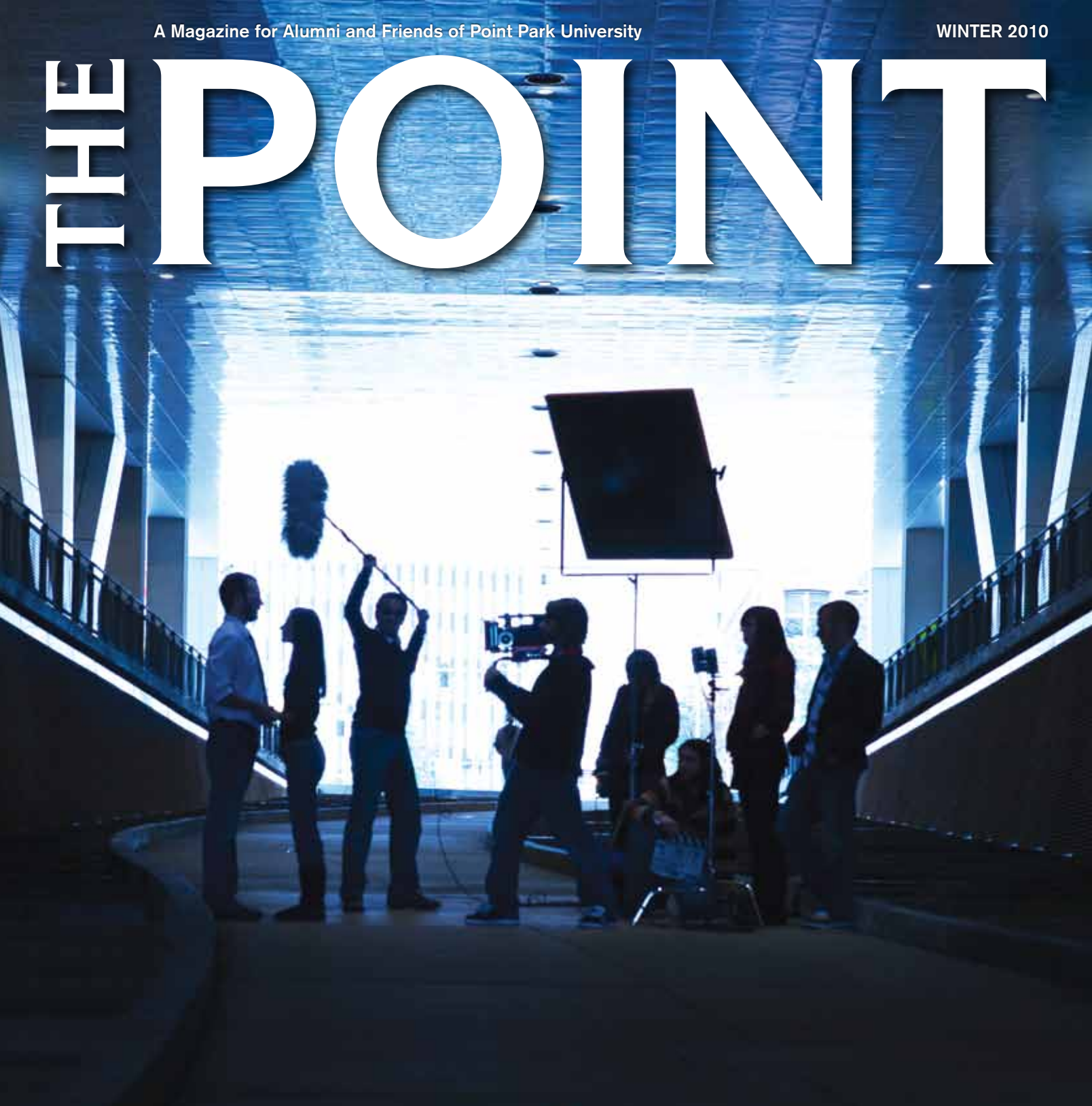


THE POINT



AT THE MOVIES

► Cinema and Digital Arts
Grads Boost Pittsburgh's
Thriving Film Industry

► School of Arts and Sciences
Welcomes New Dean

► Urban Park Grows on
Downtown Campus

POINT PARK UNIVERSITY



Dear alumni and friends,

It's the holiday season, a time for reflection and giving thanks. As our 50th anniversary year draws to a close and Point Park prepares to begin a new year (and the second half of our first century!), I want to share my appreciation for everything that we have accomplished together as a University family.

From Commencement last spring, in which alumni who represented each of the past 50 classes marched in the ceremony alongside graduating students, to a wonderful anniversary celebration held on campus Sept. 24-26, the past year held many opportunities for the entire Point Park family to come together. At our annual August Convocation and during the Pioneer Experience orientation program, our students, faculty and staff worked together to welcome new students and their families into our campus community. These are just a few examples of what I have described as the spirit of Point Park.

Many of the hundreds of alumni who returned for our anniversary celebration said that they enjoyed getting a firsthand look at the extraordinary transformation of the University's campus. As it continues to expand to accommodate the needs of our four schools and increasing student population, we can all take pride in the tangible evidence of that growth. Our

Downtown neighborhood has grown to include a number of new Point Park buildings and will soon feature a revitalized Wood Street Corridor and a lively gathering spot: an urban park at the corner of Wood St. and the Boulevard of the Allies.

It has always been the enduring relationships among Point Park people that have distinguished this University in the past and will continue to do so in the future. This memorable year of celebration brought with it many occasions to remember and give thanks for the special character of this school and the alumni, faculty, staff, students, parents and friends who belong to our extended University family.

In the spirit of the holiday season, let me extend my gratitude to each and every one of you for everything you do for Point Park.

Enjoy this special time of year with your own family and friends. My very best wishes for a happy and healthy 2011.

Warm regards,

A handwritten signature in black ink, appearing to read "Paul Hennigan". The signature is fluid and cursive, with a large initial "P" and "H".

Dr. Paul Hennigan
President

President
Paul Hennigan, Ed.D.

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TALK TO US!

The Point wants to hear from you. Send your comments and suggestions to:

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On the cover:

The City of Pittsburgh is the backdrop for young filmmakers in Point Park's Cinema and Digital Arts program. See page 18. Photo by Frank Walsh.

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Convocation 2010

Point Park welcomed incoming freshman and transfer students to campus in late August. Many joined fellow classmates and University leaders at Convocation at the Sheraton Station Square ballroom on Aug. 27. The annual event was the highlight of Welcome Week, a variety of events designed to help students get to know each other and the University. "We believe you made a wonderful choice to continue your education at Point Park," said **Karen McIntyre**, acting vice president for academic and student affairs. "We're here to help you build your future."



Convocation guest speaker **Dana Canedy** (left), Pulitzer Prize-winning journalist and author of the freshman reading book, *A Journal for Jordan*, urged the new arrivals to make the most of their college years. "You are at the beginning of a new

chapter in your own life and what an awesome time it is," she said. "You've got what it takes to not only get through the next four years but to thrive."

Canedy offered students wisdom from her own life experiences, including:

- Learn your craft, no matter what it is. Really nail the basics.
- Don't major in 'minor' ... let petty things fall away.
- Find your motivation, find your joy. Savor the little things.
- Push through adversity, push through conflict.
- Make a difference in your profession, your family, your world. The more you push yourself, the higher you soar.

Point Park President **Paul Hennigan** closed Convocation with encouraging words about the challenge of earning a college degree: "It's a lot of hard work. We're not going to kid you about that. We are here to help you – every one of us has dedicated our careers to helping you succeed."

Other Welcome Week activities gave students a chance to get to know campus and each other. Events included a Comedy Night; Commuter Breakfast; Movie Night; Student Club Involvement Fair; Super Game Night; Discover Pittsburgh Fair; presentation by author and advice columnist Harlan Cohen; a Monte Carlo Night; a Pirate game at PNC Park and more.

See highlights of Convocation 2010 on YouTube at: <http://tinyurl.com/2etcp4r>

▶ FEEDBACK

Heard during the 50th Anniversary Celebration, Sept. 24-26:

"I enjoyed returning to Point Park for the 50th anniversary. Didn't want to miss it, since I don't expect to attend the 100th! One of the things I enjoyed the most was talking with today's students."

—James H. Schnare (A&S 1974)
W. Palm Beach, Fla.

"I came back because I wanted to see the new Dance Complex and all of the changes here on campus. It's very impressive. I had a great time. I enjoyed seeing professors and spending time with my college room-

mate, who lives in California. It's been a lot of fun and I'm so glad I made the trip!"

—Beth Wilhelm Brody (COPA 1984)
Raleigh, N.C.

"I'm very glad I was able to attend the 50th anniversary weekend. My classmates and I joked about taking a campus tour. When we were students, there wasn't much to tour! But all that has changed. Point Park has done an amazing job."

—Ali Morris (A&S 1975)
Bakersfield, Calif.

See page 30 for more photos and comments!



James H. Schnare (A&S 1974)

Professional Advancement

Lori Molinari, D.B.A., assistant professor in the School of Business, received the award for Best Paper at the Second Annual International Conference on Sustainable Enterprises of the Future at Robert Morris University last September. Her paper focused on “Reducing E-Waste of Consumer Electronics Through Reverse Logistics.”

Michele Langbein, Ph.D., assistant professor and director of the accelerated business program, presented a paper on “The Impact of Web 2.0 Technologies on Business Sustainability” and an abstract on “The Importance of Ethical Business Practices for Sustainability” at the International Conference on Sustainable Enterprises of the Future. She also presented a paper on “Podcasting Advantages and Disadvantages in Education” at the World Conference on Educational Multimedia, Hypermedia and Telecommunications in Toronto. Her article “Outcomes Assessment” was published in the journal *Academic Leadership*.

