



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



Oct 28, 2019

MONDAY MEMO: Key updates for all YMCA LEADERSHIP STAFF

○ **Turkey Trot: Time To Flock To The HOMESTRETCH!**

- Registrations are up... Keep Ba'GOCK! Spreading the word!
- Course volunteers needed! Sign up online for that too. Includes a shirt!
- Call To Action: Send them to our website! Programs -> Turkey Trot

○ **School Out ROCKED! More Are coming!**

- School Out and No School SNOW (ew, yuck!) Days are open!
- Dav Schools November 7, 8 and 11
- Call to Action: School Out on website. Programs -> Kids -> No School

○ **Spinning Studio Upgrades and new Heart Rate Monitor Systems!**

- Our Y has ALL the cool stuff in the community for Healthy Living!
- Keep checking social media and local media for more over next 2 weeks
- Utica and Bettendorf now have LED lights, monitors... awesome!

○ **Family Programs highlight seasonal programs!**

- Nerf Night; Mini Camp; Kids Night Out; School Out
- New November sessions for swim lessons and I Can Do!
- Sports: B-Ball started but registration open; Futsal coming up!
- Call To Action: website; Programs -> Family/KNO

○ **YMCA in the Media**

- Family Focus: Celebrating New Y/160 Years/Turkey Trot
- November Promotions ramped up Turkey Trot and Y Membership Value!
- See attached for ads and article
- SPECIAL: Check out Tyler, Valerie, and... Tyler – together! (attached)

ALL WELCOME CENTER STAFF TO SIGN EACH WEEK



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Help us do YMCA Outreach: Support the Y!

We can't have TWO Tylers... or can we???

Annual Campaign Incentives for Employees.

- **ALL Y-approved for employees at work**
- **Red/Blue Just \$100 gift (ONLY \$3.85/paycheck)**
- **Black Fleece Just \$500 (\$19.25/paycheck)**

JOIN US!

The BEST VALUE in Health & Fitness

- + Certified Trainers for ALL
- New Members: a \$100 value!
- + Tons of Group Ex, pools & spas
- + 5 Locations & new equipment
- + Same rates for 13 years
- AND online sliding fee scale!



Visit us online, stop in for
a tour, and flock to the Trot!

www.ScottCountyFamilyY.org

33rd Annual McCarthy-Bush YMCA Turkey Trot!

The best QC Thanksgiving Day
Tradition around!

Something special for EVERY
Turkey in your Flock!



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New Y Latest in 160 Year History

by Frank Klipsch IV Scott County Family Y

The new R. Richard Bittner YMCA in Downtown Davenport, Iowa broke ground recently in the historic center of our regional community. Just an eagle's cry away from where giant bulldozers are today moving tons of earth to prepare for the new, 3-story, 74,000 square healthy living center is an incredible iconography of the story that created Davenport, the Quad Cities, and even America itself.

In addition to two swimming pools, state of the art equipment, and an indoor track will be a third story outdoor "River Deck" where people from all backgrounds will connect, driving nice cars from Northeast Scott County, walking down the hill in central city Davenport or riding bikes along the bike paths. Teachers and students and professionals and retirees will take part in sunrise and sunset yoga classes, breathing through poses taught for centuries while over-looking the famous river that connects two halves of America, as bald eagles fly overhead, and the horizon is bookended by the Centennial Bridge and its new, billion dollar bi-state sibling next door in Bettendorf.

Before the Civil War, blocks away from where the first bridge to ever cross the river was built, set afire, and litigated by a young Abe Lincoln, the YMCA was chartered in Davenport. Soon, on a state-of-the-art treadmill, a Y member can jog while looking at the spot on the river where the first traffic carried families on wagons and trains over the same muddy water, out to settle westward. Our fledgling town came into being as tons of young men arrived from all over, speaking different languages, looking for work, and ways to spend the wages they made each day. The great Bill Wundrum wrote about our downtown at this time being overrun with bars and brothels, fights and chaos.

Over 160 years ago, the leaders of our community used the YMCA to respond

to those challenges by teaching people to speak English, reading the bible and understanding core values. And today, the need to engage in healthy relationships in a world dominated by social media, talking through text threads, and divisive, partisan politics is just as important as ever. Over 10,000 people are expected to be members at the new Y, meeting, engaging and connecting together.

When it opens late in 2020, the new Y will have tons of older folks using the zero depth warm water pool and taking specially-designed programs to enhance lifestyles that can thrive for decades longer as our lifespans and retirements increase. Just two blocks away, at the beginning of the 19th century, the YMCA's leadership raised money to purchase the Y's first standalone facility at 6th and Brady Streets. With the industrial revolution exploding through America's heartland, the Y was packed for night school classes, teaching people drafting skills, how to build radios, repair cars, and become clerks and tradesmen.

The beautiful new Y on the gateway bluff to our downtown will also work as a regional attraction, helping to recruit businesses and families to our community. We are now looking throughout the entire world to create the workforce to build our future. Throughout the 1900s, as World Wars affected everyone on the planet, our Y developed the first child care programs. The Y was called to serve families because many women moved to the workforce as the men were serving overseas. The Y took care of the children by day, and when soldiers



returned home, the USO programs begun at the Y helped with their transition.

Finally, as America settled into peace time, families were blessed with more opportunities to enjoy the efforts of their hard work. Camp Abe Lincoln started teaching swim lessons to girls and boys, just as the new Y will continue teaching swim skills to children at lower-income schools to keep them safe. Sports for all ages became a national phenomenon, with families using basketball, volleyball, squash and dancing to get active and healthier together.

When strength training and group exercise fully entered our culture, the Y was perfectly suited to use these new programs to inspire all people to live healthier lives. And today, with a market filled with profit-minded and over-specialized fitness options, the Y is the leader in providing great value, keeping rates the same for over 12 years, and providing \$1.53 million in community services to ensure that everyone has the opportunity to build healthy spirit, mind and body, together. Our community and our YMCA will continue to learn, grow and thrive, not just providing high-quality programs with well-trained staff teams in beautiful facilities like the new Downtown Davenport YMCA, but by working to ensure that all people are encouraged to join and engaged to respond to the challenges presented by our future.



YMCA – McCarthy Bush

TURKEY TROT

A Flight For Every Feather
1-mile -- 5k -- and new 5-mile course

Register online at www.ScottCountyFamilyY.org








33rd ANNUAL

Get the Flock Downtown this Thanksgiving