

THE POINT

READY FOR A NEW STAGE

Curtain Rises on the New Pittsburgh Playhouse





Dear alumni and friends,

As a new year, and a new semester, begins, it is an opportunity to reflect on the accomplishments of 2014. And what a year it was for the University community!

Last fall, we welcomed the largest freshman class in the University's history, with 633 U.S. and international students starting their college careers at Point Park. The 2014-15 freshman class, which comes from 35 states and 10 foreign countries, is 18 percent higher than fall 2013, when Point Park had 535 new U.S. and international first-year students. In addition, Point Park welcomed 277 transfer students from 18 states and 10 countries. The new freshmen class is the first to benefit from a new core curriculum course this semester — City-University Life — a seminar designed to help them develop skills for success in studying, living and working in a diverse urban community.

On the graduate level, Point Park marked another major milestone. Last fall, 38 professionals began their studies in Point Park's very first doctoral program, an Ed.D. in leadership and administration. They were among 231 new graduate students who entered the doctoral program or one of the University's 17 master's degree programs, including a new low-residency M.F.A. program in writing for the stage and screen. Included

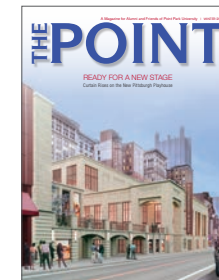
are international students from eight countries: Lebanon, India, Saudi Arabia, China, Hong Kong, Thailand, Venezuela and Brazil.

We concluded 2014 with a very big announcement. In December, we raised the curtain on plans for a much-anticipated addition to our urban campus: the new Pittsburgh Playhouse at Point Park University. As I remarked at the unveiling of the plans, we believe the new Playhouse, to be located on Forbes Avenue near Market Square, will be a game-changer for Downtown Pittsburgh. Not only will the new facility be a dynamic learning environment for students in our Conservatory of Performing Arts, it will allow their creative process to be an integral part of the Downtown experience. You can learn all about the Playhouse project on page 14.

As we welcome 2015, we know that the years to come will hold new opportunities and new reasons to celebrate. Be sure to stop by for a visit whenever you're in our Downtown neighborhood. We want each and every member of the Point Park family to share in the excitement.

Warm regards,

Dr. Paul Hennigan
President



ON THE COVER:
An illustration of the planned new Pittsburgh Playhouse at Point Park University, as seen from Forbes Avenue looking toward nearby Market Square. Rendering courtesy of architects Westlake Reed Leskosky.

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TALK TO US!

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

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This policy affirms Point Park University's commitment to nondiscrimination, equal opportunity and the pursuit of diversity. Point Park University does not discriminate on the basis of race, color, national origin, sex, age, religion, ancestry, disability, veteran status, sexual orientation, genetic information, marital status, caregiver status or familial status in the administration of any of its educational programs, activities or with respect to employment or admission to the University's educational programs and activities. This policy is in accord with local, state and federal laws, including Title VI of the Civil Rights Act of 1964, Title VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act, Age Discrimination Act of 1975 and the Pittsburgh Human Relations Act. Inquiries regarding these regulations, policies or complaints of discrimination should be referred to the human resources officer, telephone number 412-392-3952. Inquiries regarding Title IX and the Title IX regulations should also be referred to the senior vice president, academic and student affairs, as the Title IX coordinator, or deputy coordinators, the human resources officer or the dean of students.

FEEDBACK ▶

Dear Editor,

Great story on the Whites' transformational gift (The Point, Fall 2014). As the first vice president for development, I remember when George walked into my office for the first time, unannounced, and said that he and his wife [Kathleen] — he always included her in everything — wanted to get involved with Point Park College. President Matt Simon had just received the Bank Center building as a gift from Mr. Ryan and wanted it to become Point Park's library. George was delighted in the library center project and wanted a tour of the property. I introduced him to Dr. Simon and a relationship began that has led to this ultimate gift from George and Kathleen. I believe we all stand on the shoulders of those that came before us, and the subsequent administrations, faculty and staff have done a wonderful job of cultivating the family over the years. I should also mention George was a sharp businessman and investor who needed much assurance that Point Park was here to stay given the financial issues in the past. He was convinced our vision for Downtown was the right one and the current [University] leadership has kept that vision alive. The Whites were gracious and generous with their time and money and as a graduate of Point Park I am proud that their urban vision will continue through this magnificent gift. I also believe that we must preserve our institutional memory as we pass the half-century mark. There is much good to remember and celebrate and other legacy gifts to look forward to.

Malcolm Woodall (A&S 1971)
Conway, S.C.



Kathleen and George White in the GRW Theater. Photo by Tom Bell.

Dear Editor,

Thank you so much for the eight page article on my uncle Dr. George White (The Point, Fall 2014), and thank you to whomever thought to send me a copy. I am thrilled ... George's family had the opportunity to visit [Point Park], and learn more about George and Kathy's interests, last fall. Dr. Paul Hennigan, Dr. Herman Reid, Professor Ed Scott and members of the University, arts and civic groups, and historic preservation groups gave the family a crash course on many of the Whites' Pittsburgh interests. The Whites moved to Pittsburgh almost 30 years ago and fell in love with the city. We are proud of what my uncle Dr. George White and Mrs. Kathy White did for the city of Pittsburgh.

Thank you,

Jennie Moe Ehrmann
Milwaukee, Wis.

Dear Editor,

I am a 1976 Point Park graduate and just finished reading the latest edition of The Point. As a side note, I majored in journalism and communication and wrote for The Point way back when. That being said, I would encourage Point Park alumni to check out the website www.collegesportstraditions.com. My dear friend Stan Beck has authored a book on college sports traditions and we are one of the few colleges not included in the book. He will author a follow up and I would like our school to be included. His book has taken the college sports scene by storm, and he is has been invited to numerous college sporting events to sign his book and witness traditions. They range from Ohio State to Middlebury College in Vermont. After you check out the website (and read the book), please feel free to send a Point Park tradition to stan.beck@collegesportstraditions.com or submit via the Send a Tradition form on the website. He would love to see how we own Downtown Pittsburgh.

Stanley R. Clymer, Jr. (COM 1976)
Cocoa, Fla.

NEWS AND VIEWS ▶

Professional Advancement

Michele Langbein, Ph.D., associate professor in the School of Business, was the keynote speaker for The Institute of Management Accountants at the Rivers Club last fall. She spoke about the "Ethical Shades of Gray and our Fiduciary Duty." In addition, Langbein and **Lou Sabina**, adjunct faculty member, traveled to Penn State and presented two papers at the NABET Conference. The first paper was "Rapidly Changing Technology - Ethics & Privacy Issues" and the second presentation was about "The Perceptions of Social Networking in the Age of Technology."

Edward Scott, C.P.A., M.B.A., the George Rowland White Endowed Professor in Accounting and Finance, and **Jeffrey Besong**, assistant vice president of public safety and chief of police for the

University, were honored by the YWCA of Greater Pittsburgh with a Racial Justice Award on Oct. 29. Scott was recognized for his work in supporting equity and inclusion in education. He directs the Accounting Career Awareness Program at Point Park, an effort aimed at increasing an understanding about the field of accounting and its career opportunities among high school students in underrepresented minority groups. Besong's Racial Justice Award, in the category of public safety, recognized his efforts to advance diversity in the workplace and equity in carrying out public safety and response services.

Jamesena Talbott, D.M., professor of organizational leadership for the School of Business, presented this fall semester at the 16th Annual International Leadership Association Global Conference in San Diego, Calif. This year's conference

focused on "Conscious Leading for Global Change: Emergence of Our Collective Realities." Talbott's presentation was titled "Social Entrepreneurs — Leaders Spanning Boundaries." Last spring, Talbott also spoke about global leadership, along with **Helena Knorr**, Ph.D., associate professor of organizational leadership, at the Emerging Leaders seminar held on campus hosted by the Master of Arts in organizational leadership program. The seminar featured workshops for alumni and students and was facilitated by **Helen Sobehart**, D.A., associate vice president for graduate education, **Marsha Tongel**, Ph.D., Point Park adjunct instructor and president of Tongel Consulting Group, Inc., and **Dina Clark**, senior director of the YWCA Greater Pittsburgh Center for Race and Gender Equity.

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POINT PARK UNIVERSITY

Point Park welcomed seven new full-time faculty members at the beginning of the 2014-15 academic year:

Rubén Graciani is associate professor and the new chair of the Dance Department. A graduate of North Carolina School of the Arts, he went on to study on scholarship at The Julliard School and several major dance companies, including the Martha Graham Dance Company and the Merce Cunningham Dance Company. He later joined the Mark Morris Dance Group. He has also performed as a guest artist with the CityDance Ensemble and Brian Brooks Moving Company, and has been a company member of the Kevin Wynn Collection and the Joe Goode Performance Group. In 2005, Graciani joined the faculty at Ohio University. He received two Arts for Ohio choreographic grants, which resulted in the collaboration, *Oyster*, with composer John Orfe and the Grammy Award-winning music ensemble, Alarm Will Sound. Graciani later joined the faculty of Skidmore College, where he collaborated with composer Richard Danielpour, premiered site-specific work at the Tang Museum, worked in collaboration with the Academy ACJW for a performance of *L'Histoire du Soldat*, and premiered works for Saratoga ArtsFest. His company, RG Dance Projects, has performed to acclaim in New York, Pennsylvania, Iowa and Shanghai. Graciani earned his B.F.A. in dance at the State University of New York, Purchase and his M.F.A. at the University of Maryland, College Park.

Matthew Allen, Ph.D., is an associate professor of psychology and director of clinical training for the M.A. program in clinical-community psychology. He has previously worked in the Department of Psychiatry and the Department of Physical Medicine and Rehabilitation at SUNY

Upstate Medical University, and was the lead psychologist for Turtle Creek Valley MH/MR in the Pittsburgh area. He completed his undergraduate studies at the University of Michigan and his graduate work at Miami University. Before graduate school, Allen taught ESL in the Czech and Slovak Republics, as well as working as a wilderness therapist for Catherine Freer in Oregon. He earned bachelor's degrees in philosophy and cultural anthropology at the University of Michigan and a master's degree and doctorate in clinical psychology at Miami University.

Barbara Barrow, Ph.D., is an assistant professor of British literature. Barrow came to Point Park from Washington University in St. Louis, where she defended her dissertation, "A Living Political Dialect: The Science of Language and the Victorian Epic Impulse," in May 2014. At Washington University, Barrow taught, co-taught, or served as a teaching assistant for courses in literature, composition, and film. She has also taught English as a Second Language, first at Tsinghua University in Beijing and also as a teacher's aide at the International Institute of St. Louis. Barrow speaks German and studied abroad at Friedrich-Alexander Universität Erlangen-Nürnberg and at Philipps-Universität Marburg. She earned her bachelor's degree in English Literature and German at Georgia State University and her master's degree and doctorate at Washington University.

Robert Meyers is an assistant professor of multimedia. He is the owner of Robert Meyers Design, located in Pittsburgh and Las Vegas, designer/project manager for internationally renowned designer Saul Bass in Los Angeles, art director at R & R Advertising in Las Vegas, and a graphic design professor. His experiences have included being a creative director, designer, art director, manager and

professor, working with as well as directing some of the most talented art directors and designers the field, owning a successful design firm, and being recognized with more than 200 international, national, and regional awards and publications. He earned bachelor's and master's degrees in graphic design at Bowling Green State University and Kent State University, respectively.

Cara Friez is an assistant professor in the cinema arts department. A native of Pittsburgh, Friez is a media production professional with experience producing, shooting and editing a wide range of productions. Some of her most notable production opportunities include working for the Discovery Channel, National Geographic, *As the World Turns* and *NightTalk* on PCNC. She teaches courses in production, editing, digital design and visual effects. Her short film, *Moving in Together*, was selected to screen at the 2011 Broad Humor Festival. Friez earned her bachelor's degree in communications at East Carolina University and her M.F.A. in motion pictures and television at the Academy of Art University.