Archish Maharaja, Ed.D., assistant professor in the School of Business, presented four papers at the International Conference on Advances in Management in Atlanta last summer: “Exploring the Relationship between Emotional Intelligence and Leadership Styles of Management in Multinational Corporations” (presented with adjunct faculty members Gita Maharaja and Andrew McIntyre); “Knowledge Creation in Multinational Corporations” (with Andrew McIntyre and Dimitris Kraniou, Ph.D., professor and director of graduate programs); “Can Educating Physicians Increase the Adoption Rate of Electronic Health Records?” (with McIntyre); and “Strategies for Physicians to Remain Independent from Hospital Systems” (with McIntyre and Shannon



Students enjoy Convocation 2010.

Whitaker). Maharaja was a chair for the conference track, “Improving Effectiveness of Health Care.” He was elected a trustee for the 2011 conference.

M. H. Sidky, Ph.D., professor in the School of Business, presented his paper on “Plato’s Cave and Clash of Realities: Meta-theoretical Issues in Organizational Decision Making and Leadership” at the International Conference on Advances in Management.

Heather Starr Fiedler, Ph.D. was among 14 southwestern Pennsylvania women honored at the Women and Girls Foundation’s Celebration of Women in Media on Nov. 6 at the August Wilson Center for African American Culture in Pittsburgh. The award recognizes innovative contributions to television, film, radio, journalism, mixed media and the Internet.

Steve Hallock, Ph.D., assistant professor and director of graduate studies for the School of Communication, published an essay on “The State of Journalism” in the prestigious *St. Louis Journalism Review*: <http://sjreview.org/2010/09/16/state-journalism/>

Tim Hudson, Ph.D., professor and dean of the School of Communication, spoke at the Second World Journalism Education Congress last July at Rhodes University in South Africa. Hudson’s presentation focused on “Media Production Competencies for the Versatile 21st Century Journalist.”

Dane Claussen, Ph.D., professor in the School of Communication, presented a paper on “How U.S. Public Relations Education Leads the World, and Why That’s Still Not Good Enough” at the World Journalism Education Congress. He was a discussant for a group of papers in the session “Chinese Experiences,” and presented Yulia Medvedeva’s paper “Developing Organizational Ethics Codes in Media Outlets.” He attended the International Association for Media and Communication Research Conference in Portugal last July. Last spring, he spent a month consulting for Katalyst, an economic development project in Bangladesh.

Several School of Communication faculty members participated in the Association for Education in Journalism and Mass Communication conference in Denver

last August. Dean **Tim Hudson** moderated the "New Technologies and Definitions in News" session. **Steve Hallock**, assistant professor, presented a paper on "The G-20 Summit: An Analysis of Newspaper Coverage of Nine Days That the World Came to Pittsburgh." Assistant Professor **Anthony Moretti**, Ph.D., presented a paper on "Edgar Snow: How His Early Years in China Illustrate the Importance (and Potential Limitations) of Objectivity." He was a panelist in a session on "Sex, Crimes, and Video: What Should Our Students Learn about Sensational Trial Coverage?" Professor **Dane Claussen** participated in the panel "First Amendment Rights in Crisis?" and moderated a session on "Sex, Media and Religion." He was a discussant for faculty and student papers in the Media Management and Economics Division.

Claussen will be vice-head/program chair of the Media Management and Economics Division in 2010-11 and head in 2011-12.

Chris Rolinson, assistant professor in the School of Communication, spent part of July in Del Rio, Texas, as artist-in-residence at Amistad National Recreation Area. He also presented a workshop to young photography students in Del Rio.

Academic Leaders Announced

Several University leadership positions were announced at the beginning of the 2010-11 academic year. According to Acting Vice President for Academic and Student Affairs **Karen McIntyre**, Ph.D. (see page 8), "as part of our efforts to guide academic excellence, I'm happy to announce that **Ronald Allan-Lindblom**

will serve as the associate vice president and artistic director, Conservatory of Performing Arts. **Fred Johnson** has been appointed the acting dean for the Conservatory and will continue to work closely with Ron on the COPA goals." McIntyre announced a title change for **Diane Maldonado**, Ph.D., who is now associate vice president for academic and student affairs. "Diane will continue her work in student outcomes assessment processes and efforts to improve student learning, and will take on responsibilities regarding compliance with PDE and Middle States standards." **Jim Thomas**, associate dean in the School of Arts and Sciences, will assist with adjunct faculty development and academic student support. New chair appointments were announced: in the School of Arts and Sciences: **Robert Fessler**, Ph.D.,



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Consider naming Point Park as a beneficiary in your will. You can leave a specific amount to the University or a percentage of your estate.

For a confidential consultation, contact Barb Cinpinski at 412-392-4215 or email bcinpinski@pointpark.edu



The alumni baseball team played at the new field on Sept. 26.

Humanities and Human Sciences; in the School of Business: **Margie Gilfillan**, Department of Management; **Dimitris Kraniou**, Department of Global Management and Organization; and **Fred Kitner**, Department of Accounting, Economics and Finance and Information Technology; and in the School of Communication: **Dane Claussen**, chair of faculty.

Sergio Leone Festival

Point Park's Department of Cinema and Digital Arts and The John P. Harris Society, a student film group, in conjunction with The Italian Cultural Institute of the Embassy of Italy, Washington, D.C., presented a festival of the films of **Sergio Leone** on campus, Sept. 9-12. It featured the North American premiere of the film *Sergio Leone*, a biographical documentary of the famed director filmmaker **Luca Verdone**, who delivered a guest lecture.

New Fulbright Scholar

For the third time in as many years, Point Park is hosting a Fulbright Program scholar in the graduate program in journalism and mass communication. Fulbright recipient **Dmitriy Podlipayev** is a photojournalist from Almaty, Kazakhstan. He earned his bachelor's degree from Al-Farabi Kazakh National University.

Pioneer Baseball in Green Tree

The Point Park baseball team has a new home field in Green Tree, the former home of Duquesne University baseball. The field, which became available when the Dukes discontinued their baseball program last season, is next to Parkway Center Mall off I-279. "The ability to have a first-class, collegiate facility close to our Downtown campus is a welcome addition to our program," said second-year Head Coach **Loren Torres**. The new field features such amenities as spacious dugouts, batting cages, bullpens and grandstand seating behind home plate. The first Point Park event at the new field was the annual Alumni Baseball Game on Sept. 26, part of the University's 50th anniversary weekend. The Pioneers welcomed back many alumni who helped take Point Park to 10 appearances in the NAIA World Series. The Pioneers' first game at the field will be on March 16 when they play Penn State-Beaver.

Athletic Website Earns Accolades

The Point Park athletic website received high honors at the NAIA-Sports Information Directors Association convention last July. The athletic site was voted 10th-best in the NAIA in the in-house website category. The 10th-place award represents a big jump from 2009, when the site was voted the NAIA's 48th best. "The athletic site gained a major boost in August 2009 when the University unveiled its new Web design. This is a credit to that project," said Director of Athletic Communications **Kevin Taylor**, who edits www.pointpark.edu/Athletics.

An Evening with Jim Hightower

The Department of Humanities and Human Sciences and the Global Cultural Studies program presented "An Evening with **Jim Hightower**" on Oct. 20. He spoke on "The Meaning of Populism (True and False)." A reception and book signing followed. Hightower is a national radio commentator, writer, public speaker and author of *Swim Against The Current: Even A Dead Fish Can Go With The Flow*. He has spent decades advocating on behalf of consumers, working families, environmentalists and small businesses.



Congressman Jason Altmire (center) with Point Park students.

Altmire Visits Campus

U.S. Representative **Jason Altmire** (PA-04) visited Point Park Aug. 23 to tour campus and speak with students. "Congressman Altmire has followed the progress of Point Park for several years," said **Mariann Geyer**, vice president for external affairs. "Because of his leadership on education committees in Washington, he was also interested in speaking with students regarding the challenges of financing a college education." Altmire also met with Point Park President **Paul Hennigan**, who briefed the Congressman on the Academic Village Initiative and the educational and economic impact it is having on the campus, the Downtown neighborhood and the region.

Bill T. Jones' D-Man in the Waters

Acclaimed choreographer **Bill T. Jones'** modern dance classic *D-Man in the Waters* will be performed as part of Conservatory Dance Company at the Byham, Feb. 24-26, 2011. The annual spring showcase will also feature masterworks by such dance luminaries as George Balanchine, Trey McIntyre and Toru Shima-zaki. Jones is a master of modern dance and has been featured in documentaries about pioneering African-American choreographers. Earlier this year he won his second Tony Award for his choreography of the Broadway musical *Fela*. The Bill T. Jones/Arnie Zane Dance Company is celebrating its 25th anniversary season. The company was founded after years of collaboration, during which Bill T. Jones and the late Arnie Zane redefined the duet form and foreshadowed issues of identity, form and social commentary

that would change the face of American dance. For ticket information about the Byham Theater performance, visit www.pittsburghplayhouse.com.

Point Park Frame of Mind

Four distinguished regional artists share their impressions of Point Park in a new exhibition at the Lawrence Hall Gallery. *Point Park Frame of Mind* opened Sept. 14 and features photographs by David Aschkenas and paintings by Ron Donoughe, James Prokell and Philip Salvato.

Point Park Board of Trustees member **John Tomayko**, an avid art collector, organized the exhibit.

"The artists were charged with capturing the essence of the University and surrounding neighborhood," said Tomayko,

"and they accomplished this and more. The blend of paintings and photography provides a special look at Point Park."

