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NONPROFIT MANAGEMENT  
and  
COVESTRO CENTER FOR  
COMMUNITY ENGAGEMENT  
present



**21 STARS  
&  
Years**

*Persevere  
with  
courage*

**Edward A. Nicholson**  
Past President,  
Robert Morris University



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As the sixth president of Robert Morris University from 1989 to 2005, Dr. Edward A. Nicholson set the pace for the University's future. He fueled academic and research expansion to include the first doctoral program, and led the institution in its final transition to Robert Morris University in 2002.

His nonprofit sector inspiration: "Talented people committed to organizational goals."

Dr. Nicholson's wish for the next generation of nonprofit leaders: "That they have conviction and the courage to persevere in pursuit of the mission without much regard for career moves."

Role model: "Herman B Wells, the youngest president of Indiana University at age 35, served for 25 years and then as Chancellor for another 37 years. He made IU into an internationally recognized center for research and scholarship."

Dr. Nicholson's 16-year RMU tenure by the numbers:

- *The Campaign for the 21st Century* raised \$24 million
- 5 new major campus facilities constructed
- 5 new varsity sports teams
- 4 new applied research centers including The Bayer Center for Nonprofit Management
- 1 Pittsburgh Speakers Series, a popular regional program since 2002

These days: "I am retired, spending much time in Florida and at Lake Erie in Ohio."

Breakfast and reading: *The New Yorker* and the *New York Times* with a bowl of oats.

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**21 STARS  
&  
Years**

*Frequently  
renew and  
reflect*



**Lucille E. Dabney**  
President and CEO,  
PACE Pittsburgh

**RMU**  
ROBERT MORRIS

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What's for breakfast? Belgium waffles with fruit and sausage

Quote to live by: "Optimism is a force multiplier." – Colin Powell

Luci Dabney has served in the nonprofit, corporate, small business, and higher education trenches for more than three decades. The Pittsburgh region has benefitted immeasurably from her expert driving of the PACE mission to fund and build individual, organizational and community capacity.

How the nonprofit sector inspires her: "Its generosity and unfailing optimism."

Luci's nonprofit role model: Ford Foundation President Darren Walker. "He is in command of his history and experiences and uses them to catalyze monumental change."

Wishes for future nonprofit leaders: Frequent opportunities for renewal and reflection

Top reading recommendations to kick off or end the day: "Newspapers, so you know what you are up against."

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**21 STARS  
&  
Years**

*Go  
further  
and faster*

**RMU**  
ROBERT MORRIS

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**Tracy Certo**  
Founder and Acting  
Managing Editor,  
NEXTPittsburgh

Pittsburgh native Tracy Certo has left no stone unturned to report what's new, essential, and fun in the Greater Pittsburgh region. Her passion for the Burgh inspired NEXTPittsburgh, the area's go-to guide. Tracy is inspired by how the professionals in the nonprofit sector are "solving problems and getting things done to make a difference."

Among her many nonprofit role models, Tracy names just a few as "there are many more!"

"Peggy Outon [BCNM at RMU] who is the greatest storyteller in Pittsburgh. She has such a great style and charm and wit."

"A big fan of Janet McCall at Contemporary Craft who has done amazing things despite big challenges."

"Diana Bucco [Buhl Foundation] who is so smart and pragmatic."

"Heather McElwee, Pittsburgh Glass Center. is so good at so many things and keeps PGC in the vanguard. ('I'm 'Blown Away.')

"Lisa Schroeder who wowed me with her work at Riverlife and continues her great work at the Pittsburgh Foundation."

"Leah Lizarondo at 412 Food Rescue is my hero."

Wish for the next generation of leaders: "To go further, faster and to find ways to better collaborate."

"Trace" starts her day with: "Coffee and more coffee with my favorite good-for-me cereal topped with blueberries — on my deck in the warm sun with time to read lots of news and views online...from all the local news to Morning Brew to the New York Times to Heather Cox Richardson."

To start or end of the day, she recommends more reading:

"NEXTpittsburgh, of course!" The site motto, after all is like Tracy: "Pittsburgh born, Pittsburgh bred and focused on the city we love."

But NEXT vacation? "My next vacation is to Alaska which will be the 50th state I've visited, a long-time goal."

