



The Landing
**Annual
Report**
2025

**Staying
Active &
Connected**

From personal relationships to empowering programs, we're creating more than a senior center

the  *The Landing*
707 N 3rd St
Wausau, WI 54403

Executive Director's Reflections



As I reflect on 2025, it is clear this has been a year of meaningful growth and transformation for The Landing. Most notably, we celebrated the completion of our building expansion—an exciting milestone that has significantly enhanced our ability to serve members and broaden the scope of our programming. This expanded space has created new opportunities for connection, learning, and engagement, strengthening our role as a vibrant community hub.

Equally important has been the growth of our team. With an expanded staff, we have deepened our focus in key program areas, strengthened the quality of our offerings, and more effectively met the evolving needs of our members. This increased capacity has allowed us to be more intentional, responsive, and innovative in how we deliver services.

Over the past year, we have also expanded partnerships with community experts, enriching our programming across a variety of areas. New and strengthened collaborations have allowed us to grow offerings in technology, health and wellness, and the arts. Through our partnership with Senior Planet, we now provide monthly technology training for older adults as part of the Older Adults Technology Program. In addition, continued growth in community partnerships has broadened opportunities for members to engage with subject matter experts in areas such as gardening, health education, oral care, animal care, arts and creative experiences, history, and nature and environmental learning.

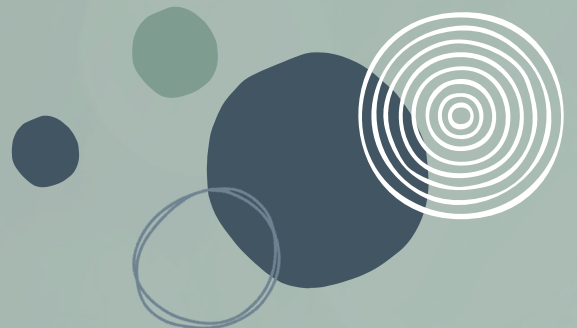
These accomplishments would not have been possible without the continued support of our members, partners, volunteers, and dedicated staff. Together, we are building a welcoming and dynamic community where individuals can connect, learn, and thrive.

I look forward to the opportunities ahead as we continue to grow and evolve to meet the needs of those we serve.

Sincerely,

Julie Strenfent,

Executive Director





The Landing

Landing Leadership Team

Julie Streufert- Executive Director
 Amber Pender- Assistant Director of Operations
 Barb Tesch- Programming Coordinator
 Casey Waldvogel- Programming Coordinator
 Debra Martin- Administrative Assistant
 Diane Tilkens- Engagement Lead
 Haley Houghton- Kitchen Lead

Engagement Staff

Brenda Guenther	Judi Kasten
Jayne Luce	Renee Ackels-Goetz
Karen Juedes	Rita Rennie

Landing Shuttle Drivers

David Lanretti	Harley Peterson
Halle Veenstra	Melany McClure

FOREVERWELL Group Exercise Instructors

Robin Nelson	Pam Henkel
Pam Murphy	Becky Zelent
Trish Cmaylo	Cindy Marquis
Lori Dinon-Haight	Kay Palmer
Marilyn Greiner	Kerry Maki
Randall Reif	Lee Koch
Fred Tealey	Karen Singsheim
Colleen Peters	Amber Pender

Evidence Based & Certified Specialty Program Instructors

Amber Pender	Colleen Peters
Barb Tesch	Debra Dahlke
Becky Zelent	Julie Streufert
Trish Cmaylo	

Mission

To provide older adults with a welcoming space to connect, learn, play, exercise and build meaningful social connections that support overall well-being.

Vision

To be best-in-class model for positive aging – where growing older is celebrated as a time to live fully, learn continuously, and stay actively engaged. The Landing will achieve this by creating a trusted community hub that connects older adults to the resources and opportunities they need to thrive.

