

2025 UWP CONFERENCE

Harrisburg, PA

April 28 - 30, 2025



UNITED WAY
Pennsylvania



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SCHEDULE AT A GLANCE

Sunday, April 27

6:00pm - 8:00pm - Welcome Reception

Monday, April 28

8:00am - 9:00am - Registration Opens and Breakfast Buffet

9:30am - 10:45am - Welcome and Keynote Session: Michael Allison

10:45am - 11:00am - Partner Break

11:00am - 12:00pm - Breakout Sessions

12:00pm - 1:00pm - Lunch

1:25pm - 2:25pm - Breakout Sessions

2:30pm - 3:30pm - Breakout Sessions

3:30pm - 3:45pm - Partner Break

3:45pm - 5:00pm - Keynote Address: Dr. Stephanie Hoopes

5:15pm - 6:00pm - UWP Office Tour

6:00pm - 7:00pm - Dinner

Tuesday, April 29

8:00am - 9:00am - Registration Opens and Breakfast Buffet

9:30am - 10:45am - Welcome and Keynote: Chad Dion Lassiter

10:45am - 11:00am - Partner Break

11:00am - 12:00pm - Breakout Sessions

12:00pm - 1:00pm - Lunch

1:25pm - 2:25pm - Breakout Sessions

2:30pm - 3:30pm - Roundtable Discussions by Role

3:30pm - 3:45pm - Partner Break

3:45pm - 5:00pm - Keynote Address: Dr. Emily Aubele

6:00pm - 9:00pm - Social Reception at the Whitaker Center for Science & Arts

Wednesday, April 30

8:00am - 9:00am - Breakfast Buffet

9:30am - 10:00am - Plenary Session: Too Small To Fail Initiative

10:00am - 10:30am - State of the UWP Network Address: Kristen Rotz

10:30am - 11:30am - Closing Keynote: Booker Farrior

11:30am - Conference Closing

UWP DISTINGUISHED LEADERSHIP AWARD

The UWP Distinguished Leadership Award honors an outstanding Chief Professional Officer for exemplary service, leadership, and dedication to the United Way of Pennsylvania network. This award recognizes individuals who drive positive change through collaboration, innovation, and strategic use of network resources, strengthening both their local United Way and the communities they serve. Congratulations to each of the nominees!



Ronald Frick
Lycoming County United Way

“The thing that strikes me the most about his leadership in the movement, is that when it comes to UW, his answer is always ‘YES.’ He is willing to do anything for the good of the movement. He is someone constantly trying to build other UW leaders up and he walks the talk by taking leadership roles on the UWP board. We are lucky to have someone like Ron.”



Kelly Malone
Schuylkill United Way

“Kelly’s ability to build and develop relationships with both partner agencies as well as supporting businesses across the county have helped sustain the United Way during economically challenging times. Her honesty, integrity, and passion for what she does are all evident to anyone that meets her, and these are some of the driving factors that allow her to build these relationships and represent the United Way in such a positive light in our community.”



William Price
United Way of Venango and Titusville Region

“Will has been committed to the mission of United Way and works continuously to improve the lives of others in the region. His leadership and dedication to community impact drives meaningful change and strengthen local partnerships”



Christopher Saello
Chester County United Way

“Chris is the very definition of network citizenship. His willingness to support and mentor others is well-known and appreciated. Chris is a respected member of his community, has earned the respect of his team and his board, and is a friend to me, our United Way and the United Way of Pennsylvania network.”

Second Floor

★ Parking Garage - Arcade Entrance

To Whitaker Center



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Michael W. Allison, MBA

President & CEO of The Adversity Academy Leadership Development

U.S. Marine Purple Heart Veteran | Keynote Speaker | Best-Selling Author | Leadership & Resilience Expert

KEYNOTE SPEAKER - UWP 2025 ANNUAL CONFERENCE

“Break The Bottle - How to Shatter Limiting Beliefs and Unlock Mindset, Identity, and Peak Performance”

Michael W. Allison is the visionary CEO of The Adversity Academy Leadership Development Group. A U.S. Marine Purple Heart Veteran and award-winning entrepreneur, Michael has inspired global audiences with his powerful message of overcoming adversity, leading with authenticity, and building cultures of accountability. His leadership journey—from combat zones in Iraq to keynote stages with Microsoft, the Department of Defense, and TEDx—demonstrates the power of resilience and transformation.



Connect with Michael:

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 (888) 568-2205

 Instagram | LinkedIn | YouTube | Facebook

MEET OUR SPEAKERS



Michael Allison

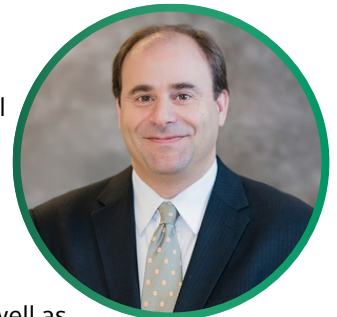
CEO, The Adversity Academy

Michael Allison is a U.S. Marine Corps veteran, a Purple Heart recipient, and the CEO of The Adversity Academy Leadership Development Company. With over two decades of leadership experience, Michael has empowered high-level individuals and Fortune 500 organizations to break through limitations and embrace a mindset of growth and accountability. His journey through the aftermath of 9/11 and the Iraq War, where he led critical missions, shaped his unique approach to leadership under extreme pressure. Michael's insights have been featured in multiple media outlets and publications such as NBC, USA Today and About Face Films. He has spoken on TEDx stages, and earned recognition from INC 5000. In his spare time, Michael enjoys driving his classic muscle car, traveling the world with his family, and showing his commitment to building leadership and trust, starting at home!

