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The Magazine of The Heinz Endowments

CLEARING THE AIR

The Heinz Endowments launches the Breathe Project to raise awareness of the Pittsburgh region's air quality and to recruit a village to improve it.

inside

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The Heinz Endowments was formed from the Howard Heinz Endowment, established in 1941, and the Vira I. Heinz Endowment, established in 1986. It is the product of a deep family commitment to community and the common good that began with H.J. Heinz, and that continues to this day.

The Endowments is based in Pittsburgh, where we use our region as a laboratory for the development of solutions to challenges that are national in scope. Although the majority of our giving is concentrated within southwestern Pennsylvania, we work wherever necessary, including statewide and nationally, to fulfill our mission.

That mission is to help our region thrive as a whole community — economically, ecologically, educationally and culturally — while advancing the

state of knowledge and practice in the fields in which we work. Our fields of emphasis include philanthropy in general and the disciplines represented by our five grant-making programs: Arts & Culture; Children, Youth & Families; Education; Environment; and Innovation Economy.

In life, Howard Heinz and Vira I. Heinz set high expectations for their philanthropy. Today, the Endowments is committed to doing the same. Our charge is to be diligent, thoughtful and creative in continually working to set new standards of philanthropic excellence. Recognizing that none of our work would be possible without a sound financial base, we also are committed to preserving and enhancing the Endowments' assets through prudent investment management.

h magazine is a publication of The Heinz Endowments. At the Endowments, we are committed to promoting learning in philanthropy and in the specific fields represented by our grant-making programs. As an expression of that commitment, this publication is intended to share information about significant lessons and insights we are deriving from our work.

Editorial Team Linda Bannon, Linda Braund, Donna Evans, Carmen Lee, Douglas Root, Robert Vagt. Design: Landesberg Design

About the cover The Breathe Project may have a bit more to go before people are imagining its logo in clear skies over Pittsburgh, as this illustration suggests. But the initiative is trying to help citizens think about their roles in cleaning up the region's air. If the goal makes them smile with pleasure, like the girl on the cover, that's all the better.

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Fifty years since Rachel Carson's "Silent Spring" burst onto the world's literary scene, her searing account of pesticide dangers continues to galvanize those committed to protecting the environment.

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In Pittsburgh, bus placards, broadcast airwaves and social media are in full campaign swing — not for a favorite political candidate but for the movement to clean the region's air.



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The industries and boardroom faces may have changed, but after nearly seven decades, the Allegheny Conference on Community Development continues to lead initiatives and collaborations that transform Pittsburgh.

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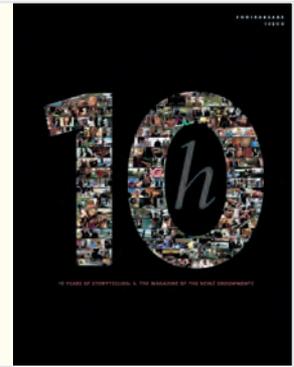
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feedback

Our 10th anniversary issue highlighted new communications initiatives that support Endowments grant making and complement the narrative storytelling featured in *h*. Other articles in that special edition described the ways hip-hop is sparking students' education interests, explained how sustainability coordinators are making workplaces and communities healthier and more efficient, and recounted collaborations between the William Penn Foundation and the Endowments that are making a difference in Pennsylvania.



Wise Rhymes

Last September, Kai Roberts entered Carnegie Mellon University with a full scholarship. A longtime participant in the Arts Greenhouse, Kai represents a successful outcome of the program: He used his artistic and musical experience as a step to higher education. Affiliated with the university's Center for the Arts in Society, the Arts Greenhouse has educational and developmental goals similar to the three programs featured in Lynda Taylor's article "Wise Rhymes." Carnegie Mellon faculty members, including myself as principal investigator, staff the program.

Taylor's article underlines the continuing significance of hip-hop in the community. Like Hip Hop on L.O.C.K., K.R.U.N.K. and IHood New Media Academy, the Arts Greenhouse recognizes hip-hop as an expression of musical talent that provides a route to well-being, improved self-image, and a critical perspective on the social and political issues that affect African Americans in the United States. We add an academic component to the themes that "Wise Rhymes" effectively extracts from complementary Pittsburgh programs. Our university resources include an interdisciplinary faculty, a state-of-the-art recording studio, a computer lab and classroom spaces. Arts Greenhouse instruction is dialogic: Faculty members and visiting artists connect their expertise to the concerns expressed by participants. Currently based on hip-hop, the curriculum provides a template for arts education that can be applied to evolving musical and artistic genres.

Kai Roberts is only one of our success stories. Participants in the Arts Greenhouse work with local hip-hop artists like Jasiri X and Paradise Gray, who were interviewed in Taylor's article; continue to develop their musical talent; and engage more actively in school and community events.

Judith Schachter
Principal Investigator
Professor of Anthropology and History
Carnegie Mellon University
Pittsburgh, Pa.

United Front

Christine O'Toole's recent article on philanthropic collaboration, "United Front," includes Endowments Chairman Teresa Heinz's statement that "philanthropies have a tremendous opportunity, very often in collaboration with one another, to take risks on new ideas—something that government generally cannot afford to do." Efforts such as the Endowments and the William Penn Foundation's collaborations to provide data-driven results in Pennsylvania are essential for philanthropy to make its case to decision makers while federal, state and local governments try to do more with less.

As the council's government relations representative for more than 1,750 philanthropies, I constantly hear from foundations about the value of their partnerships with other foundations, government and private industry. Because America appears to be in a prolonged era of austerity in public budgets, philanthropy will need to make its case to elected officials with as much quantitative and qualitative data for its projects as possible. Philanthropy must show how its independent investments innovate—as Mrs. Heinz said—to ensure that its priorities are considered in policy decisions.

Philanthropic partnerships with government provide some of the clearest examples to elected officials of philanthropy's efficacy in providing solutions to community problems. The Grand Rapids Community Foundation in Michigan has been working with local, municipal, county, state and federal government on the Kent School Services Network. It is designed to improve academic achievement by removing obstacles to learning, such as chronic school absences. Communicating the social and economic value of philanthropic partnerships to our elected officials will be a top priority for foundations this year.

Andrew Schulz
Vice President, Legal and Government Relations
Council on Foundations
Arlington, Va.

Cleanup Crew

The sustainability coordinators profiled in Mark Kramer's article "Cleanup Crew" are an inspiration to us all. These enterprising folks should be commended for their pioneering and entrepreneurial spirit as they help bring a new awareness of doing what's best for the planet, for their communities and for the bottom line of the organizations they serve. As executive director of the International Society of Sustainability Professionals, I believe their experiences serve as wonderful examples of the skills and knowledge that a research study we conducted found to be critical to a sustainability professional's success.

Our 2010 Competency Study polled nearly 400 professionals working in the field. When asked to describe the most important issues facing their organizations or their clients', the sustainability professionals said the top challenges are promoting the understanding of sustainability's value, dealing with climate change and related energy needs, building support, and financing sustainability-related projects. The top "hard skills" identified by our participants as requirements for success are strategic planning, systems thinking and project management. Communicating with stakeholders, problem-solving, and inspiring and motivating others rank as the most important "soft skills."

The practice of sustainable development is in its early stages and is rapidly growing and evolving, as Kramer's article points out. As a young and emerging professional association, we seek to provide resources to help working professionals take sustainability to the next level, making it standard practice in all organizations. Thanks for sharing these examples of how motivated, hardworking sustainability professionals are making a difference in your part of the world.

Marsha Willard
Executive Director
International Society of
Sustainability Professionals
Portland, Ore.

message



Barry Lavery

By Teresa Heinz
Chairman, The Heinz Endowments

In preparation for the Endowments' May board meeting in Pittsburgh, we learned that the foundation had achieved an amazing milestone. Since 1994, when we diversified our investment portfolio, we have awarded an astounding \$1 billion in grants.

That speaks volumes about the careful stewardship shown by dedicated community leaders on the board and by five generations of the Heinz family. But in reflecting on such an enormous number, how do we begin to understand the degree of impact?

It is actually a much smaller number—6,925—that helps me understand the significance of what has been accomplished in less than two decades. That is the number of grants awarded during that span to myriad programs, services, capital improvements, public-private initiatives and research efforts—nearly all of them directly benefiting the people of southwestern Pennsylvania.

Milestones

From painstaking evaluations, we have learned some hard lessons from a few of our grants. But by the measures of life prospects improved, minds educated, hearts mended, health protected, artistic talent nurtured, opportunities created and obstacles removed, we have much to celebrate in our work.

I am often asked how much money it takes for philanthropy to make a genuine difference, as though there is some magic number that tips us into efficacy. Implicit in the question is what seems to be the increasingly common assumption that the only worthwhile strategy in 21st-century grant making is to be a shrewd investor in big ideas and to turn everything else away.

If the grandiosity of a funding proposal were the only test, grant making would be more science than art. At the Endowments, we believe that small and large missions carried out each day by organizations that range from the well-oiled to the well-intended are worthy of our attention. In our view, it is both the small and the large grantees that add up to a great and irreplaceable mosaic.

A month after that spring board meeting, I returned home to Pittsburgh again to celebrate a series of other milestone events. There was the four-year mark of the Pittsburgh Promise scholarship fund, in which the community celebrated the first college graduates connected to the program that provides Pittsburgh Public Schools' and charter schools' students with up to \$10,000 annually for higher education.

And there was the 40th-anniversary celebration of Heinz Hall, the home of the Pittsburgh Symphony Orchestra and the first stake in the ground for a bold idea that eventually grew to become the world-celebrated Cultural District.

Ahead of the events celebrating those two big-mission, big-money enterprises, I spent an afternoon with 35 high school graduates in the Endowments' Summer Youth Philanthropy Internship Program. These students will be working in teams, learning about areas of need in the region, developing opportunities for funding, and making decisions on grant proposals.

The funding pool shared by the interns is \$200,000, and the average size of the grants they award is \$12,000. Of course these numbers are hardly visible in comparison to the millions upon millions of dollars that have gone toward funding the Promise and Cultural District programs. But I believe time will tell a more balanced story in terms of relative impact. Who knows what one intern influenced by this program might accomplish? Who knows the multiplying effect of one small grant on an organization and the people it serves?

In my remarks at the Heinz Hall anniversary concert, I spoke of how John Heinz sometimes cited the ancient proverb that defines a healthy and vibrant society as one where people work hard to plant trees under which they know they will never sit.