David Aschkenas spent weeks at the University photographing students at the International Summer Dance 2010 as well as campus buildings. A selection of resulting works will be on display during the exhibition. Aschkenas' photographs are represented in the permanent collections of corporations, foundations and museums across the country, including the Carnegie Museum of Art in Pittsburgh. His photographs are also part of *The Polaroid Book*, a definitive survey of the Polaroid Corporation's extensive archives. Magazines, such as Time, Men's Health, Good Housekeeping, Parents, YM, CFO and Pittsburgh Quarterly, publish his editorial images.



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The *Point Park Frame of Mind* exhibit features a painting of the Pittsburgh Playhouse (top) by Ron Donoughe and a street scene by James Prokell.



was The Bank Center. Corporations and institutions now commission the artist to create paintings and sculptures for their collections.

Philip Salvato has three works in the *Point Park Frame of Mind* exhibition, an oil on canvas that provides a view of the city from the Ohio River, an oil on panel of the area around PPG Place adjacent to the campus, and a gicleé representing part of a large oil painting of the Station Square area across the Monongahela River. Salvato has been published in several books about the visual arts, including *Painting with Passion* and *Oils Master Class*. *Point Park Frame of Mind* is part of the University's 50th anniversary celebration and will be on display through spring 2011. Alumni and visitors are welcome to view the exhibition when Lawrence Hall is open to the public.

Ron Donoughe is known for his realistic paintings of Western Pennsylvania landscapes from Downtown cityscapes to rural settings. An artist "drawn to the texture of urban settings," Donoughe's works in the *Point Park Frame of Mind* exhibition include an oil painting of the city looking from the North Side and an exterior of the Pittsburgh Playhouse. Donoughe is a plein air artist, meaning that he works directly from life, often painting in the open air. On Sundays, he can be found painting outdoors with

other artists, a group he founded 10 years ago.

James Prokell's four paintings in the exhibition feature the artist's signature use of light and reflection. The works lead visitors to find seldom-seen architectural details on campus and to view nearby streets in new ways. One of the paintings provides a fresh look at University Center, where ironically, Prokell once had a graphic design and communication business when the building

New Administrators Lead Forward



Karen S. McIntyre

Acting Vice President for Academic and Student Affairs, Dean of Faculty

"The position I have always treasured most is that of teacher," says Karen S. McIntyre, Ph.D., who was appointed acting vice president for academic and student affairs and dean of faculty at Point Park in August 2010. Previously the University's vice provost, McIntyre is also a professor of education in the School of Arts and Sciences.

McIntyre's extensive career spans expertise in teaching and learning at all levels, from early childhood and elementary education to undergraduate and graduate education. Whether serving as a teacher, principal, dean or her current role as the University's chief academic officer, she understands the importance of building excellence in all aspects of education at Point Park, from academic rigor and faculty scholarship to campus life and student affairs.

McIntyre oversees the Point Park Excellence initiative, established by President Paul Hennigan as the University's continuous improvement model. The initiative is also the vehicle that guides the Middle States Commission on Higher Education reaccreditation process that takes place periodically at educational institutions and is now under way at the University.

Leading Excellence

"Through Point Park Excellence, we're examining all of the characteristics of a high quality University," says McIntyre. "We are evaluating where we are in our own benchmarking of that standard, and which areas we can continuously improve in."

McIntyre holds a bachelor of arts degree from the University of Pittsburgh and a master of education and Ph. D. in curriculum and supervision from the University of Pittsburgh. She is certified by the Commonwealth of Pennsylvania as a supervisor of curriculum and instruction, elementary principal, early childhood and elementary teacher.

McIntyre served as the dean of Point Park's School of Arts and Sciences from January 2007 to May 2009 and chair of the Education Department from 2005-2007. Positions she has held at other organizations include president of The Education Policy and Issues Center, director of the Office of Educational Design and Assessment, director of Unit of School Support Services and division director of Early Childhood Education for Pittsburgh Public Schools, elementary and middle school teacher and vice principal

for the Diocese of Pittsburgh Catholic Schools.

According to McIntyre, "Point Park recently made the strategic decision to bring academic affairs and student affairs together under one umbrella. While it's important that all areas of the University work together, academic and student affairs really are inseparable – they represent the total experience of the student.

Personal Contact

"That's something that I think truly distinguishes Point Park. We really do look at each collegian and his or her total experience here," says the lifelong teacher and educator, who says she enjoys frequent opportunities to mingle with students and faculty as they go about their daily lives on the University's close-knit campus.

The annual August Convocation, says McIntyre, "really sets the tone for the academic year. Because of the welcoming environment that President Paul Hennigan has cultivated here, students feel comfortable approaching us, and that's great. We want them to know, 'we understand you as individuals and want to meet you where you are.'"

—Cheryl Valyo

Academic and Student Affairs, School of Arts and Sciences benefit from diverse experience



Charles Fox

Dean, School of Arts and Sciences

With a slight Brooklyn accent, Charles Fox, O.D., Ph.D., new dean of the School of Arts and Sciences, talks about high school in a New York ghetto, the start of the uncommon path of his 33-year career. "It's a totally bizarre path," he admits; it began with teaching college psychology, led to a clinical degree and an optometry practice, but brought him to the environment he loves—liberal arts.

Second youngest of four children, Fox was the working-class family's first to attend college. Raised during the Vietnam War, he was influenced by psychologists who taught at his high school, and his desire to understand people. "How is it my friends could grow up in the same environment, and one would become a war resister and one a Vietnam volunteer?" That interest resulted in his psychology degrees, including a doctorate.

A psychology fellow at New York's Columbia University, Fox made his first career turn when he joined the Institute for Vision Research in New York. Then, at Missouri's Washington University, he discovered he favored working with patients over computer modeling. Wanting to deal with eye disorders but not become a surgeon, Fox chose optometry, obtaining his doctorate and beginning residency within two years.

Eye on Liberal Arts

Later at the University of Maryland, Baltimore, he became frustrated with medical education that emphasized technical skills to pass exams as opposed to critical thinking skills to solve problems. Fox left medical education and opened a practice. "I thought I was going to leave higher education altogether; I had always taught."

He realized after a visiting professorship at Franklin and Marshall College in Lancaster, Pa., that his interests were no longer in medical education, but Fox "adored being back in liberal arts."

Although, "one thing I loved about medical education, in Baltimore, I established and ran five inner-city clinics. I loved creating programs to benefit communities." That's part of what deans do, friends advised.

As associate dean at Wichita State University, Kansas, Fox performed the work he is most proud of. "We broke ground on a \$6.5 million clinical building to house a program I developed over six years that

opened last year." The oral health services program provided 2,000 free visits its first year.

Why Point Park, then? Opportunities to build new programs, he says. Equally important is President Paul Hennigan's vision, which Fox believes they share. "One of my values is higher education institutions have an obligation to be good, active citizens of their communities."

At Home in Pittsburgh

The new dean faces challenges, including strategic assessment of which faculty ideas are sustainable and pursuable. He empathizes. "Faculty work has been my entire career; that's an advantage. It wasn't long ago I was the one arguing with the dean from a faculty perspective."

Fox's path may include our extended campus – the city. Throughout his career, whether at Baltimore's food pantries or Wichita's dental clinic, he has connected with the community. Pittsburgh was partly the reason he chose Point Park. "Pittsburgh reminds me of the Brooklyn I grew up in, it has neighborhoods, it's ethnic. It's a wonderful city."

–Nancy Commella

Photos by Martha Rial.

Point Park Welcomes New Faculty

Five new full-time faculty members joined the University for the 2010-11 academic year

Lisa DiCerbo, Esq., CPA, is a professional in residence in the School of Business. She served as tax attorney in the Office of Chief Counsel in the Internal Revenue Service (IRS), where she litigated tax matters in Tax Court and represented the IRS in Bankruptcy Court. DiCerbo has been a part-time tax professor at Robert Morris University and a state tax consultant for PricewaterhouseCoopers LLP. She also served in South Carolina as a state tax appeals officer and a criminal law practitioner. She earned her J.D. from Duquesne University's School of Law, a master's degree in taxation from Robert Morris University, an M.B.A. from Youngstown State University and her bachelor's degree from Geneva College.

Teresa Gregory, CFRE, is a professional in residence in the Department of Management in the School of Business. She is an administrator and fundraiser with extensive experience in all aspects of development and nonprofit management at such organizations as universities, professional theaters, performing arts centers and museums. She comes to Point Park after serving as director of foundation and government grant seeking at Robert Morris University. Gregory has also taught fundraising and management at Robert Morris' Bayer Center for Non-Profit Management, the Heinz School at Carnegie Mellon University and Community College of Allegheny County. She earned her M.F.A. in theater arts (Theatre Producers Program at the University of California at Los Angeles and a bachelor's degree in theater management at Ithaca College in New York.

Aaron Bollinger is assistant professor and head of technical theatre in the Conservatory of Performing Arts. Before coming to Point Park, he was assistant professor of technical production at Florida State University's School of Theatre in Tallahassee. Bollinger has also served in a variety of technical direction and production roles at the Fine Arts Center at Elon University in North Carolina. In 2009 he was the database designer for

Spiderman Broadway LLC in New York City, and prior to that served as production manager for the Pennsylvania Shakespeare Festival in Center Valley, Pa. He earned his M.F.A. in technical design and production at the Yale School of Drama and a bachelor's degree in technical theater at the University of Central Florida in Orlando.

