

SPECIAL YOUNG ADULTS ISSUE

*1*  
*h*

The Magazine of The Heinz Endowments

30 YEARS LATER

URBAN RENAISSANCE

HOW LIVABLE?

COLLEGE COURSES

TO-DO LIST

MOMS WORK

# inside

## Board of Directors

### Teresa Heinz Chairman

James M. Walton  
*Vice chairman*

André T. Heinz  
Christopher D. Heinz  
H. John Heinz IV  
Sasha L. Heinz  
Damon Aherne  
Carol R. Brown  
Jared L. Cohon  
Judith M. Davenport  
Franco Harris  
Wendy Mackenzie  
Shirley M. Malcom  
James E. Rohr

Drue Heinz  
*Director emeritus*

The Heinz Endowments was formed from the Howard Heinz Endowment, established in 1941, and the Vira I. Heinz Endowment, established in 1986. It is the product of a deep family commitment to community and the common good that began with H.J. Heinz, and that continues to this day.

The Endowments is based in Pittsburgh, where we use our region as a laboratory for the development of solutions to challenges that are national in scope. Although the majority of our giving is concentrated within southwestern Pennsylvania, we work wherever necessary, including statewide and nationally, to fulfill our mission.

That mission is to help our region thrive as a whole community — economically, ecologically, educationally and culturally — while advancing the

state of knowledge and practice in the fields in which we work. Our fields of emphasis include philanthropy in general and the disciplines represented by our five grant-making programs: Arts & Culture; Children, Youth & Families; Community & Economic Development; Education; and Environment.

In life, Howard Heinz and Vira I. Heinz set high expectations for their philanthropy. Today, the Endowments is committed to doing the same. Our charge is to be diligent, thoughtful and creative in continually working to set new standards of philanthropic excellence. Recognizing that none of our work would be possible without a sound financial base, we also are committed to preserving and enhancing the Endowments' assets through prudent investment management.

**h magazine** is a publication of The Heinz Endowments. At the Endowments, we are committed to promoting learning in philanthropy and in the specific fields represented by our grant-making programs. As an expression of that commitment, this publication is intended to share information about significant lessons and insights we are deriving from our work.

**Editorial team** Jennifer Bails, Linda Braund, Donna Evans Sebastian, Carmen Lee, Courtney Tolmer. Design: Landesberg Design

**About the cover** A lot has changed in Pittsburgh since the steel industry collapsed 30 years ago. The cover and this issue of *h* assert that many changes have been for the better, though challenges remain. As part of the transformation, more young people are coming into the city than are leaving. Many have created lifestyles filled with unique places to live, work and play that are making them want to stay in the region. In the pages that follow, some of these young people tell their own stories of why Pittsburgh is special.

# h

VOL. 13 ISSUE **1** 2014

## 4 Moving Forward

Pittsburgh is still a work in progress since the steel industry crumbled 30 years ago. But this special issue of *h* is giving some younger residents the chance to describe the factors contributing to the region's comeback.

## 10 Rebound

Pittsburgh's resurgence is the result of collaboration among different sectors in the region, including philanthropy, that has yielded personal as well as economic dividends. Its story can be found in people's lives as well as in the numbers.

## 22 Livable for All?

Some Pittsburgh residents and neighborhoods continue to struggle even as local leaders tout encouraging news about the city. Community magazine writer and editor Malik Vincent talks about his challenges and the accomplishments that haven't come easily.

## 30 Knowledge Factories

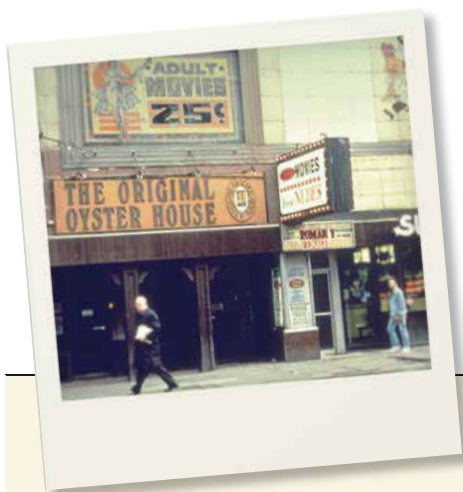
New economic opportunities in Pittsburgh have spurred new educational ones, with schools such as Point Park and Robert Morris universities growing in regional prominence.

## 42 Opportunity & Adventure

If you're young — or young at heart — what can you do for fun in Pittsburgh that reflects the city's unique character? A University of Pittsburgh student gives a tour of hip venues around town to add to must-see lists.

## 48 After Steel: Business Rebirth

Innovative startups are stepping forward to help fill the void left by the departure of big manufacturing companies from Pittsburgh. Their ideas and energy are revitalizing the business landscape.



ILLUSTRATIONS

COLUMNS

20 Why Pittsburgh?

27, 36, 41 Portraits

28 3 Rivers × 2 Wheels

37 61 Things



2 Perspectives

3 Celebrate

52 Here & There



# perspectives



This year, we are launching a new editorial feature in *h* called “Perspectives.” Each publication will include two distinct views on an issue from a previous magazine edition. The columns will provide another opportunity for our readers to think about the subject and the context in which The Heinz Endowments does its work. We might not agree with aspects of some of the perspectives presented, but we believe that our understanding of the selected topics will be enhanced by considering them from different angles.

In last year’s Issue 2 of *h*, Jeffery Fraser’s story “Exit Plan” examined how the Endowments and other foundations are working with nonprofits and government agencies to help veterans navigate a maze of programs as they readjust to civilian life. Chris Marvin of the Got Your 6 campaign and Rebecca A. Melesky of Wounded Warrior Project explain their organizations’ different approaches to supporting veterans and even defining the term.

## Redefining Support for Veterans through Civic Engagement

Three months after being wounded in Afghanistan, I received the first charitable offering in the mail—an unsolicited \$500 check. Knowing nothing about me, a nonprofit organization assumed I was in need and sent money.

The charity didn’t stop there. Offers of baseball tickets, climbing expeditions and relaxation retreats were popular. I turned each one down and donated the \$500 to a local food bank.

For years, I struggled with the idea that nonprofits could generate support for veterans—and for their own programs and fundraising—by describing us as charity cases. This sentiment creates a false perception of returning veterans in our society: the narrative of the broken veteran who is in desperate need of assistance.

Ten years later, the narrative is changing from one of charity and pity to one of leadership and empowerment. Nonprofit organizations can reach veterans more successfully with the message that veterans want to hear: “We still need you.”

The Mission Continues, Team Rubicon, Student Veterans of America and a few dozen enlightened organizations have adopted and benefited from this strategy. Veterans don’t want charity; they want to be challenged. They want to go back to school, engage in community service and take on tasks that can benefit the people around them.

The Got Your 6 campaign brings together more than 30 groups that are focused on the idea that veterans are leaders and civic assets who can help reinvigorate our communities. Today’s returning veterans, all of whom

volunteered for the military, are naturally predisposed to service and leadership. Truly innovative programs don’t focus on veterans’ problems or deficits, but rather on using veterans as the tools and inspiration for building stronger communities.

Yet, only a few major funders—mostly corporations—have embraced this philosophy in their veteran-related grant making. Many private foundations haven’t been able to match existing priorities with funding opportunities for veteran programs.

The hope is that by reframing the role of veterans through the lens of civic engagement, foundations can find value in funding programs that empower veterans to work on community solutions. It’s not the veteran community that is in need of our support; it’s the veterans who need to support our communities. This attitude must be adopted if the country hopes to take advantage of the advanced leadership and problem-solving skills that veterans have gained in service.

*Chris Marvin is the managing director of the Got Your 6 Campaign. He served seven years on active duty as an Army Black Hawk helicopter pilot.*

## Generating Support for Veterans through Storytelling

The American public clearly supports veterans. But with only 1 percent of the population knowing firsthand what it’s like to wear the uniform, and even less than that knowing what it’s like to live with the visible and invisible wounds of war, there is a definite need to educate people on the level and intensity of support that are required. Wounded Warrior Project has spent 10 years identifying the needs of post-9/11 veterans and developing innovative solutions to fill

gaps through programmatic and advocacy approaches. WWP is committed to warriors and their families for a lifetime, but the fulfillment of that promise hinges on Americans who can volunteer their time and monetarily fuel WWP’s lifesaving programs.

Generating that support and focusing the passion of many to help is challenging. WWP has found major success, though, by embarking on education campaigns that emphasize storytelling through the words and voices of injured veterans and their families. This tactic is used in almost all of WWP’s marketing materials, in cause-marketing campaigns with strategic partners and in WWP’s advocacy efforts. WWP has learned that there is no better way to bring to light the magnitude of veterans issues, such as dealing with post-traumatic stress disorder or the extent of long-term care needs for those who are the most severely wounded, than by having a veteran open up his or her world and reveal the struggles and triumphs of the journey.

Wounded Warrior Project is currently seeing storytelling success through its 10-year anniversary campaign called “A Decade of Service. A Lifetime of Commitment.” The campaign includes a 12-part documentary series, with segments that air on MSNBC once a month for 12 months. Each 30-minute segment focuses on the story of one injured service member or a caregiver, while homing in on a specific veteran issue, such as mental health or long-term care. There has been overwhelmingly positive reaction thus far. Not only are people reaching out to WWP, but they also are reaching out to the warriors being showcased to express their gratitude and ask how to better support them and people like them.

WWP intends to keep this momentum going and to ensure that the American public forever stands by those who have sacrificed so much because their needs will not end when the conflicts end.

*Rebecca A. Melesky is a public relations specialist for Wounded Warrior Project.*

# celebrate



The nine young black men at the Duquesne University commencement ceremony had more than the usual reasons for exuberance. By the end of last year, they were the first group to complete the Heinz Fellows Program. As part of the initiative, they had mentored African American teenagers who attended Pittsburgh Westinghouse 6-12, a struggling school mired in additional turmoil as building leadership changed hands several times. But for more than two years, the Fellows were a steady and inspiring presence. They tutored, counseled and encouraged their charges while maintaining their own course loads as students enrolled in graduate school, which The Heinz Endowments funded as part of the program. When the men finished, they not only had master's degrees, but also the assurance that they had made a difference in the lives of some of the city's youth.





# MOVING FORWARD

UNTIL THREE DECADES AGO, MUCH OF THE PITTSBURGH REGION RELIED ON STEEL. IT BUILT THE ECONOMY, SHAPED THE WAY OF LIFE AND FUELED THE “STEEL CITY” IDENTITY. THEN THE BOTTOM FELL OUT. THE STEEL INDUSTRY CRUMBLLED AND THOUSANDS OF JOBS DISAPPEARED. FROM 1973 TO 1983, THE NUMBER OF MANUFACTURING-RELATED POSITIONS PLUMMETED FROM MORE THAN 300,000 TO LESS THAN 200,000, AND THE UNEMPLOYMENT RATE ROSE TO 15 PERCENT. BUT THE REGION’S ECONOMY STEADILY REGAINED ITS FOOTING THROUGH THE INNOVATIVE, ENTREPRENEURIAL AND VISIONARY LEADERSHIP OF THE GOVERNMENT, UNIVERSITY, BUSINESS AND PHILANTHROPIC SECTORS. WHILE THERE IS STILL WORK TO BE DONE, PITTSBURGH’S PROGRESS HAS BEEN NOTEWORTHY, ESPECIALLY AS IT WEATHERED A RECESSION THAT CRIPPLED OTHER PARTS OF THE COUNTRY. TODAY, IT IS RENEWED, ENERGIZED AND, YES, EVEN MORE YOUTHFUL. THIS SPECIAL ISSUE OF *h* HIGHLIGHTS THE RESURGENCE, WITH YOUNG ADULT WRITERS TELLING STORIES ABOUT LIFE IN PITTSBURGH FROM THEIR POINTS OF VIEW.





Three Fridays a year, Pittsburgh Gallery Crawls draw visitors from across the region to the Downtown Cultural District to enjoy a showcase of free art and entertainment. Sponsored by the Pittsburgh Cultural Trust, the imaginative presentations include exhibits such as the audiovisual installation "Unleashed Content" by Peter Bogers.







The Three Rivers Rowing Association is one of the largest community-based rowing and paddling clubs in the United States. The organization serves people representing a range of ages, skill levels and socio-economic backgrounds. Among them are students like these whose local high schools participate in rowing club programs.









