



# *The Landing*

# 2024 ANNUAL REPORT



The Landing at  
The Woodson YMCA

707 3rd Street  
Wausau, WI 54403

715-841-1855  
[www.thelandingwausau.com](http://www.thelandingwausau.com)



## Executive Director's Reflection

Conversation and laughter filled the walls of The Landing in 2024. The pool tables were busy, tables and chairs full, games played, coffee consumed and classrooms booked. Members were given endless opportunities to become involved and make new connections, successfully meeting the mission of The Landing.

It is with great honor and excitement to recognize The Landing's 5th year of operation. In September 2019, at the time of opening, The YMCA had 1,660 55+ members. As of September 2024, The Landing & YMCA had 5,247 members, a growth of 216% in five years. Growth was not only seen in membership, but also in the number of staff, programs, and business collaborations. Landing Members have moved beyond the physical walls of The Landing to take part in community events and activities through the use of The Landing Shuttle.

In a typical day, The Landing welcomes hundreds of members through the doors. Each member seeking something different and creating their own impact story. What members share; the connections and opportunities. The gift of The Landing meeting such a need for members and our community. A Landing expansion has begun through the generous support of a special donor, offering opportunity to continue our journey and touch more lives in our local community.

Let's celebrate all The Landing has accomplished and embrace all the exciting things ahead.

Sincerely,  
Julie Streufert  
The Landing Executive Director







## The Landing Mission

To provide older adults a place to connect-- to learn, play, exercise and socialize.

## The Landing Vision

To be a role model for positive aging-where aging is about living.

## The Landing Management Team

- Julie Streufert- Executive Director
- Amber Pender- Assistant Director of Operations
- Mary Jindrich- Member Experience Director
- Barb Tesch- Programming Coordinator
- Debra Martin- Administrative Assisant
- Haley Houghton- Kitchen Lead & YMCA Youth & Family Programming Director

## Engagement Staff

- Judy Kasten
- Debbie Dahlke
- Diane Tilkens
- Jayne Luce
- Karen Juedes
- Margo Lau
- Renee Ackels-Goetz
- Rita Rennie
- Bonnie Dau

## Shuttle Drivers

- David Landretti
- Halle Veenstra
- Jon Ostreich
- Melany McClure

## 55+ Group Exercise Instructors

- Cindy Marquis
- Kerry Maki
- Kay Palmer
- Colleen Peters
- Fred Tealey
- Karen Singsheim
- Lee Koch
- Lori Haight
- Pam Henkle
- Pam Murphy
- Robin Nelson
- Trish Cmaylo
- Randall Reif
- Marilyn Greiner



A group of people, mostly older adults, are hiking on a trail covered in fallen autumn leaves. They are wearing colorful jackets (red, blue, pink) and some are using trekking poles. The background shows trees with yellow and orange leaves under a clear sky.

# *The Landing*

## **The Landing Advisory Committee**

The Landing Advisory Committee meets at least quarterly throughout the year. This committee is responsible for making recommendations to both The YMCA Board of Directors and The Landing Leadership Team concerning membership policies and overall operations.

The various skills and knowledge brought by the members helps to ensure The Landing remains best in class.

We thank the following committee members for the commitment and support:

**Bill Bertram**

**Bill Shirer**

**David Eisenreich**

**Jean Burgener**

**Mary Nell Reif**

**Peter Hessert**

**Amber Pender**, Landing Assistant Director

**Bryan Bailey**, Woodson YMCA CEO

**Jeff Stubbe**, Davis Foundation Executive Director

**Julie Streufert**, Landing Executive Director



# Membership Growth

Every person you add to your community brings new energy, ideas, and opportunities for growth

- October 2021- 3,202 Members
- October 2022- 4,064 Members
- October 2023- 5,372 Members
- October 2024- 5,504 Members



72% growth since reopening post-pandemic.



In December, member check-ins reached a peak, totaling 3,446. Daily check-ins averaged 149 per day.