Gregg Indictor, CPA

Director, Your Part Time Controller, LLC

Gregg is a Director at Your Part-Time Controller, LLC. He serves as the Market Leader of the Central New Jersey office. Gregg has over 35 years of accounting and financial management experience. Gregg has developed and presented a variety of training programs related to nonprofit accounting, financial management, and accounting systems and applications. He is a frequent presenter for YPTC's own national webinars as well as for external events including the Nonprofit Finance Fundamentals series conducted for the New Jersey Center for Nonprofits; the Chronicle of Philanthropy; the United Way Great Rivers and United Way Western Regional conferences; as well as podcasts for Kaplan Financial Education, LumiQ and Earmark CPE. Gregg received his Bachelor of Science in Accounting with a minor in Economics from Philadelphia-Thomas Jefferson University and is a member of the Pennsylvania Society of CPAs.



Dr. Christy King

Adjunct Faculty, Elizabethtown College



Christy King, Ed.D. is the Internal Evaluator/Associate Director for the Pennsylvania State GEAR UP grant, where she has focused on data visualizations, including equity in data and charts. She has a diverse career background spanning human services, healthcare, and education. Most of her career has been in the intellectual disability system, where she worked for over 15 years in group homes, the Office of Developmental Programs, and as a consultant. She has been a faculty member at Elizabethtown College's School of Graduate and Professional Studies for over 10 years and is also the Program Lead for Human Services. Her skills in mediation and negotiation, honed

through training with the Atlanta Justice Center and volunteering as a mediator, have also been valuable in her work. Her educational background includes a Doctor of Education from Immaculata University, a Master of Education in Health Education from Penn State University, and a Bachelor of Science in Biology and Psychology from Kutztown University. Additionally, Christy has worked as a respiratory therapist and volunteered as an EMT.

Edwin Goutier

CEO, LaunchPath

Edwin is a long-time advocate for innovation and change. Today, he's the CEO of LaunchPath, an AI-powered innovation management platform that liberates the innovation potential of nonprofits, governments, and institutions of higher education. Prior to LaunchPath, Edwin spent 15 years with United Way, which provided him with incredible insight into the needs of mission-driven organizations. He had the pleasure of leading strategy and innovation for United Way Worldwide, landing the organization on Fast Company's Most Innovative Companies list. He loves working with Fortune 500 companies, global NGOs, and local community leaders to reimagine philanthropy and social impact for a more equitable world.





Neal Fogle

Economic and Community Development Educator, Penn State Extension

Neal Fogle is an Economic and Community Development Educator with Penn State Extension. He is based in Northumberland County and has been with Extension for twenty-three years. In his prior work, he was the Columbia County Planning Director for thirteen years after serving as Land Use Planner. He has a B.A. from Shippensburg University in Geo-Environmental Studies and a master's degree in Economic & Community Development from Penn State University. In his work with Extension, he conducts educational programs focusing on community planning, land use, organizational strategic planning, grant writing, community visioning, and local government.

Hattie B. McCarter

Founder, MEND Solutions, LLC

Hattie B. McCarter is a passionate advocate for equity and inclusion, with over 17 years dedicated to dismantling systemic barriers and fostering belonging. Hailing from Enterprise, Alabama, she brings the warmth and resilience of her roots into every space she enters. After earning her master's in Rehabilitation Counseling from Alabama State University, Hattie embarked on a mission to transform workplaces, starting at the Office of Vocational Rehabilitation, where she championed DEI and recruitment efforts for over a decade as a Vocational Rehabilitation Counselor and VR Specialist in Diversity and Recruitment. In 2023, driven by a deep commitment to justice and humanity, Hattie founded MEND Solutions, LLC, a consulting firm devoted to weaving equity into the fabric of organizational culture. Her work is guided by the belief that true leadership begins with compassionate listening and courageous action.



Dr. Wei Chen

Associate Professor, York College of Pennsylvania

Dr. Wei Chen is an Associate Professor of the Graham School of Business at York College of Pennsylvania. He primarily teaches Business Analytics courses at both undergraduate and graduate levels. He earned his Ph.D. degree in Business Analytics and Operations from the University of Pittsburgh and a Master of Statistics from Virginia Commonwealth University. His teaching courses cover from introductory level analytics courses to advanced data mining courses in both undergraduate and graduate programs. His research interests fall in analytics applications in Operation Management, Sports and Healthcare areas.

Dr. Mohammed Raja

Department Chair and Associate Professor, York College of Pennsylvania

Dr. Mohammed I. Raja is an associate professor in the supply chain operations management program at York College of Pennsylvania. Dr. Raja is actively involved with the Association of Supply Chain Management (formerly known as APICS). He is the founding faculty advisor for the APICS Student Chapter and serves as the Executive VP for the APICS-SEPA (Southeast PA) Chapter. He has also earned the CPIM (certified in production and inventory management), CSCP (certified supply chain professional), CTSC (Certified in Transformation for Supply Chain) certifications and Warehouse Management micro certification through ASCM (Association of Supply Chain Management). Dr. Raja also holds a Business Process Integration with SAP S/4 HANA certification from SAP® and is an SAP Certified Application Associate. Dr. Raja has also published several articles in operations management, lean systems, management leadership, and a pedagogical paper on teaching sustainability using Optimization approaches.



Christina Butler

President, Speak Training

Christina is an expert in Clear, Concise, and Confident Communication. Her unique approach to presentation skills has helped hundreds of individuals become better communicators. Having spent two decades working as an Emmy-nominated television anchor and reporter, she knows how to connect with her audience and brings the same level of energy to her programs as she did to breaking news. Christina offers a fresh and innovative perspective on a well-known fact: those who communicate effectively are more successful.

Dr. Jeffrey Woodall

Associate Professor of Marketing and Strategy, York College of Pennsylvania

Dr. Jeffrey Woodall is a highly rated sales and marketing professional, with more than 30 years academic and practical business experience. Jeffrey has held leadership roles in public and private companies, in both for-profit and not-for-profit environments. Dr. Woodall is an Associate Professor of Marketing and Strategy at York College, and Director of the Business Mentor Network. At York College, Dr. Woodall teaches classes in Marketing and Business Strategy, and helps to manage the relationship between the School of Business and more than 40 business mentors in the region. While at York College, he has been a featured speaker at a number of events in the region, including Entrepreneurship Week, Small Business Summit, and the CFO of the Year events. He has been a volunteer at the United Way of York County committees and the Board over the past 15 years, and was named Volunteer of the Year in 2016.