Young companies such as ALung Technologies have helped to reinvigorate Pittsburgh's economy by implementing fresh ideas. They also attract youthful employees such as Scott Morley, 31, ALung's vice president of marketing, shown here with Sarah Frank, a quality engineer at Regulatory and Quality Solutions LLC.

Pittsburgh of the 21st century is not the city it was near the end of the 20th. Leaders from different sectors, including local philanthropies, crafted strategies that have improved the region's quality of life since the devastating collapse of the steel industry in the 1980s. Challenges remain, but the city is gaining a vitality and renewed optimism for the decades ahead. By David Golebiewski

# REBOUND



urrounded by a transformed graveyard of a bygone industry, Scott Morley and a lab teeming with local college graduates breathe new life into patients—and Pittsburgh's economy.

"ALung is right here on the South Side, two blocks away from a former brownfield that's now the South Side Works [retail complex]," Morley says. "We're sitting in an old steelworkers neighborhood and working in an old printing company building that has been totally renovated for our high-tech manufacturing operation."

Morley, 31, is vice president of marketing for ALung Technologies, a medical device company born at the University of Pittsburgh and raised at Innovation Works, a business incubator supported by local foundations, government and private investors. When the Pitt bioengineering grad interned at ALung from May 2003 to April 2004, the company had nine employees. Now, with a staff of 40, the company is perfecting the Hemolung Respiratory Assist System, a dialysis-like machine that works as an "artificial lung" for patients with chronic respiratory problems.

"Like many Pittsburghers with family here, I wanted to stay local," Morley says. "I feel very fortunate to have the opportunity to stick around with a startup and get in at the ground level."

Today, Pittsburgh is increasingly trendy. Far from being a smoky steel town, the region has become a landing spot for young, educated and tech-savvy workers like Morley, who seek both promising careers and a satisfying quality of life.

More people have moved to Pittsburgh than have left the city since 2008, slowing the population loss. About 70 percent of workers who have come here are under age 35, according to a report released last year by PittsburghTODAY, a regional indicator program hosted by the University Center for Social and Urban Research. That infusion of youth, driven by opportunities in STEAM—science, technology, education, arts and math—fields, kept the region's economy humming during the recent financial recession.

The area's outlook is markedly brighter than it was 30 years ago, when the steel industry collapsed and young Pittsburghers left in droves. How did the Steel City avoid becoming a Rust City, instead emerging with a diverse, recession-resistant economy? Twenty-first-century Pittsburgh, like the Hemolung, was created in a lab. State government, technology companies, university innovators and foundations partnered to transform the region's core industries and support new economic opportunities. Conditions in areas such as air

# 70

## THE PITTSBURGH WORKFORCE: 70 PERCENT OF WORKERS WHO HAVE MOVED HERE ARE UNDER AGE 35

quality, urban education and workforce diversity are still less than desirable. But the region's achievements are now touted routinely in national publications and during major events that the city hosts, such as the international G20 and One Young World summits.

Helping to kick-start this evolution was then-Pennsylvania Gov. Dick Thornburgh's move in 1982, as the steel manufacturing crisis was accelerating, to establish the Ben Franklin Technology Partners. The initiative created four Advanced Technology Centers across the state to launch companies and retrain workers. Southwestern Pennsylvania's technology center later evolved into Innovation Works. The following year, the region's tech sector founded the Pittsburgh Technology Council, a trade association connecting companies with funders, qualified workers and government liaisons. Pittsburgh's philanthropic community—fourth-largest among U.S. cities in foundation assets per capita—also injected early-stage, high-risk and strategic capital into “eds and meds,” or university and medical research and innovation. Foundation investment in the arts helped to create additional economic building blocks.

“There are few communities in America, if any, that have the size, commitment and quality staff of Pittsburgh's foundation community,” says Jared Cohon, president of Carnegie Mellon University from 1997 to 2013 and a Heinz Endowments board member. “That community has been a major catalyst in the city's rise.”

Many foundations helping to rev Pittsburgh's new economic engine date back to the city's industrial heyday. While the region has changed dramatically since then, philanthropic organizations' fidelity to southwestern Pennsylvania has not.

“Heinz, R.K. Mellon, Buhl, Hunt, Benedum—most of them grew out of that time period, and they were committed to the Pittsburgh region,” says Frederick Thieman, president of The Buhl Foundation. “There's a deep sense of community rooted in the fabric of the people and foundations that remains today.”

### 1983: PITTSBURGH'S LOW POINT

For generations of Pittsburgh communities, steel was the foundation for economic prosperity. Rich coal seams and easily accessible rivers made Pittsburgh the nexus of the industry, which provided ample work. In early 1973, more than 300,000 people in the Pittsburgh metropolitan area had manufacturing-related jobs, and the 4.3 percent unemployment rate was half a percentage point lower than the national average, according to the U.S. Bureau of Labor Statistics.

In the 1980s, however, Pittsburgh's economic foundation crumbled. Foreign-made steel flooded the market, making domestic products uncompetitive. American “mini-mills” delivered another blow, producing smaller batches of steel from recycled scrap metal with lower overhead costs.

The demise of the steel industry crippled Pittsburgh's economy. By January of 1983, less than 200,000 people had manufacturing jobs, and the Bureau of Labor Statistics recorded an unemployment rate that had ballooned to 15 percent—far above the national rate of 9.6 percent. Major companies with Downtown headquarters—Gulf Oil, Rockwell International and Koppers among them—led a mass corporate exodus out of the city.

When the jobs left, so did many Pittsburgh workers and their families. In 1984, 50,000 people—roughly a sellout crowd for a Pirates game at



Three Rivers Stadium—left the region. Seventy percent of those departing Pittsburghers were under 40 years old, depriving the city of a generation's worth of talented young workers.

But the deep downturn was not permanent. The crisis began to resolve in the decades that followed, and today's young talent enjoy career opportunities rarely afforded to the previous generation. The city ranks among the nation's best in helping workers break into a higher income bracket than their parents, according to a 2013 study conducted by Harvard University and the University of California, Berkeley. Pittsburgh workers born to parents who make \$30,000 a year have a higher income than workers in the rest of the country's 50 largest commuter areas, save for Salt Lake City.

"From the beginning of your career, you can network and learn about new technologies," says Sarah Frank, a Pitt bioengineering graduate and a quality engineer at Regulatory and Quality Solutions LLC. "I have family and friends here, and I wanted to stay here. You can afford to save up for a house and a family, things you know you're going to want down the line. It sets you up early in life."

#### STARTUP INCUBATORS

To help achieve this transformation in opportunity and outlook, civic and government officials turned to the city's college neighborhood of Oakland as part of the effort to reinvent the region. The University of Pittsburgh, a leader in health sciences, and Carnegie Mellon, a robotics and computer science powerhouse, had long been bastions of world-class academic research. With support from local foundations and government, faculty and students began turning innovative concepts into job-creating companies.

"There was an understanding among Carnegie Mellon, Pitt and the foundation community about the importance of fueling technology

commercialization," Cohon says. "Foundation support allowed universities to invest in new research and teaching programs, producing ideas and inventions that are the basis for new companies."

Pitt and Carnegie Mellon partnered in 1999 to launch the Pittsburgh Digital Greenhouse, a business incubator for microchip technology that garnered support from foundations, state and local government, and private industry. The Pittsburgh Life Sciences Greenhouse was founded two years later, providing capital, investor connections and business mentors to nascent companies in the biotechnology, medical device and health care information technology fields.

Local foundations helped the greenhouses to get off the ground with investments that private sources considered too risky, says Mark Nordenberg, chancellor of the University of Pittsburgh.

"The importance of that early seed money cannot be overstated," Nordenberg says. "You need to have someone who will take a chance with you. One of the things that distinguishes Pittsburgh from other parts of the state and country is the willingness of foundations to get involved in early-stage initiatives."

That early support for business incubators has had a multiplier effect. The Life Sciences Greenhouse has invested \$20 million in startup companies, which have attracted \$900 million in additional capital.

"Pittsburgh became an attractive place to invest because there often were matching dollars coming from the foundation community that you didn't see many other places," Nordenberg says.

"The greenhouses were born as a model of how you use public-private partnerships to commercialize technology," says Dennis Yablonsky, founding CEO of both greenhouses and current CEO of the Allegheny Conference on Community Development.

Also helping to support budding entrepreneurs is Innovation Works, the public-private venture



The importance of that early seed money cannot be overstated. You need to have someone who will take a chance with you. One of the things that distinguishes Pittsburgh from other parts of the state and country is the willingness of foundations to get involved in early-stage initiatives.

**Mark A. Nordenberg**, Chancellor, University of Pittsburgh



that has invested more than \$60 million in technology startups like ALung since 1999. Those companies have attracted about \$1.5 billion in follow-up capital.

Don Charlton, founder and CEO of The Resumator, knows the power of seed money. Innovation Works has invested \$175,000 in his company, which develops recruiting software for small businesses. The Resumator has since attracted millions more in investment dollars from across the country.

“Innovation Works and foundations are helping us bring capital into the state to create jobs,” Charlton says. “Two years ago, we were two full-time employees. Now, we’re over 30.”

One of those new hires is Jonathan Carson, a Pitt computer science graduate who developed and sold his own Innovation Works-backed company before joining The Resumator. Carson grew up in Pittsburgh and is in no rush to leave; he recently turned down job offers in California.

“I really like the company—it’s agile,” Carson says. “Pittsburgh also has a ton of cultural amenities. You get art shows, bands and lots of outdoor stuff. It’s super-cheap to live here, and people are pretty rad.”

#### TRANSFORMATIVE ARTS, ONE BLOCK AT A TIME

Pittsburgh’s cultural amenities also have helped lure workers and revitalize neighborhoods. One major attraction is the Cultural District, a 14-block arts and entertainment hub located Downtown. Today, Pittsburghers flock to the district’s theaters, art galleries, restaurants, retail shops and public parks. Thirty years ago, entertainment options weren’t so enriching.

Take the corner of Penn Avenue and Seventh Street, which now features bronze magnolia trees hand-sculpted by award-winning artist Tony Tasset.

“That used to be the home of Doc Johnson’s Love Potions and Marital Aids,” says Janet Sarbaugh, senior director for The Heinz Endowments’ Arts & Culture Program. “When you see people interacting

with Tony Tasset’s beautiful magnolia trees today, it’s hard to remember that this site once housed an adult bookstore. It is truly exciting to have watched the transformation of the district over the last 30 years.”

The catalysts for converting the once-seedy area into a cultural mecca were H.J. “Jack” Heinz II, heir to the H.J. Heinz Co., and his son Sen. John Heinz III. Jack Heinz purchased and renovated the former Loew’s Penn Theatre, a thriving movie palace in the 1920s that was shuttered and set for demolition by the 1960s. It reopened in 1971 as Heinz Hall, the new home of the Pittsburgh Symphony Orchestra. Over time, the Heinz family and Pittsburgh’s foundation community helped to create a world-renowned theater district.

“Heinz Hall’s beauty and success made it seem like an island in a surrounding Downtown landscape of deterioration,” Sarbaugh says. “From the seeds of Heinz Hall, Jack Heinz’s vision for Downtown expanded to become the concept of a diverse Downtown cultural district.”

That vision led to the creation in 1984 of the Pittsburgh Cultural Trust, a nonprofit dedicated to increasing Downtown’s artistic offerings. Local

foundations have since invested more than \$200 million into the Trust, including in excess of \$100 million from the Endowments. An area once populated with porn shops now attracts two million people annually and generates more than \$300 million for the region.

“The beauty of our Cultural District is the diversity of its programming and its increasing 24/7 feel,” Sarbaugh says. “There are, of course, our outstanding symphony, opera, ballet and musical theater companies, and one of the nation’s most successful Broadway series. But smaller companies, such as Bricolage and the Pittsburgh Playwrights Theatre, also have an important presence. There is a range of gallery spaces and public art. The growth of new restaurants and residential developments has been tremendous. The Cultural District has truly become one of Pittsburgh’s most distinguishing features.”

The region’s arts and culture scene appeals to young visionaries, says Heinz Endowments President Grant Oliphant.