In 2024, the average monthly membership reached 5,456 members, reflecting a 5% increase compared to 2023

Saturdays provide continued Social Connection peaking at 62 members in 2024

# Program Registration Growth

- October 2021- 1,113 Registrations
- October 2022- 1,760 Registrations
- October 2023- 2,407 Registrations
- October 2024- 4,072 Registrations



265% growth since reopening post-pandemic.

1,144 in-person Group Exercise Classes were held in 2024

1,010 Unique Programs were offered in 2024

564 total members registered for our 4,229 programs



At The Landing, everyone is welcome. To ensure that our center and programs remain accessible to all, regardless of financial circumstances, we offer financial assistance for those who qualify.

64 Community Supported Memberships were distributed to Landing Members.

# New for 2024

## Combating Mental Health

As people age, they may experience certain life changes that impact their mental health, such as coping with loss of loved ones or health changes. An emphasis was placed on adding Mental Health focused programming to support these important topic areas.



## Fighting Alzheimer's

BrainSavers is an evidence-based Brain+Body program designed to fight the onset of Dementia and Alzheimer's. Beginning in July, 4 instructors were certified with BrainSavers, and we launched the initial 12-week program in October. At the end of the 12-week program, all the participants were able to recall information more easily, were able to communicate better with those around them and even found different ways to exercise and eat healthy.



## Redesigned. Reimagined. Relunched.

Enhancements to The Landing website were made in collaboration with YMCA Marketing & Communications Director, Jessica Galbreth. Working closely with The Landing staff, she led the redesign of a more user-friendly website, allowing members to conveniently register for programs online



**Haley was awarded YMCA Director of the Year for 2024. Her hardwork and dedication to the YMCA & The Landing does not go unnoticed!**



**Elizabeth Froom-Kraay was awarded the YMCA Volunteer of The Year for all the time she gives to the YMCA & The Landing.**





## Sponsorships

Programming and Hospitality Sponsorship opportunities became available for individuals or businesses interested in supporting the costs of coffee, popcorn, shuttle services, and programming. Sponsors receive recognition on our featured donor wall, in our program guide, and across our social media page.

### Thank you to these Sponsors in 2024:

- 2510
- Aspirus Health Plan
- Clay Marketing Group
- Cornerstone Caregiving
- Culver's
- Forefront Dermatology
- Wausau Spine & Rehab
- Slow Horses Racing

## Learning Never Stops

Learning new skills and acquiring new knowledge can be personally enriching and helps staff with personal growth. In 2024 Amber received her AFAA Group Exercise Certification, BrainSavers Certification and continued her YMCA Training in the Y New Leaders Program. Julie completed the Greater Wausau's Chamber of Commerce Transformational Leadership Program.

## Supporting our Troops

In November, we hosted a Veteran's Day Baked Potato Bar Fundraiser in honor of our Landing Veterans, raising \$750 to help cover the cost of future veteran-specific participation at no cost to them. Throughout the week, we also honored our veterans with a dedicated slideshow honoring their service and contributions.



## Expansion has Begun!

In November we began our long awaited Expansion with an expected completion date of December 2025.



# Programming

The Landing Focuses on Developing meaningful, diverse programming which fall within one of four categories: Play, Learn, Socialize, and Health & Wellness. Programs were provided by retiree's volunteering to share their knowledge and expertise and community professionals sharing their professional knowledge.