Jonathan Trueblood is assistant professor in the Cinema Arts department. He has expertise in animation, motion graphics, illustration, drawing, character design and Storyboards, and teaches courses in visual effects, storyboarding and advanced animation. A member of the Pittsburgh Society of Illustrators, Trueblood has worked for such clients as Passion Pictures, Animal, Brand New School NY, Jive Records, Travel Vegas, X-Pac Fitness and Dick's Sporting Goods. He earned his B.F.A. in applied media art in animation at Edinboro University and his M.F.A. at Carnegie Mellon University.

Mohamed Senousy, Ph.D. is an assistant professor in the Natural Sciences and

Engineering Technology (NSET) Department. Previously an adjunct professor of mechanical engineering at Point Park, he has more than 11 years of teaching experience, including serving as an assistant professor at Cairo University in Egypt and as a teaching assistant at the University of British Columbia in Canada. On the professional level, he has trained and taught ANSYS to meet particular customer needs in the oil and gas, bio-medical, automotive and aerospace industries. He is a technical services engineer at ANSYS Inc. in Pittsburgh. Senousy earned his bachelor's and master's degrees in mechanical engineering at Cairo University and his Ph.D. in mechanical engineering at the University of British Columbia.

Dean Jordan Is New Trustee

Dean Jordan, an executive with Wasserman Media Group, has been elected to Point Park's Board of Trustees. Since 2007, Jordan has served as managing executive of Wasserman's Global Media division, leading all client media rights strategy and negotiation, and focusing on media rights negotiations, revenue growth and strategic analysis. Recent clients include the U.S. Golf Association (Fox), the new College Football Playoff (ESPN), University of Notre Dame football (NBC), the Atlantic Coast Conference (ESPN) and the Big 12 (ESPN and Fox). In 2013, Jordan was named one of the Top 25 Most Influential People in College Football by the Sports Business Journal. Jordan, a passionate baseball fan, began his sports career in 1988 as an executive officer of the Pittsburgh Pirates. He served as the team's vice president of broadcasting and advertising sales through the end of the 1991 season. He also is president of N.C. Development Baseball Inc., a nonprofit college and professional development organization he founded in



Point Park photojournalism student Lauren Finkle takes a photograph at the Pittsburgh AIDS Task Force as part of efforts to serve non-profit organizations through Wood Street Communications. The students helped the PATF to photograph and design rack cards that tell the stories of people living with HIV/AIDS to build awareness for World AIDS Day. Photo by Jason Herring (BUS '10).

Wood Street Communications

The School of Communication has established Wood Street Communications, an initiative to help connect nonprofits seeking assistance with communications services with Point Park students in taking courses in design, multimedia, social media and public relations. As part of an integrated marketing communications course for juniors, seniors and students at the graduate level, students gain hands-on professional experience by providing services to clients such as: public relations and advertising; graphic and web design; photography and videography; social media and branding; publication writing and design; and event planning. Clients have included: the Pittsburgh AIDS Task Force; Amachi Pittsburgh; the American Heart Association; Community Reel Arts Center; Conservation Consultants Inc.; Mainstay Life Services; Maya Organization; Pittsburgh Concert Choral; Priority Two; Rebuilding Together; Regional Health Literacy Coalition; Veteran's Research Foundation of Pittsburgh; Village Green Partners; Zachary's Mission and more. To learn more, visit www.woodstreetcommunications.com.

2009. The organization runs teams for highly skilled players from ages 9 to 16, providing the ability to play at an elite level regardless of family financial means and making them attractive candidates for college scholarships. Jordan and his wife, Gail, live in North Carolina with their teenage son, Adam. Their daughter, Caroline, is a 2013 Theatre Arts graduate from Point Park's Conservatory of Performing Arts and is now an actor in New York City. "As a former Pittsburgh resident and father of a proud COPA graduate, I am honored to serve Point Park in this capacity," Jordan said. "My professional experience, as well

as a unique insight gained as a Point Park parent, I hope, will be helpful to University leaders as they continue the growth trajectory of this outstanding institution."

Anne Lewis, chair of Point Park's Board of Trustees, has been named a distinguished daughter of Pennsylvania. As a business leader, Lewis is Board Chair and co-owner of Oxford Development Company, one of Pittsburgh's most prominent privately owned enterprises. Committed to the region, Lewis gives back to the community through her work as a volunteer and member of various

governing boards. She has long supported the victims of ALS (Lou Gehrig's disease.) In 2010, the ALS Association of Western Pennsylvania established the Anne Lewis Humanitarian Award Fund in honor of her achievements. Lewis is a tireless fundraiser for causes related to improving the lives of children and families and enhancing community as-

sets. In addition to Point Park, she serves on the boards of United Way of Allegheny County, Pittsburgh Promise, the Pittsburgh Foundation, The Fred Rogers Company and Allies for Children. She has been commencement speaker and a loyal supporter of her alma mater, Carnegie Mellon University's Heinz College.



Writer and director Gordy Hoffman (left) speaks with assistant professor Nelson Chipman (right) at a seminar during the M.F.A. low-residency program in August 2014. Photo by John Altdorfer.

Inaugural M.F.A. Class in Screenwriting and Playwriting

For 16 aspiring screenwriters and playwrights, the topics were tantalizing: How to tell a powerful story. How to create characters to whom audiences attach. How to weave dramatic elements into a compelling tale. Point Park's newest community of writers explored all of that and more as part of the University's first-ever low-residency M.F.A. in screenwriting and playwriting program, which began with an on-campus residency Aug. 3-8. During the week, students attended workshops with writer and director **Gordy Hoffman**, screenwriter **Rob Lieber** and playwright **Tammy Ryan**, crafted their own pieces, and then shared their works with the group. "The first M.F.A. class is a diverse, well-versed group that is brimming with talent and ideas," said **Nelson Chipman**, graduate program director and assistant professor. "It is an even spread between those that want to write for the screen and stage and a wonderful geographic mix of people from the Northeast. We all bonded quickly and I know their diverse backgrounds, interesting stories, and most importantly, diversity of psychology will help elevate them as students and working professional writers." Students will complete online courses during the fall and spring semesters and return to campus for the second low-residency program, July 28 through Aug. 8, 2015.

Master Class with Poet Marcus Wicker

Marcus Wicker, author of the award-winning book of poems, *Maybe the Saddest Thing*, taught an interactive master class on poetry — exclusively for Point Park students — Dec. 4 as part of the University's Writers' Series. In the master class, Wicker challenged students to write unconventional, contemporary forms of poetry including free verse and invective poems. Wicker also discussed the use of anaphora, or repetition, in poems and advised students: "A good poem always has tension." "The Writers' Series is beneficial because it gives students the opportunity to talk with successful writers about their own experiences in getting published," said Kaylee Ritchie, a junior English/Creative writing major. **Sarah Perrier**, Ph.D., associate professor of English and coordinator of the Writers' Series, was impressed with how Wicker invited students to find their own ways to interact with poetry. "I love how poetry can bring groups of people together, and I think Wicker's visit to campus really helped more people feel welcome to join our group of creative writers at Point Park — regardless of their major or experience with writing," said Perrier. The previous day, Wicker led a poetry reading on campus that was open to the public.

Umbrella Man Screened in Pittsburgh and Ojai

The Point Park-produced feature film *The Umbrella Man* continued to make appearances on the film festival circuit last fall. The film was screened at the Three Rivers Film Festival in Pittsburgh on Nov. 8 and at the Ojai Film Festival in California, which ran Nov. 6-10. Directed by **Michael Grasso**, *The Umbrella Man* is the story of a father who becomes engrossed with Kennedy assassination



City-University Life Course

Point Park University freshmen are enrolled in a new core curriculum course—City-University Life—to help them develop key skills for success as a student in a diverse urban community. One of the class sections, led by **Jehnie Reis**, Ph.D., assistant professor of history, explored Downtown Pittsburgh's rich history firsthand during a walking tour through the city. On a beautiful sunny day, Reis and 22 students took a short walk from Point Park's campus to PPG Place, Market Square, Fort Pitt Blockhouse and Point State Park. At each stop, Reis pointed out the historical landmarks and spoke about the history of the city. "This was the first time I left campus to explore the city and it's absolutely beautiful. It's so cool that we get to learn more about the history of where we will be living for the next four years," said **Lauren Marshall**, a Sports, Arts and

Entertainment Management major from Buffalo, N.Y. Students separated into groups to take photos of what they discovered in the city that defines business, community and history. The class then met for a break at the Point to group their images: "The walking tour was a fun way to learn about the history of Pittsburgh and spend time with new friends," said **Kyle Knauss**, a criminal justice major from Bethlehem, Pa. Classmate **Tabea Dalliard**, a Sports, Arts and Entertainment Management major from Switzerland, agreed. "I love everything about Pittsburgh. It's so important to learn about the city you live in, especially for me because I am new to the area. I love the people and I love how there are so many things to do so close to campus. There's always something going on," Dalliard said. Photo and reporting by Victoria A. Mikula, sophomore photojournalism major.

conspiracy theories after the death of his 8-year-old son. Set in Pittsburgh, the film deals with one couple's love, loss, and the survival of their relationship. Point Park was the driving force in developing the original material written by Michael and **Joseph Grasso**. The REP, Point Park's professional theatre company, mounted a staged production of *The Umbrella Man* in 2011 at the Pittsburgh Playhouse. Directed by **Robert A. Miller**, who also is a producer on the movie, the play introduced audiences to the deep human drama in an unprecedented stage experience. Much of the movie was filmed in the

Pittsburgh area in 2013, providing many Point Park students a unique opportunity for on-the-job training.

Pittsburgh Center for Sports Media and Marketing

The Pittsburgh Center for Sports Media and Marketing hosted a variety of events last fall. On Sept. 18, the Center sponsored a campus presentation by **Chris Ciaccio**, vice president of marketing for IMG, a leader in sports and entertainment representation and branding. The Center also welcomed ESPN to campus, for the

third time, on Oct. 2. ESPN executives **Sean Hanrahan**, senior vice president for global marketing solutions and ESPN customer marketing and sales, and **Carrie Brzezinski**, vice president for marketing solutions, spoke to students about business strategies that have helped to make ESPN the worldwide leader in sports television. On Oct. 28, Pittsburgh Center for Sports Media and Marketing co-director and Point Park alumnus **Tom McMillan** welcomed the Center's Student Advisory Board members to a tour of Consol Energy Center, including a media presentation. Students

also met with recent Point Park graduate **Evan Schall**. The Center brought **Dejan Kovacevic** to campus on Nov. 13. Dejan discussed his journey from working with the Pittsburgh Tribune Review to becoming owner and columnist of DK on Pittsburgh Sports. In addition, the Center provided Point Park students with the opportunity to visit the 2014 Baseball Winter Meetings in San Diego last December.

Engineer Discusses The Tower at PNC Plaza

Last fall, Point Park's engineering technology and engineering management students and alumni had the opportunity to hear **Jeremy Snyder**, P.E., associate principal for BuroHappold Engineering, make a campus presentation on the design of Pittsburgh's newest high-rise building in the making — The Tower at PNC Plaza. "I've known Jeremy for a long time. When I discovered his pivotal role in the design and implementation of the systems in The Tower at PNC Plaza, I had a feeling students would benefit from his presentation," said **Matthew Pascal**, Ph.D., assistant professor of mathematics. According to Snyder, the tower is expected to be complete in the fall of 2015 and will house 2,200 employees. It will be the first naturally ventilated high-rise building in the United States. "My favorite part of the presentation was learning about how the building 'breathes.' The ventilation systems on the building seem very complex so it was interesting to hear how it will function," said **James Walbert**, a 2013 civil engineering technology alumnus. Walbert, an engineer-in-training for the Power Delivery and Structures group at GAI Consultants, Inc., decided to attend the event to reconnect with his Point Park professors and learn about engineering "taking place right in our backyard." "It was great

to hear a professional engineer talk about his work and learn about the many innovative ways in which The Tower at PNC Plaza will be the most efficient and green building in existence," said **LeAnne Blaeser**, a senior civil engineering technology major. In his presentation, Snyder detailed the seven systems that work in conjunction to make the tower a premier example of sustainability. "We are lucky to have this new building in our skyline. It will be the greenest office tower on the planet," remarked Pascal.

