Pitt’s efforts yield B+ on green report card

Pitt health science researchers applying for grants can get help in making sure their proposals are the best they can be... (See page 8)

Not your mother’s library

Student recruitment to target more non-PA grads

Pitt plans to extend its out-of-state student recruitment efforts over the next few years due to the diminishing number of regional high school graduates.

That information was shared last week’s Faculty Assembly meeting by Susan Shaiman, chair of the University Senate admissions and student aid committee. Shaiman’s presentation was based on information provided to her committee by the Office of Admissions and Financial Aid.

“First of all, the University is getting a stronger profile of students, who usually have a lot of options to choose from and in the past used to go other schools,” Shaiman said. “One of the things that seems as if more students who are becoming more of what we’re used to call the honors and the top 10 percent of their high school classes and the increased number of students eligible for the Honors College.”

Another change regarding admissions is that for the second year in a row, Pitt is over-enrolled, pressuring on-campus living availability and other resources. “It seems as if more students who are accepted are enrolling. The high-profile students, who usually have a lot of options to choose from and in the past used to go other universities, are now coming to Pitt,” Shaiman said.

The Senate’s admissions and financial aid committee is leading by example in sustainability efforts: “The University of Pittsburgh’s efforts: ‘The University of Pittsburgh has incorporated sustainability into the campus master plan and strategic plan. The Blue, Gold and Green advisory committee and the Mascaro Center for...” (See page 8)

Hillman Library’s renovated Cup & Chaucer Café reopened Nov. 5 with a ribbon-cutting ceremony and day-long celebration that featured free coffee, samples of café food, drawings and give-aways.

The space on the library’s ground floor has been reconfigured with comfort in mind. University Library System director Rush Miller said. The area includes an expanded café and several seating areas, including space for live performances. The café is home to the Emerging Legends series of Friday noontime music sponsored by ULS in conjunction with Callies: The Pittsburgh Folk Music Society. Taking to the stage for the first of this season’s performances was pianist/guitarist duo Ronni & Al.


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The café is home to the Miller said. The area

In geographic terms, most Pitt undergraduates hail from Pennsylvania, she noted. (According to the 2011 Fact Book, the current Pittsburgh campus undergraduate makeup is 76 percent in-state and 24 percent out-of-state students.) “Pennsylvania has been our primary target area,” Shaiman said. “However, we are beginning to see that change. Demographic information in Pennsylvania is indicating we will see a decline in the number of high school graduates over the next five-10 years, which means we are going to have to do more active recruiting outside of Pennsylvania, both nationally and internationally.”

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Pitt’s heavily fragmented local government isn’t doing the area any favors, according to a recent speaker here... (See page 8 & 9)
Pitt's efforts yield B- score

According to the report card, Pitt completed its first green-house gas emissions inventory in 2010. To conserve energy, the University uses an energy management system in 87 percent of buildings and has installed energy-efficient lighting in 96 percent of buildings. In the winter of 2009, the University opened the new Carrollio Street Plant, which is expected to reduce steam-related carbon emissions by 47 percent.

V for food and recycling.

As given to 43 percent of the participating schools, the average score was B. According to the report card, "The University spends 10 percent of its annual food budget on local products. ... Excess food is donated to local food banks, and two-thirds of its food waste in landfills are trayless. Pitt offers eight to 13 vegan options between all of the dining halls at each meal. Used fryer oil is recycled for biodiesel production, and the University recycles traditional materials and electronics."

B for green building.

B+ were given to 14 percent of the participating schools; the average score was B+.

According to the report card, "Major projects are evaluated on a case-by-case basis by the University for LEED certification. Pitt currently has one LEED gold-certified building on campus and is working on reducing its carbon footprint by 7 percent. Since 2000, the University has repurposed more than 900,000 square feet of building space for alternative use. To manage storm water, the University has installed green roofs and porous pavement."

B for student involvement.

B were awarded to 49 percent of the participating schools, the average score was B. According to the report card, "Pitt employs 30 student researchers each summer, as well as four student sustainability committee members during the school year, who promote environmental initiatives in various departments on campus. Free the Planet, one of four environmentally focused student groups, successfully petitioned for a student-free green fund for the implementation of sustainability projects."

A for transportation.

As given to 17 percent of the participating schools; the average score was B. According to the report card, "More than 40 employees commute via environmentally preferable methods, and the University offers discounts or [preferential] parking to those who carpool. Students, faculty and staff are provided free or discounted public transportation as well as an on-campus bus system."

D for endowment transparency (which evaluates the extent to which schools release information about their endowment investment holdings and shareholder proxy voting records). D were awarded to 19 percent of the participating schools; the average score was C.

According to the report card, "The University makes a list of all holdings available to trustees and senior administrators, and only a list of asset allocation available to the general public. The University does not release its shareholder voting records."

A for investment priorities.

A's were given to 31 percent of the participating schools; the average score was B+. The report card noted that not all schools had returned a D or F in this category because all schools were awarded a minimum grade of C for aiming to optimize investment returns.

According to the report card, "The University aims to optimize investment returns, and the endowment is currently invested in renewable energy funds. The University also uses investment managers who consider environmental and sustainability factors."

F for shareholder engagement.

F's were given to 53 percent of the participating schools; the average score was D.

According to the report card, "This University asks that its investment managers handle the details of proxy voting."

Antoni Favorini, chair of the sustainability subcommittee of the University Senate planning and budget committee, told the University Times, "More than 60 funds held by the University's grade on the green report card are the very substantial advancements we are making in terms of goal-setting, coordination, communication and policy-making — efforts that are hampered by the lack of a [University-wide] sustainability coordinator."

UPC's grant from NCI renewed

The Cancer Center Support grant from the National Cancer Institute (NCI) has been renewed for $2.7 million over the next five years. The grant supports UPC's clinical, research and educational programs.

UPC became an NCI-designated comprehensive cancer center in 1989 and has retained the designation through renewal of the only NCI-designated comprehensive cancer center in western Pennsylvania. This designation reflects our dedication to innovative cancer prevention, detection, treatment and research, as well as the high caliber of our scientific research and community-based outreach services," said Nancy E. Davidson, director of UPC and UPMC Cancer Centers. "We are a solid foundation on which to build elite designation."

Center support grant is a major source of funding for the infrastructure and administration that are vital for cancer research. This academic year marks UPC's 25th anniversary, and Davidson said, the center is "looking to the future, with a special focus on areas in the personalized medicine and cancer research, the enhancement of cancer detection, prevention and treatment, and the expansion of our laboratory and translational research programs."

The full College Sustainable Report Card, including Pitt's completed surveys, is available at www.greenreportcard.org.

—Peter Hart

The three Faculty Assembly freshman representatives are following this year checked in after the Oct. 5 meeting, which included reports by Senate presidents from three of the regional campuses. These reports prompted a general discussion about the underprepared student.

Colleen Culley, School of Pharmacy: "I found the common threads between all the regions and main campus sustainability — faculty morale, difficulties in economies, taxes, resources and student performance. I would concur with the comments by the other faculty, including those from the medical school, that we see similar characteristics in our students. We also have intelligent students that have some different challenges and barriers. It seems that the demands for the students' time outside school are greater (e.g. work, organizations). I think we would concur with the issues raised, regarding math and writing skills.

I praised the comment about being in the age of super-specialized individuals. I think that we (faculty) try sometimes to specialize the students. Rather, we need to step back and remember that students are trying to create a well-rounded individual with general knowledge and competencies and the potential to specialize in the future.

"Really good and lively discussion."

Wille Elliott, School of Social Work: "That point was that any other observer on the Faculty Assembly. This may be because it is my first year and only the second meeting or it may be because the issue this month did not relate as much to the main campus. As an observer on the Faculty Assembly it is interesting to see how certain members seem to have the final say on each issue. Not unusual in group dynamics, and may be even appropriate given time and investment that these members make to the committee. Really, these are random thoughts at this point, do not really know what to make of them, just thoughts that popped into my head at the meeting. Overall, I thought the meeting went well. It was nice to hear what other Pitt campuses are doing and some of the struggles they face. I guess this first year will be about figuring out my role, this also may be appropriate."

Kevin Kearns, Graduate School of Public and International Affairs, was unable to attend and wrote the next day.

"I'm holding a delegation of Nigerian executives all week for training in ethics and corporate governance. I could not break away from them yesterday."

Patricia Weiss is vice president of the University Senate.

University Times letters policy

Letters should be submitted at least one week prior to publication. Persons criticized in a letter will receive a copy of the letter if they wish. The writer should state clearly what part of the letter is being referred to. The writer should notify the University Times if the letter is for publication. Letters should be submitted at least one week prior to publication. Persons criticized in a letter will receive a copy of the letter if they wish. The writer should state clearly what part of the letter is being referred to. The writer should notify the University Times if the letter is for publication.
Pitt’s senior administration grabs most of the headlines. The faculty here get noticed when they're in research dollars, win teaching awards or publish in their fields. But behind the scenes, University staff, some 7,200 strong across five campuses, often toil in jobs ranging from the mundane to the esoteric.

But behind the scenes, University staff, some 7,200 strong across five campuses, often toil in jobs ranging from the mundane to the esoteric.

