

ship can't be used for room and board.

"For poor families, particularly kids who may be the first person in the family to ever go to college, that's huge," Mr. Sofo said. "It's going to have an impact that will lessen the benefit in tangible ways for our kids and may diminish the number that actually move on and pursue" higher education.

Esther Bush, president and CEO of the Urban League of Greater Pittsburgh, said: "I believe they're dealing with the reality of the funds that are available. I am in general supportive. I continue to be appreciative of the fact that we have the Promise."

Ms. Bush, who was on the UPMC board when it decided to donate, is concerned that the money can't be used for books and said she hopes something will be established, not necessarily by the Promise but perhaps by others, to help with books. "To me, books are essential," she said.

Even with the changes, Carey Harris, executive director of A+ Schools and the par-

ent of three city schoolchildren entering grades 4, 6 and 8, said, "It's still an amazing gift. ... There are plenty of kids that this is going to be the difference between whether they go to college or not."

Some parents are taking the changes in stride.

Keshia Hatten, whose two children will be in kindergarten and third grade this fall at Pittsburgh Grandview K-5 in Allentown, said, "I think it's fine because you figure it's still a lot of money."

Sacoyia Reed, who will have children in grades 6 and 7 at Pittsburgh Arsenal 6-8 in Lawrenceville this fall, said, "I would go with a sustainable program as opposed to a program that would not last well into the future."

Ms. Reed said, "We've seen programs that have great intentions and can serve the community in a great way, but if they're not sustainable, it's going to have a negative impact in the long run."

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# Who's Who unveiling blows up Twitter

by Christian Morrow  
 Courier Staff Writer

Combine colorful speakers, a hashtag and more than 300 of Pittsburgh's most skilled talented entrepreneurs, artists, medical, legal, academic and business professionals—all with cell phones—and what do you get?

You get the official Who's Who in Black Pittsburgh unveiling party, which not only rocked the Herberman Conference Center at sponsor UPMC's Hillman Cancer Pavilion, but also blew up on Twitter as honorees and guests celebrated the directory's recognition of African American excellence.

Following a sumptuously catered reception that featured music by the James Johnson Trio, the program began with emcee and KDKA-TV reporter Lynne Hayes-Freeland saying she was privileged to be there.

"I've never been in a room with this much talent. I salute you and my hometown—give yourselves a round of applause," she said. "Getting our story told has always been hard. We need some control over telling our story—that's why this book is so important. It's a tool for honoring the community, for diversity, and it's part of your family legacy."

Before introducing UPMC Executive Vice President and CAO Gregory Peaslee, Hayes-Freeland pointed to the 'tweets' flitting across one of the large screens at the front of the room, and told people to join in with #whoswhopittsburgh.

Peaslee then welcomed everyone, and thanked Who's Who for doing something no one else had.

"Look at your program, at the spon-

SEE WHO'S A4  
 sors—leave it to Who's Who. Who else could get Highmark and UPMC that close," he said. "But seriously, I want to thank them for this testament to the depth and breadth of Pittsburgh's Black community, and the 24 of our colleagues in its pages."

As she prepared to introduce the remaining speakers, Hayes-Freeland noted that none of her tweets

had appeared on screen.

Rod Doss, associate publisher of Who's Who in Black Pittsburgh, thanked the Who's Who Publishing team for putting together the inaugural Pittsburgh edition.

"It's an honor to be associated with the people and the energy in this room," he said. "This is a grand opportunity to showcase the talent in Pittsburgh."

State Rep. Jake Wheatley, D-Hill District, then congratulated everyone and urged them to go beyond the event, to exchange cards, and do lunch, and follow up. Allegheny County Executive Rich Fitzgerald said Pittsburgh has a lot of good things happening now.

"And a lot of it is because of the people in this room," he said.

Hayes-Freeland said she still wasn't seeing her tweets.

"Oh wait," she said. "I'm doing it wrong—there's no apostrophe. Oh well, here's Valerie."

Valerie McDonald Roberts, the city's chief urban affairs officer extended thanks from Mayor Bill Peduto and a challenge: "Mentor these young people."

De Lena Scales and Ernie Sullivan, sales and marketing manager, and executive vice president respectively, then thanked the sponsors—UPMC, Highmark, PNC, University of Pittsburgh, Urban Lending Solutions and Huntington Bank, before playing a special video honoring Pittsburgh youth called "Leaders of the Future."

Highmark Executive Vice President for Community

Affairs Evan Frazier then thanked Who's Who for honoring several Highmark employees.

