

# A Better Way Forward

Manchester Bidwell Corporation Newsletter | Issue 6 | Spring 2012



*Words of  
Wisdom*  
MBC is  
constantly  
adapting  
to meet the  
changing

needs of the socio-economic environment. However, we never lose sight of our mission.

In this issue, you'll learn about some of our new initiatives and how we've expanded a few of our old programs to help fresh audiences. You'll see how our 40-year-old vision is being recognized by the highest levels of the U.S. government and the innovative international flavor we're adding to the mix.

Most importantly, we are introducing you to a few of the people who will help lead this organization into a bright and sustainable future — board member Chereé Johnson and COO Paulo Nzambi.

Please help Chereé and Paulo make MBC last — give back!

Sincerely,

  
William E. Strickland Jr.  
President and CEO

## *Our New COO's Past Paves the Way for Future Success*

Manchester Bidwell Corporation has many moving parts—youth arts education, adult career training, jazz, horticulture and more. Management of these eclectic but complementary offerings is an ongoing challenge. For 40 years, **Jesse W. Fife Jr.** adeptly handled this evolving array of tasks.

With his passing in December 2010, many wondered if the organization would survive. Thankfully, there was a talented man waiting in the wings. As MBC's executive vice president and Chief Operating Officer, **Paulo Nzambi's** diverse skill sets—lawyer, civic leader, artist and entrepreneur—complement and expand upon MBC's unique programmatic mix of arts education, adult career training and social enterprises. During his short tenure as COO, Paulo has already had a big impact on the organization, the most obvious being the new gift shop in the main lobby. This retail space blends so seamlessly with the original structure it appears to have always been there. **Continued on Page 2.**

*Sustainable careers in  
health-care thanks to  
Bidwell Training Center*

Learn how Bidwell Training Center helps students prepare for the ever-changing health care field on page 3.

*Reflections on the  
party of a lifetime at  
MCG Jazz*

Find out what you missed at the MCG Jazz Once in a Lifetime Party on page 4.

*Reaching further with  
MCG Youth & Arts*

Discover our new, expanded regional arts exhibition with \$100,000 of scholarships and cash prizes for students on page 5.

*The impact of the  
NCAT model*

What do President Obama and the National Center for Arts and Technology have in common? Read page 6.



**Paulo Nzambi**

## Continued from Page 1

Paulo came to MBC as vice president of administration in August 2008, but his journey began when he was a child. Paulo was born in Angola in the early 1970s. His family fled the civil unrest in the region shortly afterward. They moved to Europe, then to the United States, eventually settling in Pittsburgh.

Subsequently, Paulo graduated from Duquesne Law School and practiced law as a civil trial attorney for 13 years. “The most captivating part of practicing law for me was the art of oral presentation. I had a responsibility to tell my clients’ stories effectively,” Paulo says. His ability to communicate eloquently led Paulo to become a sought-after public speaker. By telling his own story, he inspires others to achieve their dreams like the young men of the Black Male Leadership Development Institute at Robert Morris University.

Paulo’s civic engagement includes more than just inspirational speeches. He has been involved in mentoring programs throughout the city. His first experiences as a mentor arose out of his work as a permanency planning specialist with A Second Chance, Inc. As if these activities weren’t enough to keep him busy, Paulo is an artist and entrepreneur. A playwright, poet and actor with Pittsburgh Playback Theater, Paulo’s most recent plays “Unintended Consequences” (2008) and “To Suffer the Silence” (2007) were performed as part of the Three Rivers Arts Festival. As an entrepreneur, Paulo manages the acquisition, renovation and rental of residential real estate—a project he started with his family in 2003.

“I felt I was living multiple lives in parallel lines. Coming to MBC allowed me to integrate my life into a cohesive whole. Jesse Fife was a prince among men. I intend to do my best to demonstrate the standard of excellence that was his life and is his legacy” says Paulo.

## On Board with Chereé Johnson

“When I toured the facility, I was impressed just to see the students given so many opportunities and to see their excitement,” says **Chereé Johnson**, who was appointed to MBC’s board of directors in 2010. “When I think about the growth that the organization has experienced and what an extraordinary visionary Bill Strickland is, I see educational facilities like [MCG] and [BTC] across the United States and abroad.”

