

A Better Way Forward

Manchester Bidwell Corporation Newsletter | Issue 1 | Fall 2009



*Words
of
Wisdom*

Welcome
to the new
Manchester
Bidwell

Corporation newsletter
“A Better Way Forward.” In
the past, you have expressed
interest in Manchester Bidwell
Corporation or one of our
subsidiaries. Because of this,
we would like to share with
you a selection of the amazing
events, news and people from
our organizations.

We hope this information en-
courages you to invest in our
mission of spreading light and
hope through education.

Sincerely,

William E. Strickland Jr.
President and CEO

Empowering Education Through Environment

At Manchester Bidwell Corporation, we have a simple philosophy — environment shapes people’s lives. Hopeless situations create desperate people; conversely, a quality environment leads to valuable citizens. By constructing an atmosphere of empowerment, by surrounding our constituents with art, light, music and a staff that strives to realize the genius in everyone, we enable our students to become productive society members. Their paths may be different – whether through the arts education provided by Manchester Craftsmen’s Guild or the career training available at Bidwell Training Center – the end result is a better way of life because of exposure to superior conditions.

The implementation of this ideology as a working model in 1968 continues to provide students from diverse age groups, cultures and economic levels with opportunities to accomplish their educational goals in a growth-promoting setting. According to the U.S. Census Bureau, a high school dropout earns on average \$8,500 per year less than a graduate. Furthermore, dropouts are more likely to be unemployed and need taxpayer-funded assistance.

Continued on page 2

Go Green with Bidwell Training Center

Learn what Bidwell Training Center and its parent company are doing to address green initiatives and the growing “green collar” workforce on **page 3!**

Get into the Swing with MCG Jazz

Get hip to MCG Jazz’s educational programming for youth and our connection to the local and national arts communities on **page 4!**



MCG Youth & Arts students in our Design Arts studio.

Creating success at MCG Youth & Arts

See how our arts education programming — including workshops with nationally-renowned artists — influences the lives of our students on **page 5!**

NCAT educates the nation and the world

Discover how the National Center for Arts and Technology is spreading the MBC educational model to the world on **page 6!**



On Board with Scott Lammie

Scott Lammie is chief financial officer of UPMC Health Plan and senior vice president of the UPMC Insurance Services Division. For more than a decade, he has been instrumental in coordinating workforce development between UPMC and Bidwell Training Center. Recently, he joined Manchester Bidwell Corporation's board of directors, where he will continue to promote good collaborative opportunities for both entities.

"I've always been a big fan of all the great work that MBC is doing. The after-school programs are wonderful, and provide a great environment to help kids find a direction and generate an interest in future careers. BTC's workforce training provides people with the inspiration to lead productive lives and achieve their ambitions."

Mr. Lammie believes that Bill Strickland's philosophy of treating disadvantaged people with dignity and respect is key to MBC's success. "Bill's ideals are the greatest achievements that the organization has to offer, and they're built right into the core curricula. Students at MBC are given a unique opportunity to pursue their dreams while developing lifelong skills."

MBC is known throughout the region for serving people in need by introducing them to positive surroundings and activities. Most students emerge from Manchester Craftsmen's Guild and Bidwell Training Center with the competence and drive to pursue successful endeavors. "The programs are strong and the outcomes are phenomenal, particularly when weighed against the adversity that many of these students are challenged by. MBC is safe, and people respect each other in an open environment that provides guidance and facilitates what they want to do."

Looking to the future, Mr. Lammie sees the organization as a very successful educational model. "Replication will show that what's happened here can happen anywhere. There are a lot of failures in our education system, and MBC's programs are clearly part of the solution. We need to find ways to secure funding for the programs so that we can reach further and do more with the resources we have."