NEXT goal: Visit 50 countries!



Dee Delaney brings the spirit of dedication to nonprofits to all she does. Her early work experience unexpectedly supported what she's done since.

"After graduating from college, I worked for five years as a computer systems representative supporting clients' large mainframe computers," says Dee. "Little did I know at the time that technology would become a significant part of everyday life over the next generation. The skills and experience I gained during that phase of my career have proved invaluable."

Dee served as the first Executive Director of FISA Foundation from 1996 until her retirement in 2010. Honors for her advocacy work include the United Cerebral Palsy Lifetime Achievement Award, University of Pittsburgh School of Dental Medicine Appreciation Award, and Achieva Excellence in Professional Service Award. Dee was named a Distinguished Daughter of Pennsylvania by Governor Edward Rendell in 2010.

Inspired by the sector's "selfless spirit, noble management, and resilience."

Dee's role model is her successor Kristy Trautmann, Executive Director, FISA Foundation: "An outstanding creative leader who excels at partnering with other nonprofits and has fostered inclusivity and change for underserved populations both in our community and nationally."

Wishes for next nonprofit leaders: "I hope supply will meet the ever-increasing demand for talented nonprofit leaders and that the sector can attract, develop and retain them."

Recommended reading over a favorite breakfast: *Breath: The New Science of a Lost Art* by James Nestor with homemade granola with berries and yogurt.



**Michelle Rone Cooper**

Former Executive Director,  
McAuley Ministries  
Foundation

**RMU**  
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Michele Rone Cooper’s leadership of the grantmaking organization she started in 2008 has long-reaching positive effects among the many regional organizations supported by McAuley Ministries Foundation. As McAuley Ministries’ first executive director, Michele was responsible for the start-up of the foundation where she managed the foundation’s annual grant-making budget of \$3.7 million.

During her tenure, McAuley Ministries awarded a portfolio of 820 grants and community support totaling more than \$36.3 million to promote health and wellness, community and economic development, education, capacity building, and legacy programs of the Sisters of Mercy.

Michele is our sixth Star as we celebrate our 21st year. Nonprofit inspiration: “I am inspired by the passion and commitment of nonprofit leaders. They often work long hours, some with little financial reward compared to the private sector, because they want to make a difference in the lives of individuals and the larger community.

Recommended reading: “A small book, *A Life God Rewards* by Bruce Wilkinson, outlines a spiritual basis for how we use our gifts and talents and why what we do is important.”

Her two top role models: Sr. Patricia McCann, a Sister of Mercy and one of the founders of the McAuley Ministries Foundation. Sr. Patricia is a bold and courageous voice for social justice and challenges us to work toward the common good. Karris Jackson, COO of the POISE Foundation is also inspiring to me. Karris is a quiet presence, but I find that she always has powerful insights about how to strengthen and sustain communities. She has championed the wisdom of providing grant support to grassroots organizations.

Wish: “My wish is that the next generation will harness all of the marvelous tools available to them — data, social media, technology — to engage the very people whose lives they hope to impact. Communities know what they need to move forward, and it can be powerful when the nonprofit sector becomes a partner WITH the community.”

Next adventures? “I love exploring cities, their culture, museums, and restaurants. I probably will not travel until 2022, so I’m looking forward to post-pandemic adventures.”

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**21 STARS  
&  
Years**

*Practice  
courage in  
mission*



**Lisa Scales**  
President and CEO,  
Greater Pittsburgh  
Community Food Bank

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Distributing food for more than 40 million meals annually through a network of 600 community partners in 11 counties of southwestern Pennsylvania, the four-decade-old Greater Pittsburgh Community Food Bank stepped up to feed thousands more during the pandemic of 2020 and 2021.

Honored by Pittsburgh Magazine as Pittsburgher of the Year in January, Lisa Scales is inspired by the ability of #nonprofits “to have collective impact to make meaningful change.” Having steered GPCFB since 2012, she can envision that future nonprofit leaders “will see their challenges as opportunities and will practice courage in the urgent pursuit of their mission.”

Lisa’s own nonprofit role model: Claire Babineaux-Fontenot, CEO of Feeding America. “She leads with her heart. She is fierce and compassionate.”

