

## A NEW ERA BEGINS AT OUR YMCA



Two key leadership roles have recently changed at the Cumberland Cape Atlantic YMCA. In March, the Board of Directors elected its newest president. Lou Tramontana, Jr. succeeded Kathy Farinaccio, who had completed her two-year term at the helm.

Kathy said, "It was my privilege to lead this selfless Board during a time of change and development in this post-pandemic world. As I step down and leave the Y's governance in Lou's capable hands, I see a bright future of growth of the organization as it strengthens its outreach to the community it serves." She added, "Many thanks to George Steinbronn and the Y's devoted and tireless staff for their efforts to improve the health and lives of so many people." Kathy joined the Y's Board in 2016 and is a Heritage Club member.

As he assumed his new role, Lou commented, "As president of the YMCA Board, I am honored to lead this impactful organization that is dedicated to promoting youth development, healthy living, and social responsibility. Through my service, I have witnessed firsthand the transformative power of the YMCA and its ability to positively impact the lives of countless individuals in our communities." He continues, "It is a privilege to be a part of an organization that is committed to making a difference, and I am proud to continue supporting the Y's important mission." The new president is also the Chief of Fire/EMS and Emergency Management Coordinator for the City of Vineland.



## GEORGE STEINBRONN RETIRING AS YMCA CEO



The long-time CEO of the Cumberland Cape Atlantic YMCA will retire, effective in June. George Steinbronn, Jr. was born in Philadelphia and lived there until moving to Vineland in 1997. That year, he succeeded Kevin Curtis as our CEO. In the ensuing decades, our Y became the only independent YMCA association south of Trenton. Under George's leadership, this Y has not only survived, but it has thrived. He explained this by saying, "We have a Y because this community believes in and supports the organization. I have felt privileged to know many special people here." He cited the late Ted Krause as an example. "Ted was directly responsible for starting our Endowment and the Heritage Club. That investment allowed us to stay strong as other Ys around us did not. Ted was also an incredible person.

At age 102, he was still swimming here regularly!"

George said, "I worked at the Y to try to make the lives of people of all ages better." In recent years, Child Care services have become a large program and a strong accompaniment to the traditional exercise and aquatic programs that are always available. The Y also provides healthy living initiatives for diabetes patients, cancer survivors, and those with high blood pressure. The organization stepped forward during the pandemic to help feed families in need. We have also been in the forefront of the fight against childhood obesity. Special community support is additionally provided through family events throughout the year and "Bless It Forward" at the holidays.

George noted, "It's important to me to be sure that the Y is welcoming to all in our community." He added, "So much of what we can do is through the consistent belief of our community, partners, members, and staff. It's because so many individuals have that belief in the Y that we are able to function as a team to benefit this area."

George is looking forward to enjoying his retirement with family time, exercise, and helping others. His parting thoughts are characteristically humble: "I really want to thank everyone for their trust in and loyalty to the Y. I'm so appreciative of that."

Thanks, George, for all that you've done here!



The YMCA has a new CEO following the retirement of George Steinbronn, Jr. John Antonelli comes to us from the Weston YMCA Family Center, in Florida.

He began his career in the Philadelphia area and now has over 25 years in the health and wellness industry. His leadership style is rooted in community-minded values.

We look forward to welcoming John!



**Cumberland Cape Atlantic YMCA**

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## CUMBERLAND CAPE ATLANTIC YMCA HERITAGE CLUB HIGHLIGHTS

SPRING, 2024

## WELCOME TO OUR NEW HERITAGE CLUB MEMBERS

The Heritage Club welcomes several new members. Like you, they are committed to helping the Cumberland Cape Atlantic YMCA flourish for generations to come.

Kathy and Vince Farinaccio are recognized and respected for their many years of community involvement. Kathy is a member of the Y's Board of Directors, and Vince is a well-known educator and a blogger. Kathy said, "The more I know about the Y, the more I see that it is essential to our area. It's a pleasure to support the Heritage Club." The Farinaccios live in Minotola and have two daughters and one grandbaby.

Board member Lilly Kejzman recruited the following companies, our two latest Heritage Club members. A long-time leading member of the Club, she said, "Both of these organizations are pillars of the Vineland business community. They both fit naturally with the YMCA and the Heritage Club."

Bridor USA has joined the Heritage Club, thanks to the efforts of Jim Economy, their HR Director. Bridor is an international manufacturer of world-wide bakery items that are adapted to North American markets. Bridor has had a large presence in Vineland since 2002. Their plant includes 142,700 square feet; it was enlarged by 47,000 square feet in 2015. Jim commented, "At Bridor, we are happy to be part of the Heritage Club. Our company believes in the good work of the YMCA, and we know this membership represents an investment in the future."

