

# *Sustaining Opportunities for Future Generations*



Read about Bidwell Training Center's excellent new distinction on page 3!



**Pictured above:  
MCG Invitational 2012 Winners**

*Discover How We Remove Obstacles to Pursuing Education Inside!*

# A Better Way Forward

Manchester Bidwell Corporation Newsletter | Issue 7 | Fall 2012

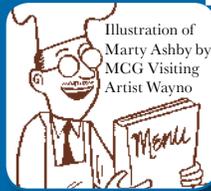


Illustration of Marty Ashby by MCG Visiting Artist Wayno



## *Bidwell Training Center*

Discover how Bidwell Training Center's influence goes beyond the classroom and into sustainable careers on page 3.



## *Words of Wisdom* by Bill Strickland

Welcome to another issue of *A Better Way Forward*. Inside, you will see the lives we positively impact. You will read about our programs' significance to the region and the nation. You will, hopefully, be inspired to contribute to our continuing success. Enjoy, friends!

## *MCG Jazz*

Pay tribute to Jazz Legend Chuck Austin and discover how jazz has moved from bandstand to boardroom on page 4.

## *Sustaining Hope's Legacy* by Paulo Nzambi

As you walk through Pittsburgh's downtown, you cannot help but be impressed by the towering structures of brick, glass, and steel. Crossing the Roberto Clemente Bridge and passing PNC Park and Heinz Field, you are reminded pleasantly of the city's iconic sports teams. Continue on this path and you will enter Manchester, a North Side community whose hard-working residents struggle to keep their heads up despite economic hardship.

When I started working at MBC, the organization and its affiliates were already successful. Between the national recognition, the numerous awards, and the legendary leadership, one could easily conclude that MBC's founder and CEO Bill Strickland has created something extraordinary.

## *MCG Youth & Arts*

Learn about a student who came back to be a teacher and the success of the MCG Invitational on page 5.



However, not everything in Manchester is distressed. Crossing Chateau Street, you will arrive at a red brick building filled with windows. Opening the doors, you will discover light, art, music, flowers, beauty and, most importantly, hope. You will find a public sanctuary called Manchester Bidwell Corporation. You will have made the same journey I did just a few years ago.

But what of the future? By stepping into the role of Chief Operating Officer, I believe I am helping to sustain and grow this bastion of hope. With deliberate intention, we are preserving the quality for which MBC is known and, with your help, we are planning and securing our future. We shall preserve the opportunities for success that we have provided to past generations while assuring their accessibility for generations to come. In that way, others might also journey to this urban oasis.

## *NCAAT*

Find out where hope is growing in the United States and abroad on page 6.

## On Board with Lauren Craig

Born and raised in Butler, Pennsylvania, **Lauren Craig** knew at an early age that she wanted to follow in her father's footsteps by becoming an accountant. Lauren earned a BA in accounting from the University of Pittsburgh. She went on to earn her certified public accountant (CPA) license.

Lauren began working at Schneider Downs in 2004 and was promoted in August 2012 to senior audit manager. Lauren specializes in working with clients from nonprofits, institutes of higher education, the manufacturing sector, and publicly traded companies.

Lauren's first introduction to Manchester Bidwell Corporation (MBC) was through Bill Strickland who she met while working at Brenckle's Farms and Greenhouses. She recalls how Bill would "pull up in his little VW bug and pack it completely full of plants for his home garden." The two started up a conversation one day, and soon Lauren paid a visit to MBC's campus. Lauren remembers being impressed by the wide variety of career-training majors and the high-caliber arts studios. "At MBC," says Lauren, "there are so many opportunities available to youth and adults to help them improve their lives." In December 2010, Lauren was appointed to the MBC Board of Directors, where she puts her passion for numbers to work as a member of the Audit and Finance committees.

Lauren says, "It's exciting to see and be a part of the impact Bill Strickland and MBC are making locally and globally." She is especially drawn to the Drew Mathieson Center for Horticultural and Agricultural Technology and the culinary arts major of Bidwell Training Center. These aspects of Manchester Bidwell Corporation mirror her own interests in gardening and cooking.

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Preferring trails to treadmills, when she's not at the office, Lauren spends much of her time outdoors. She is a sports enthusiast and has been a member of the Pittsburgh Urban Magnet Project's (PUMP) Sports League since 2005. Lauren has participated in the Rachel Carson Challenge, which is a 36-mile hike to benefit the Rachel Carson Homestead, and the 29-mile Megatransect hike.