She might start the day with a breakfast of soft boiled egg, toast and fresh fruit, however, notes “for a treat – Pamela’s chocolate chip banana pancakes.”

Recommended reading: Starting With Why by Simon Sinek

Lisa’s future getaway? “My next vacation will be somewhere remote where I can stargaze and dream big!”

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**21 STARS  
&  
Years**

*Be fierce  
in your  
advocacy*

**RMU**  
ROBERT MORRIS

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**Marlon Ferguson**  
Southwestern Pennsylvania  
Regional Director for United  
States Senator Bob Casey

Overseeing 13 counties, Marlon Ferguson acts as Senator Casey’s ambassador to the community, government, corporations, constituent groups, and leaders. Marlon leads the regional team in representing the Senator and his initiatives and serves as advisor on all community, legislative, or economic and social developments.

Before joining Senator Casey’s leadership team, Marlon was Executive Director at Veterans Place of Washington Boulevard, a non-profit committed to eliminating homelessness among the women and men who have served our great nation.

“Being immersed in the service and development of others for the betterment of all is one of the greatest gifts of life,” says decorated Navy veteran. “The Covid-19 highlighted the need we have for community. Why does it take a global pandemic for many to realize this? Hopefully this lesson will not fade as the pandemic is subdued.”

Nonprofit hero: Ford Foundation President Darren Walker. “He understands the power and role foundations play in shaping our world. He gets it. The world needs more heroes and less healers.

Effective nonprofits are in the trenches with their communities and their clients. They serve an essential community need.

Advice to nonprofit leaders: “Be fierce in your advocacy to those in need.”

Marlon ranks his five star reading recommendations: From Generosity to Justice by Darren Walker; A Promised Land by Barack Obama; readings from Ralph Waldo Emerson; The Color of Law by Richard Rothstein; and As A Man (Woman) Thinketh by James Allen.

Weekend view: “I sit in a meditative state soaking up the sun tending to my bonsai. I realize with every snip, twist of the wire that the life in life is tending to something or someone.”

Breakfast of choice: Belgium waffles with fruit and sausage.

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**21 STARS  
&  
Years**

*Be daring  
and  
be bold*

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**Marilyn Jenkins**  
Executive Director,  
Allegheny County  
Library Association

“After more than 30 years in the nonprofit world,” says Marilyn Jenkins. “I am so very grateful to have had the privilege of serving.” Her work with ACLA, a membership organization, supported a network of nonprofits and their boards in this region.

“I can’t think of a more rewarding and satisfying path,” says ACLA’s founding director. “I have met a host of inspiring leaders and seen first hand the value the sector brings to our community. I look forward to continuing to learn and be amazed!” Believing that “living” her work provides the best instruction, Marilyn has also served on numerous nonprofit boards.

Marilyn admires the sector for: “Its resilience, optimism, and true commitment to making the better world a better place for all.”

Her role models include: “I most admire those who dare to try something new – to change the status quo. Folks like Hildy Gottlieb come to mind.

Marilyn’s hopes for future leaders? “That they be daring and bold – as it will take strong hearts and determination to build a world that embraces everyone.

What’s on her nightstand; “I’m a big fan of Henri Nouwen, and a copy of *You Are The Beloved* sits on my bedside table for daily inspiration. “ Marilyn often enjoys breakfast with: “An everything bagel with smoked salmon, capers, and cream cheese.”

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**21 STARS  
&  
Years**

*Create  
intentional  
partnerships*

**Dr. Trisha Gadson**  
CEO, Macedonia Family  
and Community Enrichment  
Center (FACE), Inc.

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The motto of Dr. Trisha Gadson’s organization expresses her own professional mission: “We are servants of the community.” Its name further defines Macedonia FACE which grew as the Family and Community Enrichment Center outreach of the Macedonia Baptist Church in Pittsburgh’s Hill District. Since 1994 the faith-based nonprofit has supported the growth of healthy families, children and seniors and their communities.

The 10th of our Bayer Stars, Trish is inspired by the nonprofit sector’s “strength of communities and families.”

Nonprofit role mode: “Saleem Ghubril, who serves with such grace and humility. I have such respect for his approach to service.” Ghubril is Executive Director of The Pittsburgh Promise.