Sometimes, if you live long enough, and if you are lucky enough, you get to see that proverb play out in real time, and it is profoundly moving. Most of the people who planted the tree, the remarkable Heinz Hall and the Cultural District that expanded from it, are no longer with us. I think especially of my late father-in-law Jack Heinz, and all the people who advised him and traveled with him.

It is interesting that these men, whom he described as his "Band of Dreamers," actually were hard-edged, practical businessmen. But when it came to the tree-planting work of philanthropy, they allowed themselves to dream, think creatively, take risks and act boldly.

As we mark this \$1 billion milestone in Endowments philanthropy, it is striking how the money is only part of the story. It is an important part, to be sure. But most worthy ideas—from a \$12,000 summer intern team grant to a \$200 million scholarship program—depend more for their ultimate success on the passion, intelligence and determination of those pursuing them. Ultimately, it is the human resource that determines the power of the financial resource to turn dreams into reality. *h*

A black and white photograph of Rachel Carson in a forest. She is leaning against a tree trunk on the right side of the frame, looking back over her shoulder towards the camera. She is wearing a light-colored jacket and has binoculars hanging from her neck. The background is filled with dense foliage and ferns.

GREEN LEGACY

Rachel Carson's "Silent Spring" was an unsolicited warning label on the pesticide industry 50 years ago, but the words of the landmark book still ring true for individuals and groups dedicated to creating a healthier environment. by Natalie Bell

“There was once a town in the heart of America where all life seemed to live in harmony with its surroundings. The town lay in the midst of a checkerboard of prosperous farms, with fields of grain and hillsides of orchards where, in spring, white clouds of bloom drifted above the green fields . . .

“Then a strange blight crept over the area and everything began to change. Some evil spell had settled on the community: mysterious maladies swept the flocks of chickens; the cattle and sheep sickened and died. Everywhere was a shadow of death. The farmers spoke of much illness among their families . . .

“No witchcraft, no enemy action had silenced the rebirth of new life in this stricken world. The people had done it themselves . . .”

The story of this town, a work of fiction crafted by the late biologist Rachel Carson, drew readers deeper into her book “*Silent Spring*.” Its sobering scientific account of the impact of pesticides helped fuel environmental activism five decades ago.

The community shaped in Carson’s imagination was similar in some ways to her hometown of Springdale, Pa., where, as a girl, the late conservation pioneer watched the machinery of industry grow up with her, plowing over her beloved natural world and erecting factories that produced the type of chemicals that would later be the topics of her environmental warnings to the public. The view from Carson’s childhood bedroom window reveals a power plant; a residential grid of homes with weed-free, manicured lawns; and cars speeding down suburban streets.

Born in 1907 to a family of modest means, Carson was a gifted writer and naturalist from a young age. One of her most important classrooms was the family’s 63-acre property in Springdale, northeast of Pittsburgh, where she observed the earth’s processes—and human actions that threatened them—firsthand.

“She saw the industrialization of the city happen before her eyes and understood, at a very visceral level, what happened to the natural world when industrialization took place,” says Patricia DeMarco, director of Chatham University’s Rachel Carson Institute and former executive director of the Rachel Carson Homestead.

This year marks the 50th anniversary of “Silent Spring.” The landmark 1962 treatise not only raised public awareness about the dangers of chemical pesticides, particularly dichlorodiphenyltrichloroethane or DDT, but also angered chemical industry giants and some scientists. Although she faced a backlash then—and still has some critics today—Carson and “Silent Spring” are credited by many as inspiring grass-roots efforts that later helped push for the creation of the Environmental Protection Agency (EPA).

Yet many do not know that Carson, who died in 1964, has been called the mother of the modern environmental movement. Her admirers, including biographer Linda Lear, lament that one of their biggest struggles is getting people to realize that Carson existed at all—what Lear calls the “Rachel who?” question.

Despite this history amnesia, philanthropies such as The Heinz Endowments and other organizations around the world have been supporting environmental initiatives that continue Carson’s legacy of protecting human health and nature. And as the first female biologist with the federal Fish and Wildlife Service, Carson has been a role model for a number of women today whose careers have focused on science and the environment.

“Rachel Carson is my beloved ancestor intellectually and my mentor because of the work that she did. She protected the environment for future generations,” says Carolyn Raffensperger, an environmental lawyer and former archeologist. She now serves as executive director of the Science & Environmental Health Network, a North American consortium of environmental organizations.

“Rachel Carson was very much an inspiration to me . . . Many times I was the only woman in the room,” says DeMarco, who spent three decades in the male-dominated energy and electric fields. “You just have to stand on your principles, be very professional, check everything three times, be really sure of your facts, and then present them with confidence. I think she was a tremendous model for women because she did blaze a trail in a field that was not traditionally the property of women.”

Because of the impact of Carson’s life and work, Caren Glotfelty, senior director of the Endowments’ Environment Program, says, more people need to be educated about her and her message. One way the Endowments supports such efforts is by funding legacy organizations with environment-related

(Top) Rachel Carson’s love of nature was cultivated in her childhood home, a five-room clapboard farmhouse in Springdale, a borough northeast of Pittsburgh. The house, which originally stood on 63 acres overlooking the Allegheny River, was taken over by the Rachel Carson Homestead Association in 1975 and is undergoing restoration. (Bottom) Carson as a child, center, spent time on the “beach” of the Allegheny River near her home with her sister Marian, left, and brother Robert, right.

missions. The Rachel Carson Institute, an environmental education center north of Pittsburgh, has been awarded \$500,000, and the Rachel Carson Homestead Association, which is undergoing a restructuring, has received \$800,000 from the foundation.

“We didn’t fund them just because of the name,” says Glotfelty. “We have funded those groups for the work that they do, which is essentially trying to carry on the legacy of what Rachel would have done if she were alive today. And either by the issues they focus on or by the kind of work that they do, they try to educate the general public about a range of issues in the spirit of Rachel Carson.”

Other legacy organizations include the Rachel Carson Center for Environment and Society in Munich, Germany, which supports research in the field of international environmental studies; and the Rachel Carson Council in Silver Spring, Md., which promotes awareness about the harmful effects of pesticides and advocates for environmentally safer, alternative pest-control methods. Several nature conservation sites in different parts of the country also are named after Carson.

In addition to the Science & Environmental Health Network, groups that share Carson’s mission if not her name include Women for a Healthy Environment, a nonprofit that focuses on raising awareness about the connections between the environment and the health of women and their families. The organization was formed in response to women’s health conferences in Pittsburgh sponsored by Endowments Chairman Teresa Heinz, the Endowments and Magee-Womens Hospital of UPMC.

“[Carson’s] early research on pesticides has been a cornerstone of Women for a Healthy Environment’s focus on environmental risk factors that impact our health . . . and our environment,” says Executive Director Michelle Naccarati-Chapkis. “We continue to turn to science, as Rachel Carson did, to inform and educate the public about toxins, as well as provide information about choosing healthier products and following practices that lead to a more sustainable way of life for us and future generations. It’s interesting—we still deal with many of the same challenges that Rachel Carson encountered over 50 years ago.”

Exploring her rural surroundings as she grew up, Carson learned more about the cycles of nature in her studies at the Pennsylvania College for Women, now Chatham University; the Woods Hole Marine Biological Laboratory in Massachusetts; and Johns Hopkins University. Following the completion of her master’s degree in zoology at Johns Hopkins, she worked as a



ccbarr



Courtesy of Beinecke Rare Book and Manuscript Library, Yale University

RACHEL CARSON'S LEGACY extends beyond her writings on pesticides and includes her influence on broad areas such as nature conservation, and environmental health, research and journalism.

biologist at the U.S. Fish and Wildlife Service, where she also was a writer and editor. She left in 1952 to write full-time.

Carson's research occurred during a period when DDT marketing was common. A 1947 black-and-white ad in *Women's Day* magazine, for example, promoted Disney-decorated, DDT-infused wallpaper by showing a smiling woman dotting on her baby in a crib under the bold text, "Protect your children against disease-carrying insects!"

One of the reasons that "Silent Spring" and Carson's other New York Times best-sellers "Under the Sea-Wind," "The Sea Around Us," and "The Edge of the Sea" grabbed people's attention is that they provided something novel at the time: public science. Her eloquent and colloquial style of writing—evident in "Silent Spring's" apocalyptic opening about the harmful impact of pesticides on the fictional town—enabled the general population to understand facts and ideas once reserved for scientists.

"She wrote science for the public because she could, and she could make it accessible to the public in this beautiful, compelling prose. Her speeches are the same way," says biographer Lear. "She was not academic. She talked to the public, and she was accessible to the public... There were people whom I interviewed who would weep telling me about what they thought when they read 'The Sea Around Us' or 'The Edge of the Sea,' and how they would take their 'Edge of the Sea' to the seashore with them and walk up and down, and what it meant to them."

But not everyone was impressed.

Although she had the support of her peers in the field, others described her as a "hysterical woman" when "Silent Spring" was published. Chemistry industry trade groups and agricultural journals printed attacks against Carson and the book. Lear says that some scientists "went ballistic" over her weaving a fable to communicate her research findings to the public.

"What kind of a scientist is this that's going to start with these stories? They didn't happen; they're not true. This is not fact, this is fiction," mimics Lear about the complaints. "So they thought the whole book is fiction, but the public loved it. And that's why the *New Yorker* [serialized it.]"

Carson testified before Congress in 1963 and called for public policy changes to protect human health and the environment. The next year, she died after a long struggle with breast cancer. But her request for a broad review of chemical pesticides is credited with launching the campaign that led to the U.S. ban

on DDT in 1972. Her work also is regarded as contributing to the evolving grass-roots movement that during this period called for the creation of the EPA, established in 1970 to keep vigilance over environmental and health issues.

"'Silent Spring' had a tremendous cumulative impact over the decade of the '60s, [though] its initial publication didn't," says William D. Ruckelshaus, the first and fifth director of the EPA, who first arrived in Washington, D.C., in the late 1960s as an assistant attorney general. "But like a lot of seminal books, it built over a period of years as more and more people read it and recommended it to others. Its influence was not the sole cause but one of the principal causes of the environmental movement."

Pollution in the United States has been dramatically reduced because of the agency, adds Ruckelshaus. So it's important to look at the EPA and the environmental movement's progress based on what conditions would be like without their efforts—a crucial point given that new pesticides have been developed that degrade more quickly than DDT, but environmental scientists still identify them as toxic. Also, DDT continues to be used in other countries to fight malaria.

