

UNIVERSITY OF PITTSBURGH

PITT

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Discovery!

Special weekend to launch Capital Campaign, showcase Pitt for 1,500 participants

More than 1,500 prominent alumni, donors, and friends of the University from around the country are expected to take part in Discovery Weekend on Friday and Saturday, Oct. 27 and 28. The event, which will mark the public launch of Pitt's capital campaign, is designed to showcase the new Pitt — a university that is on the move and improving by almost every standard of measure.

"Our goal for the weekend has been quite simple," said Chancellor Mark A. Nordenberg. "We want to remind people that Pitt is a university with a proud past, an exciting present, and an even brighter future."

He noted that the weekend's theme — "Discover a World of Possibilities" — underscores Pitt's noble role in helping students develop their full potential and in supporting faculty work that contributes to healthier, richer, more productive lives.

"Generation after generation of young women and men, from this region and beyond, come to the University of Pittsburgh to discover new ways to create a future for themselves, their families, and society. And our faculty includes pioneering researchers and scholars from a broad range of disciplines. We believe that this weekend will enable Pitt's most dedicated supporters to see first hand what students are learning, what the faculty are investigating, and where the future they are creating may take us," he said.

Entertainment, education, and enjoyment will be the hallmarks of the weekend activities, which are designed to demonstrate the level of excellence throughout the University, according to Pitt trustees Suzanne Broadhurst and Cynthia Roth, Discovery Weekend co-chairs.

"This promises to be an inspiring and festive weekend, where the participants will meet a diversity of people, eat great food, and enjoy new educational experiences. They will gain insights about the campus today and learn the important role they can play in its future," Broadhurst said.

Added Roth: "This will be a journey of discovery for everyone who takes part in the weekend, and we are confident that they will return home with a new sense of excitement about the University, its achievements, and its exceptionally bright future."

The weekend will kick off on Friday with presentations by two of Pitt's most prominent alumni in the field of athletics. Pat Croce (SHRP '77), president of the Philadelphia 76ers and author of *I Feel Great and You Will Too!*, will speak in 121 Lawrence Hall at 10 a.m. Pro Football Hall of Fame inductee and Panther great Mike Ditka (CAS '61) will speak in 121 Lawrence at noon. Both men are among the 33 outstanding alumni who will take part in the Legacy Laureate induction ceremony later that day.

Chancellor Nordenberg will address participants at 4 p.m., offering news about the exciting advances taking place at the University and his thoughts on Pitt's future.

Friday evening will include dinners on campus and at 22 private homes near the University. The evening will conclude with a performance by political impersonator Jim Morris and a dessert buffet, featuring a special creation fashioned specifically for Discovery Weekend by Ferdinand Metz (KATZ '75), president of the Culinary Institute of America.

Education, research, and public service will be the focus throughout the day on Saturday. Discovery

Weekend attendees will have the opportunity to participate in a learning adventure, as more than 40 separate programs offer an insider's view of the exciting work being carried out at Pitt.

The climax of the weekend will come Saturday evening, with "Launch 2000 — The Campaign for the University of Pittsburgh," an entertaining announcement event at Carnegie Music Hall. The event, directed by Theatre Department Chair Buck Favorini, will combine theater, music, comedy, film, and more, including original scores composed for the evening by Marvin Hamlisch, director of the Pittsburgh Pops Orchestra, and Pitt's own Nathan Davis. The performance will conclude with the official launch of the capital campaign.

Audience members will adjourn to the lawn of the Cathedral of Learning for an international buffet, followed by a spectacular light show illuminating the Cathedral of Learning as it has never been seen before — a fitting end to a weekend that will shed new light on the University of Pittsburgh and the many contributions that it makes.



**DISCOVER
A WORLD OF
POSSIBILITIES**

Renowned Alumni Return for Week of Student Interaction

Some of the University of Pittsburgh's most accomplished graduates will return to campus during the week of Oct. 23 to share their experiences, accomplishments, and advice with current students. The group of 33 alumni are the inaugural class of Legacy Laureates, a new program developed to recognize alumni for their personal and career achievements, while providing them with an opportunity to contribute to the success of today's students.

Members of the group represent a broad array of disciplines, including business, medicine, journalism, law, government, sports, social services, education, and the arts. While on campus, the laureates will meet with groups of students who are interested in the laureates' fields of endeavor.

Pitt Chancellor Mark A. Nordenberg noted that the program is based on the belief that there can be no better role models for students than successful alumni.

"The inaugural class of Legacy Laureates consists of individuals who

have achieved exceptional success in pursuit of their life goals and who continue to inspire us by their example. One of the most important lessons we can share with our students involves the importance of setting and striving to achieve personal goals. These laureates can serve as living examples of the potential for excellence that exists within our University community," Nordenberg said.

A formal induction ceremony will be held for the laureates at 3:00 p.m. on Friday, Oct. 27, in the seventh floor auditorium of the Masonic Temple on Pitt's Oakland campus. The ceremony is part of Discovery Weekend at Pitt.

The Legacy Laureates program is being established as an annual activity, with new members inducted each year. "We will build on the foundation of achievement represented by our inaugural members in recognizing future Legacy Laureates and in continuing to foster a culture of success for all those who receive an education at the University of Pittsburgh," Nordenberg said.

Five Nominated to Board of Trustees



(l to r) William R. Johnson, H.J. Heinz chairman, president and CEO; former PA Governor, Hon. Dick Thornburgh, and president and CEO of WQED, George L. Miles, Jr., are among the nominees to the University of Pittsburgh Board of Trustees.

The Nominating Committee of the University of Pittsburgh Board of Trustees has nominated five candidates for membership on the Board. Those nominated include a former Pennsylvania governor and United States attorney general, two active Pittsburgh CEOs, the recently retired head of a major American research university, and a pioneer in the field of biotechnology. Nominating Committee Chair Robert G. Lovett noted that the full board will act on the nominations at its meeting on Oct. 26.

Nominated are Steven C. Beering, who recently retired as president of Purdue University; Herbert W. Boyer, co-founder of Genentech, Inc.; William R. Johnson, chairman, president and CEO of H.J. Heinz Company; George L. Miles, Jr., president and CEO of WQED Pittsburgh, and the Hon. Dick Thornburgh, former Pennsylvania governor and United States attorney general.

