



NEWS RELEASE

Habitat for Humanity Leader Penny Seater to Join *The Crossman Conversation* on Saturday, November 29

Winter Park – *The Crossman Conversation* hosted by business leader John Crossman will welcome **Penny Seater**, CEO of Habitat for Humanity Seminole-Apopka, as this week’s featured guest. The episode airs **Saturday, Nov 29 at 1:05 p.m.**

Seater is widely recognized as one of Central Florida’s most effective nonprofit executives, with more than two decades of leadership experience across major regional and national charitable organizations. Since joining Habitat for Humanity Seminole-Apopka in 2009, she has driven the organization’s significant expansion and deepened its role in addressing the region’s affordable housing needs.

Under her leadership, Habitat Seminole-Apopka has grown from 79 to more than 250 homes, creating life-changing homeownership opportunities for families across the region. In fiscal year 2024–2025, the organization generated an estimated **\$17 million in economic impact**, including job creation, increased property values, purchase of building materials, and tax revenue.

Seater is known for successfully uniting businesses, nonprofits, government partners, and community supporters around shared goals. Trusted by major investors such as Wharton Smith, FINFROCK, and Seminole County, she has strengthened both the organization and the broader Central Florida housing landscape through her collaborative leadership.

Before joining Habitat, Seater held key leadership roles with: The Leukemia & Lymphoma Society; Florida AIDS Ride; American Lung Association and Cystic Fibrosis Foundation. She holds a BS in Psychology from the University of Maryland and is a graduate of Leadership Orlando, Leadership Seminole, and Leadership Apopka.

Crossman said Seater’s impact on the region exemplifies the kind of leadership he aims to spotlight on the show. “Penny is one of the most respected nonprofit leaders in Central Florida because she delivers real results and real hope,” Crossman said. “Her work has changed lives, strengthened communities, and I’m honored to have her on the program.”

Listeners can tune in to *The Crossman Conversation* with Penny Seater starting Saturday Nov. 29 at 1:05 p.m. and on-demand at <https://www.theshepherdradio.com/podcasts/the-crossman-conversation/> or <https://podcasts.apple.com/us/podcast/the-crossman-conversation/>

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