Ethical Leadership Panel

In today's business environment, leaders must conduct strategic forecasting that

will produce a sustainable vision for the organizations they lead. That was the key message shared by expert panelists Oct. 29 at Point Park's Fourth Annual "Meeting the Challenge of Ethical Leadership" Speaker Series. Sponsored by the Department of Global Management and Organization and the Pittsburgh Business Times, the speaker series is based on the Ethical Leadership and Sustainable Organizations course offered in the M.B.A. program at Point Park University. The event included remarks from panelists **Jon Delano**, J.D., money and politics editor for KDKA-TV; **Timothy McGuire**, Ph.D., Point Park trustee and senior executive vice president, chief analytics officer and vice chairman of Management Science



Scott Electric Supports Point Park

Executives from Scott Electric visited campus last fall to present the University with a check for \$25,000. From left are: **Tony Pellegrino**, Scott Electric industrial sales division manager; **Sharon Navoney**, vice president for Development and Alumni Relations; and **Terry Pence**, Scott Electric industrial division sales representative. Headquartered in Greensburg, Pa., Scott Electric is one of the largest independent electrical distributors in the United States with a customer base of electrical, mechanical, general contractors, industry, government agencies, municipalities, retail hardware and building supply markets. In addition to Greensburg, the firm has branches in Pennsylvania in Pittsburgh, Warren, Altoona, Erie, Camp Hill and Bloomsburg as well as Fredonia, N.Y. and Hagerstown, Md.

Associates, Inc.; and **James M. Haley**, Ph.D., professor and H.J. Heinz Endowed Chair of Management at Point Park. "I enjoyed hearing Jon Delano's perspective from the money and politics point of view. Since I work in the financial services industry, it was helpful to hear his insight," said **Christine Demore**, 2012 M.B.A. alumna, vice president of Point Park's Alumni Association Board of Directors and global pricing operations manager for the Bank of New York Mellon.

Social Media Speaker Series

Last fall, the School of Communication presented a series of talks by social media experts representing Pittsburgh-based businesses and non-profit organizations. According to associate professor of multimedia, **Heather Starr Fiedler**, Ph.D., the social media speaker series is an opportunity for students in advanced social media classes to "hear from a variety of professionals in the field not only as a way to learn more about the scope of social media careers but also to make some important networking connections within the region before they graduate." The series, which was free and open to the public, included presentations by: **Levi Hahn** from the Animal Rescue League; **Brandi Smith** from Smith Brothers Agency; **Chris Hays** and **Katy Albert** from Blender Advertising; **Rachel Carlson** from Yelp! Pittsburgh; **Kate Sundry-Hong**, **Brooke Breon**, **Nicole Filosemi** and **Katie Vojko** from 4Moms; **Chris Vella** from Lunametrics; and **Deanna Tomaselli** from Rue 21 and Ellevate Network.

The Chair Premieres

Students, alumni and faculty lined the red carpet at SouthSide Works Cinema on Sept. 4 for the world premiere of *The Chair*, a Point Park University-produced



Biking with the President

For the fourth year in a row, Point Park President **Paul Hennigan** led student leaders from the newest incoming class on a bike tour through the heart of Pittsburgh last August. "It's important to develop a sense of community, and students get a chance to get out and see Pittsburgh in a different way," said Hennigan, a passionate bike rider who said he hoped the students on the ride enjoyed the exercise and would take advantage of the free bike rentals the University offers. Along the way, students gave presentations on the historical significance of such landmark stops as the Hot Metal Bridge, Point State Park and Washington's Landing. **Scott Bricker**, executive director of BikePGH, said there's no better way to get to know a city than by bike. "You can cover much more ground than walking, while going just slow enough to take in an incredible amount of detail you would miss by driving," he said. "It's fantastic that President Hennigan is encouraging [students] to explore Pittsburgh on two wheels." Photo by Chris Rolinson.

documentary series that followed two up-and-coming directors as they compete to make the best feature film using the same script. Produced by veteran Hollywood producer **Chris Moore** and Pittsburgh native and renowned actor **Zachary Quinto**, *The Chair* aired last fall on Starz as the channel's first original unscripted series. "We worked on this project with more than 75 Point Park students and alumni that were trained to handle the professional environment we were working in," said Moore. "I was blown away by their energy, excitement and interest. Pittsburgh really rose to the occasion for *The Chair*. Before the premiere, guests had the opportunity to mingle in the lobby and take pictures with celebrities from the show. The crowd then packed three theaters with popcorn

and soft drinks in hand to get a first look at two episodes in the series. Point Park students and alumni cast in the show laughed and cheered as they watched themselves on the big screen. For more information visit www.starz.com/originals/thechair/.

Foreign Policy Experts Discuss Iran

Point Park students had the opportunity to hear two of the country's pre-eminent foreign policy experts discuss the international community's relationship with Iran over its nuclear program at a presentation in the Lawrence Hall Ballroom on Sept. 9. **Thomas R. Pickering**, former U.S. ambassador to Russia and former undersecretary of

state for political affairs, and **Jessica Tuchman Mathews**, president of the Carnegie Endowment for International Peace, offered observations and analysis in a program titled “Engaging Iran: A New Way Forward?” Both are advisory members of The Iran Project. The program was sponsored by the World Affairs Council of Pittsburgh, Point Park and the American Middle East Institute, with special thanks to The Iran Project and CERIS. The media sponsor was WESA 90.5.

New Doctoral and Master's Students Begin Studies

Point Park welcomed 231 new graduate students to campus last fall as they began their studies in one of the University's 17 master's degree programs or the new doctoral program. At a welcoming reception on campus, the new master's and Ed.D. students had an opportunity to learn more about the benefits — and challenges — of graduate school. **Helen Sobehart, D.A.**, Point Park's executive director of graduate education, encouraged the students to make the most of their time at Point Park. “Thank you for joining us in this journey of education at the graduate level,” she said. “You've chosen a place for higher education that prides itself on creating a strong intersection among scholarship, practice and community, and being able to combine all of those.” This fall's group of incoming graduate students includes those enrolled in two new programs — 38 in the Ed.D. in leadership and administration and 16 in the M.F.A. writing for the stage and the screen. The group includes 16 international students from eight countries: Lebanon, India, Saudi Arabia, China, Hong Kong, Thailand, Venezuela and Brazil. **LaChan Russell Cudak** is one of Point Park's new graduate students,



Gene Albert Remembered at Village Park

On Dec. 1, Point Park dedicated a campus plaque recognizing **Gene Albert** and his Albert's Sales and Service Station. Albert operated the business from 1953 to 1998 and it was the last gas station to be located in Downtown Pittsburgh. The Albert family sold the property to the University in 2000 and it was turned into the Village Park, a cornerstone of the Academic Village Initiative. “Because Point Park was able to acquire this property, we are able to preserve Mr. Albert's dedication to the city and its people while continuing to increase our academic presence in and enhancing the vibrancy of this great Downtown,” said President **Paul Hennigan**. Pictured (from left) with the Wood Street plaque are family members **Dean Albert (A&A 1975)**, **Jan Susan Sloss** and **Eugene Albert**. Photo by John Altdorfer.

starting her M.A. in clinical-community psychology after completing her B.A. in psychology here last spring. Her goal is to operate a nonprofit agency assisting disenfranchised women. “I had a great time as an undergraduate,” she said. “I thought I could do more with what I want to do with my future by coming back and getting the master's.” **Dominic Grenaldo** started the new Ed.D. in leadership and administration program this fall and selected the professional leadership track. “You can't beat the city campus — you're Downtown,” he explained. “It's a good, unique program and that's what you're looking for.

Family Weekend 2014

Point Park welcomed a record number of guests for Family Weekend this fall, with more than 170 families — totaling more than 625 family members — enjoying student exhibits and performances, opportunities to explore Pittsburgh and social events on campus. The annual fall tradition gives Point Park students

a way to share their University experience with parents, grandparents, siblings and other family members. Families love the chance to become more familiar with Point Park and to learn more about Pittsburgh as a centerpiece of their student's Downtown Pittsburgh experience. This year's Family Weekend schedule included performances by theatre and dance, including the Student Choreography Project; screenings of student films; an exhibit of student photography work; Pioneer cross-country team competition; and live jazz in the Village Park.

Accounting Students Place First

For the second year in a row, Point Park accounting students captured first place in the Third Annual Pittsburgh Institute of Internal Auditors/Pennsylvania Institute of Certified Public Accountants Case Study Competition Nov. 6. The Point Park winning team — “Four Profiteers” — was made up of students **Channel Acrie**, **Marcy King**, **Khouanchay (Kay) Krueger** and **Amanda Mikolay**.

Five Point Park teams from Adjunct Instructor **Richard Neish's** auditing and forensic accounting courses competed against students from Carlow University, Duquesne University, Robert Morris University and the University of Pittsburgh, among others. “The competition was fierce. After reading all of the submissions from the five Point Park teams, I believe they all could have been selected as finalists,” remarked Neish, who is also associate vice president for corporate risk management at PNC Bank.

Observing Sept. 11

Point Park observed the 13th anniversary of the Sept. 11 terrorist attacks with a poignant presentation about Flight 93, the jet that crashed into a Pennsylvania field near Shanksville, followed by a solemn candlelight vigil in the Village Park. Alumnus **Tom McMillan**, vice president of communications for the Pittsburgh Penguins and co-founder of the Pittsburgh Center for Sports Media and Marketing, described what happened on Flight 93, which went down after passengers challenged terrorists for control of the plane. McMillan, who has volunteered extensively at the Flight 93 Memorial, is the author of *Flight 93: The Story, the Aftermath and the Legacy of American Courage on 9/11*. McMillan shared the stories of Flight 93 passengers— who they were, why they were traveling to San Francisco, and what they said to family and friends in their final cell phone calls. He also described the terrorists — who they were and what they had planned. McMillan said he decided to write the book after getting to know the victims' families and Shanksville residents during his volunteer work. “I felt like I had to do it. There's so much information out there that nobody knows about,” McMillan told the crowd. “Those stories are out there, but they haven't



Celebrating Veterans

Point Park students, faculty, and staff members gathered in the Village Park under clear blue skies on Veterans Day, Nov. 11, to pay tribute to those who have served in our nation's armed forces. Point Park has 160 veterans currently enrolled in a wide range of undergraduate and graduate degree programs. The total includes 130 who are receiving education benefits through the Post 9/11 GI Bill. In addition, a number of Point Park faculty and staff members are veterans. As part of the Village Park observance, a color guard of ROTC students from Point Park and Duquesne University presented the colors, then musical theatre major **Melessie Clark** sang the national anthem. Veterans in the crowd were invited to step forward to receive a red, white and blue lapel ribbon in recognition of their service. Pennsylvania National Guard Staff Sgt.

Conrad Slyder, the Army ROTC representative for Point Park, Duquesne and the University of Pittsburgh, shared his recollection of being a young U.S. Army private stationed in Washington, D.C. on Sept. 11, 2001. His unit assisted with recovery operations at the Pentagon after one of the airliners hijacked by terrorists crashed into the building. “I was honored to serve that day, and have continued to serve from that day,” he said. “I love that events like this bring all of us out here, and I'm proud to be out here with you.” Following his remarks, Slyder and **Gary Bracken**, a U.S. Army veteran and Point Park's vice president of enrollment management, presented a red, white and blue floral wreath in honor of veterans living and deceased. Trumpeter Omri Barak, a senior at Pittsburgh CAPA, played taps to conclude the ceremony.

been put into context!” Following McMillan's presentation, students gathered in the Village Park to light candles in memory of those who died in New York City, Washington, D.C., and Shanksville 13 years ago. Musical theatre majors **Patrick Sisson** and **Danielle Cohen** sang “Amazing Grace.” Students **Audrey**

Eisentrou and **Taylor Hornung** offered a prayer, then Sisson and Cohen sang “America the Beautiful” to conclude the gathering. McMillan's presentation and the vigil were sponsored by Point Park's Honors Program and the Campus Activities Board.