“The creative class of workers—people who have lots of skills and craftsmanship—are attracted by other creative people,” Oliphant

**THE ARTS IN PITTSBURGH:  
AN AREA ONCE POPULATED WITH PORN SHOPS NOW ANNUALLY ATTRACTS TWO MILLION  
PEOPLE AND GENERATES MORE THAN \$300 MILLION FOR THE REGION.**

**300**



says. “Foundations made a sizable investment in the creative sphere, which includes the Cultural District, but also in arts organizations and individual artists.”

Another creative sphere has emerged on a formerly blighted 10-block stretch of Penn Avenue that includes the city neighborhoods of Friendship, Garfield and Bloomfield, areas hard hit by the loss of jobs at mills and foundries. The Penn Avenue Arts Initiative, or PAAI, is a joint effort by the Bloomfield-Garfield Corporation and the Friendship Development Associates. It was launched in 1998 to turn abandoned buildings into homes and studios for local artists.

With support from a McCune Foundation grant and the Urban Redevelopment Authority, the PAAI began purchasing vacant property and selling or renting it at low prices to artists, who were given micro-grants to rehab the buildings and fund their work. The Endowments and other foundations also provided funding for various similar projects. Within a decade, vacancy rates along the Penn Avenue corridor declined from 78 percent to 21 percent.

“Cutting-edge philanthropic folks from the Endowments and others embraced the concept that artists’ innovations could be used to revitalize neighborhoods,” says Matt Galluzzo, arts district manager for the PAAI from 2006 to 2010 and current executive director of the Lawrenceville Corporation.

Shuttered hardware stores, bakeries and grocery stores now house art galleries, theaters and restaurants. Since the PAAI was founded, Penn Avenue has attracted more than \$56 million in investments.

“People want to experience something authentic and real,” Galluzzo says. “You go into these places—the [Pittsburgh] Glass Center, Most Wanted Fine Art, the Irma Freeman Center [for Imagination]—and feel a connection to place. You don’t get that in a suburban strip mall.”

Jason Sauer, an Army veteran originally from the outskirts of Pittsburgh, moved back to pursue his dreams on Penn Avenue.

“The neighborhood was a perfect fit,” says Sauer, who learned about the PAAI from a cousin in Bloomfield. “I was trying to start an arts gallery and studio in Seattle and Texas, but I couldn’t do it with the amount of money I was making.”

Sauer and his wife, Nina Gibbs, purchased a vacant building from the PAAI and launched Most Wanted Fine Art, a performance and studio space that hosts music, poetry and community events. The couple lives one floor above the gallery with their son, Rowdy. Sauer and Gibbs also host art shows as part of Unblurred, a gallery crawl on Penn Avenue held on the first Friday of each month.

Most Wanted Fine Art isn’t hard to spot—just look for a demolition derby car out front, which Sauer decorates, displays and then drives in a Mercer County fair each year. Twisted metal from the derby becomes material for his next project.

“My work fits right in with the Steel City’s past,” says Sauer, who also volunteers as a Goodwill mentor, helping young men just out of prison learn contracting skills.

“Artists have a community sensibility,” he says. “There’s a sense of identity, a sense of place. I moved to Pittsburgh on New Year’s Eve, and people were outside banging pots and pans in the street. I was instantly hooked.”

#### GREENER BUT NOT CLEAN ENOUGH

It’s much easier to get hooked on Pittsburgh now that its days don’t resemble nights. Sooty plumes from steel mill smokestacks no longer define the city’s landscape. But the pollution that is harder to see—namely fine particulate matter, ground-level ozone and air toxics—remains a major problem.

Industrial plants, including the continent’s largest coke works, are still scattered across the city and region, though not as many as when steel manufacturing was flourishing. Neighborhoods in the immediate vicinity can be most affected by

# 24

## THE CLEAN ECONOMY IN PITTSBURGH: THE PITTSBURGH REGION'S CLEAN ECONOMY RANKS 24TH IN THE NATION.

the pollution generated, but harmful, microscopic particles and toxic gases also are transported into communities miles away.

Pittsburgh has cleaned up its act to an extent. But it has work to do to help residents breathe easier and to attract the innovative businesses and highly skilled employees needed for continued economic growth and for whom good air quality is a priority. The city ranks in the dirtiest 10 percent of 338 urban areas for average annual particle pollution based on data from 2010–2012, according to a recent analysis by Clean Air Task Force. Particle pollution poses a significant health threat to Pittsburgh residents, contributing to heart attacks, stroke, lung disease, asthma, adverse birth outcomes—and premature death.

Moreover, cancer risk from air toxics in Allegheny County ranks in the top 2 percent in the U.S., according to a 2013 report from the University of Pittsburgh Graduate School of Public Health's Center for Healthy Environments and Communities. Air toxics are a class of pollutants known or suspected to cause cancer, as well as reproductive effects or birth defects. In addition, the region fails to meet current federal ozone and sulfur dioxide standards.

And air quality in the Pittsburgh region isn't improving as quickly as in other areas across the country. Out of 519 counties with valid monitoring data, Allegheny County was one of just 53 that failed to meet the 2012 annual fine particle health standard at the time it was enacted. More than half of the 519 counties had already met or improved beyond that standard a full decade earlier.

Foundations have played a key role in engaging stakeholders on air quality issues. The Breathe Project, launched by the Endowments in the fall of 2011, brings together businesses, organizations, government agencies and foundations to take measurable steps to reduce harmful emissions for healthier communities and a stronger economy.

Earlier work to improve the region's air quality included initiatives to decrease the energy consumption of local building stock. Green Building Alliance, the nation's first nonprofit dedicated to greening a region's commercial building sector, has played an important role in efforts to move Pittsburgh beyond its smoky past. Founded in 1993 with funding from the Endowments, GBA is a 1,200-plus member organization that helped write the book on eco-friendly building—literally. GBA collaborated with the U.S. Green Building Council to create the Leadership in Energy and Environmental Design, or LEED certification system. LEED is now a nationally recognized benchmark of a building's energy efficiency and environmental sustainability. Pittsburgh is a leader in high-performing, environmentally friendly structures.

"The Heinz Endowments and other foundations endorsed the standards and made it a requirement for projects to build to LEED certification," says GBA CEO Mike Schiller. "That helped jump-start the acceptance of LEED as a viable standard."

In turn, the standards have helped to boost the region's economy.

"As energy efficiency becomes ever more important, there's a huge opportunity for new jobs," Schiller says. "You end up hiring energy auditors, buying new boilers, putting in new duct work, a new roof. All of this is generating new jobs, and it's generating local jobs because you're not bringing someone from overseas to put a new roof on your building in Downtown Pittsburgh."

Pittsburgh has nearly 22,000 "clean jobs," according to a 2010 study by the Brookings Institution. The Pittsburgh metropolitan area ranks

# \$40,000

## EDUCATION IN PITTSBURGH:

THE PITTSBURGH PROMISE OFFERS A MAXIMUM SCHOLARSHIP OF \$40,000.

24th among the 100 largest metro areas in the overall size of its clean economy, which includes agricultural and natural resources conservation, education and compliance, energy and resource efficiency, greenhouse gas reduction, recycling, environmental management and renewable energy.

Younger, environmentally conscious Pittsburghers also have more opportunity to enjoy nature in their off-hours than they could 30 years ago. Riverlife, an organization the Endowments helped launch, is a public-private nonprofit that has been instrumental in protecting and revitalizing the city's riverfronts. For more than a decade, it has promoted sustainable development along the shorelines that includes green space, trails and ecologically minded landscaping, while raising awareness about proposed commercial projects that could harm the rivers or limit public access. At the same time, Venture Outdoors, an Endowments-supported nonprofit that Schiller co-founded, has created activities that make it easy for people to hike, bike and kayak in the city and beyond, offering more than 500 public programs a year.

The city's outdoor amenities improve the quality of life and help retain and attract young professionals, says Allen Dieterich-Ward, an associate professor of history at Shippensburg University who studies how politics, economics and the environment shape Pittsburgh's development.

"Pittsburgh has pieced together funding, sites and government partnerships in a way that many other places haven't been able to do, envisioning the riverfronts as a component in creating a city that appeals to both residents and out-of-town people," Dieterich-Ward says. "That's a success story for Pittsburgh."

Yet, he points out that more broad-based coalitions such as the Breathe Project are needed to help keep Pittsburgh from becoming complacent in cleaning up its environment.

"There's this interesting dynamic where sometimes the story of Pittsburgh's environmental transformation gets used as a tool to prevent further progress," Dieterich-Ward says. "If the story is, 'Look how much cleaner Pittsburgh is than it used to be,' then people declare, 'Mission accomplished.' We need to make sure we're living up to our own story."

### COLLEGE AND CAREER OPPORTUNITIES

The next generation of Pittsburgh environmental leaders, technology professionals and artist-entrepreneurs, will need advanced education and training to achieve that goal. University of Pittsburgh Medical Center, the Endowments, other local foundations and corporations collaborated to establish The Pittsburgh Promise in 2008. The initiative originally provided up to a \$20,000 scholarship to Pittsburgh Public Schools students who maintain a 2.5 grade-point average, attend class 90 percent of the time and enroll in an accredited post-secondary institution in Pennsylvania. In 2012, the scholarship amount doubled to the current maximum of \$40,000.

That scholarship money helps students combat rising tuition costs and expand their college options, says Nick Beckas, a 2008 Pittsburgh Langley graduate who attended Duquesne University to study occupational therapy.

"Many high school students—myself included at one time—are forced to limit their sights on college simply due to economic hardship," Beckas says. "The Pittsburgh Promise gives students the confidence to select a college, not because it's inexpensive, but because it's where they want to go."



Beckas is now a physical therapist for UPMC, which has committed \$100 million to The Pittsburgh Promise. He's part of what the U.S. Bureau of Labor Statistics calls the education and health services "super sector," which employs the largest share—about 21 percent—of Pittsburgh's workers. Education and health services jobs and those in professional and business services (Pittsburgh's third-largest super sector, employing 15 percent of the workforce) pay an average hourly wage above the national average for private jobs, according to the bureau.

The Pittsburgh Promise, coupled with a promising job outlook after college, makes the city an enticing location in which to settle down.

"I know many families already who have either talked about moving to the city or changed their mind about leaving the city simply because they want their children to receive The Pittsburgh Promise," Beckas says.

Future Promise scholars could join Morley's staff at ALung, which employs six Pitt bio-engineering graduates—for now.

"As we expand, we'll need engineers, manufacturers, administrators, quality and regulatory affairs—pretty much across the board," Morley says. "We've found that local graduates have the skills that fit our needs well."

#### KEEPING THE PROMISE FOR ALL

**M**oving forward, the region still faces myriad challenges in ensuring that all young people contribute to its 21st-century economy.

Pittsburgh had the third-highest poverty rate in 2011—31 percent—for working-age African Americans in the largest metropolitan areas in the country, according to the U.S. Census Bureau. The Pittsburgh Public Schools' 2013 State of the District report found that only 26 percent of the district's African American high school seniors were "Promise ready," based on GPA and attendance

during the 2011–12 school year. Among white students, 68 percent met the requirements.

The city district has to address that achievement gap, while grappling with reductions in state funding and other financial challenges.

Local foundations and other civic and government leaders will need to return to the lab to help make Pittsburgh's eds, meds and arts economy more inclusive.

"Access to robust curricula, engaging instruction and role models who affirm student potential and help them navigate pathways to higher education and future careers must be elements of the learning experience for our underserved and overlooked students," says Endowments Education Program Director Stanley Thompson. "These efforts, with intelligent policymaking and funding of education, will create a culture of high expectations and acceptable outcomes. This is equity in action."

Oliphant adds that foundations can do more to build on the region's successes.

"When I moved here in 1991, people spoke about Pittsburgh in the past tense," he recalls. "Now, there's a lot of energy about what Pittsburgh could be. One of the greatest opportunities for philanthropy is to invest in that sense of possibility."

The Resumator's Charlton is paying it forward as a mentor for Entrepreneurship Youth, which helps disadvantaged children see the possibilities by creating their own companies. The program is among the many in-school and out-of-school-time initiatives that the Endowments and other philanthropies support to prepare students for college and careers.

"Each community is starting to find its youthful soul," Charlton says. "I'm from the housing projects of southwestern Pennsylvania, but I was exposed to what it takes to start a business. If you're able to make a little noise in Pittsburgh, you'll have an entire city behind you, pushing you to be successful." *h*



THE GEOGRAPHY IS WHAT IMPRESSED ME THE MOST— THE HILLS, THE NEIGHBORHOODS, THE LOCATIONS AT THE CONFLUENCE OF THREE RIVERS. IT WAS VERY STRIKING.