"We are honored that such distinguished

See TRUSTEES, page 7

Pitt's Jakicic Receives NIH Funding for Technology-Enhanced Weight-Loss Program

By Patricia Lomando White

Obesity! It's a national epidemic and on the rise in young adults. Using technology to combat this problem, the University of Pittsburgh Physical Activity and Weight Management Research Center will offer the IDEA (Innovative Approaches to Diet, Exercise, and Activity) study, one of seven clinical trials to be funded by the National Institutes of Health's (NIH) National Heart, Lung, and Blood Institute.

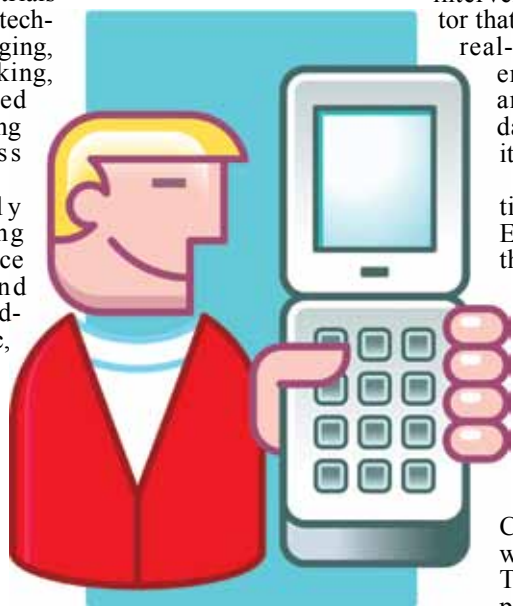
NIH's Early Adult Reduction of Weight through Lifestyle Intervention (EARLY) Trials seek to prevent weight gain and promote weight loss among young adults—ages 18 to 35—through healthy eating and physical activity. Few studies have examined how to effectively engage this high-risk age group in achieving and maintaining a healthy weight. A total of \$36 million will fund the seven trials over a five-year period.

Conducted at universities throughout the United States, the trials will incorporate such technologies as text messaging, online social networking, and Bluetooth-enabled scales as part of young adults' weight-loss efforts.

"We're really excited about using technology to enhance our weight-loss and physical-activity studies," said John Jakicic, professor and chair of the Department of Health and Physical Activity in Pitt's School of Education and director of the Physical Activity and Weight Management Research Center at Pitt. "We think these technology enhancements will significantly improve this age group's overall health."

Pitt's IDEA program will test whether an enhanced weight-loss intervention with the use of text messaging reminders and wearable exercise monitors improves

Conducted at universities throughout the United States, the trials will incorporate such technologies as text messaging, online social networking, and Bluetooth-enabled scales as part of young adults' weight-loss efforts.



weight loss in young adults compared to a standard behavioral weight-loss intervention. Researchers will examine these interventions on changes in body composition, body-fat distribution, fitness, physical activity, dietary intake, and behavioral/psychosocial measures that may be predictive of behavior change.

Pitt's IDEA study will involve 480 overweight and obese young adults who will be assessed at the beginning of the study and at six, 12, 18, and 24 months. The 24-month behavioral weight-loss program includes a reduction in calorie intake and moderate-to-vigorous intensity exercise, progressively increasing from 100 to 250 minutes per week.

Additionally, subjects will be randomized to receive the standard intervention or the enhanced intervention that includes state-of-the-art technologies. These technologies will be implemented from months seven to 24 and include daily text messaging prompts to reinforce adherence to the behavioral intervention and a monitor that is worn to provide real-time feedback on energy expenditure and achievement of daily physical activity goals.

Brief descriptions of the six other EARLY Trials and their study locations follow.

- **Treating Adults at Risk for Weight Gain With Interactive Technology (TARGIT)**, University of Tennessee Health Science Center, Memphis, will use the iPod Touch, webinars, and podcasts to deliver a behavioral weight-loss intervention to young adults who are trying to quit smoking.

- **eMoms Roc: Electronically Mediated Weight Interventions for Pregnant and Post-**

Continued on page 3

Pa. Gov.-Elect Corbett Selects Chancellor to Co-Chair Transition Team Education Committee



The Pennsylvania State Capitol

Pennsylvania Governor-elect Tom Corbett has selected University of Pittsburgh Chancellor Mark A. Nordenberg to co-chair the Education Committee of the Corbett administration's transition team.

The committee, which comprises 32 members from across the state, has been tasked with the critical assignment of reviewing the operations of the Pennsylvania Department of Education and education-related programs under the governor's jurisdiction. The other co-chair is Joel Greenberg, a founder and managing director of Susquehanna International Group.

The education panel is one of 17 transition-team committees. Each will examine a different area of state government and then prepare a transition report before Corbett assumes the governorship in January. The committee members are volunteering their time.

"I'm honored that so many men and women have agreed to participate in my transition team," Corbett said. "The work they are doing is essential as we build a new administration and prepare to lead Pennsylvania."

Other members of the Corbett transition-team committees include the following people who are on staff at Pitt and/or UPMC or serve or have served as Pitt trustees.

- **Robert Cindrich** (LAW '68), adjunct professor in the Pitt School of Law, UPMC senior vice president and chief legal officer; co-chair of the Health and Aging Committee.

- **Jerome Cochran** (LAW '89), Pitt executive vice chancellor and general

counsel; Budget, Pensions, and Revenue Committee.

- **Everette James**, associate vice chancellor for health policy and planning, Schools of the Health Sciences, and professor of health policy and management, Graduate School of Public Health, and former Pennsylvania Secretary of Health; Health and Aging Committee.

- **Robert Kennedy**, vice president for government relations, UPMC; Public Safety Committee.

- **John A. Maher III**, Pennsylvania state representative and Pitt trustee; Agriculture Committee.

- **James Roddey**, principal, McCrory & McDowell, and Pitt trustee; Economic Development Committee and Transportation/Infrastructure Committee.

- **Mary Jo White** (LAW '67), Pennsylvania state senator and Pitt trustee; Energy and Environment Committee.

Other members of Corbett's transition team include those representing a wide variety of industries, including agriculture, banking, education, finance, law, health care, insurance, real estate, economic development, and insurance. Also represented are those representing labor unions, law enforcement agencies, foundations, and other nonprofit organizations.

