You are the Key

2009 Report to the Community
The Mission of the YMCA of Austin is to put Christian principles into practice through programs that build healthy spirit, mind and body for all.

Three keys to more abundant living: 
caring about others, 
daring for others, 
sharing with others.

- William Arthur Ward, author
An artist’s vision of the new Southwest Family YMCA
Dear Friends

You are the key to our success.

As a volunteer-founded and volunteer-led organization, the YMCA of Austin exists because of the people we serve. And you couldn’t have asked for a better year than 2009 in which to do so – one that saw our resources stretched and our commitment to serving all put to the test.

In keeping with our Mission, we said we would never turn anyone away due to their financial circumstance. That meant providing more than $1.7 million in financial assistance to more than 30,000 men, women and children so they could benefit from YMCA programs and memberships. That is, by far, the most in our organization’s history. But as a result, we are now serving more people than ever before, and that is our best measure of success.

We vowed to become a community leader in the battle against childhood obesity, and our ground-breaking MEND program (Mind, Exercise, Nutrition, Do It!) childhood obesity intervention program is a product of this approach. The YMCA of Austin is now the first YMCA in the United States to offer this family-based program, which teaches kids and parents together how to be active, eat healthy and make sound choices. Funded by a grant from the St. David’s Foundation, this program is free for participants. One parent summed up the program best when he said, “It taught us how to be a family again.”

MEND is also an example of our commitment to collaboration, because we believe that we can achieve more by working with other organizations to leverage our collective resources and strengths. This mindset has led to a successful First Grade Swim & Gym program with the Hays Consolidated ISD, and has become a blueprint for similar ventures with the Austin and Pflugerville ISDs. We have opened our doors to neighbors such as the Texas School for the Deaf, Special Olympics, American Heart Association, Colin’s Hope Foundation, and Safe Kids Austin, and we have found willing partners to help us deliver quality programs that reach a wider cross-section of our community.

We promised to reinvest in our facilities. And after much input and planning, work has now begun on the $5.4 million renovation of the Southwest Family YMCA, which will be followed in short order by a comprehensive renovation of our flagship TownLake YMCA. We have completed facility improvements at every one of our branches, and are in discussions with the City of Austin on a joint City-YMCA community recreation center in North Austin that could become a model for future public-private partnerships.

We capped the year by developing a new five-year Strategic Plan, drawing from extensive interviews with community leaders and intensive internal discussions about who we are, what we value most, what we do and what we want to be known for. In the end, we determined to train our focus on three key areas: health & wellness, youth development and social responsibility.

As we move forward, we continue to rely upon your guidance. You shape our program development. You help raise the funds that assist our neighbors. You bring new ideas and opportunities to our attention. Our YMCA is a collection of communities within communities, united by one common element: our diversity. You are the source of our strength as a movement. You are the key to our future.

Thank You,

Susan Henricks
Chair, Board of Directors

James P. Finck
President and CEO
To counteract an alarming trend in our community, the YMCA of Austin, in collaboration with the Hays Consolidated ISD, has begun a program that aims to provide free swim lessons to every first-grader in the district. Called YMCA Swim & Sport, the program launched in early 2009 at the Hays Communities YMCA and has already provided instruction to more than 600 children. For two consecutive weeks, four days a week, first graders visit the YMCA for swim lessons and physical activity. Children enjoy 40-minute swim lessons and 40 minutes of outside activities designed to keep them active and healthy. Supported by funds from the YMCA of Austin Endowment Alliance, the program has grown to include schools in the Austin and Pflugerville ISDs.

“This program is so important, because many of these children aren’t exposed to swimming at an early age,” said Kristy Jackson, Tobias Elementary principal. But according to Hays YMCA Associate Executive Director Bret Kiester, the best part is seeing the children’s faces light up each morning when they hop off the bus. “The children have so much fun that they don’t even realize they are learning a skill that will help them the rest of their lives.”