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These ideas may seem lofty, but the facts keep our programs firmly grounded. Arts and jazz education programming at MCG has served as a productive channel to academic achievement. School of Swing, an interactive jazz education event presented by MCG Jazz, served more than 3,400 elementary students and provides a valuable introductory music experience. One public school teacher commented on the MCG Youth & Arts' middle school Art Explorer program's value: "It supports the communications content I use in my classroom and connects it to other areas." BTC's adult career programming has also shown an impressive 81% class completion rate and 79% job placement for its graduates. According to the Bureau of Labor Statistics, projections for the top 50 occupations with the largest employment that do not require a four-year degree include 12 career choices from the 8 majors currently offered by BTC. Continued on page 6

Wise Investor Invests Here

Michael A. Bryson is a retired Executive Vice President of the Bank of New York Mellon Corporation and former Chief Financial Officer and head of Corporate Strategy for Mellon Financial Corporation. He and his wife Kathryn initially became involved with Bidwell Training Center as donors in the 1980s, through the United Way Donor Option program. "At that time, we only knew of Manchester Bidwell Corporation by reputation. Our involvement with MBC increased when Bill Strickland joined Mellon's board of directors in 2001. Upon my retirement from Mellon, Bill invited me to join the MBC board in 2008."



The entire Bryson family has become familiar with MBC and all consider it to be a model organization, not only for Pittsburgh, but nationally. "Supporting MBC is easy when one realizes that it is an organization whose concept, quite simply, works! I don't know of an organization where the simple, thoughtful strategies employed, together with Bill's vision and passion, are more broadly recognized by community leaders, elected officials and nationally recognized institutions. Even in the midst of difficult times, my hope for MBC is that it will continue to serve the local community as it does today, modifying its programs as necessary to meet changing needs, but not its philosophy and vision."



BTC Goes Green and Green-Collar!

BTC's history is one of adapting to the changing needs of the workplace. Pittsburgh's rich legacy as a steel producing and manufacturing center mandated the presence of a strong "blue collar" work ethic – one that BTC's programming supported through robust vocational training programs. When the region's industrial economy faded, our focus shifted to support industries hiring "white collar" professionals such as health-care. Currently, we are evolving to meet the training demands

of the emerging "green collar" workforce.

Some estimates suggest that 25% of America's workforce will be "green collar" by the year 2030 — a rise fueled by the increasing emphasis placed on conservation and inclusion by major corporations, universities, non-profit organizations, and government agencies. In keeping with this trend, BTC is aligning its institutional vision and practices with nationally-accepted principles of sustainability – for example, this newsletter is printed on FSC-certified paper with soy-based inks at a wind-powered facility! This merging of environmental stewardship and social equity provides a blueprint for the continuing evolution of our programming while preparing our students for "green collar" careers.



Today, here in Pittsburgh and across the nation, it is the combination of education and training facilities — along with the technology and manufacturing sectors — that will lay the groundwork for the influx of green jobs and "green collar" opportunities. BTC's environmental emphasis — as exhibited by its vibrant Horticulture Technology major — will enhance quality of life of the students and graduates as well as promote economic development in Southwestern Pennsylvania.

Congratulations!

BTC Graduates '09
Mary Curet of UPMC
'09 Fabric of the Community
Award recipient

Are You an Alum?
Sign Up for Our
Alumni Association!

BTC is proud to announce the formation of our Alumni Association — a great new way to help alum stay connected to classmates and colleagues.

Complete the online form at www.bidwell-training.org/alumni/alumni-association/

We look forward to hearing from you and seeing you at upcoming alumni events!

A Changed Life

Bidwell Training Center's Culinary Arts major attracts individuals of diverse ages, backgrounds and experiences. Nick Claus graduated from North Allegheny High School and Beattie Career Center's culinary program and found a job as a broiler cook. At age 18, Nick realized cooking was his life's calling and enrolled here to expand his knowledge and skills. Two years later, Nick is working at Sheraton Four Points as a Sous Chef. He assists with the day-to-day operations of their high-volume banquet, restaurants and bar businesses, supports the Executive Chef, and supervises 10-12 people.



Nick attributes his success to BTC's instructors who inspired him to be serious about academics and to take advantage of educational opportunities. "The instructors gave me the knowledge and skills needed to perform in the workplace and stressed the importance of a positive attitude," Nick says.

Nick continues giving back to the BTC community by conducting mock interviews with BTC's current Culinary Arts majors and he even hired a 2008 BTC Culinary Arts graduate. Nick's advice to current BTC students is this: "Be positive and take advantage of everything Bidwell Training Center offers. There is so much to learn and it will all be useful once you become employed."