Dr. Ivy Buchan

Principal, Invoke Nonprofit Consulting

Dr. Ivy R. Buchan, Principal at Invoke Nonprofit Consulting, fell in love with volunteerism and board governance as president of her high school community service club. Over the last 20+ years, Ivy has specialized in strategic planning, training, board development, collaborations, foundations, nonprofit management, and evaluation. She earned her Ph.D. from IUP in Administration and Leadership Studies in the Nonprofit Sector, focusing on multidisciplinary team collaboration and engagement. Ivy is an AFP Master Trainer and a State and National Licensed Consultant. She has also edited three nonprofit textbooks, served as a graduate adjunct, started two nonprofits, and currently serves on several community boards.



Kristen Rotz

President, United Way of Pennsylvania

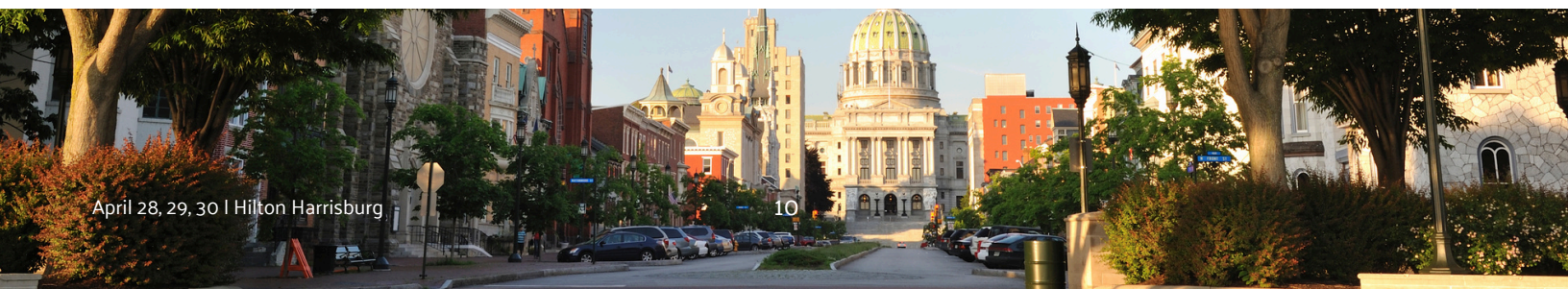
Kristen is an experienced nonprofit association leader with ten years at the helm of UWP. She believes United Way is integral to bring stakeholders together from every sector to advance solutions to community problems, and build equitable, healthy communities. Kristen has led UWP's growth and expanded impact, including a resurgence in UWP's involvement in public policy advocacy. She is responsible for the launch of the ALICE project in Pennsylvania, providing all sectors a data set to understand the full economic picture of our state's working families. She diversified the organization's revenue, and strengthened alignment between the United Way network and PA 211, including the merger of PA 211, Inc. with United Way of Pennsylvania.



Anne Gingerich, MSW

Executive Director, Pennsylvania Association of Nonprofits

As the Executive Director of the Pennsylvania Association of Nonprofits (PANO), Anne holds a firm belief in the abundance of resources available. She approaches her work from a systems approach, engaging multiple individuals and groups to identify and implement collaborative solutions to community problems. At PANO, she "walks alongside" community benefit organizations, increasing their effectiveness, efficiency and financial stability through the advocacy, planning, training, facilitation, and referral services available at PANO. Anne's past experience includes work with the Nonprofit Resource Network at Millersville University, adjunct professor with Millersville University Master of Social Work Program, Senior Development Officer at the Lancaster General Health Foundation, Community Service Director of the United Way of Lancaster County, and Emergency Social Services Manager of the American Red Cross of the Susquehanna Valley.



Stefani McAuliffe

Senior Vice President of Community Impact & Annual Giving, United Way of the Capital Region

Stefani currently serves as the Senior Vice President of Community Impact and Annual Giving at the United Way of the Capital Region where she is responsible for providing leadership, strategic vision and direction to advance community impact initiatives and implement a successful annual fundraising campaign. She is directly responsible for developing and implementing strategies to expand and design an effective system of community planning, resource investment, and partner/community relations in the areas of education, income, health and basic needs.



Heather Turoczi

Associate Vice President of Data and Evaluation, United Way of the Greater Lehigh Valley

Heather Turoczi is the Associate Vice President of Data & Evaluation at United Way of the Greater Lehigh Valley, where she is responsible for leading a Results Based Accountability strategy that answers the questions, "How much did we do? How well did we do it? Is anyone better off?"

Heather believes that data "moves at the speed of trust," a phrase attributable to Adrienne Maree Brown and used in the Robert Wood Johnson Foundation report 'Data for Health: Learning What Works.' She has expanded United Way of the Greater Lehigh Valley's evaluation strategy to include both program investment and systems level outcomes.



Will Price

Executive Director, United Way of Venango and Titusville Region

Will Price serves as the Executive Director of United Way of Venango and Titusville Region. A member of the United Way network since 2012, he brings more than a decade of leadership and service to the organization. Will served for six years on the United Way of Pennsylvania Board of Directors, including as Chair of the Member Services Committee.



Stephanie Hoopes, PhD

Director, United For ALICE

Stephanie Hoopes, PhD, is the National Director of United For ALICE and Chief Research and Impact Officer at United Way of Northern New Jersey. She has a doctorate degree from the London School of Economics and developed the ALICE (Asset, Limited, Income, Constrained, Employed) measures which are now viewed as one of the most accurate measures of financial hardship across the country. The research and partnerships continue to grow and her research has garnered the attention of local, state, and national media, most recently appearing on Matter of Fact with Soledad O'Brien.