Lauren Craig

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Manchester Bidwell  
**GIFT SHOP**

Want a one-of-a-kind present for that special someone?  
Want to support a great cause? Want to do both at once?

Visit the Manchester Bidwell Gift Shop, Monday-Thursday 9 a.m.-4 p.m., for a wide selection of original artwork, fun apparel, orchids, books and more!





*BTC Creates Bridges to Career Longevity*

Talk with **Cliff Bridges '92** about his career and a wave of gratitude rushes out of

him before a single word is said about his accomplishments. He gives thanks to Bidwell Training Center, Bayer MaterialScience, and all the people he worked with along the way.

Cliff will retire from Bayer in January 2013 after a 20-year career with the company. He graduated from BTC's first chemical laboratory technician class and since then, he said, "opportunities have been falling out of the sky."

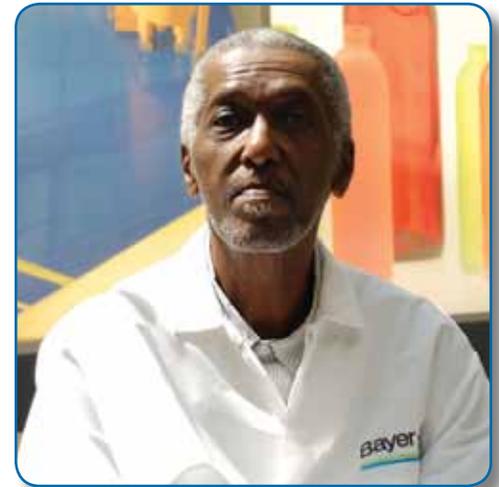
Cliff is a Vietnam veteran who came to BTC after jobs began to disappear in other Pittsburgh industries. He decided to get an education that would lead to steady employment, and he came ready to work and to help other students succeed. As part of the major, Cliff did an externship at Bayer MaterialScience; so began his decades-long career with the company he loves. Over the years,

he has done everything from creating military coatings and serving on a BTC panel with former First Lady and current Secretary of State Hillary Clinton.

Christine Bryant was a chemist in the Wood Lab when Cliff came to Bayer. Now vice president of Regional Key Accounts, Distribution Sales and Marketing Office, Coatings, Adhesives and Specialties, she says, "Every time I think of Cliff, I have to smile. Cliff was polite, hard working, and diligent his entire career. He brought a lot of value to the organization."

Patrick McFarlane, who was a chemical lab technician with Cliff and is now sales director of Global Key Accounts, remembers the fun he and Cliff had in the lab. "Even quiet people can be inspiring. Clifford was inspirational because of his solid work ethic. When presented with an opportunity, he did what he needed to do," Patrick says.

Cliff says he's just an individual who worked for those opportunities. "Bidwell is a miracle on the North Side. I'm living proof that you can complete the course



**Clifford Bridges,  
Chemical Laboratory Technician  
Graduate, 1992**

and build a career. I put my daughter through college; my son is a family man. I've paid for my home. I'm not in debt. I sing the praises of Bidwell Training Center and Bayer MaterialSciences for giving me opportunities," he said.

As his retirement nears, Cliff is looking forward to spending time with his family, especially his grandsons.

To learn more about starting a sustainable chemical laboratory technician career, visit [www.bidwell-training.org](http://www.bidwell-training.org).

*Take the First Step Toward a Better Life*

Learn more about Bidwell Training Center and see if one of our seven majors is the right training opportunity for you!

Attend an information session on Monday or Wednesday at 9 a.m.

[www.bidwell-training.org](http://www.bidwell-training.org)



*Excellent!*

**Bidwell Training Center has been recognized by the Accrediting Commission of Career Schools and Colleges (ACCSC) as a 2012 ACCSC School of Excellence.**

**To our faculty and staff: Congratulations on this exceptional accomplishment!**



## Maintaining the Legacy of Music

Pittsburgh has been home to so many of the musicians, arrangers, and composers that created the music we know today as jazz. While most people know of the Pittsburgh-born legends such as George Benson, Stanley Turrentine, Billy Strayhorn, and Billy Eckstine; MCG Jazz has paid tribute to the jazz artisans that stayed in Pittsburgh and have kept the hometown jazz “scene” vibrant and world-class.

These Pittsburgh Jazz Legends have been mentors both on and off the bandstand to many generations of jazz musicians.

