



Meet Dusty Hewit, **Long Run** **Communications**

1. Describe Your Business:

Long Run Communications provides content development and communications planning to businesses and organizations. I'm a writer who is also a strategist, so I help my clients map out their objectives and plan (and execute) the communications that will get them where they need to be.

2. Tell us your story:

My wife and I have lived in the area for 20 years. I have worked primarily in marketing and communications throughout my career, with specialties in health care, economic development, higher education, and travel/tourism. I started Long Run Communications because I felt I could be helpful to teams of people who needed the particular skill set that I have. Bringing value is what drives me. Although part of my work definitely involves selling myself and my business, I prefer to let the work speak for itself and show what I've been able to help clients achieve.

3. What has helped you succeed and gain experience?

A lot of my clients are people I've worked with in other capacities over the course of my career. They know me as a person who is methodical, detail-oriented, and fun to work with. Working with me typically takes things off their plate as well, which usually makes people happy. All those things have contributed to positive client experiences so far, and when clients have positive experiences, I'm successful.

4. What inspires you?

I love working with people who are making the world – and especially their slice of the world – better. I am inspired when I know I've been a part of something that helped someone get well, created a safe space for kids to grow and learn, supported job growth and development, helped a small business succeed – you name it.

5. What keeps you up at night? What are your challenges?

To be honest, I usually sleep really well. But when I don't, it's because I'm thinking about things on my "To-do" list. Have I missed anything? Is there anything more I can do for a particular client who's working so hard to be successful? In terms of challenges, I think my clients' challenges are my challenges. Here's a big one: the sheer volume of information people consume today is unbelievable. How do you cut through that noise and get to the people who want to hear from you? The answer isn't simple, and it changes often as technology and the available tools evolve. Staying on top of those changes and being sure to bring my very best every time I'm working with someone is a challenge I am grateful to have.

6. What is your favorite local activity?

My wife and I moved here 20 years ago, and we've had the best time exploring this region, so I can't imagine choosing just one favorite. But I'll say this: any time I get to enjoy delicious food and drink with my family and friends, out and among the natural beauty that is everywhere from Seneca Lake to the Chemung River, I'm a happy man. Oh – and I'm also excited for the warmer weather to come so I can get outside and enjoy my skateboard.

7. Is there anything else we should know about you?

My wife and I own an independent bookstore. We also have a daughter in ninth grade. We all love taking road trips and going to concerts together. I'm also really passionate about helping kids succeed, so when I'm not being a dad (which is REALLY my favorite "job"), I can often be found teaching or mentoring. I've loved being an instructor and mentor for the Young Entrepreneurs Academy in Corning this past year, and I am also the local leader for Hero's Pursuit, a social leadership program for boys in grades 5 – 8.

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