ANGEL OF MUSIC

Kaley Ann Voorhees debuts as Christine in *The Phantom of the Opera* on Broadway

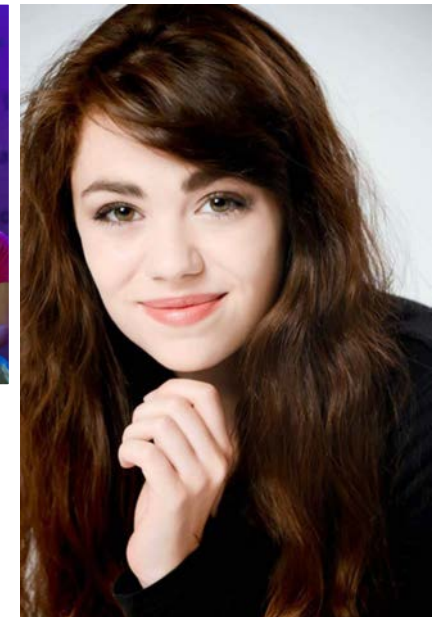
By Cheryl Valyo



“

The Conservatory training has helped me a great deal, including preparation for the audition. How you handle yourself, in a situation that involves so much stress, helps determine whether you get the job.

”



This page above left: Kaley Ann Voorhees in Playhouse Jr. production of *The 25th Annual Putnam County Spelling Bee* in May 2014. Photo by Jeff Swensen. Opposite: on the Broadway stage with Tony Award nominee Norm Lewis, and (above right) and with Jeremy Hays. All *Phantom of the Opera* photos by Matthew Murphy.

When Point Park student Kaley Ann Voorhees was given an extraordinary opportunity to audition for *The Phantom of the Opera* in New York City last summer, she thought it would merely be a chance to gain experience with the professional audition process.

Little did she know that, just a few weeks later, the Aurora, Ohio native would be onstage at Broadway's Majestic Theatre, singing the lead role of opera soprano Christine Daaé in Broadway's longest-running musical.

Her Cinderella story is "amazing and a bit unreal," says Voorhees, whose short road to Broadway began when her talents caught the attention of a talent manager who heard her perform in a Cleveland-area singing competition. The manager got in touch with Broadway casting agent Tara Rubin's office, and Voorhees was surprised to receive a request to audition.

"They asked me to prepare to sing "Think of Me" at an audition in New York just 48 hours later. I memorized the song in the car!" says Voorhees, who had no previous professional experience and had just completed her sophomore year as a musical theatre major at Point Park.

"At that point, I was just happy to be there and to be seen," she says. "It seemed so far off and unattainable. I never dreamed it would get as far as it did!"

Her September debut onstage at the Majestic is now "kind of blurry. I had so much adrenaline pumping," says Voorhees, who plays the role at certain performances of the smash Andrew Lloyd Webber hit. She is part of a cast led by Tony Award nominee Norm Lewis as The Phantom.

"But I remember the feeling of walking out on that stage for the first time, and the lights, and everyone in costume. The energy onstage was amazing."

Voorhees credits her Point Park training with preparing her to make the most of the *Phantom* audition, as well as take on the demanding role of Christine, an artistic challenge involving not only operatic-style singing but heavy and lavish costumes.

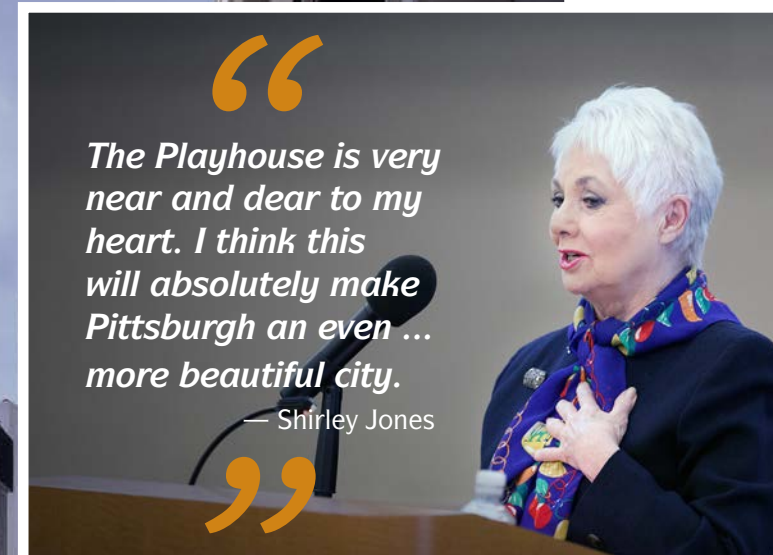
"I grew so much during my two years at Point Park," says the Aurora High School graduate, who appeared in such productions as *The 25th Annual Putnam County Spelling Bee* with Playhouse Jr. last May. "The Conservatory training has helped me a great deal, including preparation for the audition. How you handle yourself, in a situation that involves so much stress, helps determine whether you get the job."

She also has praise for her faculty mentors. "Jack Allison and Zeva Barzell – both of them have been amazing teachers," says Voorhees. "My voice teacher [Alexandra] Sari Gruber has always been so supportive and lovely, and she has come to see me in *Phantom*. But I owe a part of this to all of my teachers, because I never had a teacher at Point Park that I didn't grow from."

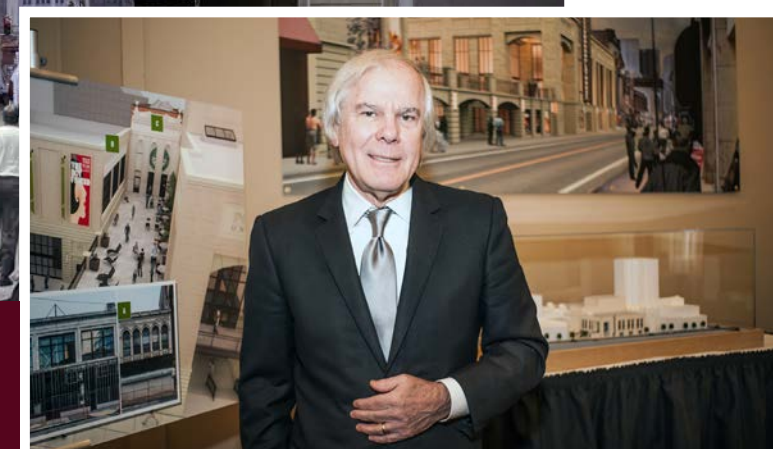
Voorhees says she chose the Conservatory of Performing Arts in part because of the University's strength in dance, an area she wanted to improve in. She says she definitely plans to finish her degree and hopes to do so at Point Park. For now though, she's making the most of the opportunity of a lifetime on the Great White Way.

Her advice for the aspiring young actors who sometimes meet her at the Majestic Theatre's stage door? "Just keep putting yourself out there," says Voorhees. "If something seems unattainable, and out of your comfort zone, just go for it and put in your best effort. Even if you aren't cast, you are a better person for the experience."

"You never know what's going to happen."



“
The Playhouse is very near and dear to my heart. I think this will absolutely make Pittsburgh an even ... more beautiful city.
 — Shirley Jones



Architect Paul Westlake with Playhouse model. Photos by Chris Rolinson.

Ready for a New Stage

Point Park raises curtain on new Pittsburgh Playhouse

President Paul Hennigan presided over a gathering of invited guests and the media on Dec. 4 to unveil the designs of Point Park's new Pittsburgh Playhouse, which will be located on Forbes Avenue in Downtown Pittsburgh.

"We believe the new Pittsburgh Playhouse will be a game-changer for Downtown Pittsburgh," Hennigan said. "Not only will the new facility be a dynamic learning environment for students in our Conservatory of Performing Arts, it will allow their creative process to be an integral part of the Downtown experience."

When Point Park envisioned a new Pittsburgh Playhouse, one of its foremost considerations was to create a state-of-the-art learning center where students could merge their energy, talent and ambition into a central location.

Set to open in 2017, the 92,000-square-foot structure will be located on approximately 1.6 acres of land along the Forbes Avenue corridor between Wood and Smithfield streets. The site is close to two major, ongoing construction projects — PNC's new world headquarters and The Gardens at Market Square by Millcraft.

On hand to celebrate the announcement was Academy Award-winning actress and singer Shirley Jones (HON '91), a Pittsburgh Playhouse graduate and honorary co-chair of the new Pittsburgh Playhouse campaign. Jones has been a longtime champion of Point Park and its theater program.

"The Playhouse is very near and dear to my heart," she said. "I think this will absolutely make Pittsburgh an even ... more beautiful city."

Backstage Is Forestage

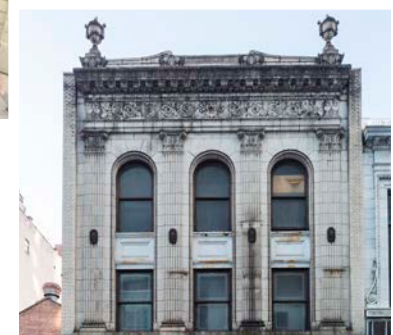
The new playhouse is a complex, large-scale project that will encompass three structures when complete. The new building will be seamlessly interwoven with two existing historic structures — the current University Center, designed by Frederick J. Osterling for the Colonial Trust Company, and the Stock Exchange Building, designed by prominent architect Charles M. Bartberger.

Designed by Cleveland-based architecture firm Westlake Reed Leskosky, the new playhouse will offer the public an intimate view of the making of art, as large windows offer an unobstructed view of performance venues typically shielded from observation. A hangar door will connect one theater inside the playhouse to the outdoor courtyard, providing students the opportunity to perform for the Downtown public at large.

Corporate Gifts Launch Playhouse Campaign

The University is announcing a \$74 million campaign for the Playhouse project, which includes site assembly, a very generous parking arrangement and a maintenance endowment. It will cost \$53 million to build and furnish the Playhouse.

To date, the University has completed \$45 million in funding, including \$14 million from Point Park University, its trustees and campaign leadership, corporate gifts totaling \$18 million, a \$5 million Redevelopment Assistance Capital Program grant and \$8 million in foundation gifts. Including the sale of the playhouse in Oakland and gifts that are pending, the University will need to raise an additional \$20 million to complete the project. The \$18 million in corporate gifts comes from a group of corporations



and represents significant investments from The PNC Financial Services Group, Inc., the PNC Foundation and Highmark Health.

“Point Park University is helping to change our city’s Downtown and the new Playhouse will be a lively addition,” said David Holmberg, president and CEO, Highmark Health. “People who live in vibrant and vital communities lead more active, healthy lives. Highmark Health is committed to supporting education at all levels, as well as preserving our national recognition as a leader in arts and culture, both of which are integral parts of our community.”

“For decades, PNC has been a leading supporter of arts and cultural organizations in communities where we do business,” said William S. Demchak, chairman, president and CEO of PNC. “In recent years, as we have expanded our own Downtown Pittsburgh campus, we have been delighted to witness all that Point Park University has done to help lead the revitalization of

the city’s central business district. And we are pleased today to announce both a grant from the PNC Foundation and our gift of free parking for patrons of the new theater at Point Park.”

Historic Façades Become Playhouse Focal Points

Preservation will be a key element to the Pittsburgh Playhouse. An urban courtyard — a two-story outdoor plaza and colonnade — will feature three Forbes Avenue façades that will be meticulously deconstructed, then reconstructed as major focal pieces.

“The University has conceived of an excellent way to preserve the most important elements and ornamentals, such as the façade of the former Royal building, by incorporating them as sculptural elements in the new playhouse,” noted Arthur P. Ziegler, president of the Pittsburgh History and Landmarks Foundation.



Clockwise from left: Gov. Tom Corbett with President Paul Hennigan; with Vice President and Artistic Director Ronald Allan-Lindblom; and with Pennsylvania Rep. Paul Costa (BUS 1994). Photos by Chris Rolinson. Center: the cast of “21” at the Playhouse in Oakland. Photo by Jeff Swensen.

