

RESEARCH PARTICIPANT REGISTRY

IN THE SPOTLIGHT: PARTICIPATING IN PEDIATRIC RESEARCH

Summer 2014



Elizabeth Miller, MD, PhD, is an associate professor of pediatrics in the University of Pittsburgh School of Medicine. She is also chief of adolescent medicine at Children's Hospital of Pittsburgh of UPMC and codirector of CTSI's Community PARTners Core.

In this edition of the newsletter, we'll talk about the importance of getting children involved in research. As a researcher, physician, and parent, Dr. Miller understands pediatric research well. She knows the steps that are taken to protect people who volunteer to participate in research.

Why is it important to involve children in research?

It's very important that research we do helps the young patients and their families that we serve. That means making sure that we encourage people to participate in building that knowledge. One of the most basic ways to build knowledge about how to promote health and prevent disease comes from people participating in studies. It's a clear way to create new treatments, approaches, and ways to prevent disease. If children do not participate in research, medical advances will get way behind and the ability to get medical treatments will be too slow. We don't have enough pediatric studies in particular. We have smart researchers and communities that need the knowledge. The more that patients and families participate in research, the faster we'll get answers.

Can't we just use what we know from research with adults without involving children?

Children are not little adults. Applying research findings for adults to children is absolutely unacceptable and doesn't address children's needs. It also doesn't take into account the ever-changing development going on in children's bodies. There are diseases and conditions that are unique to the first two decades of life. It's also the time that lays the foundation for health going into adulthood. The more we know about pediatric health, the better it is for them in the future.

What would you say to parents who are nervous about involving their children in research?

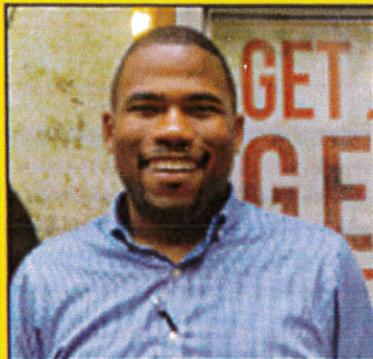
There's a range of studies. Some are easy (like answering survey questions). Others require more participation. Parents need to know that research with pediatric patients is examined a great deal to ensure that the benefits of the research outweigh the risks. Researchers have put in place multiple strategies to protect kids from that risk.

Parents need to know that participating in research is completely voluntary. Volunteers can opt out at any time. No one can force you or your child to do anything.

One benefit of participating in research that parents may not recognize is that it also develops curiosity in children. It introduces them to how scientific knowledge is built. My own kids have participated in different studies. Their understanding of how research is done has added to their scientific education. It's an amazing opportunity and very different from doing a science lab in school.

Also, participating in research is a way to pay it forward. By helping develop knowledge and improved treatments today, we're helping future generations of children and families. It's an incredibly concrete way to give back to our community. That's pretty awesome.

**SPOTLIGHT:
THE URBAN LEAGUE OF GREATER PITTSBURGH**



Marcus Poindexter, MSW, LSW, health advocate at the Urban League of Greater Pittsburgh, gives an overview of the services the Urban League provides.

The Urban League focuses on helping African Americans but turns no one away. We offer education, health advocacy, housing, youth development,

hunger services, employment and career assistance, and economic empowerment programs.

The Urban League is a walk-in facility located at 610 Wood Street in downtown Pittsburgh. The primary thing we do is help people connect to services in the greater Pittsburgh region, especially through community engagement. We offer many services to families and youths. We have three family support centers. They're located in the Northview Heights, East Hills, and Duquesne neighborhoods. We have family-based specialists who go out to people's homes and do assessments of newborns to 3 year olds to see what services the family may need to keep that child safe. The services could include in-house help in cognitive or physical development. The centers also have classes in areas like parent-

ing, newborn care, healthy eating, and mental health. More information on the family support centers can be found online at <http://ulpgc.org/departments/help-my-family/> or by calling 412-227-4802.

Our secondary role/function is enrolling African Americans in Pitt's research participant registry. We try to dispel the myths out there. We talk to people about what research really is and how participants are protected.

Also, our education services offer the Urban League of Greater Pittsburgh Charter School for kindergarten through fifth grade (<http://ulpgcs.org/>). Class sizes are small, so it's a competitive lottery system for applicants.