Newsmakers

CELEBRATING INNOVATION AT PITT

William Clark (second from left), a University of Pittsburgh professor of mechanical engineering and materials science, received a Pitt Innovator Award during the University's 2010 Celebration of Innovation Oct. 5 at the University Club. The sixth annual celebration, hosted by the Office of the Provost and Office of Technology Management, honored researchers at Pitt who, during the past year, have developed innovations with commercial potential. Of those researchers, 72 received Innovator Awards during the evening for their innovations that have been licensed or optioned to industry. Clark was part of a Pitt team that developed a device that gives cardiac patients early warning of even the slightest of heart attacks. The device, which comprises two Pitt innovations, was optioned recently to a start-up company called Telecardia. Also pictured (from left) are Arthur S. Levine, dean of Pitt's School of Medicine and senior vice chancellor for the health sciences; Patricia E. Beeson, Pitt provost and senior vice chancellor; and Pitt Chancellor Mark A. Nordenberg.



JIM BURKE/CORBIS

PittChronicle

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Newsmakers

PITT PROUD



KIMBERLY SPARABLACK

Eighteen Pitt College of Business Administration (CBA) students are competing in the Chevrolet Campus Promotions Program, a nationwide marketing contest. ProInMotion, a student-based advertising agency created for CBA's Projects in Marketing course, launched the "Dare to Be Pitt Proud" campaign to promote four Chevrolet models: the Camaro, the Equinox, the Malibu, and the new 2011 Cruze. ProInMotion is working to raise Chevy's visibility by showing the cars and employing the "Dare to Be" slogan at a variety of campus events, including "Dare to Be Strong" for a breast cancer fundraiser and a "Dare to Be Smart" game show. This is the sixth year that CBA students have participated in a national marketing competition; Pitt has won three of them. Pictured with Chancellor Mark A. Nordenberg (standing, center) are senior marketing majors (sitting, from left) Patrica Rose, Kristi DePaul, Lauren Smith, Jade Holtzinger, Michael Maten, and Thayer Heaton; (in the second row, from left) Stephen Yen, Tara Ogunde, Aleisha Panko, Chancellor Nordenberg, Allison Coffey, Abigail Painter, Teresa Bresticker, and Michael McDermott; (and in the back row, from left) Christian Kratsas, Kere Frey, and Andrew Burke. Not pictured are senior marketing students Blake Clawson and Matthew Higgins and the faculty member overseeing the project, Robert Gilbert, a professor of business administration in CBA and the Joseph M. Katz Graduate School of Business.

MISS AMERICA VISITS PITT

Miss America 2010, Caressa Cameron (far left), participated in the Oct. 13 symposium "Reclaiming Our Youth Through Community Connections III: Focus on Girls and Young Women," which was sponsored by the Pittsburgh-based Educating Teens About HIV/AIDS. Since she was crowned Miss America, Cameron has been a vocal proponent of education as an essential part of the fight against AIDS. Following the symposium, which was held in the Omni William Penn Hotel, Pitt Vice Chancellor for Public Affairs Robert Hill hosted a reception for Cameron in the University Club. Pictured are Cameron; Albertha Graham-Ellison (EDUC '96G), vice president and project director of Educating Teens About HIV/AIDS; Hill; and Kezia L. Ellison, Educating Teens About HIV/AIDS founder.



MIKE DRAZDZINSKI/CODE

REACHING OUT TO YOUNG DOCTORS



MARY JANE BENT/CODE

Pitt's chapter of the Student National Medical Association (SNMA) held a regional conference Nov. 13 in Scaife Hall. Lynne Holden (left), president and executive director of Mentoring in Medicine, delivered the conference's keynote luncheon address. Mentoring in Medicine aims to increase diversity in the health field and address health care disparities by providing opportunities and experience to students of color. Also pictured are second-year medical student Adia Kelly (middle), Pitt SNMA chapter president, and Chenits Pettigrew (EDUC '76G), assistant dean in the Pitt School of Medicine's Office of Student Affairs and Diversity Programs.

MAKING MEDIA ROUNDS IN INDONESIA



COURTESY OF ANDREW WEINTRAUB

Andrew Weintraub (center), a Pitt professor of music, was interviewed Oct. 3 by TvOne, a privately owned Indonesian television station in East Jakarta. Speaking in Indonesian, Weintraub discussed his new book, *Dangdut Stories: A Social and Musical History of Indonesia's Most Popular Music* (Oxford University Press, 2010). The first book in any language about modern Indonesia's diverse, popular dangdut music, *Dangdut Stories* offers an historical treatment of the genre's eclectic musical style, performance practice, and prominent role in Indonesia's cultural politics. Also interviewed by TvOne was musician and songwriter Rhoma Irama (right), the self-proclaimed "King of Dangdut" and leader of the first dangdut group, established in the 1970s. Irama, whose image appears on the cover of Weintraub's book, and his 10-piece band performed at Pitt during an October 2008 conference titled "Islam and Popular Culture in Indonesia and Malaysia." Weintraub's TvOne interview was one of several national TV and radio appearances he made in Indonesia in October.

SEEDS OF A COLLEGE EDUCATION



J. MONROE BUTLER II

Members of Pitt's Black Action Society (BAS) met with students in University Prep 6-12, an academic magnet school in the Hill District that was formed through a partnership between the University and the Pittsburgh Public Schools. The Oct. 29 assembly was part of the Pitt African American Alumni Council's (AAAC) Apple Seed Project, an annual community-service event during which AAAC members share their time and experience with students attending Pittsburgh Public Schools. Along with BAS, Pitt's National Pan-Hellenic Council and the Blue and Gold Society cohosted visits to other schools on the same day.

Jakicic Receives NIH Funding for Weight-Loss Program

Continued from page 2

partum Women, Cornell University/University of Rochester, will test Internet-based programs to promote the health of pregnant and postpartum women. The study is cofunded by the Eunice Kennedy Shriver National Institute of Child Health and Human Development.



John Jakicic

- Choosing Healthy Options in College Environments and Settings (CHOICES), University of Minnesota, Minneapolis, will test a for-credit course that includes Web-based social networking to prevent unhealthy weight gain in students attending a two-year community college.

- Cell Phone Intervention for You (CITY), Duke University, will test two weight-loss approaches—one using cell phones for self-monitoring and social networking and another using cell phones for self-monitoring only and also receiving personal coaching.