Patrick Millard is assistant professor of photography and photojournalism in the School of Communication. He is an artist whose work in photography, new media, and sound has resulted in a diversified portfolio that addresses ideas about media, digital culture, technology and the interactions that human beings have within their own synthetic environment. Millard's work has been exhibited across the U.S. and in Portugal, Australia and Poland. In 2008 he began to show his work inside the virtual simulation world Second Life; exhibitions that advance beyond two-dimensional work and explore the realm of simulation and virtual reality. In June 2010 he was an artist in residence at the Biosphere 2, where he worked on photographic, sound and digital media portfolios. Millard earned his bachelor's degree in photography from Grand Valley State University and an M.F.A. from the Savannah College of Art and Design.

Luis Palacios, Ph.D., is assistant professor of finance and economics in the School of Business. He has been a lecturer in economics and a lecturer in expository writing at Rutgers University in New Jersey. Palacios conducted macroeconomic assessments of the Colombian and Venezuelan economies for the Inter-American Development Bank in Washington, D.C. He also held a variety of economic analyst positions for the government of Peru. Palacios has published numerous research papers and presented seminars on economics in the U.S. and in South America. He earned his Ph.D. and a master's degree in economics at Rutgers, and his bachelor's degree in economics at Del Pacifico University in Lima, Peru.



Karen Farmer White elected to Board of Trustees

Karen Farmer White, the managing director for the Pittsburgh office of Mesirow Financial, has been elected as a member of the Board of Trustees at Point Park.

Prior to joining Mesirow Financial, where she works in the area of public finance, White served as vice president of education at WQED Multimedia. She directed the Education Resource Center in the areas of literacy, workforce development, and arts and culture, and she expanded the literacy initiative to include programming for preschool and school age children as well as after school programs. At WQED she developed such programs as *Brain-food*, which focused on cooking as a method to teach science, and *Teens on Q*, which focused on career exploration for young people. These programs earned Mid Atlantic Emmy Awards for Outstanding Youth Programming in 2003, 2004 and 2007. White's accomplishments also include partnering with regional educational organizations to expand the PBS professional development programs for teachers.

Prior to her role at WQED, White served as executive director of the Program to Aid Citizen Enterprise (PACE). At PACE, she was responsible for overall operations, including the PACE Opportunities Program and the Alliance for Minority Education—two college preparatory programs for high school students and minority youth. She also managed the development and funding of the Community Based Asset Development Program, which provided training and technical assistance to community organizations. Before joining PACE, White served as community services director for the Pittsburgh Cultural Trust, where she was responsible for the development and implementation of a variety of arts education and outreach programs.

A graduate of The Leadership Pittsburgh Program, White has long been committed to community service. She has received numerous awards for her leadership and involvement, including the 2004 YWCA Tribute to Women Award in the Arts and Culture category. In addition to Point Park, her board memberships have included such organizations as the National Association of

State Boards of Education, The August Wilson Center, Seton Hill University and the Community College of Allegheny County (CCAC) Foundation.

White has pursued doctoral studies in the Graduate School of Education at the University of Pittsburgh, where she earlier earned a master of public administration degree and a bachelor's degree.



A Park Grows in Downtown Pittsburgh

by Cheryl Valyo

**Construction
begins on urban
green space at
Wood St. and
the Boulevard**

Construction on the University's much-anticipated urban park at the corner of Wood St. and the Boulevard of the Allies is under way and expected to be completed by fall 2011.

Site preparation and preliminary construction began this fall on the corner park, a distinctive outdoor gathering spot that will feature trees, plantings and a colonnade that will wrap the sides of two University buildings: the Boulevard Apartments and 100 Wood St.

The south colonnade will open into a new restaurant on the lower level of the Wood St. building, and will culminate in a striking stair tower featuring a granite fountain on the lower level.

Designers for the park are the architectural firm Tasso Katselas Associates (TKA) Inc. and Klavon Design, a landscape architecture firm. Massaro Corporation is leading construction on the park.

Massaro, which has managed construction for a variety of University building projects over the past several years, was especially eager to be involved in the park project, according to Steve Massaro, vice president of business development.

“This project is adding green space to Downtown Pittsburgh and Point Park’s campus,” said Massaro. “It’s not just a building project, it’s an asset for the entire Downtown community. We’re honored to be part of Point Park’s vision for its Academic Village.”

Community Gathering Place

Bordered by a new restaurant or (occupant to be determined), the attractive plaza will feature covered colonnades for strolling and dining and plenty of space for outdoor seating, said University Architect Elmer Burger.

The street sides of the park will feature a low wall for seating that will also help control pedestrian circulation in and out of the park, which is situated near a busy intersection.

The new stair tower will serve visitors to 100 Wood St. and provide support

for the striking new waterfall, created by Orlando-based custom fountain manufacturer BluWorld Inc. In operation during all but the coldest winter months, the fountain will feature four different kinds of granite to provide year-round visual interest.

The park will also include space for performing arts events and may eventually feature an electronic LED screen on the wall of 100 Wood St., offering even more entertainment options.

An Oasis of Green

The new park will bring welcome greenery to Point Park’s urban campus. The colonnades will be covered with wisteria vines and the plaza will feature six large beds planted with annuals, as well as a collection of River Birch trees.

“The River Birch has honey brown bark that peels, but doesn’t fall off. The foliage turns bright yellow in the fall,” said Burger. “It will be a beautiful tree for lightly shading the park.

The green plaza will complement the design of the revitalized streetscape along the Wood Street Corridor, between Ft. Pitt Boulevard and Third Ave., which will feature new Frontier Elm trees, lighting, paving, signage and more. Construction on the 18-month Wood St. project began last summer.

The park, along with the streetscape improvements, not only delineates Point Park’s campus but represents a very visible gesture to the Downtown community, according to Burger.

“These projects will welcome the whole city to our campus and the University’s neighborhood.”

*Illustrations by Ed Dumont.
Courtesy TKA Inc. and Klavon Design.*





Equipping the Digital Classroom

by Camille P. Downing

Education Department helps faculty and students harness new tools for teaching and learning

A history teacher walks into the classroom, pulls out a flip video camera and hands it to an eager student. The assignment for the day: research a local historical event, then take the camera and film people, buildings and anything else that can be used to document the event. Using Powerpoint and editing software, the student is encouraged to create a storyboard that showcases, in photos, video and sound, what the student has learned. A far cry from the typical history paper, this assignment excites the student who is already immersed in technology in everyday life.

This innovative method for students to showcase what they have learned is at the root of the type of teaching that is now expected in the modern day classroom. For Point Park Department of Education faculty, it is essential that faculty members are proficient in the newest advances so they can prepare future teachers to integrate new technology into the classroom.

To help set them in the right direction, the department recently received a grant from the Pennsylvania Department of Education to purchase nine state-of-the-art laptops and specialized software to download photos and video clips. Digital cameras, flip video cameras and headsets were also purchased for use in the classroom.

The new digital equipment will be used in several ways by both faculty and students. First and foremost, faculty will integrate use of the new technology into their classes, creating different interactive ways of teaching traditional materials. The faculty will also encourage University students to learn how to use the new technology with an eye toward how they may incorporate it into their own future teaching methods.

Tech Savvy Students

“Our incoming students are technologically savvy,” notes Darlene Marnich, chair of the Department of Education. “The faculty will incorporate the technology into the methods classes where students will repeatedly use much of what they already know in innovative ways so they are skilled in all aspects by the time they graduate.”

In addition to classroom use, students will take advantage of the new technology to develop online portfolios documenting their coursework. The Pennsylvania Department of Education now requires electronic portfolios for students to

show their proficiency in the classroom. Carmelita Korbett, director of clinical experiences, explains that faculty members are developing a template for students to easily document their student teaching experience using not just written reports, but videos, photos and online documentation. This is a deviation from previous portfolios that were presented in large binders, graded by their professors, and provided to the state.

Electronic Portfolios

Students will also be able to use their electronic portfolios as they embark upon job interviews for their first professional teaching position upon graduation.

In addition, the final portfolios will be incorporated into electronic archives for the certification process with the Pennsylvania Department of Education, to evaluate how the University is meeting state standards. Using the TaskStream software, faculty will use their newfound knowledge to digitally document all coursework and artifacts for every student – a major departure from the traditional way of documenting student progress.

According to Korbett, past archiving involved gathering a room full of documents and essays needed to prove proficiency. The new technology will allow much of the documentation to be downloaded electronically in a more efficient manner.



Carmelita Korbett, director of clinical experiences.

To implement such dramatic changes (from traditional means of teaching and documenting course work), Point Park faculty are receiving continuous training on use of the technology and innovative teaching methods that are now available to them. Professional development seminars took place over the summer to provide basic instruction on how the technology works. Future training will focus on more advanced methods of using the technology as a teaching tool as faculty meet regularly to share their experiences.

“Our faculty is excited to use the new technology,” says Marnich. “Many of them are in their 40s and 50s and have not grown up with technology like our students. We all have the technology now and are learning the same things. The faculty has truly embraced it.”



Department of Education faculty get a crash course in using the latest digital tools for teaching and learning. Photos by Chris Rolinson.

Point Park is well known as a commuter-friendly place. Recently, the University took steps to ensure that the commuter students' needs are always on the radar by hiring **Sarah George** as its first director of commuter affairs. George was formerly the orientation coordinator in the Office of Campus Life at Point Park, where she focused on the transition of first-year students and promoted alcohol education to the campus community. She will continue to be involved with student orientation. George talked with *The Point*:

Why were you interested in this position?

SG: It was a new position with no set way of doing things – it was open to whatever I thought would work for this large population of students. It's a great opportunity to work with the majority of the students on campus.

How large is the commuter community at Point Park?

