

UNEXPIRED TERM:

Bill Coon

SUMMARY

Over twenty years experience in youth and adult program management. Extensive background in training and supervising staff and volunteers. Adept at developing new programs, turning struggling organizations around and working with community resources. Excellent verbal communication and writing skills.

EXPERIENCE

President/CEO, YMCA of El Paso Aug 13 to Present
Managing a \$4,500,000 budget running 5 facilities with 250 employees to over 400 employees in the summer. Responsible for vision of the association, marketing, grant writing and over all supervision of the entire organization.

- Retired \$136,000 in debt in turn making the YMCA of El Paso debt free for the first time in 25 years. Had a clean audit in 2014 and 2015.
- Increased revenue and decreased expenses where we surplused over \$200,000 in 2014.
- Built up a capital reserve fund of \$30,000 for the first time in 25 years.
- Developed new Personal Policy and Financial policies for the organization.
- Trained entire staff on customer service and specific program areas.
- Developed Onboarding of staff and members.
- Added a new facility in 2016.

Executive Director, YMCA of El Paso Aug. 08 – Aug 13
Managing a budget of over \$1,500,000, turning YMCAs from poor performing YMCA to a good performing, training staff association wide, reshaping programs, and developing a Branch Committee of Managers at three branches.

- 100% of staff donated to the 2008 - 2013 Strong Kids Campaign.
- Worked to collaborate with El Paso County, El Paso Apartment Association, City of Socorro, the Tiguas, VITA Program, United Way, and many other companies and organizations. Built relationships with local media outlets to get the YMCA free advertising.
- Developed a Branch Committee of Managers at three branches.
- Gate visit rose 34% each month in 2009, 35% in 2010. Improved gate visits at three different branches.
- Membership dollars increased by over 30% at three branches.
- For the first time in the history, Northeast Family YMCA paid for itself.
- Brought in over \$140,000 in grants to the YMCA. Raise \$40,000 in 2013 Strong Kids Campaign. The only Executive Director that met his goal in 4 years.
- Developed 5 after school sites in 4 different districts. Have over 11 sites guaranteed for 2013/2014.
- Brought the name of the YMCA to the forefront in El Paso by collaborations and new community work.

Chief Professional Officer, Boys and Girls Clubs of El Paso 2006- Aug. 2008
Managing a \$1 million dollar budget 6 clubs, turned a broke organization around and worked with a Board of Directors of over 25 members.

- Raised over \$1,000,000 in grants commitments in 2007/8.
- Asked to assist another Boys and Girls Clubs in Las Cruces, New Mexico get out of trouble and raise money. \$25,000 was raised at their first fund raiser.
- Nominated to the Southwest Leadership Conference planning committee.
- Worked with the Office of the Attorney General, Texas Rangers, auditors, etc to clean up mismanagement. The organization was \$177,000 in debt when I walked into the doors.
- Rebuilt the trust of the organization on the local and national level.
- Two staff nominated and accepted to the Latino Leadership Program of the National Boys and Girls Clubs of America.

Vice President, Goodwill Industries of El Paso 2005 – 2007
Managed \$500,000 budget working with 13 different contracts, managed Boys and Girls Clubs of El Paso with a \$300,000 budget.

- Started document destruction arm of Goodwill. Received two contracts worth over \$20,000 a year.
- Managed Boys and Girls Clubs of El Paso. Helped bring them from \$140,000 in debt to break even. Opened one new facility while rebuilding community trust. First Fundraiser netted \$55,000.
- Help locate 3 donation sites and helped open three stores.
- Improved the community awareness of Goodwill and their services.

Executive Director, Candlelighters of the El Paso Area 2003 – 2004
Managed a \$550,000 budget that served children with cancer. Responsible for fundraising, grant writing, special events, and board development.

- Raised over \$100,000 in grants where last year \$60,000 was raised.
- Improved community awareness of the organization through all types of media exposure, one on one meeting, and sharing our mission through community organizations.

Director of Program Development/Executive Director, Central YMCA 2002-2003
Managed a budget of \$760,000 that served El Paso and surrounding areas. Responsible for board development, improving membership, programs, customer service.

- Increase summer memberships by 10% by creating a marketing plan, challenging staff, and setting tough but realist goals for each staff.
Improved customer and staff moral by painting, cleaning, and being available for complaints (By getting dirty and getting the job done.) This had not been done before. Setting example for other executive directors in the organization.
- Increased programs by creating new openings in the facility, marketing, price pointing our market, and opening the doors to anyone. Programs increased by 30% so far this year.
- Reorganized programs city wide to improve quality and quantity with each program. Achieved this by evaluations, timeliness of activities, and training of all staff.