Hope for future leaders: “My wish for the next generation nonprofit leaders is to create intentional partnerships with other leaders in order to make transformational change in the community that centers on racial equity.”

Grateful for: “My most valuable experience that helped to shape my leadership style was my graduate school program at Carlow University where I had the opportunity to fully examine the dynamics of servant leadership.”

Recommended reading: The Serving Leader: Five Powerful Actions to Transform Your Team, Business and Community by Kenneth R. Jennings and John Stahl-Wert

Down time? “On my day off I like to read interesting books and watch good movies.”

Favorite breakfast: Blueberry pancakes and bacon.

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**21 STARS & Years**

*Apply creative juices*

**James V. Denova, Ph.D.**  
Vice President,  
Benedum Foundation



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Drawing on his career-long experience leading nonprofits and foundations, Dr. James V. Denova has led the Benedum Foundation's education agenda since joining as senior program officer for Pennsylvania in 2000 and moving to the vice president position in 2007. His passion for education has continued to form valuable alliances in both Pennsylvania and West Virginia, the Foundation's areas of service. He has co-chaired the innovative Remake Learning Network and other regional initiatives.

Jim will step down for retirement at the end of June, so warm words abound as colleagues cheer his achievements. In April, the West Virginia Department of Education presented a resolution in his honor. This month he is the 11th of Bayer Center's 21 Stars.

In the nonprofit sector, Jim is inspired by "people who apply their creative juices to solving social problems."

Nonprofit role model: Phil Hallen, President Emeritus of the Falk Foundation. "He showed how to make dramatic changes with small grants. He started a private ambulance service in Pittsburgh's Hill

District by employing African American medics returning from Vietnam."

Memorable early experience: "My most valuable internship was at a state facility for people with disabilities. It taught me humility and appreciation for the gifts all people possess."

Advice to future leaders includes "Study history; think critically; learn from past heroes but innovate: and "always look for mentors."

Recommended reading: In Defense of a Liberal Education by Fareed Zakaria.

Breakfast? Very likely a bagel & cream cheese.

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**21 STARS  
&  
Years**

*Be sure  
to pay  
it forward*

**Jada Shirriel**  
CEO,  
Healthy Start, Inc.



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Improving maternal and child health is a heart-feit calling for Jada Shirriel. Through her work our 12th Star aims to lessen the disparities that lead to higher rates of infant and maternal mortality among Black women and babies.

As a past participant of the program she now leads, Jada is passionate about addressing black maternal health through education, outreach, research and advocacy. She is also a certified lactation counselor and consults with nonprofits on capacity building.

What inspires her in nonprofits: “The passion of the people working across different roles, at all levels and within organizations of all types and sizes. There are few bigger or more rewarding challenges than working in this sector.”

Nonprofit role models: “Too many to name, but I really admire the path that my colleague, friend and sister La’Tasha Mayes [Founder and Executive Director of New Voices for Reproductive Justice] has taken.”

Advice for future leaders? “My wish for the next generation of nonprofit leaders is that funders abolish funding impactful organizations and initiatives for any less than three-year cycles.”

Advice to everyone: “You can never have too many mentors or other people invested in your success; be sure to pay it forward!”

Start of the day? Breakfast is my favorite meal, so there are too many things to name, but I love eggs and I love pancakes.

At the end of the day? Wind down with Pinterest or by falling into the rabbit hole of Youtube videos related to your favorite topic.

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**21 STARS  
&  
Years**

*Share  
your  
talents*

**Raymond Frankoski**  
Consultant,  
BCNM Executive  
Service Corps

**RMU**  
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Raymond Frankoski spent his active career of 34 years in positions of increasing responsibility in the Human Resources function of Westinghouse Government and Environmental Services Company. Following his retirement as Director of Human Resources, Ray joined the Bayer Center's Executive Service Corps (ESC) as a volunteer consultant in 2001.

In addition to serving as a project manager, he has consulted with over 75 different nonprofit organizations. Ray and his wife Margaret, whose volunteer roles include head cook for Meals on Wheels for two decades, have three children and four grandsons.

How the nonprofit section inspires him: "I can clearly see how the organizational improvements that I helped bring about are helping those organizations to satisfy a myriad of community needs. I am also very pleased with the positive receptivity and support that I get from our clients in a wide variety of nonprofits."