- Social/Mobile Approaches to Reducing Weight (SMART), University of California, San Diego, will test behavioral intervention that uses mobile phones, Facebook, and the Web to help student participants lose weight.

- Study of Novel Approaches for Prevention (SNAP), Brown University/Miriam Hospital, will test a Web-based weight-management intervention to help participants self-regulate their weight by either making changes in their eating and exercise habits to lose weight or making small changes to prevent or reverse weight gain.

Pitt's trial is in the recruitment phase; all seven trials are expected to start enrollment by spring 2011. Although each trial is slightly different and will be conducted within its own discrete geographical region, the teams are using a set of common measures and questionnaires so that they are able to better compare their findings when the trials are complete.

For more information about Pitt's IDEA study or to inquire about participation, call 412-488-4184.

Lecture on Slave Trade by Pitt's Marcus Rediker to Air Dec. 18-19 on C-SPAN 3

Marcus Rediker, University of Pittsburgh Distinguished Professor of Atlantic History, will be featured on American History TV's *Lectures in History* series, airing at 8 p.m. and midnight Dec. 18 and 1 p.m. Dec. 19 on C-SPAN 3. Rediker's lecture on the slave trade and slave ships also will air on C-SPAN radio at 10 p.m. Dec. 18.

"Professor Rediker was selected for American History TV's *Lectures in History* program because of his specialty and publications on the slave trade," said Luke A. Nichter, coexecutive producer of C-SPAN 3's American History TV. "*Lectures in History* is a survey of American history as well as college classrooms across the country. When it came time to featuring a class on the slave trade, Professor Rediker's was an obvious choice."

Rediker's book *The Slave Ship: A Human History* (Viking Penguin and John Murray, 2007) has won multiple awards. It has been translated into Hebrew, Italian, Japanese, Russian, and Portuguese.

—By Patricia Lomando White

PittChronicle

Celebrates 10th Anniversary

Leader in Edu

The first issue of the *Pitt Campaign Chronicle* rolled off the presses and hit campus newsstands on Oct. 23, 2000. A strategic communications initiative founded by Pitt Vice Chancellor for Public Affairs Robert Hill, the *Chronicle* is the University's official newspaper. During the past 10 years, the publication has covered Pitt's biggest news and events, a smattering of which are highlighted below.

While the *Chronicle* is published weekly, its staff works daily to ensure that the coverage conveys Pitt's broad mission: To be a leader in education, a pioneer in research, and a partner in regional development.



Oct. 23, 2000
Fundraising campaign kick-off

Feb. 5, 2001
Black History Month series begins

Apr. 29, 2001
Special Commencement Issue debuts

May 29, 2001
Booster Booster immunization campaign

Aug. 20, 2001
First Back to School Issue

Oct. 22, 2001
Launch of Pitt Profiles: Deans & Schools

Nov. 12, 2001
Special Undergraduate Issue

Feb. 11, 2002
During campus address, President Bush dubs Pittsburgh "Knowledge Town"

Apr. 15, 2002
Editorials on Middle States accreditation praise Pitt

July 1, 2002
Campaign goal doubled to \$1 billion

Sept. 15, 2003
Pitt-UPMC Health Sciences foundation formed



Oct. 13, 2003
Paul Lauterbur wins Nobel Prize in Physiology or Medicine

Oct. 11, 2004
Wangari Maathai wins Nobel Peace Prize

Oct. 18, 2004
Jeopardy! comes to Pitt



Jan. 10, 2005
Pitt goes to Fiesta Bowl

June 20, 2005
Hillman \$20 million donation to Pitt's cancer institute

July 5, 2005
Nordenberg Endowed Chair announced

Nov. 7, 2005
Gold LEED for McGowan Institute

Nov. 28, 2005
Starzl awarded National Medal of Science; Chalker wins Rhodes

Jan. 17, 2006
Premiere of Three Rivers Youth's 125th anniversary exhibition

June 26, 2006
Trustees double campaign goal to \$2 billion

Sept. 11, 2006
70th anniversary of John Woodruff Olympics Gold Medal run

Oct. 9, 2006
Pitt receives \$83.5 million for Clinical and Translational Science Institute

Nov. 27, 2006
Daniel Armanios is Pitt's second-consecutive Rhodes Scholar

Jan. 16, 2007
Hales solves Kepler Conjecture, wins award

Jan. 22, 2007
Pitt is No. 1 in Pa. for Peace Corps volunteers

Jan. 29, 2007
Freedom House documentary premieres



March 12, 2007
Cathedral of Learning restoration

Oct. 29, 2007
Desmond Tutu honorary degree

Sept. 17, 2007
PITT ARTS' 10th anniversary

Dec. 10, 2007
John Swanson honored for \$41.3 million gift

Jan. 22, 2008
Black History Month named for K. Leroy Irvis

Feb. 11, 2008
Tuskegee Fly Boys documentary premieres

March 24, 2008
Pitt wins Big East championship in men's basketball

Partner in Re

Education & Pioneer in Research



April 7, 2008

Nordenberg issues report on local government

Oct. 13, 2008

Free At Last? exhibition announced

Oct. 20, 2008

Pitt among top 10 U.S. universities in federal R&D obligations

Nov. 10, 2008

Pitt launches tractor-trailer mobile laboratory

Jan. 12, 2009

First No. 1 ranking for Pitt men's basketball

Jan. 26, 2009

Doorway to Distinction premieres

July 6, 2009

Office of Veterans Services created

Sept. 30, 2009

G-20 Special Issue; Medvedev, Barroso visit

Oct. 12, 2009

AAAC launches \$3 million campaign; *Saviors of Our Cities* ranks Pitt No. 1 among public research universities

Nov. 30, 2009

Eleanor Ott named third Rhodes Scholar in five years

Jan. 19, 2010

World-Premiere screening of *Pittsburgh Courier* documentary

Feb. 8, 2010

Race in America conference announced

Feb. 22, 2010

Rescher donates materials to Pitt, Rescher Prize announced

April 5, 2010

Pitt premieres polio documentary

May 17, 2010

Pitt in top cluster of U.S. public research universities for fourth-consecutive year

Sept. 13, 2010

University's campaign tops \$1.5 billion

Sept. 20, 2010

Pitt No. 15 U.S. public in *Times Higher Education* world rankings

Sept. 27, 2010

Pitt unveils Espresso Book Machine; 40th anniversary of Pitt Jazz Seminar & Concert

