

# ALUMNI DIRECTORY | 2022



**LEADERSHIP**  
**CHESTER COUNTY**

*Leadership Chester County is a program of United Way of Chester County, in partnership with  
Chester County Chamber of Business & Industry and West Chester University.*

# 2021-2022 SESSION TOPICS

- Chester County 101 | Michael Givler, Ed.D.
- Board Governance | Pamela Leland, Ph.D., Consultant
- Nonprofit Challenge Presentation | Evan Witmer, Board Treasurer, Charles A. Melton Center for Arts & Education
- Finding Financial Self-Sufficiency | Yvette Blanding, Orion Communities, Wendy Gayner, Chester County Food Bank and Cheryl Miles, Good Samaritan Services
- Board Fiduciary Responsibility | Donald Kramer, Esq., Chair, Nonprofit Law Group Montgomery, McCracken, Walker & Rhoads, LLP
- Strategic Planning | Mark Davis, Ph.D., Assistant Professor, Public Policy & Administration West Chester University
- Styles of Influence | Elizabeth Guman, Partner, Strategy Arts, LLC
- Fundraising/Philanthropy 101 | Roberta Healey, ACFRE, Aurora Philanthropic Consulting
- Nonprofit Fiscal Oversight | Celeste Barr, CPA, Owner, Clarus Consulting
- Social Entrepreneurship | Patricia Diggin, Director, Cottrell Entrepreneurial Leadership Center West Chester University
- Collaborating for Greater Impact | Jason D. Alexander, Principal, Capacity for Change, LLC
- Intentional Communications | Robert Madonna, Managing Partner, Diversified Services, LLC
- Dialogues in Diversity, Equity & Inclusion | Michael L. Curry, CISA, CBCP, Retired Principal, Vanguard Group
- Leadership for Sustainability | Steven Wray, VP & Director, Econsult Solutions
- Advocacy | Todd Kowalski, Director, Chester County Chamber of Business & Industry
- Board Development | Jane Mack, President and CEO, Friends Services Alliance
- Nonprofit Perspectives | Local Nonprofit Executives and Board Leaders
- Becoming Innovation Leaders | Aaron Proietti, Founder, Today's Innovator, Adaptivity Enterprises, LLC
- Ethics in Nonprofit Leadership | Matt Pierlott, Ph.D., Associate Professor Chair, Department of Philosophy, West Chester University

Board Placement Service is provided throughout the year and after graduation.

# 2021-2022 PROJECT



meltoncenter.org

**PROJECT SUMMARY |** The class project was for the Charles A Melton Arts and Education Center, an established and historic community center in the Borough of West Chester. As the organization has grown, leadership has recognized the need for increased community collaboration and to increase their mission impact. At the same time, they realize a need to diversify their revenue streams. For the project, The Center requested Leadership Chester County to research options in their service environment and to recommend strategies to meet those goals.

- PROJECT FOCUS |** The Center chose two areas of focus because of overlapping goals:
- increasing mission impact by helping other organizations serve community needs
  - increasing grant funding

**DELIVERABLE |** LCC formed three teams, researching other organizations, reviewing internal documents and surveying board members as they went along. The class provided The Center with many resources within and beyond the community to explore further. Their recommendations offered new insights and will be valuable assets to The Center's board as they move the organization to a strong future.

# INTRODUCING THE CLASS OF 2022



**PHILIP K. BIEG**  
CEO, Founder | **Organizational Research and Development LLC**  
Sponsored by Rotary Club of West Chester

- EXPERTISE:** Management consulting, employee engagement, leadership
- ATTRIBUTES:** Expertise in team development and decision making, conflict resolution, communication and emotional intelligence
- VOLUNTEERING:** Rotary Club of West Chester, interested in Family Service of Chester County
- SERVICE INTERESTS:** Education, mentoring youth and young professionals, helping family relationships and development

“On the surface, Leadership Chester County provides a wide range of leadership and Board governing curriculum to help individuals expand their professional skills. However, the true value effect of this program comes from the instructors that teach the topics and lead the program. From top to bottom, the program is comprised of men and women who’ve lived and experienced the content being taught.”