The Urban League provides hunger services through emergency food assistance (a three-day food supply). We then check to see if people are eligible for the state's supplemental nutrition assistance program. We can help get them registered at a food pantry in their community for ongoing care. Housing is the Urban League's big-ticket item. People who need help keeping their current housing or have found themselves homeless will find help at the Urban League.

We've seen a great response to Urban League services. People come back to us with many success stories.

YOU CAN HELP IMPROVE MyUPMC

UPMC's Technology Development Center would like your help with Improving the MyUPMC website.

We will be holding in-person discussions in June, July, and August. Meetings will last approximately 45 minutes and will be scheduled at your convenience. You do not need to be a MyUPMC user to participate, and any input you provide will remain anonymous.

If you or anyone you know would like to participate, please contact Juliana Coupland, senior designer, at couplandje@upmc.edu

Kids will like to create and eat the colors of the rainbow this summer with this naturally sweet and healthy recipe!

Rainbow Fruit Kabobs with Honey Cinnamon Yogurt Dip

Ingredients:

- ½ cup whole strawberries
- ½ cup cubed honeydew
- ½ cup cubed cantaloupe
- ½ cup cubed watermelon
- ½ cup green grapes
- ½ cup cubed pineapple

Honey Cinnamon Yogurt Dip:

- 8 ounces low-fat vanilla yogurt
- 1 tablespoon honey
- ½ teaspoon ground cinnamon

Directions:

Wash strawberries and grapes in cold water. Wash rinds of melons in cold water before cutting. Combine ingredients for dip in a small bowl and stir until blended. Refrigerate until ready to serve.

On small plastic skewers, kids can alternately thread the fruit in a rainbow order. Arrange kabobs on a plate and serve with yogurt dip. Makes 6 servings.

Nutrition Information:

1 serving provides 81 calories, 2 grams protein, 17 grams carbohydrate, < 1 gram fat.

Recipe provided by:

Elaine S. Wahl, MD, RD, LDN Dietitian-MUH Clinical and Translational Research Center

PARENTS: SIGN UP FOR THE RESEARCH PARTICIPANT REGISTRY

The Research Participant Registry is open to people of all ages. You can sign up for the Registry at participating UPMC outpatient office locations, through MyUPMC, or through the Registry website.

Please go to <http://www.researchregistry.pitt.edu/> for more information.

AUGUST

2014



Hill District 365 is a community initiative to encourage our neighbors to participate in available health services and programs throughout the year so that they can live their best life possible. Healthy communities do more than just exercise and eat right, they focus on all five areas of health.



BODY
Physical and Nutritional Health



MIND
Mental and Emotional Health



SPIRIT
Spiritual Health



HOME
Environmental Health



MONEY
Financial Health

Health and Wellness Weekend

The Health and Wellness Weekend is designed to focus on how WE, as a community, can make simple changes in our everyday lifestyle to live healthier and become more active!

Stay tuned for our program of events which is currently being finalized. We look forward to sharing concepts, practices, resources and fun activities during this weekend to encourage our communities to live healthier! Save the date: September 13 - 15, 2014!

Donate. Volunteer. Attend.



Dignity & Respect
TIP 28

**LEND
A
HAND**

DONATE: GIVE BACK IN AUGUST

Help make this school year a success for the kids in our communities by placing donations of pencils, notebooks, calculators, folders, backpacks, glue, or crayons in the Lend A Hand donation areas!

The LEND A HAND program encourages all community members to DONATE, VOLUNTEER, and ATTEND events that support healthy communities for all.

Learn more at www.dignityandrespect.org/greaterpittsburgh

Take Charge Of Your Health Today. Be informed. Be involved...

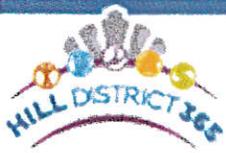
CTSI Partnership:

The focus of this collaboration with the New Pittsburgh Courier, the Urban League Of Greater Pittsburgh, the Center for Engagement and Inclusion, and CTSI is to bring relevant and geographic-specific health information to those living in Allegheny County and to empower those who read these pages to take charge of their own health and to gain access to information, community resources, and research opportunities. The health pages can be found in the New Pittsburgh Courier from August through March.

Learn more at www.newpittsburghcourieronline.com.