## Play

- Axe Throwing
- Bingo
- Baseball Games
- Bridge
- Casino Trips
- Cribbage
- Euchre
- Golf
- Hand and Foot
- Kings in the Corner
- Mahjong
- Mexican Train
- Movies
- Billiards
- Ping Pong
- Pontoon Rides
- Sheepshead
- Theater Performances
- Trishaw Rides
- Trivia Smackdown

## Socialize

- Birthday Celebration
- Music Events & Sing-A-Longs
- Parties & Gatherings
- Hikes & Community Walks
- Book Clubs
- Lunch at The Landing
- Community Gatherings
- Camp Sturtevant Events
- Crafter Club
- Potlucks
- Golf Outings

## Learn

- Community Related Educational Sessions
- Technology Assistance
- Advanced Directives & Estate Planning Education
- Alzheimer's & Dementia Education
- Art Education
- Baking & Cooking Classes
- Bridge Lessons
- Therapy Education
- Bike Education
- Bird Watching
- Budgeting Tips
- Birdhouse Making
- Travel Highlights
- Craft Classes
- Painting & Watercolor Classes
- Planting & Gardening Classes
- Local Business Awareness & Education
- Golf Lessons
- Hair & Nail Care Education
- Health Education
- Retirement Education
- Documentaries
- History Education
- Spanish Lessons
- Learn to Curl
- Managing Medications
- Medicare 101
- New Member Meet & Greet
- Planetarium Education
- Play Reading
- Writing Classes
- Raptor Education

- Scam Education
- Social Security Education
- Investing Education
- Cultural Presentation
- Poetry Classes
- Volunteering Education
- Safety Tips
- Woodworking

## Health & Wellness

- Fitness classes
- Dance Lessons
- Blood Pressure Clinics
- Brain Savers Program
- Exploring Self-Healing
- Group Outdoor Hiking Opportunities
- Nutrition Education
- Laughter Club
- Mental Health Education
- Pain Management Presentation
- Spa Treatment
- Falls Prevention Programming
- Grief Group
- Lifestyle Change Program

"All the activities I participated in were great quality & enjoyable." - Landing Member



## Program Volunteers

- Bernie Corsten
- Bill Bertram
- Bill Olson
- Bob Lane
- Carrie Gerner
- Cheryl Domino Johnson
- Deb Mortensen
- Delores Kessel
- Diane Shabino
- Diane Thiele
- Dick Beier
- Dina Martin
- Dwight Ammeson
- Emalyn Nikstad
- George Hirsch
- Greg Bunker
- Jackie Romero
- Jean Burgener
- Jeff Stubbe
- Jim Burgener
- Jim Golz
- John DeLaporte
- John Nowaczyk
- Kate Bliss
- Kathy Nguyen
- Kathy Wilde
- Lee Koch
- Linda Raether
- Liz Froom-Kraay
- Lynne Stuemke
- Marcia Kosmerchok
- Mel Marnholtz
- Melissa Sullivan
- Nick Close
- Oona Younger
- Pam Henkel
- Pat Kluz
- Paul Bjerke
- Ray Kraemer
- Rich Lohr
- Richard Olson
- Ron Artis II
- Ruth Sazama
- Sarah Rudolph
- Scott Schutte
- Susan Reetz
- Tony Omernik

"Very informative  
& interesting  
programs with  
knowledgeable  
presenters."-  
Landing Member