Through a partnership with the Smithsonian Institution, MCG Jazz is in the process of capturing the oral histories of the Pittsburgh Jazz Legends. We were very fortunate to have interviewed **Chuck Austin** before he passed away in May 2012. Mr. Austin was the consummate sideman, a trumpet player who could play lead chair or blend in with his bandmates with equal skill and grace, and who excelled at helping younger players find their way. “On stage, you could tell there was joy that he was playing music,” says Marty Ashby, executive producer of MCG Jazz. “He was always very happy that he was on the bandstand, making music and sharing his heart and passion.”

A native of Ben Avon, Pennsylvania, Mr. Austin received a pawn shop trumpet from his grandparents in the sixth grade and went on to a lead local dance band before leaving school. He performed with jazz vocalist Dakota Staton, band leader Joe Westray and vaudeville producer Irvin C. Miller. Austin appeared on the Ed Sullivan Show with Lloyd Price. He spent 30 years with the Jack Purcell Music Service and worked in the Stanley Theater Orchestra, backing up visiting acts Aretha Franklin, Donna Summer, James Brown, and The Temptations. He also played Count Basie’s last concert at the Savoy Ballroom on Centre Avenue in the Hill District in the early 1970s. He was the founder and president of the African-American Jazz Preservation Society of Pittsburgh whose mission is to promote the history and accomplishments of the African-American jazz experience in the Pittsburgh region.

An historical marker was dedicated in Mr. Austin’s memory on June 23, 2012 in the Hill District near where the offices of the former African American Musicians Union Local 471 stood. The marker will be the culmination of two years of work by the African American Jazz Preservation Society of Pittsburgh.

A clip of Chuck Austin’s Smithsonian Jazz and MCG Jazz Oral History Project interview can be found on YouTube by searching for “Chuck Austin Final.”



**Marty Ashby (L) onstage with Chuck Austin (R) at the March 2012 Jazz Party. Photo courtesy of Brandon McChesney.**

## Jazz is More than Music

Jazz is a way of thinking about your environment and how you interact with it. You can have a fuller, more productive life by applying the fundamental concepts of jazz to your work and play. At MCG Jazz, we believe if everyone knew how to swing — musicians and non-musicians alike — the world would be a happier, more harmonious place. Jazz Is Life® professional development workshops explore what jazz and “right brain” qualities like empathy and playfulness teach about improvisation, collaboration, and innovation.

“My team was overwhelmed with the session. It really helped set the tone for our meetings and was a great, great experience,” says **Tony Bucci**, CEO of MARC USA.

If you are interested in including the Jazz is Life® workshop as part of your next corporate retreat, contact MCG Jazz at 412-322-1773 Ext. 140 or [rgov@mcg-btc.org](mailto:rgov@mcg-btc.org).

**JAZZ IS**  
**PARTNERSHIP**  
**LEADERSHIP**  
**TEAMWORK**  
**RISK-TAKING**  
**CREATIVE PROBLEM-SOLVING**  
**THE WORKPLACE**  
**PROFESSIONAL DEVELOPMENT**  
**LIFE®**

*A New Perspective on Photography*

**Jolie Valentine** is an MCG Youth & Arts teaching artist in the photography studio. Like her coworker Germaine Watkins, Jolie attended MCG as a student and has returned to share her passion with the next generation of young artists.

From 2004 through 2007, she spent her afterschool time concentrating on photography and videography at MCG.

Her dedication to the arts earned her the Visual Arts Student of the Year award at Pittsburgh CAPA 6-12, and secured her place in the Pennsylvania Governor's School for the Arts. Jolie says, "MCG gave me the opportunity to create a portfolio of work that would eventually get me accepted to Savannah College of Art and Design (SCAD) with scholarship assistance."

Jolie graduated Summa Cum Laude from SCAD in just three years with a BFA in painting. She returned to Pittsburgh and worked for the Silver Eye Center for Photography. When the opportunity arose to join the staff at MCG, Jolie jumped at the chance and hasn't looked back.

"Becoming a teaching artist at the Guild has been such a wonderful opportunity," says Jolie, "A work place that is so supportive of its employees' artistic endeavors is hard to come by."

In addition to working with Pittsburgh's youth, Jolie says she is excited to teach adult students in MCG's Art After Dark photography classes the fall.

*Update: The First Annual MCG Invitational a Smashing Success*

**KDKA's Kristine Sorensen (L), Robin Ouimette, scholarship winner Robert Almond IV, and Chris Friedberg (R).**

On May 10, 2012, MCG Youth & Arts hosted the first annual MCG Invitational Arts Exhibition award ceremony. The event was designed to supersede the long-running annual All-City art show, which exclusively featured work from Pittsburgh Public School student artists. The MCG Invitational included works from numerous regional school districts (including PPS), as well as several of Pittsburgh's private and charter schools.