Kids Get into the Swing with MCG Jazz

Each spring, MCG Jazz opens its 350-seat music hall to present a series of School of Swing concerts for elementary school-children. This year, we welcomed 2,600 Pittsburgh Public School students, with outreach sessions serving an additional 840 students at Jefferson Morgan Intermediate, Blackhawk Intermediate, and St. Athanasius School. The music-based youth education program is sponsored annually by UPMC

Health Plan, and helps to promote UPMC for Kids and other health and nutrition awareness programs.

School of Swing is a lively, interactive jazz education event featuring lots of audience participation and a fun, child-focused structure that provides a memorable introductory jazz experience. "The School of Swing concerts explore some of the key origins of jazz music and also present world-class musicians as role models for young audiences," said Marty Ashby, Executive Producer of MCG Jazz. "These players convey a passion for jazz that lets young people really connect with this music."

Taking the stage this year were ensemble musicians Roger Humphries (drums), Mike Tomaro (woodwinds), Jay Ashby (trombone and percussion), Max Leake (piano), Dwayne Dolphin (bass), and newcomers Kim Nazarian (vocals) and James Moore (trumpet). All of these individuals are professional musicians who welcome the opportunity to perform for students and express their love of jazz.



Are You e-Hip to MCG Jazz?

Be the first to hear our news!

Follow Amy_MCGJazz on Twitter or visit mcgjazz.org to sign up for our e-newsletter!

Banding Together: MCG Jazz, Arts Groups & You

MCG Jazz presents its 23rd annual concert series. The 2009-2010 season showcases more than 20 major artists including David Sanborn, Chris Botti and newcomers Lionel Loueke and Gretchen Parlato. Our most exciting new projects include a recreation of the 1946 production of Duke Ellington's "Beggar's Holiday," Ahmad Jamal's return to Pittsburgh featuring the MCG Jazz Orchestra plus a special event featuring the legendary pianist, Ramsey Lewis.

This season focuses on collaborations and co-presentations with seven major local and national arts organizations to provide the finest jazz experiences for our region. MCG Jazz is teaming up with The Pittsburgh Cultural Trust, The August Wilson Center for African American Culture, The Pittsburgh Symphony Orchestra, The Opera Theater of Pittsburgh, and The Guitar Society of Fine Art, and expanding its reach by collaborating with The Smithsonian Jazz Masterworks Orchestra (Washington, DC), and The Musical Instrument Museum (Phoenix, AZ).

MCG Jazz is always deeply committed to presenting jazz music at its very highest level. We invite you to support our concert programming by purchasing season tickets or by becoming an MCG Jazz Club Member. As a Jazz Club member you, too, are a partner in our Jazz Collaboration, helping us to continue to present, preserve and promote jazz in Pittsburgh. Please visit www.mcgjazz.org or call 412-322-0800 for the complete season lineup and ticket information.

MCG Jazz Calendar of Events

**Herb Alpert & Lani Hall
NOV. 7 & 8**

**Stanley Jordan & Jake Shimabukuro
NOV. 13**

**Regina Carter
DEC. 12**

**Duke Ellington's Beggar's Holiday
DEC. 18, 20**

**David Sanborn
JAN. 29**



Mentors Making Marks

If you happened to be around North Side's West Park on May 29, you may have done a double-take at pairs of teens and adults trudging along the sidewalks wearing brilliant green platforms. Perhaps you noticed miles of dusty green residue tracked through the neighborhood. As long as you took a moment to pause, internationally renowned artist Julia Mandle succeeded in her mission.



In April, Mandle led MCG after-school Apprenticeship Training Program (ATP) students in the creation of the coolest new footwear: chalk shoes! While producing their own pair, students learned about Mandle's artistic practice as part of a course seeking to empower youth to use art as activism. Then, students teamed up with representatives from various North Side organizations in a performance highlighting the area's cultural resources.

"I really liked learning from Julia how to blend art with creating change. I felt like I was part of something important," said Nour, Grade 11, Brashear High School.

"One of the most exciting aspects of this collaboration was how Julia encouraged the students to participate in their cultural community through a powerful direct experience. The students not only expanded their production abilities but gained a deeper understanding of art 'outside the frame,'" said Justin, MCG Teaching Artist, Design Arts.