For more information or to receive this newsletter directly,
email info@thepartnershipcouncil.org or call 412-802-6737.

AUGUST
EVENTS:



AUGUST EVENTS:

COMING UP NEXT:



Health and Wellness Weekend

Tuesdays, starting August 5 - September 9

Train for the Up481 5K
8:30 p.m.



**Lobby at Thelma Lovette YMCA,
274 Centre Ave, Pgh, 15219**

Join The People's Office along with the staff of the Thelma Lovette YMCA as we train for the Up481 5K on September 13, 2014. Runners of all skill levels are welcome. Group will run outdoors and utilize the track during inclement weather. For additional information, contact Sara Zwick at 412-325-0994 or szwick@ymca.org

Saturday, August 23

STEP Pittsburgh for Youth - Volunteer Opportunity

Gym at Thelma Lovette YMCA

11:30 a.m. - 2:00 p.m.

274 Centre Ave, Pgh, 15219

The Hill District 365 is partnering with summer youth programs in the Hill District to create a four-week activity where students will compete to accumulate the most steps for their summer camp to win a grand prize. Every group that participates will receive a prize for their organization and every student will receive a back-to-school book bag filled with school supplies. Volunteers are needed to help with the packing and distribution of the book bags.

LEND A HAND: To volunteer, contact Wendy D'Robert at fordr@pccpa.de or 412-864-3333.

Thursday, August 28

4th Annual Friend of Children Benefit Banquet

6:30 p.m. - 9:00 p.m.

**Hilton Garden Inn Pittsburgh University Place,
2454 Forbes Ave, Pittsburgh, 15213**

This event will celebrate the 20th anniversary and honor Charlie Gatch as the recipient of the Friend of Children Award. To purchase tickets, please contact Linda Parks at 412-261-2573 or lparks@macdonaldsociety.org and visit www.macdonaldsociety.org

Thursday, August 28

Lunch & Learn

12:00 p.m. - 1:00 p.m.



The Health Education Office (HEO) at the Urban League of Greater Pittsburgh in partnership with the University of Pittsburgh Clinical and Translational Science Institute (CTSI) hosts a Lunch & Learn event the last Thursday of every month focusing on better health and lifestyle management. For more information about this or other CTSI health education events, please contact Marcus Poindester at 412-227-4229.

Tuesdays and Wednesdays

Free Services from the Health Education Office

12:30 p.m. - 3:00 p.m.



**The Urban League of Greater Pittsburgh Health Education Office,
610 Wood St (3rd floor), Pgh, 15222**

The Health Education Office (HEO) at the Urban League of Greater Pittsburgh offers the following health services FREE of charge:

- Blood Pressure Readings
- Height and Weight Measurement
- BMI Calculation
- Body Fat Analysis
- Nutrition Information
- Diabetes and Blood Pressure Information
- Free Male and Female Condoms
- Recruitment into a Research Registry
- Information on Research Studies of Interest
- Information on Various Health Conditions
- Referral Information for Additional Health Services

For more information, please contact Marcus Poindester at 412-227-4229.

Mondays and Wednesdays

Shire's Training Center

Career training at no cost to students



1630 Metropolitan Street, Pittsburgh, 15213

Attend an information session on Mondays and Wednesdays at 8:45 a.m. to learn more. Majors start in September, October, November, and January. Enroll in a career training major the fall. Academic support classes are available.

For additional information, call 412-325-4000 Ext. 150 or learn more at www.biderel-train.org

The Ask the Pharmacist Program

Provides the encouragement and assistance to help residents reach their health goals. Seniors meet with a highly qualified pharmacy team for a monthly visit for:



- Full medication review
- Current status of nutrition/exercise management
- Allergy review goal setting
- Drug interaction review
- Medication adherence check
- Blood pressure screenings

Monday, August 4

11:00 a.m. - 1:00 p.m.

**Bedford Hill Apartments,
2120 Bedford Ave, Pgh, 15219**

Tuesday, August 10

11:00 a.m. - 1:00 p.m.

**Ebenzer Towers,
420 Oberlin St, Pgh, 15216**

Thursdays - August 7, 14, 21, 28

10:00 a.m. - 12:00 p.m.

**HIS House Senior Service Center,
2099 Bedford Ave, Pgh, 15219**

Thursday, August 21

11:00 a.m. - 1:00 p.m.

