



For more information contact:

Ruth Comer
Vice President, Marketing & Communications
YMCA of Greater Des Moines
(515)471-8519 Office
(515)868-2061 Mobile
Ruth.Comer@dmymca.org
Twitter: @YNewsDM

**February 28, 2019
FOR IMMEDIATE RELEASE**

Hulen named executive director of Indianola YMCA

Heather Hulen has been on staff at the Y since it opened in 2018

DES MOINES, Iowa – (Feb 28, 2019) – The YMCA of Greater Des Moines today announced the appointment of Heather Hulen of Indianola as executive director of the Indianola YMCA.

Hulen has been on the staff of the Indianola Y since it opened in 2018, most recently serving as member engagement director and interim director. As executive director, she will oversee all aspects of the operation of the Indianola Y, including member experience, programming, staffing, facilities management and budgeting.

“We are delighted to promote Heather to this leadership position,” said Cameron Nicholson, vice president of the YMCA of Greater Des Moines. “As Member Engagement Director, she led a staff team to effectively connect residents to programs and services that help them lead a healthy, active lifestyle. We know she will bring the same dedication and enthusiasm to the role of Executive Director.”

Ryan Waller, chairman of the advisory board of the Indianola Y, said Hulen did an admirable job stepping in to fill the leadership vacancy at the Y on an interim basis. “Her passion for fulfilling the YMCA mission and her commitment to the community make her a perfect fit for this position,” he said.

Hulen has been a resident of Indianola for 30 years. She and her husband, Bill, are parents to Darby, Jeff and Cole. She has been active in a number of community organizations and events, and currently serves as President of the Warren County Philanthropic Partnership Board and as a member of the Indianola Chamber of Commerce board and the Simpson Guild Executive Committee. She also serves as a coach of Simpson College Cheerleading and Girls On the Run in Indianola.

Hulen said she chose to work for the YMCA because the organization's mission and goals align with her own.

"As someone who lives in and values Indianola, I view my new role as an opportunity for the Y to further strengthen the community we serve," Hulen said. "The team of staff and board members here are incredibly dedicated to building meaningful relationships and making a positive impact. We are going to continue finding ways to reach out to members of the community and make their lives even better through the work we do at the Y. I'm excited for what the future holds."

The YMCA of Greater Des Moines is hosting a reception on Wednesday, March 6 from 4-6 p.m. to congratulate Hulen and wish her well in her new position. Members of the community are invited to attend.

#

About the YMCA of Greater Des Moines

The YMCA of Greater Des Moines is a powerful association of men, women and children of all ages and from all walks of life united by a shared passion: to strengthen the foundations of community. We serve more than 100,000 citizens from communities throughout central Iowa and operate seven full-facility YMCAs, the YMCA Supportive Housing Campus in downtown Des Moines and Y Camp resident camp in Boone. For 150 years, the Y has been a leading nonprofit organization focused on youth development, healthy living and social responsibility. Find out more at www.dmyymca.org.