MEET THE SPEAKERS



NATALIE WILLIAMS

**EXECUTIVE DIRECTOR,
HEALTHY YORK COALITION**

Natalie currently serves as Executive Director of Healthy York Coalition and joined the Coalition in March 2021. In her role, Natalie is employed by WellSpan Health as a member of the Community Health & Engagement team with accountability to Healthy York Coalition's Leadership council and steering committee. Natalie leads the coalition's advancement of goals and priorities to improve health and well-being for all York County residents.

Natalie has been highly engaged in the York community for many years and brings a wealth of experience. Natalie comes to the Coalition from United Way of York County, where she served as Vice President of Community Impact since October 2019 and previously as Assistant Director, Community Impact. Prior to joining United Way of York County in 2017, Natalie served as Small Business Liaison for Downtown, Inc. for several years where she worked closely with City of York and York County Economic Alliance. Earlier in her career, Natalie worked as Community Development Coordinator for Realtors Association of York and Adams Counties. Natalie holds a Master's Degree from York College of Pennsylvania in Public Policy and Administration. She earned her Bachelor of Science in Psychology- Business Option, from Pennsylvania State University.

In addition to a community-focused professional career, Natalie volunteers her time and expertise to several meaningful York County initiatives. Natalie actively served on Healthy York's Steering Committee since 2018. She was on the board of York Opioid Collaborative and currently serves on the Children's Home of York & Leadership York board of directors. She most recently chaired the York County Coalition on Homelessness. She previously served as President and Secretary of the Junior League of York. Natalie has previous community experience in local government, housing, and food related task forces and committees. In her free time, she enjoys traveling and spending time with her husband Patrick and their children, Evie and Cliff.



JENNY ENGLERTH

**PRESIDENT & CEO,
FAMILY FIRST HEALTH**

Jenny Englerth has spent over 25 years working to improve the health of vulnerable populations through her employment with federally qualified community health centers. Currently, she serves as the President & CEO of Family First Health, a not for profit health care system providing high quality and cost-effective care in urban and rural communities throughout south central Pennsylvania. Since joining the organization in 2004, Family First Health has more than doubled its footprint and patient volumes while consistently meeting or exceeding state and national quality benchmarks.

She takes every opportunity to work with community initiatives focusing on health-related issues, including education and advocacy on the health care transformation. Since the passage of the ACA in 2010, Jenny has provided numerous presentations and media appearances and contributed to the national dialogue through participation in various publications and panels, including the National Press Club. She will continue to deploy her passion for health equity and policy in the current rapidly changing environment. She has contributed to pieces in ProPublica and WITF's Smart Talk and more recently has contributed to the state and local dialogue on the impact of COVID-19 on vulnerable populations.

Jenny's passion for system level change, knack for breaking down complex problems into actionable pieces, and engaging diverse voices has positioned her to lead many change initiatives. Most recently, she assumed the role of Chair of the Healthy York Coalition, where she is currently leading a county level study on opportunities to improve local public health infrastructure. She served as the founding board chair for the PA Coalition on Oral Health and more recently was the founding Board Chair of the White Rose Leadership Institute. She serves as the Pennsylvania representative for OPEN, Oral Health Progress and Equity Network, a national movement aimed at increasing equity in oral health access. She leads health equity work at a state and local level and in doing so is an advocate for building tables that value all voices and experiences.



JEFF VERMEULEN

**CHIEF OF STAFF,
YORK COLLEGE OF PENNSYLVANIA**

At York College of Pennsylvania, Jeff Vermeulen serves as Chief of Staff and Vice President for Community Engagement, where he supports the President in advancing institutional priorities, strengthening organizational effectiveness, and deepening York College's connections with regional partners. His portfolio includes oversight of the College's government relations strategy and leadership of the externally facing centers—Knowledge Park, the J.D. Brown Center for Entrepreneurship, the Gunter-Smith Center for Community Engagement, and the Graham Center for Collaborative Innovation. In this role, Mr. Vermeulen guides initiatives designed to expand experiential learning, accelerate economic development, and enhance the College's visibility and impact throughout Southcentral Pennsylvania.