The YMCA of Austin is the first YMCA in the United States to offer this innovative, research-based program, which has already achieved significant results in the United Kingdom and Australia. What makes MEND truly unique is that it addresses childhood obesity from a holistic, family perspective, teaching children and parents together.

“We’re learning how to read nutrition labels to make good choices and be active together as a family,” said Aurora’s father, Domingo, who participated in the program along with his wife, Evelyn. For Aurora, though, the impact is a little more simple. “It feels good and it’s fun.”

Thanks to a $150,000 grant from the St. David’s Foundation and research support provided by the Michael & Susan Dell Center for Advancement of Healthy Living at the University of Texas School of Public Health, the YMCA is able to offer this program free of charge to families – ensuring that families most in need are able to participate.

MEND (Mind, Exercise, Nutrition, Do it!) Nine-year-old Aurora Rochin is one of millions of children across the United States working to establish a healthy weight and lifestyle. But thanks to a new program called MEND, she’s doing it with the support of the YMCA...and her family.

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Bob Unger – or Bob No. 2 – as the precocious three-year-old Senior Retreat class mascot calls him, began his YMCA journey as a kid playing youth sports, camping and taking swim lessons. Years later, Bob No. 2 began attending various Senior fitness and strength training classes at the Northwest YMCA to maintain his physical health. But about two years ago, Bob No. 2 was diagnosed with the early stages of Alzheimer’s, and his physical health was no longer the only health concern he would have to face in his older years.

Fortunately, in 2009, the Northwest Y began offering a Senior Retreat program for early- to mid-stage Alzheimer’s and dementia patients, having grown from the initial pilot program at the TownLake Y. Not one to sit on the sidelines, Bob No. 2 contacted his friend Bob Cranshaw (AKA Bob No. 1) and told him about the program. Today, both gentlemen serve as active ambassadors for the program by spreading the word to other people afflicted with this disease and to the community at large.

“I look forward to class every week,” Bob No. 2 says, “Swimming, dancing, games, food, and of course, the company. But it’s more than that, I see people who are going through the same thing as me, and it gives me hope.”

Barbara Jackson moved to Austin with her son, Milan, in the summer of 2005, while her husband stayed behind in Nevada to work. Not knowing a soul in Austin, she turned to a familiar friend – the YMCA.

“I had to find a place to live, enroll my son in school and find a job,” she says. “The first place I stopped was the YMCA Program Services office. I needed a safe place for my son as I searched for an apartment and a job – and I immediately I thought of the Y.”

Although it was already August, the Program Services staff helped her find a summer camp opening at a convenient location. “My son was well taken care of and had a great time, while I was successful in finding what we needed to begin our life in Austin,” she says. “This was the start of five more years of YMCA summer camp, afterschool care and youth sports for Milan.

“I credit the YMCA of Austin with helping my family get settled and helping my son be the well-adjusted young person he is.”

Bob Unger (AKA Bob No. 2, far left) enjoys a holiday celebration at the Northwest YMCA Senior Retreat program.
Tiffany & Joaquin Munoz
When her husband deployed to Afghanistan, everyone told Tiffany Munoz to call if she needed anything. Of course, she never did. But when the YMCA offered free memberships to families of deployed National Guard members, she jumped at the chance.

“The East Communities YMCA has been an amazing support system for a brand new mom with a deployed husband,” she says. “I was able to take advantage of fitness programs close to home, and leave my child [one-year-old Joaquin] in the hands of wonderful child care employees. They learned my family’s names, and kept me updated on new programs being offered and special events going on.”

Tiffany says the Y’s fitness program has made her feel better about herself, and she can’t wait for her husband, James, to return from duty in November. “This is the first time that a New Year’s Resolution has lasted more than 6 months,” she says. “It’s so easy to maintain a schedule with convenient locations and supportive staff.”

Amanda Lewis
Anyone who’s talked to Amanda Lewis in the past year has probably heard her mention the YMCA on more than one occasion. After moving to Dripping Springs about two years ago, Lewis has quickly found a new home at the Springs Family YMCA.

