



Samantha Hadley – Director of Marketing & Community Engagement

Samantha grew up in the home of the Lumberjack World Championships, Birkebeiner Ski Race and Musky Capital of the world – Hayward, Wisconsin.

After graduating from high school, she went on to college at the University of Minnesota - Twin Cities where she graduated with degrees in Business & Marketing Education and Sport Management. Samantha has since then spent time working in the professional sports, corporate, property management and customer service fields as well as the entertainment industry before starting here at the Mesabi Y. Her various jobs carried her from Wisconsin to Minnesota to Colorado, and now back to Northern Minnesota.

She enjoys working at the Y because she has a true passion for health & fitness and enjoys getting to interact with and help others. The Y has allowed her to work at a professional capacity while still being able to engage with members and other staff on a day-to-day basis.

Outside of work, Samantha enjoys being outdoors and spending time with family, friends, and her dog. She has a true passion for Timbersports (Google it!) and spends almost every weekend in the summer months either competing in log rolling competitions or emceeing lumberjack shows/competitions across the country. Her "lumberjill life" has allowed her to travel and explore almost all 50 states, appear on national television as an athlete and emcee and make hundreds of friends across the country.

As Director of Marketing & Community Engagement, Samantha is responsible for our Y's membership operations, marketing strategies and fundraising & special events. She directly supervises our Member Services Director and they work together to ensure that all members & guests have a positive experience each time they visit our Y.