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## **Matt Jameson Named Chief Executive Officer of Boys & Girls Club of the Wausau Area**



**Wausau, Wisconsin** — The [Boys & Girls Club of the Wausau Area](#) (Club), serving more than 7,000 area youth with life-enriching programs, has named Matt Jameson as the new chief executive officer after conducting a nationwide search that spanned over six months.

Jameson previously led Jay Manufacturing, a contract metal fabrication company located in Oshkosh, WI, as president since 2007. Prior to his career in manufacturing, he had extensive nonprofit leadership experience with Boy Scouts of America and served on the board of directors of Boys & Girls Club of Oshkosh (including a term as board president), since 2012. Jameson also was a founding board member of the Greater Oshkosh Economic Development Corporation and a director of the Fox Valley Technical College Foundation.

“What made Matt stand out among the other qualified candidates was his long-range involvement in nonprofit leadership and business perspective from being in the manufacturing sector,” said Casey Nye, board president. “He has been on both sides of the desk when it comes to resource development conversations.”

Jameson, who will lead a staff which oversees the Club’s 1,950 members at four locations and another 5,100 supported through various outreach initiatives, will build on the Club’s legacy while advancing its ambitious goals. These include increasing graduation rates, integrating positive role models and initiating career direction.

“We have an opportunity to move to the next level of service and expand the impact that we have on the young people who need us the most,” Nye said.

Jameson said he is passionate about helping youth, and after the metal-fabrication company was sold to a long-time client, he was determined to return to leading a nonprofit.

“I enjoyed making a difference in the lives of young people,” Jameson said. “Throughout my business career, I was always drawn to opportunities that allowed me to continue helping youth and families,”

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In 2012, he was invited to join the board of directors of the Boys & Girls Club of Oshkosh. He describes it as a bittersweet responsibility.

“Many of the stories shared with us regarding what our club kids were going through in their daily lives was heart-wrenching, but then we talked about how the club was making a difference in those same lives,” Jameson said. “It’s not an exaggeration to say that Boys & Girls Clubs are in the business of changing and even saving lives.”

Because of Jameson’s unique combination of private, nonprofit and volunteer experiences, several Boys & Girls Clubs were interested in his leadership, but he said Wausau felt most like home. “I knew I wanted to end up here from the moment I began interacting with members of the board,” he said. “They were serious in determination and purpose, and willing and qualified to provide the vision, leadership and resources to grow such an important organization.”

Through the screening process, the board found Jameson to be down-to-earth and effective at forming positive relationships.

“When we talked to others who knew him, we learned that there was this strong sense of connectedness that you only get from somebody who is caring and authentically listening to a broad range of constituencies,” Nye said.

Kim Larsen, a long-time executive with the organization has been promoted to chief operating officer. Jameson said he is excited to be working with another effective advocate who shares his approach to building a strong system.

“Kim is an ardent believer in building a strong club culture and is going to do some amazing things in growing the club and further developing our talented staff,” Jameson said.

According to Jameson, staff members are the key to great clubs. [Nationally](#), kids cite staff as their primary reason for going to the club.

As the father of three grown children who know the concept of hard work and the value of volunteerism, Jameson puts ample emphasis on family support, something that has gained traction at the Oshkosh Club.

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“We focused on youth and their family unit by bringing partners to the table and took a coordinating approach to youth development,” he said.

As one result, the Oshkosh Club offers on-site mental health resources for members with a collaborating health service. That’s a top priority on Jameson’s current action list as well. “I’m very pleased that the Wausau Club is already moving toward this goal because a coordinated focus on youth mental health is essential for our community,” he said.

Jameson has recently started working at the Club and is currently in the process of relocating to Wausau. He said he is looking forward to meeting community members and discovering more about the unique needs of area youth and their families.

“Economic development and corporate citizenship are two of my passions, and the roster of dynamic organizations involved in manufacturing, healthcare and business services is very strong here,” he said.

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### **About Boys & Girls Club of the Wausau Area**

Boys & Girls Club of the Wausau Area is dedicated to ensuring that all kids, especially those who need us most, have access to quality programs and services that will enhance their daily lives and shape positive futures. Founded in 1995, the Club serves more than 1,950 registered members at four locations within the Wausau area and an additional 5,100 children supported through various outreach initiatives. For more information, see [www.bgclub.com](http://www.bgclub.com) or call 715-845-2582.