Nonprofit role models include regional corporate leaders: "Early on it was Harry Goern [ALCOA] and Bob Moll [PPG and Bayer ESC]. Both of these individuals gave tirelessly of their talents with outstanding results. More recently, I admire the work that Bill Stein has done in his leadership roles with a number of nonprofits."

Wish for the next generation of nonprofit leaders: "A strong desire to give back the talents they have been blessed with for the betterment of our community, and the ability to gain great satisfaction by doing so."

How he enjoys spending time: "My favorite pastime is golf, and I really enjoy keeping close contact with our three children and four grandsons (two who are currently in college and two who are soon to be)."

Favorite breakfast: "On rare occasions a ham and cheese omelet, but at my age, bran cereal is the norm."

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**21 STARS  
&  
Years**

*Be Strong  
and  
Courageous*

**Carmen Anderson**  
Vice President of  
Equity and Research,  
The Heinz Endowments



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Leading the Heinz Endowment's efforts to address social injustice and inequity in communities the foundation serves, Carmen Anderson applies her integrated responsibilities to benefit the region and the team on which she works. A primary focus is organizational development as it relates to diversity, inclusion and equity.

In addition to the creation of guiding principles for the foundation, she looks out for learning opportunities for staff and grantees. While monitoring the field to identify best practices for improving the Endowments' operations, policies and behaviors, Carmen develops strategic partnerships to advance equity in local communities. She spearheads the foundation's implementation in its overall goals, communications, grantmaking and financial investments and also maintains a grantmaking portfolio in the Learning area primarily focused on family health and wellness, and holistic education.

Prior to joining the Endowments in 2000, Carmen was the executive director of Healthy Start, Inc., a federal public health initiative to reduce infant mortality in Pittsburgh and Allegheny County. Carmen has received the U.S. Department of Human Services Commissioners Award for outstanding service in the field.

Previously the Endowments' senior program officer for children, youth and families, Carmen assisted in the Endowments' development of strategies to make inclusion and diversity a defining element of the region. Carmen says she is continually inspired by the "amazing people" of the nonprofit sector.

Recommendation for nonprofiteers for reading to kick off and/or wind down for the day: "Choose something inspirational and uplifting."

Nonprofit role model: Marian Wright Edelman, founder of the Children's Defense Fund, "unwavering lifetime advocate on behalf of children and their families."

Wishes for the next generation of nonprofit leaders: "Be strong and courageous, invest your life in something you believe in and take time for what you love beyond work." Favorite day off activities: A country cottage, gardening or canning time with family.

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**21 STARS  
&  
Years**

*Dedicate  
your talent  
and passion*

**Kevin Kearns**  
Professor of Public and  
Nonprofit Management,  
GSPIA, University of  
Pittsburgh

**RMU**  
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Kevin Kearns was the founding Director of the Johnson Institute for Responsible Leadership and the Frances Hesselbein Leadership Forum, two programs that promote ethical leadership in public and nonprofit institutions at the University of Pittsburgh. In July 2020, he stepped down from those administrative positions after two decades and is now exclusively engaged in his teaching on the GSPIA faculty and his research and public service activities.

“I arrived in Pittsburgh as a graduate student in 1978 intending to spend no more than a few years here,” Kevin recalls. “But the City and its people welcomed me and, over the past 43 years, I have the privilege and honor of working with thousands of people — including GSPIA students — who are dedicating their lives to public service. It has been a gift for which I am grateful every day.”

Ongoing project: Editing *The Encyclopedia of Nonprofit Organizations* to be published in 2022 by Edward Elgar Publishing, UK. Inspiration in the sector: “The resilience and commitment of its professionals and volunteers.”

Wish for the next nonprofit leaders? “That they will be able to dedicate their substantial talent and passion to actually solving problems rather than responding to one crisis after another or continuously swimming against the current of prejudice and hate.”

Role model: “Leon Haley (long retired director of the Urban League). He was a mentor for me early in my career. I’m forever grateful for the lessons he taught by example — compassion, commitment, kindness, and a dedication to making a ‘place at the table’ for aspiring young professionals.”

Breakfast and what he might be reading: Two eggs scrambled, hash browns, French toast (but not very often!)