Thank you to all staff and volunteers for making The Landing such a wonderful community! It truly is a wonderful place.
 -Landing Member

Widens my social network, which is so important after we retire and get older.
 - Landing Member

It has has a positive impact on my social life more than anything. I have met many new friends. - Landing Member

Love the variety of available activities and the upbeat attitude of both staff and patrons.- Landing Member



The Landing Advisory Committee

The Landing Advisory Committee meets quarterly and plays a key role in providing guidance and recommendations to the YMCA Board of Directors and The Landing Leadership Team on membership policies and overall operations. Their insight and support help ensure the continued growth and success of The Landing.

We extend our sincere appreciation to the following members who completed their terms in 2025 for their dedication and service:

Bill Shrier & Jean Burgener

We are pleased to welcome the following members who began their terms in 2025:

Rick Lohr & Elizabeth Froom-Kraay

We also recognize and thank our continuing committee members for their ongoing commitment:

Jeff Stubbe, *David Foundation Executive Director*

Bill Bertram

David Eisenreich

Mary Nell Reif

Pete Hessert

Julie Streufert, Landing Executive Director

Bryan Bailey, Woodson YMCA President/CEO

Amber Pender, Landing Assistant Director of Ops.



New For 2025

Technology Programs



Founded in 2004, Older Adults Technology Services empowers older adults by providing tools and training to enhance their lives through technology. The Landing began offering OATS in 2025 with programs geared towards cyber security, getting familiar with social media and AI Technology.



Mastering Gardening

Gardening programs have been a highly requested program, which led us to North Central Wisconsin Master Gardener Association and Aaron Griener at The Landing. This partnership has provided valuable opportunities for members to enhance their knowledge of container and raised bed gardening. Participants have been able to pose their gardening inquiries and learn from local experts in the field.



64 Landing Members participated in BrainSavers in 2025

Medical College Collaboration

In July 2025, The Woodson YMCA partnered with the Medical College of Wisconsin to provide discounted memberships for medical students and their families. In return, the students and a physician conducted Monthly Blood Pressure Clinics and offered educational sessions at The Landing. The partnership is set to continue with more offerings in 2026.



knowledge changing life

2025 Evidence Based Programs

An evidence-based program is one that has been tested through research and proven to produce positive outcomes. These programs are grounded in scientific studies and real-world data, ensuring they are effective, safe and beneficial for participants. By following a structured, research-backed approach, evidence-based programs provide reliable results and are often recognized by health and aging organizations as best practices.

The Landing Offered the following Evidence-Based Programs in 2025:

- Boost Your Brain & Memory- ADRC
- Moving For Better Balance
- BrainSavers
- Tai Chi
- Senior Planet OATs program.



Sponsorships

Programming and hospitality sponsorship opportunities remain available for individuals or businesses interested in supporting the costs associated with programs, coffee, hot chocolate, and shuttle services. Sponsors received recognition on our featured donor wall, in our program guide, and across our social media platforms.

Thank you to these Sponsors in 2025:

- Aspirus Health Plan
- Aspirus at Home
- Slow Horses Racing Thoroughbred Syndicate
- Cornerstone Caregiving
- Culver's
- IRONBULL
- Ruder Ware

Supporting our Troops

We continued our Annual Veterans Fundraiser in 2025 with Build your Own Hotdog Bar. We raised **\$723.75** and all proceeds went to The Never Forgotten Honor Flight. We raised enough funds to be able to send one Veteran on the Honor Flight. Thank you to everyone who participated.



Have been using the Landing programs as a way to socialize and not become isolated.- Landing Member

We very much enjoy the whole Landing experience. The socialization is such an important aspect of our lives. -Landing Members

Having The Landing & the YMCA together is perfect. I am so glad that The Landing is expanding to meet the populatirty of us boomers!- Landing member

Programming

The Landing is committed to offering meaningful and diverse programming, centered around four key areas: Play, Learn, Socialize, and Wellness. These programs are made possible through the generous contributions of retirees who volunteer their time and talents, along with community professionals who share their expertise to enrich the member experience. In 2025, The Landing offered 859 unique programs, many of which were presented multiple times to meet member interest and demand.