**Marion Plaza,
9501 Brice St, Pgh, 15221**

Monday, August 11

All Day - Healthy Heart Class

HIS House, 1935 Centre Ave, Pgh, 15219

Wednesday, August 27

3:00 p.m. - 5:00 p.m.

**Focus Pittsburgh,
2229 Centre Ave, Pgh, 15216**

Wednesday, August 13

11:00 a.m. - 1:00 p.m.

**Legacy Apartments,
221 Centre Ave, Pgh, 15219**

Thursday, August 28

1:00 p.m. - 3:00 p.m.

**Western Manor,
2451 Bedford Ave, Pgh, 15216**

Monday, August 18

11:00 a.m. - 1:00 p.m.

**Guy R. Mitchell,
1621 Jacobs Ave, Pgh, 15206**

For additional information, please contact Terry Alton at trallo@dukeup.edu or 412-346-0962.



U.S. Secretary of State Arne Duncan Announces National Preschool Initiative in Pittsburgh



U.S. Secretary of Education, Arne Duncan, made an historic announcement in Pittsburgh on Wednesday August 13th. The Federal government will be accepting applications for the \$250 million Preschool Development Grants competition.

“We are working as hard as we can to expand access to high-quality early learning opportunities. Historically our department didn’t work much in this space. I think it is something we have to do.”

The city of Pittsburgh has the opportunity to receive as much as \$20 million a year for the next four years through this early childhood education initiative. Mayor Bill Peduto stood alongside U.S. Secretary Duncan, Pittsburgh Public Schools Superintendent Linda Lane and Allegheny County Executive Rich Fitzgerald as the announcement was made at the Hug Me Tight Child Life Center located in Pittsburgh’s Hill District.

Mary Peduto stated, “This is not only an historic day for the Hill District, for the city of Pittsburgh; this is also an historic day for the United States...this initiative allows cities and their states to apply for grants to make it possible to create universal early childhood education. This is something that the city of Pittsburgh is poised and ready to be able to do and to become a model on a national scale.”

The Preschool Development Grants aim to support cities and states in “building, developing and expanding voluntary, high-quality preschool programs in high-need communities for children in low- and moderate-income families.”

Pittsburgh is a prime candidate for such an opportunity. Currently, there are over 5,000 children in the city of Pittsburgh who do not have access to a preschool or Head Start program. This fact is not lost on Mayor Peduto who has Dr. Curtiss Porter as his administration’s Chief Education & Neighborhood Reinvestment Officer to be in charge of outreach and education, a first for the city. Dr. Porter and Dr. Cossette Grant-Overton will be partnering with Pittsburgh Public Schools to apply for the Preschool Development Grant. Mayor Peduto insists that the city of Pittsburgh and Pittsburgh Public Schools have a better chance at earning a Preschool Development Grant if both entities work together as a team. “It doesn’t happen without a team. If we apply alone,

we have failed. If we applied just with Pittsburgh Public Schools we'd have a chance, but Pittsburgh is uniquely poised to put together a team."

Countless research has been conducted to prove that a high-quality early childhood education is critical to a student's academic success for the rest of his or her school career. Unfortunately, many children do not get the opportunity to receive such an education early on, which leaves them in a constant state of playing catch up with the rest of their peers.

Indeed, U.S. Secretary of Education, Arne Duncan, firmly believes that early childhood education is the best investment our country can make. "For every dollar we put in, we as a country get back seven dollars. That's crime. That's dropout. That's teenage pregnancy. That's incarceration – more young people graduating from high school, more young people going on to college, more young people becoming productive citizens...You cannot be a world class city if you don't have a world class education system from the cradle all the way up to a degree." He continued to make his case for high-quality early learning at the Hill House's Kaufmann Center, participating in a question and answer session.



The old African Proverb states "It takes a village to raise a child;" the same can be said for educating a child. Parents must be actively involved as well as the educators and school administrators. In addition to those key players, local, state and national officials, along with the numerous philanthropic foundations, faith-based organizations and businesses also play a vital role when it comes to ensuring our young people are receiving a high-quality education. That is why Secretary Duncan has formed a coalition around this early education initiative. He has recruited everyone from police officers, to military leaders and more to take on the task of implementing this initiative.

