New director for PNC Fairfax Connection Center

The PNC Fairfax Connection – a newly opened community resource center in Cleveland’s historic eastside community – today named Collette Appolito executive director. She will lead the center’s staff in developing community partnerships and programs to serve the needs of individuals and businesses and help strengthen the community. Located at the corner of E. 83rd and Carnegie, the PNC Fairfax Connection is the result of a collaboration between PNC Bank and the Fairfax neighborhood that features a dynamic physical space, online resources, and multi-generational educational programs and events to provide tools and resources to help people achieve their goals, build a stronger community and celebrate the cultural aspects of Fairfax. Appolito will lead the center’s team composed of two full-time program facilitators - Susan Blasko and Brandon Lipford - and Welcome Desk Attendants Adrienne Carter and Fred Ford.

“As a Fairfax resident, Collette has firsthand knowledge of the needs, history, and hopes of this proud neighborhood, around which all aspects of PNC Fairfax Connection have been designed,” said Paul Clark, PNC regional president for Cleveland. “Her strong background in community outreach makes her a natural fit to lead our efforts to foster the achievement of those who live and work in the Fairfax neighborhood. Furthermore, Collette’s proven experience in collaboration and program development will be a tremendous asset as we continue to evolve the center’s offerings over time.”

The center operates programs on Tuesdays through Saturdays. The schedule of activities is available at the facility, posted in many community organizations and listed on the center’s web site at www.pncfairfaxconnection.com.

Prior to joining PNC, Appolito served as senior government aggregation representative at FirstEnergy Corporation where she acted as the key contact to elected officials and led the department’s community outreach. In addition, she has served as president and executive director of The Presidents’ Council, established to support entrepreneurial and economic development within Northeast Ohio’s African American community, and to foster strategic alliances with CEOs of major corporations.

Appolito’s experience also includes serving as director in the City of Cleveland’s Office of Equal Opportunity and as project coordinator in the Department of Economic Development, and heading marketing for SpringHouse ManorCare Health Services.

Appolito earned a bachelor’s degree in business administration and finance from Cleveland State University.

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