**TERA M. BRADY, MS**  
Renewal Representative | **Bentley Systems, Inc.**

- EXPERTISE:** Banking and contracts, strong negotiating skills
- ATTRIBUTES:** Expertise and experience in management and leadership, a large pool of community connections and opportunities for collaboration and growth. I work very well with others, in particular in a diverse team setting.
- VOLUNTEERING:** Volunteer in workplace opportunities, actively seeking options for volunteering
- SERVICE INTERESTS:** Education, youth services, and women's advocacy

“The value of my Leadership Chester County experience is the education I received on what is required to build a successful nonprofit as well as the desperate need in Chester County for community service.”



**RYAN DADOLY**  
User Success Program Specialist | **Bentley Systems, Inc.**

- EXPERTISE:** Client service
- ATTRIBUTES:** Social work experience
- SERVICE INTERESTS:** Youth

“Leadership Chester County has equipped me with tools to feel competent and confident enough to serve on a board – neither of which I felt prior.”



**COLLEEN HALL**  
AML/BSA Officer | Citadel Federal Credit Union

**EXPERTISE:** Banking and regulatory compliance

**ATTRIBUTES:** Community connections, in an analytical thinker passionate about helping others

**VOLUNTEERING:** Team CMMD, Chester County Toys for Tots, Desmoid Tumor Foundation

**SERVICE INTERESTS:** Health, poverty, and women in leadership

*"LCC has opened my eyes to the expansive needs of those in our community. The sessions have enhanced my skills and understanding of how I can participate as a board member to help the community."*

*"LCC gave me the tools I needed to grow into my position on a nonprofit board and to apply best practices to help organizations grow in a healthy direction."*

**MATTHEW M. MCKEON**  
Attorney | MacElree Harvey, Ltd.

**EXPERTISE:** Law

**VOLUNTEERING:** Chester County History Center Board Trustee

**SERVICE INTERESTS:** Education



**JENNIFER HARRIS**  
Director of Admissions and Community Relations | The Hickman Friends Senior Community of West Chester

**EXPERTISE:** Event management, marketing, fundraising, community outreach

**ATTRIBUTES:** Nonprofit management and community relations experience

**VOLUNTEERING:** Octorara Softball Association President, EMT with Cochranville Fire Company, West Chester Friends School, Octorara Little League

**SERVICE INTERESTS:** Senior care, animal welfare, youth sports

*"The research and coursework revealed the needs of nonprofits in Chester County. The course provided me with a clearer understanding of board governance."*

*"The Leadership Chester County opportunity to work and learn as part of a team, along with the comprehensive sessions, provided me with in-depth knowledge and understanding of the critical work that is required to be effective as a nonprofit board member. After this experience, I am hopeful to volunteer my time as a confident and equipped board member. I would highly recommend this program to anyone looking to serve on a board or volunteer with nonprofits."*

**DENISE L. MICHEL**  
Family Engagement Specialist | Early Learning Resource Center/Chester County Intermediate Unit

**EXPERTISE:** Community engagement, volunteer management, education administration

**ATTRIBUTES:** True community networker, with experience in grant administration, finance, and project management

**VOLUNTEERING:** Youth group leader, High Five Soccer

**SERVICE INTERESTS:** Financial stability, youth development, parent education and housing



**CHRISTOPHER TODD LOFGREN**  
Executive Vice President/General Manager | Skanska USA Building, Inc.

**EXPERTISE:** Construction management

**SERVICE INTERESTS:** Health, food pantry

*"LCC provided an invaluable learning experience and showed the parallels between nonprofit and for profit institutions. Additionally, LCC stressed the concept of a strong board results in a strong organization along with the importance of governance."*

*"Leadership Chester County has afforded me a thorough understanding of all aspects of nonprofit board leadership. As a graduate, I feel more confident as an employee to effectively interact with my agency's Board; as a board member to fulfill my role successfully and as a chairperson to be a better leader."*

