

BOARD of DIRECTORS NEWSLETTER



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA OF Metuchen, Edison, Woodbridge & South Amboy
Office of Rose Cushing, President & CEO

December 2016 ★ Board of Directors Update

A MESSAGE OF THANKS



As we wind down another year, we would like to take this opportunity to personally thank each and every one of our Board members for all that you do for the YMCA. It would be easy to take for granted your attendance at Board meetings, serving on numerous Committees and your presence and participation at the never-ending events and fundraisers that help keep the mission of the YMCA moving forward. However, we know that, without you, this mission would not be possible. In our lives, one thing we cannot create, accumulate, acquire, buy or even borrow is time. There is a limited amount of time for work, sleep, family and your own interests. Yet, you each sacrifice a chunk of this precious commodity for the YMCA. Each one of you brings your own

unique and vital contribution, resulting in a Board that is strong, committed and successful.

So thank you! Thank you for bringing your passion, intellect, insight, experience and resources to the Y. Thank you for challenging us to do bigger and better, to think outside the box, so that our organization is the very best that it can be for our children, our members and the community. Thank you for juggling a multitude of tasks—from offering guidance, giving free advice, cultivating and soliciting donors, contacting resources and negotiating deals. Thank you for giving us the tools to better serve our members, for leading our organization, for giving us purpose and for allowing us to impact change in our community. And for doing all of this with expertise and diplomacy.

As we approach the new year, we can look back and say it has been a privilege and honor to work with all of you. We look forward to a continuing relationship and we wish health and happiness to you and your family during this holiday season.



-Rose Cushing, CEO & President, YMCA of MEWSA
-Bruce Peragallo, Chairman, Board of Directors

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DID YOU KNOW?

Register today for a free membership at BoardSource.org. BoardSource is a national organization working to strengthen nonprofit board leadership. BoardSource's work is grounded in a fundamental belief that boards are critical to organizational success. Read up on the latest topics and news, search for webinars, training and events, read their monthly newsletter, the Spark!, to catch up on articles, resources, templates, checklists, guides and tools, plus topic papers for nonprofit leaders.

Join today at www.boardsource.org.

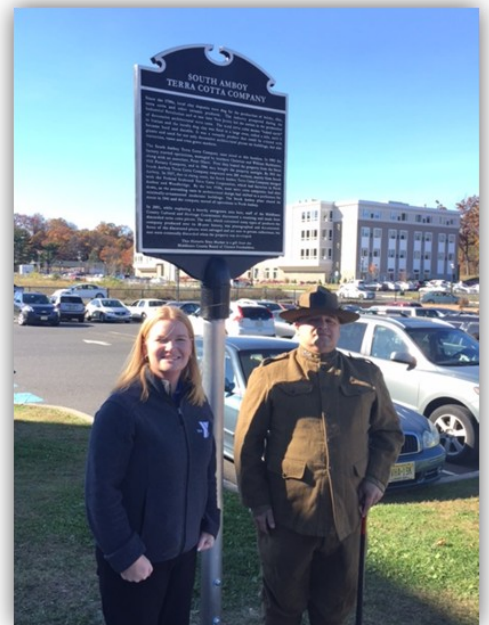
ROSE ATTENDS NEW CEO TRAINING

Rose Cushing attended Y-USA's New CEO Training at their offices in Chicago from November 15-18th. This training is encouraged for first-time YMCA CEO's hired within the past 12 months. In addition to orienting CEO's through the vast network of Y-USA support services for local Association Offices, the training offers participants the opportunity to understand the role of CEO in operational functions such as fiscal leadership, strategic planning, human resources, marketing and communications, financial development, facility management and Board engagement. Personal leadership assessment and self-discovery of personal development plans are also enhanced through this training. In addition to this 4-day on-site training, pre- and post-webinars are offered, including two risk management trainings, which will result in strong organizational leadership and commitment to the Y movement.

SOUTH AMBOY TERRA COTTA

On Saturday, November 12th, the Historical Society of Perth Amboy unveiled a new plaque which was placed in front of the South Amboy YMCA, the previous grounds of the South Amboy Terra Cotta Works, to commemorate one of the City's oldest industries. This marker was made possible through a program run by the Middlesex County Cultural & Heritage Commission and funded by the Middlesex County Freeholders.