Abhisek Chandan Khandai, 27, from Aurora, IL

When the steel mills were going down, the city united around the Steelers. It sounds cheesy, but that's what kind of kept everybody together. That mentality stepped out of just being about sports and became about the city.

John DeGore, 32, from Pittsburgh, Pa.

I believe Pittsburgh is unique in its forward thinking and movement, while maintaining a gracious appreciation of the past. Pittsburgh keeps me excited for the future and mindful of our wonderful history. I can't see myself anywhere else. This is home.

Markie Maraugh, 21, from Cranberry Township, Pa.

People are engaged in important conversations. I like that it's happening here.

Hannah du Plessis, 37, from Pretoria, South Africa

**WHY PITTSBURGH?** FOR SOME, IT STARTS WITH THE DRIVE INTO THE CITY THROUGH THE FORT PITT TUNNELS. AS THE PANORAMIC VIEW OF THE HILLS, RIVERS, BRIDGES AND OFFICE BUILDINGS STRETCHES OUT IN FRONT OF THEM, THEY UNDERSTAND, OR ARE REMINDED OF, PITTSBURGH'S APPEAL. FOR OTHERS, JOBS, SCHOOLS OR RELATIONSHIPS BRING THEM HERE, AND THE CITY'S OFFERINGS OR POTENTIAL CAUSE THEM TO STAY. FREELANCE WRITER MONA MORARU ASKED A GROUP OF UNDER-40-SOMETHINGS WHY THEY CONSIDER PITTSBURGH AN ATTRACTIVE PLACE TO LIVE. HERE'S WHAT THEY SAID.

I WALK EVERYWHERE. IT'S GETTING EASIER AND EASIER TO NOT HAVE A CAR.

Brent Doiron, 39, from Ottawa, Canada

I first moved to Pittsburgh because of the appeal of "the old and the new." I really admire how there are old buildings and landmarks that have been simply untouched or remodeled to be of use. There aren't buildings being knocked down, but being built around what is already there. Pittsburgh doesn't seem to get rid of history, but includes the past and present all into one.

Leah Schonauer, 20, from Killbuck, Ohio

I originally came to Pittsburgh because I had family here. Pretty soon, I found a great community of friends, low cost of living, wonderful down-to-earth people and a great work environment. I also have a host of solid bike-riding options in any direction I go from my house.

Phil Mollenkof, 34, from Lancaster, Pa., by way of Tokyo, Japan

I came back to Pittsburgh from D.C., where I had done African dance and Capoeira. I felt like I had an opportunity and a need to contribute to the scene here in Pittsburgh. It is important that my daughter is exposed to arts and culture, and Pittsburgh is primed to have a wealth of it.

Linsey McDaniel, 36, from Pittsburgh, Pa.

Pittsburgh offers a great combination of urban density and affordability. You don't have to be a millionaire to afford a roomy place in a good neighborhood in the middle of the city. There are denser cities in the U.S., but none as affordable and easy to live in as Pittsburgh.

Robert Rosenbaum, 31, from Houston, Texas





For Malik Vincent, a single magazine article he read as a child helped to stir his imagination and spur his pursuit of a journalism career.

# LIVABLE FOR ALL?

THE PROMISE OF PITTSBURGH'S ECONOMIC RECOVERY HAS NOT BEEN AVAILABLE TO EVERYONE. AS A RESULT, SOME RESIDENTS HAVE PUSHED FORWARD USING PATHWAYS OTHER THAN THOSE OFFERED BY THE GROWING TECHNOLOGY AND SERVICE INDUSTRIES. BY MALIK VINCENT

Although Pittsburgh's economy has undergone a renaissance since the decline of the steel industry, not everyone is sharing in the decades-long recovery. Researchers with University of Pittsburgh's Center on Race and Social Problems have found that in "America's Most Livable City," African Americans remain at the bottom of every

quality-of-life measure, including indicators of economic status, educational achievement, family stability and violence. In recent years, the unemployment rate of blacks in Pittsburgh has been two-and-a-half times higher than that of whites. Despite these statistics, there are stories of resilience and accomplishment. This is one of them.



**ONE CRISP FALL AFTERNOON  
IN 1997, I WALKED ABOUT THREE BLOCKS  
FROM HOME TO BUY A LOAF OF NICKLES  
BREAD THAT MY MOM REQUESTED.**

Vincent's family struggles mirrored those of Wilkinsburg, where he lived for a number of years during his childhood. The borough east of Pittsburgh continues to deal with drug and violence problems today.





It wasn't uncommon in those days to see 9-year-old boys like me at corner stores in Wilkinsburg, using paper food stamps to pick up groceries for their families. Yes, that was before the EBT— electronic benefit transfer— card.

On the way back to the house, I noticed an issue of Sports Illustrated at a nearby newsstand. The cover photograph of a shirtless Jerome Bettis, then in his second season with the Pittsburgh Steelers, had caught my eye. The headline read “Phat Backs.”

I ran home to grab a fistful of nickels and dimes that were in a small tin in a corner of my closet and rushed back to the newsstand to buy the magazine. I pored over the feature penned by Austin Murphy. It described how the NFL was recruiting heftier running backs such as Bettis, who was 5 feet 11 inches tall and weighed almost 250 pounds.

As a kid with a similarly chubby frame, I remember asking myself, “Can I do this stuff when I grow up?” And my longing was not only to play sports, but also to tell stories about them.

That desire tugged at my heart into my teenage years and even included closely following the lowly Pittsburgh Pirates baseball team, who in 2001 finished with an overall record of 62-100. I remember sitting in my room some nights, pretending to be a sports broadcaster. Undeterred by the fact that my mom and I couldn't afford cable, I went downstairs to the basement and brought up an old, dusty radio. I was determined to find a way to follow my teams. I'd listen to games on the radio and wonder how the commentators knew all of those facts and statistics about the players and sports franchises.

According to the NCAA, 6.4 percent of all high school football players make it to any of the association's three collegiate levels. The probability of getting into a Division I program, the biggest stage for college sports and the surest path to the pros, is even slimmer. But for many youths, particularly black boys like me who yearned for ways to escape struggling communities and overstressed families, the fame and glamour of professional athletes made the dream of a sports career appear worth pursuing, regardless of the odds.

When I tried playing, I wasn't half bad. On my flag football team, sponsored by Dapper Dan Charities, I led in stops and was near the top in receptions as a middle linebacker and tight end in 2000. My team claimed the Boys & Girls Clubs midget league championship at Three Rivers Stadium that year.

But I would not play another down of football because I soon learned that I had “slipped capital femoral epiphysis” in both hips, which meant a shift had taken place in the upper part of both femurs, causing my hip joints to weaken. The result was pain not only in my hips, but in my knees, legs and other parts of my lower body. It was a condition that required surgery and forced me into a wheelchair for eight weeks. The doctors told me it would be at least five years before I could participate in competitive sports again.

I was crushed over not having the chance to play high school football. At age 12, I stood at 5 feet 9 inches and weighed 170 pounds. I knew that if I'd worked hard, I would have become a good player. As bleak as my situation seemed at the time, it carried a silver lining— one that would direct me toward another coveted career.

Since high school athletics were out of the question, attending summer football camps and getting swept up into strategizing ways to advance in the sports field did not become a part of my routine or mindset. So, the summer before my senior year, I was open to suggestions that I enroll in the Pittsburgh Black Media Federation's journalism workshop. The weeklong residential program was directed by co-founder Chris Moore, a television and radio talk show host, and Olga George, a local television news assignment editor.

At that stage of my life, the timing of my involvement with the program was perfect. My mom and I were trying to survive the hardships of poverty, her abusive relationships and periods of homelessness. My father wanted nothing to do with me. During my adolescence, there were numerous occasions when I would knock on his apartment door and hear his footsteps as he walked away, despite my yelling. He didn't open his door to me until I was 19.



**AS A KID WITH A SIMILARLY CHUBBY FRAME, I REMEMBER ASKING MYSELF,  
“CAN I DO THIS STUFF WHEN I GROW UP?”  
AND MY LONGING WAS NOT ONLY TO PLAY SPORTS,  
BUT ALSO TO TELL STORIES ABOUT THEM.**

The workshop, with Moore’s affirming presence as a strong black man, met both my emotional and educational needs. His voice boomed when he spoke the program’s motto: “This is a workshop, not a play shop.” The words also described how the program could compress a year or two of post-secondary media training into seven days.

I didn’t immediately take advantage of what I experienced in the journalism program. My unstable home life contributed to subpar high school grades and discouragement that I tried to mask with an I-don’t-care attitude. I missed opportunities that could have helped me attend nearby four-year colleges. I was expelled from high school my senior year after getting into a fight with another student because he called me a racial slur, and then I had to attend an alternative education program for four months to complete my classwork and receive my diploma.

I started working at a grocery store to earn money and enrolled in Community College of Allegheny County almost a year later. I became editor-in-chief of the Allegheny View

Since graduating from high school, Vincent has worked in several freelance or internship positions, including at the Pittsburgh Tribune-Review, where he still stops by to see former colleagues such as Doug Gulasy, a sports reporter.

student newspaper and won campus awards for my work with the paper and student government. These experiences helped me to gain the confidence I needed to seek professional opportunities to improve my writing skills.

At 20, I decided to seek a reporting job at the New Pittsburgh Courier, successor of the Pittsburgh Courier, which during the middle of the last century had been one of the most widely circulated black newspapers in the nation. With notes that I’d taken in the high school journalism program and samples of articles by professionals in the field, I sat down to write an audition piece. My story was about J. R. Holden, a fellow Wilkesburg native who played on the Russian basketball team in the

2008 Olympic Games in Beijing. The piece was published on Aug. 20 of that year. It marked the day I officially set out on the journey to achieve my Plan B childhood goal.

For the next several years, I juggled school and work. I transferred to Point Park University in Downtown Pittsburgh to study multimedia and journalism, and freelanced at different times for the Courier, Pittsburgh Tribune-Review and Pittsburgh Post-Gazette. Because of financial challenges, I haven’t completed all the requirements for my degree—but that’s still on my must-do list.

Last year, I became associate editor of a community arts and entertainment magazine called Soul Pitt Quarterly, which has a circulation of nearly 10,000. I’ve written several cover feature stories for the magazine about nationally known athletes and entertainers from the Pittsburgh region.

My life continues to have its struggles, but the chubby kid who spent an afternoon savoring words in Sports Illustrated 17 years ago is realizing his dream. *h*



# SO- INCLINED

**Anne Marie Toccket, 30**

**Job(s):** Development director for Awamaki, an international, nonprofit business incubator for Peruvian women; project coordinator for the University of Pittsburgh's Pittsburgh Philanthropy Project, which chronicles philanthropic contributions to the region.

**How long have you lived in the Pittsburgh region?** Five years

**One word to describe Pittsburgh:** Inclined — as in hilly, but also as in a disposition to do something, such as having an ability, talent or desire.

**Best Pittsburgh "hidden gem":** Strong Italian traditions (and accents) in Bloomfield's back alleys.

**Favorite place to go for recreation:** Riverfront bicycle trails

**Something that makes you want to stay:** That the best Pittsburgh is yet to come





# 6.5

MILES

**S**ara Cole is a true believer. Almost every weekday, the 28-year-old rides her bicycle for 40 minutes to an hour, depending on weather and traffic, from her house in Pittsburgh's East Liberty neighborhood to her job Downtown as an instructor at the Greater Pittsburgh Literacy Council. As some of the snapshots to the right show, Cole's nearly 7-mile trek takes her on busy city thoroughfares and narrow side streets, around a neighborhood park and along a bike trail. The commute could be shorter if she rode a more direct route. But Cole stays on streets with bike lanes when she can, and her favorite stretch is the bike trail, though she usually doesn't travel it in the winter.

Biking has been one of Cole's passions since she graduated from the University of Pittsburgh and taught English in Antwerp, Belgium, as part of a Fulbright fellowship. What was a normal part of the culture in Belgium became a normal part of Cole's routine as she moved to Chicago to teach at a community college and later returned to Pittsburgh. And she doesn't just ride; she also spreads the message about the personal and environmental benefits of biking. Cole writes a column on the topic one to three times a month for The Union Hall Times, a publication of Bar Marco restaurant and art gallery in the city's Strip District. In March, she led a "Fundamentals of Riding" workshop that was part of Bike Pittsburgh's first Women & Biking Forum.