GOV. TOM CORBETT ANNOUNCES \$5 MILLION GRANT

Pennsylvania Gov. Tom Corbett came to Point Park’s campus on Sept. 26 to announce a \$5 million grant toward the new Pittsburgh Playhouse through the state Redevelopment Assistance Capital Program.

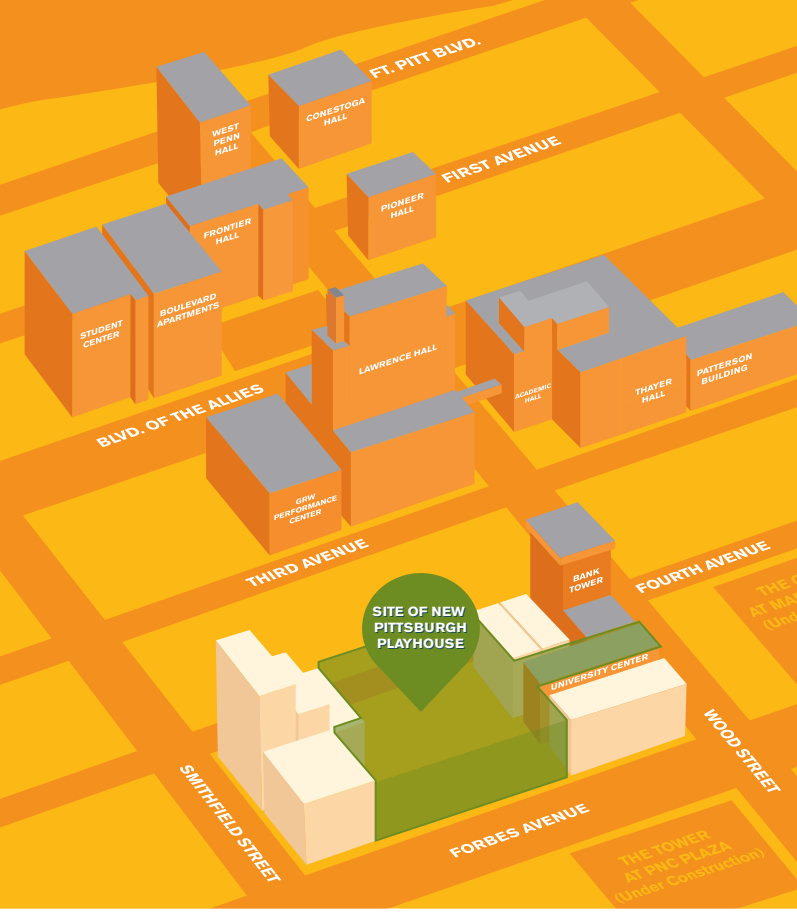
The RACP is a commonwealth grant administered by the Pennsylvania Office of the Budget for the acquisition and construction of regional economic, cultural, civic, recreational and historical improvement projects.

“This is a Downtown Pittsburgh renaissance that’s based upon theater, based upon education, based upon private industry,” Corbett said. “I can’t think of a better investment to make.” President Paul Hennigan said the school is “grateful for the state’s support.” According to Hennigan, “this important

investment in the Playhouse will create jobs, grow the local economy and advance the nationally recognized programs that are a part of the University’s conservatory program.”

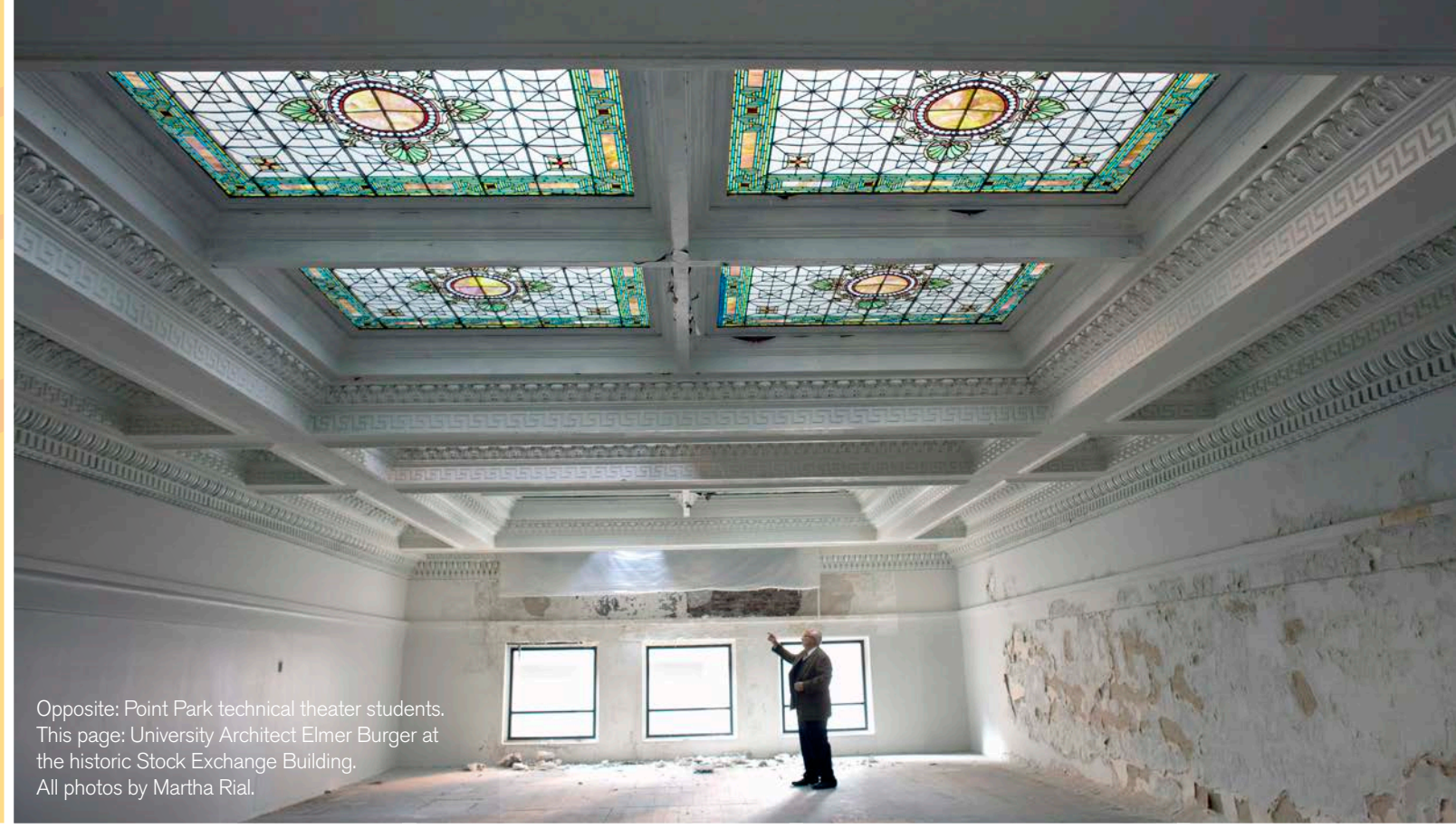
Students from the Conservatory of Performing Arts took part in the event to express their thanks to the governor and the state. Cast members of “21,” a musical based on the life of Roberto Clemente that made its premiere Oct. 17 at the Pittsburgh Playhouse, sang the national anthem.

“I want to thank the students from ‘21,’” Corbett said, noting he had seen the national anthem performed numerous times as governor. “That was, without a doubt, one of the best I’ve ever heard.”

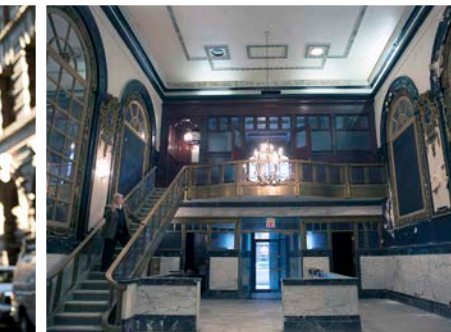


BACKSTAGE IS FORESTAGE

The new Pittsburgh Playhouse will be a 24/7 operation with three different academic theater spaces, a large scene shop, sound stage, prop shop, costume shop and café. It will become the heartbeat of downtown Pittsburgh. The community will be invited to watch 100 percent of production in the making, from the large windows on Forbes and Fourth Avenues to the large windows and stage doors inside. The new Pittsburgh Playhouse will provide students and faculty with the academic facilities that a program of this caliber deserves. It also will contribute significantly to Point Park's growing campus in Downtown Pittsburgh.



Opposite: Point Park technical theater students. This page: University Architect Elmer Burger at the historic Stock Exchange Building. All photos by Martha Rial.



INSIDE THE NEW PITTSBURGH PLAYHOUSE

The new Point Park University Pittsburgh Playhouse will be located on a 1.6-acre parcel on Forbes Avenue in Downtown Pittsburgh, within an officially designated redevelopment zone as well as the Pittsburgh Center Keystone Innovation Zone. Alongside other ongoing development efforts in this section of Downtown Pittsburgh – including PNC's new world headquarters and The Gardens at Market Square by Millcraft – the Playhouse will revive a dilapidated and underused corridor that connects the Grant Street business and finance hub with historic Market Square. It will serve as a gateway between Grant Street and Smithfield Street, and beyond.

Innovative Design

The new Point Park University Pittsburgh Playhouse will include a 560-seat proscenium/thrust theater; orchestra pit; dressing room; rehearsal studios; a 10,000-square-foot production area; 11,147 square feet of tech space for technical theater and cinema arts programs; two black box theaters that offer more intimate venues with flexible seating arrangements; and a two-story outdoor plaza and colonnade.

"The key challenge and opportunity is to expose the arts [by] connecting the learning labs and performance spaces to the urban community," said architect Paul Westlake, principal of Westlake Reed Leskosky. "This was a commission of desire for our firm – a 'must have' in our portfolio – due to the reputation of Point Park

University for its preservation ethos and its demonstrated urban and economic impact."

Blending History with Sustainability

Plans for the facility incorporate two historic structures – the University Center and the Stock Exchange Building – with a new, five-story, 92,000-square-foot addition. Point Park's University Center, which will be a part of the completed Pittsburgh Playhouse project, already has been extensively restored and maintained as a vibrant university library, as well as facilities for the Cinema Arts program. The center is made up of four buildings, the oldest of which dates back to 1893. Also part of the Playhouse will be the historic Stock Exchange Building, designed in 1903 by Charles Bartberger. Part of that

work will entail removing a flat ceiling, added in 1940, to expose the building's original stained glass coffers. While the buildings at 320, 322 and 330 Forbes Ave. will be deconstructed to make way for the Playhouse, their most historic features – the facades – will be a significant part of the two-story, outdoor courtyard. Point Park has been working with Landmark Design Associates from the beginning, and LDA has been documenting the facades for careful dismantling and reinstallation. "The historic value of the buildings rest in the terra cotta ornament on the facades, and we have concentrated our preservation efforts there," said Ellis Schmidlapp, president of LDA.



600 Construction Jobs

Photo by Darrell Sapp, Pittsburgh Post-Gazette, 2013, all rights reserved. Reprinted with permission.



\$74,000,000 5-Year Revenue



60,000 Non Student Patrons



150-300 New Student Residents per Year



192 Theater Jobs



11,147 Sq Ft of Technical Theater Space



37 Jobs per Production



60 High Tech Theater Professionals per Year

BY THE NUMBERS

\$74 million: Economic output from the new Playhouse in the first five years of the project.

600: Total number of jobs from construction and operations in those first five years.

192: Number of permanent jobs associated with the expanded theater and cinema arts programs.