At the end of the day: Might be reading “The “Shouts and Murmurs” column in *The New Yorker*. “Always reliable for a few grins.”

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**21 STARS  
&  
Years**

*Operate  
with  
integrity*

**Gregory R. Spencer**  
President and CEO,  
Randall Industries, LLC

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An Air Force Veteran and leader in both business and nonprofits, Greg Spencer is President and CEO of Randall Chemical Manufacturing Company. His corporate work settings have included United States Steel Corporation and EQT Corporation. He also served as interim Executive Director of the Manchester Youth Development Center (MYDC) following its founder's retirement. Subsequently, he volunteered to serve as the Executive Director of the Martin Luther King Reading and Cultural Center after it was closed by the Carnegie Library of Pittsburgh. Greg and his wife reopened and staffed the facility, recruited volunteers and engaged the community in returning the Center to be an after school safe haven for children.

Inspiration in the sector: How it's "committed to help those that need a hand to deal with everyday challenges."

Advice to future nonprofit leaders: "Find your passion and calling and stay focused and operate with integrity."

Nonprofit role model: Edie Shapira. "I have served on several boards with Edie and watched her put her soul and heart into every aspect of

the organization that she is working with. The organizations are diverse in their missions and the skills necessary to understand the details enough to gain credibility and to lead. Whether it is public health, waterways, education, energy she leads the driving principles and puts things into proper perspective in terms of how it affects people. She doesn't need the title of leader, it is just her passion for people that people recognize and respond to."

On mentors and those who lead us: "There have been a few mentors in my life that have had such profound impact. Each taught me a different but profound lesson...my pastor who served our church when I was growing up was blind. He didn't let challenges stop him from being the great leader that he was. A CEO of a major corporation who saw some value in me that I didn't see in myself who kept encouraging me to do more and be better. My parents....my Mother who taught me to love and care for all people and my father who demonstrated the value of hard work."

What's for breakfast? Bacon, Eggs (over medium) grits and wheat toast with coffee. Recommended reading to start or close the day: "Find a scripture that relates to your challenges or opportunities that you will or anticipate addressing."

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**21 STARS  
&  
Years**

*Invest  
in social  
consciousness*

**Dan Rossi**  
CEO,  
Humane Animal Rescue  
of Pittsburgh

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As CEO of Humane Animal Rescue of Pittsburgh (HARP) since April 2010, Dan Rossi leads some 140 employees who are supported by a mega-force of 300 volunteers. Annually, HARP treats more than 6,500 animals and performs more than 7,000 spay or neuter surgeries in its two low-cost veterinary medical centers. HARP's commitment to indigenous species is showcased in the responsive work of its Wildlife Rehabilitation Center which aids more than 4,000 injured wildlife each year.

An alumnus of Robert Morris University's graduate program in nonprofit management, Dan earned an MS in administration and a BS at Carnegie Mellon.

What inspires you in the nonprofit sector? "Making a real difference in the lives of animals and people."

Nonprofit hero: "Jacob Harold, CEO of GuideStar. His background is amazing and runs from grassroots to global experiences."

Wish for future nonprofit leaders: "That they have the resources to be successful and a stable workforce that is socially conscious."

What's for breakfast? Dutch Pancake is preferred, but I usually have something low carb. Coffee is always required.

What might you be found reading? Big Duck blog or reading the posts of our foster Facebook page.

Favorite getaway: "Vacation for me is Aruba. If you have never been, I highly recommend a trip."

Any pets of your own? Home contains 4 dogs and 1 cat – no pigs (yet)!

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**21 STARS  
&  
Years**

*Engage  
to meet  
need*

**Cheryl A. Walker**  
Executive Director,  
Manchester Youth  
Development Center

**RMU**  
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Cheryl A. Walker brought her extensive leadership and management savvy to Manchester Youth Development Center in 2005. Her business, property management, and economic development acumen support the four-decade-old organization's role as a positive force for children, families, and the communities.

Overseeing the facilities shared with Manchester Academic Charter School, Cheryl is strongly committed "to ensuring that children have an uncompromised safe, decent and nurturing environment in which to learn, develop and succeed."

The alumna of Robert Morris University now serves on her alma mater's board.

Most inspired by the nonprofits for: Their willingness to give and serve.

Nonprofit role models? "Too many to name. They all do tremendous work."