For Cole, biking as a lifestyle has meant that she hasn't owned a car since she was 18, and she has no second thoughts about that decision. "I save a ton of money. I'm not harming the environment, and I have a lot of energy," she says. "I just don't see a downside."



Photography: Joshua Franzos

## 3 RIVERS × 2 WHEELS

OF THE 60 LARGEST CITIES IN THE U.S., PITTSBURGH RANKS

# 16

IN BIKE COMMUTERS  
AND HAD THE

# 2nd

LARGEST JUMP IN  
BIKE COMMUTERS  
FROM 2000 TO 2010

# 24 MILES

length of the Three Rivers Heritage Trail

# 300

NUMBER OF BICYCLE RACKS THE CITY HAS INSTALLED,  
INCLUDING 4 ON-STREET BIKE CORRALS.

# 100%

of Port Authority buses have a rack  
on the front to load up to two bicycles



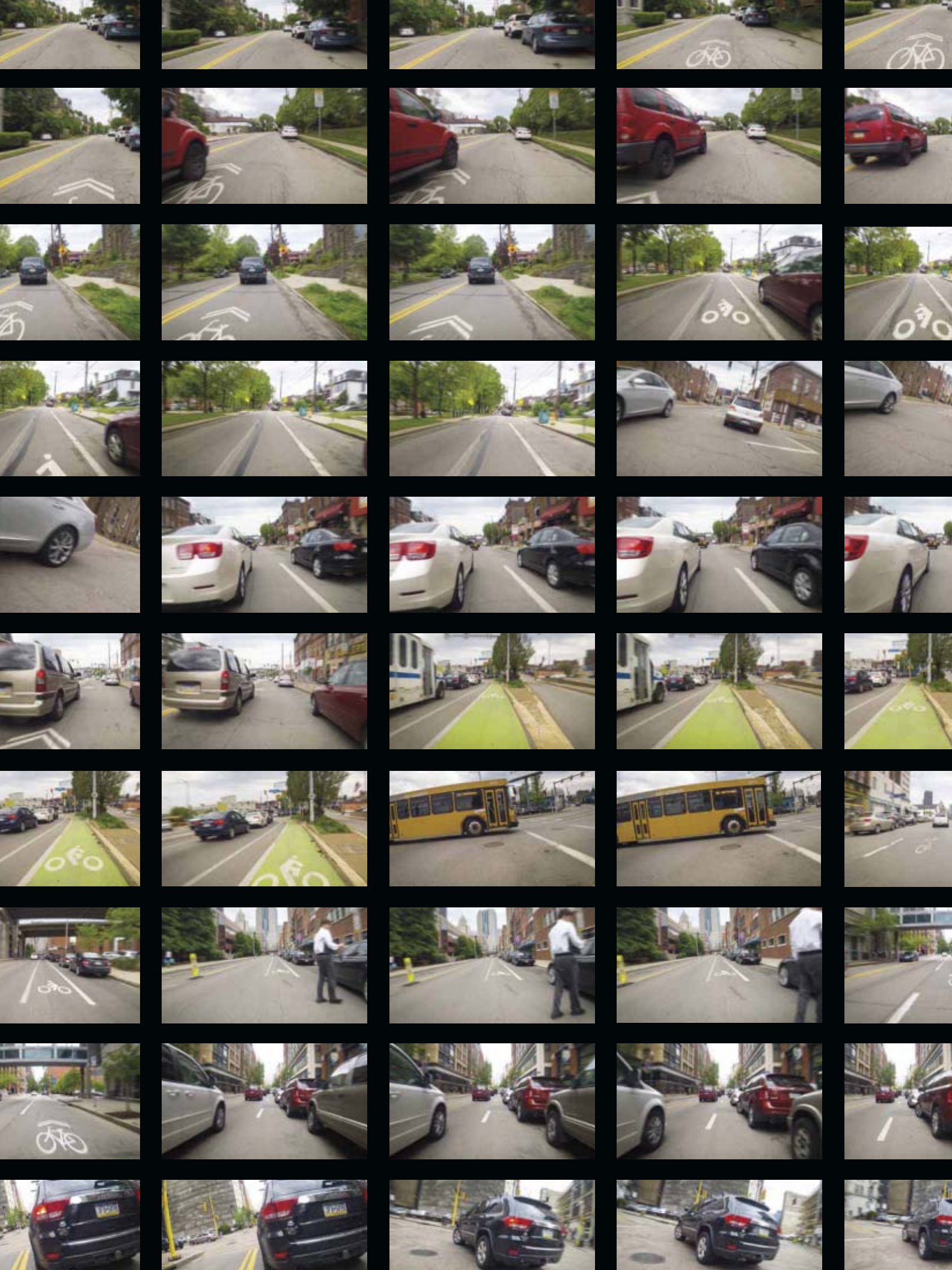
# 50

# +

# 500

In August, Bike Share will launch  
with 50 stations and 500 bicycles







THIRTY YEARS AGO, YOUNG ADULTS WERE FLOWING OUT OF PITTSBURGH AFTER STEEL MILLS CLOSED AND JOBS IN THE INDUSTRY DISAPPEARED. TODAY, THE CURRENT IS REVERSING AS MORE YOUNG PEOPLE ARRIVE IN THE REGION TO SEEK COLLEGE DEGREES AND OTHER OPPORTUNITIES PITTSBURGH OFFERS. BY BEN SCHWARTZ WITH REPORTING BY MONA MORARU



Stepping onto Robert Morris University's Moon Township campus can be, as the name suggests, a bit like stepping onto the surface of a different, if not lunar, world. The hallmarks of suburban sprawl—from stretches of cookie-cutter houses with predictably well-manicured lawns to clusters of unremarkable office parks—give way to a landscape dotted by well-built halls and leafy footpaths. Yes, parking lots abound, but the makings of a college hamlet are there among the rolling, grassy hills.

Less than 20 miles away in Pittsburgh's Downtown, Point Park University is slowly but efficiently transforming the city streets surrounding it into a college campus. The university is bordered by the bustling restaurants and shops of Market Square on one side and the Monongahela River on another. Stately buildings are adorned with bright-colored street banners to designate that they belong to Point Park. The only open space, so far, is a new corner parklet, a kind of down payment on the school's vision of an urban "academic village." The soul of the university, however, is about three miles away at the Pittsburgh Playhouse that is in the neighborhood of Oakland—for now. Point Park has plans to move the Playhouse to a new theater space Downtown, where it will serve as a world-class teaching and performance venue.

The two schools, which both have received Heinz Endowments support for many years, are different in some ways, but they reflect the broadening of educational opportunities in the Pittsburgh region over the past 30 years. Before the 1980s, many young adults streamed into the steel mills after graduating from high school. It was a steady job that could provide a good living and a decent pension. But when the industry folded, employment options dried up, and a number of young people left the area. Those who stayed had to seek new skills and training. Moving forward to help meet this need were a range of educational institutions, with Robert Morris and Point Park among those that flourished.

Both institutions began as junior colleges in the early 1960s and became four-year colleges later in the decade. They expanded into universities about

a dozen years ago and emerged from under the shadows of the region's goliaths of higher education, Carnegie Mellon University and the University of Pittsburgh.

"[Robert Morris] is no longer a school that primarily attracts 'first-generation' college students—it's a university of choice," says President Gregory Dell'Omo. "Here you get a strong liberal arts component as part of your core, but also a very professional, applied approach [to education]. It's a holistic experience."

At the same time, both universities have carved out niches in certain fields for which they have become well-known in the region and beyond.

"I think Point Park and Pittsburgh are a reflection of each other, and the arts are central to Pittsburgh, so I think they are central to Point Park," explains Ronald Allan-Lindblom, vice president and



## ROBERT MORRIS UNIVERSITY

Students in Robert Morris University's School of Nursing and Health Sciences practice their clinical skills in a medical simulation laboratory. The computer-controlled mannequins respond like human patients. Robert Morris launched its nursing programs in 2003 with 18 students; today nearly 800 are enrolled in the nursing school.



artistic director of the Conservatory of Performing Arts and Pittsburgh Playhouse.

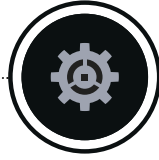
Over the past three decades, enrollments at both Robert Morris and Point Park have grown steadily with expanded graduate school offerings and increases in the number of full-time students. Of the 3,841 students enrolled at Point Park last year, 2,801 were full-time students, nearly triple the number attending part-time and more than double the 1,098 full-time students enrolled in 1984. While comparable enrollment figures from 1984 weren't readily available at Robert Morris, its 5,413 students include 2,070 living on campus compared to 950 who did so in 1984. It's not an exact indicator of the full-time enrollment increase since some full-time students have always lived off-campus. But the fact that so many more students are now living on campus reflects substantial growth in the number of full-time students and those coming to Robert Morris from outside the region, asserts university spokesman Jonathan Potts.

The Endowments has awarded grants of more than \$7.2 million to Point Park and \$3.2 million to Robert Morris over the past 20 years in support of their vision and growth. When Point Park's academic village plan was unveiled six years ago, for example, Endowments Chairman Teresa Heinz commended it as weaving the school's "presence into the Downtown fabric in a very exciting way. It expands considerably the opportunity for Point Park students to engage their academic programs in a vibrant urban setting."

In 2012, Robert Morris became home to Uzuri Think Tank, an Endowments-supported research center dedicated to identifying the factors shared by successful African American men and developing models of success for others to follow. Education Program Director Stan Thompson describes one of Robert Morris' strengths as offering students a variety of career-preparation options, "creating partnerships with nonprofits and internship opportunities where students can find a niche in its eclectic culture and enthusiastically celebrate Pittsburgh's rebirth."







And for some students, the schools' locations as well as their academic offerings are incentives for enrolling.

"I'm from an hour north of Buffalo, the most rural situation, so I was looking for a change of pace," says junior Sara Payne, 20, a journalism and global cultural studies double major from Buffalo, N.Y. "Point Park was Downtown, and that's what I wanted—a complete opposite lifestyle from what I was used to."

Pittsburgh furnishes all the opportunities of a big city, Payne says, yet has a small-town feel. "And Downtown is great because it's changing," she adds. "I'm excited to see the changes and all the construction that's going on."

Sophomore Nicolette Adamson wasn't sure if she wanted to spend her college years on an urban campus, even though her Monroeville, Pa., home is only about 20 minutes from Downtown Pittsburgh.

"I love the city, but didn't think I would like actually living in the city," explains the 19-year-old actuarial science major. "That's why I ended up falling in love with Robert Morris. It's such a nice rural community, but you're so close to Downtown... After learning about RMU's actuarial science program—most schools don't even have it as a major—that ended up being the deciding factor."

Pittsburgh's blue-collar roots also still have an appeal, even for young people pursuing higher education.

"I really wanted to stay in Pittsburgh... I think there's a lot of pride here," says Point Park senior Andrew Goldstein, 21, a journalism major who grew up in the area. "People from Pittsburgh are ready to dig into the trenches and go to work, like the lunch-pail crew they had going into the steel mills. I know pretty much everyone who's a third- or fourth-generation Pittsburgher had at least one, and probably more, family members working in the steel mills. I know I have. And we kind of take that mentality into whatever it is that we do." *h*

Point Park University's Conservatory Theatre Company enables students to put their talent on display in major productions such as "Bloody Bloody Andrew Jackson." The rock musical provides a modern update of the founding of the Democratic Party, Jackson's life, and his relationship with his wife, Rachel. The theater company is one of four in Point Park's Conservatory of Performing Arts. The university has two other student groups, the Conservatory Dance Company and Playhouse Jr., and The REP, a professional theater company. All four are housed in the Pittsburgh Playhouse, Point Park's performing arts center.







PORTRAIT

# MUCH INSPIRED

**Eric Hagarty, 26**

**Job:** Deputy campaign manager,  
Tom Wolf for Governor

**How long have you lived in the  
Pittsburgh region?** 3.5 years

**One word to describe Pittsburgh:**  
Persistent

**Best Pittsburgh "hidden gem":**  
The Roberto Clemente Museum, where  
The Great One's legacy is preserved and  
wine from Engine House 25 is made.  
It's the coolest place in Pittsburgh that  
few have been to.