Oct. 18, 2010

The Pitt News celebrates 100 years

Nov. 1, 2010

AAAC campaign exceeds \$2 million

The Pitt Chronicle, Past and Future:

An Interview With Publisher Robert Hill

Robert Hill, Pitt's vice chancellor for public affairs, created the *Pitt Campaign Chronicle* in 2000 to support what was then the University's newly launched \$500 million fundraising campaign, whose goal would increase to \$1 billion in 2002 and double again in 2006 to \$2 billion. Designed initially to showcase Pitt's faculty research as well as the accomplishments of the administration, faculty, and staff and the measurable results of the campaign's success, the weekly paper was first published on Oct. 23, 2000. Chancellor Mark A. Nordenberg and Hill changed the publication's name to the *Pitt Chronicle* in Fall 2002 to better reflect its coverage of campus news, information, and events. Celebrating its 10th anniversary this fall, the *Pitt Chronicle* has evolved into a must-read publication on campus and beyond. It plays a key role in the University's efforts to disseminate information on the beneficial effects of its tripartite mission: leader in education, pioneer in research, and partner in regional development. In the following Q&A, Hill discusses the *Chronicle's* genesis and impact.

PC: Why did you begin the *Pitt Chronicle* and what has its impact been?

RH: Many research universities tell their stories through their own university periodicals. Obviously, there are many media through which an organization can convey its messages, images, and strategies. But there are few such media that portray an institution's achievements exactly as the organization wishes. When I arrived at Pitt in 1999, there were no publications that met that latter criterion. I felt we could fill that gap by establishing a University-owned-and-operated publication that would be its official messenger.

As for the *Chronicle's* impact, I think it's been enormous. Of course, as publisher, what else would I think?! To begin with, the University leadership does convey important information through the paper. The *Chronicle* makes big announcements and publicizes important University victories. In addition, while there was initially reluctance among some faculty to realize the benefits of such a publication, many have come to value it because the paper tells their stories. In the broadest sense, every word that goes into the *Pitt Chronicle* should be part of the effort to advance the University's missions: educating students, advancing humankind through research, and serving our host community through regional partnering toward development. With this publication, we're reaching the campus community, highlighting the important work that goes on here, and touting our successes. That positions our readers to be ambassadors who can then convey those stories and successes to others.

PC: What makes the *Pitt Chronicle* stand out?

RH: For starters, there is a high standard set for the paper because it represents the University. It must be a first-rate publication, and I believe it is. In the 10 years of its existence, I think we've run only a handful of corrections. We put a lot of effort into the editing process.

I also think that the establishment of special reports has been a nice evolution: an annual Back to School issue, two Arts &

Culture issues per year, annual Black History Month profiles, annual Women's History Month profiles, an annual Commencement issue, and periodic series on various facets of the University's academic endeavors. What's gratifying is that the bundling of these subjects allows people and issues to come to life in a way that we have not seen before.

We also strive for diversity in our coverage. If you look over any 12-month period of newspapers, you ought to see diversity in the kinds of coverage . . . a balance between science and technology coverage and our coverage of the arts and humanities, for example. We continually assess whether we have gender balance, racial diversity, and coverage of the programs deemed priorities by the Chancellor and the Provost. Pitt is great because gifted people from a variety of backgrounds forged its eminence through undergrad and research achievements.

PC: Where do you envision the paper going from here?

RH: I am always reaching for the next level of excellence. I don't care whether you look at it in terms of a dozen *Pitt Chronicle* issues or one: As happy as I am with any given issue, that individual product can always be improved. We continually strive to create a better newspaper, and I am optimistic that the *Pitt Chronicle's* writers and editors will do that as we advance into our second decade.



Chancellor Mark A. Nordenberg and Robert Hill

gional Development

Awards & More



E. Maxine Bruhns, director of Pitt's Nationality Rooms Program, received the Professional Award from the Pennsylvania Federation of Museums and Historical Organizations (PFMHO) during the organization's 2010 Special Achievement Awards Program in November. PFMHO said Bruhns was chosen for her dedication to developing the Nationality Rooms into a thriving program that sponsors study-abroad scholarships, fosters a steady growth in the number of dedicated classrooms, and maintains outreach efforts to the communities that enliven the Rooms with interactive cultural and historical programs.



E. Maxine Bruhns

Pitt-Johnstown President **Jem Spector** will receive the Certificate of Honor from the South Asia Literary Association (SALA) during SALA's 11th annual conference in January in Los Angeles. He is being recognized for his support of *The South Asian Review*, a scholarly journal with readership throughout the United States, Canada, the United Kingdom, Germany, South Africa, Israel, Australia, and the countries of South Asia. The journal has been housed at Pitt-Johnstown since 2001 and is published three times annually, providing a forum for the examination of South Asian languages and literatures in a broad cultural context.



Jem Spector



Audrey Murrell

The University of Pittsburgh's **Joseph M. Katz Graduate**

School of Business was recently named the 2010 Education Partner of the Year by the Pittsburgh Chapter of the National Black MBA Association. Also honored at the event was **Audrey Murrell**, who was presented with the Education Excellence Award. Murrell is director of Katz's David Berg Center for Ethics and Leadership and a professor of business administration, psychology, and public and international affairs. In addition, **Don Norrington**, the Katz School's associate director of MBA Career Services, was recognized for his lifelong service and friendship. The National Black MBA Association is a nonprofit organization that works to establish educational opportunities and economic growth for African Americans.

Pitt professor **Jack L. Daniel** (A&S '63, '65G, '68G) was awarded a Lifetime Service Award by the National Communication Association's African American Communication Culture Division and Black Caucus. Daniel, a Distinguished Service Professor of Communication, has served Pitt in a number of positions, including vice provost for undergraduate studies, dean of students, chair of the Department of Black Studies, and interim dean of the College of General Studies.

Agnus Berenato, head coach of the Pitt women's basketball team, was named Honorary Chair of the 2011 Komen Pittsburgh Race for the Cure by the Pittsburgh Affiliate of Susan G. Komen for the Cure. The race will be held on Mother's Day, May 8, 2011,

in Schenley Park, Oakland.