Pittsburgh's history with pollution echoes this dilemma. In the late 1940s into the 1950s, a group of civic and government leaders headed the charge to reduce the amount of steel industry soot and smoke plaguing the city. But the Endowments' Glotfelty says the region's still-problematic air pollution—caused today by microscopic particles—requires a Carson-like awareness crusade. Too many residents tend to ignore the issue because it's not as visible as it once was and because Pittsburgh is now often cited for its green buildings and spaces. Following Carson's example in its use of 21st-century storytelling, the Endowments last year initiated the Breathe Project, a major air quality campaign that employs online and new media resources as well as traditional communications efforts to raise awareness of the challenge.

Meanwhile, organizations with more direct connections to Carson also are working to promote environmental consciousness in the region.

The Rachel Carson Institute, which is housed at an extension campus of Carson's alma mater, Chatham University, recently conducted a two-day symposium to celebrate the 50th anniversary of "Silent Spring." The conference provided a forum for discussing the impact of the book on environmental writing and wildlife conservation. The sessions also assessed the future of conservation and biodiversity preservation. Participants included



Establishing Parks and Trails

The Rachel Carson National Wildlife Refuge in Wells, Maine, below left, and the Rachel Carson Trail in southwestern Pennsylvania, below right, were named in honor of the famed biologist because of her support of conservation. Each June, for the past 16 years, the Rachel Carson Trail Challenge has attracted participants willing to take on a 34-mile-long, one-day endurance hike on the rugged trail.

Saving Pelicans

The National Wildlife Federation credits “Silent Spring” with helping to save American pelicans because the book led to the end of using DDT and other pesticides in the country that were determined to be detrimental to these large water birds.

Informing the Public

In recognition of Carson’s influential writing on environmental science, the Society of Environmental Journalists awards the Rachel Carson Environmental Book Award to authors whose work sheds light on practices that threaten the health of people or nature. Recipients receive \$10,000 and marble bookends bearing names of the contest, book and author. The organization updates its members on environment-related events, including Rachel Carson commemorations, through its SEJournal newsletter.



Attila Horvath



Joshua Franzos

Educating Women on Health

Carson’s research on the risks of pesticides helped to establish environmental health principles used today by the federal Environmental Protection Agency and organizations that have participated in the Women’s Health & the Environment conferences supported by Endowments Chairman Teresa Heinz and the foundation. In 2010, Mrs. Heinz, left, and EPA Administrator Lisa Jackson, right, were among the featured speakers at the conference in Pittsburgh.



Teaching a New Generation

The international impact of Carson’s work is illustrated by initiatives such as the Rachel Carson Center in Munich, Germany. The center was established to further research and discussion in the field of international environmental studies and to strengthen the role of the humanities in political and scientific debates about the environment. Fellows and staff also explore the environment through activities such as the Alpine excursion, below.



Courtesy Rachel Carson Center



In 2008, Chatham University received the 388-acre Eden Hall Farm in Richland Township, Pa., from the Eden Hall Foundation. For many years, the farm had served as a free vacation retreat for women workers at the H.J. Heinz Co. The land, which is still being developed, is today the site of Chatham's School of Sustainability and the Environment, which houses the Rachel Carson

Institute. The institute focuses on helping students understand and explain the impact of human actions on nature and the environment. Programs within the school include environmental and food studies, which offer hands-on experiences in studying processes such as bees making honey, below left, and gardening, below right.

EDEN HALL CAMPUS (NOW)



(IN THE FUTURE)

Plans include construction of the EcoCenter, which will serve as a welcome center and location for events, meetings and student gatherings. As this artist's rendering indicates, the EcoCenter will reuse iconic barn structures and will serve as an anchor for the campus.



THE CONTROVERSY OVER “SILENT SPRING”

some of the country’s most respected environmental writing and science experts.

At Chatham University, a tree-canopied oasis in the midst of Pittsburgh’s trendy Shadyside neighborhood, some of the stately brick buildings where Carson spent much of her time are being retrofitted with green technology. They include Woodland Hall, Carson’s college residence, where the addition of solar panels is expected to cut natural gas consumption by 50 to 75 percent.

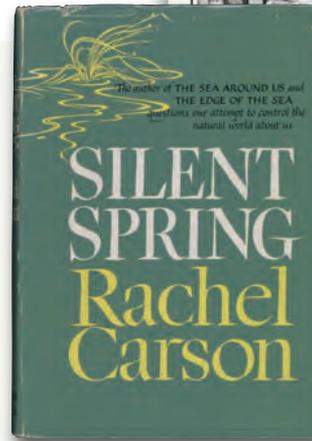
After the university received Eden Hall Farm in Richland Township as a gift from the Eden Hall Foundation in 2008, Chatham President Esther Barazzone and staff decided to transform the 388-acre expanse into the self-sustaining home of the School of Sustainability and the Environment. The Rachel Carson Institute is housed there so students can receive education, research and outreach opportunities that address the relationships among environmental, economic and social issues.

Berkebile Nelson Immenschuh McDowell Architects, headquartered in Kansas City, Mo., is building structures around native plants on the rural property, with the goal of zero-net water and zero-net energy use. Elevators will be meter-monitored, and water in public restrooms will be cold to save energy. Among the landscape details are a food forest and a water purification system designed by Mithun, Seattle-based architects.

“If we’re taking a course on sustainability agriculture, it is so beneficial to have land to actually grow on as opposed to maybe just having a lecture course on how to grow organically,” says Arielle Burtlett, who participated in the campus-design process and was in the School of Sustainability and the Environment’s first class. “We can take what we learn in the classroom and then really apply it out there, test it, and see what actually works and what to do for the future.”

In addition to the eco-conscious efforts on campus in the spirit of Carson, university staff and students have sought more public recognition of the environmentalist. In 2004, for example, Barazzone crusaded to have Carson’s moniker attached to one of Pittsburgh’s “Three Sisters” bridges that link the city’s Downtown to its North Side. Two of the bridges already honored pop artist Andy Warhol and Pirates baseball legend Roberto Clemente. The Rachel Carson Bridge was dedicated on April 22, 2006.

The boxy, white clapboard farmhouse that was Carson’s childhood home is being stabilized in preparation for future renovation, and the Rachel Carson Homestead Association is



Rachel Carson used “Silent Spring” to warn the public about the harmful effects of chemical pesticides on the environment and human health. Pesticides such as DDT were not only used on plants but also in homes in forms such as DDT-treated wallpaper.

undergoing restructuring. In the past, it promoted its Rachel Carson Legacy Challenge that asked local groups, businesses and government organizations to promise to be more environmentally conscious. Because of a shortage in resources, the association’s board is re-examining the vision for the homestead. Its goals include preserving the building and making it available in ways that continue to educate the public about Carson’s life, work and the environmental issues that were important to her.

Carson died before seeing her overwhelming impact, but organizations and individuals carry on her legacy of protecting and preserving the natural world for current and future generations.

“I often take an opportunity to read from Rachel Carson’s works each year; it’s a powerful motivation and reminder of why I love the work I do each day,” says Women for a Healthy Environment’s Naccarati-Chapkis. “One of her quotes I enjoy most is this: *We stand now where two roads diverge. But unlike the roads in Robert Frost’s familiar poem, they are not equally fair. The road we have long been traveling is deceptively easy, a smooth superhighway on which we progress with great speed, but at its end lies disaster. The other fork of the road—the one less traveled by—offers our last, our only chance to reach a destination that assures the preservation of the earth.*” **h**

In separate video testimonials, Peter Bartholomew and Julia Harris describe how air pollution has affected their health. For Peter, diesel emissions from school buses aggravated his asthma, while Julia and her family believe that industrial pollution contributed to her developing childhood leukemia.



AIR TIME

FROM FACEBOOK ENTRIES AND TWITTER FEEDS TO TEEN ENDORSEMENTS AND MOVIE-STAR VOICE-OVERS FOR TV ADS, THE BREATHE PROJECT CAMPAIGN IS PULLING OUT ALL THE STOPS TO MAKE SURE CLEANING UP THE PITTSBURGH REGION'S AIR IS A UNIVERSAL MESSAGE. BY JEFFERY FRASER

Peter Bartholomew knows air pollution, particularly the effects of diesel exhaust. “I’d get lots of headaches on the way home—only when I took the school bus,” says the senior at the Pittsburgh School for the Creative and Performing Arts.

“And my breathing is bad,” he adds as he sits on his front porch steps. “I have asthma and pretty much half of my friends have asthma.”

Julia Harris also is intimately aware of pollution’s impact, though it has been industrial emissions that have caused the most problems for her. “Soot is always all over my pool and all over the porch and everything,” says the 16-year-old, who lives in tiny Lincoln Borough, which, along with another Pittsburgh suburb, Avalon, is among the communities that have the worst air quality in the country.

A filthy residue blackens her fingertips as she runs her hand along an outside windowsill of her brick house. “My doctors and my family and everybody think the reason why I got cancer is because of the pollutants in the air.”

Some 40 years after the Clean Air Act was signed into law, Pittsburgh’s air still fails to meet several health-based air quality standards that the landmark legislation set in motion. The

teenagers’ stories, which are posted online, convey a critically important message that southwestern Pennsylvania residents have not been receiving, according to surveys commissioned by The Heinz Endowments over the past two years. Video testimonials from Harris, Bartholomew and 14 others are vital components of a new multimedia campaign called the Breathe Project, which is designed to raise awareness of the region’s air pollution issues. The initiative also engages the community in finding ways to significantly reduce pollution from the dangerous levels that have lingered for decades.

“We found in our initial polling that cleaning up the air hadn’t made its way into the public’s consciousness, yet their health was being compromised,” says Robert Vagt, president of the Endowments, which launched the Breathe Project last fall.

The first survey, conducted in September 2010, revealed that most residents didn’t believe the quality of the air they breathe required much improvement. They also didn’t know much about the region’s complex pollution problem, which increases the risk of disease and death, threatens economic development, and stains southwestern Pennsylvania’s proud image as one of the nation’s most livable places.



That early poll made clear that educating the public about the scope of the problem and the risks it poses needed to be the first order of business. Funding independent research that separated up-to-date facts from long-held opinions was a crucial step. But it also became apparent that the Breathe Project had the potential to do much more. Briefed on the Endowments' intentions, leaders of disparate organizations throughout the region expressed interest in coming on board as partners, opening the door for the initiative to serve as a convener of groups and individuals ready to take concrete actions to clean up the air.

Some efforts were already under way, such as the beginning of more than \$1 billion in improvements at U.S. Steel Corp.'s Clairton Plant, the coke-making arm of its Mon Valley Works. And since the Breathe Project started, a more recent survey has revealed that public attitudes about the region's air pollution problem are changing—more residents realize significant effort is required to solve it. Leaders in business and industry, labor, government, health care, philanthropy, environment and education have formed a broad coalition to find the solutions.