**Favorite place to go for recreation:**  
If I have some down time, I love catching a  
movie at The Manor Theatre in Squirrel Hill.  
If it's playing there, you know it's good.

**Something that makes you want to stay:**  
There's something here for everyone,  
whether they choose to pursue a career  
in high technology, education, medicine,  
manufacturing, or just about anything else.  
It's been inspiring to see such a uniquely  
collaborative group of civic, corporate and  
young professional leaders working together  
to push the region even further forward.





THINGS YOU MIGHT SEE IF YOU GO KAYAKING ON THE THREE RIVERS





HEINZ FIELD

THE FOUNTAIN

BRIDGES



THIS ONE'S CALLED ANDY WARHOL

PEOPLE DOING YOGA AT THE POINT



A TIGHTROPE WALKER



A NORMAL-SIZED DUCK

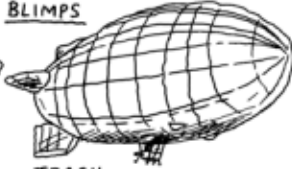
SPLOOSH!

A STATUE

FRED ROGERS



BLIMPS



TRASH (BUT THERE'S NOT MUCH NOWADAYS)



A SAX PLAYER

BEER



FIREWORKS

THE OCCASIONAL UNICYCLE



CONCERTS



MILE MARKERS



CYCLISTS



HELICOPTERS



HOMELESS PEOPLE

BUT AT LEAST THEY ARE BEING HELPED BY CHARITIES

LIKE EAST END COOPERATIVE MINISTRY.



LARPING

(Live Action Role Playing)



PITTSBURGH'S FIRST BLAST FURNACE NOW AT STATION SQUARE PLAZA



UNIQUE PUBLIC ART

JUST DUCKY TOURS



DRAGON BOAT RACES



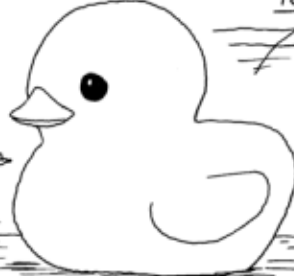
WEDDINGS



WORKING BOATS



CHUG!

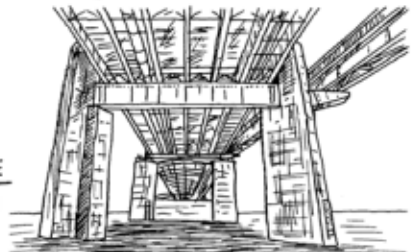


A GIANT DUCK

A BIG SUBMARINE



BRIDGES FROM UNDERNEATH



Amazing!

I LOVE Pittsburgh!





**MARRIAGE PROPOSALS**

**TREES**

**OTHER KAYAKERS**

**A FLOATING BASEBALL**



**FISHING**  
THE RIVERS ARE MUCH CLEANER AND HEALTHIER THAN THEY USED TO BE.

**DOGS BEING WALKED**

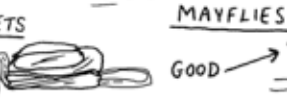
**THE SCIENCE CENTER CONE**



**BIRDS**  
YES, BALD EAGLES NEST HERE



**A PARTY ON A BRIDGE**





PITTSBURGH WOULDN'T BE THE SAME WITHOUT THE MONONGAHELA, ALLEGHENY AND OHIO RIVERS. THE THREE WATERWAYS WEAVE AROUND THE CITY, CREATING A UNIQUE LANDSCAPE AND IDENTITY.

AND PITTSBURGH HAS EMBRACED THE RIVERS IN RETURN, USING—AND SOMETIMES ABUSING—THEM AS CONDUITS FOR INDUSTRY, OR PROMOTING THEM FOR ENTERTAINMENT, RECREATION AND A WAY OF LIFE WORTH PRESERVING.

PERHAPS TAKING A LOOK AT PITTSBURGH FROM A KAYAK PROVIDES A NEW PERSPECTIVE—AND APPRECIATION—OF THE VIEW.



A woman with dark hair, wearing a light blue t-shirt and tan pants, stands on a city sidewalk. Behind her is a multi-story brick building with many windows. A sign with 'N.B.C.' is visible on the building. A street lamp and a red banner are also visible in the background.

PORTRAIT

# POSITIVE POTENTIAL

**Linsey McDaniel, 36**

**Job:** Director of Alumnae/i Relations at Winchester Thurston School

**How long have you lived in the Pittsburgh region?** I was raised in Pittsburgh. I left to go to Howard University in Washington, D.C., and returned almost 10 years ago for graduate school at Carnegie Mellon. It took a couple of years of being back, but I eventually decided to stay.

**One word to describe Pittsburgh:** I tend to say the "P" in Pittsburgh is for "potential."

**Best Pittsburgh "hidden gem":**

This city is full of cool spaces and novel ideas. They often change, but I think that's part of the charm. I'd say my favorite seemingly "secret" treasure is the incredibly warm and enthusiastic Baha'i community. The Baha'i religion is growing all over the world, and yet I am surprised that so many people here don't know of it.

**Favorite place to go for recreation:**

Definitely the parks. It's incredible to live in an urban area with such beautiful green spaces for concerts, playgrounds and walks. Growing up, my father would often lead us on walks through the trails in Frick Park after dinner.

**Something that makes you want to stay:**

The communities I'm a part of are small but really wonderful. We know and depend on each other. Back to that idea that "P" is for potential, I really feel like an important part of something special and growing.



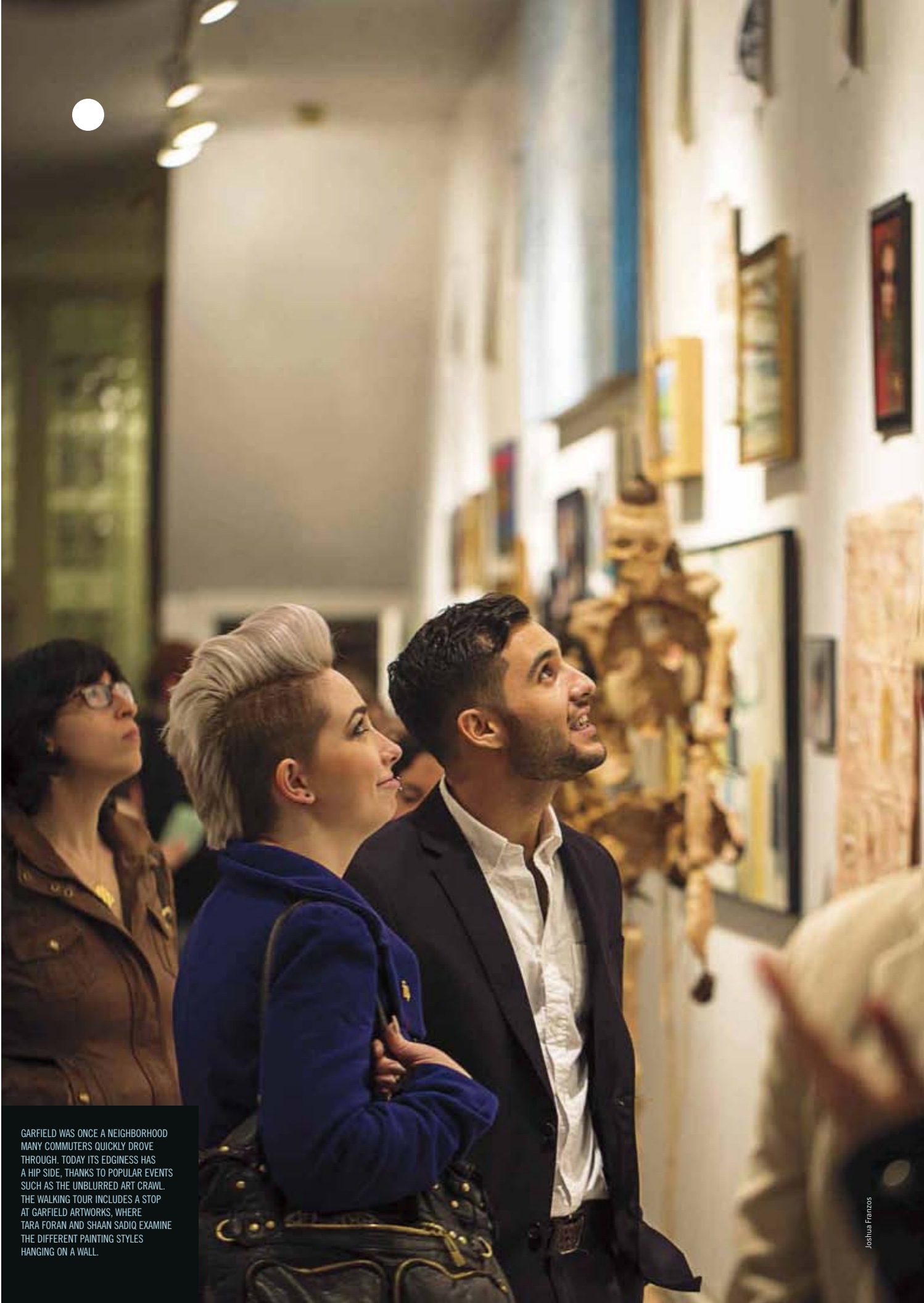
## OPPORTUNITY & ADVENTURE

PITTSBURGH HAS ALWAYS HAD ITS SHARE OF NEIGHBORHOOD BARS AND RESTAURANTS THAT REFLECTED THE CHARACTER OF THEIR DIFFERENT COMMUNITIES. BUT TODAY, THE CITY OFFERS A WEALTH OF TRENDY HANG-OUT SPOTS, EATERIES AND ENTERTAINMENT VENUES, WITH SOMETHING AVAILABLE FOR ALMOST EVERY TASTE. AS ONE LOCAL COLLEGE STUDENT DEMONSTRATES, IT'S JUST A MATTER OF TAKING THE TIME TO EXPLORE. BY KELSEY HUGHES

**A**s a student at the University of Pittsburgh, my usual scene is the mild bustle of South Oakland. I roam the grungy yet beloved streets and often stay close to Forbes Avenue, which is lined with affordable restaurants and serves as a straight shot to my favorite place on campus, the imposing Cathedral of Learning. ■ Just as many people often stick to what they know, what is comfortable, I burrow easily into Oakland's business hub as if it were a warm bed on a cold day. That's why I must frequently remind myself I do not go to the "University of Oakland." Instead, I live in a city of culturally diverse neighborhoods, connected by bridges and mass transit and filled with community-minded people. ■ While the opportunities for social adventures in Pittsburgh are endless—from hip restaurants and nightlife to museum exhibitions and gallery crawls—sometimes only those "in the know" know where to find them. Writers might stay on top of the best haunts for a night of readings and spoken word, while the foodies can tell you about the dives or upscale cafés offering the tastiest fare in town. But what makes Pittsburgh truly special are the events that bring together people from different backgrounds and interests into the same location in a spirit of creativity, entertainment and innovation.







GARFIELD WAS ONCE A NEIGHBORHOOD MANY COMMUTERS QUICKLY DROVE THROUGH. TODAY ITS EDGINESS HAS A HIP SIDE, THANKS TO POPULAR EVENTS SUCH AS THE UNBLURRED ART CRAWL. THE WALKING TOUR INCLUDES A STOP AT GARFIELD ARTWORKS, WHERE TARA FORAN AND SHAAN SADIQ EXAMINE THE DIFFERENT PAINTING STYLES HANGING ON A WALL.