Sheila Solomon, a genetic counselor at Pitt, and **Ryan Patrick Parker**, director of diversity for Pitt's Schools of the Health Sciences, were featured in *Pittsburgh Magazine's* 40 Under 40, an annual selection of 40 people under the age of 40 "who make Pittsburgh a better place to live, work, or play." The honorees, selected from 300 nominations, were chosen for their professional achievements, involvement, and positive influence on the region.



Agnus Berenato

Several University of Pittsburgh Schools of the Health Sciences' faculty members have had their work recognized by academic and scientific societies and other organizations. A list follows.

Ted M. Ross, a professor of microbiology and molecular genetics in Pitt's School of Medicine and a member of Pitt's Center for Vaccine Research, was awarded a \$946,000 contract from the nonprofit organization PATH to research universal influenza vaccines that could offer protection against several strains of the flu. The 18-month project's goal is to advance the development of strong influenza vaccine candidates that would be accessible and affordable for low-resource countries.

Eric M. Altschuler, a clinical assistant professor in the Department of Neurological Surgery in the Pitt School of Medicine, was elected to serve a two-year term as president of the Pennsylvania Neurosurgical Society, a statewide organization that addresses the concerns of neurosurgeons and patients in the prevention and treatment of neurological trauma and illness.

Bambang Parmanto, a professor in

the Department of Health Information Management in the Pitt School of Health and Rehabilitation Sciences, recently received the Research Award from the American Health Information Management Association at the association's annual convention in Orlando, Fla. The award

honors those who have made an outstanding contribution to health information management research.

Deborah Opacic, an assistant professor and program director of physician assistant studies in the Pitt School of Health and Rehabilitation Sciences, was chosen by her students, peers, and the Awards Committee of the Pennsylvania Society of Physician Assistants (PSPA) as the recipient of the 2010 Pennsylvania Educator of the Year Award. She received the award at the 35th annual PSPA Conference held in Harrisburg, Pa., in October.

Eugene N. Myers, Distinguished Professor and chair emeritus in the School of Medicine's Department of Otolaryngology, has been the guest of honor and lecturer at several locations recently, including the Annual Educational Conference of the Department of Otolaryngology at the University of Cairo; the Department of Otolaryngology at the American University of Beirut; and the 32nd Turkish National Congress of Otorhinolaryngology and Head and Neck Surgery. In addition, Myers was elected honorary president of the Balkan Society of Otolaryngology-Head and Neck Surgery and was a visiting professor at Alexandria University in Egypt.

Pitt Wins Grounds Services Award



The University of Pittsburgh's grounds services unit won a Merit Award in the Professional Grounds Management Society's (PGMS) 2010 Green Star Awards competition. The award was given in the University and College Grounds category for exceptional grounds maintenance. Winners were honored in late October during the society's 2010 School of Grounds Management held in Louisville, Ky.

"This is a great honor to receive," said Kathryn Trent, manager of grounds

services in Pitt's Department of Facilities Management. "It not only recognizes the efforts of our staff, but also the University's commitment to enriching the lives of its students, staff, and visitors through green spaces."

Founded in 1911, PGMS is an individual membership society of grounds professionals dedicated to advancing the grounds management profession through education and professional development.

Happenings



André Kertész: *On Reading*, Carnegie Museum of Art, through February 13

Faith and Art, through Jan. 9, 1212 Smallman St., Strip District, 412-454-6000, www.heinzhistorycenter.org.

Mattress Factory, *Queloids: Race and Racism in Cuban Contemporary Art*, through Feb. 27, 500 Sampsonia Way, North Side, Pitt's University Center for International Studies, Center for Latin American Studies, 412-322-2231, www.mattress.org.

August Wilson Center for African American Culture, *In My Father's House*, mixed-media exhibition about how African Americans collect and preserve their culture, through June 2011, 980 Liberty Ave., Downtown, Pittsburgh Cultural Trust, 412-456-6666, www.pgharts.org.

Lectures/Seminars/Readings

"Career and Family Conundrum," Claudia Goldin, Henry Lee Professor of Economics, Harvard University, 3:30 p.m. Dec. 6, Ballroom B, University Club, 2010 McKay Lecture, Pitt Department of Economics, 412-648-7073.

Lee Child, mystery writer, 7:30 p.m. Dec. 6, Carnegie Music Hall, 4400 Forbes Ave., Oakland, Drue Heinz Lectures, 412-622-8866, www.pittsburghlectures.org.

"Representing the Theory of Classical Genetics With Special Attention to Causation," Bert Leuridan, visiting fellow, Pitt Center for Philosophy of Science, 12:05 p.m. Dec. 7, 817R Cathedral of Learning, Lunchtime Talk Series, Pitt Center for Philosophy of Science, 412-624-1052, pittcentr@pitt.edu.

"The Academic Work-Life Juggling Act: Taking Care of Business, Family, and Self," Maureen Murray, president, Maureen Murray Associates, 3 p.m. Dec. 7, 1104 Conference Center, Scaife Hall, Pitt Health Sciences Faculty Professional Development Series, Office of Academic Career Development, www.oacd.health.pitt.edu.

"Columnizing in a Postracial World," Tony Norman, *Pittsburgh Post-Gazette* columnist, noon Dec. 8, School of Social Work Conference Center, 2017 Cathedral of Learning, Pitt's Center on Race and Social Problems, Buchanan Ingersoll and Rooney PC Fall 2010 Speaker Series, 412-624-7382, www.crsppitt.edu.

"Managing the Direction of Your Career: Using an Individual Development Plan," Steven K. Wendell, assistant director of postdoctoral development, Pitt Schools of the Health Sciences, 3 p.m. Dec. 9, S120 Thomas E. Starzl Biomedical Science Tower, Postdoctoral Professionalism Series, Office of Academic Career Development, www.oacd.health.pitt.edu.

"Materials That Can Withstand High Temperatures: An Important Aspect of the Energy Pictures," Brian M. Gleeson, Harry S. Tack Chair, Swanson School of Engineering, 4 p.m. Dec. 9, 2500 Posvar Hall, Provost Inaugural Lecture, 412-624-5750.

"Depression: Get the Facts," Ellen Frank, director, Depression and Manic Depression Prevention Program, Western Psychiatric Institute and Clinic, UPMC, 6 p.m. Dec. 13, International Poetry Room, 2nd Floor, Carnegie Library of Pittsburgh, 4400 Forbes Ave., Oakland, Pitt Clinical and Translational Science Institute, Carnegie Library of Pittsburgh, 412-824-3465, mff5@pitt.edu.