\$1 million: Estimated tax generation to the state once the project is complete. *Source: Independent study produced by Fourth Economy (February 2014)*

The Impact


- It will bring an estimated **60,000** nonstudent patrons to Downtown on an annual basis.
- Completion of the Pittsburgh Playhouse and Academic Village will directly benefit the established education sector in the City and larger region by providing a new instructional and performance space that is expected to increase student enrollment by **150 to 300** students, as well as add to Downtown residential activity.
- The project will add capacity to Pittsburgh's growing media, entertainment and film industry, enabling the region to both attract more productions to the region, and capture more of

the production value in the region. The impact of just one production can account for **37** total direct and indirect jobs. *Source: Independent study produced by Fourth Economy (February 2014)*

- The Pittsburgh region now boasts almost 10,000 technology firms, employing 292,104 and accounting for more than 23 percent of the overall workforce. Digital arts and entertainment technology firms are part of this sector, and skilled workers for these areas continue to grow because of universities like Point Park. With regard to the high-tech industry's role in entertainment and the arts, the Playhouse will establish an innovative atmosphere that will engender new intellectual property in theater and arts, dedicating roughly 11,147 square feet of the new facility as **"tech space."**

▪ The capabilities of Point Park's technical theater and cinema arts programs will enable students to identify new avenues of arts technology and services, which they will then be able to develop into real world experience and new businesses within the city and county. The program will annually graduate more than **60** highly skilled individuals who will be equipped to work in the high-tech arts and entertainment sector.

▪ In addition to serving Point Park's nationally recognized programs in theatre, dance and cinema, the Playhouse will also serve students throughout the University, providing numerous interdisciplinary opportunities in business, management, public relations, marketing, communications, education, and even the sciences and humanities.



Legendary actress Shirley Jones is honorary chair of the campaign for the new Pittsburgh Playhouse

Shirley Jones with her son Patrick Cassidy (left) and the cast of *Oklahoma!*, at the Playhouse in 2013. Photo by Jeff Swensen.

STAR POWER

Smithton, Pa. native Shirley Jones is an Academy Award-winning actress and celebrated Broadway performer who also gained lasting fame as America's coolest mom in the TV series *The Partridge Family*. Her entertainment career began in 1952, when she won a two-year scholarship at the esteemed Playhouse Theatre School, allowing her to take acting, dancing and singing classes during the day and audition for Playhouse productions that ran in the evening. "The Pittsburgh Playhouse is the reason I am in show business," Jones said. "It was truly a wonderful place." In the summer of 1953, at the age of 19, Jones borrowed \$160 from her father and set off for New York City. She managed to get herself in line at a Rodgers & Hammerstein audition. She left with the only personal contract ever awarded by the legendary Broadway geniuses. Jones won the Academy Award for Best Actress in a Supporting Role for her performance in the 1960 film *Elmer Gantry*, starring Burt Lancaster and directed by Richard Brooks. Over the course

of her award-winning career, she has appeared in more than 40 films and 16 main stage shows. These include many of Broadway's iconic hits, such as *Carousel*, *Show Boat*, *South Pacific*, *Oklahoma!*, *The Music Man*, and *The King and I*. Jones received an honorary degree from Point Park in 1991. The Point talked with her last December when she returned to campus to participate in the unveiling of the plans for the new Pittsburgh Playhouse:

What role did the Pittsburgh Playhouse play in your own life and career?

SJ: The Pittsburgh Playhouse is a wonderful place! It's responsible for everything that has happened to me in my career. I was a little girl from a small town. My dream in life was to become a veterinarian. When I was in high school, I originally thought I would go to college for that. But I had been given a voice, of course, and I began taking summer voice lessons at the Playhouse. And I just loved it. I met so many wonderful people there. Everything I know about dance, I learned at the Playhouse.

Everything I know about acting, I learned at the Playhouse. So it played a very important educational role in my life.

What were some of your most memorable Playhouse experiences?

SJ: I had the opportunity to play so many wonderful parts. For example, for Playhouse Jr., I played Cinderella and Snow White. I just loved playing fairy tale characters and other characters. It was a great experience and I felt very gratified to be able to do that. We also worked hard behind the scenes, everything from operating the curtains to painting the sets. So it wasn't just a matter of being an actor. We learned all aspects of the business and that's one of the things I loved about it. Everyone was a part of making a show come together.

What was it like to return to the Playhouse in 2013 for Point Park's Conservatory Theatre Company production of Oklahoma!?

SJ: Well, the opportunity to star in the movie version of *Oklahoma!* was a very important milestone in my career, of course. And it happened that I met my husband Jack Cassidy on a European tour of *Oklahoma!* He played the role of Curly. But it was wonderful to stand on the Playhouse stage again, with my son Patrick Cassidy (who directed the Point Park production of *Oklahoma!*). Patrick and I recently toured together doing a concert version of *The Music Man*, in which I tell stories and show photographs from the movie. The show has been very successful and we'll be touring together again next summer.

What are your thoughts on the current generation of young artists who are performing on the Playhouse stage while studying at Point Park?

SJ: I've been very impressed with this up-and-coming generation of artists. I look forward to meeting many of them during this visit to Pittsburgh (Note: Shirley Jones spoke to Conservatory students on Dec. 3 when she returned to campus to take part in the announcement of the \$74 million campaign for the new Pittsburgh Playhouse.) I have great respect for the Playhouse, and I think it's a great teaching ground for young people.

Why did you decide to serve as honorary chair of the campaign for the new Pittsburgh Playhouse?

SJ: It's very important that we rebuild the Playhouse, since it's practically falling down. And that's why I am here. I really want to see that happen. I want to see other young people have the same opportunities that I had. I believe so completely in what the Playhouse did for me, that I want to do what I can to provide that to young artists today through this campaign. I will always be here for the Playhouse, no matter what. That's how strongly I feel about the need to build the new Playhouse in Downtown Pittsburgh.

You're an alumna of the Playhouse and received an honorary degree from Point Park in 1991. Do you have any messages to share with other alumni and friends of the University?

SJ: Well, I just hope that everyone, from those who benefited from the Playhouse during the time I was involved, to those who were involved in the years that followed, will want to help this campaign as much as they can. And that extends to everyone who has ever enjoyed a Playhouse production, whether in childhood or as an adult. The Playhouse is for everyone! I encourage everyone to lend a hand and understand how important the Playhouse is to the City of Pittsburgh and how marvelous the new building will be. ❖

To learn more about becoming involved with the campaign for the new Pittsburgh Playhouse, visit pointpark.edu or call 412-392-8097.

ON THE RECORD

Point Park launches a new artist and new label, PIONEER RECORDS

By Cristina Rouvalis

Hannah Jenkins, a sophomore at Point Park, unwinds by strumming her guitar and writing songs. Music is her passion, and the 19-year-old is obsessed with shows such as *American Idol* that thrust unknown singers into stardom. This spring, the musician will get her own pop-star moment when she becomes the first artist featured on Point Park's new label, Pioneer Records.

The record label will not only showcase her voice and original songs with titles like *Illusions* and *Something out of Nothing*, but it will tap the other business talents of students like herself who are enrolled in the Sports, Arts and Entertainment Management (SAEM) program, part of the School of Business.

During a recording session inside Red Caiman Media in Pittsburgh, students will observe owner and head engineer Jesse Naus record and re-record Jenkins as she croons lyrics such as, "I can't help but wonder what it would be like if we like each other."

A Career in Music

Students will design a logo for the recording, draw up a contract for the artist, and market a CD launch party for this spring, where Jenkins will perform on campus and receive 300 copies. Business students also will devise a marketing plan for Jenkins to carry her musical career forward. "It's awesome," said Jenkins.

Ed Traversari, an associate professor in the SAEM program and a longtime concert promoter, said, "The students in our major already have an interest in the recording business. This is another way for them to experience what it is like."

Steve Tanzilli, chair of the SAEM program, said the record label will teach students how their business skills can bring an MP3 to life. He said the idea grew out of the enthusiasm for Traversari's "Business and Live Entertainment" class that features visits to Stage AE



Point Park student Hannah Jenkins and Jesse Naus, owner and head engineer, at Red Caiman Media recording studio. Photos by Martha Rial.

in the North Shore. To get even more hands-on experience, the students from at least three classes will work on the record label.

Tanzilli, a sports agent and attorney, will teach students how to draw up the contract in his law class, while David Rowell's marketing class will create buzz for Jenkins on Facebook and other social media platforms.

Both current and prospective students are looking forward to working on the record label. "I have talked to high school seniors for the fall of 2015 and they are very excited," Tanzilli said.

Other colleges have a recording label that showcases the music school's work, but Tanzilli doesn't know of another collegiate record label put out by a business school.

Mixing Music and Business

Students will observe the recording session and not operate the mixing board. "We are not trying to turn students into producers and engineers," said Naus, who teaches a class at SAEM. "We just want them to understand what producers and engineers do."

He said students will come to appreciate the painstaking process behind a three-minute song, which often takes five to 15 hours of studio time. "They will understand that it's not just walking into a room and hitting a red button and playing a song."

"Usually the two sides of the business don't mix. We just want to make music that sounds great," Naus said. "The business side wants to make sure it actually sells."

Each year, a student from the university will be selected as the new featured artist (though Traversari said it may eventually be opened to the Pittsburgh community as a whole). Jenkins just happened to be an SAEM student, but was selected because of her melodic soft voice and her original songs.

"The songs have core quality," Naus said. "The lyrics are good. Everything is there, but her stuff is raw, just her and her guitar."

Naus said he will bring out Jenkins' natural talent by putting a band behind her and mixing the sound in his studio to make the debut recording by Pioneer Records. Jenkins still can't believe she will have her own recordings and live performance on campus. "This is the perfect opportunity." ♦

On the Job

Angela Scaramucci connects employers with Point Park talent

by Cheryl Valyo



The Point Park Career Development Center's mission is to provide services and programs to students to help develop the professional skills needed to achieve their goals, advance in their professions, and serve their communities. The Center also facilitates partnerships among students, faculty, staff, employers, and alumni to maximize professional opportunities. From individual counseling, to resume and interview preparation, to internship and job opportunities at job fairs, networking events and the Point Park Career Network online, the Career Development Center is a one-stop resource. The Point talked with Angela Scaramucci, coordinator of employer relations, about the growing number of opportunities to match employers with the University's talented students and alumni.

What are your primary responsibilities as coordinator of employer relations?

AS: I manage the University's existing relationships, and build new relationships, with employers with the aim that they'll provide internships and job opportunities for our students. In addition to posting those on the Point Park Career Network, we encourage employers to come to campus for a networking event or job fair for students. As everyone knows, networking is key to getting a job. If our students can develop a relationship with a prospective employer, they have a better chance of getting a job after graduation.

How can students get the most out of a networking event or job fair?

AS: The first thing we advise is to dress professionally. They'll be meeting potential employers at the event and want to make a good first impression. In addition, their resume should be up-to-date. Students should meet with their Career Center counselor before the event to make sure their resume is in top shape. Doing homework in advance is also very important. We prepare background about the participating employers and what they are hiring for, but we encourage students to visit company websites and do additional research. That will impress an employer when the student talks to them at a job fair or networking event. We send out guidelines that help students prepare for the fair as well as the period after the event. That is, how to follow up and maintain the relationships developed with prospective employers. That's just as important.

What are some of the key events sponsored by the Career Development Center?

AS: The largest event is our fall internship and job fair, which encompasses all industries. It's very popular and always filled to capacity. We also have regular networking events. For example, this spring we'll offer a reception hosted by young professional women in energy. The oil and gas industry is a big employer in this region. We also present a spring job fair that has grown to have a broad creative focus. This fair was originally designed for Sports, Arts and Entertainment

Management (SAEM) business students, but it's been expanded to include the School of Communication. Participating employers include marketing and advertising agencies and arts organizations such as dance and theatre companies. Point Park has so many creative majors, and this fair offers great opportunities. Another big event in the spring is our Networking Reception and Etiquette Dinner.

Tell us more about the annual Etiquette Dinner.

AS: It's a wonderful event that begins with a networking reception followed by an etiquette presentation dinner for students. A small group of employers participate in both events. This event is more personal, and it's designed to help students become comfortable with networking and proper dining etiquette. At some point in their career, nearly everyone will have an interview, client meeting or other business situation that involves dinner. We make it a fun evening and give students a program with tips and advice that they can reference later. It's very popular and reservations fill up quickly.

What is the Point Park Career Network?