Following him, outgoing UPMC Chief Diversity and Inclusion Officer Candi Castleberry Singleton, who also wrote the forward for Who's Who in Black Pittsburgh, thanked everyone—including Highmark.

"If I was feeling competitive, I'd say welcome to my house," she jokingly said. "But this isn't about any of that. This is about Pittsburgh and what we can do together. Today, Black Pittsburgh did something good."

Chuck Sanders, CEO of Urban Lending Solutions—the 14th largest Black-owned firm in the country—who also wrote the directory's introduction, encouraged the youth present to get their education, because even though he played professional football, the NFL stands for "Not For Long."

He then introduced the Living Legends that have their own section in the directory: Alma Speed Fox, Bev Smith, Katie Everett Johnson, Patricia Prattis Jennings, Doris Carson Williams and Esther Bush.

Hiram Jackson, CEO of Real Times Media, which owns Who's Who, said the company came to Detroit a few years back and put out a directory and he wasn't in it—so he bought the company. He thanked the sponsors, the advertisers and the people in the books pages.

"Sometimes people don't get recognized and it's our job to pull out those hidden gems so you get to see them in these pages," he said. "We are not the peo-



ple you see on the six o'clock news. We are much more complex and more successful."

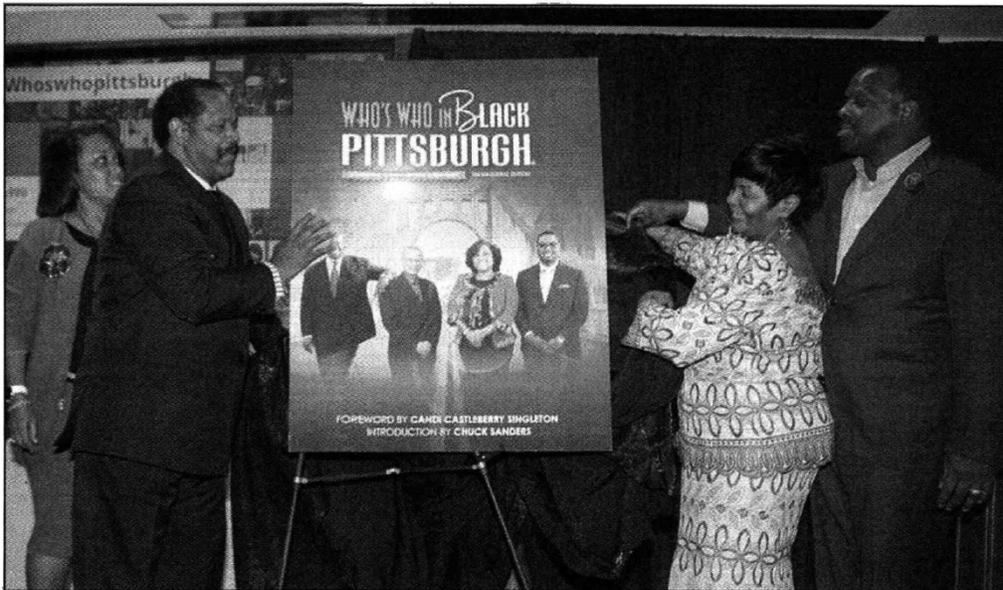
Then as cameras clicked and fingers texted, he unveiled the cover of Who's Who in Black Pittsburgh.

"We are not only in handcuffs, we are CEOs and presidents," he said. "Thank you Pittsburgh, the next city's going to have a hard time stepping up."

(Send comments to [cmorow@newpittsburghcourier.com](mailto:cmorow@newpittsburghcourier.com).)

***"Getting our story told has always been hard. We need some control over telling our story—that's why this book is so important."***

**LYNNE HAYES-FREELAND**



**CELEBRATING BLACK ACHIEVEMENT**—As forward writer Candi Castleberry Singleton and introduction writer Chuck Sanders look on Who's Who Executive VP Ernie Sullivan and Min. Marita Dennise unveil the cover for the inaugural edition of Who's Who in Black Pittsburgh. (Photo by J.L. Martello)



**THE LIVING LEGENDS**—Rod Doss, associate publisher of Who's Who in Black Pittsburgh, left, and Ernie Sullivan, executive vice president of Who's Who Publishing, right, flank the Living Legends. From left: Doss, Doris Carson Williams, Bev Smith, Patricia Prattis Jennings, Katie Everette Johnson, Esther Bush and Sullivan. (Photos by J.L. Martello)



**UPMC**—Who's Who in Black Pittsburgh honorees from UPMC enjoyed the recognition.