“It has changed my physical well-being drastically,” she says. “I have lost about 30 pounds since I began working out at the Y last April. I have a bit more to lose, but I know I am equipped with the tools and support to do it.”

“More importantly, I have found a place where I love to be and where I love to learn about and practice health and fitness,” she says. “The instructors, staff, child care workers and other members have become special to me. Some have become dear friends. My daughter has enjoyed gymnastics and swimming. This spring she tried soccer, and I got to coach her!”

Lewis recently worked to give back to the community as a Partner of Youth campaigner. “The YMCA provides a common ground where everyone can be a part of something special and everyone can learn responsibility, honesty, and athletic skills,” she says. “I’ve seen it.”
Graham Cohen

It was the kind of moment you work your entire career for. But when North Park YMCA Executive Director Andrea Ray Smith first received the note from Graham Cohen, a former employee, she didn’t quite know what to expect.

Graham, his wife Kristi, and their one-year-old son, Nash, had just returned from their first family outing at the Y pool. “I got a little emotional last night,” Graham said. “Nash LOVED every minute of it. We played with noodles, barbells, kickboards...you name it! We had SUCH a good time! And the entire time, the lifeguards watched over us.”

Years ago, Graham was the one in the lifeguard chair. “Who knows what would have happened?” he said to his former boss. “What if you thought my Mohawk and body piercing was too much? What path I would have walked, if I never got the job as an instructor and lifeguard? Would I be swimming with my child in the YMCA kiddie pool?”

Graham said he had an overwhelming feeling that he probably made a difference in someone else’s life during his time at the Y. “I had this feeling of completion and meaningfulness,” he said. “I have grown over the years off of the foundation created for me at the YMCA. There’s still quite a ways we have to go, but when one hits a milestone, it’s always good to look back and be thankful... and I am.”

Clarke Straughan

When Southwest YMCA member Clarke Straughan graduated from Texas A&M in 1960, he knew exactly what he was going to do with his degree: travel the world. So, in 1962, at 23, Straughan pawned all of his possessions and purchased a one-way ticket to Hawaii. There, Straughan began a journey that took him around the globe, an adventure that he chronicles in his book, *Romancing the Impossible: Traveling the World Without Money*.

“When I landed in Hawaii, I had no place to say and little money,” he said. “But for $2 a day, I could get a clean room and a warm Christian greeting at the YMCA.” From that point, Straughan counted on YMCA hospitality as he made his way from country to country, staying at YMCA lodgings in Sydney, Singapore, Tokyo, Baghdad, Beirut, India and Pakistan.

The globe-trekking experience taught Straughan a number of valuable lessons that he’s carried throughout his life. “The United States is the greatest country in the world, with opportunities like no other,” says the former Director of International Protocol for the State of Texas. “But no matter where you are, the Golden Rule applies: if you treat other people with respect, they will treat you right in return.”
In 2009, the YMCA provided $1,772,030 in financial assistance so that more than 30,000 children and families could participate in YMCA programs, regardless of their ability to pay the fees.

Nearly 2,000 individuals and organizations generously contributed **over $900,000** to the YMCA Partner of Youth Campaign last year to support financial assistance to ensure that every member of our community is able to participate in our programs and services.

Last year, the YMCA invested nearly **$1 million** in excess of funds raised through Partner of Youth so that we could respond to increasing community needs.

The YMCA of Austin is the **first YMCA in the United States** to offer an innovative, free childhood obesity intervention program called MEND (Mind, Exercise, Nutrition, Do It!).

**Six hundred first-graders** in the Hays Consolidated ISD learned to swim for free through our inaugural YMCA Swim & Sport program at the Hays Communities YMCA.

**More than 1,100** Austin children attended YMCA of Austin Afterschool Child Care and another 1,000 attended YMCA camps thanks to Partner of Youth support.