Since joining York College in 2010, Mr. Vermeulen has played a central role in cultivating strong relationships with business and civic leaders, City and County officials, and State and Federal legislators. He helped shape the vision and launch of Knowledge Park, supported industry-academic partnerships, and coordinated strategic projects that advance workforce development and innovation across the region. Before becoming Chief of Staff and Vice President, he served as Assistant Vice President for External Relations and Executive Director of Knowledge Park and the J.D. Brown Center for Entrepreneurship.

Mr. Vermeulen's career spans more than two decades of leadership in economic development and community engagement. Prior to his arrival at York College, he helped establish a business incubator system within the University of South Florida network in Polk County, Florida. Earlier roles include serving as President of the Delaware County Chamber of Commerce in Media, Pennsylvania, and as Executive Vice President of the Home Builders Association of Chester & Delaware Countie.

Mr. Vermeulen is a past Chair of the York County Economic Alliance Board of Directors, a member of the York Catholic High School Board of Directors, a member of the General Authority of Southcentral Pennsylvania, and serves on the York Advisory Board for Traditions Bank, now a division of ACNB Bank.

Mr. Vermeulen earned his bachelor's degree from Temple University and a Master of Science from Neumann University. He and his wife, Michelle, reside in York Township, Pennsylvania, with their three children.

MEET THE SPEAKERS



JENNIFER BRILLHART

**PRESIDENT & CEO,
YORK COUNTY FOOD BANK**

Jennifer Brillhart leads the fight against hunger in York County as President & CEO of the York County Food Bank. Since 2016, she has driven a period of transformational growth and innovation, expanding the organization's budget from $2.9 million to $10 million, quadrupling food distribution , and positioning the Food Bank as a model for modern hunger relief. Jennifer has championed forward-thinking programs that remove barriers to food access, including a state-of-the-art client-choice food pantry, online ordering and scheduling platforms, mobile pantry and delivery services, and other innovative approaches designed to meet neighbors where they are. Through these efforts the Food Bank now distributes more than 4.5 million pounds of food annually and collaborates with over 100 partner nonprofits to serve communities across York County.

Beyond her role at the Food Bank, Jennifer chairs Hunger-Free Pennsylvania and actively advocates for statewide policies that strengthen food access for vulnerable populations. Her leadership extends to numerous committees and task forces dedicated to addressing food insecurity and poverty.
Jennifer's career spans more than two decades in nonprofit management and fundraising. She previously held senior development roles at SpiriTrust Lutheran and YWCA York, where she spearheaded major campaigns, and served as Business Manager for The Rock School for Dance Education in Philadelphia.

A Certified Fund Raising Executive (CFRE), Jennifer earned her Master of Public Administration in Public and Nonprofit Management from New York University and a Bachelor of Arts in Leadership Studies from the University of Richmond.



NORA CARRERAS

**ASSOCIATE PRINCIPAL,
HEALTH MANAGEMENT ASSOCIATES**

Nora L. Carreras is an Associate Principal with Health Management Associates (HMA), where she advises state and local agencies, health plans, provider organizations, and community-based partners on Medicaid policy, program strategy, stakeholder engagement, health equity, and the delivery of health and social services. She brings more than 25 years of leadership experience across the public, private, and nonprofit sectors and is known for translating complex policy changes into practical considerations for governments, service providers, and communities.

Before joining HMA, Nora served as Special Advisor to the Secretary and Executive Policy Specialist at the Pennsylvania Department of Human Services. In these roles, she supported high-priority initiatives involving Medicaid, behavioral health, social determinants of health, nonprofit partnerships, the benefits cliff, and cross-sector collaboration. She also previously served as Chief Program Officer and Planner for Community Progress Council, York County's Community Action Agency, where she oversaw programs including Work Ready, housing and case management, WIC, and community centers, with a focus on helping individuals and families achieve economic self-sufficiency.

Nora's combined experience in Medicaid policy, state government, and community-based service delivery informs her perspective on work requirements and the implications of HR-1 for individuals, families, providers, and local systems. She holds a Master of Public Administration and is a doctoral candidate in Public Administration at Penn State Harrisburg.