**NORM NEILL** is owner of NDS Glass, a founding member of the Heritage Club, and a past Board of Directors president. He said, "I have been associated with the Y for many decades and am happy to see the changes that have occurred. It is truly a modern, inclusive, and far-reaching organization that's very important to our community. With the help of the Heritage Club, it will be here doing good work for many more years!"

**Century Savings Bank** is now a Heritage Club member. Century traces its beginnings to 1865, when it was founded in Bridgeton. It is now a multi-million-dollar financial leader with a network of six branches throughout South Jersey. "At Century, we strongly believe in the importance of making meaningful contributions to the communities we serve," said the bank's President and CEO, Dave Hanrahan. "We know the YMCA provides the activities, programs, and initiatives to help make our area stronger."

**We thank all our Heritage Club members, old and new. Each of you helps to drive our success!**

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# IT'S BEEN A BUSY WINTER AT THE Y

The winter months following the holidays might be slow in some organizations, but that's not so at the Cumberland Cape Atlantic YMCA. Here are some events that were held over recent months.

**Valentine's Day** was celebrated with two events for members and the public. The earlier was a VALENTINE'S YOGA-THON, which was fun, healthy, and a fundraiser to support Y programs. This was soon followed by GALENTINE'S PAINT NIGHT. This enjoyable outing offered painting, prizes, games, and quality time with old and new friends. Light snacks and all painting supplies were provided.



**At the end of February**, Y staff and members celebrated the birthday of one of our most dedicated swimmers. Ruth Aaron turned 95 years old – and she still swims laps for an hour every day! The Y is proud of her as an individual and as a role model.

**Read Across America** is an annual national effort to improve reading skills, enjoyment, and interest among youngsters. It was celebrated with the Y's preschool participants with great success. The kids enjoyed guest speakers including parents and staff. The volunteers read some of their own favorites to appreciative audiences.



**The YMCA recognized February as Heart Month**, a nation-wide program of the American Heart Association. The purpose is to raise awareness of heart disease and ways to prevent it. Our celebration this year included an observance of Wear Red Day, blood pressure screenings, and healthy snacks. We embrace the importance and fun of such initiatives.

**Tasty Tuesday** gives kids in the Child Care Department a unique, fun, and engaging way to experience a variety of fruits and vegetables. This initiative allows youngsters to enjoy a selection of produce from local farms. Through Tasty Tuesday, a new fruit or vegetable is given to the children each month, so they can try new tastes. They are encouraged to share their likes and dislikes, which creates a lively and participatory atmosphere. So far, their #1 favorite is pineapple!



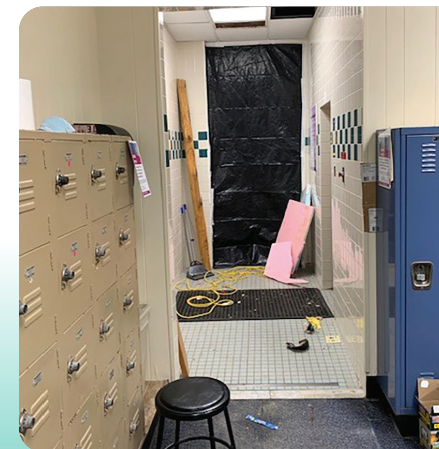
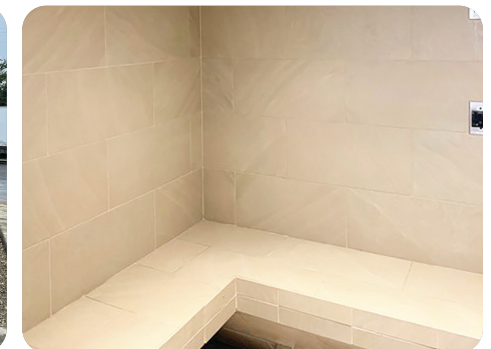
Of course, each month includes a full roster of group exercise classes, aquatics programs, youth sports, and more. The Y is always a busy place!

## UPDATES AT THE Y



A new program called **YMCA360** provides a seamless digital experience for Y members on their mobile devices, tv, and the web. Of course, we love for members to come to us for their workouts and more – and now they can customize their health and wellness journey wherever they are. This on-demand platform offers group exercise classes, sports training, and well-being classes. Other content includes culinary, visual, arts, literary, and sciences topics.

YMCA360 is described as a healthy living network for people of all ages and activity levels. Youth, families, and adults can all appreciate the over 1,000 items of content. This is free to facility members.



**Our 56,000 square foot facility** is always evolving and improving. The new heated ramp for the building's front entrance proved to be functional (and attractive) through the winter months. Phase 1 of locker room renovations brought a new steam room to the men's locker room. Phase 2 will soon bring new lockers to the men's locker room and the women's adult locker room. The Milam Family Multipurpose Center has new padded mats for the walls. More improvements are planned for the building over the coming months. The summer preparations for Camp Merrywood will include work on the lakefront docks and the recreation hall, as well as routine activities to be ready for the busy camping months.