**CHERYL R. MILES**  
Chief Program Officer of Housing Support Services | Good Samaritan Services

**EXPERTISE:** Homelessness, women's issues, program development, community engagement, event planning

**ATTRIBUTES:** Passion and commitment to work for the health and well-being of our community, especially the under-served and under-resourced

**VOLUNTEERING:** The Fund for Women and Girls Board member, Chair, Black Women of Chester County in Action, Health Partner Plan Advisory Board

**SERVICE INTERESTS:** Health, education, social justice







**NICOLE PEDRIANI**  
*Commercial Loan Officer, AVP | Mid Penn Bank*

**EXPERTISE:** Finance

**ATTRIBUTES:** Experience in business planning and execution, as well as financial literacy, but I want my contribution to be more than financial expertise-I want to bring passion and advocacy to an organization.

**VOLUNTEERING:** Community Action Partnership of Lancaster County Board member, West Cocalico Township Auditor, Cocalico Girls Basketball Chair, Treasurer

**SERVICE INTERESTS:** Education and women's programs

*"LCC has given me the ability to forge relationships with my classmates that allow me to see a perspective from both the profit and nonprofit worlds. It has also highlighted the unique economic and situational challenges Chester County faces, in many aspects including affordable housing, food assistance, elder care, and education."*

*"LCC has been an incredible program! It has given me the tools & resources to really understand the nonprofit sector while learning the necessary skills to be an effective board member. The relationships that I have made during this journey are ones that I will never forget."*

**JENNIFER Q. RODRIGUEZ**  
*Dual Market Manager | Citadel Federal Credit Union*

**EXPERTISE:** Business development, retail banking, management

**ATTRIBUTES:** Experience in banking, finance and community outreach.

**VOLUNTEERING:** Lionville YMCA Advisory Board

**SERVICE INTERESTS:** Youth Health & Development



**TYLER S. QUEEN**  
*Manager, Patient Experience | DaVita Kidney Care  
Sponsored by Bentley Systems, Inc.*

**EXPERTISE:** Customer service

**ATTRIBUTES:** Experience design, program management, event management

**VOLUNTEERING:** GreenAllies Board member, West Chester Masonic Lodge Trustee/Past President

**SERVICE INTERESTS:** Health, environmental

*"I believe the value of LCC is its ability to connect professionals with the not-for-profit space in a way that teaches what good leadership, citizenship and board involvement looks like and drives home positive change and actions that each participant can take with them to better serve the community."*

*"My experience with LCC has shown me the valuable skills to be an effective board member on a nonprofit. It also has given me the confidence to take on this role with all I have learned over the past 6 months."*

**ALIESE ROSADO**  
*Retail Market Manager | Meridian Bank*

**EXPERTISE:** Banking, finance

**VOLUNTEERING:** Doylestown Hospital Hospice

**ATTRIBUTES:** Two decades' expertise in banking and finance industry

**SERVICE INTERESTS:** Health & Financial Stability



**JIM RHODES**  
*Director, MCE Division | Communications Test Design, Inc.*

**EXPERTISE:** Program management, operations and logistics, customer service

**ATTRIBUTES:** Business expertise, process improvement, fundraising and program management

**VOLUNTEERING:** Homeowners Association Board Member, Fundraising & Community Sports Coaching

**SERVICE INTERESTS:** Financial Stability

*"LCC Program has broadened and strengthen my awareness on how nonprofit boards operate through working sessions and guest expert presenters. The teaching and discussions have gone a long way in training to be a better board member."*

*"LCC broadened my awareness of the numerous needs facing residents of Chester County and the variety of wonderful organizations addressing them. It also allowed me to become part of a great cohort of people who, like me, what to make a difference in our community."*

**LESLIE A. RYLKE**  
*Marketing & Creative Services Manager | Chester County Economic Development Council*

**EXPERTISE:** Marketing, communications, storytelling, project management, development

**ATTRIBUTES:** Professional and community connections, expertise, time and dedication

**VOLUNTEERING:** Downingtown Music Parents' Association, Kesher Israel Congregation

**SERVICE INTERESTS:** Youth, women, arts & culture, education





## MELISSA SMITH

Assistant Director, Communications & Learning Solutions |  
Chester County Intermediate Unit