Furthermore, there are currently 28,000 high-wage, high-skilled jobs left unfilled in the Pittsburgh region. U.S. Secretary of Education, Arne Duncan, sees a parallel between those vacant jobs and the need for access to a high-quality education. "All of us in education have to look in the mirror, be self-reflective and say we have all these people looking to keep good jobs in our communities. If those of us in education don't do a better job of producing the talent to fill those jobs, those jobs will be migrated elsewhere. The cost to our families, the cost to our communities is extraordinary." The Preschool Development Grants is a step towards producing such necessary talent.

The Preschool Development Grants competition will prepare states to participate in President Obama's "Preschool for All" program— a federal-state partnership that would "promote access to full-day kindergarten and encourage the expansion of high-quality preschool programs for 4-year-olds from low- and middle-income families." All states, the District of Columbia and Puerto Rico are eligible to apply. Applications are due by Tuesday, Oct. 14, 2014. Awards will be made in December 2014.

Neighbors, communities big winners since Rivers' opening

Despite not hitting financial projections, casino has produced \$795M in taxes, donations in 5 years

BY JASON CATO

Five years after opening, Rivers Casino isn't drawing the play it designer envisioned, but it has pumped hundreds of millions of dollars into community investments and turned some of its early critics into champions.

When the North Shore site won the bid for Pittsburgh's casino in December 2006, its developer had estimated people would gamble \$428 million at slot machines in the first year of operation. The state Gaming Control Board predicted a more conservative \$362 million. The actual take fell woefully short: \$241 million.

"We've never met the initial projections, but we've continued steady movement toward those goals," said Craig Clark, who became general manager in 2011, two years after the casino opened on Aug. 9, 2009.

CASINO • A10

Rivers estimates 2.9 million people visit the property each year.

Last year, gross revenue from slots in Rivers reached \$277 million, and table games added \$68 million.

"They've gotten better," said Frank Gamrat, an economist with Castle Shannon-based Allegheny Institute for Public Policy, who never considered the initial projection to be "an attainable goal."

Since opening, the casino has reaped \$1.6 billion, state records show. That produced about \$745 million in taxes for the state, Allegheny County and the city, according to Rivers figures through mid-July. The casino paid about \$50 million toward Consol Energy Center, community organizations, charities and public libraries.

"But I think some people expected a lot more," said Denis Rudd, professor of tourism,

hospitality and gaming at Robert Morris University. "It was not going to come in and cure all of the woes of Pittsburgh. Casinos aren't meant to do that."

When casino operators were bidding for the right to build in Pittsburgh, critics predicted a casino would draw crime to its surroundings and increase the rate of gambling addiction. The state law established a compulsive gambling plan that specifies ways for the state, casinos and gamblers to deal with problem gambling.

Critics to partners

Among early skeptics was the Carnegie Science Center, which worried about a casino neighbor drawing traffic and people who wouldn't mesh with a family-friendly crowd.

"When you think of a science center and a casino, it's kind of like chalk and cheese; they're not much alike," said Ann Metzger, the center's co-director. "But we have a wonderful relationship with the casino. I think they've really contributed to the vibrancy of the North Shore."

Rivers provides free slots play for people who attend the science center's 21+ Night adult programs, including Pi Night, a party on March 14 hyping math and gaming.

In 2012, the Steelers and Rivers officials each agreed to pay \$200,000 for three years to underwrite free rides to and from Port Authority's North Shore Connector stop outside Heinz Field.

Paying for transit rides helps alleviate traffic more than it brings patrons to the casino, Clark said. But it helps many employees get to work and students to classes at Community College of Allegheny County.

"That's part of what we should be, as Pittsburgh's casino — we should support those

efforts," Clark said.

Such a partnership seemed unlikely several years ago, when the front offices of the Steelers and Pirates thought a casino would intensify game day traffic jams, and the casino set hefty fees for fans parking in its garage to attend games — initially \$50 for Steelers games.

All sides have backed off. The casino and sports teams regularly team up for promotions, such as nightly number drawings at baseball games for free slots play at the casino. "The reality is that we are a good business partner," Clark said.

Coming through

Even before it opened, the \$780 million casino had a commitment to Pittsburgh's hockey team.