Chad Dion Lassiter

Executive Director, Pennsylvania Human Relations Commission

Chad Dion Lassiter is a National Expert in the field of American Race Relations. Mr. Lassiter has worked on race, peace, and poverty-related issues in US, Africa, Canada, Haiti, Israel, and Norway, and is called upon frequently by media outlets to provide commentary on race relations and potential solutions. In April 2023, Mr. Lassiter was appointed by President Biden to the Presidential Advisory Commission on Advancing Educational Equity, Excellence, and Economic Opportunities for Black Americans. He is the current Executive Director of the Pennsylvania Human Relations Commission, where over his five years in this position, he has continued to push the Commonwealth forward in the spaces of DEI Training, Unconscious Bias Training, Anti-Racism Training. He developed and launched a 'No Hate in Our State Townhall' to address the surge of White Nationalism in Pennsylvania; a 'Social Justice Lecture Series' to provide an outlet for the communities in the commonwealth to discuss imperative issues and serve as a Racial Reduction Response team for those communities impacted by hatred. He oversees a staff of 87 with three Regional Offices that comprise the 67 counties in Pennsylvania. He also manages an annual budget of \$11 million dollars. During his appointment, Mr. Lassiter has also developed programs such as, a 'Global Social Justice Initiative,' 'Black and Jewish Beloved Community Dialogue,' and the 'College Race Dialogue Initiative.'





Kelly Cockshaw

Director of Leadership and Innovation, Chester County United Way

Kelly is the Director of Leadership and Innovation at Chester County United Way. In this role, she drives social innovation through strategic technology initiatives, with a strong focus on artificial intelligence to enhance the operational effectiveness of nonprofits. She also leads Leadership Chester County, a premier board training program that equips professionals with the knowledge and skills to make meaningful contributions in the nonprofit sector. Kelly brings over 20 years of experience in high-tech marketing and program development, including 14 years at global enterprise software company SAP. She applies her expertise to bridge the gap between technology and social impact, helping nonprofits navigate the digital landscape.

Katharina Stuerzl

CEO, Leave Your Box With Kat Coaching and Consulting

Kat is an iPEC certified life and leadership coach and speaker specializing in cultivating leaders, empowering authentic self-expression, effective communication, and thriving team dynamics. With a background in HR, career coach and instructor of business in academia, and a master's in cultural studies, she brings a unique blend of strategic insight and a deep understanding of human dynamics and cultural nuances to her work with both individuals and organizations.



Andy Dessel

Adjunct Professor, Elizabethtown College

Born and raised in south central Pennsylvania, Andy has had a lifelong commitment to serving his community and to the ideals of United Way. This commitment energizes and informs his service as Chair of the Board of UWP. He currently teaches at Elizabethtown College and previously served as the Health Innovations Manager with the Central Pennsylvania Food Bank. Previously, he served with the PA Governor's Office of Citizen Service as Program Officer helping to strengthen and develop the AmeriCorps national service network in PA. Andy has served as an AmeriCorps VISTA member and serves on several nonprofit organization boards and committees including with

Harrisburg Walk to End Alzheimer's and as a committee member of the HACC Foundation Allocations Committee.

Daysha Illarza

Impact Manager, United Way of York County

Daysha currently serves as the Impact Manager for the United Way of York County. Daysha plays an integral role in advancing impact strategies and fostering equity-driven initiatives. Daysha is deeply involved in community initiatives, serving as Vice Chair of the York County Homeless Coalition, a proud member of the YWCA's Racial Justice Committee, and serves as the Confronting Racism Coalition Coordinator. Through these initiatives, Daysha has contributed to multiple efforts that drive systemic change. Her accomplishments in equity work include curating and leading the United for Equity training series at United Way of York County, playing a key role in piloting the Ride United Lyft program for equitable transportation access, organizing the YWCA's Black Maternal Health Series, and actively contributing to initiatives that advocate for Black and Brown communities.



Laura O'Grady

Vice President of Impact and Strategy, United Way of York County

Laura O'Grady is the Vice President of Impact and Strategy for United Way of York County, where she is responsible for implementing a refreshed issue-focused impact agenda that is guided by community, informed by data, and rooted in equity. Her previous roles include Vice President of Advancement and Communications for York Day Early Learning, and Director of Library Services for Hershey Public Library. Laura also serves as the Chair of the Board of Directors for the York City Parks Conservancy. Laura has a BA in History from York College of Pennsylvania and a MS in Library Science from Pratt Institute.

Marissa Christie

President & CEO, United Way of Bucks County

Marissa Christie is President & CEO of United Way of Bucks County, where she led a major turnaround, more than doubling the organization's impact and revenue. As a United Way leader, she's known for blending creativity and strategy to drive sustainable, high-impact results. Marissa is one of six global Subject Matter Experts on revenue diversification for United Way Worldwide, coaching peers across the network. Before entering the nonprofit world, she spent nearly a decade in the book industry in the U.S. and New Zealand—and can still tell a good story when it counts.



David Hammarberg

Partner, McKonly & Asbury



David is a Partner with McKonly & Asbury. He has been an integral part of the firm for over 20 years, serving clients in a variety of information technology and accounting capacities. David's expertise and service focus areas include SOC for Service Organizations, SOC for Cybersecurity, HITRUST, CMMC, forensic accounting, internal controls and security testing, data extraction, and improved efficiency through the application of technology. David's specialized IT experience not only serves clients, but the team as well. He has maintained advanced certifications and has experience with various server operating systems; VMware and enterprise accounting systems; as well as core networking experience at the switch and router level.