Play

- Billiards
- Card & Table Games
- Group Games
- Sporting Events
- Golf
- Casino Trips
- Movies
- Pontoon Rides
- Trishaw Rides
- Theatre Performances
- Trivia Smackdown
- Bingo
- Leisure Experiences
- Ping Pong
- Social Outings

11 different games are offered, totalling 58 chances to play

Games continue to be highly attended- averaging 297 members each month

Learn

- Animal Education
- Community Engagement
- Domestic Skills
- Financial & Life Planning
- Creative Arts & Expression
- Culinary
- Games
- Gardening
- Health & Wellness Education
- Aging & Care Planning
- Language Learning
- Cultural & Educational Exploration
- Nature Education
- Recreational Learning
- Technology
- Volunteerism

Socialize

- Clubs & Interest Groups
- Social Gatherings
- Celebrations
- Dining & Social Connection
- Entertainment
- Cultural Experiences
- Outings
- Active Social Activities

The Landing gives a daily purpose, reason to socialize, exercise and continue lifelong learning.- Landing Member

Health & Wellness

- Physical Activity & Fitness
- Outdoor Recreation
- Falls Prevention & Safety
- Preventive Health Services
- Evidence-Based Programs
- Mental & Emotional Well-Being
- Holistic Wellness
- Health Education

New Program Areas in 2025

- Education on Long-Term Care Options
- Expanded Education on Health Topics
- Expanded Hobby Interest Areas
- Fraud Prevention & Cybersecurity
- Gardening Education
- Oral Care Education
- Technology Education

859 Unique Programs were offered in 2025

FOREVERWELL Rebranding

Beginning in 2025, the YMCA began rebranding its "Senior," "AOA" (Active Older Adults), or 55+ programs to FOREVERWELL, promoting active and engaged living for adults 55+. Group Exercise classes will transition to this new naming, and a dedicated tab will be added to the YMCA website to highlight FOREVERWELL offerings.



Program Participation

November 2025 4,000
 November 2024 3,796
 November 2023 2,004
 November 2022 1,121



256.75% Increase in Program Participation since 2022.
 5.37% Increase from 2024

44,770 Program Registrations occurred in 2025

Landing Members checked into the Landing 52,177 times in 2025

2025 52,177
 2024 41,418
 2023 38,784
 2022 29,243



78.3% Increase in Member Check-ins since 2022
 25.98% Increase from 2024

I've made many friends that I didn't have before, which led to us getting together outside The Landing. People with familiar interests, its been wonderful.- Landing Member

I think it is a wonderful place for people to connect, learn, enjoy, have fun and feel welcome and cared about. - Landing Member

In December, adults ages 55 and older made up for a significant portion of membership with 5,675 individuals.

34% of all YMCA Members!

Program Volunteers

The majority of the programs hosted at The Landing are entirely managed by our remarkable group of volunteers. These individuals play a crucial role in planning, facilitating, and bringing many of our initiatives to fruition.

- Aaron Griner
- Anne Dibala
- Bernie Corsten
- Bill Bertram
- Bill Olson
- Bill Pogge
- Bob Davis
- Bonnie Mealy
- Cheryl Domino Johnson
- Darlene Antoniewicz
- Deb Mortensen
- Debby Krenz
- Delores Kessel
- Dwight Ammeson
- Emalyn Nikstad
- Gloria Grubb
- Jean Burgener
- Jeff Stubbe
- Jim Burgener
- Jim Golz
- John DeLaporte
- Jonnie Pierschalla-Zastrow
- Kathryn Bliss
- Kathryn Rieckhoff
- Liz Froom-Kraay
- Lynn Eby
- Lynne Stuemke
- Marcia Kosmerchock
- Matt Ladewig
- Mel Marnholtz
- Mike Miller
- Oona Younger
- Pat Kluz
- Pete Roth
- Raymond Kraemer
- Rick Lohr
- Richard Olson
- Ron Drecktrah
- Samy Abadeer
- Sarah Rudolph
- Scott Charette
- Scott Schutte
- Sue Reetz
- Susan Reetz
- Ted Rulseh
- Tom Bruning
- Tony Omernik

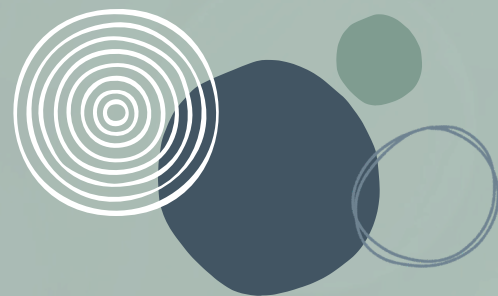


A total of 166 unique business and volunteers enriched the member experience by offering diverse programming.