Chereé was born in Upstate New York, but because her father was in the military, she and her family lived throughout the United States as well as in Germany, France and England. Chereé earned a bachelor of science degree in chemistry from Florida A&M and a juris doctorate from the University of Minnesota, where she focused on intellectual property law. In 2009, she joined H. J. Heinz Company as chief innovation counsel, working to protect the company’s latest ideas surrounding everything from products to packaging.

In addition to her work at H.J. Heinz Company and her leadership role at MBC, Chereé is dedicated to her family—husband Steffan and two small children Paige and Peyton. She also does free legal work through the Pennsylvania Bar Association and lectures about intellectual property to local law students.

“It’s important to be a good example—not just an example for my colleagues or people in the community, but also for my children,” says Chereé. “I don’t want to just take, I want to give. To me, giving back really completes the circle.”



**Chereé Johnson**

*Obtaining and Sustaining a Health-Care Career*

With the difficult job market of the last few years, people are eager to be in career fields with high stability and opportunity for growth. In February 2012, the U.S. Bureau of Labor Statistics reported that health care-related industries and occupations are projected to have the fastest job growth between 2010 and 2020. Bidwell Training Center has four medical majors to address the evolving demands of the economy and our current overall career placement rate is 80 percent.



BTC's classroom preparation, hands-on experience and networking enable many students to achieve the future they want. For example, **Selynn Hill-Smith ('01)** graduated from BTC and began her career as a pharmacy technician. She has spent 11 years in the field and currently works at Allegheny General Hospital's central pharmacy. In her position, Selynn serves approximately 150 patients per day. These patients have between 3 and 18 medications, sometimes more. Throughout her career she has seen technological advances in pharmacy and the emergence of the tools involved in pharmacy automation.



**Pharmacy technician majors learn the hands-on skills needed to be highly competitive in the job market.**

Pharmacy automation consists of robots, machines, devices and applications that do the different aspects of preparing medication for patients. Automation creates jobs by requiring a pharmacy technician to be responsible for the technology. Also, it ensures the accuracy of the prescribed medication. Selynn has worked with various automation machines. She now uses a Pyxis—a machine like an ATM for prescription drugs.

“The technology allows me to reduce drug errors,” Selynn says. “I enter the prescription information into the machine as well as fill the compartments. That ensures the nursing staff pulls out the correct medication. It improves accuracy for the patients and prevents drug perversion.”

Employers recognize the technological adaptability of BTC graduates. **Cathy Pieper, RPh, MBA**, manager of pharmacy operations at UPMC St. Margaret, has high praise for the pharmacy technician students trained at BTC. “The two technicians whom I would consider my leaders in pharmacy technology are Bidwell graduates. [The instructors at Bidwell] really make their students aware of the newest technology; the students are really savvy and easily trained. Any opportunity I have to hire a Bidwell student who worked as an extern here, I take. In fact, out of my recent hires, five out of six are Bidwell graduates,” says Cathy.

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

*Achieving Excellence at BTC*

The burgundy and gold stole of Alpha Beta Kappa (ABK), the national honor society, heralds academic achievement and leadership. To be inducted into ABK, students are nominated by their program directors based on exemplary grades, attendance, and leadership. Members of ABK organize service projects that benefit the community, and BTC has received awards commending our service.



*Celebrating Success at Commencement!*

**BTC held our annual Commencement Exercises on Saturday, April 14, 2012 at Rodef Shalom Congregation in Oakland. Pennsylvania State Senator Jay Costa, Jr. gave the keynote speech.**

# The Sound of Life



## 25 Years of Beautiful Music – Reflections by Paulo Nzambi

On March 3, 2013, a group of men, all of a “certain age,” made their way to the stage at the Manchester Craftsmen’s Guild. Some held canes. Some walked gingerly. Others moved with an ease that belied their years. One by one they took their places until, shoulder to shoulder, they spanned the length of the rostrum. Bathed in the warm glow of spotlights with the eyes of 350-plus audience members upon them, they smiled as MCG Jazz Executive Producer **Marty Ashby** announced, “ladies and gentlemen ... the legends of jazz” to an eruption of applause. The effusive din refused to dissipate until clapping hands finally began to ache and it was clear to the men on stage that they were loved and revered.

So began a celebration at Manchester Craftsmen’s Guild that marked 25 years of preserving, promoting and presenting America’s unique contribution to the world of music—jazz. The evening featured **FIVE PLAY** and the vocal styling of **Roberta Gambarini**. As has become the standard at Manchester, the performances were impeccable.