From mailroom workers to data entry specialists, costume designers to biosafety officers, photographers to accountants, staff at Pitt perform tasks great and small, year-in and year-out, for the greater good of the University.

This is one in an occasional series profiling University staff, providing a glimpse of some of the less recognized employees whose primary business is making Pitt work.

In an environment in which competition for research dollars grows ever more fierce, University investigators need every advantage when applying for grants.

Assisting researchers in putting their best foot forward are Pitt’s scientist-administrators who help investigators review, critique and polish grant applications before they are submitted.

When fully staffed, the Office of Research, Health Sciences has three scientist-administrators dedicated to helping faculty from the Schools of the Health Sciences prepare proposals to the National Institutes of Health (NIH) and other funding sources.

“We give people that extra edge to try to be as competitive as they possibly can,” said Jeremy Somers, OORHS associate director for science. In a typical year, his office’s scientist-administrators assist with about 100 applications, not only for individual research grants but also for larger center or program project grants. The OORHS service is free, but limited to faculty in the health sciences schools.

The role scientist-administrators play is increasingly important in the wake of recent NIH changes that have tightened page limits and cut submission opportunities from two to one. Somers said researchers want to ensure they make the most of their limited chances to submit, and in light of the changes, even some experienced, successful researchers are seeking guidance on how to write a good grant application in the new format.

Good scientist-administrators are a rare breed. “It’s incredibly difficult to find qualified individuals,” said Somers, who has two vacancies to fill. A PhD in an area such as chemistry or the biological sciences isn’t enough. Because the job involves editing and critiquing science, a high level of written professional communication also is required, he said. “There are lots of smart people, but it’s hard to find lots of smart people who can write well,” he said.

Increasingly, individual departments are recognizing the value of having grant proposal reviewers on staff and adding or wishing for scientist-administrators of their own. Julie Myers-Irvin is the OORHS’s most recently departed scientist-administrator, having moved this month to a newly established position in the medical school’s radiology department.

Myers-Irvin has a bachelor’s degree in biology with a minor in chemistry. She earned a PhD in pharmacology at Pitt and did a two-year post-doc in tissue engineering at the McGowan Institute for Regenerative Medicine.

She discovered in graduate school that academic research wasn’t for her. “I like to talk about science, I like to think about science, I like to read about it. But I didn’t want to be the one actually standing at the bench doing it,” she said, citing an aversion to the constant pressure to maintain funding support — not only for herself, but for others in her lab who would be depending on her.

In addition, “I like variety,” she said — another advantage over bench research, where an investigator’s focus typically must be narrow.

Myers-Irvin became a scientist-administrator at Pitt in 2007, having learned about the job from a graduate school colleague who had become a scientist-administrator at OORHS.

She hasn’t regretted the move. “I’m not an expert on anything, but I know a little about a lot of things,” she said. “I get to read about science and I still talk with investigators about science.”

Myers-Irvin said she initially had some misgivings about her ability to critique applications in sciences outside her field of study, but soon found she could offer valuable assistance. “Grantsmanship is grantmanship,” she said. “There are basic rules you learn and can apply across different disciplines.”

Conversely, being outside an investigator’s area of expertise can be beneficial. Grant applications may be reviewed by someone who is in a related field but is not intimately familiar with a specific area, she said, adding that removing a reviewer can increase the clarity of the application.

Scientist-administrators may juggle as many as five or six projects at once, assisting investigators through face-to-face meetings or by exchanging documents electronically.

Some investigators seek help early in the process — perhaps with only a few paragraphs prepared, or even just as they begin to consider applying for a particular grant. Others seek a quick review of finished applications just before a submission deadline.

Myers-Irvin prefers to work with researchers early on, when there is time to exchange drafts and hone an application. “There, you really get to see some of the end results of your work,” she said.

Given that NIH grants make up the bulk of the University’s research funding, part of the job centers on staying current with NIH requirements. Scientist-administrators also ensure an application’s details — such as adhering to page limits and using the proper fonts and margins — are in order. For applications that are being resubmitted, scientist-administrators ensure the issues raised by the reviewers are addressed in the revision.

Their services also can be an invaluable resource for faculty for whom English is a second language. But scientist-administrators go far beyond checking spelling and grammar to provide critical input by reading an application in the way an NIH reviewer might.

“We give them advice, critiques and a little tough love here before it’s reviewed by a study section,” Myers-Irvin said.

The most difficult part of the job, she said, is telling an investigator an application isn’t ready to be submitted. Delivering the “I don’t think this is ready for prime time” message isn’t meant to be a personal criticism, although it can be perceived that way.

Myers-Irvin said she especially wouldn’t want to discourage a new investigator. “It’s hard to tell them to wait until the next cycle,” but sometimes more time is needed to present an application in the right way. And, given the new NIH resubmission limits, “you really have to put your best foot forward from the get-go,” she said.

Some investigators take her advice; others don’t. “I can only offer suggestions,” Myers-Irvin said. “Investigator calls and says ‘You really made a difference in my application.’”

“Those that do get funded, I give myself a pat on the back,” she said. Even if an application isn’t funded, Myers-Irvin said she feels good knowing she’s been helpful. “It’s gratifying when an investigator calls and says ‘You really made a difference in my application.’”

Being a scientist-administrator isn’t for those who thrive on being the center of attention. “You have to be willing to be someone who is in the background. You won’t have your name on the grant; you won’t be the limit.” she said. “There’s no recognition. But you know it did.”

—Kimberly K. Barlow

Kimberly K. Barlow

Julie Myers-Irvin

Kimberly K. Barlow
Making the case against government fragmentation

“Communities that work together do better”

Myron Orfield

large metropolitan areas in the United States do much better economically when there is a less fragmented governmental structure and a close national focus on state and local government and finance. Myron Orfield spoke here last week on how the Pittsburgh metro area compares in his study of the 50 largest U.S. regions. Orfield is executive director of the University of Minnesota’s Institute on Race and Poverty, as well as a non-resident senior fellow at the Brookings Institution in Washington, D.C.

His Oct. 25 lecture, “Govern- ing Metropolitan Areas in the 21st Century,” was the inaugural presentation of the Changing Nature of Civic Engagement in America lecture series, sponsored by the Innovation Clinic at the Graduate School of Public and International Affairs.

“We're trying to understand how the 50 largest metropolitan areas are doing in terms of sustain- able growth, how unequal they are in terms of the local fiscal capacity, whether they're growing out of their area, or apart, trying to understand land use and trying to understand racial and income inequalities.”

Citing mostly 2008 data, Orfield compared three met- ropolitan areas: Pittsburgh (the Twin Cities (Minneapolis-St. Paul, Minnesota), and Port- land. The Twin Cities grows as a metropolitan area at a comparative disadvantage, Orfield said, with its central city, 216 developed suburbs (places that have developed at least 80 percent of their land, most often coastal areas) and 239 developing municipalities. Pittsburgh has a much more fragmented fiscal structure than the Twin Cities, which has a total of 187 governmental units, and Portland, with only 15 governmental units.

“Large metropolitan areas, at least many of them, can be seen as competitive units in the global economy. Location decisions for firms are often based on the location decisions of the entire metropolitan housing, labor and transportation systems. Municipalities often cooperate on a regional level, but the area where the firm may relocate, “Orfield said. 

In addition, current federal policies, particularly initiatives coming out of the Department of Transportation, are meant to encourage and reward regional government reform and coor- dinated land-use planning, said Orfield, who serves in both houses of the Minnesota state legislature.

Despite this, policy decisions in most metropolitan areas, and particularly in Pittsburgh, are not made at the regional level, he said. “Large metropolitan governments are more the norm in America, something he is working to correct by efficiencies and inequities.

“Most local elected governments are very long and hard about their own municipalities and do the best they can, but sometimes it’s a little hard to think about the region, or about how these individual decisions impact the entire region,” Orfield said.

“The current and ongoing federal stimulus packages, which may be called economic stimulus packages, represent an enormous opportunity to promote regional government. There’s a very strong possibility that the federal govern- ment will provide some sort of regional stimulus, whether it’s for transit or otherwise, in an ongoing way,” he predicted.

Policies meant to enhance the greatest impact of economic competitiveness regionally should also include an approach to transporta- tion, to the overall quality of the labor force, the quality of life and the quality of the environment and education so that you’re really speaking, across the region.”

He said governmental frag- mentation guarantees inefficiency, including unecessary subsidies, uneven growth, reduced access to adminis- trative functions and a lack of economies of scale for such large regional systems as water treat- ment and major infrastructure.

“Fragmentation also creates inappropriate or no incentives for land-use planning and for affordable housing — often local planning doesn’t encourage communities to build affordable housing.”

Fragmentation & population shifts

The population at the core (city) of the Pittsburgh metropoli- tan region is shrinking, Orfield said, and the exterior is grow- ing, but the overall net is going down.

“That’s not a great thing for fiscal capacity. It’s not great either for places that are losing popula- tion, because of the reduced tax revenue, or for the places that are growing but not growing with enough fiscal capacity to support new infrastructure. So you’ve got stress on both ends. If you’re adding economic growth, adding fiscal capacity to the region, growing and urbanizing, at a steady rate, you can pay for it; it’s not a problem. But if you’re declining and spreading out, you’re really put- ting the screws on your ability to provide the services you need.”