Business & Paid Volunteers

** New Business Partner in 2025

- 4 Seasons Golf of Wausau
- ADRC of Central Wisconsin
- Algoma Boulevard United Methodist Church
- All Seasons Counseling **
- Alzheimer's Association
- Appleton Beer Factory
- Appleton Fox River Mall
- Aspirus Health System
- Aspirus Home Health
- Associated Bank **
- Big Cats Reserve
- Board & Brush Creative Studio
- Briar House
- Celin Mejias
- Center for Visual Arts (CVA) **
- Central Wisconsin Jerry Ensemble
- Children's Imaginarium
- Clauson Family Dinner Theater
- Clay Marketing Group
- Clear Water Harbor
- Collette Travel
- Compassus
- Cook-Rutledge Mansion
- Crane Foundation
- Cycling Without Age
- Debby Krenz
- Dimensions Living **
- Doctors of Physical Therapy **
- Driftless Glen Distillery
- Edward Jones
- EEA Aviation Museum
- Elder-Well Adult Day Program **
- Evey Lane Cookies **
- Faith In Action of Marathon County
- Feltz Dairy Farm
- Fireside Theater
- Food & Farm Exploration Center
- Fox River Brewing Company
- Fox River Mall
- GI Associates **
- Glaser Dental **
- Glide N.E.W. LLC
- Golden Harvest Market
- Grand Theater
- Green Bay Botanical Gardens
- Hammen Family Orchard & Winery
- Hanson's Garden Village
- Herrschners
- Highground Veterans Memorial Park
- Ho-Chunk Gaming Casino
- Hougum Law Office
- Ice Age Trail Alliance
- Ironbull
- Jackie Romero
- Jacob Leinenkugel Brewing
- Lauren Leitner
- Leigh Yawkey Art Museum
- Let's Go Fishing Club **
- Lifestyle Change Program
- LiveStrong
- Living Without Limits
- Loretta Ulmschneider
- Madison Farmers Market
- Madison West Towne Mall
- Marathon County Financial Abuse Specialist Team (FAST) **
- Marathon County Historical Society **
- Marathon County Literacy (McLit)- Connie Heidemann
- Marathon County Solid Waste
- Marshfield Senior Craft Shop
- Marshfield Town Center Mall
- Master Gardeners **
- Mead Wildlife **
- Medical College of Wisconsin **
- Military Veterans Museum
- Museum of Root Beer
- National Railroad Museum
- Navarino Nature Center
- North Central Health Care
- North Central Technical College
- North Shore at Home
- Northwestern Mutual Wealth Management Company **
- Nueske's Smoke Meats
- Packer Hall of Fame & Stadium Tour
- Paine Mansion & Garden
- PAM Rehabilitation
- Paul Bjerke
- Pavillion Cheese & Gifts
- Polish History & Culture Workshop
- Premier Travel
- Rennes Group
- Rib Mountain Golf Course
- Senior Planet's Older Adults Technology Services **
- South Wood County Historical Museum
- Starwood Farms
- Terry Howard
- The Chocolate Shop
- Timbavati Wildlife Park
- Trapp River Golf Course
- Tribute Golf Course
- Trout Museum
- U Paint and Party LLC
- Warrens Cranberry Festival
- Wausau Curling Club
- Wausau Police Department
- Wausau Surgery Center **
- Wausau Symphony & Band
- Wausau West High School Planetarium
- WCM Adult Flute Choir
- Wings of Grief Educational Ministry
- Wisconsin Brewers
- Wisconsin Dairy State Cheese Co.
- Wisconsin Dells Duck Boats
- Wisconsin Military Veterans Museum
- Wisconsin Senior Medicare Patrol **
- Wisconsin State Capital
- Wollersheim Winery
- Woodchucks Baseball
- Woodson Historical Center
- Yawkey House Museum



The Landing ANNUAL GALA

Hats Off
to you!