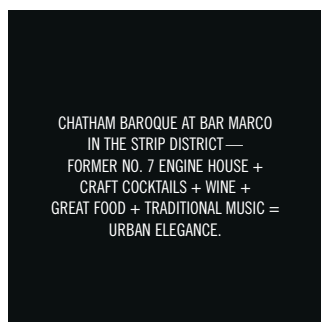
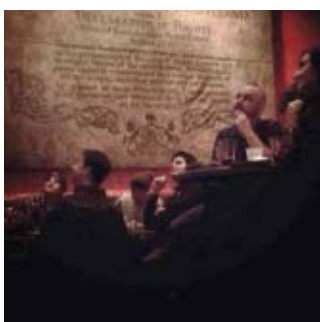
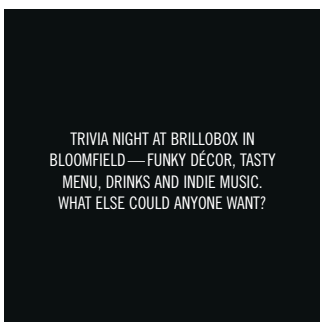
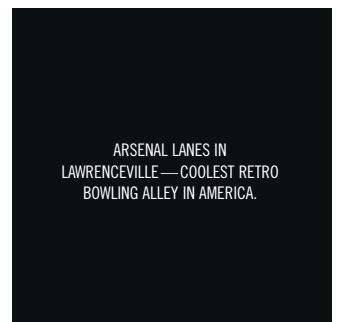
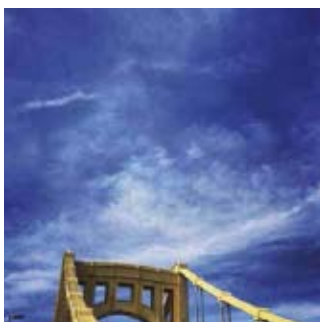
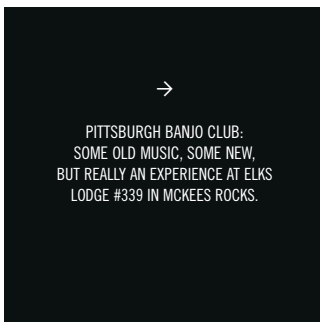
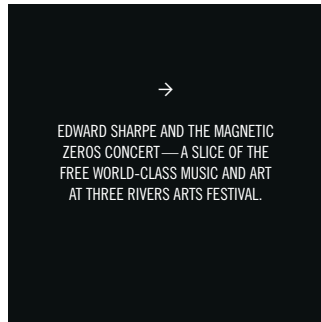
Every first Friday of the month, Penn Avenue in Garfield ignites with the artistic energy of the Unblurred art crawl. The street is lined with hole-in-the-wall art exhibits and galleries. People of all ages and wearing varied attire — from bohemian earth tones to stylish designer brands — stroll down the street, popping into whatever shop catches their eye. Makeshift cardboard signs are posted on some doors and windows: “Come in. Everyone is welcome!”

And everyone *is* welcome: An eclectic assemblage of individuals gather in the neighborhood, sharing a common interest in exploring art and expanding their minds. This is another side of the city, the side away from the government buildings, corporate boardrooms or even unconventional startup offices. The different ethnicities, ages and cultures stream together to form one Pittsburgh voice — and on this Friday night, I’m deeply moved as I realize I am a part of it.

Walking down Penn Avenue, my friend and I stumble into a mini-flea market — a series of white tents occupied by small businesses, including a taco stand and a woman selling antique jewelry. The street has a quirky vibe, the feeling of “old town” mixed with throbbing metropolis.

The Assemble community space — a nonprofit that connects artists and scientists with curious kids and adults — is especially vibrant. Approaching the bright orange building and stepping inside, we see graffiti sprinkled across the walls, two women playing bongos, and 20-somethings encircling their hips with spin-sparkly, blue hula hoops. In a far right corner, a little girl paints a rainbow on a white tarp, adding to the collection of doodles drawn by others.

More poignant is a display of art with a social awareness message. A poster on a wall shows mug shot-style pictures of about 20 African American men. A sign asks you to guess each man’s age, which have PhDs and which have criminal records. It’s a lesson on racial profiling and digs into the thinking behind how and why we judge people based on appearances.





TO CAPTURE PITTSBURGH'S CURRENT SPIRIT AND ENERGY, BUSINESS INCUBATOR THRILL MILL INC. AND NETWORKING GROUP GLOBAL SHAPERS HUB SPONSORED THE INAUGURAL THRIVAL INNOVATION + MUSIC FESTIVAL AT BAKERY SQUARE PLAZA LAST FALL. A VARIETY OF ORGANIZATIONS AND STARTUPS SHOWCASED THEIR CREATIVE IDEAS TO RESIDENTS, SHAREHOLDERS AND ASPIRING ENTREPRENEURS WHILE MUSICIANS SUCH AS DE LA SOUL ENTERTAINED PARTICIPANTS AND VISITORS.

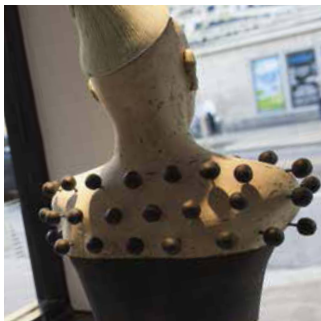


Emmal Alaquiva

J. Altorf Photography



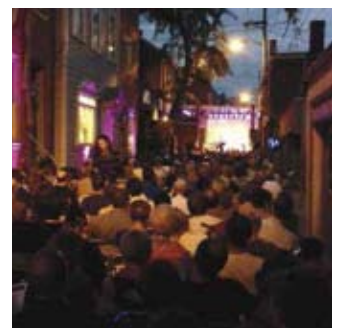
"CONGREGATION" INTERACTIVE ART INSTALLATION IN MARKET SQUARE — BEING IN THE RIGHT PLACE AT THE RIGHT TIME.



→  
CINEMA IN THE PARK AT GRANDVIEW PARK IN MOUNT WASHINGTON — GRAB A BLANKET AND ENJOY AN EVENING OF FREE FILMS UNDER THE STARS.



PITTSBURGH IS THE NEW HOLLYWOOD — MOONLIGHT AS AN EXTRA IN THE NEXT BLOCKBUSTER MOVIE.





**W**eekends offer a buffet of recreation and entertainment options in the transformed Steel City. Whether they enjoy hiking, biking, kayaking or even “geocaching” (which, for the uninitiated, involves using a navigational system like GPS to hide or seek containers called “caches”), Pittsburghers, especially the under-40 crowd, are increasingly seeking new adventures across the region’s diverse terrain.

Once walled by steel mills and other factories, Pittsburgh’s rivers now power different signature activities. One local organization, Venture Outdoors, specializes in making the most of the city’s natural assets. On a Friday afternoon, I “venture outdoors” with a friend.

Kayaking along the Allegheny River, I dip one end of the paddle into the water, propelling myself forward. The consecutive, alternating strokes are more choppy than graceful, but it feels liberating all the same. The mechanical action of paddling soon becomes automatic as I take in my surroundings. I watch geese floating five feet away from my boat and a man fishing — he says

for “whatever bites”—in the river. I revel in the gorgeous sunshine reflecting off the water and gaze at the Pittsburgh skyline stretching by, a gleaming and proud backdrop. In the distance, I see the yellow Andy Warhol Bridge, decorated with a striking display of color. It has just been “yarn bombed” with a multi-colored patchwork of knitted and crocheted blankets as part of a project intended to bring together communities with one productive effort.

I float on the river, soaking up the sun and scene. Then I paddle underneath a bridge built for trains, with car after car clacking overhead. The steel wheels screech, and the percussion of sounds seems reminiscent of the city’s industrial past.

Venturing more inland on a sunny Saturday afternoon, I walk through Bakery Square, a new retail and office development in Larimer. Young people have flocked there to participate in the Thrival Innovation + Music Festival. As music pulses in the background, I meet some recent college graduates seeking advice on how to start their own businesses. They mingle with representatives from organizations

dedicated to fostering entrepreneurship in Pittsburgh. At one table, visitors are asked to give feedback about what young people think “propels Pittsburgh.” Splayed across a corkboard are answers such as diversity and inclusion, affordable housing, 24-hour free Wi-Fi coffee shops and a “tough Steel City attitude.” The most common answer, however, is the sense of community.

These experiences barely scratch the surface of what’s possible in “the ‘Burgh.” If there is one lesson that I have learned, it is that there is always something for young people to do in this city. While word of mouth is often the strongest PR, it doesn’t take much effort to find somewhere to enjoy an evening out if you just put your favorite search engine to use. But it does take a willingness to explore and an openness to adventure. Besides, what’s the point of living in Pittsburgh if you don’t fully get to know this sometimes funky, sometimes gritty, but always beautiful city? *h*



BAYARDSTOWN SOCIAL CLUB — SUMMER OUTDOOR VENUE IN THE STRIP DISTRICT DESIGNED TO LOOK LIKE A BACKYARD PARTY.



FIREWORKS IN PITTSBURGH — NO NEED TO SAY MORE!



→  
STEEL CITY ROLLER DERBY — STRONG, INDEPENDENT, BODY-SLAMMING WOMEN WHO ALSO HAPPEN TO BE SERIOUS ATHLETES.



Dalton Photography



Opposite: The mamaRoo baby rocker, above, is an example of technical creativity not only produced by 4moms, but also nurtured through public, private and philanthropic investment in business incubators in the Pittsburgh region. 4moms' casual yet energetic environment helps to stimulate ideas among staff members such as, below from left, Keith Ruggeri, information technology specialist; Brooke Breon, marketing coordinator; Justine Mayowski, event coordinator; and Kate Sundry-Hong, brand engagement leader.

## IT'S AN OFT-REPEATED STORY THAT STILL HOLDS UP

as an example of first steps in business innovation: One afternoon in 2004, Henry Thorne and Rob Daley met for lunch—a time that for many is a permitted escape from work. But for the two men, escape wasn't the goal. Amid a sea of faces weary from the daily grind, Daley and Thorne excitedly discussed a new idea. They believed that a job shouldn't be a place that people want to flee from, but somewhere they should be excited to return to every day. With Daley's business acumen and Thorne's engineering expertise, the pair reasoned they could create just such an environment. About a year after that six-hour lunch, the tech-savvy baby gear company 4moms was born.

---

*Michael Oliphant is an outreach coordinator with Reading is FUNdamental through AmeriCorps and a recent graduate of Allegheny College, where he majored in English with a focus in creative writing. This is his first story for h.*





A close-up photograph of a white baby product, likely a stroller or car seat, featuring a blue cap with a power button symbol. The 4Moms logo is visible in the background.

**AFTER STEEL:**

# BUSINESS REBIRTH

PITTSBURGH'S REBOUND FROM THE COLLAPSE OF THE STEEL INDUSTRY IS A TALE OF NEW BEGINNINGS. 4MOMS, WITH ITS ROBOTICS-INFUSED BABY PRODUCTS, IS JUST ONE EXAMPLE OF HOW TIMING, TALENT AND A GOOD IDEA CAN LEAD TO LOCAL STARTUP SUCCESS. BY MICHAEL OLIPHANT



Maintaining 4moms' success requires commitment and enthusiasm among all employees, including, from left, accounting staff members Alyssa Lamberti, Rod Stoll and Lesley-Anne Colosmo.



Since it started almost nine years ago, 4moms has carved out its niche in the baby products industry through the use of advanced robotics. It has grown to 110 employees at its headquarters in Pittsburgh's Strip District and other offices in New York, Chicago, California and Hong Kong, with customers in more than 40 countries. 4moms also has received international acclaim for its work, such as the prestigious German Red Dot Award for "best of the best" product design, which was given to the 4moms Breeze Playard last year. Unlike some play yards that can be complicated to use, the Breeze opens and closes with a single push. Other 4moms items include a self-folding stroller complete with an LCD dashboard and daytime running lights, and an infant tub that keeps baby's bath water clean and at the correct temperature.

Named for its original focus group of Pittsburgh mothers, 4moms' achievements reflect the business ingenuity of its founders—and an evolution in Pittsburgh's economy. The gaping employment hole that was left when steel mills began shutting down across southwestern Pennsylvania has been shrinking over the past 30 years as some businesses expanded while other ventures were created. The names of industrial behemoths such as Gulf and Rockwell that once dotted Pittsburgh's skyline have been replaced by those in finance and medicine like PNC Financial Services and UPMC. At the same time, innovative startups—some founded and staffed by graduates of local universities—are making an impact. While some recent reports suggest even more could be done to stimulate and sustain new business growth in Pittsburgh, entrepreneurs have helped to improve the economic climate.

4moms can be counted in the category of young firms contributing to a more positive business outlook in the region, especially as it hires fresh talent from local colleges. Thorne earned a master's degree in mechanical engineering from Carnegie Mellon University in 1984, worked as a robot expert at General Motors and started his own business making computer controls for robots before he launched 4moms with Daley, who had worked in venture capital. Roughly 75 percent of the company's employees are graduates of colleges in the Pittsburgh region.