"We know there is an important interstate component to the pollution in Pittsburgh. And it makes sense for the community to band together and stand up against pollution blowing across the border," says Conrad Schneider, advocacy director for the Boston-based Clean Air Task Force, a Breathe Project Coalition member. "We also know there is a local component to the problem. Dealing with local issues and holding upwind polluters accountable is a win-win situation. But I don't think you can get there just by having environmental groups and citizen activists clamoring about it. It takes everyone to be on the same page, which is the opportunity a coalition like that provides."

Much of the industrial soot and smoke from coal-burning home furnaces that a century earlier had earned Pittsburgh the dubious title of the "Smoky City" are long gone, and the remaining plants in the area have made efforts to reduce some emissions. But unhealthy fine particle pollution and gases that are not as easily detected by the naked eye or appear deceptively unthreatening remain stubbornly high, creating a widespread problem.

Fine particle pollution, or $PM_{2.5}$, consists of various chemical compounds such as sulfates and nitrates, and is created by combustion sources that include coal-fired power plants, coke-making factories, cars, diesel trucks, buses and wood-burning activities. Studies show $PM_{2.5}$ to be a dangerous and deadly health risk, linking it to developmental problems,

aggravation of respiratory and cardiac diseases, stroke, cancer and premature death.

Another pollutant that bedevils the region is ozone, or smog, which forms when sunlight reacts with gaseous emissions from cars and other fossil fuel-burning sources. Short-term exposure can trigger asthma attacks, and scientific evidence suggests that long-term exposure can lead to reduced lung function, pulmonary congestion and heart disease.

"Both laboratory and clinical research studies reveal that $PM_{2.5}$ and ozone contribute to the incidence, morbidity and mortality of these disorders. Recent studies have shown that a decrease in exposure to $PM_{2.5}$ and ozone improves these conditions," says Dr. Deborah Gentile, director of research for the allergy, asthma and immunology division at Allegheny General Hospital in Pittsburgh.

"In my practice, I have had several patients with severe asthma who have seen significant improvement in their symptoms when they have moved from the city to outlying rural areas where the air is cleaner. Also, almost all of my asthmatic patients who exercise outdoors in the city have exacerbations of their asthma symptoms when there are high-ozone days. Several of them have such severe symptoms that they stay in their homes on those days and do not even travel to work or run errands."

Allegheny County exceeds the U.S. Environmental Protection Agency's limits for ozone, and six surrounding counties contribute to the problem, placing all seven on the federal agency's "nonattainment" list. The Pittsburgh region also includes two areas that are designated as not meeting air quality standards for $PM_{2.5}$. The larger includes all or part of eight counties. The other, the "Liberty-Clairton" area, consists of five small Allegheny County municipalities near several industrial plants and the Allegheny County Sanitary Authority. The Allegheny County Health Department recently reported that this smaller area has met the annual federal air quality standard for fine particulate matter for the first time. Its average soot level for the three-year period 2009–2011 was 15 micrograms per cubic meter, the maximum permitted to meet the federal standard—set in 1997.

Not only do health scientists consider the requirement more than 15 years out of date, but the EPA's advisory science committee on standard-setting also has recommended a new annual standard set as low as 11 micrograms per cubic meter, a tougher requirement to meet. And the Liberty-Clairton section of the region still exceeds the daily standard for $PM_{2.5}$. The daily

There is a misperception that we either have jobs or we have clean air. The misinformed notion is that any improvement in the environment leads to lost jobs or harms the economy. It may be natural for a longtime Pittsburgh resident to have that attitude, but it presents a barrier to improving air quality.

Joe Osborne legal director, Group Against Smog and Pollution (GASP)

We don't just see it as an environmental issue. It's also a quality-of-life issue that affects health, children and the economy. **Caren Glotfelty** director, Environment Program, The Heinz Endowments

In my practice, I have had several patients with severe asthma who have seen significant improvement in their symptoms when they have moved from the city to outlying rural areas where the air is cleaner.

Dr. Deborah Gentile physician, Allegheny General Hospital

WE CAN'T FIX THIS PROBLEM WITH KUMBAYAS.

Robert Vagt president, The Heinz Endowments

If we can't offer [clean air and clean water] to employees we need to recruit to fill the jobs of the future, then we will lose them to those cities that do.

Andrew Moore vice president of engineering, Google Pittsburgh

We know that there is an important interstate component to the pollution in Pittsburgh. And it makes sense for the community to band together and stand up against pollution blowing across the border. **Conrad Schneider** advocacy director, Clean Air Task Force, Boston

Surveys of Pittsburgh residents in 2010 revealed that many did not realize the seriousness of the region's air pollution problem. The Breathe Project's media outreach not only raised awareness but also helped to change attitudes by providing documented information about local air quality. The impact was apparent in follow-up surveys last year, which showed more people from different segments of the community believing that cleaner air should be a priority.

MAKING
CHANGE
HAPPEN

BEFORE FIRST WAVE
MEDIA CAMPAIGN

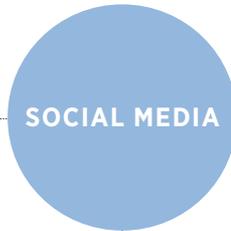
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PERCENTAGE OF COMMUNITY LEADERS POLLED WHO RECOGNIZE THAT SIGNIFICANT EFFORT IS NEEDED TO CLEAN UP THE AIR IN THE REGION

AFTER

45

Social Media Because air pollution in the Pittsburgh region is a 21st-century problem, educating the public requires 21st-century communication tools. Social media is a vital part of the Breathe Project's public awareness campaign and includes a Facebook page, Twitter feeds and YouTube video testimonials by residents such as jazz musician Sean Jones, who has asthma.



Engagement and Action To spread the message that air pollution is everyone's issue, so everyone should get involved, Breathe Project supporters are going to where the people — and the problems — are. On Breathe Day at a Pittsburgh Pirates baseball game in May, Pam Goldsmith, right, collects signatures from Pirates fans interested in joining the Breathe Project Coalition.

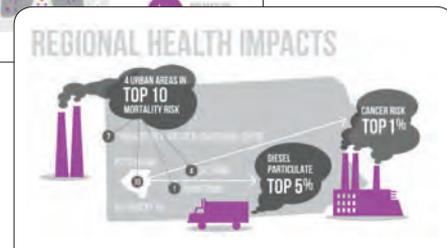
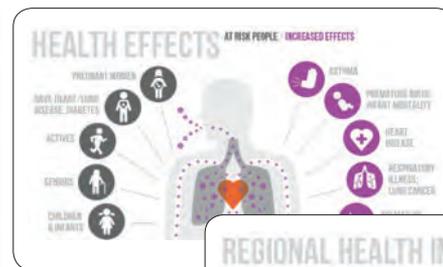
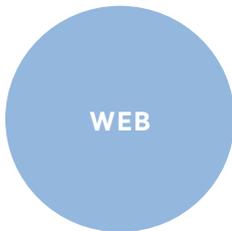
Center, Braddock Youth Project participant Robert Grey, 17, uses a handheld monitor to measure air quality in the Mon Valley area. The Rachel Carson Institute at Chatham University honors the 50th anniversary of Carson's book "Silent Spring," which chronicles the dangers of pesticides, by sponsoring an Earth Day Bike Parade for Clean Air, far right.



Elizabeth Vincent Photography / Jennifer Bales / Joshua Franzos



Getting the Message Out Along with social media, the Breathe Project's public awareness campaign includes more traditional media such as print advertising on buses and transit shelters as well as in newspapers and magazines. Also used are broadcast ads on radio and television, such as a commercial highlighting the advantages of raking leaves rather than using a leaf blower. Both social and traditional media direct viewers and listeners to the Breathe Project website, where more detailed information is provided about the air pollution problem, the initiative and opportunities to get involved.



Improving the Pittsburgh region's air quality will depend on collaborations among organizations and institutions as well as individuals. Allegheny General Hospital partnered with the Breathe Project in presenting a summit on asthma and the environment in recognition of May as World Asthma Month. The event was designed to raise awareness of how air pollution, along with other environmental triggers, affects asthma. Local, national and international medical experts joined educators and media representatives to discuss problems and solutions.

standard is important because it helps to limit high day-to-day soot concentrations, which, in turn, reduces peak days. This means that fewer people would be affected by health problems such as asthma and pollution-triggered heart attacks.

The Endowments had already made a significant investment in combating air pollution, having awarded some \$32 million since 1995 to nonprofits who work to improve air quality. By the beginning of this year, another \$8 million in grants had been awarded to fund programs, activities and public messaging through the Breathe Project.

“Air quality resonated [with us],” says Caren Glotfelty, senior director of the Endowments’ Environment Program. “We don’t just see it as an environmental issue. It’s also a quality-of-life issue that affects health, children and the economy. It cuts across all of the things that we care about. We evaluated our air quality grant making and concluded that, while we have had several great nonprofit organizations doing very effective work within their missions and focus, we have not had the degree of immediate impact we need to have.”

In fact, Pennsylvania pollution sources, including emissions from industries, vehicles and residential wood burning, may account for one-half to two-thirds of the PM_{2.5} monitored in the Pittsburgh region on average. That was among the findings from “Fine Particulate Matter and Ozone Air Quality in Western Pennsylvania in the 2000s,” the Endowments-commissioned study prepared by the Boston-based Clean Air Task Force. EPA estimates suggest sulfur dioxide emissions from Pennsylvania sources—primarily power plants—account for up to 30 percent of the sulfate fine particle pollution in Allegheny County. The Clean Air Task Force’s analysis also reveals that Pennsylvania has lagged behind most other states—including some upwind ones blamed for contributing to the county’s poor air quality—in reducing sulfur dioxide and nitrogen oxide emissions from its power plants over the last decade. As a result, the EPA is calling for Pennsylvania facilities to make substantial improvements, representing nearly one-eighth of the reductions required nationally.

The Pittsburgh region’s chronic air pollution problem has been the topic of hundreds of news stories, scientific studies and high-profile rankings. The American Lung Association’s “State of the Air” annual report has consistently placed the region at or near the bottom nationally in air quality comparisons.

This magazine devoted an entire issue to examining the region’s air quality in 2007. Pittsburgh Quarterly magazine published a series of articles on the topic two years later. And in 2010, the Pittsburgh Post-Gazette published “Mapping Mortality,” an extensive investigation of air quality and health in the region, which found abnormally high death rates for diseases that are associated with air pollutants.

