



American
Heart
Association.

American Heart Association.



go red

2026 Eastern Pennsylvania

GO RED FOR WOMEN LUNCHEON

Thursday, June 25th, 2026

As women, our greatest resource
is each other. **Let's Go Red, Together!**

Welcome

FROM OUR HONORARY CHAIR

Dear Friends,

It is my heartfelt honor to welcome you to this year's Go Red Luncheon.

Today, we come together as a united community—bound by our shared commitment to women's heart health and to one another. Heart disease is the leading cause of death for women, but through awareness, education, and action, we have the power to change that story.



Go Red is about more than statistics—it is about support, strength, and hope. It is about lifting each other up, sharing our stories, and reminding every woman that she is not alone.

Your presence here truly matters. This community—your generosity, your voices, and your commitment—is what fuels the lifesaving work happening right here in our community. Because of you, we are funding critical research, expanding education, and reaching more women with the support they deserve.

Thank you for being here, for standing strong together, and for helping us create a healthier future for all women.

With gratitude,

Elaine Pivinski

Honorary Chair, Go Red for Women Luncheon
Owner, Franklin Hill Vineyards

Program Agenda

10:45am

Registration

CHECK-IN, FOOD DRIVE DROP-OFF

11:15am

Luncheon & Main Program

SURVIVOR STORIES, OPEN YOUR HEART

12:00pm

Pop-Up Lounge

NETWORKING, PHOTO OPS, HEALTH-
FOCUSED ACTIVATIONS

go red



Thank You

TO OUR SPONSORS

Go Red for Women is nationally sponsored by



Local Sponsors:



part of  Jefferson Health

CAI, Inc.

Vinco Academy

B Braun Medical, Inc.

Geisinger Health

Anzalone & Doyle Trial Lawyers

Lehigh Valley Business Coalition on Healthcare

Atlas Advisors | Bracy Construction

Capital Blue Cross | Highmark Blue Shield

Magellan Financial | Marquis Health Consulting Services

Olympus Corporation of the Americas

Air Products | Peoples Security Bank & Trust

Media Sponsors:



Open Your Heart

LEVELS OF GIVING

\$5,000

COR VITAE SOCIETY

\$1,500

CIRCLE OF RED

\$500

ADVOCATES

\$250

SUPPORTERS

\$115

RYDER'S SPECIAL LEVEL



Women's Heart Health Matters

Heart disease is the leading cause of death for women, yet many risks are unique to us and often overlooked. The Women's Heart Program at Lehigh Valley Health Network is dedicated to raising awareness, providing specialized care and supporting heart health across every stage of a woman's life, from young adulthood through pregnancy, menopause and beyond.

Know your risks. Listen to your heart and take action today.

[LVHN.org/WomensHeart](https://www.lvhn.org/WomensHeart)



part of  Jefferson Health

2026 Go Red for Women

EXECUTIVE LEADERSHIP TEAM



Elaine Pivinski
HONORARY CHAIR



Teri Ahmad



Jane Amato



Kelly Chando



Lauryn Graves



Allison Longenhagen



Julia Marchese



Maggie McGuire



Nidhi Mehta



Michole Pignato



Deborah Sundlof

2026 Eastern PA

WOMAN OF IMPACT NOMINEES



Maria Scopelliti

2026 EASTERN PA WOMAN OF IMPACT



Brenna Berdini



Sandra Bieber



Kelly Ciravolo



Molly Clemente



**Morgan
Laugier-Neiser**



Maria Pisaneschi

2026 Eastern PA

TEEN OF IMPACT NOMINEES



Nathan Scarfo

2026 EASTERN PA TEEN OF IMPACT



Sienna Berdini



Connor Degnan



Joselyn DeStefano



Olivia Kaub



Shaye Soffa



Julia Zwick



At CAI, we are people who help people. It's the heartbeat of everything we do, and it's why **we stand with the American Heart Association.**

We Go Red for a future where every person lives at the peak of their potential!