JENNIFER LLOYD JENNELLY

**DIRECTOR OF STRATEGIC PLANNING & PARTNERSHIPS,
PENNIE**

Jennifer Lloyd Jennelly holds a Bachelor of Science in Social Studies Secondary Education and Minor in Political Science from Elizabethtown College and a Master of Public Administration and Policy from American University.

She began her career at the Pennsylvania Insurance Department working in market regulation and then in 2019 transitioned to help launch Pennie, PA's first state-based health insurance marketplace.

Her core competencies include legislative affairs, public health policy, strategy development, organizational vision setting, and project management.

MEET THE SPEAKERS



SHILA ULRICH

**PRESIDENT & CEO,
CENTRAL PENNSYLVANIA FOOD BANK**

Shila Ulrich serves as the Chief Executive Officer of the Central Pennsylvania Food Bank, where she leads the organization's mission to reduce hunger and strengthen communities across the region. With a career rooted in service, collaboration, and systems-level thinking, Shila brings a deep understanding of both the charitable food network and the broader social conditions that shape food insecurity.

Prior to assuming her role at the Food Bank, Shila served as Executive Director of The Caring Cupboard, a choice food pantry serving the Palmyra, Annville, and Cleona communities. During her tenure, she led significant organizational growth, including the successful effort to assume operations of the JOY Food Pantry in Jonestown. Under her leadership, The Caring Cupboard was recognized as Partner of the Year Runner-Up in 2018 by the Central Pennsylvania Food Bank, an organization with more than 1,000 partner agencies.
Shila is deeply committed to community-driven solutions and has served in numerous leadership and advisory roles. She served on the boards of Palmyra Interfaith Manor and the Lebanon County Housing Authority, and was a member of the Better Together Lebanon County Steering Committee and the Healthy Food Access Committee, where she previously served as co-chair. Alongside other community leaders, she co-founded Palmyra's Great Give, a grassroots initiative that has raised more than $200,000 for over 50 local organizations since its beginning.

In recognition of her leadership and community impact, Shila was inducted into the Lebanon County Women's Hall of Fame in 2018 in the category of Women Demonstrating Leadership. She also received an Alumni Citation from Lebanon Valley College in 2022 for her contributions to the community.

Earlier in her career, Shila spent a decade working in community mental health settings, including both outpatient and inpatient care. She also volunteered with The Caring Cupboard for nine years prior to joining its staff. These experiences have shaped her holistic, people-centered approach to nonprofit leadership.
Shila holds a Bachelor of Science in Psychology from Lebanon Valley College, a Master of Social Work from Temple University, and a Certificate in Nonprofit Leadership from Duke University.



ALLISON COCCIA

**DIRECTOR, GOVERNMENT RELATIONS
WELLSPAN HEALTH**

With over a decade of experience in government relations, Allison Coccia is a seasoned public policy professional known for building strategic relationships and navigating complex legislative environments.

Allison Coccia joined WellSpan Health's Government Relations team in June of 2025 as the Director of Government Relations.
As Director of Government Relations, Allison lobbies the state legislature on WellSpan's behalf, advocating for policies that support healthcare access, AI innovation, EMS services, crisis response, medical liability reform, and other critical healthcare priorities.

Prior to joining WellSpan Health, Allison served for almost five years as the Director of Political Engagement for the Pennsylvania Chamber of Business and Industry where she helped lead the effort to pass the historic reduction of Pennsylvania's corporate net income tax in Act 53 of 2022; implemented a legislative scorecard; directed their independent expenditure program, successfully electing and re-electing pro-business candidates; and more than doubled the size of their political action committee.

Allison also formerly served for five years as the Director of Government Relations for the Pennsylvania Association of Community Bankers where she successfully advanced policy initiatives, led advocacy campaigns, worked closely with lawmakers, regulatory agencies, and industry leaders to shape impactful legislation.

