

SECA Hires New Director

By Dayna M. Reidenouer

After a period of time without an executive director, the Southern End Community Association (SECA) has a new leader. The SECA board of directors has hired Nicole Luecker of Rohrerstown to fill the role.

In the past five or so years, SECA has had a number of leaders. After the departure of the most recent executive, Glenn Koehler, the board decided to take a new tact. In August 2013, the group of eight began seeking guidance from the Department of Conservation and Natural Resources (DCNR), the Pennsylvania Parks and Recreation Society, and Lancaster Recreation Commission executive director Sue Landes to finetune the job position and general operations.

"We greatly appreciate (Landes') professional expertise and guidance," board president April Pierson remarked.

As a result of the mentorship, when the board posted the vacancy, it attracted "very qualified applicants," Pierson

said. "We were pleased with the process."

Ultimately, Luecker stood out from the crowd. A Lancaster native, Luecker has a degree in recreation and leisure management from Western State Colorado University. She enjoys hiking, biking, and kayaking, and she owns two miniature dachshunds. She has worked for various recreation organizations; most recently, she ran the aquatics program at Lancaster Rec.

"Nicole's aquatic experience is important, and she shares the board's vision for SECA," Pierson said. "We are a hub in the community, and we take that very seriously. We're looking to Nicole to be innovative and bring new things in."

Luecker's first day on the job was June 2. Tammy Stull, who has worked for SECA since January, has been helping Luecker get acclimated to the organization.

"I'm looking to find a home here and be effective," Luecker commented. She noted that two new offerings will be introduced this summer: a Zumba class for mothers of preschoolers will be



Nicole Luecker (left) has been hired as executive director of the Southern End Community Association. She recently met with April Pierson (right), president of SECA's board of directors.

offered in July, and a skateboard competition will be held in August.

In addition to programming, Luecker will be responsible for budgeting, employee scheduling, planning special events, recruiting and retaining volunteers, and fundraising. Luecker welcomes community input, particularly in the area of programming.

"I'm working with several parents to come up with program ideas," Luecker said. "I want to engage all ages."

Community members are welcome to

stop by the SECA Center, 299 Park Ave., Quarryville, to meet Luecker. She typically works 9 a.m. to 5 p.m. weekdays. Luecker will also be on hand to meet people at SECA Fest, which will be held at SECA on Saturday, July 12, at 4 p.m. The carnival will conclude with fireworks at 10 p.m.

To learn more about SECA's recreational opportunities, readers may visit www.secarec.org. Questions may be directed to Luecker by emailing seca@epix.net or calling 806-0123.