Melody Zimmerman

Public Policy Director, United Way of Pennsylvania

Melody is the Public Policy Director for United Way of PA. She has worked in the financial empowerment and legislative affairs space for more than a decade, specializing in housing, income support, and community economic development. Melody started her career as the Federal Policy Associate for Prosperity NOW (formerly CFED) in 2010 working on asset building legislation including SSI asset limit reform, automatic IRA, and federal funding for IDAs. Since then, she has provided policy and advocacy efforts for several organizations, including for the National Community Reinvestment Coalition, the South Carolina and Pennsylvania General Assemblies, and Greater Philadelphia Association of Realtors and the National Housing Resource Center.



Dr. Emily Aubele

Vice President, PA 211



Emily's professional background includes over 25 years in higher education administration. She began her time with United Way of Pennsylvania in 2018 as the Special Projects Manager for PA 211, then moved into the role of Quality Assurance Director for the Pennsylvania statewide system. In her current role as Vice President of PA 211, Emily is responsible for providing executive leadership for the statewide 211 operations, facilitating the attainment of strategic goals and initiatives, supporting regional partners in the delivery of 211 services, and building collaborative and sustainable relationships with community based organizations and others to foster awareness and support of 211. She completed her Bachelor's degree at Westminster College, her Master's at Kent State University, and her Doctorate at the University of Pittsburgh.

Miya Fieleke

Manager of Community Partnerships, Too Small to Fail

Miya Fieleke is the Manager of Community Partnerships at Too Small to Fail, the early childhood initiative of the Clinton Foundation. Miya supports the development and expansion of Too Small to Fail's "Talking is Teaching" Community and Statewide Campaigns. In her role, Miya helps organizations plan, launch, implement, and adapt their Talking is Teaching campaigns to best meet families where they are with tools to talk, read, and sing with their young children. Miya holds a bachelor's degree from New York University's Department of Teaching and Learning.





Perri Chinalai

Managing Director of Program Strategy & Innovation, Too Small to Fail

Perri Chinalai is Managing Director of Program Strategy & Innovation at Too Small to Fail, the early childhood initiative of the Clinton Foundation. Perri oversees the Initiative's partnerships with locally based non-profits, state and government agencies, corporations, and national organizations. She also leads the scaling of Too Small to Fail's "Talking is Teaching: Talk, Read, Sing" campaigns focused on providing parents and caregivers with information about children's early brain development. Before joining Too Small to Fail, Perri served as Managing Director at StoryCorps where she designed and implemented initiatives focused on serving diverse communities with cultural humility and empathy. Perri holds a master's degree in media studies from The New School and a bachelor's degree in photography and art history from the Rhode Island School of Design.

Booker Farrior, ACC

Founder and Executive Coach, Coaching By the Book

Drawing from three decades of corporate leadership across Fortune 500 companies, Booker Farrior transforms executives into extraordinary leaders who drive meaningful impact. As a trusted executive coach, he combines deep business acumen with mental fitness and leadership development expertise to help senior leaders confidently navigate pivotal career moments. His unique approach, shaped by experience in logistics, professional services, energy, pharmaceutical, and finance sectors, empowers leaders to turn organizational complexity into strategic advantage. Grounded in his industrial engineering and global supply chain background, Booker provides a structured yet supportive coaching experience where clients - from emerging executives to the C-suite - find an engaging accountability partner committed to their professional growth and success.



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2025 CONFERENCE SCHEDULE

MONDAY, APRIL 28

8:00am: Registration & Breakfast Buffet Opens

Allegheny/Susquehanna

Breakfast includes breakfast pastries, fresh fruit, scrambled eggs, breakfast meats, breakfast potatoes, coffee, hot tea, and juice.

9:30am: Keynote Address

Juniata/Delaware

Welcome Message: Timothy Fatzinger, President & CEO, United Way of the Capital Region

Break the Bottle: How to Shatter Limiting Beliefs and Unlock Mindset, Identity, and Peak Performance, Michael Allison

In this powerful keynote, Michael Allison delivers a transformational message designed to help leaders, entrepreneurs, and professionals break through the self-imposed barriers that hold them back. Break The Bottle is a call to action for those ready to shatter limiting beliefs, embrace a growth mindset, and unlock their true identity and potential to achieve peak performance in life and business. Drawing from his own experiences of overcoming adversity in the military, entrepreneurship, and leadership. Michael provides actionable frameworks, strategies and insights that inspire audiences to challenge their mental barriers and redefine their personal and professional paths. With a dynamic blend of storytelling, practical advice, and motivational guidance, participants will walk away equipped to achieve peak performance in both personal and professional endeavors.

11:00am: Breakout Sessions

A. Understanding Overhead... So It's Not Over Your Head, Gregg Indictor, CPA

Metropolitan B

Understanding overhead is vital to strong financial management for every organization. In this presentation, we will debunk the overhead myth and discuss what is an appropriate administrative ratio to maintain for nonprofit organizations. To develop more effective financial analysis, we will demonstrate the importance of reasonable and consistent cost allocations, as well as how revenue diversification can play a part in the overhead process.

B. Conflict Resolution and Negotiation: Enhancing Collaboration Through Effective Strategies, Dr. Christy King

Metropolitan A

In today's fast-paced work environment, conflict is inevitable—but it doesn't have to be destructive. This interactive one-hour workshop will guide participants through key strategies for effectively leading conflict resolution and negotiating outcomes that foster collaboration and mutual understanding. We'll explore how understanding your personal conflict style can improve your interactions with others, allowing for more constructive discussions even in challenging situations.

C. Innovate for ALICE with AI, Edwin Goutier

Metropolitan C

This session will provide UW staff with best practices and tools to design new solutions to the needs of the ALICE population. By using inclusive innovation techniques and widely available AI tools, UWs can supercharge their community listening, problem framing, human centered intervention design, piloting, and funding of breakthrough solutions that benefit ALICE. Participants will leave with a deeper understanding of how innovation best practices can enhance impact, a printed toolkit that guides them through the innovation process, and specific AI tools and techniques that will save time and money while delivering exciting new thinking.