SG: Currently, there are 4,000 students at Point Park. Of those, approximately 3,000 are commuters, including graduate, adult, part-time and traditional students. Our commuter population has remained consistent over the years, even though we have added beds to campus housing.

What are some of the unique challenges faced by commuter students?

SG: Commuter students are interesting because they often feel that they don't have the same connection to others as traditional students who live on campus. Many times, they will come to class, then go home to a family or a

job without connecting in the same way as a resident who is immersed in the on-campus environment. The commuter students who work full-time often do not take advantage of the student activities and programs. Instead, they are typically here for the degree and are focused more on the end goal.

What are your primary goals in meeting those challenges?

SG: I am trying to work directly with commuters to understand what they need to help them feel more connected to the University. An online survey developed by the National Clearinghouse for Commuter Programs is being administered to gain feedback that will help us develop programs that will work at Point Park. We already have some programs in place to build on and plan to increase our programs and resources to involve commuters more in campus activities.

What programming have you developed for the commuter population?

SG: This semester we started two new programs. For traditional age or transfer first-year students not living on campus, we developed Commuter Learning Communities in which we provide students who have similar interests with a chance to meet and do things together as they adjust to college life. For our Saturday accelerated students, we started Jump Start Saturdays, a monthly lunch series focused on career development. We also developed a Commuter Council and transformed a former study lounge on the fourth floor of Lawrence Hall into a commuter lounge where students can meet on campus.

What are some of the most pressing concerns regarding transit issues in the city of Pittsburgh right now, and how will that affect commuters?

SG: One of my biggest concerns is the mass transit issue, especially the proposed reduction in bus routes. This will affect all students, not just our commuters, who typically don't keep cars on campus but need to use public transportation to go just about anywhere. If the bus lines are cut, some of our students just won't be able to make it to school. Another issue is the proposed increase in parking rates. If these rates go up, it will have a huge negative impact on commuters who have to park Downtown. Point Park has been active in advocating on behalf of our 4,000 students who come to town and have a positive effect on the city's economy.

What advice do you give to students who commute to Point Park to help them fit in with on-campus student residents?

SG: Always keep your eyes and ears open for ways to get involved. Commuter students are welcome to attend any on-campus event. If there isn't anything of interest at a time that is convenient, don't be afraid to let us know what you want and need.

Contact the Office of Commuter Affairs at 412-392-3835 or www.pointpark.edu/StudentLife/CommuterAffairs

Photo by Martha Rial.



Sarah George

Making Connections for Road Scholars

by Camille P. Downing



Action!

Point Park alumni, faculty and students help boost Pittsburgh's burgeoning movie and television industry

by Colleen Derda

Pittsburgh is now a magnet for film and television production, and Point Park plays an important role behind the scenes.

For years alumni have worked as talent, crew members, and post-production professionals for companies filming in the region. The University's role increased significantly after the establishment of the Cinema and Digital Arts Department, part of the Conservatory of Performing Arts.

Point Park now offers three degrees – cinema production, screenwriting and digital arts – and a widening pool of talented students and graduates.

The expanded role comes at a key time. The success of the Pennsylvania Film Tax Credit and the Pittsburgh Film Office, new sound and production facilities in the area, and increased recognition of diverse locations and experienced crews, have helped boost in film and television production.

A Vibrant Program

The Pittsburgh Film Office serves as a resource for all film-related activity in southwestern Pennsylvania, and Point Park is a valuable partner, says director Dawn Keezer.

“The University has experienced faculty and is turning out great graduates. It's a vibrant program that just keeps growing.”

Keezer notes that the office's assistant director, Jessica Conner, is a Point Park graduate, one of the many former interns working at the office or on productions. Now Conner (COM 2003) returns to campus to talk about various aspects of filming in Pittsburgh, including securing permits and how to

Recent feature films/TV productions that used the talents of Point Park students and graduates:

- Abduction
- Adventureland
- House on Sorority Row
- Love and Other Drugs
- Mysteries of Pittsburgh
- My Bloody Valentine
- Next Three Days
- Sex in the City II
- She's Out of My League
- Smart People
- The Kill Point
- The Road
- Transformers 3
- Unstoppable
- Warrior

be a good neighbor when working in local communities.

Katie Woolridge, a 2008 cinema and digital arts grad who also interned at the Pittsburgh Film Office, recently worked as an assistant to *Transformers 3* producer Ian Bryce.

The first role for many young graduates is production assistant. Steve Mannella, a 2010 graduate with concentration in digital file editing, is currently working as a production assistant on a studio feature film. As a student he assisted on a commercial for the Pittsburgh Penguins, the reality television series *Shaq Vs.* and the feature film *Warrior*.

Fred Johnson, the acting dean of the Conservatory of Performing Arts who has more than 15 years of media production experience, says the increase in productions taking place in Pittsburgh means more students and alumni are gaining critical experience in the city.

“One of the challenges Pittsburgh faced was that its talented crews were depleted with one or two productions shooting. Now the city has several

productions going on at the same time. Our graduates are finding jobs and adding depth to the crew base.”

Graduates and students are contributing to such areas as camera work, wardrobe, locations, post-production and more. This spring, they will find multiple opportunities on an independent film that the University is helping to produce, *The Umbrella Man*. The film is based on the original play that opened The REP season this fall.

Hands-on Experience

The hands-on experience, small class sizes and ability to work in a concentration all four years sets Point Park's cinema and digital media programs apart from the competition. The University emphasizes the collaborative nature of media production, and students work in teams to produce short-form documentaries, commercials, public service announcements and experimental works while learning about real-world roles and responsibilities.

In one screenwriting workshop, students pitch their stories and get feedback from fellow students on the strength of both the story and the pitch.

“The story is the constant,” says Rick Hawkins, an Emmy Award-winning screenwriter, studio executive and media consultant who teaches screenwriting courses. His classes and workshops address writing screenplays, teleplays and works for online media. Hawkins, a recent transplant who has lived all over the world, says experienced screenwriters can live and work anywhere, including Pittsburgh.

“Pittsburgh is a great place to find your voice and gain invaluable experience,” says Nelson Chipman, department chairman and a screenwriter and filmmaker himself. Along with developing projects, opportunities and contacts for students, the department produces an annual cinema showcase for industry professionals, he notes.

In the past, people needed to move to New York City, Los Angeles or other cities, but no longer. Point Park alumni are finding professional opportunities in Pittsburgh, says Chipman, and everyone benefits. “Production companies coming here realize they are getting educated, bright young people who are willing to work hard.”

Opposite: Point Park artists are collaborating to turn *The Umbrella Man* world premiere play into a feature film. Standing, from left: writers and



co-directors Michael J. and Joseph M. Grasso. Seated, from left: Ronald Allan-Lindblom, assistant vice president and artistic director, Conservatory of Performing Arts, and Robert A. Miller, play director and film producer. Photo by Jim Judkis. At left: cinema and digital arts students use the city of Pittsburgh as a backdrop. Photo by Frank Walsh.

Playing a Leading Role Behind the Scenes

Alumni help make movies happen in the Steel City

Kevin Kauffman Documentary Filmmaker

Even before students leave Point Park's cinema and digital arts program, their teachers became colleagues, says Kevin Kauffman (COPA 2009). The young director, producer and editor says he felt respected by his professors and knew he would be able to turn to them for advice after graduation. And he has. "They're always there for you, ready to help."

The 23-year-old is currently in post-production for his first feature length documentary, *Todd vs. High School*, scheduled for release in late 2010. He got involved in the project shortly after graduation when a Point Park faculty member recommended him to shoot a soccer match. He later learned the work was for the documentary about a former ESPN writer, 33-year-old Todd Gallagher, who returns to high school in Pittsburgh.

Exciting Opportunities

Kauffman eventually moved into directing, producing and editing the documentary. He calls the project "an exciting opportunity." He is working on *Todd vs. High School* in Pittsburgh and remains connected to the University and other film work here.

"Point Park has an important role in Pittsburgh's film industry," he says, noting that students and recent alums benefit from opportunities to work on

a wide variety of projects. "Students get to learn the roles of production assistants in various departments, for instance, and see how things work up close. That's immensely valuable."

Ready Resources

Kauffman credits the hands-on approach to learning along with small class sizes and state-of-the-art equipment as highlights of Point Park's program. "The availability of resources and opportunities are so valuable to your growth as a filmmaker, and Point Park provides them," he told potential students when he was a student himself.

A Production 3 class opened doors to yet another opportunity, he says. In summer 2008, Kauffman submitted his editing on a team project to Real Ideas Studio and was accepted to have work screened at the Cannes Film Festival in Cannes, France. *At Least They Could Warn Us*, a short edited by Kauffman and directed by Dave Hall, was one of the films screened.

Other work, including *A Movement In D Minor*, directed by Hall and in which Kauffman served as cinematographer, was featured in a Los Angeles film festival. A 2006 short he wrote and directed, *Y2K*, was screened at a Pittsburgh film festival.



Kevin Kauffman

His experience on feature films includes serving as a production assistant on *Bridge to Nowhere*, the 2009 release directed by Blair Underwood and filmed in Pittsburgh by Smithfield Street Productions. He also served as a production assistant on a Sony Pictures project.

Working with Bill Paladino and other Point Park cinema program grads, he helped produce corporate videos for UPMC and the University of Pittsburgh and direct music videos for Wiz Khalifa, Donora and Formula 412 before his current project.

—Colleen Derda

Beverly Cole Production Secretary

Just three years out of college, Beverly Cole has already turned down work. This year the 2007 graduate of Point Park's cinema program said 'no' to opportunities in other cities to complete crew work on a feature film in Pittsburgh.

