



Centra Wellness  
N E T W O R K



# EXECUTIVE DIRECTOR

Public Behavioral Health Leadership

📍 Serving Manistee & Benzie Counties, Michigan

## RECRUITMENT PROFILE

A leadership opportunity to strengthen communities, advance wellness, and build a healthier future together.



*Stronger communities.  
Brighter futures.  
Together.*



Public  
Service.



Community  
Wellness.



Leadership  
Opportunity.



*Express Interest until August 16th*



Centra Wellness  
N E T W O R K

# ABOUT CENTRA WELLNESS NETWORK

## Public Community Mental Health Leadership

Centra Wellness Network is a publicly funded community mental health organization serving Manistee and Benzie Counties. CWN works at the local level to support access, recovery, dignity, wellness, and coordinated care for individuals, families, and communities.



### WHO WE ARE

- ✓ A local public behavioral health system
- ✓ A partner to counties, providers, families, and community agencies
- ✓ A mission-driven organization centered on access, dignity, and recovery
- ✓ A visible service system with both operational and community impact



### WHAT CWN DOES

- ✓ Provides access to community mental health services
- ✓ Supports individuals and families across a continuum of care
- ✓ Coordinates crisis / access responsibilities
- ✓ Works with public partners and providers across the two-county service area
- ✓ Balances mission, service quality, public accountability, and stewardship

### CORE SERVICE LENS



Adult  
Services



Children &  
Families



Crisis /  
Access



Supports  
Coordination



IDD /  
Specialty



Behavioral  
Health

### CWN SNAPSHOT



2

Counties



1,700+

Individuals Annually



Public CMHSP  
Role



Community  
Partnerships



## MISSION

Enhancing freedom to lead a meaningful life through quality behavioral healthcare, leadership, promoting individual wellness, and teamwork within our community.



Public service. Community wellness.  
Leadership opportunity.

2

OF 10

# SERVING MANISTEE & BENZIE COUNTIES

Communities, place, and regional context



## MANISTEE COUNTY

- Lakeshore and small-city identity
- County-seat and service-hub relationships
- Regional history, community pride, and visible public partnerships



## BENZIE COUNTY

- Strong local identity and rural community character
- Service access across a smaller-population county
- Partnership-oriented community relationships



## POPULATION (2020)

**Manistee County:** 25,553

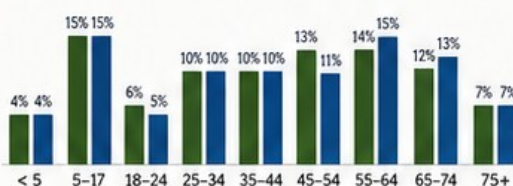
**Benzie County:** 17,233

Source: U.S. Census Bureau



## AGE DISTRIBUTION

■ Manistee County ■ Benzie County



Source: U.S. Census Bureau



## ETHNIC COMPOSITION (2020)

|                               | Manistee County | Benzie County |
|-------------------------------|-----------------|---------------|
| White                         | 92.6%           | 96.1%         |
| Black or African American     | 1.2%            | 0.7%          |
| Native American               | 1.3%            | 1.3%          |
| Asian                         | 0.9%            | 0.6%          |
| Two or More Races             | 4.0%            | 1.3%          |
| Hispanic or Latino (any race) | 3.4%            | 1.9%          |



## MEDIAN INCOME (2021)

**Manistee County:** \$59,315

**Benzie County:** \$56,980

Source: U.S. Census Bureau



## EDUCATION (2020)

### Manistee County

- 20.1% Bachelor's Degree
- 9.9% Master's or Higher
- 57.3% High School Diploma or Some College
- 12.7% No High School Diploma

### Benzie County

- 22.7% Bachelor's Degree
- 11.5% Master's or Higher
- 52.8% High School Diploma or Some College
- 13.0% No High School Diploma



## COST OF LIVING (2024)

**Manistee County:** 87/100

13% lower than the U.S. average

**Benzie County:** 84/100

16% lower than the U.S. average

Source: Council for Community and Economic Research (C2ER)



## CLIMATE

Both counties experience a humid continental climate—warm summers, cold winters, and precipitation year-round. Average high and low temperatures are:

- Manistee County: 55–56°F | 37–38°F
- Benzie County: 54–55°F | 36–37°F

Manistee County receives an average of 37.8" of rainfall and 100" of snowfall annually.

Benzie County receives an average of 34.5" of rainfall and 93" of snowfall annually.

Summers are pleasant and mild, with comfortable afternoons and cool nights.





