



# Directions

Spring 2009

## Welcome 2009!

The New Year marks also new change for the AYP Chapters throughout the country, and Chapter 25 is no different. Your new board is made up of 12 seasoned YMCA professionals from around the state and from different size YMCAs, associations and professional fields, and are all committed to Advance the YMCA Profession.

Starting out as new Chapter President also brings excitement and some anxiety from my chair as well. In January, we found out that AYP Chapter 25 is now the largest chapter in the nation with 491 members from across the state. Our second closest Chapter is Chapter 23, which is made up of members from North Carolina and South Carolina. Being king of the hill was not an easy task; it was through the hard work and vision of past AYP chapter leaders like Tom Flynn and Kim Moser, board members, at-large members and conference committee members, as well as the support from key leaders across Virginia, that made us the chapter we are today.

Yes, they are big shoes, but we have already begun the task. In December, we had our Chapter 25 - New Board Retreat at the R. F. Wilkinson Family YMCA in Williamsburg. At the meeting, we shared past successes with out-going board members and set new standards to be accountable for during the upcoming year. We want to continue to grow and reach new YMCA Professionals, especially those in smaller associations who may not have a vast network of Y professionals



to confide in. We also want to continue to help grow our new Y-professionals (who may have less than 3 years experience) who are our future, and we want to prepare them for what is to further the wonderful work we do. Board Member, Jay Parker of the YMCA of Central Virginia, has a new role as the Association Liaison. In this role, Jay will develop a network of local contacts in order to connect members and help communicate events and issues that may be challenging our chapter.

Finally, our newsletter is making some changes as well. With the help of Kim White of the YMCA of South Hampton Roads, our committee chairs and at-large members will contribute updates within their respective board responsibilities in advancing the YMCA profession to each Chapter 25 newsletter.

I am excited to serve you for the next 3-years and look forward to making a difference and continuing the success of AYP Chapter 25. Please read the AYP Code of Ethics to the right – I hope you continue to lead your career with it.

In the Y Spirit,  
Bill Zazynski

## The AYP Code of Ethics

As YMCA professionals, we have the unique opportunity to lead by example, going beyond the YMCA's character values to follow the National AYP Code of Ethics:

### EMBODY

in one's personal life standards of conduct, so perfectly exemplified by the life of Jesus, in which will reflect honor and credit on the profession.

### ACCEPT

responsibility for the quality of one's own professional competence.

### MAINTAIN

loyalty to the employing YMCA and support its organizational objectives.

### COMMIT

one's professional leadership to the achievement of the YMCA's Christian mission and purpose.

### CONDUCT

one's personal and professional affairs in a manner which will avoid any exploitation of, embarrassment to the YMCA.

### SEEK

opportunities for personal and professional development for self and colleagues.

### MANAGE

information and preserve confidentiality, gained through professional relationship in a responsible manner.

### RENDER

fair and just considerations in work assignments, employment practices, decision-making processes, and programmatic endeavors.

### UNDERSTAND

and accept persons with differing beliefs and behavior, serve each one respectfully and impartially.

### BE

honest and truthful.



## AYP Chapter 25 2005-2009 Board

Incoming AYP Chapter 25 President, Bill Zazynski thanks Kim Moser for her years of leadership to the chapter.



## YMCA of Central Virginia offers Healthy Kids Tri Club

The Healthy Kids Tri Club, sponsored by the YMCA of Central VA, is a way to introduce and engage young and enthusiastic individuals to the three sporting disciplines – Running, Biking and Swimming.

The obesity rate in America is at epidemic levels, and the current generation of American children could be the first to lead shorter lives than their parents, according to the New England Journal of Medicine. Obesity and inactivity are easier to prevent than treat.

Prevention starts with good habits relating to activity and diet. Having children participate in a sport and

taking care of their bodies early in life will pay off for them in the future.

The Mission of the Healthy Kids Tri Club is to bring the kids to a fundamentally sound level that will enable them to advance their involvement and enjoyment of the sport of triathlon as well as building a stronger spirit, mind and body for all.



## Did You Know?

- Our chapter has 491 members – the second largest in the country?
- Our National AYP Chapter is housed in Rhode Island, and the National Chair is John Cudori?
- That in 1871, AYP was formally organized by 11 men on board a steamer boat on the Potomac?
- There are 36 chapters that make up AYP?
- AYP provides personal, financial support to current members who seek training that will directly contribute to their preparedness for more responsible positions in the YMCA?