"Pesticides, Parkinson's Disease, and the Creature from the Black Lagoon," J. Timothy Greenamyre, UPMC Chair in Movement Disorders, Pitt School of Medicine, 4 p.m. Dec. 16, 2500 Posvar Hall, Provost Inaugural Lecture, 412-624-5750.

Miscellaneous

TIES Informational Luncheon for Researchers and Research Assistants, talk on Text Information Extraction System (TIES), Rebecca Crowley, director, Biomedical Informatics Graduate Training Program, Pitt School of Medicine, 11 a.m. Dec. 15, M3901 UPMC Presbyterian Hospital South Tower, open to Pitt and UPMC faculty, staff, and students, Pitt Department of Biomedical Informatics, 412-623-4753.

Holiday Tour of Clayton: A Gilded Age Christmas, guided tours of Henry Clay Frick's historic mansion decorated for a turn-of-the-20th-century holiday, through Jan. 3, Frick Art and Historical Center, 7227 Reynolds St., Point Breeze, 412-371-0600, www.frickart.org.

First Night Pittsburgh 2011, live music, dance, and entertainment throughout the Cultural District, Downtown, 6 p.m. Dec. 31, Highmark Blue Cross Blue Shield, Pittsburgh Cultural Trust, www.firstnightpgh.org.

Opera/Theater/Dance/Film

Los Dioses Rotos, (2008, Ernesto Daranas), 6:30 p.m. Dec. 9, Frick Fine Arts Auditorium, *Cuban Eyes/Cubanize: Fifty Years of Cuban Cinema Since the Cuban Revolution* Film Series, Pitt's Center for Latin American Studies, Department of Hispanic Languages and Literatures, www.amigocinelatinoamericano@gmail.com.

Hobson's Choice by Harold Brighouse, through Dec. 18, Charity Randall Theatre within Stephen Foster Memorial, Pittsburgh Irish & Classical Theatre, www.pictheatre.org, PITT ARTS Cheap Seats, 412-624-4498, www.pittarts.pitt.edu.

A Musical Christmas Carol, Charles Dickens classic, Dec. 9-23, Byham Theater, 101 Sixth Ave., Downtown, Pittsburgh CLO, 412-456-6666, www.pittsburghclo.org.

The Nutcracker, Dec. 10-26, Benedum Center, 803 Liberty Ave., Downtown, Pittsburgh Ballet Theatre, 412-456-6666, www.benedumcenter.org, PITT ARTS Cheap Seats, 412-624-4498, www.pittarts.pitt.edu.

Nativity: A Christmas Gift, musical performed by Pitt's Shona Sharif African Dance and Drum Ensemble, Dec. 10-12, Seventh-Floor Auditorium, Alumni Hall, 412-648-2276.



Los Dioses Rotos, Cuban Eyes/Cubanize: Fifty Years of Cuban Cinema Since the Cuban Revolution, Frick Fine Arts Auditorium, December 9

The Morini Strad by Willy Holtzman, inspired by true story that rocked the classical music world, through Dec. 12, City Theater, 1300 Bingham St., South Side, 412-431-2489, www.citytheatre-company.org.

Talley's Folly, Pulitzer Prize-winning romantic comedy by Lanford Wilson, through Dec. 12, O'Reilly Theater, 621 Penn Ave., Downtown, Pittsburgh Public Theater, 412-316-1600, www.ppt.org, PITT ARTS Cheap Seats, 412-624-4498, www.pittarts.pitt.edu.

The Second City's "Fair & Unbalanced," Chicago-based improvisational troupe, Dec. 16-18, O'Reilly Theater, 621 Penn Ave., Downtown, Pittsburgh Public Theater, 412-316-1600, www.ppt.org, PITT ARTS Cheap Seats, 412-624-4498, www.pittarts.pitt.edu.

Cirque Dreams: Holidayze, musical extravaganza with acrobats, aerialists, and dancers, Dec. 16-26, Heinz Hall, 600 Penn Ave., Downtown, 412-392-4900, www.pgharts.org, PITT ARTS Cheap Seats, 412-624-4498, www.pittarts.pitt.edu.

A Lyrical Christmas Carol, adaptation of classic Dickens tale, Dec. 16-19, New Hazlett Theater, Allegheny Square East, North Side, Pittsburgh Musical Theater Conservatory Series, 412-456-6666, www.pittsburghmusicals.com.

Burn the Floor, Latin and ballroom dance spectacular, Dec. 28-Jan. 2, Heinz Hall, 600 Penn Ave., Downtown, 412-392-4900, www.pgharts.org, Pitt ARTS Cheap Seats, 412-624-4498, www.pittarts.pitt.edu.

Pitt PhD Dissertation Defenses

Sushama D. Acharya, Graduate School of Public Health's Department of Epidemiology, 11 a.m. Dec. 6, "Relationships of Diet, Weight Loss, and Insulin Resistance With Adiponectin Levels Among Overweight/Obese Adults," 451 Victoria Building.

Rafael Ponce-Cordero, School of Arts and Sciences' Department of Hispanic Languages and Literatures, 11 a.m. Dec. 8, "Héroes y bandidos: iconos populares y figuraciones de la nación en América Latina," 1528 Cathedral of Learning.

Yuttasart Nitipachit, School of Information Sciences' Telecommunications and Networking Program, 10 a.m. Dec. 9, "Security in Wireless Sensor Networks Employing MACGSP6," 1A04 Information Sciences Building.

Su Yon Jung, School of Public Health's Department of Epidemiology, 11 a.m. Dec. 9, "Mortality After Metastatic Breast Cancer: Co-Morbidity as a Mediator of Age on Survival, and Delays in Treatment for Breast Cancer Metastasis," 109 Parran Hall.

Yan Wang, School of Medicine's Molecular Pharmacology Graduate Program, 2 p.m. Dec. 9, "Uncovering the Biological Functions of Phosphatase of Regenerating Liver-2," 1395 Biomedical Science Tower.

Sue Yeon Syn, School of Information Sciences' Telecommunications and Networking Program, 10 a.m. Dec. 10, "Generation of Classificatory Metadata for Web Resources Using Social Tags," 522 School of Information Sciences Building.