Mandle's performance, made possible by the joint efforts of the New Hazlett Theater and MCG with generous support from the Grable Foundation as part of the Charm Bracelet Project Fund, is just one example of MCG Youth & Arts' year-round exhibitions and associated artist workshops. Our programming promotes cultural discovery and empathy by linking diverse and accomplished artists to young people and their communities. Our mission continues in 2009-10 with a lineup that promises a broad spectrum of creative visual arts experiences.

Our next exhibition, *Spectacles of Scale*, invites viewers into artists Leat Klingman and Beth Nixon's fantastical worlds of storytelling and puppetry. Klingman and Nixon will both conduct workshops with students and present talks to the public during their time here.

For a current calendar of exhibitions: www.manchesterguild.org/va/calendar.htm

Want to know more about our arts events and programs?

Subscribe to MCG Youth & Arts e-mail newsletter!

Visit www.manchesterguild.org and enter your e-mail address in the bright orange box that says "Sign Up for E-mail News."

Getting from Here to There

Each year MCG Youth & Arts staff has the pleasure of working with local youth who continue to amaze and inspire us. An important component of our after-school Apprenticeship Training Program (ATP) involves experiential learning that exposes students to and promotes higher education and a wide range of careers. While it is often hard to say "good bye," we could not be more proud of our students as they set out on the next phase of their lives.



Students from the Class of 2009 will be attending schools including the University of Pennsylvania, Roosevelt University, School of the Art Institute of Chicago, Tyler College of Art of Temple University, Edinboro University, and Indiana University of Pennsylvania. One of our long-time students was the valedictorian of Pittsburgh Brashear High School and another received the Yes, I Can Award for academic improvement from Pittsburgh Schenley High School. Another notable senior was honored with a scholarship to attend Robert Morris University for her first All City portfolio entry. There are, of course, more students' achievements than we can individually acknowledge here, but we wish our graduating seniors the best of luck in their future endeavors and hope to work with them again in new ways soon!

Replicating Light Around the World



What is NCAT?

The National Center for Arts and Technology is a subsidiary of MBC dedicated to replicating our educational model throughout the country and, eventually, throughout the world.

To learn more about replication, call us at 1-412-323-4000 Ext. 292 or e-mail ncat@mcg-btc.org

Continued from page 2

Our gainfully employed graduates demonstrate worthy characteristics to their families and communities and therefore help extend the positive environment created on our campus throughout Pittsburgh, the region and beyond.

Our goal is to expand our empowering educational environments to communities across the world. Our programs' demonstrated ability to change the lives of disadvantaged youth and adults has earned the attention of foundations, public officials, private donors, corporate funders, and community leaders. However, without philanthropic and governmental support, it is impossible to calculate the number of people who would be deprived of the opportunities made possible by MBC as it continues to impact lives and shape new career opportunities ... year after year.

Solving Problems across the Globe, MBC-style

MBC was not built in a day, and neither are our affiliated centers for arts and technology. The process of creating and launching an affiliate site is intensive and goes through three distinct phases.

The first phase, feasibility, determines whether the interested city has the essential key attributes critical to create and maintain a successful center. This is done by extensive research and meetings with 75-100 community leaders, nonprofit and social service organizations, education and training facilities, arts groups, employers, corporations, and the public school district and school board. This research is compiled into a report assessing the need for MBC programming. Determining budget and funding for the first three years of operation as well as other pressing issues a community needs to address before it can move into the next phase are also considered in this report.

The second phase is planning and pre-opening. During this part of replication, the NCAT team guides the city's community leaders through a detailed startup process for their center, including, but not limited to, identifying and training an executive director, selecting a board of directors, incorporation as a 501(c)3 non-profit organization, and help with curriculum. Once this phase is completed, the site moves to the third stage.

The last phase is called early implementation. During this, the centers officially open and begin enrolling students. It is during early implementation that they expand their curriculum, develop their programs to continually improve quality and consistency, build infrastructure and relationships, and seek national accreditation.

Once these stages are complete, the site becomes a self-sustaining center of arts and technology that helps MBC spread its educational model across the world.

