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Speaker: Ron Hetrick, President & CEO, WITF, Inc.

Ron Hetrick is only the 6th executive to lead the 56-year-old public media organization. Ron works to enrich civic life in Pennsylvania by connecting WITF's worthwhile information, entertainment, and educational services to the region and ensuring that WITF's content remains accessible and relevant to the community it serves.

Topic: Co-creating Communities of Value – Lessons from a Non-Profit

Key Take-aways:

- Nurture the passion of influencers and employee advocates
- Find your core to engage differently – more deeply
- Develop your authentic voice for social belonging
- Engage in 2-way communication - Listen, Reflect, Respond, Change
- Learn from emerging community-based models and social connections of not-for-profits
- Make community a priority, knowing you will learn and evolve along the journey

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