- That AYP provides professional resources such as a career resource manual, new CEO handbook and geographic relocation manual?

Your answer to some of these may be YES. But, if you answered NO, that means there is more for you to learn about your local Chapter.

Become involved, attend a conference and visit the website at [ayp25.org](http://ayp25.org). It's a new year; start it off right!

## What does it take to be a rising star in the YMCA?

There are many ways to get noticed as a rising star in the YMCA. Doing your current job well is a surefire way to show your supervisor that you are ready for new challenges. Don't be afraid to talk to your supervisor about your career goals and hopes for future positions. He or she can help you to achieve those goals.

You should also take a look at leadership and other rising stars in your association. What qualities do they have that are making them stand out?

We asked David Kunnen, Operations Director at the Patrick Henry YMCA and the 2008 recipient of AYP's New Director of the Year Award, to share his thoughts on what it takes to be a rising YMCA star. He offers the following advice to future leaders:

"Be enthusiastic, it leads to opportunity. When people in the early stages of their career are quick to accept a new challenge with enthusiasm and passion, they demonstrate their potential to be rising stars. This chance

might come from the request of a supervisor, or from the rising stars themselves, when they identify a new idea or the improvement of an existing program. Regardless of where the opportunity originates, embrace it with confidence.

Don't hesitate to take initiative and step out of your comfort zone to try new things. For some, this might include working on an annual support campaign or recruiting volunteers; for others it might mean challenging themselves to create a new program. It's easy to fall back on our strengths in the same manner that has led to success in the past. While we all like the confines of our comfort zones, hiding out there likely won't provide the recognition to differentiate yourself from your peers."

The YMCA movement is always on the lookout for future leaders. Make sure that your star is shining bright, and it could be you!



## EAF and Support Services

For more than a century the Emergency Assistance Fund has provided financial aid when an accident, illness, death of a loved one, disaster or other crisis strikes. Grants of up to \$10,000 are made to active and retired Y professionals, as well as immediate dependant family members.

In 2008, our AYP Chapter 25 was able to provide a total of \$14,500 in assistance to three YMCA Professionals within our Chapter. Through your generosity, \$13,736 was raised to make this a most impactful gift in times of need.

The awareness and need for the continuance of a strong fund will be greater than ever

as we, together, are seeing and feeling the challenges of difficult economic times. As we move forward in 2009, please consider making your gift today.

To make your pledge as easy as possible, we will have drawings at the AYP Chapter 25 Spring Conference in Newport News for everyone who makes an actual donation (check, credit card, cash, etc). Of the \$13,736 raised in 2008, \$10,530 of it was raised at the 2008 conference.

Thanks for making an impact!

For more information, contact Scott Brugh, Chapter 25 EAF Chairman, at [burghs@ymcarichmond.org](mailto:burghs@ymcarichmond.org) or (804) 598-0250.

# Launch Your Potential, Discover Your Possibilities

## Beam up for success at the Spring Conference!

**May 21-22**

Marriott at City Center  
Newport News, Virginia

\$150 Early Bird Registration  
\$175 After April 30  
\$200 On or after May 14  
(if space is available)



**Program includes:**  
Colonel Rick Searfoss  
*Space Mission Commander*  
& *Motivational Speaker*

Thomas Dismukes  
*Master Storyteller*

Visit [www.ayp25.org](http://www.ayp25.org) to download  
the registration form today!

For more information, contact Megan O'Neill,  
Conference Chair at (804) 270-3866 or  
Jo Ann Watts at (757) 962-5510.

## Recognize your YMCA's Stars with AYP Chapter 25 Awards

This year's Oscar Nominations are... It's that time again for AYP Chapter 25! The AYP recognition awards are one of the great things about the YMCA.

The program is remarkable. We breathe, eat and live the YMCA and the Y's mission. And, that's why it's important that we nominate others like us. Now is time to celebrate the work we do through recognizing our colleagues.

Think of this as an "Oscar Moment". Nominating someone is an easy process and could make a huge impact on them. It's all about making a difference. Say what the person did, say it clearly and concise, and say it as soon as you can!