**1,841 adults** served the YMCA as sports and community service volunteers.
### 2009 Membership Summary

<table>
<thead>
<tr>
<th>Branch</th>
<th>Members</th>
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<tbody>
<tr>
<td>East Communities Branch</td>
<td>5,040</td>
</tr>
<tr>
<td>Hays Communities Family Branch</td>
<td>7,210</td>
</tr>
<tr>
<td>North Park Family Branch</td>
<td>2,700</td>
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<tr>
<td>Northwest Family Branch</td>
<td>6,854</td>
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<tr>
<td>Southwest Family Branch</td>
<td>3,237</td>
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<tr>
<td>Springs Family Branch</td>
<td>3,439</td>
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<tr>
<td>TownLake Branch</td>
<td>8,770</td>
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**Total Members in 2009**: 37,250

### 2009 Program Summary

<table>
<thead>
<tr>
<th>Program</th>
<th>Participants</th>
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<tbody>
<tr>
<td>Aquatics</td>
<td>11,300</td>
</tr>
<tr>
<td>Camps</td>
<td>2,344</td>
</tr>
<tr>
<td>Afterschool</td>
<td>2,458</td>
</tr>
<tr>
<td>Preschool</td>
<td>109</td>
</tr>
<tr>
<td>Youth Sports</td>
<td>3,195</td>
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<tr>
<td>Youth / Teens</td>
<td>5,517</td>
</tr>
<tr>
<td>Adult Fitness &amp; Enrichment</td>
<td>5,611</td>
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<tr>
<td>Community Events</td>
<td>8,614</td>
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</table>

**Total Participants in 2009**: 39,148
**Results**

**Statement of Financial Activity**
for year ending December 2009 (unaudited)  
with December 2008 comparison (audited)

<table>
<thead>
<tr>
<th>Revenue</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>885,673</td>
<td>771,051</td>
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<tr>
<td>Membership Fees</td>
<td>10,235,418</td>
<td>9,403,076</td>
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<tr>
<td>Less Financial Assistance to Members</td>
<td>(1,292,343)</td>
<td>(746,632)</td>
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<tr>
<td>Program Service Fees</td>
<td>4,776,890</td>
<td>5,146,907</td>
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<tr>
<td>Less Financial Assistance to Participants</td>
<td>(482,398)</td>
<td>(499,252)</td>
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<tr>
<td>Investments</td>
<td>181,977</td>
<td>(306,491)</td>
</tr>
<tr>
<td>Other</td>
<td>310,597</td>
<td>227,688</td>
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<tr>
<td><strong>Total Revenue and Other Support</strong></td>
<td><strong>14,615,814</strong></td>
<td><strong>13,996,347</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and Related Payroll Costs</td>
<td>8,128,436</td>
<td>8,130,528</td>
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<tr>
<td>Outside Services</td>
<td>467,147</td>
<td>459,486</td>
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<tr>
<td>Occupancy</td>
<td>1,963,081</td>
<td>2,014,377</td>
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<tr>
<td>Other Operating Costs</td>
<td>2,051,473</td>
<td>2,116,651</td>
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<tr>
<td>Depreciation</td>
<td>1,347,394</td>
<td>1,241,036</td>
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<tr>
<td>National YMCA Support</td>
<td>140,355</td>
<td>142,098</td>
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<tr>
<td>Other Expenses</td>
<td>388,695</td>
<td>416,077</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>14,486,581</strong></td>
<td><strong>14,520,183</strong></td>
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**Net Assets At End of Year**

<table>
<thead>
<tr>
<th>2009</th>
<th>2008</th>
</tr>
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<tbody>
<tr>
<td>29,877,767</td>
<td>29,748,534</td>
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</table>

**Financial Assistance Policy**
YMCA of Austin programs and activities are designed to benefit all persons, and fees are based on the cost of providing each program. While participants are expected to pay their fair share, when financial assistance dollars are available, the YMCA will assist any individual or family that wants to participate but cannot afford the fee.
Kelly Latz  
2009 Will W. Miller Award Recipient

The Will W. Miller Volunteer Leadership Award is presented annually to a person of high character and commitment whose leadership and vision have made only the most significant and long-lasting contributions to this Association. It is awarded to a key volunteer who has not only inspired others, but has helped the YMCA of Austin enrich the lives of the people in our community.