As background, the South Amboy Terra Cotta Company was built in 1903, where local clay deposits were dug for the production of brick, tiles, terra cotta and other ceramic products. The industry prospered during the Industrial Revolution and at one time New Jersey led the nation in the production of decorative terra cotta. In 1927, due to rising costs, the company merged with the Federal Seaboard Terra Cotta Corporation which had factories in Perth Amboy and Woodbridge. By the 1930's most terra cotta companies had shut down, as the prevailing taste in architectural design had shifted to a preference for minimally-ornamental modern buildings. The South Amboy Plant closed its doors in 1941 and moved its operation to Perth Amboy.



Pictured above: Beth Helsby, Director of Operations at the South Amboy YMCA, poses with a historical re-enactor wearing a traditional World War I uniform with YMCA emblems on the collar.



Photo courtesy of Richard Veit

In 2001, while exploring a heavily overgrown area, staff of the Middlesex County Cultural and Heritage Commission discovered a retaining wall made from discarded terra cotta pieces. The wall, which contained many types of products the company produced over its 28 year history, was photographed and documented. Some of the discovered pieces were salvaged and are now in private collections. The rest were discarded when the property was developed.

Submitted by Beth Helsby

EDISON & METUCHEN OFFER STUDENT WORKSHOPS

FAFSA EXPLAINED

The Edison YMCA and Metuchen YMCA are offering Federal Financial Aid Application Workshops to help parents and students overcome initial jitters around their FAFSA application by:

- ☑ Defining FAFSA and who is eligible to apply
- ☑ Understanding the timing for FAFSA application and importance of getting it in early
- ☑ Learning the specifics of applying—checklist of information needed to prepare a stellar application.



The workshop is being led by Jhumur Singhal, Founder of Consulting with Jhumur, who will share her admissions consulting expertise in these workshops. She has been successful in helping individuals build their unique narrative from an understanding and analysis of multiple aspects of their unique profile.

The workshops will be held at the Metuchen YMCA on Thursday, December 15th at 7:00 p.m. and at the Edison YMCA on Saturday, December 17th at 1:00 p.m.

LET ME TELL YOU MY STORY

Jhumur has also already held two Personal Statement Writing Workshops on December 8th and 10th at the Edison YMCA for students so that she could share her essay consulting expertise to allay anxiety around the process of writing a statement of purpose and other admission essays. Her curriculum included:

- ☑ Developing an understanding of the different spaces allocated in the application where information can be shared about the applicant.
- ☑ Understanding the value of creating an individual data dashboard—inventorying all things about YOU on there.
- ☑ Learning how to use storyboard techniques to kick start essay writing.

Jhumur filled the classes to maximum capacity with ten participants in each class and is hoping to hold more workshops in 2017.

-Submitted by Cindy O'Neill

SAVE THE DATE!

2017 Annual Campaign Kick-Off Celebration

January 10, 2017

6 to 8 PM

JFK Conference Center

70 James Street

Edison, New Jersey 08820



Please RSVP before January 3 to Jeanine Costa at 732-516-2083 or jeanine.costa@ymcaofmews.org

BONE DENSITY TESTING



St. Peters University Hospital provided bone density screenings to members of the Edison YMCA on Monday, December 12th. Ten members received a screening and had their results explained to them. They were also provided with information to take

home with them on Bone Health and Osteoporosis.

-Submitted by Dean Ceda

GUJARATI LANGUAGE CLASS

The Edison Y will be offering a Gujarati Language and Culture Program class, a three-week (20 hour) project based language immersion program for 12-15 elementary, middle and high school heritage and non-heritage learners, is focused on the theme of "Storytelling Through Cultural Experiences", that provides opportunities for students to use the language for a variety of real life purposes.

The program's goals aim at increasing students' content knowledge and cultural experience in story telling under three sub-themes of "Personal, Family and Immigration stories", leading to prepare students own narratives, are outlined in the curricula.

Upon program completion, students will be able to communicate in culturally appropriate ways; understand and comprehend courtesy expressions and describe in simple languages some familiar and unfamiliar real life situations producing evidences of their learning. They will be able to write simple text in Gujarati and reflect upon their thoughts and ideas in culturally appropriate context. An online follow-up learning program during the post program period will be implemented to help learners sustain and improve their skills and continue Gujarati and experiencing its culture.

The class begins in February and is already filled to maximum capacity!

-submitted by Cindy O'Neill

SWIM WITH SANTA

The South Amboy YMCA Aquatics Department held their second annual "Swim with Santa" on December 11th from 1:30-3:30. Swimmers made their own ornaments, swam with Santa, munched on popcorn and jumped in the Bounce House. Santa and Mrs. Claus were available afterwards to take photos with the children. Children also participated in Rudolph's Raffle, where they could win prizes that ranged from backpacks to a free month membership at the Y.