AS: It's a secure website that includes job and internship postings and it's only available to students and alumni of Point Park. It also provides information about all of our events and enables students and alumni to sign up in advance. It's a great way to find out about the many great opportunities employers are

offering. Quite often, when employers contact the Career Development Center, they are specifically seeking one of our students or alumni because they are familiar with the quality of our academic programs and excellent reputation.

How can alumni access the Career Network?

AS: Those who graduated in 2007 or later are automatically included in the Career Network database, but alums who graduated earlier can contact the Career Development Center and we can quickly set up login information for them.

What about alumni employers who have internship or job opportunities to share?

AS: We love hearing from alumni employers! It's great to have alumni participate in the networking events and job fairs because they can share campus experiences in conversations with students. Alumni can contact me directly and I will gather information to post to the Career Network and also provide it to the Career Counselors who work with students from each of our four schools. ❖

Contact Point Park's Career Development Center at careerdev@pointpark.edu or 412-392-3950. Find the Point Park Career Network at www.pointpark.experience.com.



Point Extra

For a video and extended conversation with Angela Scaramucci, visit pointpark.edu/the-point.

ALUMNI CONNECTION ▶



MARK YOUR CALENDAR

February 11 (Pittsburgh): Recent Alumni Happy Hour

February 12 (Las Vegas): Alumni Reception with Paul & Colleen Hennigan

February 26 (Pittsburgh): Student Engagement Day Alumni Reception

March 4 (New York City): Alumni & Student Reception

March (Webinar Series): Making the most of LinkedIn

April 8 (Harrisburg, PA): Alumni Reception with Professor Helen Fallon

May 9 (Pittsburgh): Baseball Outing - Pirates vs. Cardinals

Visit pointpark.edu/alumni for more information.

Greetings from Downtown Pittsburgh!

I hope you had a wonderful holiday season with family and friends filled with joy.

As the new director of alumni relations at Point Park, I have the pleasure of working with over 25,000 alumni across Pennsylvania and around the world. I joined the University in July and am looking forward to meeting and speaking with many of you over the next year at one of our upcoming alumni events, during a webinar, or if you come to campus for a visit. Check out future issues of *The Bridge*, the alumni e-newsletter, for upcoming events and programs in your area.

All of us at Point Park are incredibly thankful for the support, engagement and enthusiasm of our alumni. During 2014, hundreds of you demonstrated your support for the university in many ways – attending important events like Commencement and Convocation, volunteering to contact future students through the Pioneer Alumni Recruitment Team (P.A.R.T.) program, speaking in the classroom or hosting students at your place of employment, or making a gift to the University through the Annual Fund. The collective support of alumni has an extraordinary impact on our growing campus and the success of our students. Thank you.

As we look forward to 2015, I invite you to build on the good works from last year. We are in the midst of recruiting the class of 2019, and future students of Point Park want to hear from you – about your educational experience and how your degree has helped you further your career since graduation. Help them see the value of Point Park by sharing your story as a member of the Pioneer Alumni Recruitment Team. Be part of the volunteer-led governing board of the alumni body, the Point Park University Alumni Association Board of Directors. Share your professional expertise in the classroom, invite a student to shadow you at your job for a day, or offer an internship to a bright Point Park student. Finally, pay it forward by making a gift to the Point Park University Annual Fund, which supports all facets of campus life.

To get involved and to learn more about programs, benefits and upcoming alumni events (including those listed above), please visit pointpark.edu/alumni or email me at smyksin@pointpark.edu.

Our community is grateful for your support and proud to count you as part of the Point Park family.

All my best,

Sarah Myksin
Director of Alumni Relations
smyksin@pointpark.edu

CLASS NOTES ▶

1960s

Bernard K. Murray (A&S 1964) writes, "It has been 50 years since my graduation. In 1962, I enrolled at Point Park Junior College. I had wasted the last two years of high school assuming I would work in the local steel mill (Jones & Laughlin). Because of furloughs, I decided a college education was the better choice. Point Park Junior College was one of the few colleges willing to take a chance on me. During 1962–64, I met many other students who had also chosen Point Park as a quality college. I made many friends. I remember dinners with [Point Park founder Dorothy] Finklehorn and Arthur Blum. It was a professional setting that exposed students to a real working environment. I am also most grateful to [chemistry professors] Dr. Albert Apt and Dr. Madeline Apt. Both of them were caring teachers who took a personal interest in their students. I went on to a career in teaching and union

leadership. Most of my life choices, I owe to Point Park and I remain a proud alumnus."

1970s

Susan (Gribble) Ryberg (COM 1971) retired last September after a long career in library and information sciences. She spent nearly two decades in a variety of positions at the University of Mount Olive's Moyer Library in North Carolina and dedicated 25 years of service at Point Park College's Helen-Jean Moore library, where she served in multiple librarian positions. She also led undergraduate classes in Point Park's Social Sciences Department and taught a graduate journalism course. Ryberg earned her bachelor's degree in journalism and communications in 1971 at Point Park and later earned a master's degree in library science at the University of Pittsburgh. She also studied vocal and

performing arts. She is married to **Allen Ryberg** (COM 1988) and is the mother of former Point Park student Stuart Kushon (who finished his degrees at the University of Pittsburgh and Carnegie Mellon University). In 1997, Susan and Allen moved to North Carolina, where he served as a reporter for the Mount Olive Tribune, as communications director for the local Girl Scout Council, and as communications director for the Howell Centers. The couple live in Mount Olive, N.C.

Bob Messinger (COM 1973) received a screenwriting award at the 2014 Indie Gathering International Film Festival in Cleveland, Ohio last summer. His war drama script, *The C.O.*, was honored in the festival's screenwriting competition in the drama category. This is Messinger's third Indie Gathering win in as many years and his second win for *The C.O.*, which had previously taken top honors

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POINT PARK UNIVERSITY



in the prestigious ENDAS International Screenplay Competition in Italy. An earlier version of the script was also a 2006 semi-finalist in Francis Ford Coppola's American Zoetrope screenplay competition. Messinger is currently in pre-production on his first feature-length film to be shot in and around Parsippany, NJ. Those interested in volunteering their talents to this micro-budget "dramedy" project in any capacity may contact him at F1Promo@aol.com. (Photo of Bob Messinger by **Mike Stehle** (COM 1989).



ALL THE RIGHT NOTES

Jill (Marsh) Keating (COPA 1978) performed with The REP as the infamous soprano Florence Foster Jenkins, in Stephen Temperley's *Souvenir*, at the Pittsburgh Playhouse last fall. Fellow alumnus

1980s

Rachel R. Hienz (COM 1989) has received a promotion at Hanlon Electric Company in Monroeville, Pa., where she serves as service manager. Hanlon Electric is a full-service electrical contractor that specializes in such areas as commercial and industrial construction; telecommunications, schools, universities, hospitals and energy companies. Hienz earned her bachelor's degree in journalism and communications/secondary education.

Beverly Edwards (COPA 1983) recently served as the U.K. general manager for the Kenneth Branagh production of Shakespeare's *Macbeth* at the New York Park Avenue Armory. She worked along side fellow classmate, **Rob Ashford** (COPA 1983), who co-directed the production. As a current resident of London, Beverly's West End General Management credits include Andrew Lloyd Webber's *Stephen Ward-The Musical*, *Jersey Boys* and *Rock of Ages*.

and Broadway veteran **Tomé Cousin** (COPA 1982) directed the comedy. Keating met her future husband, fellow alum **John Keating** (COM 1975), on the bridge at Point Park. Photo by Jeff Swensen.

Erin (Kelly) Bomgaars (COPA 1987) has been appointed global marketing operations director for Claire's Accessories, Inc. She earned her bachelor's degree in dance and an associate degree in business management at Point Park.

Morgan Kostival (COPA 1989) is the author and photographer of a new children's book, *Spencer the Spider and the Witch in the Wood*. According to Kostival, "the story takes place on All Hallows Eve when Spencer suddenly realizes that he is no longer alone in his attic. He is introduced to three enchanted toys and together they embark on a journey that leads them through an abandoned old house and into the spooky night where they meet a mischievous hobgoblin... *Spencer the Spider* is designed for ages 8 to 12 but will be enjoyed by anyone who loves Halloween." The book is available on Amazon. Kostival earned his bachelor degree in film and video production at Point Park.

Debra (Konieczka) DeCourcy (COM 1982) has been appointed vice president for corporate communications at Angie's List, based in Indianapolis. She is the former executive communications director at Northlich, an advertising, public relations and brand management firm based in Cincinnati. Before that, DeCourcy served as vice president for corporate communications at Fifth Third Bancorp for eight years. She is married to sports journalist **Mike DeCourcy** (COM 1981). For more on her new position, visit PR Week magazine at bit.ly/1vJxpLl.

2000s

Paul Lally (COM '03) was inducted into the Silver Circle of the Boston/New England Chapter of the National Academy of Television Arts and Sciences. The prestigious honor recognizes veteran television professionals who have made significant contributions to their community, the television industry, and to individuals training

for careers in the field of television. Now a resident of New Hampshire, Lally is the executive producer of the national Italian food program *Ciao, Italia*. He is a broadcast veteran and former Pittsburgher who worked for WQED television and *Mister Rogers Neighborhood* for many years. Lally earned his master's degree in journalism in 2003 at Point Park. See a video tribute at: bit.ly/1EZn5q4.

Patricia Lonsbary (BUS '01) has joined Bob Carter Companies LLC as a managing director. Lonsbary will assist BCCo clients in the USA, Mexico and the Middle East with international fundraising. She previously worked in major donor global fundraising for UNICEF. Lonsbary resides in the greater Pittsburgh area; BCCo is headquartered in Sarasota, Florida, and has a regional office in Mexico City.

Doug "Bass" Basalyga (COPA '03), recently graduated from the well-known Groundlings school of sketch comedy and improvisation in Los Angeles. He recently appeared with Lisa Kudrow, and the Groundlings, in *The Comeback*, a much-anticipated original series that returned to HBO last fall. Basalyga is also writing and developing several projects for film and television.

Erin Roach (COM '06) has been appointed marketing manager and strategist at Spark Digital Strategy in Detroit, Mich. She earned her master's degree in journalism and mass communication at Point Park.

Brian Barca (BUS '04) and his wife Sarah own Training KAMP Baseball and Softball in Pittsburgh. The organization works with players of all ages and offers private, one-on-one workouts, small group and team instruction, organization consulting and rentals. They recently added the ProBatter PX2, the same state of the art pitching simulator used by many major league baseball teams to help anyone interested in improving their game.



ALL HAIL, MACBETH!

Erin Whitcomb (COPA '09), **Cassidy Adkins** (COPA '12), **Lily Davis** (COP A'13) and **David Whalen** (COPA 1985), pictured from left, were among many Point Park alumni who appeared last fall in the Pittsburgh Irish and Classical Theatre's production of Shakespeare's *Macbeth*. Other alumni in the production included **Karen Baum** (COPA '01), **James Fitzgerald** (COPA '11), **David Bielewicz** (COPA '09) and **J. Alex Noble** (COPA '12). Photo by Suellen Fitzsimmons.

In addition, the facility has been recognized as one of the top batting cages in Pittsburgh by CBS Local and is considered one of the top learning organizations for baseball and softball education. Brian earned his bachelor's degree in sports, arts and entertainment management at Point Park.

2010s

Pamela E. Walck (COM '12) has been appointed an assistant professor in the Department of Journalism and Multimedia Arts in the McAnulty College and Graduate School of Liberal Arts at Duquesne University. Walck is also a doctoral candidate at the E.W. Scripps School of Journalism at Ohio University, in Athens, Ohio.

Kirsten E. Parke (COPA '08) has been accepted into a graduate program in arts management at the College of Visual and Performing Arts. She earned her bachelor's degree in stage management at Point Park.

Michael McElroy (COM '11) recently accepted a position as a production engineer, media specialist and television studio manager at Thiel College.

Elizabeth Andreakos (BUS '13) has been appointed assistant facility manager for CBRE Global Corporate Services in Pittsburgh. She manages three downtown BNY Mellon buildings for CBRE and assists the CBRE regional facility manager with BNY Mellon properties all over the United States. She earned her bachelor's degree in business at Point Park.