Our 2009 recipient started out like many of us: He was a member working out faithfully at the YMCA, just minding his own business, when some pesky YMCA director came up to ask if he wanted to be on the Board. Kelly must have stood out because of the perpetual smile on his face. Although he was involved with another group in town at the time, Kelly is not blessed with the attribute of knowing when enough is enough, and he said “Yes.” Ever since coming on the Southwest YMCA branch Committee of Managers in 2001, Kelly has continually been the first to volunteer for the difficult jobs.

Kelly attends all Committee of Manager meetings, as well as sits on the Metro Board. He is active on the branch Facilities Committee and is a regular volunteer at special events. He has served on the Metro Long-Range Planning Committee, Executive Committee, Operations and Policy Committee, and Hays County Capital Consortium, just to name a few.

Kelly has consistently been a model leader in Partner of Youth Campaigns, serving either as a Team Captain, Division Chair or Branch Chair, communicating consistently and persuasively with other captains and team members. But he’s not all talk. He has been a consistent Super Quota Buster for every campaign. And in 2010, he chaired our successful Association POY Campaign effort. When he volunteers, it’s not simply a name on a chart or title to him. He works until the task is complete, regardless of the barriers or obstacles.

YMCA Youth Sports has a saying – “Everybody plays, Everybody wins.” Since 1997, Kelly has not missed coaching a season of soccer or basketball, not only for his own six kids’ teams – but also filling in for other teams that could not find a coach. His dedication to the youth in our community is endless and, truly, everybody plays and everybody wins. He not only volunteers at the YMCA but is active in the Oak Hill Youth Association, his church and community. He represents a true picture of what service to others looks like.

He is a great role model, and has put over a decade of work into our YMCA, each year being more committed and more determined to make a difference in the lives of others. Many call him Dad, and many more call him Coach, but we’ll just call him our friend – Mr. Kelly Latz, 2009 Will W. Miller Volunteer Leadership Award honoree.
Key

Contributors

Golden Rule Guardians
$5,000 and up
A Glimmer of Hope Foundation
Alpha Capital Management
Bank of America
Jeff Bomer
Cager Basketball
Calendar Club
Leslie Fossier
Emerson Process Management
Hines Pool and Spa
Hurd Foundation
JC Penney
JCPenney Afterschool Round-up
KLGO Radio 98.5/99.3 FM
Lucy Leatherwood
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James Ruiz
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Diane & Don Simpson
Southside Market & BBQ
Sterling-Turner Foundation
Target
Texas Gas Service
Linda Watkins & Bert West

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Robert Brown
Chuck Croslin
Mark DeSantis
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Jim Pacey
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Mark Powell
Karen Schelfhout
Joanne & Paul Simonneau
Shannon Smith
Carl Stuart
Elaine Wetmore & Bill Swiss
A+ Federal Credit Union
ABE Charitable Foundation Inc.
Academy Sports & Outdoors
Adventure Guides
AT&T Texas
Austin American-Statesman
Bergstrom Daywood Company
Commercial Swim Management
CRC Foundation
CrossPointe Church
Hoops 101
Jamal Family Foundation
Journey Faith Community
Lauren Concrete
Minuteman Press
Mtech
National Instruments
Paragon Printing & Mailing
Paragon Screen Printing
Photo Texas
State Farm Agency
Subway
TW Telecom
University Federal Credit Union
Wells Fargo Bank
William Gano Houston Foundation
YMCA Gymnasts