There were 68 children in attendance and a total of \$570 was raised for the Annual Support Campaign.

Everyone had fun and it was a great way to raise money!

-contributed by Sue Chanese



STAFFING UPDATE/NEWS



We are pleased to welcome South Amboy YMCA's new Maintenance/Building Supervisor, Ernie Scapolatempore. Ernie has been a resident of South Amboy for 36 years. He is married to Ann who also works at the South Amboy YMCA in the Membership Department. They have one son Adam who is currently a high school student. Ernie has been a car mechanic for 40 years and loves to tinker with just about any mechanical. In his spare time he enjoys watching NASCAR and fixing cars. Welcome aboard, Ernie!

TWO BUNDLES OF JOY!



The Association Office was thrilled to get a visit from Rob Nuzzie and Aubrey Marchione and their beautiful baby twins boys, Robert and John. Husband and wife Rob and Aubrey are the owners of 2B Entertainment Studios, the marketing company that the YMCA works with that does the photography for many of our events. They are also professional videographers and have just completed the virtual tour videos for all of the YMCA facilities! (you can view these virtual tours by clicking on the links on page 8)

Congratulations to the new family of four!



OUR STAR



Sarah Hardy, member of the Edison-Metuchen Manta Ray Swim Team continues to wow us with her swimming skills. She is seen here with her Coach Jim Petrozziello at the Speedo Junior Nationals in Columbus Ohio last week. She competed in the 200 yard backstroke, 200 yard butterfly and the 200 and 400 yard Individual Medley. Way to go Sarah!



Edison welcomes new Enrichment Coordinator, Andrew Erickson, to their staff! Andrew graduated with a degree in Psychology from Rutgers University in 2016. Andrew loves giving back to the community. He was an Eagle Scout at an early age, and served as a volunteer at the Edison YMCA in 2014. And it runs in the family since his father also works for the Y! In his spare time, Andrew loves music and writing songs. He can play many instruments, but favors the guitar. He currently resides in Piscataway with his parents and his brother. We are very excited to have Andrew onboard at the Y!

We also welcome Pooja Hiremath as Lead Teacher at Avenel Early Learning Center! Pooja graduated from Rutgers University with a degree in Psychology. Through New Jersey's Alternate Route Program, she received her certification to teach Elementary K-6. Pooja grew up in Edison and has been a big part of the Edison YMCA for many years. As a high school student, she volunteered many hours at the Childcare Center and worked as a swim instructor for five years. She even taught a creative writing class there! Pooja loves to write and believes the key to good writing is expression. She teaches this to her preschoolers as a stepping stone for them to begin thinking independently and creatively. Welcome Pooja!

MAD SCIENCE COMES TO SOUTH AMBOY

The South Amboy YMCA has added a new Enrichment class to their roster: Mad Science! The workshops teach kids how fun science can be and helps spark their imaginations. With professional science-based lesson plans, unique equipment and lively instructors, Mad Science offers workshops for elementary school children on Thursdays from 4:30-5:30pm during the Fall II session. Here is a sampling of a few of the workshops that have been presented at the South Amboy YMCA:

EARTHWORKS — Take a voyage to the center of the Earth! We'll investigate the powerful process that shapes our planet and forms remarkable rocks, magnificent minerals, and glittering gems! Children will take home Ultraviolet Detectors which they build themselves.

MAD SCIENCE MACHINES — Peek into a class to watch elementary-age engineers hard at work with pulleys and levers. They will design, problem-solve, and have a whole lot of fun! Students will even take home a cool Mad Science Machine that they build themselves.



MOVIE EFFECTS - Grab your popcorn but don't sit back...we're going to learn first hand how advances in science and technology make our favorite special effects possible! Children will take home a Cartoon Creator that they've made themselves! It's Einstein meets Spielberg in a class of 3...2...1...action!

RADICAL ROBOTS—Who isn't fascinated by the wonderful world of robotics! Throughout this course, children will get the opportunity to act out a robot, remote control device, and an automaton. In addition, students will learn how to use the element of sound to control an automaton, make a robot score a goal in an exciting game of soccer, and attempt to move a robot through a challenging maze!

-Submitted by Beth Helsby

SEER SURVEY

The YMCA of MEWSA is participating in a nationwide membership satisfaction survey through our survey partner, SEER Analytics. This survey is sent to all members and helps the YMCA to implement changes to our programs and upgrade to our facilities based on the member's feedback. Survey results will be measured against a national average to calculate medians and averages for retention rates, market penetration rates, presentation/interview conversions and



other key measures. By measuring our data to other Y's, it allows us to put our data in perspective and is a valuable part of data analysis.

