjoy
Three Rivers Outdoors
Tri State Ambulance

Kids Tri

Presenting Sponsor

Dahl Automotive

Gold

Dairyland Power Cooperative
Flanagan Financial
Magic 105
Today's Talk 1490

Bronze

Bluff Busters Tri Team
River Trail Cycles

Kids Marathon

Presenting Sponsor

Bronston Chiropractic

Gold

La Crosse Radio Group

Color Dash

Event

La Crosse Radio Group

Turkey Trot

Presenting

Festival Foods

Rock n' the Docks

Presenting

American Marine
Huck Finns
SkipperLiner Acquisitions
Supernal Software
The Remainders

Gold

The Insurance Center
Three Sixty Real Estate
EGS

Silver

Hawkins Ash CPAs

Bronze

Allergy Associates of La Crosse
Arctic Glacier Ice Company
Brewer Investment Group
Century Foods International
Dahl Automotive
La Crosse Sign Company
Pepsi-Cola Bottling Co.
of La Crosse
S & S Distributing

Presenting Media

La Crosse Radio Group

Supporting Media

Mid-West Family Broadcasting
Mix 96.1
WKBT News 8

Maple Leaf Walk Run

Presenting Sponsor

Ballweg Midwest Toyota

Event Sponsor

Century Foods International
Bronston Chiropractic
Cowgill Dental
Festival Foods

Gold

EGS
Magic 105
WKBT News 8

Silver

Pepsi-Cola Bottling Co.
of La Crosse

Bronze

Dick's Sporting Goods
Gundersen Health System
Health Plan
River Trail Cycles
Schumacher-Kish Funeral Home
Shopko

In-Kind

MOKA
Tri State Ambulance

Inspiration Event

Presenting

The Waterfront Restaurant
and Tavern

Hope

BMO Harris Bank
Mathy Construction
US Bank
WXOW TV 19

Inspiration

Dave and Barb Erickson
Merchants Bank

Determination

Altra Federal Credit Union
Brian and Barb Benson
Cleary-Kumm Foundation
Dahl Automotive
DigiCopy
Fowler and Hammer
Warren and Denise Loveland
Market and Johnson
Mayo Clinic Health System
Norplex Micarta
Onalaska High School
Paul and Debbie Munson
Robertson, Ryan & Associates
Trust Point
Wells Fargo
Wieser Brothers

12,683
neighbors
participated in
YMCA Special
Events in 2015

Volunteer LEADERSHIP

The Y would like to recognize and honor three board members for their years of service to the YMCA. Retiring board members included Dan Brady (18 years served), Tom Brewer (10 years served), and Joe Leinfelder (9 years served). Through their combined thirty seven years of service to the Y, they have all played a significant role in the Y's recent successes.

Board of Directors

Larry Bodin
BMO Harris Bank

Dan Brady
U.S. Bank

Tom Brewer
Brewer Investment Group

Michelle Cowgill
Cowgill Dental

Andrew Dahl
Dahl Automotive

Sean Dwyer
WXOW TV-19

Jay Ellingson
Kwik Trip

Barb Erickson
Community Volunteer

Dennis Ford
Board President
Norplex-Micarta

Marty Hohl
Mathy Construction

Joe Leinfelder
Century Foods International

Mike Malone
Mayo Clinic Health System

Suzanne Nolte
Front Porch Photography

Carmina Renedo
Community Volunteer

Nolan Spencer
La Crosse Seed

Pat Stephens
Community Volunteer

Jim Warren
Community Volunteer

Joan Wilson
MOKA

Gary Kastner
Architectural Design

Janie Morgan
UW-L Alumni Association

Reggie Rabb
State Farm Insurance

Brenda Rooney
Gundersen Health System

Barbara Saathoff
Mayo Clinic Health System

Board of Trustees

Barb Benson

Dar Isaacson

Dave Skogen

Don Weber

Eric Wheeler

Harry Dahl

Nancy Quinlisk

Steve Tanke

Committee Leadership

Dennis Ford
Executive Committee Chair
Facilities Committee Chair

Barbara Saathoff
Board Leadership &
Governance Committee Chair

Marty Hohl
Business Services Committee Chair

Staff LEADERSHIP

Bill Soper
Executive Director/CEO

Tammy Addleman
Arts & Humanities Director

Ben Ames
Member Support Specialist

Jenny Berger
Early Childhood Coordinator

Coleman Breunig
YMCA-North Member
Engagement Director

Liz Carson
YMCA-North Aquatics Director

Aleesha Christiansen
YMCA-La Crosse Member
Engagement Director

Jen Corcoran
Program Operations Director

Kylie Formanek
YMCA-La Crosse Fitness Director

Kandace Fox
YMCA-North
Youth & Family Director

Kristin Goesser
Inclusion Specialist

Cora Gohmann
Human Resources Specialist

Denise Granger
YMCA-La Crosse
Environmental Supervisor

Danica Gullicksrud
School Age Care Admin Assistant

Bill Hammond
YMCA-North Property Manager

Kirk Hauser
YMCA-La Crosse Property Manager

Kelsey Hess
Accounts Receivable/
Childcare Billing

Kellen Holden
YMCA-North Environmental
Director & Mentoring Director

Amy Holte
Mission Advancement Director

Jodi Iverson
Y Watch, Inclusion &
Preschool Classes Director

Sarah Jackson
Youth Engagement Director

Rich Johnson
Youth Sports Director

Sarah Johnson
Mental Health Director

Carl Klubertanz
YMCA-North Property Manager

Anna Krause
Gymnastics Director

Patrick Long
Gymnastics Team Coach

Lisa Luckey
Teen & Youth Services Director

Deena Lyga
Payroll Specialist

Denise Malone
LIVESTRONG® at the YMCA
Coordinator

Christopher Matt
YMCA-North Wellness Director

Brenda Maxwell
YMCA-La Crosse Aquatics Director

Shawn McClone
Community/Special Event Director

Jennie Melde
Director of Organization &
Leadership Development

Amanda Melin
School Age Director

Martina Mellang
YMCA Diabetes Prevention
Program Director

Kait Murphy
Business Office Assistant

Jill Miller
Pioneering Healthier
Communities Coordinator

Kyle Moll
YMCA-La Crosse
Youth Sports Director

Arien O'Heron
Director of Business Services

Casey Paletta
School Age Care Director

Casey Paleta
School Age Director

Travis Pernsteiner
Marketing & Communications
Director

Jackie Ripp
Human Resources Director

Barb Schaefer
YMCA-North Fitness Director

Cailyn Schumacher
Accounting Specialist

Jeanine Serrano
Swim Team Head Coach

Chris Stierman
IT Director

Sarah Thompson
Community Wellness Director

Nate Torres
School Age Administrator

Steven Torres
Early Childhood Administrator

Sarah Walters
Accounting Assistant

Lee Walraven
Healthy Living Director

Eli Wortman
School Age Director

We believe that people who volunteer their time, resources and expertise bring greater meaning to their lives and to others. We are thankful for our extraordinary volunteers.

LA CROSSE AREA FAMILY YMCA

YMCA-LA CROSSE • 608-782-9622
1140 Main Street La Crosse WI 54601

YMCA-NORTH • 608-782-9622
400 Mason Street Onalaska WI 54650

www.laxymca.org