True Blue Benefactors
$1500-2499
Renae Alsobrook
Barbara Barron
Moton Crockett
David Fenwick
Brad Fluke
Jack Fredine
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Andy Hines
Beth & Bob Jones
Paul Long
Marion Martin
Jeff Mayer
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Hjalmar Perez
Andrea Ray Smith
Frank Reid
Stuart Shaw
Meri & Ben Swoyer
Andrew Wiggins
Kim Yeakey
George Yonge
Joseph Zullo
Apple Inc.
Arnold Foundation
AVP Management Services, Inc.
Ben E. Keith Foods
BT Funding LLC
Cal First
Capstone Real Estate Services
Charity Bash
Doors of Dripping Springs
Endorfun Sports LLC
FedEx Office
HEB at Parmer & McNeil
Hill Country Springs
Jubilee Tents
Land Design Partners, Inc.
Lewis Sign Builders, Inc.
Melody Hounds
PBS&J
Raymond James & Associates
Sam’s Club Foundation
Sandy’s Shoes
Starbucks Store 9676
Thompson & Knight Foundation
Unisource
United Way

Community Keepers
$1000-1499
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Pat Baldry
Kevin Bartholomew
Bill and Jane Benton
Brad Boyd
John Cassidy
Vernon Clemens
Posey Duncan
Otis Fields
Henrique Planzer
David Fulscher
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Kent Hance
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Mark Kiester
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Rebecca McFarland
John McMiller
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Donna & Bruce Rice
Aimi & Rod Rolston
Devon Scott
Larry E. Smith
Roy Sparkman
Doug Uloth
Meredith Weiss
Terry Wiggins
Marc Winkelman
Betsy & Joe Zern
ADP
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Artisanal Imports
Austin Kid’s Directory
Benny’s Texas Bar-B-Que
Best Buy
Cantu International Real Estate Co.
Capitol Car Credit
CC Creations
Centurymark
Cintas
Clean Scapes
Colonial Bank
Concepts Unlimited
Contract Furniture Services Inc
Craig O’s Pizza & Pastoria
Daxko
Double L Insulation
Enterprise Car Rental
Frost Bank
Gem Insurance
Gene Arant Realty
Greater Texas Water Company
Hester Capital Management, L.L.C.
Hill Country Care
Jackson Walker L.L.P.
Jim Jim’s Water Ice
Junior League of Austin
KA Hickman Architects and Interior Design
Locke, Lord, Bissell & Liddell, LLP
Long Motors, Inc.
Lowe’s
Matrix Fitness Systems
Mount Zion Missionary Baptist Church
Necessary, Inc.
Operation Kids
Pfizer Pharmaceuticals
Print Graphics
Quizno’s
Redwoods Group
Reliable Cleaning Service
Right Course, Inc.
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Valley Signs
Volente Beach Waterpark
Wal-Mart Foundation
Weir Foundation
Winstead PC

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Andrew Wiggins, Program Services  
Kim Yeakey, Southwest  
Kristi Paul, Springs  
Dave Fulscher, TownLake

We build strong kids, strong families, strong communities.
Our Locations

**East Communities**
5315 Ed Bluestein
Austin, Texas 78723
512-933-9622

**Hays Communities**
465 Buda Sportsplex Dr.
Buda, Texas 78610
512-523-0099

**North Park**
9616 N. Lamar
Austin, Texas 78753
512-973-9622

**Northwest**
5807 McNeil Drive
Austin, Texas 78729
512-335-9622

**Program Services**
2121 E. 6th St., Ste. 203
Austin, Texas 78702
512-236-9622

**Southwest**
6219 Oakclaire Dr.
Austin, Texas 78735
512-891-9622

**Springs**
27216 Ranch Rd. 12 South
Dripping Springs, TX 78620
512-894-3309

**TownLake**
1100 W. Cesar Chavez
Austin, Texas 78703
512-542-9622

**Metro Offices**
1402 E. Cesar Chavez
Austin, Texas 78702
512-322-9622

**www.austinymca.org**