The following 2009 AYP Recognition Awards are available:

- AYP Service Award
- Distinguished Leadership Award
- Director of the Year Excellence Award
- Outstanding New Director of the Year
- Partnering in the Community Award

- Outstanding Development Work
- Character Commitment Award
- Achievement in Activate America

Visit [ayp25.org](http://ayp25.org) for a full description and requirements for each award.

Here are some important dates to remember:

- Award nominations are due by **March 31** to Jennifer Cass at [jcass@ymcashr.org](mailto:jcass@ymcashr.org).
- Award winners will be announced at our Chapter 25 AYP Spring Conference, May 21-22, at the Newport News Marriott at City Center.

NOW is the time to place your nominations. You never know who that next big star of the YMCA will be, but I can guarantee nominating someone will be like an Oscar moment for him or her.

Visit the Recognition page at [ayp25.org](http://ayp25.org) to download the nomination form and share the stars that shine brightly at your YMCA!



# Email Dos and Don'ts: Make Your Messages More Efficient and Effective

## Make sure that email is the right communication tool for the job.

Although email can sometimes feel like the ultimate replacement for all other forms of communication, it's actually more limited than you might initially think.

First of all, email is not synchronous like telephone calls or in-person conversations; in other words, sending a message does not guarantee an immediate response. Also, it can sometimes take more time to write an email than it would to speak to someone directly.

Finally, email doesn't make it easy to convey quick sketches or notes that are nonlinear. If you need an immediate response, think you'll have a lot of follow-up questions, or need to convey a complex topic using visual aids, email is probably not the best tool for the job.

## Get to the point right away.

Whenever possible, ask your question or provide your response within the first few sentences of your message; you can always give details and explanations later. Tackling the major points up front decreases the chances that you'll lose your readers' attention, confuse them, or irritate them by forcing them to spend extra time looking for your point.

## When asking a question, be sure to ask the question.

If you need information or have a request, phrase it as a question to

ensure that your recipient knows you need a response. Simply making a statement and assuming people will respond is a good way to get ignored.

## Specify who should respond.

If you send an email to a list or a group of people, you may not receive a response unless you specify who in that group is responsible for following up. Group emails make it easier for all recipients to assume someone else on the list will handle the request.

## Be clear about when you need a response.

If you want the recipient to get back to you by the end of the day, save yourself the frustration of playing the waiting game by setting a deadline for a response. Otherwise, your co-workers might put your message on their to-do list and get back to you whenever it's convenient for them. Additionally, you may want to bring extra attention to time-sensitive messages by flagging them as high-importance items or noting the deadline in the email's subject line.

## Provide context to frame your message.

If you're emailing someone out of the blue, don't just assume he or she will know what you're talking about — even if you were just talking about it in person a few minutes ago. People don't always check their email right away, so they may not recall what you were discussing. Also, some people may

want a record of the email thread to look back on days or weeks later.

## Don't forget the rules of grammar and punctuation.

You might think that you're being hip by forgoing all capitalization and paragraph breaks in your messages, or you might just be trying to save yourself time by never proofreading your outgoing messages. Either way, you're increasing the chances that your message will be misunderstood, and you're definitely wasting the recipient's time by forcing him or her to decode your cryptic note.

Of course, some variations on style are fine, but remember that grammar and punctuation were invented for a reason. Checking your outgoing messages for spelling, grammar and punctuation not only helps make your organization's internal communications more efficient, it will also make you appear more professional to the outside world.

## One message, one topic.

Don't mix a bunch of unrelated questions or responses into one message. Not only does this increase the chances that some of your questions or responses may get overlooked, but it prevents the recipient from filing messages about different subjects into different folders.

Of course, some email conversations will naturally spawn tangential conversations. In those cases, it's



helpful to change the subject line of your email message to better describe the new topic. This not only lets the recipient know the topic has changed, but also makes it easier to find the message when you're searching for it later.

## Provide a summary when you forward an "FYI" email.

Don't just forward a message or a whole conversation thread and assume that the recipient will take the time to read it all and figure out what's going on or that they'll do so without any misunderstandings. Since you already have a reason for forwarding the message, you can save your recipient time and confusion by jotting down a quick summary of the entire thread. (And if you don't have a reason in mind or haven't even taken the time to digest the information you're about to forward, you probably shouldn't even send it.)

Source: [techsoup.com](http://techsoup.com)

## Virginia AYP Chapter 25 Board Members

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