Its construction by the late Don Barden, a Detroit businessman, stalled when Barden couldn't finance the project. He and a small group of investors kept just 20 percent ownership when a group headed by Chicago billionaire Neil Bluhm stepped in. The Rivers' owners, Holdings Acquisition Co. LP, bought out the other investors when Barden died.

Holdings Acquisition agreed to meet Barden's promises — namely, paying \$225 million over 30 years toward Consol Energy Center, the Penguins' Uptown arena that opened in 2010.

"That is a significant commitment that no other casino in the state has to make," Clark said of the annual payments of \$7.5 million, or about \$20,500 a day.

Community groups in the North Side and Hill District were promised a combined \$6 million in the first two years of the casino's existence.

Then lawmakers, when legalizing table games in 2010, tapped part of Rivers' revenue



to provide consistent funding for Carnegie Library of Pittsburgh. The casino since has channeled more than \$4.5 million to the library.

"It's a challenge," Clark said of the financial obligations. "But the important part is, the ownership group came in and lived up to those commitments."

Rivers consistently ranks as one of the state's top-performing casinos. In fiscal year 2013-14, which ended June 30, the property's 2,900 slot machines and 83 table games grossed \$345.5 million — ranking third among the state's 12 casinos, behind Parx in suburban Philadelphia and Sands Casino Resort Bethlehem.

"I can't say that it has been a boon or a bust for Pittsburgh," Allegheny Institute's Gamrat said of Rivers. "It's just become part of the landscape."

Leading by example

Riverlife, a group that promotes Pittsburgh's riverfronts, thinks the casino set new standards for riverfront development.

"They are a model for other riverfront property owners," said Lisa Schroeder, Riverlife president and CEO, citing the casino's glass-front design, riverside amphitheater and native landscaping. The casino hosts Riverlife's annual "Party at the Pier," set for Sept. 5 this year.

The casino leads by example in money donated to other organizations, including The Mario Lemieux Foundation, the Allegheny County World War II Memorial, the Greater Pittsburgh Community Food Bank and the Urban League of Greater Pittsburgh.

It hosts annual charity poker events benefiting the Lemieux Foundation and provided entertainment for its fantasy hockey camps in January.

To date, the casino has provided more than \$100,000 in

direct funding to the foundation, which addresses cancer research and patient care.

"Ultimately, they are helping us help other people," said Nancy Angus, the foundation's executive director.

The casino has partnered with the Pittsburgh NAACP, NorthShore Community Alliance, Allegheny YMCA and Susan G. Komen Pittsburgh, among other groups.

Through its "Community Champions" program, some of its 1,800 employees volunteer with the food bank, Habitat for Humanity, Pittsburgh Parks Conservancy and Friends of the Riverfront.

"They've tried to integrate themselves into the community, and they didn't have to do that," Angus said. "They've really tried to make themselves Pittsburghers."

Jason Cato is a Trib Total Media staff writer. Reach him at jcato@tribweb.com.

Big payout

Since opening in August 2009, Rivers Casino has collected nearly \$1.6 billion from slot machines and table games. Some of that money has gone toward taxes and donations:

- \$476.4 million in state tax
- \$146 million to Pennsylvania Race Horse Development Fund
- \$65 million to Economic Development and Tourism Fund
- \$57.3 million to Pittsburgh and Allegheny County
- \$37.5 million to Consol Energy Center
- \$4.6 million to Department of Education Library Fund
- \$3 million to Northside Leadership Conference

- \$3 million to Hill District groups
- \$531,112 to community groups and foundations

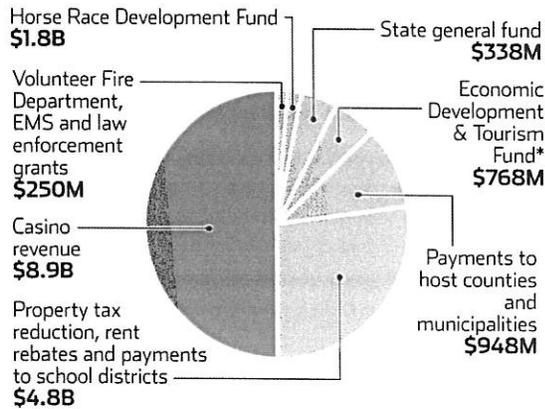
Sources: Pennsylvania Gaming Control Board; Rivers Casino

In case you missed it

» This story is the second in a two-part series. Part one, which appeared in Sunday's paper, reported how homeowners have not received property tax breaks expected with state approval of casinos. To read that story, visit triblive.com.