Yet, early Endowments-commissioned surveys showed that air quality ranked low among quality-of-life issues that residents and community leaders felt needed to be improved. Creating jobs, improving transportation and improving schools were seen as greater priorities. Many were not aware that Pittsburgh’s air quality is among the worst in the nation.

There are many possible reasons why the public largely failed to grasp the depth of the pollution problem that air quality monitors across the region accurately and regularly record. One is the lack of visible evidence. Ozone is most apparent when it is a haze similar to a blanket of humidity on a sticky summer day. Fine particle pollution often is not noticeable if people haven’t been educated to look carefully at their environment. Also, the fact that the sky is no longer filled with soot invites the misconception that today’s clearer air is healthful air.

Another explanation is likely rooted in the region’s industrial past when belching smokestacks were associated with mills and factories in full production, ample jobs and a robust economy.

“There is a misperception that we either have jobs or we have clean air,” says Joe Osborne, legal director of Pittsburgh-based Group Against Smog and Pollution, or GASP. “The misinformed notion is that any improvement in the environment leads to lost jobs or harms the economy. It may be natural for a longtime Pittsburgh resident to have that attitude, but it presents a barrier to improving air quality.”

Failure to appreciate the region’s air pollution problem makes building support for solutions more of a challenge. Too often the public has stood on the sidelines as air quality policy became mired in lawsuits and contentious political debate, delaying action to address the nation’s pollution issues.

Pennsylvania, in fact, bears responsibility for poor air quality across the eastern United States, says John Graham, the Clean Air Task Force senior scientist who wrote the Endowments-commissioned report. Emissions data used by the EPA indicate that Pennsylvania power plants contribute 10 percent of the sulfur dioxide emissions nationally, second only to Ohio.



Courtesy of West Penn Allegheny Health System

The six-month, independent research that Graham conducted found that, despite significant improvement in recent decades, western Pennsylvania still has some of the most polluted air in the country, and its residents are at much higher risk for a range of serious health problems. The study also confirmed that much of the region's poor air quality is due to in-state sources, which means that local communities have the power to help reduce pollution.

Those findings, released last spring, led the Endowments to launch the Breathe Project. A website, www.breatheproject.org, was created as the hub of the initiative's communications network with the public and initiative partners. But to promote a broad-based understanding of the region's air quality issues, an extensive community education campaign was initiated that relies on print and television advertisements to get the Breathe Project's message out to a wide audience.

"What our nonprofits have been mainly doing is pushing the county health department and the Pennsylvania Department of Environmental Protection to do more," says Glotfelty. "None of those groups have focused on how you change the political will or create within the culture of the community the demand that politicians do better with respect to clean air goals. That's a hard thing to do, and it's outside the expertise and comfort zone of most environmental nonprofits."

The first television message was broadcast throughout southwestern Pennsylvania last year. It opened with a panning shot of the Downtown Pittsburgh skyline on a clear blue day and a woman jogging the water's edge in North Shore Riverfront Park as the voice of actress Blythe Danner intoned: "Pittsburgh is a great place to live. But if we could see the invisible pollution in our air, we'd realize the air quality in our region is among the worst in the nation."

Focus groups helped shape the message. They suggested that themes such as regional pride, working together and the region's past success in tackling big problems carried greater appeal than focusing only on the pollution problem or pointing a finger at

the culprits. The initial messages, in addition to stating the severity of the region's air quality issues, made the link between pollution and health, offered that the problems can be solved, and invited people to help solve them. In May, for example, which was World Asthma Month, Allegheny General Hospital and the Endowments co-sponsored a conference about the environment and asthma to raise awareness of this health problem in the Pittsburgh region and discuss ways to address it. Dr. Gentile was among the medical experts—national and international as well as local—who spoke at the event.

The next wave of promotions, which are under way and running through Labor Day week, include a series of catchy, 15-second messages that focus on how individuals and industries can take action that leads to solutions.

In organizing the Breathe Project, the Endowments stepped beyond its traditional grant-making role to directly engage the public and community leaders and recruit them to the cause. The pitch to businesses and organizations was simple: Solving a problem as complex as air pollution requires that all community stakeholders become involved, from leaders of industry to environmental advocates.

"We committed up front to doing good science and good measuring and to not pointing a finger to blame," Vagt says. "The priority was to pull people together and ask them how we are going to make things better."

Response was swift and positive. Some several dozen organizations had signed on as partners by the time the Breathe Project launched last fall, and the number of coalition partners continues to grow, currently reaching nearly 1,000 individuals and 85 organizations. The initiative also has more than 2,300 friends on Facebook and 600 followers on Twitter.

Joining various environmental nonprofits as coalition members have been the University of Pittsburgh Medical Center, one of the region's largest employers; the Allegheny Conference

on Community Development, a regional leadership organization; PNC Financial Services Group; Duquesne Light; universities; foundations; the Allegheny County Health Department; and U.S. Steel Corp.

“The power of Pittsburgh in general—the way we’ve behaved as a community for decades—is this ability to come together to work on solutions,” says Bill Flanagan, the Allegheny Conference’s executive vice president for corporate relations. “It’s part of the culture, and it was smart to tap into it. That, and the fact the Breathe Project took a constructive approach, encouraged people to become partners, make it happen and try to make things better.”

And having both industry and environmental advocates at the table is seen by some as a major step toward erasing the line in the sand drawn by a traditional rivalry on issues such as air quality regulation.

“It’s huge that U.S. Steel is on the Breathe Project,” says Tom Hoffman, western Pennsylvania director of Clean Water Action. “Maybe we can finally cut through this notion that you can either have clean air or jobs.”

While the breadth and diversity of the Breathe Project coalition is uncommon, business and industry have been willing to work toward improving air quality in other parts of the country. In Texas, the Partnership for Greater Houston managed to rally corporations and utilities around easing the city’s chronic pollution problems, which are not unlike those found in southwestern Pennsylvania. This led to a special task force, which urged among other things support for an air quality improvement plan and new state regulations. Airlines, power companies, railroads and other businesses also took voluntary measures to reduce air pollutants, including investing in gas-fired turbine power plant technologies and fitting diesel equipment with pollution filters.

A similar approach also took place some six decades ago in Pittsburgh. Corporate executives and public officials of that era pushed through the first smoke control laws in the city and Allegheny County to address concern that the dense smoke from mills and coal-burning home furnaces that choked the region were discouraging investment and making it difficult to recruit skilled labor.

Such concerns were recently echoed by Andrew Moore, vice president of engineering of Google Pittsburgh, when he told the Wall Street Journal that the region’s poor air quality poses a “big problem” when recruiting top-notch talent. “If we can’t

offer [clean air and clean water] to employees we need to recruit to fill the jobs of the future, then we will lose them to those cities that do.”

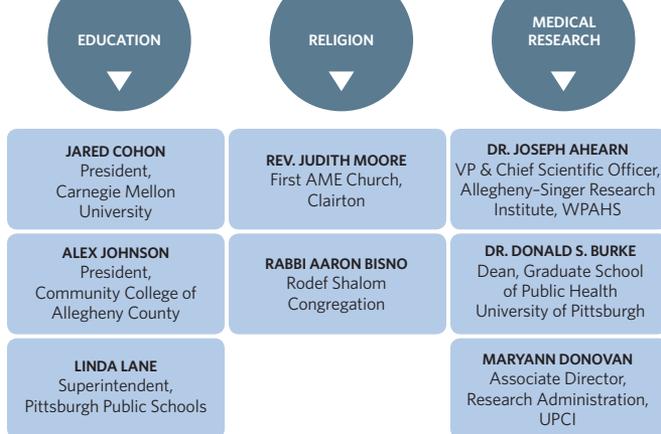
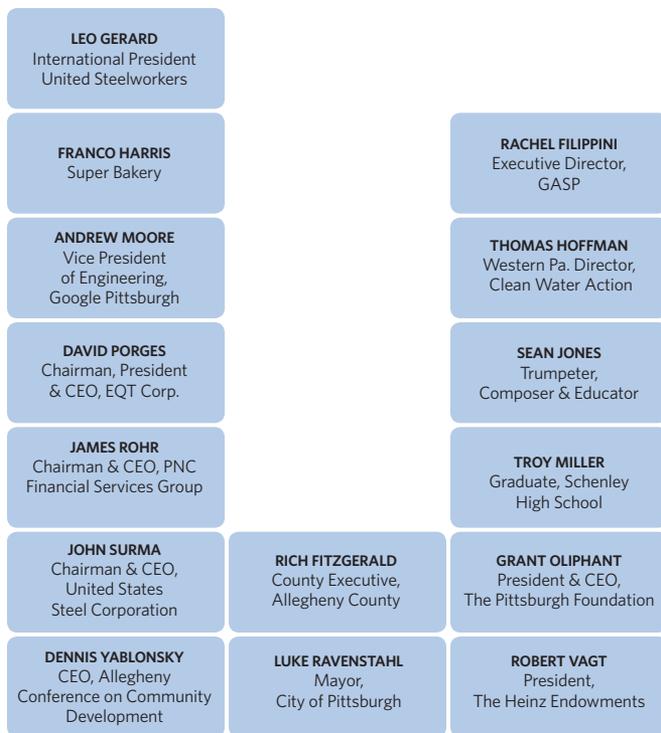
Because the region’s air quality problem is the result of a complex mix of pollution sources, solving it means addressing them all. Curbing diesel emissions from buses and trucks, construction vehicles, tugs and barges, and other mobile sources is one example. Diesel exhaust contains potent levels of nitrogen oxides and other harmful components of ozone and PM_{2.5}, and Allegheny County has some of the highest levels of diesel PM_{2.5} in the country, says Graham.

The Endowments has contributed \$500,000 to the Healthy School Bus Fund, which helps retrofit city public school buses with filters that scrub particulate matter from exhaust. Young Bartholomew, after routinely feeling ill when riding the bus to and from school, helped promote the fund and convince Pittsburgh’s public school board to require that at least 85 percent of the school buses serving the district be equipped with diesel particulate filters by June 2014.

Last year, the foundation awarded nearly \$1 million to expand the Small Construction Contractor Retrofit Fund started by the Allegheny County Health Department to help contractors offset the cost of installing similar technologies on their diesel equipment. Also, a grant was awarded in collaboration with natural gas producer EQT to study the feasibility, cost and impact of converting Port Authority facilities to natural gas operations that can accommodate natural gas buses.

Plans call for the Endowments to continue to provide staff and funding for the Breathe Project. But the foundation has turned over broad governance to a leadership group recruited from coalition partners. The Endowments remains willing to support adequate air quality regulation and legal action against recalcitrant polluters, says Vagt. “We can’t fix this problem with kumbayas.”