Regional Director, American Heart Association 2001 to 2002
Managed a budget of \$379,000 that served El Paso and 5 other counties. Responsible for board development, public advocacy, communication/public relations, grant writing, and volunteer development.

- Immediately formed a nominating committee to find 10 new board members for vacant positions and to plan for the future of the organization.
- Reintroduced a health luncheon for women that educates about heart disease and stroke. Had 350 participants in attendance for the first year.
- Organized two “Heart Balls” raising over \$160,000. The last Heart Ball solicited a new Mercedes Benz. The car raised over \$60,000 itself.

Branch Director, Waco, Tx.

1997-2000

Managed a \$2.3 million five-year old branch that served 6,000 plus members and over 2,000 non-members. Facility included two indoor pools and one outdoor pool, eight tennis courts, six racquetball courts, Full workout facility, aerobics room, child care, outdoor walking track and full size gym. Managed 7 Senior Staff and over 150 full and part-time employees. Instrumental in establishing the YMCA mission, training, and quality standards in a facility that was previously a private club.

- Membership retention was 63% the first year and 80% in July 1999.
- Collaborated with other agencies to develop programs offsite in both the public and private sector.
- Collaborated with City of Waco in hosting the aquatic events of the Games of Texas with over 5,000 people in attendance in 2 ½ days.
- Improved communications between staff and members through revamping monthly newsletter, "Locker Room Talk," added a suggestion box, and membership surveys.
- Raised over \$3,000 in staff pledges in 1999 Sustaining Drive. This was never done before.
- Wrote and received a \$4,000 grant from AT&T for cell phones utilized at off-site programs.
- Developed the Safe Child Program that allowed divorced parents to exchange children without stress of seeing each other.

Executive Director of Sports, El Paso, Tx.

1993-1997

Managed youth and adult sports programs for the City of El Paso that served over 12,000 participants per year. Managed budget of \$300,000, three full-time staff and over 40 part-time staff. Reorganized the sports programs.

- Reorganized the structure and staff of the sports programs to better use the strengths of the staff.
- Organized and trained staff to run over 13 youth sports programs and 23 adult sports programs at four different branches citywide.
- Developed a new P.E. Program that services children that are schooled at home, growing from eight grade school children to over 60 school age children.
- Developed a new sports committee with 15 active members in the first year.
- Developed three new kindergarten programs to build up existing sports. These programs have volunteerism and parent involvement built into the program.
- Reestablished the adult sports programs, growing from 15 teams to over 50 teams in one year.
- Established coaches training for the association and provided coaching instructor training to all sports coordinators.

Community Program Director, San Antonio, Texas

1989-1993

Managed youth and adult programs, two pools, day camp programs, and community programs that served over 6,000 participants. Managed a \$400,000 budget, trained and supervised three full time staff, 50 part-time staff, and three committees consisting of 40 volunteers.

- Developed a new kindergarten basketball program growing from 38 participants in the first year to 110 participants the second year, with a retention rate of 80%.
- Organized a Spanish enrichment program for grade school children that served 70 grade schoolers.
- Established a partnership between the YMCA and Alamo Heights I.S.D. to serve the youth and the community through youth sports, day camps, after school latch-key program, after school enrichment programs, and an aquatic center.
- Marketed the sports sponsorship program to the business community and coaches, resulting in raising over \$5,000 on sponsorships in one year.
- Reorganized the sports program which reestablished the line of community between the YMCA and the participants, result in a 15% growth in the sports program annually.

Education

Bachelor of Science, Psychology, Southwest Oklahoma State University, Weatherford, Oklahoma 1989

Professional Training and Activities

Portland Oregon Retail Training
YMCA Senior Director
YMCA Certified Day Camp Trainer
YMCA National Day Camp Faculty
Day Camp Director
Certified Youth Sports Administrator
YMCA Gymnastic Instructor
National Youth Sports Coaches Association Clinician
YMCA Member Service Training
YMCA Group Work Training
YMCA Marketing Training
YMCA Membership Development/Promotion Training
Volunteerism and the YMCA Training
YMCA Problem Solving and Decision Making Training
YMCA Training of Others – Design Skills Training
Certified CPO (Certified Pool Operator) Trained
YMCA Working with 5 – 9, 10 – 14, 15 – 18 Training
Board Member of Goodwill El Paso 3 years
Board Chair of Goodwill El Paso 2003 – 2004
Chairman of Deacons 2004, 2006, 2009
Sun Bowl Board Member 2010 – present (Serve on numerous committees)
Sun Bowl President 2017-2018
SHAC Parent Chair 2011 – Present
TSHAC Member