12:00pm: Lunch Sponsored by Highmark Bright Blue Futures

Allegheny/Susquehanna

Sponsored By:

Lunch includes a soup and salad bar with vegetarian minestrone and chicken and roasted corn soup, chicken salad sandwiches, along with a variety of salad options and desert.

 **BrightBlueFutures**

1:25pm:

Breakout Sessions

A. Effective Grant Writing & Grant Management, Neal Fogle

Metropolitan C

The process of grant writing has multiple components beyond completing a grant application. Items such as project identification, researching potential funders, establishing relationships, and preparing for and following up with grant management all come into play. In this session, participants will learn important aspects of: establishing a need and Finding Funders, addressing the components and expectations of grant writing, writing a grant proposal, and showcasing and managing your project.

B. Who Got Space? The Don't Talk About It But Be About It Transformational Allyship Framework, Hattie B. McCarter

Juniata/Delaware

Allyship has become a buzzword, often diluted to hashtags, slogans, or fleeting moments of public support. But the question remains: Who's truly "about it," and who's just talking? For system leaders, allyship isn't a choice—it's a responsibility. It's about leveraging your position to create sustained, transformative change in ways that ripple far beyond the walls of your organization. Allyship isn't quoting Dr. Martin Luther King, Jr., or reposting a Maya Angelou quote on social media. It's not a bumper sticker, a t-shirt, or a fleeting moment of discomfort. True allyship means stepping into the arena of discomfort, dismantling oppressive systems, and confronting the ways privilege shows up in our decisions, behaviors, and organizational structures. It's the difference between looking the part and living the part. It's the difference between performative and transformational.

C. Data Driven Decision Making, Dr. Wei Chen and Dr. Mohammed Raja

Metropolitan B

Sponsored By:



Unlock the power of data to make informed, impactful decisions in your organization. This session will explore the fundamentals of understanding and interpreting data, then take a deeper dive into ALICE data to uncover community-level insights. Participants will learn how to use data to guide strategy, improve outcomes, and strengthen organizational impact. Designed for those with intermediate Microsoft Excel knowledge, this session goes beyond the basics to explore more advanced tools and analysis techniques.

**Intermediate knowledge of Excel advised.*

2:30pm:

Breakout Sessions

A. Clear, Concise, and Confident Communication

Metropolitan A

Dr. Jeffrey Woodall and Christina Butler

Sponsored By:



Clear, Concise, and Confident Communication is crucial in today's fast-paced world. This interactive program equips participants with innovative communication skills and presentation strategies that will help them deliver better messages to donors, colleagues, local legislators, and partner agencies. Participants will discover the critical distinction between knowing your audience and understanding your audience, and master the art of attracting and holding your audience's attention through effective visual, verbal, and vocal skills.

B. Maximizing Your Board's Potential, Dr. Ivy Buchan, Anne Gingerich, and Kristen Rotz

Metropolitan C

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A strong, engaged Board can be one of your greatest assets—but managing and leveraging that potential takes effort. This session will explore Board management best practices, Standards of Excellence, and how to effectively utilize your Board's skills, expertise, and relationships to advance your mission. Our panelists will also discuss how to navigate challenges, from tough conversations to differing personalities, ensuring your Board operates as a powerful driver of impact.

C. Measuring Success in Your Community

Juniata/Delaware

Stefani McAuliffe, Will Price, and Heather Turocz

This session will explore various approaches to measuring success in community and how the information can be used to help communities grow, build stronger engagement, and track progress toward short and long term goals. Panelists represent United Ways that vary in size, scope and frameworks used for outcome measurement. Attendees will learn about how other United Ways measure their program performance, how the data is used to advance their work, and how both qualitative and quantitative data is used to engage donors. This breakout session should leave participants feeling equipped with both the theoretical knowledge and practical tools to measure success in their communities.

3:45pm:
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Keynote Address

Juniata/Delaware

Understanding ALICE in Today's Economy, Dr. Stephanie Hoopes

Dr. Hoopes will share the latest research and tools from United For ALICE and discuss what the latest changes in the economy mean for our work. She will start by getting us on the same page with ALICE with the soon to be released interactive activity that walks us through the difficult decisions ALICE (Asset Limited Income Constrained Employed) workers and families face during a month as they struggle to pay the bills and experience unexpected emergencies. Then she will share highlights from the forthcoming State of ALICE report and will end with a discussion on how ALICE fits in the current economic climate.

5:15pm:

UWP Office Open House

UWP Office Building

For those interested in touring UWP's new office space at 240 N. 3rd Street, Harrisburg, PA, please meet at the registration table at 5:15 PM.

6:00pm:

Dinner & Raffles

Allegheny/Susquehanna

Dinner will include fresh fruit, salad, and seafood chowder, with beef, chicken, and vegetarian entrée options. Vegetable and potato sides will be served, along with dessert.

TUESDAY, APRIL 29

8:00am:

Registration & Breakfast Buffet Opens

Allegheny/Susquehanna

Breakfast includes breakfast pastries, fresh fruit, scrambled eggs, breakfast meats and potatoes, coffee, hot tea, and juice.

9:30am:

Keynote Address

Juniata/Delaware

Building The Beloved Community: Humanity Matters, Towards a Pedagogy of Justice

Chad Dion Lassiter

This Keynote will highlight from a strengths based perspective the importance of cultural awareness and humility in the fight for justice and equality. Participants will learn of themes of cultural awareness and humility along with what justice looks like in the public square.

11:00am:

Breakout Sessions

Metropolitan C

A. AI 101 & Beyond: ChatGPT, Digital Capacity Building, and the Power of Partnerships, Kelly Cockshaw

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Artificial Intelligence is transforming the way we work—but what does that mean for nonprofits and the United Way network? How can organizations with limited resources take advantage of AI tools like ChatGPT to enhance their impact? Join this interactive session to explore the fundamentals of AI, get hands-on with ChatGPT prompts, and discover how United Way can lead the charge in building digital capacity for the nonprofit community. We'll discuss practical ways to integrate AI into your work, from simple automations to full-scale capacity-building programs. Plus, learn how strategic partnerships can amplify these efforts, ensuring nonprofits are equipped to thrive in an AI-powered world. Whether you're an AI skeptic or an enthusiast, this session will provide actionable insights to help you navigate the opportunities and challenges of AI in the nonprofit sector.

