*Betsy Schuster named Active Generations newest CEO*

***Sioux Falls— 4.22.24* *—*** With a proven track record in non-profit program development, leading and motivating people, and robust experience in community engagement, the Board of Directors for Active Generations enthusiastically announces the hiring of Betsy Schuster as CEO of Active Generations, a local non-profit organization serving aging adults and providing opportunities to enhance their quality of life through programs, services, and education.

Betsy most recently served as the Vice President of Program Development for the Helpline Center. In her leadership role over the past 8 ½ years, Betsy played a pivotal part in launching and expanding multiple programs across the state.  With demonstrated success in non-profit leadership and a passion for community service, strategic vision, and dedication to the well-being of individuals of all ages, Betsy states, “I am incredibly humbled and honored to have been chosen as the next CEO of Active Generations. One of my core leadership philosophies revolves around prioritizing the well-being of those we serve, believing that by focusing on their needs, we can continue and grow the incredible work of Active Generations”. Betsy will lead the exciting opportunity to build on and contribute to the evolution and innovation at Active Generations beginning on May 6th.

Today’s announcement follows the recent retirement announcement of Active Generations current CEO, Gerald Beninga.  Gerald will be working with Betsy through the transition and formally retires in May.