The take

Gamblers have lost more than \$17.9 billion in Pennsylvania since the first casino opened in November 2006. The state got more than half of that. So where did all the money go?



*INCLUDES REDUCING PITTSBURGH INTERNATIONAL AIRPORT DEBT AND DAVID L. LAWRENCE CONVENTION CENTER OPERATING DEBT
 ** TOTALS MIGHT NOT ADD UP TO \$17.9 BILLION BECAUSE OF ROUNDING

Sources: Pennsylvania Gaming Control Board and Department of Revenue

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Men of Excellence Awards Reception



Pittsburgh Courier
August 6-12, 2014





REV. CORNELL D. JONES
Chaplain, State Correctional Institution of Pittsburgh Prison



DARRYL E. JONES
Chief, Pittsburgh Fire Bureau



R. BLAINE JONES II
Owner, Blaine Jones Law LLC



ABASS V. KAMARA
Partner, The Carey Group



BOB McCALL
Chef



EVERETT M. McELVEEN
President and CEO
Life's Work of Western Pa



NATE MITCHELL
Entrepreneur, Natural Choices Salon & 720 Music, Clothing and Café



RICHARD L. MORRIS
Director of Housing, Urban League of Greater Pittsburgh



BISHOP OTIS L. CARSWELL
Senior Pastor
Potter's House Ministries



WINFORD R. CRAIG
Director of Information Technology
Urban League of Greater Pittsburgh



PARADISE GRAY
Curator/Archivist
The Paradise Gray Collection



ELWIN GREEN
Publisher
Luminaria Productions LLC



JEFFREY GRUBBS
Musician
Pittsburgh Symphony



PAUL TERRANCE HARPER PhD
Clinical Assistant Professor of Business
Administration
University of Pittsburgh



EUGENE E. HARRIS
Principal Harris Consulting



GEORGE HOWARD
Corporate Trainer UPMC Health Plan

Jobs, jobs, jobs

NUL conference addresses issues of under and unemployed

by Diane I. Daniels

For New Pittsburgh Courier

Two days after President Barack Obama signed the Workforce Innovation and Opportunity Act last month, thousands of people were convening in Cincinnati to participate and share their knowledge at the National Urban League's 2014 conference. With the theme; One Nation Underemployed: Bridges to Jobs and Justice.

The four-day event according to Marc Morial, president and CEO of the National Urban League, the nation's preeminent thought leaders and influencers from across the country aimed to conceive actionable plans to address the nation's economic challenges and unemployment and underemployment crisis.

In front of an audience mixed with corporate executives, politicians, professionals, young professionals, youth leaders, college students and volunteers, Morial kicked off the conference with the State of the Urban League Address. Pointing out facts from the 2014 National Urban League State of Black America Report he indicated that there is a consistent two-to-one employment ratio for African-Americans in the main stream.

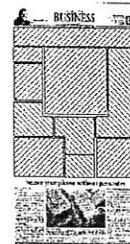
"Yes," he said. "In 2014 Blacks are still twice as likely to be unemployed." He indicated that four of the 10 Metro areas in the nation with some of the highest Black unemployment that over 20 percent are in Ohio. "We cannot hide and the nation cannot hide from continuous underemployment and double digit unemployment as the new norm in our urban communities across the nation. We cannot hide from our responsibility."

With the signing of the Workforce Innovation and Opportunity Act, which President Obama says should help ensure that workers can earn the skills employers are looking for right now, according to Vice President Joseph Biden; Morial's concerns are being addressed. During the conference's Opening Plenary Session Biden the 47th vice president of the United States said that the president and he are rebuilding America. He stated that the economic front is well and that he is optimistic that America is in a better place.

"On this day in 2014 America is in a better position than any other nation in the world to be the leading economy in the 21 century," he said. Biden pointed out that according to a leading survey company, the Boston Consulting Group that their statistics points out those American companies that are currently invested in China that 54 percent of firms like manufacturing and IT have plans or are considering coming home to America. With more than 668,000 manufacturing jobs created in the last 52 months he said that is good news.

In order for the economy to bounce back and for companies to return to the states, Biden said the president realizes that the infrastructure has to be modernized which means millions of good paying jobs and the need for a highly skilled workforce.