Prior to her work for the community bankers, Allison was a political consultant, a regional political director for a national political party, served as the national finance director for a former US House Majority Leader Eric Cantor, was executive director for two state political parties and managed or advised numerous political campaigns from the Presidential and Federal through State and Local levels.



KAT ROYER

**CHIEF COMMUNITY IMPACT OFFICER,
COMMUNITY ACTION ASSOCIATION OF
PENNSYLVANIA**

Kat Royer is the dedicated Chief Community Impact Officer at the Community Action Association of Pennsylvania (CAAP).

As part of CAAP's leadership team, she oversees the organization's team of Community Engagement Managers and provides strategic oversight of CAAP's statewide initiatives, including PA Navigate, a statewide initiative connecting individuals and healthcare providers with community-based organizations to address social determinants of health.

Kat leads the strategy behind technical assistance, onboarding support, and engagement efforts that help organizations across Pennsylvania utilize the PA Navigate platform and better serve their communities.

MEET THE SPEAKERS



TANIA ZECH

**CORONER,
COUNTY OF YORK**

Since January 2026, Tania Zech has served as Coroner, bringing nearly a decade of experience within the Coroner's Office. She began her service with the office in 2016 as a part-time team member, became a full-time Deputy Coroner in 2018, and was promoted to Chief Deputy Coroner in 2020 before assuming the role of Coroner.

Tania's commitment to public service and emergency response began early. She became a volunteer Emergency Medical Technician at age 16 and developed a strong foundation in patient care while working in the Emergency Department at York Hospital. She furthered her healthcare education through nursing studies at HACC.

Throughout her career, Tania has remained dedicated to serving families, supporting death investigations, and promoting professionalism, compassion, and integrity in public service.



CARRIEANN FROLIO

**VP STRATEGIC INITIATIVES,
FAMLY FIRST HEALTH**

CarrieAnn Frolio graduated from Pennsylvania State University with a Bachelor of Science in Psychology and holds a Master's Degree in Social Work, Administration and Social Planning, from Temple University.

CarrieAnn began her career working for the York County Office of Children, Youth, & Families as a caseworker. In 2009, she became the assistant director of the agency, instituting changes in child welfare practices to better serve the vulnerable children and families of York County. With her oversight, the agency developed a strong quality improvement department, which served as a model for the rest of the state.

In February 2013, CarrieAnn was given the distinct opportunity to transfer her skills in leadership, staff development and quality improvement from child welfare to healthcare. She transitioned to Family First Health as the Director of Quality Improvement. She then served as the Chief Operations Officer for Family First Health for five years, bringing to this role an organized and systematic approach to optimizing the health center's performance.

CarrieAnn currently serves Family First Health as Vice President of Strategic Initiatives. Her focus is on exploring and developing new service offerings that advance our strategic priorities and increase the impact of the organization across the four counties that it currently serves.
CarrieAnn currently serves on multiple community boards and committees, focused on community health.



MELISSA LEATHERY

**EXECUTIVE DIRECTOR, HUMAN SERVICES
COUNTY OF YORK**

Melissa Leathery brings more than 30 years of committed leadership in the social services field and currently serves as the Executive Director of Human Services for York County. In this role, she oversees a comprehensive network of programs that promote community wellbeing, equity, and resilience. Her portfolio includes eight departments: York/Adams MHIDD, York/Adams Drug & Alcohol Commission, York/Adams HealthChoices, the Area Agency on Aging, Children, Youth & Families, the Youth Development Center, the Juvenile Detention Center, and Protection from Abuse services.

Prior to her current role, Melissa served as CEO of the YWCA Gettysburg & Adams County, where she led mission-driven initiatives centered on women's empowerment, safety, and social justice. She also held the position of Associate Clinical Manager at Community Care Behavioral Health Organization, directing clinical services and strengthening behavioral health program delivery.

For 24 years of her career, Melissa dedicated herself to Hoffman Homes for Youth, ultimately serving as Chief Executive Officer from 2018 to 2022. During her tenure, she championed trauma-informed care, education, and comprehensive supports for vulnerable youth, helping to advance pathways to healing and long-term wellness. Melissa holds a Master of Social Work from Temple University, along with a Pennsylvania License in Social Work (LSW), and a Bachelor's degree in Social Work from Millersville University. Throughout her career, she has remained deeply committed to strengthening community systems, fostering collaboration, and ensuring individuals and families have access to the supports they need to thrive.

