



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## EDWARD G. MUNSTER PRESIDENT & CEO



Ed Munster is the president and chief executive officer of the Metro Atlanta YMCA. He is charged with moving the organization forward with its current \$84 million comprehensive campaign as well as developing a new long-range strategic plan to complement what already has been achieved through the Y-2010 plan. Ed brings 30+ years of successful YMCA leadership to the position, including the past 23 years as this YMCA's executive vice president and chief operating officer.

After beginning his career as a physical director at the New Orleans YMCA, Ed spent eight years in various positions at the San Francisco YMCA. Ed came to Atlanta in 1985 as vice president and executive director of the Downtown YMCA on Luckie Street. Opened in 1914, the building was outdated and inefficient. He was responsible for the sale of the land and building and relocated the downtown branch to a new site.

In 1986 he was promoted to executive vice president and chief operating officer. Ed developed and executed the Y-2001 and Y-2010 long-range strategic plans, resulting in significant growth of the association. Revenues from six branches were \$4.5 million in 1985; they are \$100 million today with 29 branches.

With Ed's vision and a goal of large-scale community health change, the Metro Atlanta YMCA maintains an active research and development program in health behavior change. Two evidence-based, wellness programs were developed: THE COACH APPROACH® and Youth Fit For Life™. They are implemented across the country and internationally and are documented in various peer-review journals from the medical and behavioral sciences.

Other accomplishments include developing successful public/private partnerships, joining with the YMCA of Cobb County, setting design standards for YMCA buildings including LEED certification, and developing an investment model for decision-making to determine the best use of organizational resources based on mission and finances.

"The vital roles of volunteers, donors, community leaders, and staff enable our YMCA to deliver the quality, mission-driven programs our communities have come to expect," says Ed. "The Y's ability to create life-changing experiences cannot be underestimated. Updating our vision for the future will help us to explore ways in which we can continue to grow, prosper and meet changing, community needs."

Ed grew up in New Orleans and became a member of the YMCA at age 11. "Y staff kept me focused on school, helped me to set goals and pointed me in the right direction," he says. "While in the teen leader program, I chose the YMCA as a career." He is a graduate of Loyola University in New Orleans.

Ed is married to Tracy Carusi, an architect and partner at Collins, Cooper, Carusi Architects. They each have two children: Ryan Munster, Sydney Munster, Daniel Carusi, and Alex Carusi.