Hikmat N. Daghestani, School of Medicine's Molecular Biophysics and Structural Biology Graduate Program, 2 p.m. Dec. 10, "Biophysical and Pharmacological Characterization of Cytoplasmic Dynein Heavy Chain 1," 1018 Biomedical Science Tower 3.

Velma L. Payne, School of Medicine's Department of Biomedical Informatics, 3 p.m. Dec. 14, "Effect of a Metacognitive Intervention on Cognitive Heuristic Use During Diagnostic Accuracy," M185 Parkvale Building, Nimick Conference Room, Hillman Cancer Center.

Concerts

University of Pittsburgh Symphony Orchestra, 8 p.m. Dec. 8, Bellefield Hall Auditorium, Mahler's Symphony No. 4, Pitt Department of Music, 412-624-4125, www.music.pitt.edu.

Women's Choral Ensemble Holiday Concert, 8 p.m. Dec. 11, Heinz Chapel, Pitt Department of Music, 412-624-4125, www.music.pitt.edu.

Baltimore Consort: Wassail, Wassail, tunes from France, the British Isles, and Appalachia, 8 p.m. Dec. 11, Synod Hall, Fifth Avenue and North Craig Street, Oakland, Renaissance & Baroque, 412-361-2048, www.rbsp.org, Pitt ARTS Cheap Seats, 412-624-4498, www.pittarts.pitt.edu.

Empire Brass With Elizabeth von Trapp, performances of holiday selections, 7:30 p.m. Dec. 13, Carnegie Music Hall, 4400 Forbes Ave., Oakland, Carnegie Music Hall Chamber Series, Pittsburgh Chamber Music Society, 412-624-4129, www.pittsburghchambermusic.org.

Straight No Chaser Holiday Show, 10-member a cappella group, Dec. 14-16, Benedum Center, 803 Liberty Ave., Downtown, Pittsburgh Cultural Trust, 412-456-6666, www.pgharts.org.

Highmark Holiday Pops, Daniel Meyer, conductor, the Mendelssohn Choir of Pittsburgh, Dec. 16-19, Heinz Hall, 600 Penn Ave., Downtown, Pittsburgh Symphony Orchestra, PNC POPS! 412-392-4900, www.pittsburghsymphony.org.

Exhibitions

Frick Art & Historical Center, *For My Best Beloved Sister Mia: An Album of Photographs by Julia Margaret Cameron*, works by one of the Victorian Era's best-known master photographers, through Jan. 2, 7227 Reynolds St., Point Breeze, 412-371-0600, www.frickart.org.

Andy Warhol Museum, *Marilyn Monroe: Life as a Legend*, through Jan. 2, 117 Sandusky St., North Side, 412-237-8300, www.warhol.org.

Carnegie Museum of Art, *Ordinary Madness*, through Jan. 9; *André Kertész: On Reading*, photography exhibition, through Feb. 13, 4400 Forbes Ave., Oakland, 412-622-3131, www.cmoa.org.

Senator John Heinz History Center, *Vatican Splendors: A Journey Through*



University of Pittsburgh Symphony Orchestra, Bellefield Hall, December 8



Pitt Trustees Approve \$110.5 Million in Construction and Renovation Projects



Artist's rendering of the proposed addition to Salk Hall

By John Fedele

The Property and Facilities Committee of the University of Pittsburgh Board of Trustees approved four construction and renovation projects totaling \$110.5 million, highlighted by a \$50 million renovation plan to construct an addition to Salk Hall. The committee also approved two lease extensions. The construction and renovation projects are expected to generate 778 construction and support jobs and \$87,990 in fees and taxes.

The Salk Hall project will add labora-

tory and administrative space for the School of Dental Medicine's Center for Craniofacial Regeneration and the School of Pharmacy's Center for Pharmacogenetics and Center for Clinical Pharmaceutical Sciences; it also allows for future renovation of Salk Hall. The project is registered to achieve LEED Silver Certification and includes aesthetic and pedestrian safety improvements to Sutherland Drive.

Other projects approved at the meeting were:

Level 2 and 3 Laboratory Suite for the Department of Biological Sciences. The new secure facilities will meet or exceed the requirements of the National Institutes of Health and the *Biosafety in Microbiological and Biomedical Laboratories Guide* (5th ed.), allowing bacteriologists and virologists to elevate their research projects to a new level of sophistication.

The two lease extensions approved by the committee were:

• A five-year lease with Cityview

• A \$13.99 million renovation to the 12th floor of the Thomas E. Starzl Biomedical Science Tower to accommodate the Vascular Medicine Institute and the Division of Pulmonary, Allergy, and Critical Care Medicine in the School of Medicine;

• A \$39.9 million project to begin Phase IIA of Benedum Hall renovations. This involves a total renovation of floors 3, 6, 7, and 8, as well as the creation of a mezzanine level and extensive work in the subbasement. The renovated areas will include laboratories, support facilities, small conference rooms, and departmental space for the Swanson School of Engineering. The mezzanine level will add approximately 8,000 square feet of new space; and

• A \$6 million project to renovate 4,400 square feet of laboratory space in Langley and Crawford Halls to create a Biosafety

The construction and renovation projects are expected to generate 778 construction and support jobs and \$87,990 in fees and taxes.

Properties, LLC, for 11,294 square feet of research, teaching, and office space in the Parkvale Building, 200 Meyran Ave., to house the Department of Biomedical Informatics. The lease extension begins in March 2011 and continues through February 2016 at a fixed annual cost of \$304,938; it contains an option for an additional five-year extension; and

• A five-year lease with Cityview Properties, LLC, for 4,575 square feet of laboratory, classroom, and administrative space at the Parkvale Annex Building, 3520 Forbes Ave. The lease is from February 2011 through January 2016 at a fixed annual cost of \$123,525; it also provides an option for an additional five-year extension.

PUBLICATION NOTICE The next edition of *Pitt Chronicle* will be published Jan 10. Items for publication in the newspaper's *Happenings* calendar (see page 7) should be received at least two weeks prior to the event date. *Happenings* items should include the following information: title of the event, name and title of speaker(s), date, time, location, sponsor(s), and a phone number and Web site for additional information. Items may be e-mailed to chron@pitt.edu, faxed to 412-624-4895, or sent by campus mail to 422 Craig Hall. For more information, call 412-624-1033 or e-mail robinet@pitt.edu.