MEET THE SPEAKERS



MICHELE CROSSON

DIRECTOR, CCBHC
WELLSPAN HEALTH

Michele is a licensed social worker with more than 30 years of experience in behavioral health leadership. As Director of WellSpan Health's Certified Community Behavioral Health Clinic (CCBHC), she oversees the Specialized Treatment and Recovery Team (START), the York Walk-In Crisis Center, the Adams Walk-In Crisis Center, and START: Recover with WellSpan teams serving individuals at York County Prison and the Adams County Adult Correctional Complex.

Michele leads federal grant initiatives and innovative programs designed to expand access to integrated behavioral health services, crisis care, substance use treatment, and recovery support. She works closely with healthcare, justice, and community partners to improve outcomes for individuals with complex behavioral health needs and to strengthen access to care across York and Adams Counties.

She has presented nationally on behavioral health innovation, CCBHC implementation, and collaborative approaches to serving individuals with complex needs. Michele currently serves on Pennsylvania's HEAL PA committee, supporting efforts to advance trauma-informed care and integrated healthcare across the Commonwealth.

Michele holds a Master of Social Work from the University of Pennsylvania and a Master of Business Administration from Lebanon Valley College.



MELISSA JANICKI

MANAGER, CRISIS INTERVENTION
WELLSPAN PHILHAVEN

Melissa Janicki, MSW is the Manager of York/Adams Crisis Intervention at WellSpan Health. With more than 15 years of experience in behavioral health, crisis intervention, child welfare, aging services, and healthcare leadership, she specializes in crisis system management, workforce development, regulatory compliance, and community partnership development. Melissa is dedicated to advancing trauma-informed care, strengthening crisis response systems, and building collaborative relationships that improve outcomes for individuals, families, and communities.



KATHERINE GRUVER

CIT COORDINATOR, PROBATION SERVICES
COUNTY OF YORK

Katherine Gruver is a criminal justice and behavioral health professional with more than 15 years of experience serving York County, Pennsylvania. She began her career with the York County Department of Probation Services in 2010 as a Probation Officer and currently serves as a Supervisor, Crisis Intervention Team (CIT) Coordinator, and Mental Health Boundary Spanner.

Since becoming CIT Coordinator in 2017, Katherine has focused on strengthening collaboration among law enforcement, probation, behavioral health providers, healthcare organizations, and community partners. Her work has helped expand York County's CIT program and contributed to the county's Stepping Up Initiative and recognition as a CIT International Platinum-certified program.

Katherine is a Trauma-Informed Care Certified Instructor with extensive training and instructional experience, including ORAS, Defensive Tactics, AXON, and Simunitions. She has presented at state and national conferences on CIT, behavioral health, public safety, and collaboration between criminal justice and community systems.

Katherine also serves as Board President of NAMI York-Adams, providing leadership in mental health education, advocacy, community partnerships, and support for individuals and families affected by mental illness.

Throughout her career, she has been committed to breaking down silos, building partnerships, and creating stronger, compassionate responses to behavioral health needs in the community.

MEET THE SPEAKERS



TIFFANI KLEISER

**FORENSIC MENTAL HEALTH DIRECTOR,
COUNTY OF YORK**

Tiffani Kleiser is the Forensic Mental Health Director for York/Adams MH–IDD, where she served for 26 years. She leads the York County Behavioral Threat Assessment Team. She oversees the Stepping Up Initiative, Wellness Courts, and the department's partnership with York and Adams Counties Probation Departments.

Tiffani holds a BS in Human Development and Family Studies with a minor in Psychology from Penn State University and an MSW from Walden University.

She is a Licensed Social Worker in Pennsylvania. She is certified to teach trauma–informed care and de–escalation strategies. She also assists with CIT training in York and Adams Counties, with a focus on multidisciplinary collaboration, threat assessment and violence prevention.