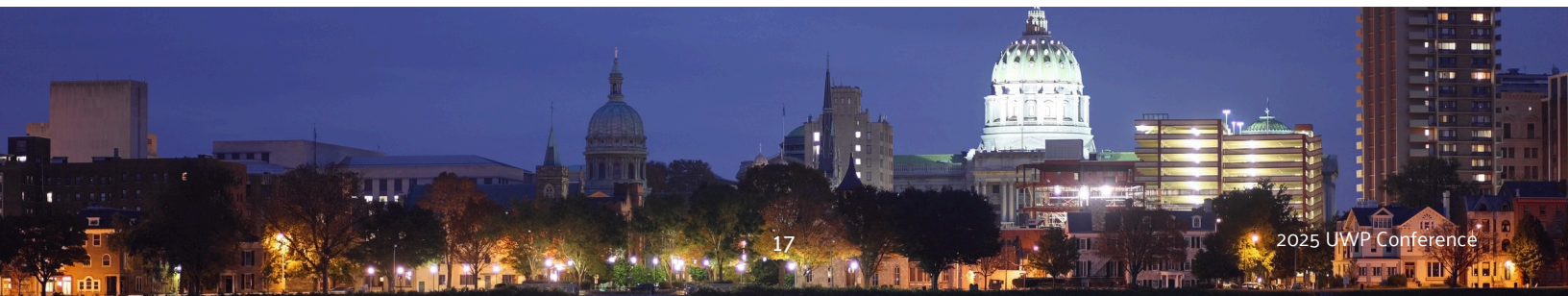
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B. United is the Way: Your Ignited H.E.A.R.T. is the Start, Katharina Stuerzl

Metropolitan A

Participants will leave reenergized, with a deepened sense of self awareness and clarity how they can connect to United Way's mission being their truest self, leveraging their highest potential to serve community members.



C. Creating an Equitable Impact Strategy *Andy Dessel, Daysha Illarza, and Laura O'Grady*

Metropolitan B

In this session, participants will have the opportunity to learn about designing and implementing an equitable impact strategy. Participants will gain a deeper awareness of environmental changes happening locally and in the national context. Session attendees will learn about how the United Way of York County is advancing an equitable impact agenda through a commitment to developing priorities and programming around the ALICE population. Finally, participants will have the opportunity to collaboratively apply their learning from the session to strengthen their local United Way organizations and their commitments to improving their communities. Ultimately, participants will walk away from this session with a renewed understanding of the importance of equitable impact and with additional knowledge to develop a sustainable equitable impact agenda for your United Way.

12:00pm: Lunch

Allegheny/Susquehanna

Lunch features a medley of BBQ favorites, including burgers and BBQ grilled chicken breasts, served with classic sides such as loaded potato salad, baked beans, corn, tater tots, salad, and desserts.

1:25pm: Breakout Sessions

A. Revenue Diversification: Actionable Appeals & Community Catalysts

Metropolitan A

Marissa Christie

Sponsored By:



Need a practical guide to raise more money and expand donor engagement? “Issue Based Community Campaigns” are one of UWW’s current revenue diversification pilots, but you are invited to test the model locally as an independent implementer. We will work through a clear framework for: Engaging new donors and volunteers through targeted, time-bound campaigns; Leveraging partnerships and local networks to amplify impact; Optimizing marketing, fundraising, and stewardship for long-term success. Designed for United Ways looking to innovate and grow, you will turn unmet needs into diverse and sustainable funding – and stronger community connections.

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B. Important Factors to Consider in a Small/Medium Size

Metropolitan B

Nonprofit Organization’s Cyber Security, David Hammarberg

For organizations with larger resources, it is often difficult to secure an environment. We will talk about how your organization with limited resources can take steps to secure your environment. No organization can be completely secure, but you can take steps to drastically reduce your security risk exposure. This presentation will go over some cyber security fundamentals that your organizations should adhere to.

C. Advocacy Training 101: How to Effectively Champion

Metropolitan C

ALICE Policies to Lawmakers, Melody Zimmerman

This conference session, exclusively for United Way members, focuses on learning effective strategies to advocate for policy change at the federal, state, and local levels for ALICE households. Attendees will develop tools to communicate to policymakers and engage in grassroots advocacy. This session will help prepare you for everything from individual meetings with your local legislators to participating in meetings during UWP’s Hill Day on May 13.

2:30pm: Roundtable Discussions By Role

A. Resource Development Roundtable, Facilitator: Matt Ceruti

Juniata/Delaware

Join Resource Development colleagues for roundtable discussions on innovative efforts, challenges, and idea sharing.

B. CPO Roundtable, Facilitator: Ron Frick

Allegheny/Susquehanna

Join Chief Professional Officers for roundtable discussions on honest conversations, innovative efforts, and idea sharing.

C. Community Impact Roundtable, Facilitator: Nikki Farrior

Juniata/Delaware

Join Community Impact colleagues for roundtable discussions on innovative efforts, challenges, and idea sharing.

3:45pm:

Keynote Address

Juniata/Delaware

211

Pennsylvania

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United is the Way: A Beacon of Hope In Gray Skies, Dr. Emily Aubele

When communities face their darkest moments, local United Ways and 211 can serve as powerful beacons of support, illuminating pathways through crisis and uncertainty. These extensive networks provide scaled and critical lifelines, serving as strategic coordination hubs and connecting vulnerable individuals with essential resources across 99% of the United States. This presentation will explore some recent work by PA 211 and other 211's across the nation and discuss the important role local United Ways can play to help build community preparedness and resilience, ensuring that when challenges arise, no individual or family is left in the dark.