NCAT's Influence

Places interested in MBC

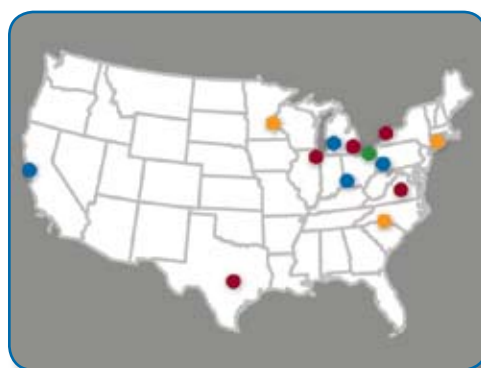
- Austin, TX
- Buffalo, NY
- Chicago, IL
- Detroit, MI
- Israel

Feasibility Cities

- Charlotte, NC
- Halifax, Nova Scotia
- Minneapolis, MN
- New Haven, CT
- Richmond, VA

Planning Cities

- Cleveland, OH



Operational Cities

- Cincinnati, OH
- Grand Rapids, MI
- San Francisco, CA

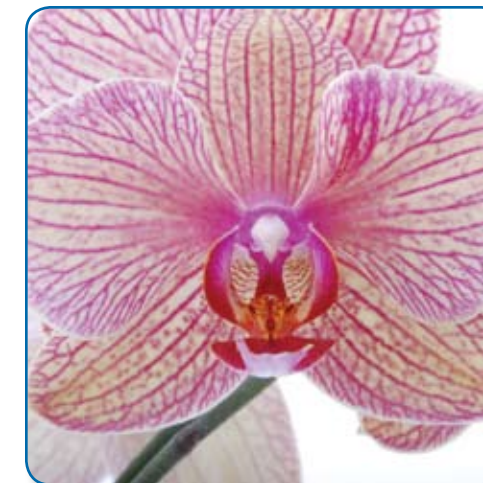
Other Opportunities

A Beautiful Place to Learn

The Drew Mathieson Center for Horticultural and Agricultural Technology (DMC) is one of Western Pennsylvania's premier educational greenhouses. The 40,000 square foot facility is situated on the Bidwell Training Center campus and was established, in part, to support training in the plant sciences.

The center is the home for BTC's Horticulture Technology major and boasts four interconnected, high-tech greenhouses with integrated classroom and lab components. It offers an applied learning experience for students aspiring to careers in landscaping, design, retail or wholesale floral, greenhouse operations and other "green" industries. It also operates as a production greenhouse and specializes in the *Phalaenopsis* orchid.

If you are interested in learning more about the Drew Mathieson Center, ordering orchids or other crops in bulk, or discovering how orchids can make a fundraiser unique, please call 412-323-4000 Ext. 502.



Giving Back

Make a Donation and Change Lives

I would like to contribute at the following level (All gifts of \$100 or above will receive the MBC Orchid Notepad):

- \$25,000+ \$10,000+ \$5,000+ \$1,000+ \$500+ \$250+ \$25+
Platinum Gold Silver Bronze Pewter Friend Contributor

- Please list me as an anonymous donor. My employer will match this gift - forms enclosed.

Enclosed is my gift of \$ _____ in support of:

- Manchester Bidwell Corporation General Operating Bidwell Training Center
 The Drew Mathieson Center MCG Jazz
 MCG Youth & Arts National Center for Arts and Technology

Payment Method

- Check Visa Mastercard American Express Contact me to arrange a gift of stock

Contact and Billing Information

Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ E-mail _____

Please make all checks payable to:

Manchester Bidwell Corporation
 ATTN: Development Department
 1815 Metropolitan St., Pittsburgh, PA 15233

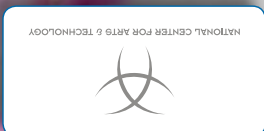
Credit Card Number _____ Expiration Date _____

Signature (Must have signature to process) _____



Questions about donating?
 Call 1-412-323-4000 Ext. 201

Discover How We Change Lives Through Education Inside!



Do You Believe Positive Learning Environments Create Better People?



MANCHESTER BIDWELL CORPORATION

1815 Metropolitan Street
Pittsburgh, PA 15233

Wind Logo
Here

Recycled logo
here

Indicia Goes
Here

DRAFT v3
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Comments Due:
Noon, Thursday, September 3, 2009