CAI® We power
the possible™

www.cai.io | inquire@cai.io | +1 (888) 824-8111

Lehigh Valley & Berks

BOARD OF DIRECTORS 2025-26

Leadership

Dr. Nidhi Mehta - President

LEHIGH VALLEY HEALTH NETWORK

Rocco Zegalia - Chair

MOTOROLA

Members

Melody Bradford

ACCELERATED MANUFACTURING
BROKERS, INC.

Justin Keiper

CANTELMI FUNERAL HOME

Kelly Chando

BSI CORPORATE BENEFITS

Hanna O'Reilly

DISCOVER LEHIGH VALLEY

Kyle Garon

ASTRAZENECA

Robert Palermo

CHILDREN'S HOSPITAL OF
PHILADELPHIA

Lauryn Graves

AIR PRODUCTS

Katie Santana

TURNSTONE CREATIVE

Aiden Henninger

JOHNSON & JOHNSON

John Jones

VINCO ACADEMY

Jamie Snyder

STORYLINE CONNECTIONS

Northeast Pennsylvania

BOARD OF DIRECTORS 2025-26

Leadership

Dr. George Ruiz - President

GEISINGER

Ron Beer - Chair

GEISINGER

Members

Sarah Chidsey

ZOLL

Lisa Scarfo

CHILDREN'S HOSPITAL OF
PHILADELPHIA

Julia Marchese

INSALACO DEVELOPMENT
GROUP

Kara Seitzinger

THE WRIGHT CENTER
FOR COMMUNITY HEALTH

Dr. Erin McFadden

THE WRIGHT CENTER
FOR COMMUNITY HEALTH

Dr. Michael Wolk

ALLIED SERVICES



Meet Our Speakers



Latoya Hutchinson | Survivor

A health scare after nearly dropping her newborn became the wake-up call that changed everything. By choosing consistency over perfection, she transformed her health and now empowers women through Inner Spark Movement to create change—one small step at a time.



Katie Young | Survivor

After suddenly going into cardiac arrest at 37 with no warning, she flatlined four times and spent weeks fighting her way back from a coma and severe complications. Today, she shares her story to raise awareness about the life-saving power of CPR and the strength it takes to rebuild—one breath at a time.



Caroline Laubach | Survivor

After facing heart failure at just 18 and a spinal stroke that left her paralyzed, she received a life-saving heart transplant and refused to give up. Now pursuing a career that will help those that are facing similar difficulties, she's using her journey to inspire others—embracing new technologies like an exoskeleton to walk again and sharing her story to prove that resilience can redefine what's possible.

Meet Our Speakers



Hanna O'Reilly | Program Host

Hanna O'Reilly is a media personality and content creator based in the Lehigh Valley. After earning her degree in English from Saint Joseph's University in Philadelphia, she began her career in broadcast journalism as a sports sideline reporter at FOX56 before moving to 69 News-WFMZ. Today, she creates tourism and lifestyle content for Discover Lehigh Valley while also hosting her weekly podcast, Talkin' Too Much with Hanna O'Reilly.



Jessica Hoffman | Open Your Heart Presenter

Jessica Hoffman has spent the last 24 years of her career in non-profit leadership positions focused on prevention, strengthening families & communities, and youth & family programming. She is currently the Vice President and Chief Operating Officer at Girl Scouts of Northern New Jersey where she oversees operations for a council serving 19,000 Girl Scouts and 10,000 adult volunteers. As a proud mom of two, including heart warrior Ryder, Jessica pays forward the blessing of every moment with Ryder through her devoted advocacy for Congenital Heart Defects and the American Heart Association. This year, the Hoffman family celebrates 10 years of volunteerism with the AHA. They were the 2017 AHA Ambassador Family; Jessica was a Woman of Impact in 2021, and was featured with her daughter, Alexandria, at the 2023 Go Red for Women Luncheon.



American Heart Association®
Heart Walk®



Small Steps Lead to Extraordinary Outcomes

Join us at

Valley Preferred Cycling Center
on **September 27** to help build a
community of lifesavers at the
Lehigh Valley & Berks Heart Walk!