6:00pm:

Member Reception and Social Event

Whitaker Center

Join UWP for a special evening at the Whitaker Center, where we'll enjoy private access to two floors of the Discovery Science Center—a fun, interactive venue featuring hands-on, STEM-based exhibits. An on-site educator will be available as you network and explore. Appetizers will be served from 6:00 PM to 7:00 PM and a cash bar will be available until 9:00 PM. Conveniently attached to the Hilton Harrisburg, the Whitaker Center can be accessed through the arcade entrance on the hotel's second floor.

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WEDNESDAY, APRIL 30

8:00am:

Breakfast Buffet Opens

Juniata/Delaware

Breakfast includes breakfast pastries, fresh fruit, scrambled eggs, breakfast meats and potatoes, coffee, hot tea, and juice.

9:30am:

Plenary Session

Juniata/Delaware

Too Small To Fail Initiative, Perri Chinalai and Miya Fieleke

This session will highlight a partnership between United Way of Pennsylvania, Too Small to Fail, and the Barbara Bush Foundation for Family Literacy to bring early literacy support and tools to communities across the state. Participants will learn about Too Small to Fail's evidence-informed strategies to promote early brain and language development, and how organizations across the country have utilized and adapted them for their own communities. Participants will also receive free Too Small to Fail and Barbara Bush Foundation for Family Literacy resources.

10:00am:

State of the UWP Network Address

Juniata/Delaware

Kristen Rotz, President of United Way of Pennsylvania will provide an update on the work completed by UWP in 2024 and our progress so far in 2025. The winner will be announced for the Distinguished Leadership Award.

10:30am:

Closing Keynote Address

Juniata/Delaware

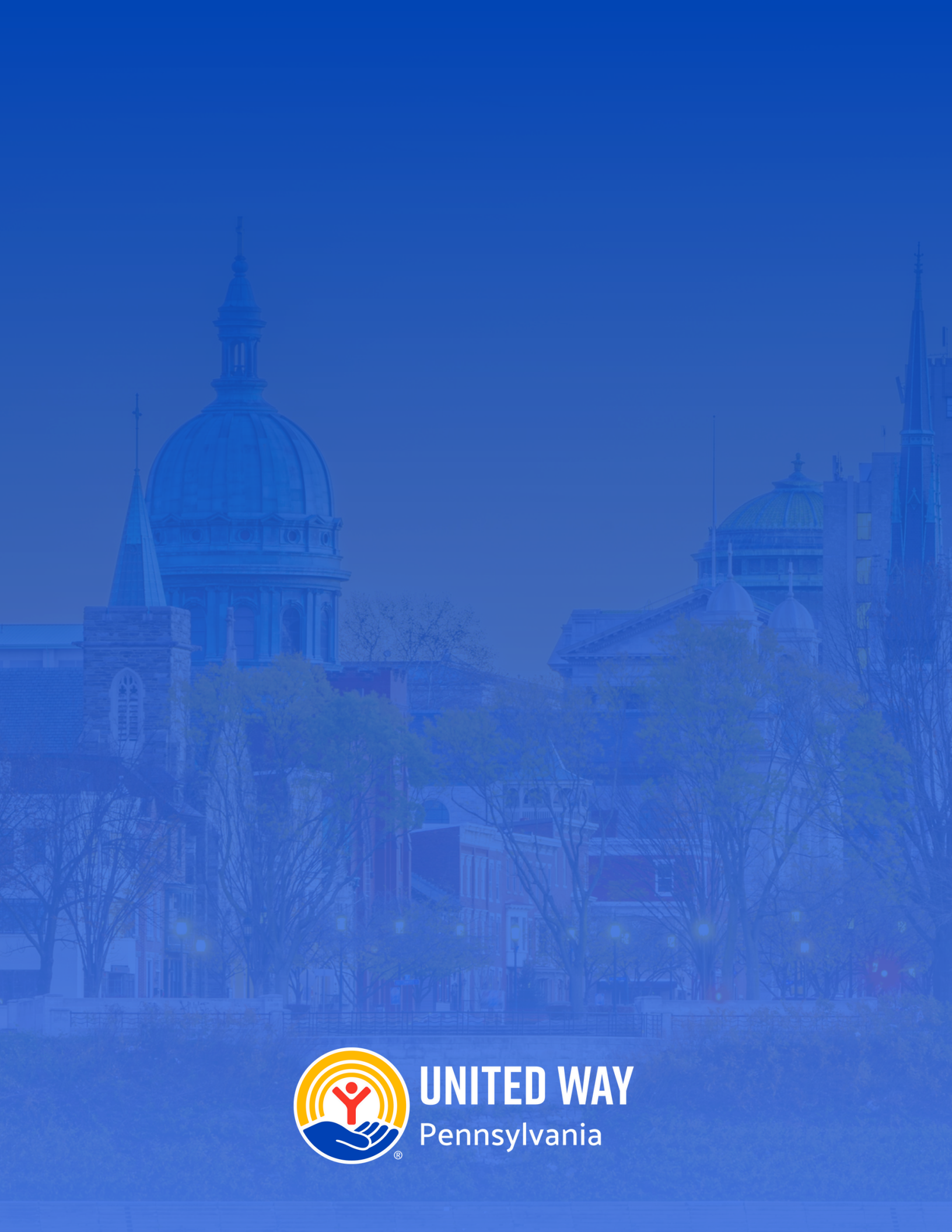
The Three Lenses of Leadership – Seeing Yourself, Your Team, and Your Community Clearly, Booker Farrior, ACC

Booker will explore the concept of leadership through three transformative lenses: personal, team dynamics, and community impact. Participants will be encouraged to reflect on their leadership journey, how they cultivate and support their teams, and how to engage their communities effectively. Through this approach, leaders can integrate these lenses to amplify their effectiveness and see how small shifts in perspective can lead to monumental organizational change and impact.

11:30am:

Conference End

Juniata/Delaware



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