And there will be no shortage of challenges. The natural gas boom in Pennsylvania, for example, raises concern about the risks to air quality that widespread drilling and processing presents. The EPA recently began investigating whether Marcellus Shale operations are harming the quality of air and water in Washington County, which has more natural gas wells than any other county in southwestern Pennsylvania. For many environmentally conscious observers, emissions from gas drilling and supporting operations are the chief suspects in rising ozone levels



Breathe Project Leadership
 The Breathe Project is guided by community representatives from every sector of the Pittsburgh region. This leadership group has committed to encouraging individual and corporate actions, commissioning research and setting goals that will define future success.

recorded at the South Fayette air quality monitor in Allegheny County, near the Washington County border, at a time when levels are falling elsewhere in the area.

Further complicating the picture is Shell Oil Co.’s plan to build an ethane “cracker” facility north of Pittsburgh in Beaver County, where natural gas compounds extracted from the Marcellus Shale would be processed into plastics and other materials. The plant, which isn’t expected to be constructed for another two years, is anticipated to be a jobs boon for the region. Some have raised concerns about the facility’s possible impact on the environment, but Shell officials told the Pittsburgh Post-Gazette in May that all company facilities are operated in compliance with environmental and health regulations. A state official also told the newspaper that the plant will go through the necessary permitting procedures to ensure it complies with applicable standards.

There has been progress on other fronts, however. U.S. Steel, to upgrade the Clairton facility, is building a coke battery designed to emit far less pollution than the two aged batteries it replaces. The company also is constructing two cleaner quench towers.

The EPA’s new Mercury and Air Toxics Standards, designed to significantly limit toxic emissions from coal- and oil-fired power plants, would address pollution by Pennsylvania’s top offenders, while the Cross-State Air Pollution Rule, unless derailed by lawsuits, is projected to greatly reduce emissions from Midwest plants that blow into Pennsylvania.

As government and some businesses appear to get the message that change is needed, the latest Endowments-commissioned surveys, conducted after the Breathe Project launch, confirmed that more residents and community leaders are paying attention to air pollution issues.

Among the general public, for example, 25 percent of those surveyed from September to December 2011 felt that improving air quality needed “a lot of work” compared to 15 percent who felt the same way in September 2010. Sixty-seven percent of the public believes that air quality regulations are not stringent enough, and the number is growing. Also, 45 percent of community leaders recognize significant effort is needed to clean the air—up from 29 percent who felt that way in 2010.

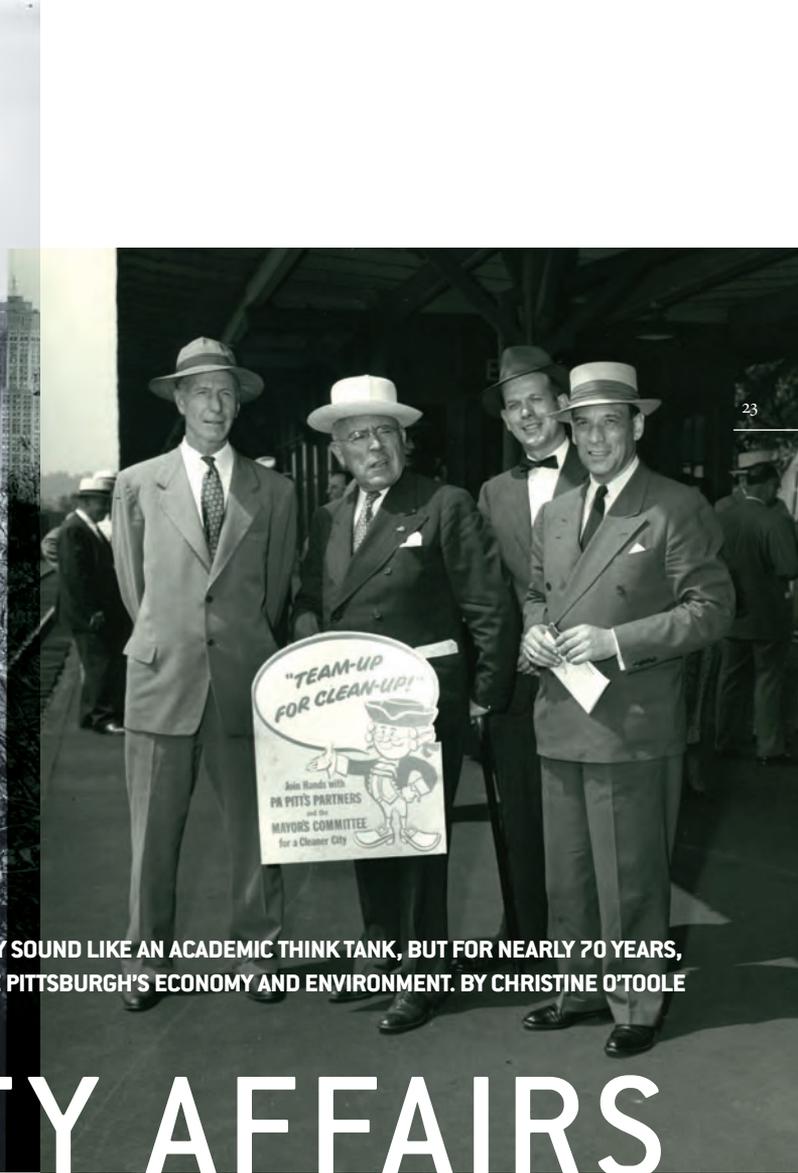
“There are rational reasons to be cynical about efforts like the Breathe Project. Actions [will] speak louder than words, obviously,” says GASP’s Osborne. “But the right players are involved. They have a constructive, cooperative attitude. And the reality is that the goals of environmentalists, public health and business align in many ways. I have high hopes for it.” *h*

Post-World War II Pittsburgh was a city undergoing transformation. Mayor David L. Lawrence, second from left, was promoting efforts to beautify the local communities, which included establishing stronger smoke abatement regulations to reduce air pollution. Later, deteriorating industrial buildings and dilapidated dwellings were razed in Downtown Pittsburgh, left, to make room for what would be a more modern cluster of buildings called Gateway Plaza. Closely involved in these initiatives was a coalition of civic leaders known as the Allegheny Conference on Community Development.



W

hen legendary Pittsburgh Mayor David L.



THE ALLEGHENY CONFERENCE ON COMMUNITY DEVELOPMENT MAY SOUND LIKE AN ACADEMIC THINK TANK, BUT FOR NEARLY 70 YEARS, IT'S BEEN A DOER AS WELL AS A THINKER ABOUT WAYS TO IMPROVE PITTSBURGH'S ECONOMY AND ENVIRONMENT. BY CHRISTINE O'TOOLE

COMMUNITY AFFAIRS

Lawrence announced his campaign platform in 1945, both CEOs and politicians were skeptical. The Democrat was a shrewd machine politician who had battled the business interests of the powerful Mellon family, as well as state Republicans. When he grandly proposed “public conferences” between the mayor and businessmen, an industrial expansion board to diversify the city’s economy, and a program to beautify the central business district, his critics pounced.

“Mr. Lawrence’s just too wonderful program for the city is just so many more promises,” sneered his primary election opponent, John Huston.

Across the city, the idea of detente between government and big business provoked some eye rolling. But Lawrence quickly found corporate allies. He squelched the skeptics by finding common ground with the industrial and corporate founders of the Allegheny Conference on Community Development — which included Richard K. Mellon and H. J. Heinz II — to forge a powerful planning partnership that cleared the region’s skies after decades of soot and smoke.

PROMOTING A REGION

Among the strategies that the Allegheny Conference and other community leaders in Pittsburgh have used to attract economic development has been promoting what the city has to offer.

The region's rivers are amenities that provide a variety of recreational and entertainment options, some of which can be enjoyed at the same time, such as kayakers who are able to watch fireworks after a Pirates baseball game, right. Pittsburgh's aesthetic appeal along with the compelling story of its renaissance after the decline of the steel industry enabled the region's government officials and civic leaders such as the Allegheny Conference to woo the international G-20 economic summit to Pittsburgh in 2009. Far right, President Barack Obama talks with Indonesian President Dr. Susilo Bambang Yudhoyono during a session at the David L. Lawrence Convention Center.

Photo by Martha Rial for the Downtown Now Photography Project



A reminder of that signature accomplishment after World War II surfaced last November, when the Allegheny Conference announced its support for The Heinz Endowments' Breathe Project, which continues the region's battle against pollution. The conference is a member of the growing coalition of institutions that have pledged to do their part to help clean up the region's air. Dennis Yablonsky, the organization's CEO since 2009, has helped to promote the initiative.

Yablonsky sees no disconnect between supporting better air and better business. "Our roots are really in the environmental area," he notes. "We were founded to clean up the air and water in Pittsburgh, and we can once again be a part of the solution—to bring parties together."

Endowments President Robert Vagt agrees. "Traditionally, debate on environmental matters perceived two sides, pro-environment or pro-business," he notes. "[Yablonsky's] participation indicates that's not true. Business is committed to doing what it can and, in this case, improves the process."

In the postwar era, Allegheny Conference leaders held unquestioned corporate power in a city where they had likely been born and raised. Environmental awareness and regulation were limited. Today's conference must engage partners with global responsibilities and perspectives. To find common cause, the organization is refining its strengths, emphasizing outreach, and creating opportunities for employers and workers. It is also framing an answer to an oft-repeated question: What does the

Allegheny Conference do? The 21st-century answer is that the conference still quietly brokers economic development agreements that politicians and business leaders can live with. But it is reaching out to pull universities, nonprofits and entrepreneurs under its regional umbrella.

"They see the welfare of the broad region," observes Vagt.

With a board comprising Pittsburgh's wealthiest executives, the nonprofit Allegheny Conference has always had a business agenda, promoting policies and legislation with long-term benefits to regional companies. When the organization announced on March 16 that Shell planned a multi-billion-dollar cracker facility in the region, the conference hailed the decision as a "win" in attracting jobs and investment. The massive world-scale plant will process natural gas to produce polyethylene and other manufacturing products. As the largest industrial project in the region in a generation, its impact—both economic and environmental—immediately became a topic of debate. As it has done for the past 68 years, the conference walked a tightrope between the two perspectives.

"There is a balance between economic development and the environment," says Dewitt Peart, the conference's executive vice president for economic development and president of the Pittsburgh Regional Alliance, its marketing affiliate. The group was deeply involved in the negotiations that resulted in Shell's choice of Pennsylvania over neighboring states. "We constantly evaluate that. But [petrochemicals] is a heavily, heavily regulated industry."