Marisa Carrodo
484-714-9228
Marisa.Carrodo@heart.org

09.27.26 | BREINIGSVILLE, PA

WWW.HEART.ORG/LVBERKSWALK



American Heart Association®

Heart Ball

SAVE THE DATE

for the

2027 EASTERN PA HEART BALL

SATURDAY, FEBRUARY 6TH

DETAILS TO FOLLOW

Dr. Raymond Durkin
HEART BALL CHAIRPERSON

LOCALLY SPONSORED BY

St. Luke's
University Health
Network

Questions? Email
Jessica.Escobar-Eck@heart.org

LETTER FROM THE Executive Director

Dear friends in red,

On behalf of the American Heart Association Eastern Pennsylvania, I want to thank you for attending our Go Red For Women Event.

Today is a celebration of all we've been able to accomplish thanks to the commitment of our volunteers and donors who have invested their time, energy, and resources in support of our lifesaving mission.



The ongoing support of our donors and volunteers has made it possible to fund innovative research, encourage healthy lifestyles and mental well-being, and teach lifesaving skills like CPR and knowing your blood pressure numbers. Not only do we want to save lives, we strive to improve them.

That is why we are working to break down health barriers in our communities such as poverty, food insecurity, mental health, and access to care. As a result of our collaborative efforts, millions of people enjoy longer, healthier, more fulfilled lives. And while we are proud of the progress we've made, there is much work to be done to improve health and life expectancy.

Thank you for being here today, for understanding the impact each of you have on our community, and for your generous contributions that allow us to continue our mission of being a relentless force for a world of longer, healthier lives.

With heartfelt thanks for Rockin' your Red with us today, and a "see you soon"❤️,

XOXO

Abby M Siffes

Executive Director, American Heart Association - Eastern PA

Meet the Team

IN
EASTERN PENNSYLVANIA



Abby Silfies

Executive Director
Eastern PA



Jessica Escobar-Eck

Development Director,
Socials | Eastern PA



Greta Smith

Event Planning Coordinator,
Socials | Eastern PA



Marisa Carrodo

Development Director,
Heart Walk | Eastern PA



Michele Huzela Keiser

Event Planning Coordinator, Heart
Walk | Eastern PA/Southern Tier NY



Courtney Deignan

Development Director,
Impact | Eastern PA



Mollie Bennett

School Engagement Director
Regional PA



Allie Kovacs

Marketing Communications
Director | NJ/Eastern PA



Tamara Ramer

Sr. Community Impact
Director | Regional PA

VINCO ACADEMY

Unlocking the power of creative play
and transformative exploration

Vinco Academy emphasizes play and exploration as the best way for children to learn. With experienced educators, it provides an immersive and stimulating environment to foster cognitive, social and emotional development.

Vinco Academy nurtures early learners by prioritizing individual growth and academic excellence. Through clinical therapies such as art and music therapy from Pennsylvania Integrative Clinical Services, Vinco provides comprehensive solutions and enhanced learning outcomes. This partnership streamlines essential resources, enabling families to focus on their child's development while fostering a seamless connection between learning and life skills. Together, they create a strong foundation for lifelong success.



21 Community Dr., Easton | 610.438.7200 | vincoacademy.com



PHOTOS COURTESY OF VINCO ACADEMY

B | BRAUN
SHARING EXPERTISE

**Providers Are Our Purpose.
People Are Our Passion.**

B. Braun Medical is proud to support the American Heart Association's 2026 Eastern PA Go Red for Women Luncheon.



American
Heart
Association.

American Heart Association.



Go Red for Women is nationally sponsored by



Go Red for Women is locally sponsored by



© Copyright 2025 American Heart Association, Inc., a 501(c)(3) not-for-profit.
All rights reserved. Go Red for Women is a registered trademark of AHA.
The Red Dress Design is a trademark of U.S. DHHS.
Unauthorized use prohibited. WF536641 8/24