Fragmentation and racial segregation also interact. “The greatest number of local units of government per capita you have, the greater the racial and social segregation,” Orfield said, “Places like Louisville, Kentucky, that are consolidated with their suburbs are not free of racial segregation, they’re just much less segregated.”

Elementary schools provide insightful data on poverty and housing is less available. “You can see some areas of growth, and many of them are growing with moders of land, generally toward commercial and industrial fiscal capacity yet. That usually means higher income and property taxes,” Orfield said.

Fragmentation & job growth

More fragmented local gov- ernments are associated with slower job growth and lower tax growth, Orfield said. The places with more coordinated government tended to be growing economically over the last 20 years.

“As fragmentation goes up, job growth and tax growth goes down; that’s a general rela- tionship. Those places with less fragmentation — in the South, for example, where county govern- ment tends to be control — they tend to do a lot better with job growth,” he said.

“Why might that be? Some- times these are due to a different deal that deal with economic incentives. In the Twin Cities metropolitan area, the State of Minnesota, the Federal Economic Development Administration, the Federal Economic Development Administration, the Federal Economic Development Agency, the Federal Economic Development Agency would try to reward metropolitan areas in the Twin Cities metropolitan area, for example, for creating an opportunity to encour- age regional governments to plan that a significant percent- age of all new development is apartment building, multi-family rentals, a variety of housing. Their communities are fairly equal in fiscal capacity, but the metropolitan area is on the index’s pre- dicted line.”

The Pittsburgh metropolitan area is dead on the index’s pre- dicted line.

“The City of Pittsburgh is right at the average of its metropolitan region in tax capacity. That’s a good sign, though it could be better. Places like Portland, Seat- tle, San Francisco and Boston are much higher than their regional average. But Detroit is vastly lower than the regional average, Phila- delphia is somewhat lower than the regional average,” Orfield said.

Municipalities in southeastern Allegheny County have very low tax capacity. In those areas, attract- ing new commerce or industry is hampered by high tax rates and high service fees. “This southeastern area is really being hammered hard fiscally. It’s losing its fiscal capacity and its power to attract businesses,” said Orfield. Again, fragmented government contributes to the problems. “Because Pennsylvania doesn’t intervene very much in terms of equalizing things, the area is on its own in a very lousy way and the trends are really against them,” Orfield said.

The developed suburbs face a different problem. They are seeing new business by offering a lower tax rate and more services, but are hampered because the cost of owning a home is much higher and and housing is less available. “Architects and developers can see some areas of growth, and many of them are growing with moders of land, generally toward commercial and industrial fiscal capacity yet. That usually means higher income and property taxes,” Orfield said.

Recommendations

The federal economic stimu- lus package, with its regions create an opportunity to encour- age more active regional government. Orfield said the recommendations will help them in several ways, as outlined in the Active Community Trans- formation recommendations.

“Because that legislation is an attempt to reward metropolitan areas that really have a plan that has funding improvements in land-use demographics, and that
“In which Internet universe does your generation reside?”

Rising use of Internet technologies and social media quickly is creating a “normal” that can be threatening to professionals who see their control over information rapidly eroding, said an international business expert.

Molly Takeda, an instructor in Pitt’s Center for Executive Education in the Katz Graduate School of Business, shared her observations on Internet trends with an executive MBA program audience in Alumni Hall. Her Nov. 5 talk, “Hey Nineteen: In Which Internet Universe Does Your Generation Reside?” was part of the school’s Pittsburgh Executive Series.

Through the concept of a cognitive surplus, Takeda said, “What’s happening in social media is normal, it’s predictable to a certain degree and it’s just a natural evolution that is no different from any other evolutions in terms of humans getting together and creating culture and socializing.

What we’re doing to connect is a cognitive surplus hinges on free time that is the result of efficiencies and conveniences created in the wake of the Industrial Revolution. “We have all this time: to use our brains, to engage socially, to develop our hobbies, to interact with our family,” she said. “How do we choose to spend it? Do we choose to develop our hobbies, to interact with our family, or we’ve spent it watching television.”

To those who wonder where people who spend time online find that time, she offered some surprising numbers. The online information compendium Wikipedia represents 100 million hours of human thought, Takeda said. In comparison, Americans spend 200 billion hours — the time equivalent of creating 2,000 TV each year. “That’s 100 million hours of human thought,” she said. “Wikipedia is enabling these new habits of society once was normal; it’s predictable to a certain degree.”

The element of membership also feeds the human need to belong, with the Internet broadening the field. “We had knitted in the 1800s. We had movie buffs in communities. We had reading groups; we had young people who had all kinds of things. Now technology is making it possible for us to have membership around that thing that already existed in,” she said. Online instant translation services enable those groups to include members worldwide.

A generation gap?

People age 40 and older tend to think of Internet usage in terms of generational differences, “but it’s not really generational,” she argued. “It’s really habitual. What are you used to? What have you become comfortable with? What is your mode for socializing? How do you use technology? What do you view privacy? What does public mean to you? What are you willing to share or not share?”

That depends on an individual’s experience over time, she said. For her part, Takeda said she values her privacy. She never had a public telephone number and found entertainment through television and movies. “The Internet for me initially was the place where I worked. I started discovering the Internet could be a place where I could connect with other people but still have a lot of privacy and a very small circle of people that I was willing to connect with,” she said.

“That’s how my 9-year-old views the Internet at all.” 28 percent of those in the Katz community who are the Internet is the only method of connecting and socializing.

“People are willing to share new gadgets, we’re developing new habits with these gadgets. The new technology is enabling these new habits and that’s becoming our new reality.”

But cultural context matters, she said, noting that as a business professor in Japan in the 1990s, she saw young girls texting long before the trend exploded in America. “There, however, the techies were on the train, not behind the wheel of a car. “What we’re experiencing now is part of the negotiation of what works for our culture. Unfortunately, there are thousands of deaths related to distracted driving,” she said.

DAILY texting by teens in the United States rose from 8 percent in February 2008 to 54 percent in September 2009 to 85 percent today. Girls ages 14-17 average 200-plus messages a day.

“Think of the fact that your friends are growing up with texting as the mode of communication and then they’re learning to drive. We learned to drive and then we learned to text in that order. So it’s much more natural for us to get in a car and not have the cell phone or not have to be texting. That’s not normal for them.”

Isolation or connection?

People can become addicted to the Internet as their form of social outreach. Fewer than half of Americans know their neighbors by name, she said, citing Pew research statistics that show 43 percent of adults know most or all of their neighbors by name, 29 percent know some, and 28 percent know none. Research also shows that people who have relationships with real neighbors are more likely to get involved with them on a social media site. So, some social scientists believe they may not only have many online friends, but some of those friends also may be real-life neighbors.

Although online relationships are a step removed from in-person interaction, they expand the diversity of one’s circle of contacts. Research finds that people who upload photos are 53 percent more likely to have discussion partners from a different political party. So, “If they’re Republicans, then maybe in their neighborhood they wouldn’t necessarily get along well with all their Democratic neighbor, but online they’re much more likely to do that.”

And 95 percent of bloggers have a cross-party following.

On October 29, 2010 – a date which will live in shame – the University of Pittsburgh once again launched its fireworks for its Homecoming Week at Mazeroski Field. The community of Panther Hollow took a stand against its free-throwing displays and we honored our neighborhood. Metaphorically speaking, we have moved a mountain and that mountain will eventually crumble. We feel confident that we will win in our efforts to create a new consciousness in the administration of the University of Pittsburgh.

It is a pity that the University focused this year only on the legality of the fireworks display and never talked about the real issue: the mentality of their decision.

The University said that their only responsibility was in making an application, and that the real responsibility rested with the good people at the city’s fire and safety departments. By claiming that the final decision was not theirs, the University has attempted to cut off blame and responsibility.

In the same line of thought, Pitt officials have also not taken responsibility for the ghetto-like conditions in our University/residential neighborhood, and they have passed on their shame to individuals of the City Council, of the mayor’s office and of the state legislature, all of whom are powerless to take any meaningful action to end this problem. They too are victims of this University.

Even the powerful entity of the media has accepted the shame they are paralyzing by fear and are wary of making any in-depth and on-going investigations of this University.

But who in the University is instilling all of this fear in too many people? Is it the 4,000 faculty members? Is it the 6,000 staff members? No one from either party has come forward publicly to support our community on this issue. The same holds for all of them. Both the faculty and staff are fear victims of the University administration.

In my opinion, the perpetrators are only a handful of administration officials, less than the number of the City Council. They are the ones who are instilling fear and dominating so many others.

In the near future, one by one, these administrators will leave their positions.

What is more important is ensuring that the many people who have been victims of this administration will change their consciousness. Otherwise they will attract the same leadership that will bring more pain and suffering to too far many people.

The community of Panther Hollow has taken a stand. We have told Pitt administrators that they cannot take away our dignity, diminish our intensity, shake our freedom, or break our spirit. They will never silence the voice of our soul.

We hope that others will do the same.