THE PITTSBURGH SUMMIT 2009



White House photo

Shell's investment is proof that the stakes in Marcellus Shale development continue to mount, changing the makeup of the local economy. While the conference has welcomed state regulations and fees for drillers, it has adopted a new strategy to bring Marcellus Shale extraction into the overall conversation on economic development by emphasizing the breadth of Pittsburgh's energy sector through an initiative dubbed the Energy Alliance of Greater Pittsburgh.

During the final quarter of January's Super Bowl, among ads starring sultry models, talking babies and suit-clad chimps, more than half the adult television viewers in the region saw a 30-second spot proclaiming Pittsburgh as a center for energy innovation, from "deep drillers to deep thinkers." The ad, with the slogan "Energy to the Power of Pittsburgh," was a bold public statement created by a group that has often preferred to stay behind the scenes.

And as a community leader, the organization has reflected the pace of its hometown. Tom Murphy, who occupied the mayor's office 48 years after David Lawrence, observes that Pittsburgh experiences "spurts of progress, then rests on its laurels for a while." In its first decade, the conference sprinted into redevelopment projects and smoke control efforts with the city and county, crowning the new city skyline with skyscrapers and Point State Park.

Early successes paved the way for the conference's continued acceptance, and opened pockets to pay for its operations. It has received strong support from leading firms, agencies and philanthropies. The Endowments, as an example, has invested nearly

\$13 million in conference activities since 1944. As its budget grew—it is now \$7.5 million annually, down from a high-water mark of \$11 million in 2005—so did its staff and workload.

Since its inception, the conference has insisted on a low-key approach. C.J. Queenan, a former chair and longtime member of the board, sums up the two-pronged approach: The group should "avoid surprises—and elected officials should get the credit."

Today's board is larger and more diverse than the "one percenters" of the group's early years. Of its current 57 voting members, four are African American, two are other minorities, and 10 are women. "There are more seats at the table," says Queenan, "and that reflects the change in the demographics and the economy. [Pittsburgh's] concentrated power of being the country's third largest corporate headquarters city—that's gone. The conference had to change and adapt."

Adaptation was essential in 1985, when the region was confronted with the collapse of its steel-based economy and an outmoded airport. The Allegheny Conference backed the late Pittsburgh Mayor Richard Caliguiri and Allegheny County commissioners in Strategy 21, which requested \$460 million in state funding to refocus the economy. But just eight years later, it faced a related question: How would a diversified Pittsburgh economy compete against other U.S. cities?

The conference turned to a relative newcomer, Carnegie Mellon University President Robert Mehrabian, to frame the



effort. To see where the region stood in the national economy, Mehrabian sought a competitive analysis based on data from civic organizations, nonprofits and the Allegheny Conference.

The results of the benchmarking project for the Pittsburgh region, published in a 1993 white paper, were a wake-up call. “It was so daunting,” admits Mehrabian, now chairman of Teledyne Technologies, an international firm based in Thousand Oaks, Calif. “We had lost 50 percent of our manufacturing jobs. We had the country’s second-oldest population. We were at 22nd to 25th place in a lot of matrixes” compared to other regions.

Mehrabian championed “Working Together,” a shared vision for the region that would rely on existing assets and new opportunities. The Allegheny Conference invited 5,000 citizens to frame it. Articulated in a 1994 report, those ideas sound surprisingly familiar nearly two decades later. Pittsburgh would encourage research and development in robotics, software and health systems, along with specialty manufacturing and finance. It would support startup companies. It would leverage its environmental cleanup to encourage green technologies, and nurture its cultural assets to attract international visitors. It would modernize the region’s Balkanized government.

Also helping to nudge the region in a more progressive direction were Allegheny County voters. They narrowly approved home rule in 1998, paving the way for a single county executive and countywide council.

The “Working Together” agenda clicked. The region had direct flights to Paris, Germany and London from its gleaming

international airport, two new stadiums and a new, “green” convention center. The former U.S. Steel Edgar Thomson Works was transformed into a popular retail, restaurant and residential development called The Waterfront. City and county economic development organizations merged under a single director. Local government competition was inching toward local cooperation.

But the local leadership that helped forge the new partnerships didn’t last. Several left their positions with the conference and the county. Replacing the three-commissioner system was the first elected county executive, Republican Jim Roddey, who charted a different course.

“There was a conflict between the city and the county on economic development,” Roddey admits. “The emphasis was on the city. Tom Murphy was very persuasive. He had co-opted the county commissioners to support his agenda—the stadiums on the North Side. The county’s agenda was taking second priority. I separated and took our own lead. That affected our ability to work with the conference.”

During those years, the Allegheny Conference struggled with its own growing pains, as it consolidated other nonprofits under its umbrella. It added economic research through an affiliation with the Pennsylvania Economy League of Southwestern Pennsylvania, and began marketing the region to potential investors through the Pittsburgh Regional Alliance. It strengthened advocacy efforts with legislators through the Greater Pittsburgh Chamber of Commerce. The mix of tasks and titles



Patrick Patterson



confused the overall perception of the conference's work. "I don't know if they understood the strategic role they were playing," recalls former mayor Murphy. "They didn't speak with one voice in Harrisburg."

Air service suffered a blow when USAirways abandoned Pittsburgh as a regional hub. The 2002 dot-com bust cooled the economy. Conference accomplishments on quality-of-life issues, such as recreational trails, early education and clean water infrastructure, were less visible than the previous decade's bricks-and-mortar boom. The conference's first challenge, air pollution, returned to the headlines. High levels of particulates from the remaining industries in the region, vehicle exhaust, and residential wood burning kept the region from meeting federal air quality standards, and the conference differed with environmentalists on what action was needed.

"For many years, the conference just said the [air pollution] monitor was in the wrong place—that our overall air quality rating shouldn't depend on that one monitor," says Tom Hoffman, western Pennsylvania director for Clean Water Action. "To my mind, the leader in this issue should say, 'This is a problem. What are we going to do as a community to make this better?'"

But there were achievements. The conference supported the master planning process for updating the city's signature Point State Park, a Downtown landmark at which renovations are expected to be completed next year. Recognizing the rising profile of Oakland's universities, the organization backed the successful development of Schenley Plaza with the Pittsburgh Parks

INFRASTRUCTURE

Maintaining and enhancing the region's infrastructure are integral to attracting and keeping businesses, jobs and workers in Pittsburgh, which is why infrastructure is a priority for the Allegheny Conference.

The organization has been involved in efforts to preserve bus service options, which have been threatened by a series of actual and proposed cuts that affect riders such as Robin Clarke, far left. The conference also helped to secure an agreement with Delta Air Lines to reinstate regular service to Paris, above left, a popular route for business travelers that had been discontinued for a five-year period. And the Allegheny Conference helped develop the regional "Working Together" agenda that led to the construction of the world-class Pittsburgh International Airport, above, which accommodates more than 8 million travelers annually



ECONOMIC DEVELOPMENT

The Allegheny Conference's leadership in promoting business and job creation in the Pittsburgh region includes helping to develop the Energy Alliance of Greater Pittsburgh, a coalition of nearly 100 companies, universities, government agencies and nonprofits that is emphasizing the breadth of the region's energy sector.

The initiative has launched a public awareness campaign called "Energy to the Power of Pittsburgh" that includes media advertising, above. Previous economic development efforts in which the conference has been involved include the transformation of a former steel mill into the popular Waterfront retail, restaurant and residential development, center, and an agreement with Westinghouse Electric to build a new campus for its nuclear work, right, in Cranberry Township, a suburb north of Pittsburgh.

Conservancy. It also held its own in the growing global battle for corporate site location and investment—most notably, with Westinghouse Electric's 2005 decision to build a new campus for its nuclear work in Cranberry Township, a suburb north of the city. And the organization began accompanying the Pittsburgh Symphony on world tours to promote the region.

The Allegheny Conference even stepped into tourism-related events, such as supporting the Pittsburgh 250 anniversary celebration as well as the city's commemoration of the French and Indian War and its hosting of the Bassmaster pro fishing tournament. However, a much-publicized group effort to create a brand statement for the region fizzled. The array of disparate projects suggested that the organization was diluting its strengths.

Today, conference spokesman Bill Flanagan acknowledges the problem. "Ten years ago, we were all things to all people. All the projects were good, and we'd seldom say no. We were spread a mile wide and a foot deep." Some Allegheny Conference supporters—foundations among them—began to ask pointed questions about the return on their investment.

A worsening recession caused the conference to retrench. By the time Yablonsky took the helm in March 2009, local unemployment had leapt to more than 7 percent. In framing its next three-year agenda, the organization's staff reached beyond its members to seek input.

"They have a duty to members, especially on political and policy issues. But the conference put its microphone in front of



Annie O'Neill



a broad array of people,” says the Endowments’ Vagt. “It could have been a short process, but they talked to others—lots of young people, nonprofits, foundations.”

The resulting agenda focused on job opportunities and post-high-school training, particularly in the energy sector; deeper engagement on the perennial issue of funding public transit; and competition in a global economy. Those individual efforts have had an impact on local workers and companies.

Yablonsky recognized a natural fit between the new shale industry and job training. “We found an occupation with no Pennsylvanians doing the work. The skills were coming from out of state. We put together ShaleNET, a consortium of community colleges, tech schools and businesses—and applied for a federal grant of \$5 million. We got it.”

Among the first to sign up for three weeks of training at Community College of Allegheny County was Isaac Hawes, who quit a deskbound computer job to learn how to be an entry-level roustabout.

“I wouldn’t have gotten hired without it,” says the 32-year-old husband and father, who has recommended the opportunity to friends. Since completing the course last April, he’s already jumped to a higher-paid post with White Welding, because “welders make insane amounts of money—\$60 to \$100 an hour,” he says proudly. Training program director Byron Kohut estimates that the free program will train more than 800 Marcellus workers.

Nearly 320 members now comprise the Allegheny Conference’s Regional Investors Council. Yablonsky interprets

the fact that conference membership has stayed level throughout the recession as a vote of confidence. He also is promoting a project dubbed Pittsburgh Impact, which is an economic development initiative for companies with high growth and potential, regardless of whether they are conference members. The Pittsburgh Regional Alliance is recruiting smaller companies that have retained or expanded jobs since 2004 in key sectors such as advanced materials, information technology, life sciences and construction.

Aquatech is one of those new participants. Providing industrial water purification technology in more than 60 countries, it employs 250 workers locally and 600 worldwide. As the firm prepares for an expansion of its facility in Canonsburg, Washington County, CEO Venkee Sharma says he’ll look to the alliance for help. “We’ll be asking them, who should we be talking to? What programs are available for financing, incentives, grants for training, for our global exports business and growth in the U.S.?”