Cole spent much of her time since graduation working in New York City but returned to her home state in spring 2010 when she was hired as production secretary for *One for the Money*, a comedy thriller filmed in Pittsburgh neighborhoods and Ambridge, Pa. The feature film stars Katherine Heigl and will be released in summer 2011.

Hub Manager

Cole worked in the film's office, "the hub that everyone comes through," and prepared crew lists, worked with vendors, helped handle key paperwork and responded to requests from every department. She was involved in everything from pre-production to closing the office after the movie wrapped.

Cole previously worked for two years on movie and television projects in New York, including most recently serving as production secretary for *Sex and the City 2*. On that job and on others, she saw her duties increase as the film progressed.

"When people realize that they can depend upon you, they'll give you more things to do."

The Sex and the City 2 role lasted from June 2009 through February 2010. A year earlier she served as production secretary on the Columbia Pictures feature film *Salt*. In late 2008 through early 2009, she worked at ABC Studios East on *Cupid*, first as an office production assistant, or "office PA" as the entry-level position is called, then production secretary.

Cole worked in reality television in 2008, first serving as an office PA for both *Without a Trace* and *Project Runway 5*, and later as a key field PA for *Make Me a Supermodel 2*.

She moved to New York after graduating in 2007 and first worked on an independent film. The Williamsport, Pa., native moved back to Pittsburgh to be an office PA on *She's Out of My League*, the Dreamworks feature film shot here in 2008. She says Point Park recommended her for the role.

Point Park Connections

The summer before her senior year, Cole interned at Mosaic Media, the Los Angeles-based production company founded by Point Park alumnus Jimmy Miller (COM 1980).



Beverly Cole

"Point Park put me in contact with a lot of people and helped me set up many connections," says Cole. She says she values not only the professional contacts the University has provided but also the strong technical education she received as a student.

"Point Park offers a great foundation," says the 23-year-old, who graduated summa cum laude. "In addition, being located in Pittsburgh, the University is well situated as the region's film industry continues to grow."

—Colleen Derda

Photos by Martha Rial (opposite) and Jim Judkis



Point Extras

For more on Cinema and Digital Arts, visit The Point online at www.pointpark.edu/News/ThePoint



Retail King

Russell Schutte Leads Regional Macy's Stores

by Cristina Rouvalis

Russell C. Schutte (COM 1971) wanted to be journalist, but his rapid rise in the world of retail got in the way.

It was 1970, and the student at (then) Point Park College took a job as a stock boy at Gimbels in suburban Pittsburgh. His father had just died, and he needed to work to support himself.

The young go-getter caught the eye of his boss, who quickly made him head of receiving, then supervisor of women's clothing, and then one promotion after another until he was named evening floor supervisor.

The 22-year-old supervisor wore a red carnation on his lapel and greeted shoppers. He was assigned a "bell code"—bing, bing, bing...pause...bing, bing, bing, bing—so he could be paged from the sales floor.

"I was on top of the world," he said. "When you were assigned a bell and given a flower, you were something. You had arrived."

A Future in Retail

Schutte knew from that moment on that retail was his future. And the promotions kept coming his way – including one in the spring of 1971, the day he received his B.A. in journalism and communications from Point Park. The day after, he was working in the Downtown Gimbels store as an assistant buyer in the men's department. He was grateful to both Point Park and Gimbels for working with him to help him balance his classes with his job.

Today, Schutte is senior vice president and regional director of stores at

Macy's. And the thrill of working inside a department store hasn't dimmed at all. "There's never a dull moment," he said. "I just love the action of retail."

Though his home is in suburban Pittsburgh, he is often visiting one of the 100 retail and furniture stores in Pittsburgh, Ohio, Indiana, Kansas, Kentucky, St. Louis, Illinois and West Virginia.

The 61-year-old retail veteran has been a pioneer of "My Macy's," a successful initiative to differentiate the chain market by market, store by store. In an era of homogenized retail chains nationwide, Macy's has infused some local personality into their stores by buying different lines depending on the market.

"A traditional woman would walk in with her very fashionable daughter. While the woman was shopping, her daughter would go out to the mall to shop. We have tried to prevent that girl from going out to the mall to shop," said Schutte.

Dapper in one of his 15 well-tailored suits in the Macy's-employee color of black, Schutte has long been ahead of fashion trends.

In fact, he became known as Mr. Fashion during the psychedelic 1970s, when he became a buyer of young men's and better men's fashions at Gimbels in Downtown Pittsburgh.

"I had long hair and wide lapels and platform shoes. I was an executive hippie. That was not an easy thing to do," he said with a laugh.



Russell Schutte at the Downtown Pittsburgh Macy's store.

Store Leader

In 1977, sensing that the now-closed Gimbels was struggling, he followed his boss to May Company in Cleveland in 1977 and became an assistant store manager, preferring to be out with customers rather than a buyer. "I fell in love with stores. I decided I would like to make a career out of running stores than just being a merchant."

He kept moving up – regional vice president of stores at Robinson's May in 1988; senior vice president regional director of stores at Burdines in 1995; senior vice president and director of stores of a division of Saks in 2002; regional vice president of Macy's in 2006, before getting promoted to his current job in May 2008.

Who knows? The man who started out as a stock boy may have another promotion or two in him. "I always have my eye on the next level."

Photos by Martha Rial.

ALUMNI CONNECTIONS ▶



Dear fellow alumni,

As Point Park's 50th anniversary year draws to a close, I'm filled with pride about our shared accomplishments and great enthusiasm for all we have yet to accomplish. At Commencement this year, 50 alumni proudly represented each graduation year since Point Park became a college in 1960. And on September 24-26, more than 500 alumni, faculty, staff and students came together on campus to celebrate our 50th anniversary in style. We shared a wonderful weekend filled with reunions, campus and city tours, opportunities to meet with faculty, a family-focused street festival, anniversary dinner at the Sheraton Station Square, and much, much more.

The events were the epitome of success and could not have done a better job at instilling pride. Knowing the amount of work that goes into planning an event like this, I want to extend special compliments to co-chairs Mary Josefowski (COM 1971, 1991) and Susan Orr (COM

1993), the entire Alumni Association Board, and the staff of the Office of Alumni Relations: John Pine, Kelly Clawson and Kyle MacDonald. We are fortunate to have such a dedicated team working together.

Whether you were able to join us on campus or not, we can all be very proud of the success of our 50th anniversary events this past year, and we can all help keep the momentum going. This is a great time to get involved, or stay involved, in your alma mater. Stay tuned to our website, www.pointpark.edu/Alumni and our Facebook page (Point Park Alumni) for the latest news, events and opportunities!

John Taormina (A&S 2000, BUS 2001)
President, Alumni Association Board
of Directors

Refer a Student

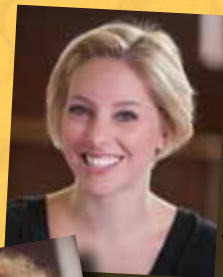
Visit www.pointpark.edu/Alumni/PART/referastudent

Once Upon a Time

Kiki Lucas (COPA 1999) and Marlana Walsh-Doyle (COPA '01) graduated from Point Park University with degrees in dance.

Kiki and Marlana are employed by the Houston Metropolitan Professional Dance Company.

Kiki and Marlana told their friend, Jasmine Hearn, about their great experience at Point Park.



Today

Jasmine is a senior at Point Park, majoring in dance and employed by the August Wilson Center Dance Ensemble.



Moral of the Story

Share your Point Park experience and refer a prospective student. You'll be amazed at the impact it can have.

CLASS NOTES▶

▶ 1970s

Karen Rushe (COM 1974) has begun graduate studies at Liverpool Hope University in Liverpool, England. Rushe is pursuing a master of arts degree and will be among the first students to take a new course in The Beatles, Popular Music and Society taught by Michael Brocken. She also plans to do volunteer work with the Royal Liverpool Philharmonic.



Judy Ann Davis

Judy Ann Davis (COM 1971) has published her first novel, *Red Fox Woman*, the story of a Pennsylvania potter who flees from Lancaster to the Colorado Territory in 1868 to escape secrets from her past. A resident of Clearfield, Pa., Davis has written grants, articles and many short stories. She fondly recalls her Point Park studies under Vincent LaBarbera, then chairman of the Journalism and Communications department. "He was a dedicated educator who always had time for his students and always pushed us to work harder and to be accurate and factual." Visit Davis at www.judyannDavis.com.

Henry D. Sinopoli (COM 1970) has earned a doctor of education degree from Indiana University of Pennsylvania.

▶ 1980s

Irene Kent (COPA 1988) has 20 years of experience in performing, teaching and choreography. Her recent credits include guest choreographer for the State Ballet of Rhode Island with world-renowned composer Hayden Wayne, with performances in New York City, as well as a choreographer for New Dance Group. Irene has performed on Broadway and nationally and internationally in such shows as *West Side Story*, *A Chorus Line*, and Cole Porter reviews. While attending Point Park, she worked with Pittsburgh Ballet Theater (under the guidance of Melissa Hayden), the Pittsburgh Symphony, and the American Dance Ensemble (under the direction of Nicholas Petrov). Irene has performed in numerous venues throughout the United States, central Europe and the Far East (including China and Japan). She teaches and privately coaches ballet throughout the New York City region and is a certified Pilates instructor. For information on her ballet classes, e-mail contact@star-bound.com.