Not negating the fact that education is a key element to success, Biden stressed that in the future thousands of the available jobs will only need a two-year degree or certificate specialization and will carry an average salary of \$86,000 annually. He identified jobs in the fields of manufacturing specializing in welding, machinist, and installation of solar panels and electrical workers. The health



care industry he said currently is the most vibrant industry in the world and that in the next five and a half years there will be a need for 526,000 registered nurses and because of the aging population there will be a need for 162,000 medical assistants. By the year 2020 he said 1.4 million IT jobs will be needed across the country.

In his final comments, Biden said, "It has to be about jobs, it has to be about opportunity and there has to be jobs to fill in order to meet the needs of our communities. This is a new era. We are better positioned than anybody in the world. The opportunities are there. We have to invest in our infrastructure and the American people."

Esther Bush, president and CEO of the Urban League of Greater Pittsburgh during the conference kept her focus on situations on a local level. "I am pleased that the chapters from Ohio came together and focused on the Common Core State Standards for education," she said classifying them as the new equity lens for education.

Already involved she said the local chapter has conducted parent circles in North View Heights, East Hills, the City of Duquesne, and the Creative School for Performing Arts and the Urban League Charter School.

"Our goal is to educate the parents on the importance of the Common Core State Standards and that all American children must have the same minimum level of education throughout the country. That everything is equalized," she pointed out.

Bush was also excited that the signing of the Workforce Innovation and Opportunity Act had been mentioned during the opening address by Morial. She said she is

pleased that major dollars are to be utilized to help out of school youth ages 16 to 25.

The conference consisted of panels, workshops, entertainment and networking opportunities and celebrated the 50th anniversary of the Civil Rights Act. There was a Youth Leadership Summit, a Small Business Matters Entrepreneurship Summit and the N.U.L. Experience Expo Hall consisting of the career and networking fair.

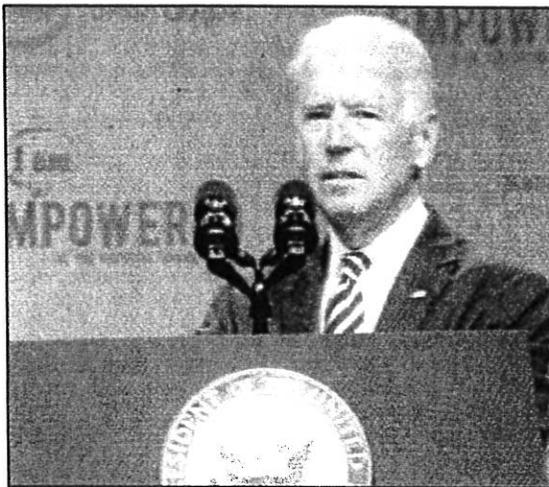
In charge of one of the most prominent Urban Leagues in the system, Bush stands by their theme of empowering communities and changing lives. She encourages those in need of their services to contact the office by calling 412-227-4802 or stopping by their main office at 610 Wood St., Downtown Pittsburgh.

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VICE PRESIDENT JOSEPH BIDEN



LET THE SHOW BEGIN—National Urban League President and CEO Marc Morial makes the challenge to attendees to get the most out of the many resources offered throughout the four-day event. (Photos by Diane I. Daniels)



THE VICE PRESIDENT SPEAKS—Filled with optimism, the 47th Vice President of the United States, Joseph Biden said the future of the US economy is bright.

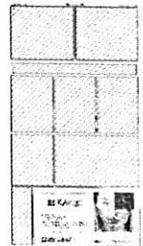


PITTSBURGH IN THE HOUSE—Lori Rue, Interim Director of Education and Youth Development and Esther Bush, President and CEO of the Urban League of Greater Pittsburgh look forward to utilizing the knowledge they gained at the Cincinnati conference to help the constituents of Greater Pittsburgh.

Central Baptist Church hosts Awards, Jazz Affair



MARK STRICKLAND, on jazz guitar, was just one of the many artists who helped Central Baptist celebrate its 123rd anniversary.





AWARDEES—From left: Rev. Victor J. Grigsby, senior pastor at Central Baptist Church, with awardees Tim Stevens, Civic Award; Esther Bush, Business Award; and James Myers Jr., Community Award.