Hopes for future leaders: "That they continue to engage the community they serve to help determine the greatest needs of the community."

What's for breakfast? Eggs over easy, bacon, homefries and toast.

Recommended reading: The Bible.

How do you enjoy downtime? "I like to spend a day off relaxing, reading a good book, and enjoying the company of my husband."

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**21 STARS  
&  
Years**

*Fight  
for pay  
equity*

**Rebecca L. Lucore**  
Head of Sustainability and  
CSR in North America  
Covestro LLC



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NONPROFIT MANAGEMENT

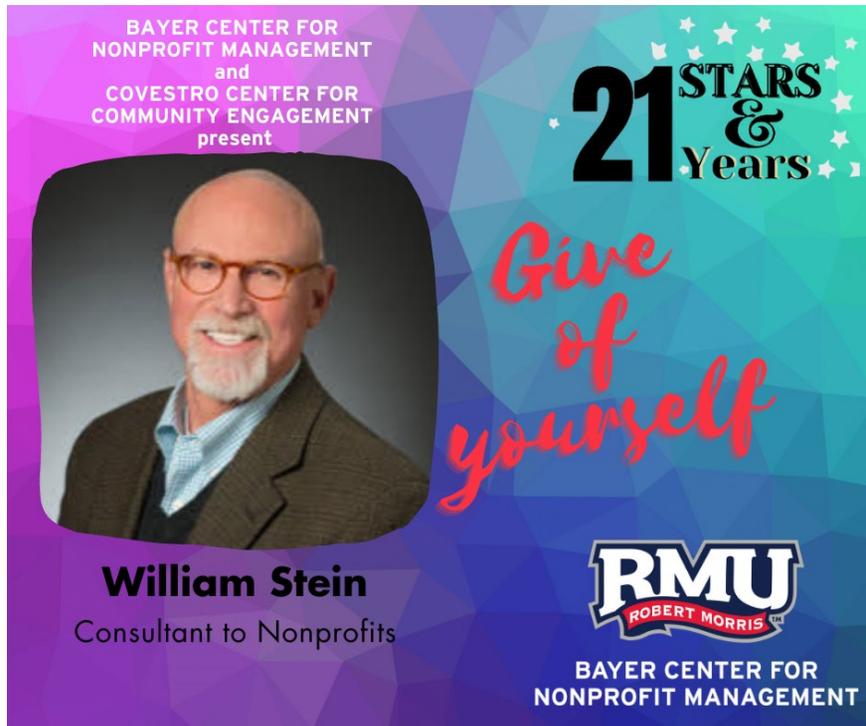
Rebecca L. Lucore has led in building the relationships of business sector volunteers to regional nonprofits. Lucore has also built new models for volunteerism. She is a leading voice in corporate America for empowering employee purpose and creating employee-citizen-philanthropist to drive sustainable communities through the transformation of traditional corporate volunteerism to next gen Skills-Based Volunteerism (SBV). With SBV, teams of employees use their skills and expertise to help nonprofits and municipalities solve organizational challenges in IT, marketing, finance, systems, et al. These short-term consulting projects help organizations build capacity and become sustainable.

Rebecca was instrumental in the establishment of the Covestro Center for Community Engagement at Robert Morris University. The Center provides SBV and other volunteer training to Covestro employees and those of other companies throughout the region wishing to create their own citizen philanthropists. As Head of Sustainability and Corporate Social Responsibility (CSR) for Covestro LLC in North America, Rebecca is responsible for devising new models that apply the company's commitment to sustainable business practices and the United Nations Sustainable Development Goals (UNSDGs) to its social programs, philanthropy, community relations and sustainability initiatives.

Rebecca oversees i<sup>3</sup> (ignite, imagine, innovate) Covestro's companywide CSR program that aims to spark curiosity, to envision what could be and to help create it. Its three focus areas, i<sup>3</sup> Engage, i<sup>3</sup> STEM and i<sup>3</sup> Give, leverage the company's current and future workforce, the communities in which it operates, and its partners and collaborators – all to create sustainable and lasting impacts.