**EXPERTISE:** Branding, marketing & communications, education

**ATTRIBUTES:** Positioning & messaging, effective team collaboration, goal-setting

**SERVICE INTERESTS:** Education, youth leadership

*"Leadership Chester County has not only opened my eyes to the needs and resources within my own community, but even more importantly, to how I could play an effective role on a Board to further the positive impact of one of our amazing nonprofits."*

*"Leadership Chester County has been an eye opening opportunity. I enjoyed learning the tactical skills to take to a board, enabling us to make a positive impact in the community."*

## CASSANDRA WOLESCHOK

AVP, Marketing | Meridian Bank

**EXPERTISE:** Marketing, event planning, email marketing, branding

**ATTRIBUTES:** Optimism, teamwork and dedication to our communities

**SERVICE INTERESTS:** Health, education, financial stability, environment



## CAPRIA STEWART-MILLER

Branch Sales & Service Manager | Meridian Bank

**EXPERTISE:** Banking, team building, sales leadership, customer service, elder care, diversity and inclusion

**ATTRIBUTES:** New ideas for fundraising, the ability to network, banking expertise, an eagerness to learn new skills, professionalism and dedication

**VOLUNTEERING:** A Haven Board member

**SERVICE INTERESTS:** Financial stability, family services, Good Samaritan

*"The Leadership program has enhanced my desire to continue contributing to nonprofits across the Chester County Community, as well as enlightened me on the importance of what it takes to have a balanced and strong decision making board. My passion to help make a difference gives me an advantage to continue being a successful volunteer, as well as a more knowledgeable board member."*

*"At the start of the LCC program I wanted to increase my overall knowledge around nonprofits, but that was it. The more I learned from the curriculum the more I started reaching out to different nonprofits and helping in any way I could. At this time I am actively engaged in a nonprofit in the New York City area that is focused more on helping kids internationally and providing the resources needed to overcome some of the obstacles in order to help them achieve their dreams."*

## JASON WOOTEN

General Manger, STB Operations | Communications Test Design, Inc.

**EXPERTISE:** Supply chain

**ATTRIBUTES:** Looking to partner with a nonprofit that is passionate about helping kids in the community and help bring a renewed perspective

**SERVICE INTERESTS:** Helping kids to overcome challenges



## RHONDA WEST-HAYNES, MHA, BSN, RHIA, CCDS, CCS, CPC

Senior Director Revenue Cycle & Utilization Management |  
Penn Medicine – Chester County Hospital

**EXPERTISE:** Healthcare

**ATTRIBUTES:** Ability to share my expertise in making decisions for the community and the opportunity to give back.

**VOLUNTEERING:** United Way of Chester County Board member

**SERVICE INTERESTS:** Health

*"LCC gave me the tools and resources to assist with becoming a better leader and board member. It showed me how to enable better decision making and how to differentiate between the roles of the board and the nonprofit organizations."*





## THANK YOU 2022 SPONSORS:

*Bentley Systems, Inc.*  
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*Skanska USA Building, Inc.*  
*The Hickman Friends Senior Community of West Chester*

## 2022 ADVISORY COUNCIL:

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Partner  
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Executive Vice President and Provost  
West Chester University

**Neil Bryant**  
VP, Sales Development US & Canada  
Carestream Health

**Jodi Roth-Saks**  
Executive Director  
Jewish Relief Agency  
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Board of Directors

**Claudia Hellebush\*** (through March 2022)  
Retired  
United Way of Chester County

**Christopher Saello**  
President & CEO  
United Way of Chester County

## WITH IN-KIND SUPPORT FROM:

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*Steven Wray, Econsult Solutions*  
*Southern Chester County Opportunities Network (SCCON)*  
*Jane Mack, Friends Services Alliance*  
*Jason Alexander, Capacity for Change, LLC*

## PROGRAM DIRECTOR:

**Mary Anne Feeley**  
Director, Leadership Chester County  
United Way of Chester County