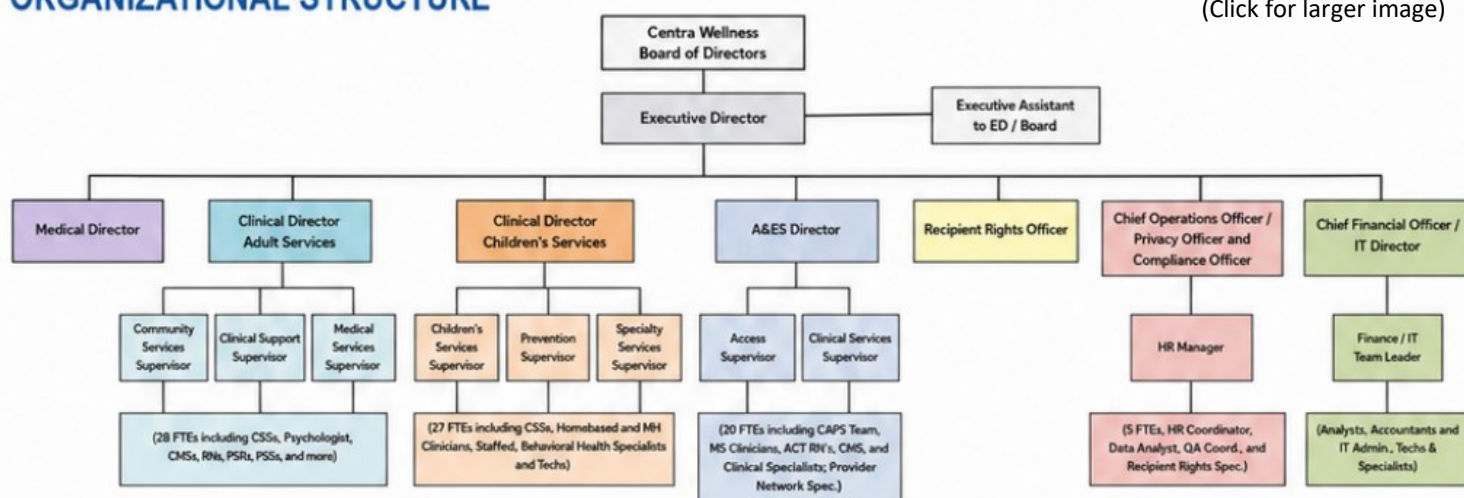
## THE ORGANIZATION

### Public accountability, partnerships, and organizational setting

This role operates in a public-service environment where governance, accountability, and partnership matter. The Executive Director leads within a community behavioral health setting shaped by board oversight, county relationships, stewardship of public resources, service quality expectations, and the lived experience of people and families served.

### ORGANIZATIONAL STRUCTURE

(Click for larger image)



### BOARD OF DIRECTORS

| Board Member    | Time on Board              | Term Expires | Professional Background                                                                         |
|-----------------|----------------------------|--------------|-------------------------------------------------------------------------------------------------|
| Don Tanner      | Since 3/31/2015 (10+ yrs)  | 2027         | Mental Health Board 25 years; Auto Industry; Drag Racer; Fishing Guide.                         |
| Karen Goodman   | Since 4/1/2025 (< 1 yr)    | 2027         | COO of CWN (12y); Manistee Co. Commission (12y).                                                |
| Rhonda Nye      | Since 2/1/2019 (6+ yrs)    | 2028         | Real Estate; Village Clerk (11y); Secretary Benzie Co. Commission (7y).                         |
| Terry Pechacek  | Since 4/1/2020 (5+ yrs)    | 2029         | Licensed MSW; former Therapist, Social Worker, Case Manager. Worked for CWN 30y+; CWN Board 6y. |
| Tim Markey      | Since 1/27/2021 (4+ yrs)   | 2029         | IT / Corporate Database Mgmt. & Administration.                                                 |
| Don Smeltzer    | Since 12/16/2008 (16+ yrs) | 2028         | Former Township Supv. & Co. Commissioner (20y).                                                 |
| James Uhl       | Since 2/16/2021 (4+ yrs)   | 2028         | M.D. Psychiatry Children & Adults; Community Mental Health (14y).                               |
| Paula McLain    | Since 1/1/2022 (3+ yrs)    | 2027         | Retired Coronary Care Nurse, R.N.; CWN Board 4y.                                                |
| Janice McCraner | Since 4/1/2023 (2+ yrs)    | 2029         | —                                                                                               |
| Signe Ruddy     | Since 12/1/2025 (< 1 yr)   | 2029         | —                                                                                               |
| Jack Loynes     | Since 10/1/2023 (1+ yr)    | 2028         | PhD Psychology, Clinical Professor; HS Counselor.                                               |
| Aaron Smith     | Since 4/1/2024 (1+ yr)     | 2027         | B.S. Psychology; Retail.                                                                        |





# THE EXECUTIVE DIRECTOR

## What the Executive Director is expected to lead

The Executive Director serves as the organization's chief executive and visible public leader. The ED is responsible for managing a \$23.4 Million FY26 Operating Budget, 110 Full-time Employees serving 1,700 clients in 3 facilities, 13 SIP Homes, 12 Individual Placements, 3 Licensed Homes and 2 drop-in centers.