TOYS FOR TOTS DRIVE

The YMCA is sponsoring a Toys for Tots toy drive which is run by the U.S. Marine Corps Reserve. Each year, the USMC collects donations of toys to distribute to children in the community who are less fortunate so they can experience the joy of Christmas and assist them in becoming responsible, productive, patriotic citizens.



SEASON
of
Giving

If you wish to make a donation, your new, unwrapped toy can be dropped off at any YMCA branch or the

Association Office before December 15th. You can also donate online [here](#).

LIVESTRONG BREAKFAST

On Friday, December 2nd, the YMCA hosted their second annual LiveSTRONG® Breakfast at the First Presbyterian Church in Metuchen. There were approximately 50 attendees to help celebrate this wonderful program and to share stories, updates and news.

The breakfast was held for participants of the YMCA's LiveSTRONG® Program which is a celebration of life, determination and well-being. The event featured keynote speakers Sherry Cognetti, Senior Program Director of the Fanwood-Scotch Plains YMCA, and Rita Musanti, Ph.D., Assistant Professor, Rutgers Biomedical and Health Sciences Endowed Professorship of Oncology Nursing, who gave an overview of the success of the LiveSTRONG Program at the state and national level. They announced exciting news about receiving State funding to create a new program linking the Y's LiveSTRONG participants with oncology nurses who will track their progress beyond the 12-week program.



Several speakers gave heartwarming and inspirational testimonials about the LiveSTRONG program, including Pat Colandra, Metuchen preschool teacher, volunteer coordinator and cancer survivor, Kim Shibata, the LiveSTRONG Coordinator at the Edison Y (pictured left), and Donna Baginski, a LiveSTRONG trainer. Shuchi Gokhale, Edison Branch yoga instructor then led the group in a chair yoga session followed by meditation. Joan Sejeck, sister of Janice Garbolino, expressed her gratitude to the Y for the work they do and for honoring her sister's memory every year with the 5K Run and Walk.

To make this celebration of life complete, Jim Walsh, representing the Edison Fire Department, presented a check from their pink t-shirt fundraiser in the amount of \$4,091.
-submitted by Marie Patterson

UPCOMING BOARD OF DIRECTORS MEETINGS

JANUARY 25



MARCH 22



APRIL 26



JUNE 28

BRANCH VIRTUAL TOURS NOW ONLINE!

The Y now has virtual tours of the Metuchen, Edison and South Amboy YMCA's on the website! Now visitors can get a glimpse into the facilities to see what the different branches of the Y have to offer. They are also able to schedule a tour through a link on the website that sends an email with the tour date request to the Membership & Marketing Director.

Click on the links below to see the videos:

Metuchen Virtual Tour: <https://www.youtube.com/watch?v=uFHrtGkXcU>

Edison Virtual Tour: <https://www.youtube.com/watch?v=Y8gpCJhAOC4>

South Amboy Virtual Tour: <https://www.youtube.com/watch?v=BLrdhiC2KR4>

Virtual tours will also be done for all of the Childcare Centers over the course of the next several months and posted on the YMCA of MEWSA website.



UPCOMING EVENTS & MEETINGS

JANUARY

- January 4 **BOARD GOVERNANCE COMMITTEE MEETING**
AO Conference Room
5:30 p.m.
- January 7 **WINTER OPEN HOUSE/CAMP OPEN HOUSE**
All Day/All Branches
- January 10 **2017 ANNUAL CAMPAIGN KICK-OFF**
JFK Conference Center
- January 20 **INFORMATION TECHNOLOGY MEETING**
AO Conference Room
8:00 a.m.
- January 25 **BOARD OF DIRECTORS MEETING**
Wernik Room
6:00 p.m.

FEBRUARY

- February 1 **BOARD GOVERNANCE COMMITTEE**
AO Conference Room
5:30 p.m.
- February 3 **PROPERTY COMMITTEE MEETING**
AO Conference Room
2:30 p.m.
- February 9 **A VISIT WITH HARRIET TUBMAN**
In honor of Black History Month
Borough Improvement League
6:00 p.m.
- February 14 **FINANCIAL DEVELOPMENT COMMITTEE MEETING**
AO Conference Room
5:30 p.m.
- February 16 **FINANCE COMMITTEE MEETING**
AO Conference Room
6:00 p.m.