Carullo Giacopelli • (412) 946-7374

November 10, 2010

University of Pittsburgh

Holiday schedule for the campus shuttle service can be viewed on the Panther Central website: www.pitt.edu/pitt
When ANYONE in the house smokes, EVERYONE in the house smokes.

Your family members may have shortness of breath, trouble breathing at night, and a 30% greater risk for lung cancer if you smoke.

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American Cancer Society
1-800-784-8869

University of Pittsburgh
Student Health Service O.U.I.T. Program
412-383-1830

The Great American Smokeout

November 18

The American Cancer Society is marking the 35th Great American Smokeout on November 18 by encouraging smokers to use the date to make a plan to quit, or to plan in advance and quit smoking that day. By doing so, smokers will be taking an important step toward a healthier life— and possibly reducing their cancer risk. Quitting smoking is not easy, but it can be done. To have the best chance of quitting successfully, you need to know what you’re up against, what your options are, and where to go for help.

The University of Pittsburgh’s health insurance program includes smoking cessation prescription medication as part of its drug coverage. Counseling also is available in many convenient ways including by telephone. Upon completion of the University-sponsored counseling program, you may receive reimbursement for the co-payments associated with the prescription medication. The time to quit is now! If you are interested in counseling sessions, please call UPMC Health Plan at 1-800-807-0751.

Important Vendor Contact Information

Benefits Department
Office hours: 8 am-5 pm EST
2000 Craig Hall
412-624-8150 - Main Line • 412-624-3485 - Fax
www.hr.pitt.edu/benefits
Please visit our Web site for more FAQ’s, downloadable forms and other benefits information.

Medical
UPMC Health Plan
1-888-499-6885 • www.upmchealthplan.com

Vision
DaveVision 1-800-999-5431 • www.davevision.com

Retirement/Savings
TIAA-CREF
1-800-848-7776 • www.tiaa-cref.org
Vanguard
1-800-523-1188 • www.vanguard.com

Flexible Spending Accounts
EBOS
1-800-207-9310 • www.hr.pitt.edu/benefits/flexible.htm

LifeSolutions
1-888-647-3432 • www.hr.pitt.edu/benefits/lifesolutions.htm

Payroll
412-624-8070 • www.bo.pitt.edu/payroll/index.html

Faculty Records
412-624-4232

UPMC Health Plan
Pitt plans to recruit more out-of-state students

CONTINUED FROM PAGE 1

are not necessarily accessing in a timely manner.’’

There is evidence that keep-

ing freshmen satisfied through
Thanksgiving greatly increases
the retention of those students,
she said.

 ‘‘There are so many efforts out
there to contact students early in the fall, including using
the resident assistants and peer
counselors.’’

Her committee aims to increase
the role faculty play in encourag-
ing retention, particularly when
academic difficulty may be influ-
encing whether a student stays
enrolled at Pitt, Shaiman said.

Over the past year, her com-
mittee has investigated best prac-
tices for academic retention, she
noted.

‘‘There are academic issues
that make students at risk: Faculty
involvement is needed in identify-
ing students who are struggling
cleanliness, as she said.

She also urged more faculty
to get involved in the designated
living-learning student residence
areas in their disciplines.

‘‘This issue cuts across a
number of areas, so we plan to
[partner with the educational
policies committee and the stu-
dents affairs committee on reten-
tion [strategies],’’ Shaiman said.

At its Nov. 1 meeting, Faculty
Assembly also heard a report from
the plant utilization and planning
(PUP) committee, which advises
the University Senate on mat-
ters pertaining to the physical
plant and environment of the
University.

PUP co-chair Irene Frieze
urged more vigilance to avoid
theft in campus offices. ‘‘There
have been a number of robber-
ies in offices lately, including in
locked offices,’’ Frieze said. She
reviewed a tip sheet provided by
the University Police Department
that included advice such as:
• Make sure that door locks,
latches and hinges are operating
effectively.
• Change lock combinations
frequently.
• Limit distribution of combi-
nations and keys.
• Install Computrace LoJack
software, which allows stolen
laptops to be traced. The software
is available from Computing Ser-
vices and Systems Development.
• Report suspicious persons
or activity to the campus police.
• ‘‘The key is to be proactive in
preventing thefts,’’ Frieze said.

She also reported that Pitt
archivists currently are seeking
input from the University com-
munity on building design features
to create a green environment
and maximum space for student
interaction for the residence hall
expected to be built on the corner
of Fifth Avenue and Thackeray
Street. PUPS sustainability sub-
committee is working on propos-
als for that project, she added.

The University also is seek-
ing ideas on how to modernize
The Book Center, which will be
renovated in the coming months.

Suggestions for either effort
can be forwarded to her at frieze@
pitt.edu, she said.

Frieze said that, in conjunc-
tion with the University’s efforts
to create a greener environment,
more bicycle racks have been
installed across the Pittsburgh
campus. ‘‘If you’d like to recom-
mand an area that could use a
bike rack, let us know, and we will
forward your recommendation,’’
Frieze said.

In other Assembly business:
• Members heard a report from
the community relations commit-
tee on recent accomplishments
and plans. (See Oct. 28 University
Times.)
• Senate President Michael
Pinsky announced that the Nov.
23 Assembly meeting, as well as
the Dec. 1 Senate Council meet-
ing, likely will be canceled for lack
of business to discuss.

—Peter Hart

CHANCELLOR’S DISTINGUISHED
PUBLIC SERVICE AWARD 2011

Nominations are being solicited for this University-wide award that
recognizes outstanding public service (including community service)
contributions by members of the University of Pittsburgh faculty. Any
full-time faculty member who has served for at least three years at the
University of Pittsburgh is eligible to be nominated for this award. Up
to five awardees may be chosen. Public service is broadly defined as
the use of University and academic resources to address social problems
and to improve the general welfare of humankind. It is a serious academic
activity, which provides public or community benefit, is related to
a faculty member’s academic expertise, is different from and goes beyond
traditional duties of a faculty member, and is conducted outside the
University. Each award consists of a cash prize to the faculty member
of $2,000 and a grant of $3,000 to support the faculty member’s public service
activities.

The deadline for receipt of nomination letters is Monday, November
15, 2010. Letters should be sent to: Dr. Alberta M. Sbragia, Office of
the Provost, 801 Cathedral of Learning.

Additional details on this and other Chancellor’s Distinguished Awards
may be accessed at:
www.provost.pitt.edu/information-on/guidelines.html
(go to “Award Nomination Guidelines”).
Obesity has reached epidemic proportions in America. But the prevalence of obesity at younger and younger ages is both frightening and eerily ominous: For the first time in America’s history, today’s children face serious challenges to their healthy lives than their parents.

According to the Centers for Disease Control and Prevention (CDC), obesity rates have increased four-fold among children in the past 40 years, due in part to less physical activity combined with increased consumption of high-calorie foods and beverages. The current numbers and their implications are staggering.

A study based on data from the 2007-2008 National Health and Nutrition Examination Survey found that 39.5 percent of infants and toddlers were obese. For ages 2-19, 13.7 percent were overweight and 16.9 percent were obese. Translated into numbers, that equates to more than 23 million children and teenagers in the United States.

Because children are growing and girls differ from boys in appearance, what is considered normal weight differs by age and gender. In girls, weight becomes a greater issue as the years pass, placing them at higher risk for cardiovascular disease and nearly 4 in 10 have two or more risk factors.

The 2009 America’s Health Rankings Survey found that 10 obese children (ages 5-17) have at least one risk factor for cardiovascular disease and nearly 10 have two or more risk factors. Obese children are at higher risk for high blood pressure, high cholesterol, type 2 diabetes. Other health conditions associated with being overweight include asthma, sleep apnea and fatty liver disease.

What's more, obese children frequently grow into obese adults, placing them at higher risk for additional health problems including cancers, stroke, and osteoarthritis.

The cost of obesity goes beyond the medical community. The 2009 America’s Health Rankings project that in 2018 another 20 children will become obese, and another 23 million children will be obese by 2030. As a result, the annual costs to the health care system will rise to more than $234 billion due to the more than 42 percent of Americans who will be obese.

A security risk

In addition to increased health care costs, a recent report to Congress by a group of retired military leaders found that obesity among young people not only is a threat to their health but also has implications for national security.

The report “Too Fat to Fight,” released earlier this year, warns that our nation’s military strength will be undermined if current trends in obesity continue. "We’ve spent billions of dollars training the most capable warriors, yet at the same time, the armed forces is in the unenviable position of having the highest percentage of obesity in the world," it said.

The report cites CDC statistics that found that about 9 million 17-24 year olds — 27 percent of youth group — are too fat to serve in the military. In addition, it notes that over the course of a decade the number of states with 40 percent of young adults considered to be overweight or obese has risen from one to 39. In Kentucky, Alabama and Mississippi, the numbers were even higher, with more than half of young adults in those three states qualified as overweight or obese.

"Obesity rates among children and young adults have increased so dramatically that they threaten not only the overall health of America but the strength of our military," the report stated.

"What needs to happen in the schools is relatively straightforward. Take the junk food out of schools, improve the meals served, provide healthier meals to more kids, and offer programs that encourage kids to eat better and exercise more," it concluded.