Saturday, September 20th 6:00-10:00PM

The Landing Annual Gala 2025 was held on September 20, 2025, at the Elk's Lodge in Wausau. The event, themed "Hats Off to You," welcomed guests with live piano music by Ray Kraemer, creating an elegant and inviting atmosphere. Attendees enjoyed hors d'oeuvres and refreshments as the entertainment transitioned to Red Rail Redux, who provided music by spinning a curated selection of records.

\$15,973 Raised
for the Y For
All Campaign

135
Tickets
Sold



Presenting Sponsor



Gather Sponsors



Move Sponsors



Grow Sponsors



Trips & Travel

International Travel

In 2025 our members from The Landing, along with Collette Travel, visited Hawaii, Ireland, Switzerland and Spain. We had a total of 33 travelers who took to the air for adventures of a lifetime.



Landing Group in Switzerland

Wisconsin Adventures

Our Landing Shuttle embarked on 43 trips throughout Wisconsin in 2025. One highlight was a trip to Green Bay where we toured around downtown on segways.



Leinenkugel Tour



Segway Tour



Farm & Food
Exploration Center



Fireside Theatre

Expansion Updates

After years of thoughtful planning, The Landing expansion broke ground in November 2024 and was completed in January 2026. Throughout 2025, construction progressed on a 12,000-square-foot addition designed to meet the growing needs of members while enhancing both access and experience.



Foundations & footings prepped for concrete

A new, dedicated entrance and front desk have transformed how members arrive and engage with The Landing. With improved parking, clear sightlines, and a centralized welcome area for information and registration, the space now functions as a true front door—elevating visibility and reinforcing The Landing as a destination within the community.

Inside, the main level has been reimagined as a vibrant hub for connection. Expanded seating, dedicated areas for billiards and table tennis, and a flexible game room create welcoming opportunities for social engagement. Enhancements to the kitchen—including expanded space and updated

equipment—support increased participation in shared meals and social dining, a cornerstone of The Landing experience. Additional beverage centers further enhance comfort and convenience for members throughout the day.

Programming spaces have been strategically relocated to the third floor, creating separation from social areas to reduce noise and improve program quality. Larger rooms now accommodate increased participation, while upgraded technology and abundant natural light—enhanced by floor-to-ceiling windows and automated shades—create an inviting, high-quality environment for learning and enrichment. This level also includes dedicated restrooms, expanded storage, and future capacity for continued growth.



3rd Floor Enrichment Room

The expansion also introduced new vertical connectivity, including a dedicated elevator and stair tower topped with a skylight feature, improving accessibility across all levels. Staff offices were consolidated on the second floor within an open atrium design that maintains both visual and acoustic connection to the main level, supporting collaboration while preserving strong member service. Additional workspace and operational improvements—including a dedicated front desk workroom and capacity for future staff workstations—have strengthened efficiency and team coordination.



3rd Floor Fireside Room

Outdoor spaces were significantly enhanced with the addition of both a main-level patio and an upper “rooftop” patio. These areas provide inviting settings for gathering, programming, and relaxation, with future opportunities for integration with surrounding park space.



Demolition begins



Exterior supports installed



2nd Floor Office Spaces



3rd floor patio supports

Together, these improvements position The Landing to better serve a growing membership expand program offerings, and deepen its impact as a welcoming, engaging community for older adults. This expansion reflects a strong commitment to meeting evolving needs while creating a space where members can connect, learn, and thrive.



Roof grider supports installed



Elevator Shaft Install





Full 3rd Floor view with future expansion space


The Landing is the best meeting place for 55+ in Wausau & surrounding areas. I'm excited for the expansion to be completed & see what the future holds.-
Landing Member

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.