

#BetterThanEver Press Conference Script

March 9, 2022

Schedule

8:00 am	Markquart Center (Community Room)	1005 Oxford Ave.; Eau Claire, WI
10:00 am	Altoona School Site (Pedersen Commons)	1903 Bartlett Ave.; Altoona, WI
12:00 noon	Chippewa Falls Site (Upstairs Program Room)	650 Bridgewater Ave.; Chippewa Falls
3:30 pm	Menomonie Site (Middle School)	920 21 st St.; Menomonie, WI

Updated Speaker's list (please note all speakers arrive 20 minutes before Press Conference time)

- Altoona
 - Ann- Club President/CEO
 - Andrea Steffen- Intermediate School Principal, Altoona School District
 - Paul Swartos- Past Board Chair & Altoona Parent
 - Brendan Pratt- Altoona Mayor
 - Mike Golat- Altoona City Administrator
 - David Minor- President & CEO Eau Claire Area Chamber of Commerce
 - TJ Atkins- Club Alumni & Executive Director, Eau Claire Community Table

ALTOONA SCHOOL SITE

TIME	SCRIPT	SPEAKER
10:00 AM	<p>Welcome everyone, I am Ann Kaiser, President/CEO of Boys & Girls Clubs of the Greater Chippewa Valley. Thank you for joining us this morning for such an incredible announcement! We are #BetterThanEver. Our board has approved a \$6.5 million expansion campaign that will allow 250 more kids to be served every day. This will impact the four communities of Eau Claire, Altoona, Chippewa Falls, and Menomonie- increasing safety, improving facilities, and serving more families by increasing access for all with life changing programming for kids, supports for families, and proven methods that address community needs. We are adding a Club in Altoona, a new expanded Club site in Chippewa Falls, and expanding services to middle school in Menomonie. Our Clubs will be Better Than Ever for even more young people.</p> <p><i>(Ann share why the choice to expand into Altoona was made.)</i></p>	Ann- 3 minutes

	<p>The Altoona Boys & Girls Club will be located here in the Intermediate School, taking advantage of the great school facilities during out of school time. The Club will be open to kids in 2nd through 5th grades living in the Altoona School District. There are no other requirements or qualifications necessary.</p> <p>We know that out of school time is prime time for experiences that help kids discover their skills, interests, and talents. They develop positive relationships and build self-confidence that stays with them for a lifetime. This is a partnership that is Better Than Ever.</p>	
<p>10:03 AM</p>	<p>Good morning everyone, I am Andrea Steffen, Intermediate School Principal for the Altoona School District. We are also excited about this partnership. (Andrea share remarks) It's my pleasure to introduce one of our school parents, Mr. Paul Swartos.</p>	<p>Andrea- 2 minutes</p>
<p>10:05 AM</p>	<p>Thank you Andrea, both organizations are near and dear to me. Good morning. I am Paul Swartos, Altoona School Parent and Previous Board Chair for Boys & Girls Clubs of the Greater Chippewa Valley, as well as, Regional President at Citizens Community Federal. I definitely believe this will be Better Than Ever!</p> <p>In Spring 2021, the Board of Directors approved this 5-year plan to better meet the needs of kids, families, and communities by creating better access to programming for children, youth, and teens. Today we are launching the public phase of our campaign in each community.</p> <p>Here at the Altoona, we are creating a school and community partnership that benefits kids and families. Being located in the school makes the transition from School to Club easy and seamless for kids and making pick up convenient for families.</p> <p><i>(Paul can share perspective as a parent).</i></p> <p>The Club is an out of school youth development program that's provided with community support, so all kids have access to programs designed to build good character and citizenship, support academic success, and develop healthy lifestyles. We know Club programming changes lives! We are excited to announce -to jump start efforts to begin Club programs in Altoona this summer, Boys & Girls Club Board and Administration gifts will match up to \$75,000 in gifts pledged by April 1 to support the first year of programming at</p>	<p>Paul- 3 minutes</p>

	the Club! With your support, we can work together to ensure the kids' experience is BETTER THAN EVER! I welcome to the podium Mayor Pratt.	
10:08 AM	Hello, I am Mayor Brendan Pratt. Thank you, Boys & Girls Clubs and Altoona Intermediate, for partnering to give our kids a BETTER THAN EVER experience in our great city! (Mayor shares importance of working together for youth and families and his support of the Clubs). Believe it or not, I can't do it all by myself either! It's my pleasure to introduce our City Administrator Mr. Golat.	Mayor- 2 minutes
10:10 AM	Together indeed! Good morning, I am Mike Golat, Altoona City Administrator. We all work to see our city be BETTER THAN EVER! This is an exciting announcement. (Mike share the impact on the city when families are supported.) Strong families also support strong business in our community. Our Businesses will be BETTER THAN EVER. Welcome Mr. Minor.	Mike - 2 minutes
10:12 AM	Thank you Mike. Hello, I am David Minor, President & CEO of Eau Claire Area Chamber of Commerce. (Mr. Minor talks about the business community's future when children receive exposure and support. Congratulates the Club on the decision and urges public to join effort.) It's my pleasure to introduce a shining example of Boys & Girls Clubs impact! Because of her work our city is BETTER THAN EVER!	David-2 minutes
10:14 AM	Thank You Mr. Minor. I am TJ Atkins and I was a Club Kid. I am now the Executive Director of Eau Claire Community Table. The Club definitely helps kids be BETTER THAN EVER! (TJ Tells her story.)	TJ- 3 minutes
10:17 AM	Thank YOU TJ and thank you to all of our honored guests! This is only the beginning. We need your help to make it a reality. Together we can do this! the victory bell yet - with your help we can reach our goal. Your contributions will allow 250 additional youth to experience Club programming in our region EVERY DAY! Ann says- WILL YOU JOIN US...? (Ann and TJ walks from behind the podium to unfold the kids. Everyone else falls in behind a kid.) Our campaign is well underway, but we are not ringing On 3, the group say "WE'RE BETTER THAN EVER" Ann says- THANK YOU FOR COMING. Everyone stays in place for photos and questions.Thank YOU TJ and thank you to all of our honored guests! I want to acknowledge Representative Jessie James who is present for today's event. Thank you for your continued support! This is only the beginning. We need	Ann-2 min

	<p>your help to make it a reality. Together we can do this! (Ann and TJ walks from behind the podium to unfold the kids. Everyone else falls in behind a kid.)</p> <p>Ann says- WILL YOU JOIN US...? On 3, the group say "WE'RE BETTER THAN EVER" Ann says- THANK YOU FOR COMING.</p> <p>Everyone stays in place for photos and questions.</p>	
10:19 AM	End of press conference	