Slim hope

While obesity rates continue to rise, there is some hope for the future: CDC statistics show that obesity among children is slowing. Between 1999-2000 and 2007-08, obesity in school-age children rose from 16 percent to 17 percent.

One year doesn’t make a trend said Department of Psychiatry faculty member Linda Ewing, who is among a number of obesity researchers at Pitt. “We’re not celebrating yet.”

Late to the gate

The obesity epidemic has a solid head start on efforts to combat it. Ewing said when her research group began to look at the issue of childhood obesity in the late 1990s, it was difficult to generate much interest, recalling there were few concerns being expressed either in popular media or among pediatrics. “If nobody’s telling you it’s a problem, it’s hard to believe it’s a problem,” she said.

In addition, there was little point in identifying patients when doctors didn’t know exactly how to treat them.

“The problem already was very well established in children before people started to get serious about it,” Ewing said.

Why we’re fat

Obesity is highly hereditary but the condition also is strongly influenced by one’s environment, Ewing said, noting that a complex mix of environmental, cultural, societal and family changes in recent decades has contributed to the nation’s weight problem.

Some argue that obesity is dangerous, hindering children’s ability to be active outside without getting injured. Inexpensive food in oversize portions is readily available. Busy, stressful lifestyles also contribute. Tired parents often find it easier at the end of the workday to order takeout, grab fast food or dine out in restaurants where it’s more difficult to assess the calorie content or nutritional value of the meal, she said.

With so many complicated pieces coming together to add to the problem, “any change would make an impact,” Ewing said.

“We’ve set up an environment that makes it harder than it should be,” she said. “It’s not easy eating passage past the irresistible smell of French fries.

It’s human nature to succumb to it,” she said, pondering, “What if vendors on the street sold fruit, whole-grain breads and healthy vegetables?”

Admittedly, “What’s built up over the past 30-35 years is not going to be undone overnight,” she said. Still, change is necessary. Everyone knows the ingredients of what has to happen. It’s not a mystery.

Difficult changes

Maintaining weight is a relatively simple equation of balancing energy taken in with energy expended, but not so simple in practice, as anyone who’s tried to lose weight likely knows.

“Obesity in children or adults is an incredibly difficult challenge,” Ewing said. “We are hardwired to defend our weight,” she said, noting that at the most primitive level, fat reserves are necessary for survival and weight loss triggers complex physiological responses. However, in the context of our current environment, Americans have little risk of starvation, and a car-oriented culture makes maintaining physical activity more difficult. “Conveniences like drive-through windows to burn fewer calories,” she said. “We don’t have to walk 10 feet and we can purchase food on every corner,” she said, adding that what’s easily available tends to be high in fat and calories and low in nutritional content.

High profile campaigns

First lady Michelle Obama has put the issue of childhood obesity into the public eye through her Let’s Move! initiative that aims to help kids become more active and choose healthier foods. A related organization, the Partnership for a Healthier America, targets areas for action that will help meet the goal of curbing childhood obesity within a generation. The Robert Wood Johnson Foundation also has taken up the issue, having directed millions of dollars in recent years to support endeavors that promote childhood obesity awareness.

The multi-agency White House Task Force on Childhood Obesity earlier this year released a report that targets information for parents, healthier foods and increased physical activity among the areas for action against the obesity epidemic. (The report can be found at www.letsmove. gov/pdf/TaskForce_on_Childhood_Obesity_May2010_Full Report.pdf.)

In light of the increased attention on fighting obesity, a broad range of initiatives already are underway in pursuit of healthier lifestyles for children. Among them:

• The National Football League and the American Heart Association are partnering in the NFL Play 60 Challenge, which aims to get kids commit to at least 60 minutes of physical activity each day.

• Food manufacturers Campbell Soup, Coca-Cola, General Mills, Kellogg, Kraft Foods and PepsiCo have formed the Healthy Weight Commitment Foundation, which intends to cut calories, reduce portion sizes and introduce healthier food options in their products. Combined, the six companies manufacture about 20-25 percent of the food consumed in the United States.

• Qbno, which provides chil-
Pitt experts examine the issues answers to their medical and health questions. On Health, is turning to Pitt experts for current — and reliable — pediatric health clinic teammates. to be as actively involved as their Obese kids may be part of the daily routine is needed as incorporate physical activity into the more important half of the developing healthy habits such as what friends or family environmental — including physical eye toward making changes that as opposed to losing weight. About how patients feel and what with wellness advisers taking time over time. seek agreements from patients the child. The wellness advisers partnership with the parents and developed dietitian who collaborates as much as $230. The incentive in-person versus online support, a trial comparing the success of incentives that could boost kids' moti-vates that could boost kids' motivation in a cost-effective way. In nutrition knowledge — including physical activity department faculty member developed by former Pitt psychology department faculty member Leonard H. Epstein is similar caution and red for fatty, sugary yellow for foods to be eaten with vegetables, one-fourth tips and tools on nutrition, activity, building mindful eating, getting active or dealing with bullying. Online support is available as well. the healthier habit consistently is acknowledged. “It will be a huge step in the right direction. The first foods that are intro-duced to a child are incredibly important," Ewing said. There is significant agree-ment that intervening with parents is the most useful way to go” to ward off weight problems in young children by fostering healthier habits early. Choosing healthier snacks, having meals together and getting active by hiking, walking, swimming or playing ball together benefits the whole family. If children are accustomed to finding ice cream, pizza, cookies and whole milk in the kitchen every day, switching to healthier options later on can be hard. “Changing that behavior requires quite a few steps,” Ewing said. Keeping the food out of the house in the first place, finding a palatable alternative and repeating it is “all of that is not easy to do,” she acknowledged. But it’s not impossible, she said. The younger we form healthier habits, the better off and easier it is,” she said. Simple tools aid understanding about the varying amounts of calories and nutrient value of food. The Go, Slow and Whoa food signal system developed by the National Heart, Blood and Lung Institute categorizes low-fat or low-calorie foods as “go” foods; whole grains, lean meats, meatless meals, lean-fat dairy products and vegetables as “slow” foods; to be eaten less often. “Who” foods — to be eaten only in small portions and on special occasions — are highest in sugar, fat and calories. “The stoplight diet system developed by former Pitt psychol-ogy department faculty member Leonard H. Epstein is similar to categorize foods into green for healthy “go” foods, yellow for foods to be eaten with caution and red for fatty, sugary foods that one should stop and think about before eating. Starting at home Ewing’s research includes the Health for Families program, which targets lower-income families who have a child with obesity. Families were identified in pediatrics’ offices for this research, conducting a partnership with the UPMC Health Plan and the state Department of Public Welfare. Research involved meetings with parents in person and by phone about making good food choices, eliminating soda pop and other high calorie/low nutrition food from kids’ diets and increasing activity. Participants receive newsletters with information on active community events, walking DVDs to support indoor exercise and monthly packages that include ingredients for a healthy “recipe of the month” to try. Because the intervention is developmentally based, it someday could be offered more widely through pediatrics’ offices, Ewing said. “It’s a way to get something into the primary care offices that we can hand to parents and the dietitians and the physicians there to help families to deal with this problem when it arises, and give parents evi-dence based, accessible to families and easily deliverable in a location where families visit frequently in the first decade of life.” Support for families Rao also is a strong advocate for widespread education on healthy food. “No one wants to be the parents we’re going to see [in the clinic],” she said, noting that if kids can succeed in elementary school, they can do so in high school. Schools and doctors’ offices are areas where strides against obesity can be made, Rao agreed. “The way I see things playing out, people who are community based — teachers, doctors — will be playing a bigger role,” he said. Because young children typically receive care from their pediatricians, PCPs can reach almost every obese child, Rao said. An online course developed by the researchers and doctors in discussing healthy weight with their patients, with prescrip-tions “go” foods, eliminating nutrition and activity goals. Creating a healthy school food environment also is important. Children spend six-to-eight hours a day at school and often receive meals there, Ewing noted. She said changing the foods available in the lunchroom and bringing more physical activity into the school day has an impact. Rao said school personnel and students need better nutrition information. “What I’d really like to see is school-based curriculum work,” he said. “Because children become aware of this and children naturally want to share what they’ve learned with their friends and get them on board.” She said that, “if they know, they may go home and tell their parents, ‘You shouldn’t buy all this soda for us,’ she said. He sees a knowledge gap in many families about a healthy weight management clinic. “Sometimes there’s a motivation gap as well, but it’s just to overcome the knowledge gap first.” There are no quick fixes, Rao said. “It took us 50 years to get to this culture. It won’t be reversed overnight.” — Kimberly K. Barlow

Goutham Rao

mine the issues AT RISK TOWN, people are seeking health-few Internet study found that 80 percent turn to the web for health-questions. Internet users fail to check how reliable and the study revealed. of the overload of health infor-mation — which is current for — and reliable — major health-related topics.
The research revealed that patients with anal carcinoma who had diagnostic PET/CT imaging as part of their radiation treatment planning had excellent response rates to treatment and experienced fewer overall toxicities.