### CORE AREAS OF RESPONSIBILITY



Strategy & organizational direction



Board relations and executive communication



Finance, stewardship, and operational oversight



Quality, compliance, and service-system accountability



Workforce leadership and culture



Community, county, and provider partnerships



### WHY THIS ROLE IS COMPELLING



A visible public-service mission



Direct impact on people, families, and communities



A two-county setting with meaningful local identity



The opportunity to shape the next chapter of CWN

| Department / Function                                   | Current Leader                      | Years with CWN |
|---------------------------------------------------------|-------------------------------------|----------------|
| Medical Director                                        | Dr. Palamara                        | 10 years       |
| Nurse Practitioner                                      | Luanne Parks                        | 2 years        |
| Clinical Director for Adult Services                    | Tricia Polcik                       | 6 years        |
| Clinical Director for Children's Services               | Sarah Garthe                        | 13 years       |
| Access & Emergency Services                             | Pat Kozlowski                       | 23 years       |
| Recipient Rights Officer                                | Danyal Englebrecht-Blakeslee        | 4 years        |
| Chief Operations Officer / Privacy & Compliance Officer | Brenna Dilts                        | 12 years       |
| Chief Financial Officer / IT Director                   | Donna Nieman                        | 20 years       |
| Human Resources Director                                | Cassie Lietaert (HR Director)       | 11.5 years     |
| Executive Assistant to ED / Board                       | Nichol Warlin (Executive Assistant) | 25 years       |





# THE IDEAL CANDIDATE

Why this opportunity matters, qualifications, leadership strengths, and personal style.



## 1 EXPERIENCE & KNOWLEDGE

- ✓ Master's degree in a relevant behavioral health, human services, public administration, health administration, or related field.
- ✓ 3–5 years progressively responsible senior management experience in community mental health, behavioral health, human services, or a closely comparable public-service system.
- ✓ Proven budget experience in the \$13M–\$15M range and comfort with public funding complexity.
- ✓ Practical knowledge of Michigan CMHSP operations, Medicaid, Mental Health Code, MDHHS requirements, contracts, compliance, and reporting strongly preferred.
- ✓ Clinical background or deep practical understanding of serious mental illness strongly preferred.



## 2 LEADERSHIP ATTRIBUTES



Governance Ready



Financially Literate



Compassionate & Clear



Board-Savvy Communicator



Quality / Compliance Fluent



Steady Through Change



Partnership Builder



Workforce Developer



## 3 WHAT SUCCESS LOOKS LIKE

- ✓ Listens well and leads with credibility
- ✓ Supports culture, teamwork, and accountability
- ✓ Communicates clearly with board, staff, and partners
- ✓ Balances mission, operations, and public trust
- ✓ Brings steadiness, judgment, and follow-through
- ✓ Delivers measurable progress and lasting impact



## WHY THIS OPPORTUNITY MATTERS



### Visible public behavioral health leadership

Serve as a visible leader in public behavioral health.



### Direct local impact

Lead with purpose across Manistee and Benzie Counties.



### Guide strategy and quality

Opportunity to guide strategy, quality, and accountability.



### Partnership-centered work

Partnership-centered work with board, staff, and community.





# FIRST-YEAR PRIORITIES

## Opportunities, focus areas, and strategic momentum

This is a role for a leader who can step in thoughtfully, listen carefully, and build momentum. The next Executive Director will be asked to support people, strengthen systems, and carry forward a mission of access, quality, and accountability.



### KEY PRIORITIES



Support  
workforce health  
and culture



Strengthen board  
and county  
relationships



Sustain service  
access and crisis  
responsiveness



Steward quality,  
compliance, and  
organizational  
reliability



Align operations,  
finance, and  
accountability



Deepen provider  
and community  
partnerships



### OPPORTUNITIES



Visible local mission



Two-county community impact



Partnership-building potential



Growing need for accessible, high-quality services



Opportunity to strengthen internal collaboration



Expand data-informed decision making



Leverage community strengths and assets



Build long-term workforce stability



### POTENTIAL CHALLENGES



Transition context to be refined



Workforce and service-demand pressures



Funding / compliance complexity



Need for disciplined follow-through



Aging facilities and infrastructure needs



Technology systems and data integration



Balancing growth with financial sustainability



Change management and stakeholder alignment





**Centra**  
Wellness Network

MANISTEE & BENZIE COUNTIES, MICHIGAN

# LOCAL AMENITIES

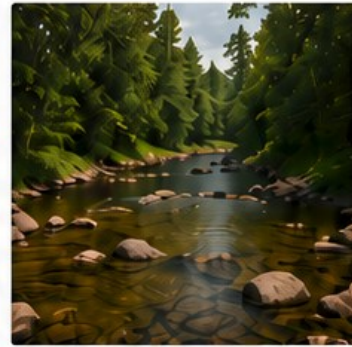
*Where Community & Quality of Life Thrive*

Manistee and Benzie Counties offer a welcoming, close-knit community with everyday conveniences, beautiful natural surroundings, and a strong sense of connection.



