



Chapter 26

Summer 2008

News

Are We Growing? - - - Shoot, Yes! - - -

submitted by Kim Ballard, Chapter President

I remember when I used to think that we could grow Chapter 26's membership to a certain (ideal) level and just keep it there, almost as if it would effortlessly tread water from then on. Well, that naive bubble burst recently. And I know that if AYP memberships aren't growing, we are probably dying, even if maintaining the status quo sometimes feels like it's working.

Membership growth is an elusive animal whether it is in AYP membership or growth of an association's membership base. Frequently, you can't grow by simply continuing to do the thing that made you grow in the past. Good YMCA staff recognize that in a continually changing and competitive marketplace, we have to somehow assemble then re-assemble again and again, a clear and compelling vision for the future. We are called upon during tough economic and wartime especially to define a "whole new order" for the YMCA in a strong, well-communicated direction. We must generate confidence and build momentum in new and different ways. We have to be close to our members and to the whims of the marketplace so we can make constant adjustments to our programs and services at any given moment. And most of all, we have to keep growing and finding new

ways to make AYP and YMCA services valuable to our members.

Growth-oriented YMCAs and AYP chapters share three common characteristics: committed leadership, the ability to constantly innovate, and unwavering optimism. While recession and wartime is scary for YMCA's around the country, we need to remember that in every period of American history, recessions and wartime have provided a springboard for the next round of YMCA growth and YMCA leadership. Some of the greatest YMCA directors have emerged as great leaders during a recession and/or a depression.

One of the key ways to outsmart this weak economy is to **GROW**. So I challenge you as a YMCA staff person to help your YMCA association continue to build a strong membership base and your AYP Chapter continue to grow by being committed, innovative and optimistic with anyone who chooses to benefit from our programs and services. And besides, it's summer - it's time to grow!

Thanks for all the work you do for the YMCA and for being a member of AYP.

- Kim



How to Know That You Really Need Time Management

What to watch for:

- You automatically start work on a project without thinking about how important it really is to what you want to accomplish.
- You always allow yourself the option of working late or on weekends.
- You find yourself leaving a job without completing a whole piece of work.
- You avoid pro-active tasks and primarily react to immediate demands from those around you.
- You make unrealistic time estimates of work and allow others to impose unrealistic deadlines on you.
- You avoid scheduling or prioritizing.
- You organize by stacking things on your desk.
- You think it is reasonable to be doing unproductive things because "we've always done them this way."
- You continually mistake activity for accomplishment.

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Thank you for voting, these are the results!

***Have you made your
2008 EAF Donation?
Please contact Robin Baker at
rbaker@ymcaknoxville.org***



Prayers

Safe summer!

*Editor's Note: If you have any prayer requests, please e-mail them to
sbecker@ymcamemphis.org.*

Vist YOU Chapter 26 website!

www.tnayp.org

2008 Chapter 26 AYP Awards

Rookie of the Year - Randy Butler, Dyersburg
Service Award - Abigail Simmons, Kingsport
Leadership Award - Paula Hurn, Chattanooga
Director of the Year - Jan Geyer, Knoxville

AYP Chapter 26 Board of Directors 2006-08

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