While chemoradiation has become the standard of care for treating patients with anal carcinoma, typically resulting in good disease control and the ability to avoid a colostomy, treatment-related toxicities can be significant and patients experience delays or even need to cease treatment. “While treatment options for patients with anal cancers have come a long way, they can still be physically debilitating,” said de Andrade. “With IMRT we can decrease toxicities and improve patients’ compliance with treatment.”

The study reviewed the experiences of 31 patients treated for cancers of the anus at UPMC Cancer Centers founded between March 2003 and March 2009. All patients underwent PET/CT imaging before treatment to better assess the extent of their disease and to identify accurately the tumors to be targeted. All patients received chemoradiation concurrent with radiation and all completed the planned treatment with few toxic side effects and excellent control of the disease.

The combination of PET-CT and IMRT allows for more accurate tumor localization for radiation delivery while reducing toxicity to the rest of the body, said de Andrade.

**Proper rad dosage cuts toxicity**

Patients with anal carcinoma who are undergoing IMRT and concurrent chemoradiation experience fewer side effects associated with gastrointestinal toxicity when the right radiation dosage is utilized, according to the researchers.

“A study led by UPMC Cancer Centers radiation oncology resident Regiane de Andrade and observed by Dwight E. Heron, vice chair of the Department of Radiation Oncology in the School of Medicine, found that PET/CT-based IMRT may control and treat cancers of the anus effectively when combined with chemoradiation.”

**IMRT research presented at collaborative conference**

Gillianne DeFoe, chief resident of radiation oncology at UPMC Cancer Centers, who was overseen by Sushil Beriwal, head of Medicine, and a faculty member in radiation oncology and director of the Department of Radiation Oncology at Magee-Womens Hospital, reviewed the treatment of 58 patients with anal cancer who were treated with chemotherapy concurrently with IMRT at UPMC Cancer Centers between March 2003 and March 2009.

When patients experience gastrointestinal toxicities, they often need several breaks during their radiation treatment. The breaks allow patients to recover from the toxicities of treatment but negatively affect clinical outcomes.

“Clinical factors such as a patient’s age and stage of disease could not determine whether a patient would experience gastrointestinal toxicity from this combination of treatments, but we noted that patients who received concurrent chemotherapy treatment had significantly lower small bowel radiation than those who received IMRT treatment alone,” said DeFoe. “IMRT had significant benefits.”

**NSAIDs’ anti-cancer power studied by Pitt researchers**

Doctors have long known that non-steroidal anti-inflammatory drugs (NSAIDs) prevent cancer from developing. But it has not been clear how they do it, said Sushil Beriwal, chief of Medicine and Chemical Biology and a member of UPMC Cancer Centers.

The researchers found that by exceeding the normal dose of NSAIDs, they can create a condition that allows patients to recover from the toxicity of treatment but nega- tively affect the disease.

**University of Pittsburgh**

Designed for clinicians, lawyers, and students of the humanities and social sciences, this interdisciplinary program emphasizes the philosophical foundation of bioethics and offers opportunities for clinical experience and in-depth research.

This program of the Center for Bioethics and the Health Law and the School of Arts and Sciences allows students to combine study in ethical theory, philosophy and history of medicine, cultural studies, health law, public law and social sciences.

**PROVOST’S AWARD for EXCELLENCE in MENTORING 2011**

Nominations are being solicited for this University-wide award that recognizes contributions by members of the University of Pittsburgh faculty for outstanding mentoring of graduate students seeking a research doctoral degree. Any active graduate faculty member who supervises graduate students pursuing PhD degrees or other research doctoral degrees, such as the EdD or the DrPH, and who has graduated and placed five or more doctoral students is eligible to be nominated.

Up to four awardees may be chosen. Each award consists of a cash prize to the faculty member of $2,500. All persons selected for this award will be honored publicly.

Written nominations may be submitted by a faculty member, graduate student, or alumnus who has evidence of the nominee’s mentoring capabilities.

The deadline for receipt of nomination letters is Monday, November 22, 2010. Please send letters to: Dr. Alberto M. Sbragia, Office of the Provost, 801 Cathedral of Learning.

See www.pitt.edu/~graduate/maguideilines.pdf for the award guidelines, including details about the nomination letter.

**University of Pittsburgh**
The study led by oncology faculty member Dwight E. Heron, vice chair of the Department of Radiation Oncology in the School of Medicine, enrolled 24 patients with recurrent head and neck cancers who had undergone radiation therapy treatment previously.

For this study, Heron and his team conducted cetuximab, which has been shown to enhance the effect of radiation therapy in patients with newly diagnosed head and neck cancers, and SBRT. By combining the two, treatment time was reduced from six weeks to one week while improving the side effects of re-treatment.

Patients received cetuximab a week before and during the two-week course of SBRT. The study showed that the regimen is a safe treatment option and may improve overall patient survival rates.

According to Heron, the study is important because surrogate treatments for many patients with recurrent, locally advanced head and neck cancers often are limited, while other treatments either fail to control the disease progression or are too toxic to administer.

“While therapies for head and neck cancers have improved over the years, numerous patients suffer relapses,” said Heron. “When surgery and certain combinations of chemotherapy and radiation therapy are deemed either high risk or too toxic as treatment options, very specialized radiation therapy strategies are frequently considered. Unfortunately, conventional radiation therapy, including intensity-modulated radiation therapy, often has debilitating side effects for this subset of patients, and we are often faced with the challenge of how to treat their cancers aggressively while limiting the risk of side effects.”

UBP 1st to get seismic software

DGB Earth Sciences, a provider of seismic interpretation software to the oil and gas industry, has donated six commercial licenses for the plug-ins of its OpenTest software to Pitt-Bradford’s petrology technology program.

Jamaal Assad, visiting professor of petroleum technology, secured the software, which he said students will use to interpret seismic data on oil and gas reserves in Pennsylvania.

According to Assad, the software works by taking seismic and geological data and turning it into a three-dimensional representation that can be used to pinpoint the location of oil or gas and the best, most efficient way to reach and extract it.

As a reminder, all University of Pittsburgh employees have access to a toll-free, confidential telephone line, 1-800-307-3272, which is comfortable and convenient for employees to report irregular or troublesome workplace issues so that these issues can be investigated and resolved.

• Available to all full-time and part-time faculty, staff, and research associates at the Oakland and regional campuses and other off-campus locations
• Enables callers to remain anonymous
• Answers 24 hours a day, seven days a week
• Can be accessed from any telephone in North America, including pay telephones.
The People of the Times column features recent news on faculty and staff accomplishments and other noteworthy events and appointments.

We welcome submissions from all areas of the University. Send information via email to: utimes@pitt.edu, by fax at 412/624-4579 or by campus mail to:

Pittsburgh, PA 15261

For submission guidelines, visit www.utimes.pitt.edu/page_id=6807.

The People of the Times column features recent news on faculty and staff accomplishments and other noteworthy events and appointments.

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Pittsburgh, PA 15261

For submission guidelines, visit www.utimes.pitt.edu/page_id=6807.

Two faculty members in the Department of Occupational Therapy and Health Rehabilitation Sciences (SHRS), recently honored by the Pennsylvania Therapy Association (POTA).

Denise Chisholm, who is vice chair of the department, received the 2010 President’s Award for her exceptional commitment and faithful service to POTA. Outside the University, Chisholm also is a consultant for Medical Management Services and an on-call therapist at Associated Occupational Therapists in Coraopolis.

Mary Lou Leibold, who serves as the academic fieldwork educator in the occupational therapy department, received the 2010 Academic Educator Award. Leibold was honored for her excellence in transitioning students from the classroom to the clinic.

Edward McCord, director of programming and special projects for the University Honors College, was appointed director of Pitt’s Dick Thornburgh Forum for Law and Public Policy, effective Oct. 1.

The mission of the Dick Thornburgh Forum is to foster public education and civic action on important public policy issues by creating a framework for advancing Thornburgh’s vision of effective and principled government.

The forum engages in a variety of activities across the University that are designed to enhance the accountability and integrity of U.S. governmental institutions. Internationally, it seeks to advance those values as well as the commitment to the rule of law for all levels of government.

McCord received his bachelor’s degree cum laude from Princeton and earned all three of his graduate degrees—an MA in cultural anthropology, a PhD in philosophy and a JD—from Pitt.

Molly Wagner has been named director of counseling and student development at the Titusville campus. She assumed her duties Nov. 1.

Wagner completed her undergraduate studies at Indiana University of Pennsylvania, a major in criminology and pre-law and a minor in psychology. She received her master’s degree in administration from Case Western Reserve and is completing a doctoral program at Fielding Graduate University.

Wagner comes to UPT as a licensed clinical social worker with experience in presenting workshops, assessments and drug and alcohol counseling. She is a member of the Association for the Treatment of Sexual Abusers, the National Association of Social Workers and the American Professional Society on the Abuse of Children.

Gail Austin, former director of the Academic Resource Center who retired recently after 42 years of service, received a special Sankofa Jean Hamilton Walls Award from Pitt’s African American Alumni Council (AAAC). The award is named in honor of alumnas Jean Hamilton Walls, the first black woman to earn bachelor’s and PhD degrees at Pitt.