"The staff is  
always  
welcoming &  
friendly." -  
Landing Member

"The variety &  
quality of events  
offered are  
amazing."- Landing  
Member

"A wonderful  
service for older  
adults." -Landing  
Member

"I have  
recommended The  
Landing to many  
friends."-Landing  
Member

## Businesses & Paid Presenters

- 4 Seasons Golf of Wausau
- ADRC of Central Wisconsin
- Alzheimer's Association
- Aspirus Health System
- Board of Aging & Long Term Care
- Celin Mejias
- Central Wisconsin Jerry Ensemble
- Children's Imaginarium
- Clay Marketing Group
- Collette Travel
- Compassus Caregiving
- Cycling Without Age
- Debby Krenz
- Edward Jones
- Faith In Action of Marathon County
- Grand Theater
- Greater Wausau Chamber of Commerce
- Hair by Larissa
- Ho-Chunk Gaming Casino
- Hougum Law Office
- Ironbull
- Jobs for America's Graduates (JAG)
- Jon Oestreich
- Legacy Woodworking Academy
- Leigh Yawkey Art Museum
- Linda Raether
- Lisa Knöll
- Living Without Limits
- Marathon County Literacy (McLit)
- Monk Gardens
- North Central Technical College
- North Wood County Historical Society
- PAM Rehabilitation
- REGI – Raptor Education Group, Inc.
- Rennes Group
- St. Vincent DePaul
- Stable Hands Equine Therapy
- Starwood Farms
- The Pinery Coffee Co.
- United Way of Marathon County
- UW-Madison Extension
- Wausau Bird Club
- Wausau Curling Club
- Wausau Police Department
- Wausau Radio Control Sports
- Wausau Spine & Rehab Clinic
- Wausau Symphony & Band
- Wausau West High School
- WCM Adult Flute Choir
- Willow Springs
- Wings Grief Educational Ministry

# Trips & Travel

## International Travel

In 2024 our members from The Landing, along with Collette Travel, visited Scotland, Wales, England, London, the Canadian Rockies, Mediterranean & America's Cowboy Country. Many memories and new friends were made.



**Landing Group in  
British Isles & Paris**

## Visiting Wisconsin

2024 was an exciting year for our Landing Shuttle! We were able to bring our members outside of our four walls to explore Wausau, and other fun areas within Wisconsin. Trips in 2024 included:

- Shopping Outings – Green Bay, Eau Claire, Oshkosh, Stevens Point, Appleton
- Boat Tour, Waupaca
- Cranes, Cats & Mansion Tour, Baraboo
- Eagle River & Minocqua Trip
- E-Biking Trip, Manitowish Waters
- Farmer's Market & Capital Tour, Madison
- Helene's Apple Orchard, Merrill
- Highground Veteran Memorial Park, Neillsville
- Historical Society Activity, Marshfield
- Lambeau Stadium Tour, Green Bay
- Marathon County Solid Waste Landfill Tour, Ringle
- Nutcracker in the Castle & Nativity Tour, Oshkosh
- Railroad Museum & Botanical Gardens, Green Bay
- Rotary Winter Wonderland, Marshfield
- Willow Springs programming, Wausau
- Wisconsin Dells Scenic City History & Trolley Tour

### State Capital Tour



### 2024 Brewers Trip



### Waupaca Boat Tour





# The Landing ANNUAL GALA

The 2024 Annual Gala was held on Saturday, September 28<sup>th</sup> at the Elks Club in Wausau. The evening was filled with wonderful music, dancing, food and socializing. We sold out all 150 tickets to the event. We look forward to bringing back the Gala in 2025. Thank you to all our donors and attendees.



## Presenting Sponsor



## Supporting Sponsors



## Gather Sponsors



## Move

## Sponsors



## Grow Sponsors



**\$24,346**

**Raised for the  
Y For All  
Campaign!**

# Fun Facts!

In December, Haley and Amber took on the task of making homemade pasties from scratch. They cut, diced and rolled enough dough for 107 Pasties. This was our largest meal in 2024.



125,487 cups of coffee were made and consumed in 2024

The Average age of Landing Members is 69.5.

Youngest: 55

Oldest: 96

69.5

## Top Programs by Category

- Health & Wellness: Mental Health Topics with Delores Kessel
- Socialize: Lunch to Go
- Play: Bingo!
- Learn: Rick Lohr Educational Series





# The Landing



## Gratitude & Thank You

The Landing is blessed to be so generously supported by our community, members, volunteers and donors. Our success is contributed to all the positive support from so many. We say thank you to:



The numerous individuals that share their knowledge and expertise to allow the abundance of incredible programming.



The volunteers that organize & help to run our programs, assist in the kitchen and helped with our Annual Gala.



And finally, the Dwight and Linda Davis Foundation for generously helping support the overall operations of The Landing and their belief in what The Landing does for our community.

We remain a best in class organization because of the combination of all these wonderful contributors and amazing staff.



Gather. Move. Grow