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A NOTE!**

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



PIONEERS SCALE THE GREAT WALL

Lovell (A&S 1976) and **Ora** (Jackson) **Thornton** (A&S 1976) traveled to China in 2014. Lovell writes: "We are both from the Pittsburgh area (Ora from Homewood, Lovell from Aliquippa) but have lived in Atlanta for the past 34 years. Travel for pleasure is something we enjoy doing (time permitting) and we decided to venture to Beijing, China in September 2014. For eight days we explored and experienced the people, culture and history of China. It was truly an experience, visiting such sites as Tiananmen Square, the Forbidden City, the Summer Palace, the Temple of Heaven and of course, the Mutianyu Great Wall. We also took a side trip to Xi'an, China to see the Confucius Temple, the 600 year-old City Wall, Shaanxi History Museum and the Terracotta Warriors, truly an unbelievable site to see. The Great Wall is

awesome, a wonder to behold and breathtaking (no really, breathtaking!) What better place to show some 'Pittsburgh Pride' wearing Point Park t-shirts and displaying a Steelers 'Terrible Towel'? The towel was actually recognized by another visitor on the day we visited. He was from New Jersey! Our Point Park shirts and Terrible Towel have become regular items that travel with us. They represent the love and pride that we still have for our hometown city. So, from the Pacific West of Haleakala in Hawaii (we traveled to Maui and Oahu in February 2014) to the Far East in China, Pittsburgh is in our hearts and on our minds." Ora earned her degree in biology and Lovell earned his degree in computer science, both in 1976. Where have you been in your Point Park gear? Send us a photo at thepoint@pointpark.edu.

Michael Suppa (A&S '10) recently won a grant in the Farmer's Insurance "Thank a Million Teachers" competition, in which he bested more than 600 teachers from 22 states to win a grant to buy technology for his first grade students. Suppa teaches at D.C. Prep, the highest performing school in a network of urban charter schools in Washington, D.C. He is also pursuing a graduate degree in curriculum and instruction at George Mason University. He earned his degree in elementary education at Point Park.



Anthony Pignetti (COM '08) has been promoted from assistant director of sales to director of business development for the Fightin' Phils Baseball Team. Based in Reading, Pa., the team is the Double-A affiliate of the Philadelphia Phillies. Pignetti earned his degree in broadcasting at Point Park, where he was a member of WPRJ and worked as the station's sales director. According to Pignetti, "I always had an interest in baseball and wanted to work in the sport. When the opportunity arose for a full-time internship with the Reading Fightin' Phils following my graduation, I took full advantage and worked as hard as I could. That hard work paid off."

M.B.A. Grads Pursue Diverse Careers

Point Park's M.B.A. program at Point Park University was ranked the fourth-largest in the Pittsburgh area by the Pittsburgh Business Times in 2014. A popular option for people who work in Downtown Pittsburgh, the program offers flexibility and, for some companies, classes conducted on-site. The 36-credit M.B.A. program offers five concentrations: Management; International Business; Management Information Systems; Sports, Arts and Entertainment Management; and Health Systems Management. Meet some recent M.B.A. graduates:



Ericka Watkins (BUS '12), a credit analyst with Koppers, Inc., earned her M.B.A. with a management concentration in 2012. According to Watkins, as a student, "I frequently met with career counselor Laura Dulaney, [who] helped me search for jobs on the Point Park Career Network website. I landed a job in HR upon earning my M.B.A. degree, but it wasn't the right fit for me. I missed working with numbers and wanted to move into the accounting field, so I reached out to Laura again — this time as an alumna — and she connected me to the accounting internship with Urban Design Associates. The internship was a great experience and ultimately led to my current position in accounting and finance with Koppers."



Michael Mann (BUS '12 and '14) recently completed his M.B.A. and writes, "I set out to find what would be most beneficial with this new knowledge I had attained. Working in luxury retail, as a manager for a store in Pittsburgh, was fun but I wanted to stretch my M.B.A. farther. I am now a business manager for one of Pittsburgh's leading dentists, Bobbie Lee Hawranko, D.M.D., who recently opened a new practice in Shady-side. A leader in bio-dentistry, we hope to create a luxury dental practice. The courses I took, and the strength of Point Park's M.B.A. program, have really allowed this to come into fruition."



David Bush (BUS '13) is relationship manager and assistant vice president, Private Client Group, at PNC Bank. Bush, who completed his M.B.A. in 2013, was named a 2014 "40 Under 40" honoree by Pittsburgh Magazine and the Pittsburgh Urban Magnet Project. Individuals under the age of 40 receive this award for their commitment to shaping the Pittsburgh region and "making it a better place for everyone to live, work and play." According to Bush, "An M.B.A.

degree is a building block in the foundation of the banking industry. As a lifelong learner, constantly exploring new ideas and looking at different perspectives is crucial in an ever-changing global economy." He adds, "Point Park was a wonderful fit for my situation. It dovetailed beautifully with my work schedule and home life."

For more information about Point Park's M.B.A. program and other graduate programs, visit: pointpark.edu/Academics/GraduatePrograms. ❖

ATTENTION BOOMERS!

CLASSES OF 1965 – 1975

You're invited to a Boomer Gathering at Point Park April 17-18, 2015

Spend time reconnecting with friends and classmates during this special reunion for alumni of the 60s and 70s. Whether you knew it as the Age of Aquarius, the Vietnam Era or simply your years at Point Park College, it was a defining time in America and a defining time in your own life. We'll have campus tours, a party in the Village Park (former home of Albert's service station), a talk about Pittsburgh history by Professor **Ed Meena** (A&S 1970), dance and theatre performances, and much more. For more information, and to register online, visit: www.pointpark.edu/BoomerGathering

Share your old photos and memories on the Boomer Facebook page! visit: www.facebook.com/pages/Point-Park-Baby-Boomer-Alumni/247815720016

Coming Home

Former Pioneers Reconnect at Athletics Alumni Weekend

By Zachary Weiss



Traditions don't happen overnight. They must be cultivated over time.

Such is the goal for the Point Park Athletics Alumni Weekend, which was initiated in 2010 as part of the University's 50th anniversary celebration and has now been held for four consecutive years. The 2014 event took place September 26-28 in Pittsburgh.

The annual celebration gives the University's athletics alumni a chance to

reconnect with former teammates and coaches, a chance to relive their playing days on the field, and an opportunity to honor the newest inductees to the Pioneer Athletics Hall of Fame.

Weekend activities included the Point Park Athletics Golf Outing, alumni reunion games and the Hall of Fame induction ceremony. And new for the 2014 event was Pioneers alumni participation in The City of Pittsburgh Great Race, followed by a reception.

The Athletics Alumni Weekend has gained momentum over the past four years, thanks to the participation of alumni who have a great time reuniting with fellow athletes and reconnecting to their alma mater.

According to Director of Athletics Dan Swalga, the event's mission is clear. "It's a celebration of Pioneers athletics and an opportunity for us to reconnect," said Swalga. "In terms of relationships with our sports alums, it's highly important for athletic departments to do that, and we

had a decade or two where there wasn't much outreach.

"[We want] to reopen and continue some of those relationships. Also, it allows our recent alums to make sure that they understand that they have a home here after they graduate."

Many who attended the 2014 reunion shared positive feelings about their experiences at Point Park, as well as an interest in continued support.

"The sports teams provide a connection to the University for our athletics alums," said Swalga. "The memories that are created, the successes and failures, and the social aspect of being on the team – all elevate the feeling and passion that they have for Point Park.

The alumni weekend kicked off with the Athletics Golf Outing on Friday at Hickory Heights Golf Club in Bridgeville, Pa., which is owned by men's golf alumni and Hall of Fame Class of 2010

inductee Sam Depe, III. "I think [the golf outing] was a great kickoff to the alumni weekend," said Point Park volleyball coach Mike Bruno. "A lot of alums participated in the golf outing. It's a very fun, affordable event with many great prizes and amenities. [It's] the kickoff to a good weekend of camaraderie within the department and with our alumni!"

Saturday offered a range of alumni games, including baseball, softball, volleyball and men's and women's soccer.



SPORTS ROUNDUP

Alumni got back on the playing field or court for friendly games with fellow alumni and current student-athletes. A catered lunch followed the games.

Alumna Sara Guffey, who played softball from 2010-13, said she enjoyed the softball alumni game and appreciates the effort Point Park makes to foster alumni involvement.

"It was really great seeing everybody on alumni weekend," Guffey said. "Over the four years that I spent at Point Park, the girls that I spent my nights and weekends

traveling and practicing with became sort of a makeshift family.

"Getting to see and play with everyone again, although only for one day, was awesome and something that we all look forward to every year."

The weekend culminated with the Pioneer Athletic Hall of Fame Induction Ceremony at a formal dinner in the Lawrence Hall Ballroom. The 2014 Hall of Fame inductees were Dennis Colamarino (Baseball 1987-89), Gavin Prosser (Men's Basketball 2004-07) and Beth Wertz-

Brubach (Women's Basketball and Softball 1984-87.) They are pictured above far right.

"It's great to see the emotion and passion that the Hall of Fame inductees have for Point Park," said Swalga. "Their enthusiasm contributes to the success of that event, and it really means a lot to them and to us as well. It's such a good feeling."

Zachary Weiss is athletics communications assistant for 2014-15. Hall of Fame photo by Chris Squier, a senior photojournalism major. Other alumni games photos by Kevin Taylor, director of athletics communications. ❖



► MEN'S SOCCER

Point Park set a team record for wins and also earned an NAIA Top 25 national ranking for the first time in program history. The Pioneers were 15-3 overall and a perfect 4-0 in the KIAC for their third straight KIAC regular season title. Point Park lost to NAIA No. 1 Rio Grande in the KIAC Tournament semifinals but still set a program high for wins to surpass the 12 wins in 1998, 2011 and 2013. The Pioneers beat Top 25 teams Rio Grande and UNOH and were ranked as high as No. 20 in the nation. Senior Lucas Silva scored 26 goals to break Chris Heh's record for goals in season of 21 in 1998.

► MEN'S CROSS COUNTRY

The Pioneers had one of their highest team placements in a conference meet in team history, placing fifth at the KIAC Championship Nov. 8 in Schenley Park. Freshman Eric Torres led the Pioneers, placing second in the conference to earn All-KIAC honors and qualify for the NAIA national meet. The Pioneers had many young runners on the team and all but one graduating senior, Connor Mulvaney, will be back for next season. The year ended at 11-17 overall and eighth place in the KIAC standings.

► WOMEN'S SOCCER

The Pioneers had another strong season with a record of 10-9 overall and 5-1 in the KIAC. Point Park reached the semifinals of the KIAC Tournament and tied a program record with 10 wins to match the 2012 team. The Pioneers finished in second place in the KIAC during the regular season to register a team record with five conference victories. Head coach Maggie Kuhn became the program's all-time wins leader and now has 27 victories in three years at the school. The Pioneers had 11 seniors finish their careers, and they reached at least the conference semifinals every year of their careers.

► WOMEN'S CROSS COUNTRY

Point Park women's cross country had its highest-ever finish in a conference meet with a second place at the KIAC Championship Nov. 8 in Schenley Park. The Pioneers had three individuals place in the top six of the KIAC Meet. Freshmen Katie Guarnaccia and Kelsey Wilkins placed second and third, respectively and set a Point Park women's 5K record at 19:24. Ashley Czerniewski-Hagan placed sixth at 20:04.

► VOLLEYBALL

The Pioneers won the KIAC Tournament championship to qualify for the NAIA national tournament with a final record of 27-16 overall and 8-2 KIAC. It was the second time in program history that the Pioneers won a conference title and made the national tourney. Point Park lost at No. 15 Georgetown (Ky.) in the NAIA Opening Round, which included a field of 36 teams around the country. Sophomore Shiloh Simonson and freshman Ashley Taylor were named All-KIAC First Team while sophomores Tabea Dalliard and Emily Meng were All-KIAC Second Team.

Point Extra

For more news about Pioneer athletics news, visit www.pointpark.edu/athletics.

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