The evening proved to be an overwhelming success, thanks in large part to the hard work and synergistic cooperation of the entire Manchester Bidwell Corporation staff. The event, described by many attendees as the "Academy Awards for student artists," was co-hosted by MBC's Chief Operating Officer, **Paulo Nzambi**, and director of MCG Youth & Arts

**David Deily**. The keynote speaker was none other than KDKA news anchor **Kristine Sorensen**.

More than 300 people attended the awards ceremony to cheer each of the winning student artists. By the end of the night, over \$90,000 in awards and scholarships had been presented to students from throughout the Pittsburgh region, including first place award winners from East Allegheny, Propel, and Wilkinsburg high schools. Stay tuned for details about the upcoming 2013 MCG Invitational.

Visit [www.mcginvitational.org](http://www.mcginvitational.org) for more information.

# Replicating Light Around the World

**NCAT**  
National Center for Arts & Technology

## What is NCAT?

The National Center for Arts & Technology is an affiliate of MBC dedicated to replicating our educational model throughout the United States and, eventually, throughout the world.

To learn more about replication, call 1-412-323-4000 Ext. 292 or e-mail [ncat@mcg-btc.org](mailto:ncat@mcg-btc.org)

## *Hope Knows No Borders* by Bill Strickland

Everywhere in the world, there are people whose lives, many times through no fault of their own, are a constant struggle. I have visited cities in the United States where unemployment is rampant and high school drop-outs greatly outnumber graduates. I have toured Japan and met people whose lives were devastated by the March 2011 earthquake and tsunami. I have traveled to Northern Israel and experienced a region filled with turmoil and warfare.

Despair runs deep. However, the human spirit is remarkable; hope runs even deeper. In each of the places I visit, there are people who have stepped toward the promise of light.

In the United States, we now have five affiliated centers modeled on the unique combination of youth arts education, adult career training, and social enterprise we established in Pittsburgh over 40 years ago. Community representatives from across the nation recognize the value of what we have here and seek our expertise in helping replicate our success for their citizens.

In Japan, I met the Saionji family. As royalty, instead of using their influence for personal gain, they tirelessly toil to create a better future for the people of Japan and, by extension, the world. In June, they toured our North Shore campus and left knowing that establishing a center in northern Japan would be an incredible way to rejuvenate the areas destroyed by the natural disaster.

In Israel, I met Arab and Israeli children who want nothing more than a safe space to learn and a better way to communicate across cultural barriers. I also met adults who want to see those children's wishes made into reality and recognize the MBC educational model as a way to do just that.

All of these stories say the same thing: Hope is universal but it needs a place to blossom. I believe we have a way to do that with MBC's educational model. Please join me and my friends worldwide in helping establish centers of realized hope. Visit [www.ncat-mbc.org](http://www.ncat-mbc.org) for more information.



## *Please Welcome Our Newest Affiliate – ConnCAT*

The Connecticut Center for Arts and Technology (ConnCAT) at 4 Science Park in New Haven opened its doors in April 2012. The goal of ConnCAT is to help bring the same hope for a better tomorrow to Connecticut that Manchester Bidwell Corporation (MBC) has been bringing to Pittsburgh for over 40 years. Like MBC, ConnCAT will approach its goal in a number of ways. The first method is to train local unemployed and underemployed people for market-relevant jobs. The second way is through afterschool arts programming for sophomores from Hamden and New Haven who are likely to drop out of school without intervention.

“Everyone deserves the opportunity to be great, and I hope this helps us fight the social ills of New Haven,” said Executive Director Erik Clemmons.

ConnCAT is the fifth affiliate of MBC's National Center for Arts & Technology.



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[WWW.MANCHESTERBIDWELL.ORG](http://WWW.MANCHESTERBIDWELL.ORG)

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- \$250+ *Mentor*
- \$500+ *Master*
- \$1,000+ *Patron*

Other: \$ \_\_\_\_\_

Please list me as an anonymous donor.

My employer will match this gift - forms enclosed.

Enclosed is my gift of \$ \_\_\_\_\_ in support of Manchester Bidwell Corporation and its affiliates.

I would like my gift to be a **sustaining gift**.

Sustaining donors provide the steady, reliable stream of funding to ensure a bright future for MBC.

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