Prior to joining Covestro, Rebecca worked for 20 years in various capacities in corporate citizenship, philanthropy, environment/sustainability and STEM education and diversity (2012-2015). As Chief of Staff at Bayer MaterialScience LLC, she was responsible for leading and streamlining organizational initiatives, including talent management; donations; and community, executive and employee engagement. Before that, for more than a decade, Rebecca served as Executive Director of the Bayer USA Foundation and Head of U.S. CSR for Bayer Corporation.

How does this sector inspire you? "The passion and purpose of the sector's leadership which drives impactful change through organizations and into communities." What is your recommended reading for nonprofits to kick off and/or wind down for the day? "I like to scroll through Twitter at the end of the day – so many links to news and reports in the nonprofit sector." Nonprofit role model: "Strong, creative and inspired women who take the leap and found new nonprofits to address critical needs not yet being met." Wish for the next generation of nonprofit leaders: "Don't lose your passion and purpose; build strong bridges with other sectors; and continue to fight for pay equity." Making the most of down time: "When I'm not working I love to cook and share good meals with friends and family or spend time outdoors hiking." So what's for breakfast? Egg whites with spinach, tomato and basil.



William Stein has applied his broad experience as a nonprofit director, board member, and consultant to many interim leadership roles for nonprofits experiencing organizational transitions. Over recent years, Bill has served as interim executive director for three vital nonprofits serving the Jewish community and the region—Rodef Shalom Congregation, Jewish Residential Services, and the Holocaust Center of Pittsburgh. His one-year of service to each of these organizations provided important continuity during institutional recruitment for permanent executive directors. Before his nonprofit involvement Bill had a long career in for profit businesses; his focus on marketing including CRM.

“General Management and Operations are fundamental to any organizations success, but none of it matters unless one has identified and knows who the customer is and what motivates and benefits them.”

Bill served as Executive Director of Family Tyes, 2007-15. In addition to many board roles, he has served as a Board Member of the Bayer Center for Nonprofit Management at Robert Morris University. His

work on many nonprofit boards has recently included service to Contemporary Craft. “There is no greater reward or satisfaction than giving of oneself. To your family or to others,” says Bill, who continues to work with diverse nonprofits as a consultant.

What about the nonprofit sector inspires? “The dedication of the people and their deep connection with their cause(s).”

Nonprofit role model: “Contemporary Craft, Pittsburgh because of their focus on mission, remarkable “product” and well developed and managed.”

Hope for future nonprofit leaders: Adequate and predictable funding.

Recommended reading: Bowling Alone by Robert Putnam



Lifelong Pennsylvanian Sylvia V. Fields has led Eden Hall Foundation since 1996. More than just a veteran grant maker and administrator, Sylvia is an exemplary leader.

Throughout her career, Sylvia has worked to build a better community by focusing on opportunities for women, girls and underserved youth. She initiated the Women in Philanthropy program with Grantmakers of Western Pennsylvania, and she's a founding member of the African American Funders Group of Southwestern Pennsylvania.

Her leadership of the Eden Hall Foundation is driven by the Foundation's view through a woman's lens to improve the quality of life for all people throughout Southwestern Pennsylvania.

The needs of women, families, and communities in which we live are priorities for the legacy created by Heinz Company executive Sebastian Mueller. The Foundation's roots in Mueller's estate began when he endowed his family's Eden Hall Farm as a home for women in need in 1938. Since 2008, Eden Hall Foundation has extended Mueller's impact as Eden Hall Farm was gifted to Chatham University

while the Foundation's strategic grantmaking supports organizations in communities throughout the region.

Sylvia Fields began her grantmaking career at the Duquesne Light Company, where she was best known for establishing a Pittsburgh Chapter of the American Association of Blacks in Energy.

Education: The alumna of Seton Hill College earned a master's degree at Carnegie Mellon University.

Board service: Now sits on the board of the World Affairs Council of America and serves as board president of the YWCA USA. A past director of Grantmakers of Western Pennsylvania, Seton Hill University, the YWCA Greater Pittsburgh, the Carnegie Museum of Natural History, the Pittsburgh Children's Museum and Magee-Womens Research Institute & Foundation.

Awards and honors: Sylvia's numerous awards include Pittsburgh's 50 Most Influential African American Women by the New Pittsburgh Courier, the Governor's Distinguished Daughter of Pennsylvania Award and Pittsburgh's ATHENA Award.