But if that was not enough, there was also that once-in-a-lifetime moment. The ever-gracious **Roger Humphries** sat in and dazzled all in attendance with his percussionist prowess. If you were there and watched carefully, you would have noticed that Mr. Humphries demonstrated such command of his art that he didn’t even bother to unbutton his jacket before beginning his whirring, polyrhythmic mastery of an instrument as old as time itself.

There was something rare in the air that night—and it was not just the music. For those men on stage whose collected years numbered almost a thousand, it was a tribute to their contribution to music, a way of acknowledging their talent and applauding their spirit. For those in attendance, there was a palpable sense of joy, a camaraderie and lightness of being that was at once jubilant and hopeful.

If you were there that night, you know these words fail to capture the beauty of that passing moment. If, for some reason, you were not there but are curious to experience the joy that jazz brings to life, you need not worry. There are a few more concerts this spring and a whole new season beginning in September. We would love to see you at one of our upcoming shows.

*Thanks for your help  
with our anniversary!*

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Ext. 264 or email her at  
[jboughner@mcg-btc.org](mailto:jboughner@mcg-btc.org).



*Changing the Game with Haji Muya*

**Haji Muya** is a 2010 graduate of the MCG Youth & Arts program. Born in Somalia in 1991, Haji was forced to take refuge in Kenya. He survived a difficult life in a refugee camp while friends and relatives died from starvation and violence. After 12 years without a home, Haji moved to Pittsburgh without knowing how to read or write English. Unaware of the hardships he had suffered, children teased him for being different.



In 2009, while attending Pittsburgh Allderice, Haji was encouraged to enroll in MCG because of his keen interest in music. He expected to make use of the digital studio's audio-recording equipment, which he did with a passion. What he couldn't have imagined was that he would also be inspired to learn graphic design and video production. In a short period of time, Haji was producing his own songs, videos and album art.

Today Haji is majoring in filmmaking and video production at the Art Institute of Pittsburgh. He was recently selected to

participate in a prestigious nationwide program called The Game Changers Project, which seeks to change the perception of African American males in the media.

Visit [www.gamechangersproject.org](http://www.gamechangersproject.org) to hear Haji in his own words.



*Engage Young Minds and Hands this Summer*

Enroll your kids in art-making adventures. From June 25 to August 3, our full-day camps offer an exciting variety of hands-on activities for youth 10 to 13 years old and our afternoon studio immersion experiences are designed to captivate teens, ages 14 to 18.

**For more information:**

[www.mcgyouthandarts.org](http://www.mcgyouthandarts.org) or  
412-322-1773 Ext. 301

*Extending Our Reach to Help More Youth*

For over 25 years, Manchester Craftsmen's Guild has been a champion for youth, art and education in Pittsburgh. Historically, MCG Youth & Arts has hosted an annual juried arts exhibition, where talented students from Pittsburgh Public Schools competed for accolades and awards exceeding \$100,000.

We are pleased to announce the MCG Invitational, which continues the tradition of serving Pittsburgh Public School students. Additionally, we are widening the scope of our annual exhibition to include students attending Pittsburgh's charter schools, as well as schools in West Mifflin, Duquesne, Wilksburg, Braddock, Homestead and McKeesport.

The MCG Invitational seeks to recognize excellence and extol achievement demonstrated by youth in urban and economically disadvantaged communities. By providing this opportunity, the MCG Invitational will highlight talent, reward achievement, and encourage hope among those who might otherwise be overlooked.

By creating a new format for our annual exhibition, we are fashioning an even more prestigious and memorable event than our previous student showcases. During the reception and awards ceremony, live music, under the direction of talented local artist **Paco Mahone**, will fill the building. KDKA news personality **Kristine Sorensen** will grace our stage for the presentation.

Join us on Thursday, May 10, 2012 for an evening of art, music and celebration. There will, of course, be desserts.

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

# Replicating Light Around the World



NATIONAL CENTER FOR ARTS & TECHNOLOGY

## What is NCAT?

The National Center for Arts & Technology is a subsidiary 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)

## President Obama's Prescription for Jobs

**President Barack Obama** is discovering a truth that Manchester Bidwell Corporation has known for over 40 years. In his January 24, 2012 State of the Union speech, the president told the following story:

“Jackie Bray is a single mom from North Carolina who was laid off from her job as a mechanic. Then Siemens opened a gas turbine factory in Charlotte, and formed a partnership with Central Piedmont Community College. The company helped the college design courses in laser and robotics training. It paid Jackie’s tuition, then hired her to help operate their plant.