Austin was recognized for her commitment to enhancing diversity, particularly regarding African-American students, for her leadership in ensuring the educational success of thousands of students who matriculated through Project A (a 1968 Pitt summer preparatory program for African-American students), for the Malcolm-Martin-Marcus scholars program, the University community education programs, and the University challenge for excellence program, as well as for her devotion to the advancement of partnerships within the larger African-American community.

University of Pittsburgh School of Dental Medicine

The Department of Dental Anesthesiology is inviting applicants to fill a part-time faculty position for a Certified Registered Nurse Anesthetist (CRNA) at the level of a Clinical Instructor.

Responsibilities included in this 60% effort position are supporting the patient care, clinical research, and teaching activities of the Department. Experience with special needs patients, both pediatric and adult, requiring dental care is preferred. Salary would be commensurate with experience.

To apply, send a curriculum vitae and the contact information of three professional references by mail or email to:

Dr. Paul A. Moore
University of Pittsburgh
School of Dental Medicine
Department of Dental Anesthesiology
3501 Terrace Street
G09 Salk Hall
Pittsburgh, PA 15261
(412) 648-8069 – phone
pam7@pitt.edu

The University of Pittsburgh is an equal opportunity, affirmative action employer.

All faculty, staff and students are reminded to turn off computers, radios, copiers, printers, fax machines, automatic coffee machines, lights & other items in their area before leaving for the holiday. Please take a moment to shut these items off. This will help reduce University utility costs and lessen the potential for physical damage to this equipment.

Facilities Management thanks you for your consideration & wishes you a Happy Thanksgiving!
Internet: Changing how we socialize

CONTINUED FROM PAGE 3

You’re likely to have all kinds of diverse folks who are interested in your topic, regardless of their background.”

Internet users are 55 percent more likely to have someone outside their family with whom they are willing to discuss personal or political information, Takeda said. “[If] you’re comfortable enough to get on a social networking website, then you’re comfortable enough to trust someone or develop some sense of (to whom) that person chooses to belong,” Takeda said.

One handy tool is tracking and a download (available at www.privacychoice.org/mine: your secrets) includes details on what's going on all over the web and what companies are groups, you can use it as a tool to not approve greenfield sites for development, Orfield said.

One way to stay on top of that growth is through the Internet blog, according to the National Conference on Public Affairs.

“On another site, we’re going to showcase my competence,” she said. “Weather is a key fact that I want to know about, and I keep an eye on it constantly.”

“The federal government is trying to encourage job clustering, where new jobs tend to be clustered where jobs already exist,” Orfield said. “Portland and the Twin Cities have found that they don’t have greenfield sites for scattered jobs, and they try to encourage the development of clusters of employment.”

Other rewards are available for building affordable housing in high-opportunity areas and distributing some government housing subsidies out of the central city where the jobs are going.

“If communities get their act together in terms of transportation planning and thinking, they may be more likely to receive transportation funds and/or revenue-sharing funds in the future. At least that’s the idea,” Orfield said.

He suggested as a starting point for consolidating regional governments establishing a strong centralized metropolitan planning organization. “MPOs already exist in most areas across the country, and they are highly flexible. They represent in my mind a very viable starting point to think about coordinating equality. In the Twin Cities we have the Met Council that started as our MPO. Over the years it’s taken on land-use planning powers and has an impact on clusters of jobs and have affordable housing and infrastructure growth to match urban growth,” Orfield said.

“MPOs have a large enough scale to think about a region, but not large enough to be too large or too small,” Orfield said. “They don’t have ways for central cities or older developed suburbs and developing suburbs, thinking about the fact that communities that work together — they’re less conflated, they use less land, they travel less, they prosper more — you want to think about why this is such an important thing.”

The report pointed out that older suburbs with increasing racial and social segregation, on communities with high density and older suburbs on low-density uses of land without corresponding employment, he said, “It’s hard to deal with these problems unless there is some way to communicate on a regional level,” and I think MPOs are a reasonable way to think about doing this.”

—Peter Hart

Jean W. Sedlar

Long-time Pitt-Johnstown history professor Jean W. Sedlar died Nov. 7, 2010, after an extended illness. She was 75. Sedlar was a distinguished scholar and teacher.

UPJ president Jem Spectar said, “Jean-Johnstown has an extremely dedicated and long-serving professor, prolific scholar and friend with the passing of Dr. Jean Sedlar. Her loss will be felt not only by her colleagues and students at Pitt-Johnstown, but also in the community where she was a passionate classical violinist and champion of music and music education. She will be deeply missed moving ahead.”

Ray Wrubley, chair of the UPJ Social Sciences Division, said, “Jean was a private person, she was independent and soft-spoken. She was a steady, dependable member of the faculty for many years who highly valued education and what it can do for young people.”

Sedlar came to Pitt-Johnstown in 1972 as an assistant professor of history. She was promoted to associate professor in 1979 and to professor in 1983. She taught courses on European history, world politics and Western civilizations, and was compiled and publis-

Among Sedlar’s books are “Hitler’s Central Europe: From the Abyss of Total War,” “East Central Europe in the European Union,” “India and the Greek World: A Study in the Transmission of Culture” and “India in the Mind of Germany: Schelling, Schopenhauer and Their Times.”

In addition to her scholarly activities, Sedlar was a long-standing member of the Johnstown Symphony Orchestra, her chamber scholarship and teaching.

Sedlar also was an avid traveler. A Wisconsin native, she earned both her MA in international relations and PhD in history at the University of Chicago.

Sedlar is survived by her children, Eric Sedlar and Janet Sedlar; her two grandchildren; and her sister, Judith Amos Whitenack.

—Peter Hart
C A L E N D A R
CONTINUED FROM PAGE 14

EOH Seminar
"Role of Acheal & Brain Lipo-proteins in Amyloid Deposition & Clearance: Lessons From Complex Animal Models," Biju Leftereev; 540 Bridgehead Point, noon

Epidemiology Seminar
"Can Aspirin Prolong Healthy Life in Older Adults? Waiting for 18,000 Answers," Patricia Kearney; A115 Crabtree, noon

Asian Studies Lecture
"US Drone Strikes in Pakistan: Myths vs. 3 Realities," A.S.M. Ali Ashraf, GSPIA; 4130 Posvar, 3 Myths vs. 3 Realities, "US Drone Strikes in Pakistan: Myths vs. 3 Realities," A.S.M. Ali Ashraf, 4130 Posvar, noon

"Child & Adolescent MR Services," Martin Lubetsky; Detre Labs; 2nd fl. aud., 11 am-12:30 pm

SIS/Library & Information Science
"Biophysical Characterization of the Membrane Protein Rho-kinase Inhibitor, Stimulates Renal Proximal Tubule Cell Proliferation," Eric David de Groh; Nov. 12, 502 IS, 10 am

"Image Retrieval as Information Seeking Behavior? Self-Categorizations of User Motivations to Seek Images," Tim Schlak; 6014 BST3, 3 pm

"4-(Phenylthio)butanoic Acid, a Novel Histone Deacetylase Inhibitor, Stimulates Renal Proximal Tubule Cell Proliferation," Eric David de Groh; Nov. 12, 502 IS, 10 am

Saturday 20

Global Studies Film
"Contextual Emergence," Paul Humphreys, U of VA; 817 CL, 10-30 pm (4-1052)

Latin American Film
"The Shaft (Dixia De Tiankong);" Global Studies Film, UPB, 8-9:30 pm

Sunday 21

Women's Basketball
Vs. Radford; Petersen, 2 pm

Monday 22

HLSL Workshop
"PubMed Basics," Linda Hart- man; Falk Library classrm. 1, 11 am-12:30 pm

University Centers Forum
"The Oakland Neighborhood & Its Comprehensive Planning Initiative," Wanda Wilson, OPDC, & Adrienne Walnosta, Community Human Services; 2017 CL, 11:10 am-1 pm

Tuesday 23

Flu Shot Clinic
1228 CL, 10-2 am-2 pm

Pharmaceutical Sciences Seminar
"Novel Therapeutic Targets for Myeloma?"; A115 Crabtree, noon

Health Services Research Seminar
"Promoting Patient Empowerment Through Electronic Health Information Exchange," Ellen Redakoff; 101 Parkvale, noon

Faculty Assembly Mtg.
UClub Ballrumn, A, 1 pm

Biostatistics Seminar
"Live From the ASA!"; Ronald Wasserstein, American Statistici ans.; A115 Crabtree, 3 pm

Academic Career Development/Pondoc/Professional development Workshop
"Making Connections: Networking at Professional Meetings & Conferences," Beth Fischer; SI20/Starl BST, 3-5 pm

Men's Basketball
Vs. Robert Morris; Petersen, 7 pm

Wednesday 24

• No classes through Nov. 28 due to Thanksgiving recess for students.

