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Executive Team Bios

John Potts, Executive Vice President/C.O.O.

John joined the *YouthWorks!, Inc.*® (YW) team in 1997 as Chief Financial Officer. He became the organization's Executive Vice President and Chief Operating Officer in 2008. John brings a wealth of valuable ministry experience and theological expertise to YW. After graduating with a Bachelor of Arts degree from Emory University in Atlanta and a Master of Divinity in Youth Ministry and Christian Education from Bethel Seminary in St. Paul, MN, John served for seven years at Youth Leadership as the Director of Student Services. He also held adjunct faculty positions at Bethel College and Seminary and Luther Seminary.

Passionate about leadership development and teaching, mentoring, and challenging young emerging leaders, John works arm-in-arm with YW founder, Paul Bertelson, to help provide fun, life-changing, Christ-centered youth mission adventures to young people ages 12-19. *"I love watching young leaders grow in their faith and maturity for the Kingdom,"* said John.

John has been married to his wife, Jody, for more than 25 years. They and their two children reside in Vadnais Heights, MN.

Louise Ward, Vice President of Marketing

Louise joined the YW team in 2003 as the Director of Marketing, bringing with her 13 years of management, sales and customer service experience from Enterprise Rent-A-Car. During her time here, Louise has proven her gift for pursuing and serving the customer. She was promoted to Vice President of Marketing in 2008, where she oversees both the marketing and customer service areas of YW. Louise earned a Bachelor of Science degree in Business Management from David Lipscomb University in Nashville, TN. Her areas of expertise include vendor relations, customer care, marketing strategy and staff development.

In her role at YW Louise blends her professional passion for customer care with her life passion for missions. Her corporate experience and her personal participation in numerous missions with her church have perfectly positioned her to help YW accomplish its goal of training, equipping, and inspiring young people for a lifetime of Christian service. *"At YouthWorks, we're all about 'more'—more Jesus, more missions, more life,"* said Louise. *"What more could I ask for than to be using my gifts, talents, and passions to help such an incredible organization accomplish those goals."*

A native Minnesotan, Louise currently resides in Apple Valley, MN where she is active in her local church.

For more information on *YouthWorks!, Inc.*, visit www.YouthWorks.com.