“I want every American looking for work to have the same opportunity as Jackie did. Join me in a national commitment to train two million Americans with skills that will lead directly to a job. My administration has already lined up more companies that want to help. Model partnerships between businesses like Siemens and community colleges in places like Charlotte, Orlando, and

Louisville are up and running. Now you need to give more community colleges the resources they need to become community career centers—places that teach people skills that local businesses are looking for right now, from data management to high-tech manufacturing.”

Part of what President Obama told that night is the story of how Bidwell Training Center has been partnering with corporate leaders to create a skilled workforce that is immediately employable. The other part of the story is what the National Center for Arts & Technology has been doing for years—creating opportunities in cities across the nation. With career training as part of their operations, NCAT’s affiliate sites are doing just what the president has prescribed as a solution for the current economic slump.

Take the time to discover how you can help your community by visiting [www.ncat-mbc.org](http://www.ncat-mbc.org).



**Chef Instructor Rebecca Arena (center left) shows students’ work to Sen. Casey (center) during his visit. Also pictured: Bill Strickland (left), Director of Culinary Arts Cindy Tuite (center right) and Paulo Nzambi.**

## Senator Casey recognizes the power of MBC’s model

On January 19, 2012, U.S. **Senator Bob Casey** (D-PA) toured MBC and unveiled an innovative jobs bill that will help adults gain the skills employers are seeking to boost employment throughout the commonwealth. The bill is modeled after the work being done by MBC and NCAT.

“My bill [will] create targeted, effective programs like those offered by Manchester Bidwell here in Pittsburgh to prepare workers for good paying jobs,” said Senator Casey. “The key to strengthening our economy and revitalizing our communities is jobs, and this bill [will] help prepare workers to fill jobs across Pennsylvania.”

Senator Casey’s National Program for Arts and Technology Act will provide education and training to unemployed adults and at-risk children so they are able to attain in-demand job skills. Visit [www.casey.senate.gov](http://www.casey.senate.gov) to learn more.

# Thank You for Your Support!

Manchester Bidwell Corporation would like to thank all of our supporters for their generosity. All gifts listed in this section are from January 1, 2011 to December 31, 2011. Any gift received after December 2011 will be listed in A Better Way Forward's spring 2013 issue. All names are listed as requested by the donor.

**To make a contribution or if you have questions, please contact:**

Jen Boughner, director of development

Call 412-323-4000 Ext. 264 or e-mail [jboughner@mcg-btc.org](mailto:jboughner@mcg-btc.org)

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**To make a contribution or if you have questions, please contact:**

### Jen Boughner

Director of Development

412-323-4000 Ext. 264

E-mail [jboughner@mcg-btc.org](mailto:jboughner@mcg-btc.org)

### Mail Inquiries:

1815 Metropolitan Street

Pittsburgh, PA 15233

## MBC in Motion

# 'Burgh Watching Looks at MBC

Over the past year, Manchester Bidwell Corporation has been partnering with Erin Marton. Erin's blog, 'Burgh Living, and the associated video magazine, 'Burgh Watching, take an in-depth look at what makes Pittsburgh a great place to live, work and play. Through our relationship with Erin and her producer, Ron Modro, we were able to focus on various aspects of what makes MBC integral to the Pittsburgh community.

Scan the QR code to the right or visit [www.burghliving.com](http://www.burghliving.com) to learn more!



## Thanks for Supporting the Fabric of Our Community & Commencement!

The Jesse W. Fife Jr. Fabric of Our Community award was created to honor an individual who embodies BTC's mission and vision. This year's honoree, Scott Lammie, was chosen in honor of his tireless efforts to help create, launch and sustain the Electronic Record Medical Assistant (ERMA) major, Bidwell Training Center's newest medical program. Our thanks to those individuals and corporations who joined us in honoring his contributions and supporting our mission.

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## Giving Back

# Make a Donation and Change Lives

I would like to contribute at the following level:

- \$50+ *Enthusiast*    \$100+ *Apprentice*    \$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.

**Amount deducted monthly \$ \_\_\_\_\_ (\$5 min.).**

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Continue these charges until I contact you in writing to cancel or change the amount of the monthly gift.

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