The Allegheny Conference’s refocusing efforts also included seizing a rare chance to raise the region’s international profile with President Barack Obama’s decision to host the November 2009 G-20 economic summit in Pittsburgh. The organization scrambled, working with tourism officials to create a coordinated media message on the region’s 50-year economic turnaround. The strategy mollified skeptics in the business community. Seven thousand positive media stories “turned peoples’ heads around,” says Yablonsky.



Photo by Annie O'Neill for the Downtown Now Photography Project



Brian Cohen

And conference members, particularly frequent international flyers, clamored for a solution to the loss of the USAirways hub that not only cut 7,500 jobs at the sprawling new airport but also eliminated direct routes from the city to several European destinations. After five years without European service, the conference announced an agreement with Delta Airlines to reinstate regular service to Paris. To mitigate Delta's financial risks, the conference and state guaranteed the airline up to \$9 million if flight revenues fail to reach projections. The Allegheny County Airport Authority agreed to spend \$600,000 over two years to promote the flight, aided by funds from a \$200,000 Endowments grant.

Pittsburgh has emerged from the recession stronger than nearly any other U.S. city. It has added 23,000 jobs since October 2010 alone, and now boasts more jobs than it had at the beginning of the recession in 2008. The central business district has attracted \$5 billion in capital investment in the past six years. That resilience has spurred hope that the region can once again turn its concerted attention to quality-of-life issues such as air quality and other environmental matters.

Yablonsky notes that after input from conference leaders, the shale policy bill that passed the Pennsylvania Legislature in February mandated "significant improvements in safety standards and [stream] setbacks. They're all important to doing business in ways that enhance the environment."

"We take a fact-based approach to issues," he says, "and we intend to guide our policy decisions by what the science says." *h*

QUALITY OF LIFE

Along with its business priorities, the Allegheny Conference has maintained its emphasis on ensuring that the Pittsburgh region has a healthy and appealing quality of life.

It has supported the construction and maintenance of recreational trails throughout the city, above left. It also is a partner in the Breathe Project, an Endowments initiative to improve air quality in southwestern Pennsylvania, and conference CEO Dennis Yablonsky, above right, has been active in helping to promote the effort.

OTHER CITY LEADERSHIP GROUPS SHARE PITTSBURGH'S GOALS

Business climate, job growth, workforce development and sustainability — around the country, CEO-led civic organizations share similar agendas, according to a 2012 report commissioned by the Frey Foundation of Grand Rapids, Mich. Other regional characteristics differ. After surveying 45 such nonprofits, the authors found that most have far larger membership than the Allegheny Conference on Community Development (50 percent exceeded 1,500 members, while the Allegheny Conference has about 320), far fewer staff (an average of 17, compared to the conference's 45) and a median annual budget of \$2.6 million. The conference's 2011 budget was \$7.5 million.

Since Pittsburgh's regional story entered the international spotlight during the G-20 summit in 2009, 20 such organizations have made pilgrimages to the Allegheny Conference's riverfront headquarters to find out what makes the local effort work.

"The level of engagement of our CEOs is unique," says CEO Dennis Yablonsky. "Our members are CEOs only. They must show up at meetings in person, not send delegates. People know we speak for the leaders. And in all endeavors, we include all parties: universities, government, corporations and foundations. Our board expects it and knows how to do it — since 1944, we've been involved in so many projects."

Following the spadework of a 1994 competitive economic analysis by former Carnegie Mellon University President Robert Mehrabian, Pittsburgh became an early adopter of metrics that continuously compare regional performance to other metro areas, a move that Brookings Institution expert Bruce Katz told the Frey report authors was "the most important element" in private-sector civic efforts.

"Very few places in the United States have that platform. In the last few years, global competition has made things very competitive. [You] have to have the diagnostic first, before moving into practice or reform," Katz said in the report.

A common lament for leadership groups nationwide was the expense and inefficiency of fragmented and duplicative government. Allegheny County's adoption of home rule and the elimination of four of 10 county row offices has eliminated some of those obstacles, and state legislation supported by the conference has streamlined the collection of local income taxes. But as is the case in many older metro areas, regional cooperation is still more goal than reality.



here & there

The opening of South Shore Riverfront Park and Amphitheater was recently celebrated with an evening of music and family entertainment sponsored by the Urban Redevelopment Authority, the City of Pittsburgh, Riverlife and WYEP-FM. What was formerly an industry-dotted shoreline along the Monongahela River in Pittsburgh has been transformed into an urban park that is a link in the city's trail system. The Endowments has awarded more than \$500,000 to support development of the new park, and additional plans include providing access to the river for recreation, entertainment, a private marina, water taxi service and public docking for recreational boating.

RIVER RECREATION



John Altendorfer

Martha Rial



Happy Trails

An evening of family fun and entertainment in Pittsburgh's Hazelwood neighborhood marked the June opening of that community's section of the Three Rivers Heritage Trail, a pedestrian and recreation trail and greenway system that runs along both sides of the Allegheny, Monongahela and Ohio rivers in the Pittsburgh region. Neighborhood organizations such as Center of Life, along with its jazz band and K.R.U.N.K. Movement

performers; Hazelwood YMCA; Hazelwood Library; and the Hazelwood Initiative collaborated with regional groups such as Friends of the Riverfront, Bike Pittsburgh and Venture Outdoors to organize the celebration. In addition to music, food and family activities, the event included opportunities for community leaders to talk about the impact the trail and other stepped-up community improvement efforts will have on enhancing and promoting the neighborhood. The Endowments has been a longtime supporter of trail development in the region and contributed about \$150,000 toward the design and construction of this trail segment.

A Better Picture

The study "Portrayal and Perception: Two Audits of News Media Reporting on African American Men and Boys," which was commissioned by the Endowments' African American Men and Boys Task Force, recently won a bronze award in the special reports category of the Council on Foundations' Wilmer Shields Rich Awards for Excellence in Communications. The report tracked the often crime-focused news coverage of black males in Pittsburgh newspapers and television broadcasts. Projects under way to create more well-rounded depictions include an Endowments-funded, four-part documentary series, "Portrayal and Perception: African American Men and Boys," which is airing this year on WQED-TV, the Pittsburgh public broadcasting station. The foundation also is sponsoring the participation of four young African American filmmakers — Chris Ivey, Haji Muya, James Robertson and Jasiri X — in The Game Changers Project. Artists selected for the national fellowship program produce micro-documentaries and narrative short films that are

designed to inspire, entertain and educate viewers about black male achievement. More recently, the Endowments sponsored a community forum featuring noted civil rights scholar John A. Powell, who spoke about unconscious bias and the impact that structural change can make on discriminatory, if unintentional, outcomes.



Joshua Franzos



Fulfilling the Promise

Endowments board member Sasha Heinz was the keynote speaker for a gala celebrating the Pittsburgh Promise's first college graduates and its \$160 million fundraising milestone. She told the hundreds gathered at Stage AE on Pittsburgh's North Shore about interviewing two Promise scholars who described how the scholarship program helped them to overcome challenging life circumstances. Pittsburgh Promise Chairman Franco Harris, also an Endowments board member, congratulated the graduates and commended the local community for making the program one of the best of its kind in the country. The Pittsburgh Promise, which began with the high school Class of 2008, provides grants of up to \$10,000 a year to students who live in Pittsburgh and graduate from a city public or charter school with a 2.5 grade-point average or better. Eligible students also have to enroll in colleges, universities or trade schools in Pennsylvania. The Promise program has a goal of raising \$250 million in 10 years. Among the contributions have been donations from several local philanthropies, including two, three-year grants of \$6 million each from the Endowments.

SEEING SELF

Fifth-grader Cici Ringgold was among the dozens of schoolchildren from across the Pittsburgh region who created their own photo self-portraits as part of the Carnegie Museum of Art's "Picturing Me" after-school youth program. The students were inspired by the museum's photography exhibits "Teenie Harris, Photographer, An American Story" and the Endowments-sponsored "Picturing the

City: Downtown Pittsburgh, 2007-2010." With the help of a teaching artist, the students learned about using digital cameras, backdrops and professional lighting equipment. They also made decisions about artistic elements such as facial expression and composition. The "Picturing Me" program is supported by the Endowments and the Scaife Family Foundation Fund for Scholarships.



A Cultural Celebration

Business leader and philanthropist Henry Hillman escorts Endowments Chairman Teresa Heinz from the podium at Heinz Hall after she gives the keynote speech commemorating the performance arts center's 40th anniversary this year. Heinz Hall is the cornerstone of Pittsburgh's Cultural District, serving as the anchor for later construction of other arts venues in the city's Downtown. H.J. "Jack" Heinz II oversaw the conversion four decades ago of the former Loew's Penn Theatre movie palace into the stunning home of the Pittsburgh Symphony Orchestra. Heinz Hall continues to be one of Pittsburgh's most important cultural assets.

Jeff Swensen



Jim Judkis



SHOW AND TELL Students at The Neighborhood Academy, an independent school that serves children from a range of socioeconomic backgrounds, mingled with Endowments board members and staff during a visit in May that included a reception, building tours and class project presentations. Endowments Chairman Teresa Heinz, far right, and board members Shirley Malcom, left foreground, and Judy Davenport, center background, spent time talking with a group of students before the dinner that concluded the evening.

Jim Judkis

Board and Staff Honors

Endowments board member **Franco Harris** was recently honored by the Children's Home of Pittsburgh & Lemieux Family Center for his commitment to the region's children and families in the areas of education, health, wellness and overcoming disabilities. Proceeds from the celebration at Heinz Field support the organization's programs: adoption, Child's Way day care and the Children's Home of Pittsburgh's Pediatric Specialty Hospital. Endowments board member **Judith Davenport** was selected by the New Pittsburgh Courier as one of this year's 50 Women of Excellence, which recognizes local African American women for their contributions to the

community. Dr. Davenport was honored for her professional achievements and extensive community service in the Pittsburgh region. Program Officer **Melanie Brown** was among 24 women from the Pittsburgh region recognized at the Celebrate & Share Seventh Annual Women of Achievement Awards Dinner for their accomplishments and contributions to southwestern Pennsylvania. The event benefited the Cribs for Kids National Infant Safe Sleep Initiative, which is dedicated to reducing sudden infant death syndrome and accidental suffocation, by providing free cribs for infants and educating parents about practicing safe sleep for their babies.

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Not so silent. PAGE 4



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