Recruitment from local schools is important to 4moms, and university professors who maintained strong relationships with graduates have connected former students to the company. "There is so much local talent here in Pittsburgh," says Daley, 4moms CEO, pointing to Carnegie Mellon graduates as an example. "It's been an incredible asset to us as we've grown."

Cat Tinsley is part of the recruitment team at 4moms and a graduate of Geneva College in Beaver Falls, about 45 minutes north of the city. "We've hired almost 40 new people since I started in January 2013," she says, "Only two were from outside of the Pittsburgh area."

Also reflecting the region's business transformation is 4moms' Pittsburgh headquarters. The offices are housed in the historic Crane Building that was once the home of a national manufacturer of plumbing fixtures. As part of restoration efforts in the 1990s, nonstructural elements in the building were ripped out, creating large open spaces that allow 4moms employees to design their own workspaces. Conference rooms are set off by large glass windows and doors, which prevent

## THERE IS SO MUCH LOCAL TALENT HERE IN PITTSBURGH, IT'S BEEN AN INCREDIBLE ASSET TO US AS WE'VE GROWN.

**Rob Daley**, CEO of 4moms

the boxed-in feeling of workplaces of earlier generations and enable the creative and youthful energy to thrive.

But what companies like 4moms need for initial success are investors. Kate Sundy-Hong, the firm's brand engagement leader, says the focus in Pittsburgh on entrepreneurship and innovation meant resources were available when the company was getting started. "We received investments from Innovation Works very early on that were crucial to our growth."

Innovation Works is a business incubator supported by government, private investors and local foundations, including The Heinz Endowments. Terri Glueck, the organization's director of communications, explains that a determining factor for investment is whether new companies will bring jobs to Pittsburgh. "While they may have operations and markets elsewhere, the bulk of them must be located here," she says. "We're looking for the balance between what's the best technology and what's able to promote job growth."

Glueck adds that "in almost no case is money alone enough to get a company off the ground and sustain itself." That's why Innovation Works supports young firms by connecting entrepreneurs with a network of mentors who have business, market or technological expertise.

Some local philanthropies also are pursuing economic development strategies that include supporting science and technology with commercialization potential. It's an approach that can be traced to revitalization efforts following the disintegration of the steel industry 30 years ago, says Rob Stephany, the Endowments' Community & Economic Development Program director.

"As the steel mills were collapsing and losing market share, our business and foundation leaders decided to take a look at the university sector and figure out how, through technology, innovation and commercialization, we could help reposition this economy," Stephany explains.

"Today, there's a robust ecosystem of venture capitalists, innovators and entrepreneurs so that a young electrical engineering student who has a great idea can get zipped through a university accelerator program and out to one of the nonprofits to access more money and build a prototype. Then the individual can get exposed to other funders."

With that support, companies like 4moms have the freedom to establish their own identities, says Jacki Szymanski, director of human resources. "4moms' culture is unique. We have a great cross-functional group of people here who have unique skill sets and come from many different parts of Pittsburgh and outside of the city."

The team also consists of both new talent and experienced individuals. "The different generations fill in the gaps for each other," Szymanski adds. "At the very beginning, we only looked for very experienced people, but now we're able to pull more from the colleges. And as we grow, we have time to mentor new employees and give them a good experience here."

It's the type of experience Thorne and Daley dreamed of creating during that extended lunch nearly a decade ago. As Daley says of his work and his team, "There's nothing else I'd rather do, and no one else I'd rather do it with." *h*



# here & there



## African American Males in the Spotlight

As part of The Heinz Endowments' African American Men and Boys Initiative, two recent events highlighted projects aimed at creating more balanced and uplifting narratives about black men and boys. In February, WQED Multimedia honored 10 men during "BMe Awards: Celebrating the Efforts of African American Men in the Community." The dinner ceremony concluded a yearlong, Endowments-funded program in which WQED posted online more than 200 video interviews of black men who have made significant contributions to their communities. BMe founder Trabian Shorters was the keynote speaker, and the Afro American Music Institute's Boys Choir, left, performed.

In March, the national Game Changers Project, an Endowments-supported fellowship for emerging African American filmmakers, presented three screenings of "InDivisible Man." The multi-part documentary included short films by and about black men from Pittsburgh and other parts of the country. The screenings took place at the Alloy Studios of the Kelly Strayhorn Theater and at two branches of the Carnegie Library of Pittsburgh.

## Welcome back!



Annie O'Neill

Grant Oliphant has returned to The Heinz Endowments as president of the foundation, after serving six years as president of The Pittsburgh Foundation. He started his new position in June, succeeding Robert Vagt, who stepped down in January. For nearly two decades, Oliphant held several senior management posts with Heinz family foundations, including vice president for programs and planning at the Endowments, his position before taking over the helm at The Pittsburgh Foundation in 2008. He also served as press secretary to the late U.S. Sen. John Heinz from 1988 until the senator's death in 1991.

Under Oliphant's leadership, The Pittsburgh Foundation developed

PittsburghGives, an online giving and research portal that has raised more than \$30 million over the past five years for local nonprofits through annual Day of Giving events. The foundation also launched The Pittsburgh Promise scholarship program for students in the city's district and charter schools. The scholarship fund, which receives Endowments support, and the online giving portal have become national models for similar initiatives by community foundations across the country.

Other Pittsburgh Foundation achievements during Oliphant's tenure include exceeding \$1 billion in total assets last year for the first time in the organization's 69-year history. The increase represents asset growth

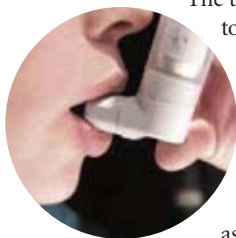
of 33 percent since the end of 2007. In addition, the number of donor funds doubled over the past six years to more than 1,900 individual funds.

Oliphant serves on the boards of numerous local nonprofit and national sector organizations, including the Center for Effective Philanthropy and the Council on Foundations. He is board chairman of Riverlife, which works to transform Pittsburgh's riverfronts, as well as a board member of the Pittsburgh Cultural Trust, The Pittsburgh Promise, the Allegheny Conference on Community Development and the Pittsburgh Advisory Board of the Federal Reserve Bank of Cleveland.

## What's in Our Air?

A yearlong study of childhood asthma rates by Allegheny General Hospital is among the current Heinz Endowments-supported initiatives to better understand the impact of air quality on health outcomes in the region. With support from a \$415,000 Endowments grant, Dr. Deborah Gentile, the hospital's director of research in the division of allergy, asthma and immunology, and a leadership group member of the Endowments-funded Breathe Project, is heading a team that will monitor 150 area fifth-graders to assess their breathing patterns and exposure to environmental triggers. In May, the hospital hosted "The Air We Breathe: A Regional Summit on Asthma in Our Community," a two-day conference organized by the Allegheny Health Network and the Breathe Project, with support of The Heinz Endowments and the Suburban Health Foundation.

The third annual summit brought together local and national asthma experts along with physicians, nurses, other medical practitioners, community leaders and residents to discuss how air pollution affects asthma and strategies to improve asthma control.



Annie O'Neill

**HAZELWOOD UPDATES** New projects are underway to improve the quality of life in Pittsburgh's Hazelwood neighborhood, site of the first community-foundation revitalization partnership through the Endowments' place-based efforts. The transformation of a vacant building into a new, green library and community center, above, is nearing completion. The Endowments-supported Hazelwood Initiative recently purchased a closed school building, above right, from Pittsburgh Public Schools that will be used for a charter school opening this fall as part of the Propel Schools system. Also, the neighborhood branch of the Carnegie Library of Pittsburgh and the city's Office of Public Art have been working together to place an artist at the library for a year, starting this summer, through the Artist Residency in the Public Realm program.



## KUDOS

**Wayne Jones**, an Endowments Children, Youth & Families senior program officer, has been selected as a Pennsylvania Statewide Afterschool/Youth Development Network Afterschool Champion. He was recognized for his work to support and promote high-quality, out-of-school-time programs that benefit children and their families.

**The Rev. Glenn Grayson**, a member of the Endowments' African American Men and Boys Advisory Board and founder of The Center that C.A.R.E.S. (Children/Adults Recreational and Educational Services), an Endowments grantee, was among nine community leaders from across the country honored at a White House ceremony earlier this year as part of President Barack Obama's Champions of Change program. Grayson was selected because of his center's work to reduce violence in Pittsburgh's Hill District by providing enrichment, mentoring and other services to neighborhood children.

## BOARD HONORS

Several Endowments board members were honored during the first half of the year for their exceptional professional and community service achievements. Carnegie Mellon University recognized the contributions of **Jared Cohon**, the school's president emeritus, by renaming its student center the Jared L. Cohon University Center. University of Pittsburgh's Institute of Politics honored Cohon and Pitt Chancellor Mark A. Nordenberg with the Elsie Hillman Lifetime Achievement Award for Excellence in Public Service. Chatham

University presented the 2014 Hollander Award for Women in Leadership to **Carol Brown**, retired president and CEO of the Pittsburgh Cultural Trust. And President Barack Obama nominated **Dr. Judith Davenport** to the board of the Corporation for Public Broadcasting; the nomination is awaiting confirmation by the U.S. Senate. Davenport, a retired dentist, helped her husband, Ronald, found the Pittsburgh-based Sheridan Broadcasting Corp. in 1973.



Martha Rial

## Capturing Mentoring Moments

"Memories from Monticello" is a photograph collection that reflects the two-and-a-half years that nine African American men mentored students at Pittsburgh Westinghouse 6-12 through the Endowments' Heinz Fellows initiative. Sean Means, above right, who was in the first group of fellows to complete the program, shot most of the photos and exhibited them earlier this year at the Spinning Plate Gallery in Pittsburgh's East Liberty neighborhood. Also on display were images taken by students Means instructed.

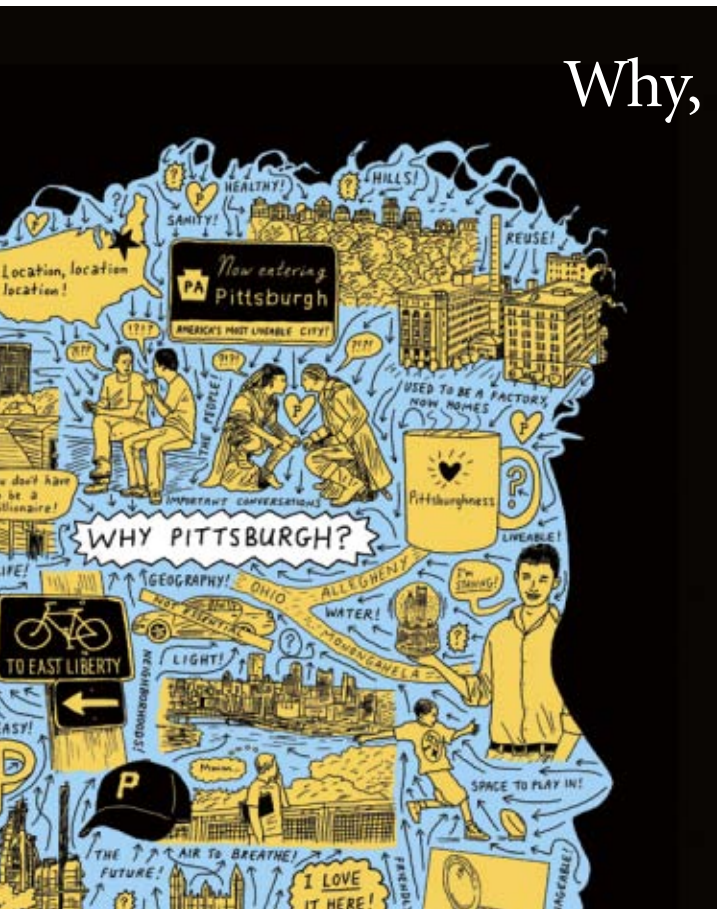
THE HEINZ ENDOWMENTS

Howard Heinz Endowment  
Vira I. Heinz Endowment  
625 Liberty Avenue  
30th Floor  
Pittsburgh, PA 15222-3115

412.281.5777  
www.heinz.org

NONPROFIT ORG  
US POSTAGE  
**PAID**  
PITTSBURGH PA  
PERMIT NO 57

# Why, we ask? PAGE 20



This magazine was printed on Opus Dull, which has among the highest post-consumer waste content of any premium coated paper. Opus is third-party certified according to the chain-of-custody standards of FSC. The electricity used to make it comes from Green e-certified renewable energy.