Samuel J. Cordes (COM 1980) has been elected as a fellow in the National College



Irene Kent



of Labor and Employment Lawyers. The award recognizes outstanding performance, integrity and dedication. Cordes is a partner in the Pittsburgh law firm of Stember, Feinstein, Doyle, Payne and Cordes LLC. He graduated from the University of Pittsburgh School of Law, where he was an editor of the *Journal of Law and Commerce* and won awards for brief writing, labor law, employment and corporate law. He earned a master's degree in journalism at Point Park. He is active in professional associations and lectures on employment law topics. The *Pittsburgh Tribune Review* called Cordes "the archangel of employment rights."

Carrie Moniot (COM 1980) began her fourth semester as an adjunct faculty member in Point Park's School of Communication in the fall of 2010. "The career change comes after I spent 30 years working in Pittsburgh radio and TV – most recently as the morning executive producer at WPXI-TV," said Moniot. "I am proud to have returned to my alma mater!"

Jane Black (A&S 1985) has joined Loving Care Agency of Pittsburgh as a home care specialist/recruiter. Black has worked in health care as a community education representative for hospice and home care services. Prior to that she worked in community and economic development and business journalism. "I am thrilled to be part of an organization that's devoted to keeping people safely in their own homes, especially children," said Black. Clients of Loving Care Agency include medically fragile children and adults who need home care.

CLASS NOTES

► 1990s

Thomas M. Petro (BUS 1990), president and CEO of Fox Chase Bank in Hatboro, Pa., has been appointed the first vice-chair of the Pennsylvania Bankers Association (PBA) Board of Directors. Members of the Board are senior level officers of the PBA member banks.

Laura (Davis) Pinchot (COM 1996) released her first book, *Help Wanted: Caregiver—A Guide to Helping Your Loved One Cope With Serious Illness*, published by Hygeia Media. Laura is a copy editor at the Oncology Nursing Society and lives in the Pittsburgh area with her husband, Dave Pinchot (COM 1997) and their two children.

Ellen (Harbold) Gamble (COM 1990) has joined Presbyterian SeniorCare as senior director of communications. The Oakmont, Pennsylvania-based nonprofit is a network of living and care options for older adults.

Kiki Lucas (COPA 1999) is a senior member and resident choreographer of the Houston Metropolitan Dance Company (the Houston Met) and director of the Houston Met Too. Her many teaching credits include Broadway Dance Center, Point Park's International Summer Dance Program, Towson University, Michigan University, Debbie Reynolds Studios, Alabama School of Fine Arts, the University of Hartford, Loudoun Ballet, Crowd Pleasers and Florida Dance Masters. In 2009 she taught at the Congreso Internacional de Musicales y Operas Rock in Argentina.

Nicole Peffer (COM 1996, BUS 2008) is pleased to share the news of her recent marriage to Robert Martin. The couple was married on July 4, 2010, at Succop Conservancy in Butler, Pa.

DROP US A NOTE!

Visit www.pointpark.edu/classnote to share your news.

► 2000s

Tina Mazurik (BUS 2001) was named Young Careerist in a statewide competition sponsored by the Business and Professional Women's Club of Pennsylvania. A vice president of the BPW's Canonsburg chapter, Mazurik is procurement manager at DMI Companies. She is also a member of the Girl Scouts of Western Pennsylvania, the Institute for Supply Management and the Association for Operations Management. She is an advisory board member for the Washington Salvation Army and has provided leadership for such organizations as Junior Achievement and the March of Dimes.

Marlana Walsh Doyle (COPA 2001) is managing director of the Houston Metropolitan Dance Company (the Houston Met). A Massachusetts native, she has been a dancer with the Houston Met for the past decade. She performed many roles in Point Park's Conservatory Dance Company as well as the American College Dance Festival. She has worked with such choreographers as Robert Battle, Jason Parsons, Charlotte Griffin, Brock Clawson, Caleb Mitchell and Joe Celej. While directing is her main focus, she also spends time choreographing and teaching throughout the United States.

Lisa Weiss (COPA 2003) is a member of the Pennsylvania Air National Guard and a civilian worker in the recruiting office at the Findlay base of the 171st Air Refueling Wing. She was among 40 members of the Air Force and Air National Guard selected for the services' Tops in Blues performing troupe. The one-year posting includes training at Lackland Air Force Base in San Antonio and about 10 months of touring. Since June the group has toured many states and five countries, including Iraq.

Charles Harris (BUS 2008) has been appointed to the position of account manager for the Nonprofit and Human Services Division of Allied Insurance Brokers Inc. Harris, who earned his master of business administration degree at Point Park, received his undergraduate degree from Duquesne University, where he was the recipient of a four-year football scholarship. Harris is involved in a variety of community organizations, including the Pittsburgh Chapter of the National Black M.B.A. Association.

Ahmad Simmons (COPA 2010) was awarded the 11th annual Julia Deberson Award from the Pittsburgh Civic Light Opera (CLO) on August 3 at the cast party for *The Student Prince*. The award honors



Ahmad Simmons (left) accepts CLO award.

passion, professional skill, and the ability to work well with others. A native Texan, Simmons attended the Fort Worth Academy of Fine Arts before moving to Point Park. In addition to *The Student Prince*, he has appeared in such CLO productions as *Oklahoma!*, *Annie Get Your Gun*, *West Side Story*, *Peter Pan*, *Oliver!*, *The Producers* and *Hairspray*.

Sarah Jefferson Alspach (COPA 2010), who earned her bachelor of fine arts degree in costume design at Point Park, began work on a master of fine arts in costume technology at the University of North Carolina School of the Arts this fall.

Amanda Pavlik (COM 2006) became executive producer for the morning shows at WKBN and WYTV in Youngstown, Ohio, in March 2010. She started her career at WDTV in Clarksburg, W.V., where she moved from reporter to anchor and producer of the evening news. Pavlik says the move to Youngstown allows her to live close to Pittsburgh, while fulfilling her love for local news. In August 2010, she married her high school sweetheart, Matt Lucke, in Springdale, Pennsylvania.

Laurin Bucki (COM 2008, A&S 2010) has joined the Southwestern Pennsylvania Chapter of the American Red Cross as community health and safety specialist. She works to implement Red Cross courses in chapters across the region. Bucki, who earned a bachelor's degree in advertising and public relations and a bachelor's degree in secondary education, interned in the marketing and communications department of the American Red Cross. She is also a former volunteer with the community outreach and education team.

Jason Elrod (COPA 2010), who recently earned his bachelor's degree in cinema and digital arts, cut a trailer for the movie *Arrested Development*, based on the

television cult classic. View the trailer here: <http://twurl.nl/1nzyr8>.

Julie Haller (COPA 2007) balances a commitment to dancing with the Deeply Rooted Dance Company with a busy teaching and coaching schedule. She is an adjunct dance faculty member at Harper College, head dance coach at Robert Morris University, and a ballroom dance teacher in the Having a Ball program in the Chicago Public Schools. Whether teaching youngsters or college age dancers, Haller is committed to helping students integrate dance into their lives.

Scott Shaw (BUS 2002) is the team/product lead for Tech Results Inc. in Las Vegas, Nev. A Pittsburgh native, Shaw earned a Webmaster Certificate in 2001 at Point Park, followed by his M.B.A. degree in 2002. He says he chose the University because "I wanted to attend a school that would be more hands-on and realistic rather than a major concentration on theory. Point Park provided a window into some diverse subjects...The best overall experience was the opportunity to discuss the 'real' business world with the instructors. They had valuable advice based on their own experiences.

Michelle Guaragno (A&S 2010) has begun a master's degree in science and biotechnology at Duquesne University. She aims to finish in one year, then continue to medical school in pursuit of a combined M.D./Ph.D. Last May, Guaragno received Point Park's Natural Sciences and Engineering Technology Graduating Senior Award and the Alumni Association Outstanding Graduating Senior Award for the School of Arts and Sciences. "She has a first class mind and the maturity and motivation to use it. Her dedication to academic excellence is unrivaled in my almost 30 years of college teaching," said Professor Mark Farrell, chair of Department of Natural Sciences and Engineering Technology. Guaragno worked with Farrell and Professor Laura Frost last summer on a research project involving the synthesis of functionalized fullerenes, a type of nanoparticle commonly referred to as "bucky balls," as a support for a biologically active reagent called propinil. The research has potential applications as a drug delivery system.



Michelle Guaragno

In Memoriam

Kenneth R. Heidt (A&S 1986), of Lakewood, Ill., died on January 18, 2010. He was 46. Raised in Erie, Pa., Heidt had been a pilot with United Airlines and prior to that was a broadcast engineer with NEP Broadcasting. He earned a bachelor's degree in electrical engineering technology at Point Park in 1986. Serving as a pilot in the U.S. Air Force, he flew EC-135 Looking Glass Missions. He was a veteran of the Gulf War and retired as captain after 11 years of service. He was also an Emmy Award winner for television coverage of the 2002 Winter Olympics.

ALUMNI PROFILE ▶



Meet Rick Haskins

Vice President for Development and Alumni Affairs

When Rick Haskins was a Point Park student in the late 1960s, he balanced his journalism and communication studies with campus jobs ranging from “keyman,” which involved managing the locks in Thayer, Lawrence and Academic Halls, to assistant to former President Arthur Blum.

Four decades later, the 1971 graduate has returned to Point Park (in August, 2010) to direct fundraising efforts for alumni, friends, corporations and foundations, as well as alumni engagement and service activities. His first task was leading Point Park’s highly successful 50th Anniversary celebration, which attracted more than 500 alumni and friends to campus on the weekend of Sept. 24-26.

“Many of us who left here when we were in our 20s, and haven’t been back

since, found that we shared a common experience,” says Haskins, who had the opportunity to reminisce with his former classmates and former boss, Blum, at the weekend events. “That is, it’s very easy to reconnect with old friends. You pick up right where you left off.”