Orthopaedic Surgery Grand Rounds
Sarah Henry; LHAS aud. 7th fl. Montefiore, 7 am

Women's Basketball
Vs. Duke; Petersen, 7 pm

PhD Defenses
Medicine/Integrative Molecular Biology
"Biophysical Characterization of Chemically Unfolded States of the Membrane Protein Rhodopsin," Arupa Dutta; Nov. 11, 6014 BST3, 1 pm

SIS/Library & Information Science
"Image Retrieval as Information Seeking Behavior? Self-Categorizations of User Motivations to Retrieve Images," Tim Schlak; Nov. 12, 102 IS, 10 am

Medicine/Integrative Molecular Biology
"4-(Phenylthio)butanoic Acid, a Novel Histone Deacetylase Inhibitor, Stimulates Renal Proximal Tubule Cell Proliferation," Eric David de Groh; Nov. 12, 6014 BST3, 1 pm

Ak&Music
"Afrofret, Fela & Beyond: Scenes, Style & Ideology," Oyehade Omoniyi; Nov. 12, 102 Music, 1 pm

University of Pittsburgh School of Arts and Sciences

The second fall second of Arts and Sciences Teaching Excellence Lecture will be held on November 17, 2010 from 3-5 p.m. in Ballroom A of the University Club. The featured speaker is Daniel Schwartz, PhD, professor of education at Stanford University.

Schwartz’s presentation is titled “Efficiency and Innovation in Teaching and Learning.”

The lecture is sponsored by the Office of the Associate Dean of Undergraduate Studies. A reception will follow the lecture. Both events are open to the campus community and students attending the lecture will receive O.C.C. credits.

For more information, contact Carol Lynch at clynch@pitt.edu.

University of Pittsburgh

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**BLOOD PRESSURE & THE BRAIN**
Research study with one MRI and two interview sessions for a 3-month osteoporosis study. Must have hypertension, heart disease or diabetes. UPMC Southside. Applications must receive by Dec. 15. Nominations must be received by Dec. 15 at wstudies@pitt.edu or 2208 Poyser. (info: 4-6485)

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Thursday 11
EOH Seminar
Endocrine Research Conference
“Molecular Mechanisms of Vas- cular Dysfunction in Diabetes,” Hunter Champion; 1195 Starl BST, noon
Asian Studies Lecture
“Unpacking the Archive: Arch- itecture, Photography & the Archi- val Record in Colonial Korea,” Geywon Kim, Asian studies/ H&A; 4:10 Pitt, noon
Humanities Colloquium
“Approaches: Charting the Sicil- ian Island Through Other Spaces & Non-Places,” Lisa Insam, 602 C.L., 12-30 pm
HSLS Workshop
“EndNote Basics,” Allam Saleh; Falk Library classrm. 2, 1-3 pm
HSRS/CIDDE Workshop
“Instructional Practices in the Distance Education Envi- ronment,” Carol Washburn, CIDDE; 460 Forbes Tower, 1-4:30 pm
Biostatistics Seminar
“A Social Network Analysis of Tobacco Use & Friendship Dynamics Among First-Year College Students,” Stephanie Land, A115 Crabtree, 3-3:10 pm
McGowan Inst. Lecture
“From Tissue Engineering to Regenerative Therapies: Impressions of the Evolution of Promising Practice & the Search for the Business of Us,” David Smith, UClub Ballrm. B, 8 pm
Geology & Planetary Science Colloquium
“A Calcium-Sulfate Hydrologic Response to Soil Calcium Sulfate Amendment,” Mark Green, Plymouth St.; 11 am 4 pm
REFS/Films Studies Lecture
“The Ambulance,” G24 C.L., 7 pm (4-6566)
Pgh. Contemporary Writers Reading
Michael Thomas, FAPA aud., 8:30 pm
Friday 12
• Last day for spring term enrollment appointments.

Health Policy Inst. Bimonthly
“Trusted Recruitment,” Michael Peregrine in Working with Will & Emery; P.A., 8-9:30 am (4-6608)
Bradford Campus OSHA Cotton Protection Seminar
“Wire Rope”; 116 Frame- woodering Commons, UB; 8-10:30 am (800/887-1787)
Theatre Arts Workshop
“More Shakespeare Alive!” Gal- lian McNally, U of N. CO; Steph- en Foster, 8:30 am-3 pm (www. shakespearaliv.edu; 4-41499)
Women’s Basketball
Vs. Youngstown St.; Petersen, 11 am

Friday 13
• Spring term open enrollment begins.

PTEI/Engineering/UPMC Health Plan 5K/5 Mile Run/ Walk
To Benefit the Wounded Warrior project; North Park, 8:30 am info (412) 518-8101 (www.csipress.com)
World History Workshop
“Pedagogy of World History,” John Myers, GSB-111; 3:30 pm
SHRS Open House
4022 Forbes’ Tower, 10 am-1 pm (3-6556)

Saturday 14

WPIC Meet the PI Lecture
“Neuromaging for the Depres- sion Clinical Trials: Fantasies & First Steps,” Greg Sgiette; Dette 2nd fl. & 1 pm-12:30 pm
HSLS Lunch With a Librarian
“Searching for Dollars: Grant Resources,” Barb Folk, Falk Library conf. rm. B, noon
ULS Concert
Pitt Java, Cap & Chop, around B. Hillman, noon
Philosophy Lecture
Ernest Sorens, Rutgers; 2700 Pitt, 2:30 pm (tour of philo- sophic archives, bld. Hillman, 4 pm reception, 2300 PUP, 5:30 pm)
Africana Studies Festival
“Sembene: The Film & Arts Festival”; G23 Pitt, 5:30-9:30 pm (also Nov. 13, 12:10-4:30 pm; 412/677-9156)
Latin American Film
“Fiesta y Chocolate”; FAPA aud., 6:30 pm

Sunday 15

Polish Festival
CL Commons Rm., noon-3 pm
Student Lecture
Evolvent Sound; Riddick; 1 pm-4 pm (4-1215)

Monday 15

GSP/A Ridgway Lecture
“Update From Newport: Issues for the UK Navy,” Rear Admiral James “Phil” Wicrepp, 1441 PUP, 10:30 am
Bradford Campus Window Art Class
Cindy Nowacki; Seneca 1st fl. classrm.; Bradford, 6-7 pm (through Nov. 16, 1-800/887- 1787, lid@pitt.edu)
UCIS/GLOBAL Studies Film
“Shirley Adams”, FAPA aud., 7-9 pm
Tinville Concert
Fast Horse, Henne Aud., UPT, 7-10 pm (412/827-4429)

Wednesday 17
Orthopaedic Surgery Grand Rounds
“Where I learned about the ACL: Over the Past 40 Years,” Peter Indelicato, UofFL, LHAS aud. Thursday, 7 am Clinical Oncology & Hemato- logy Grand Rounds
“Overcoming Melanoma Immunotherapy’s challenges in the Man- agement of High-Risk & Meta- static Disease,” Robert Tarhini, Hillman Cancer Ctr, Cooper Conf. Ctr. classms. C. 8 am
CSPHI Rose Lecture
“The New Directions in Tobacco & Systems Science Research,” Patricia Mahley, NIH, 10:45 am, 8-10 am
HSLS Workshop
“PowerPoints for Beginners and Advanced PowerPoint,” Sam Lewis; Falk Library classms. 2, 10 am-2 pm
Biomedical Informatics Workshop

Thursday 18

Molecular Biophysics/Struc- tural Biology Seminar
“Structures of Anti-HIV-1 Nonsup-pressors and Immune Modulators” Jeffrey Xing-peng Kong; 6014 BST, 11 am

CONTINUED ON PAGE 14

UNIVERSITY TIMES
November
2010-11 publication schedule

Events occurring
Nov. 24-Dec. 9
Dec. 9-Jan. 6
Jan. 6-20
Jan. 20-Feb. 3
Feb. 3-17
Feb. 17-March 3
March 3-17
March 17-March 31
March 31-April 14
April 14-28
April 28-May 12
May 12-26
May 26-June 9
June 9-23
June 23-July 7
June 23-July 7
July 7-21

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April 21
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June 30
July 14

For publication
Nov. 24 (Wed.)
Dec. 9
Jan. 6
Jan. 6
Jan. 20
Feb. 3
Feb. 17
March 3
March 10
March 10
March 31
April 8
April 21
May 12
May 26
June 2
June 16
June 30
July 14

UNIVERSITY TIMES
CMER-2003-1120-004-02009-00005

Pharmaceutical & Chemical Biology Seminar
“Endocrine Resistance in Breast Cancer: Genetic or Epigenetic?” Steffi Oesterreich, Magee; 1353 Starl/BST, 10 am
UCIS/GLOBAL Studies Lecture
“The Pulse of the Planet: Del-uged by Dilemmas or Show- ered with Solutions,” Marylin Lisowski, Int’l Environmental & Science Programs, 109 Barco, 6-7:30 pm (4-8087)
UCIS/GLOBAL Studies Film
“Shirley Adams”, FAPA aud., 7-9 pm
Tinville Concert
Fast Horse, Henne Aud., UPT, 7-10 pm (412/827-4429)

The University Times events calendar includes Pitt-sponsored events as well as non-Pitt events held on a Pitt campus. Information submitted for the calendar identifies the type of event, i.e. as a lecture or concert, and the program’s specific title, sponsor, location and time. The name and phone number of a contact person should be included. Information should be sent by email to: utcal@pitt.edu, by FAX to: 412/624-4579, or by campus mail to: 208 Bellefield Hall. We cannot guarantee publication of events received after the deadline.

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