## PARKS & OUTDOORS

- Scenic Lake Michigan beaches
- Miles of trails, rivers, and state parks
- Manistee National Forest
- Boating, fishing, kayaking & more
- Year-round outdoor recreation



## ARTS & CULTURE

- Ramsdell Theatre and local performing arts
- Art galleries, museums & historic sites
- Annual festivals, parades & community events
- Rich small-town heritage



## SHOPPING & DINING

- Unique boutiques & specialty shops
- Local restaurants, cafés & bakeries
- Farmers markets & fresh local produce
- All your everyday essentials close by



## EDUCATION

- Strong public schools
- Northwestern Michigan College
- Ferris State University & other nearby colleges
- Commitment to lifelong learning



## HEALTHCARE

- Munson Manistee and Paul Oliver Hospital
- Quality clinics & wellness services
- Dedicated healthcare professionals



A place where neighbors care, opportunities grow, and quality of life comes naturally.



# REGIONAL AMENITIES

*Close to Everything You Need*

Enjoy the perfect balance of small-town living with convenient access to major cities, outdoor adventures, world-class education, and cultural attractions.



## WITHIN EASY REACH

|                         |           |
|-------------------------|-----------|
| Traverse City, MI ..... | 1 hour    |
| Grand Rapids, MI .....  | 2.5 hours |
| Lansing, MI .....       | 3 hours   |
| Detroit, MI .....       | 4.5 hours |
| Milwaukee, WI .....     | 4.5 hours |
| Chicago, IL .....       | 5.5 hours |



## OUTDOOR ADVENTURE

- Sleeping Bear Dunes National Lakeshore
- Crystal Mountain Skiing
- Hiking, camping, fishing & more



## HIGHER EDUCATION

- Northwestern Michigan College
- Ferris State University
- Grand Valley State University
- University of Michigan & more



## WINE COUNTRY & AGRICULTURE

- Leelanau & Old Mission Peninsula wineries
- Local farms & farmers markets
- Fresh, local produce & goods



## CULTURE & ATTRACTIONS

- Museums, lighthouses & historic sites
- Art galleries & performing arts
- Seasonal events & festivals



## TRAVEL & TRANSPORTATION

- Cherry Capital Airport (TVC) – 1 hour
- Muskegon Airport (MKG) – 1.5 hours
- Well-connected highways for easy travel



Live where others vacation — and love it every day.



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N E T W O R K

# EXPRESS INTEREST

A VISIBLE PUBLIC-SERVICE LEADERSHIP OPPORTUNITY



Centra Wellness Network seeks an experienced, collaborative, and mission-driven leader to serve as Executive Director. This is an opportunity to make a meaningful impact across Manistee and Benzie Counties and help shape a stronger, healthier future for the communities we serve.



## HOW TO EXPRESS INTEREST



Application email:  
[ExecutiveDirectorCWN@  
municipalsolutions.org](mailto:ExecutiveDirectorCWN@municipalsolutions.org)



Learn more:  
[www.municipalsolutions.org](http://www.municipalsolutions.org)



Closing Date:  
**August 16th**



## TIMELINE & SELECTION



**August 16th** — Deadline to Express Interest



**Aug 16 - Sept 14** — Screening & Evaluation



**September 15** — Finalists Selected



**Late September** — Interviews and Offer



## COMPENSATION & BENEFITS



**Salary Range:**  
**\$145,000 to \$185,000 DOQ**



**Benefits:**

- Medical (80–100%)\*
- Dental & Vision (100%)
- Life Insurance: 1.5x Annual Salary up to \$140,000
- Retirement: MERS
- Short-term / Long-term Disability (60% of earnings)
- HRA / Medical / FSA
- Education
- Military & Family Leave
- Employee Assistance Program
- Professional Dues & Memberships
- Generous PTO & 12 paid Holidays

~ *Benefits information HERE* ~



**Past Executive Directors:**  
2 Executive Directors during the past 40 years. The current Director will be available to assist with the transition as desired.



**Equal Opportunity:**  
The Centra Wellness Network promotes equity and inclusion of all protected classes.



**Residency:**  
The Executive Director is required to eventually reside within Manistee or Benzie Counties.



**Confidentiality:**  
A candidate's name and Expression of Interest may remain confidential — but only if requested — until finalists are named for public, in-person interviews.



**MUNICIPAL  
SOLUTIONS®**

EFFICIENCY. TECHNOLOGY. SAFETY.



Public service. Community wellness.  
Leadership opportunity.