Building Connections

Haskins is focused on building those connections among the broader alumni population in his new position. He has more than 35 years experience in senior nonprofit management positions and has successfully managed and directed programs in development, public relations, marketing, alumni relations and church relations. His expertise includes managing capital campaigns, strategic planning, board recruitment and development.

After graduation Haskins spent two years serving as a full-time assistant to President Blum before moving to the West Coast to serve as director of public relations for the San Francisco Ballet. He then moved to Washington, D.C., to complete a master’s degree in political science at George Washington University. Rick held various development positions at George Washington before accepting a position as vice president for development at Eckerd College in St. Petersburg, Fla., and later at Hanover College, Hanover, Ind.

Prior to joining Point Park, Haskins was a partner of Jerold Panas, Linzy & Partners. The firm is one of the nation’s most highly regarded in the field of campaign services and financial resource development, having served more than 2,400 client-institutions.

Committed to Outreach

At Point Park, Haskins will lead major fundraising efforts to support the capital projects of the Academic Village initiative, as well as the ongoing enhancement of the University’s alumni activities. The most effective alumni programs, he says, build pride while offering opportunities to socialize, engage in service, and benefit from continuing education.

“Point Park has grown into a University that now encompasses four schools, each of which has a dean who is committed to outreach and engagement with alumni. In addition, our Downtown location affords many opportunities to connect with businesses and cultural organizations,” says Haskins. “This is an environment that offers enormous opportunities – for our alumni and students and the entire community.”

Photo by Jim Judkis.



On Stage Again

More than 60 alumni who studied and performed in Point Park's theater and performing arts programs in the 1970s gathered for an emotional reunion at the University's Pittsburgh Playhouse on August 7, 2010. The participants enjoyed a reception at the Playhouse and spent time reminiscing about student experiences, on stage and off. To view an album of photos from the event, visit the Point Park Alumni Office on Facebook at: <http://tinyurl.com/2bpo4x7>. Photo by Jim Judkis.

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Scenes from an Anniversary

Opposite: Alumni enjoyed reunion ballgames and reconnected with faculty, including (from left) Kiesha Lalama-White (COPA 1995) and Nicholas and Mary Petrov. **Above, clockwise from top left:** Looking back through the years at the Black Student Union reunion; student volunteers chat with alumni at the street festival; School of Business Dean Angela Isaac (center) hosts one of the four school reunions; on the dance floor at the Sheraton Station Square; former deejays jump back in the booth at WPPJ; dining outdoors with Point Park friends at the street festival and celebrating emotional reunions with old friends; a gathering of Point Park presidents (from left): J. Matthew Simon (1986-1995), Katherine Henderson (1997-2006), Paul Hennigan (2006-present) and Arthur Blum (1967-1973). Photos by Tom Bell.

A 50th Anniversary Celebration to Remember

Alumni and campus community enjoy weekend of festivities

"Awesome! We can't stop talking about what a great time we had."

"I felt welcomed, remembered and relieved to be back among my second family."

"I can't tell you how special the weekend was for me; it was the best time and the most fun I have had in many, many years."

Those comments were among the many glowing descriptions offered as part of the University's 50th anniversary celebration Sept. 24-26.

Hundreds of alumni and friends of Point Park, along with current students, faculty and staff, enjoyed a variety of activities on campus, from school reunions and showcases of current student work to a lively street festival on Third Avenue and an evening gala at the nearby Sheraton Station Square.

"We have an incredible array of people with us this evening," Point Park President Paul Hennigan told nearly 500 people at the gala as he made group introductions of former University presidents, then trustees and board members, faculty, special guests and groups of alumni.

"And finally, what we're all about – will our current students please stand," he said, acknowledging the many students who helped with the weekend's events. "Let's all please raise a glass and toast the spirit of Point Park."

Alumni from Western Pennsylvania and across the country came to campus for the festivities.

"The celebration was wonderful and far exceeded my expectations. It was obvious how much planning and hard work went into the entire weekend. I would be hard-pressed to choose which event I most enjoyed," said Nancy Davis-Kahrs (COM 1972), who traveled from Mt. Pleasant, S.C. "The opportunity to have a photo taken prior to entering the ballroom on Saturday evening was a real hit with everyone! Being on campus, visiting the new buildings and seeing the plans for the future was inspiring. I'm proud to be an alum!"

Photo Albums on Facebook

The Office of Alumni Relations posted hundreds of photos from the weekend on our public Facebook page. Visit www.facebook.com/pointparkalumni and click on the "Photos" tab (no need to have a Facebook account to see the albums).

Photo Opportunity

If you would like to receive a copy of any photo, just email alumni@point-park.edu with contact information and the Alumni Office staff will be happy to send them out, according to John Pine, manager of alumni relations.

"Of course, many attendees took their own photos and we would love to see them. If you have photos you would like us to share, please email them to us directly at alumni@pointpark.edu," said Pine. "Or, if you are a Facebook user just upload your pictures as "fan photos" on the Point Park University Alumni Facebook page."





Pioneer Athletic Hall of Fame Celebrates Tenth Anniversary

by Kevin Taylor

Marking the achievements of Point Park's greatest athletes

The Pioneer Athletic Hall of Fame, which recognizes the outstanding achievements of Point Park student-athletes, coaches and administrators, celebrated its tenth anniversary this past fall with the induction of the 2009-10 Hall of Fame class.

In a ceremony held Oct. 10 in the Point Park Ballroom, **Don Kelly** (Baseball, 1999-01), **Sam Depe III** (Men's Golf, 1967-71), **Chris Heh** (Men's Soccer, 1996-98) and **Linda Keibler Guercio** (Women's Basketball, Volleyball, Softball, 1992-96) were enshrined as the 2009-10 class.

With the addition of the latest class, there are 32 individuals and one team that have been inducted into the Pioneer Athletic Hall of Fame. In the 10 years since its creation in 2000, the Hall of Fame has honored the best that Point Park athletics has had to offer.

Hall of Famers include All-American athletes, coaching greats, leaders in athletic administration and many more.

"Point Park has a rich history of athletic competition, and the Hall of Fame is an important vehicle to celebrate past accomplishments," said Director of Athletics Dan Swalga, who is in his fifth year at Point Park. "The Hall of Fame also reminds our current student-athletes to reach for high goals as they continue to represent the University in a great way."



Opposite: The Pioneer Athletic Hall of Fame inducted its 2010 class during a campus ceremony on Oct. 10. Pictured are (from left) Point Park President Paul Hennigan and honorees Chris Heh, Linda Keibler-Guercio, Don Kelly and Sam Depe III (seated). Photo by Tom Bell.

This page, from left: Depe and Kelly in their student days.

Just like the nine classes that came before it, the latest Hall of Fame induction class lives up to the high standard of achievement that is necessary for enshrinement.

Kelly was an NAIA All-American for the Point Park baseball team in his final season of 2001. In three years with the Pioneers, his career batting average of .413 is still a school record. Drafted in the eighth round of the 2001 MLB draft, Kelly has spent parts of three seasons in the majors. The 2010 season with the Tigers was his most-extended period in the big leagues so far. Kelly, 30, hit .450 with 45 RBIs and 34 stolen bases in his last year at Point Park.

Depe III was a member of the first-ever Point Park men's golf team from 1967-71. A standout player, Depe III

helped the Pioneers become perhaps the best golf team in the district at the time. He and his teammates finished fourth at the 1969 NAIA national tourney. Recently, the former head pro at South Hills Country Club fulfilled a lifelong dream by becoming owner of his own course, Hickory Heights Golf Club in his hometown of Bridgeville, Pa.

Heh is the all-time leading scorer for Point Park men's soccer with 50 goals and 111 points in three years from 1996-98. The Pleasant Hills, Pa. native scored a school-record 21 goals in 1998 to lead the Pioneers to a playoff appearance and their best record ever at 12-5. The star forward was a three-time, all-conference pick and an honorable-mention all-region selection. In his first year, 1996, Heh helped the Pioneers to a 9-6

record and their first-ever trip to the playoffs.

Keibler Guercio's superb athleticism allowed her to be a three-sport standout in women's basketball, volleyball and softball from 1992-96. The Kiski Area graduate was instrumental in the growth of those women's programs at the school. In basketball, she ranks in the top 15 in school history in scoring, rebounding and blocks despite being limited to two full seasons due to injury. She was a District 18 all-star in volleyball and a two-year starter in softball.

For more information about the Hall of Fame or to download a nomination form, visit www.pointpark.edu/athletics/HallofFame.

PIONEER ATHLETIC HALL OF FAME MEMBERS

▶ CLASS OF 2009-10

Don Kelly
Sam Depe III
Chris Heh
Linda Keibler

▶ CLASS OF 2008

Melissa Charles
Jana Orlofske

▶ CLASS OF 2007

Mark Jackson
1986 baseball team

▶ CLASS OF 2006

Mark Ansani
Jill Bennett-Mangum
Rafal Kolankowski

▶ CLASS OF 2005

Joe Fiori

▶ CLASS OF 2004

Ed Josefoski
Jack Yard

▶ CLASS OF 2003

Lou Abel
Ed Haberle
Dan Moriarty
Melvin Paul
Harry Westwood

▶ CLASS OF 2002

Larry Anderson
Dave Duncan
Jim Ney
Barry Hanburger

▶ CLASS OF 2001

Darlene Brusco
Brian Tomasic
Kenny Walls

▶ CLASS OF 2000

Jerry Conboy
Bobby Franklin
Frank Gustine
Dorethia Jackson
Bill Jerich
Jim Masserio
John Stuper

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