



Fall Newsletter for Program Year 2020 – 2021

Officers:

Tony Sciallo, OPM 37

President

Tom Ruppel, '82

Treasurer

Nick Shapiro, '14

Secretary

Ann Zalla, '92

Vice President

Ben Rizzo, '17

Vice President

Board of Governors:

Bill Slivka, '78

(Chair)

Ed Denton, '87

(Vice Chair)

AJ Drexler, OPM 51 '17

Bob MacDonald, 72

Aaron Mahone, '16

Rodney Smith, '99

Doug Zalla, '92

Last program year, like all organizations, the Harvard Business School Club of Pittsburgh (HBSCP or Club) experienced a massive disruption due to the COVID-19 pandemic. In these difficult times, the HBSCP continues to seek ways to support our members. While the normal events of the HBSCP take a new form, the underlying community continues to grow. We reached membership of roughly 40 alums last year, which represents a much higher percentage of our local alumni base than most other cities with an HBS alumni group. The Club held many memorable events including a private dinner at Gaucho Parrilla Argentina and an exclusive tour of the McGowan Institute for Regenerative Medicine. Unfortunately, our Spring in-person events were cancelled, but the HBSCP adapted and pivoted to virtual events. Thanks to AJ Drexler's Campos Team, we had a review and discussion of the firm's research on Pittsburghers' perspectives on the pandemic. We also held our Annual Members' Meeting in late July.

Long-serving officer, Amanda Upton and her husband, Steve, welcomed a son, Jackson, in May. We thank Amanda for her service as Treasurer and Vice President of the club for so many years. Although Tom Ruppel has relocated to Charleston, South Carolina where he is serving as Adjunct Professor of Finance at the College of Charleston, he has agreed to continue volunteering as Treasurer through the end of 2020. Special thanks to Tom! Ben Rizzo, MBA '17, was elected Vice President and will be assuming the responsibilities of Treasurer in 2021. Tony Sciallo, Ann Zalla and Nick Shapiro will continue in their respective roles as President, Vice President and Secretary. We also have some much-needed continuity on the Board of Governors with the full group continuing their service this year.

Given the uncertainty with respect to the COVID-19 pandemic, timing for a vaccine and opportunities for indoor social gatherings, the HBSCP will focus primarily on virtual events for the Fall of 2020 with one notable exception. We are kicking off our 2020-2021 social season with a picnic on Tuesday, September 15, 2020 from 4:30 -7:30 pm at Schenley Park's Westinghouse Shelter on West Circuit Road. Please register on our website by September 13, 2020. Pizza will be provided by Jet's Pizza. The Officers will circulate a mid-year newsletter with more details for Spring 2021. Details on planned events are below.

In recognition of the COVID-19 pandemic and shift to primarily virtual events, all memberships have been extended for the 2020-2021 program year. All HBS alumni in the Pittsburgh region are invited to attend complimentary virtual events and are encouraged to purchase a membership when we return to in-person events in the future. As always, you can find up-to-date information about events and RSVP at our club website: <https://www.hbspittsburgh.com/>. Also feel free to email your officers individually or at hbspittsburghofficial@gmail.com.



Picnic at Schenley Park featuring Jet's Pizza

Kickoff the 2020-2021 program year by joining HBS Club of Pittsburgh members and partners for a socially-distanced pizza picnic in Schenley Park from 4:30 - 7:30 pm on Tuesday, September 15th. We have reserved the Westinghouse Pavilion (across from the Westinghouse Monument and with adjacent street parking). Pizza will arrive around 5:30 pm from Jet's which is a restaurant franchised and started by fellow alum Doug Zalla (MBA '92) in 2015 based on a successful Detroit deep dish approach to pizza. The original Jet's opened in 1978 and has now grown to more than 390 restaurants in 18 states. Doug's restaurant also prepares hand-tossed round, thin-crust, and NY Style pizzas. Doug has kindly offered to say a few words about his experiences opening the restaurant and operating in the current environment. Bring your own beverages (alcohol is permitted) and lawn chairs to facilitate properly-spaced seating. This event is free to members and their partners.

Westinghouse Pavilion,
Schenley Park
Sept. 15
4:30-7:30 pm

HBS Global Networking Night

Virtual Event
Oct. 21
5:30-8:30 pm

Harvard Business School's Global Networking Night ("GNN") is a day to reconnect with your fellow HBS alumni, as our business school's global alumni base gathers worldwide on the same evening. GNN is scheduled for October 21, 2020 as a virtual event per HBS' recommendation. We will gather on a video conferencing platform to share life and career updates and learn more about how our alumni are navigating the current business climate.

VIP Speaker

The Officers are planning a video conference with a speaker who will bring a new perspective to our alumni. Details will be shared via the website and email when plans are finalized.

Virtual Event
November

2021 Economic Forecast – What Comes Next?

Economic Forecast
December 2020
Time TBA

We are working with Dr. Stu Hoffman – longtime Chief Economist at PNC Bank, regular contributor to CNBC, often quoted in the Wall Street Journal, the New York Times, and Barron's – to virtually deliver his unique blend of informative and entertaining economic analysis of all that is likely to happen in 2021 – globally, in the U.S., and right here in Pittsburgh. We'll also discuss how COVID-19 impacted his predictions for 2020. This has been our biggest event of the year for several seasons now, with broad attendance by both Members and guests.

The Tylenol® Cyanide Incident - Johnson & Johnson's Reputational Response Deconstructed

Bill Slivka, HBS '78, will lead a discussion on the Tylenol® crisis and will deconstruct J&J's response and navigation in stormy waters in late 1982. He will re-create the "real time" environment that descended upon J&J executives through contemporaneous news reports and provide attendees the opportunity to assess the facts and opine on what they would do at different points during the crisis. The case will include a similar assessment of the second tampering in 1986. At the conclusion of the case, there will be an opportunity to outline what was learned from the J&J experience that can be applied to other corporate reputation crises. Fear not : there will be no case to pre-read. This event will be virtual or possibly in-person depending upon the climate in February.

Venue TBA
Feb.10, 2021
Time TBA



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Club of Pittsburgh

Membership for 2020-2021

In light of the COVID-19 pandemic and shift to primarily virtual events, all memberships have been extended for the 2020-2021 program year. All HBS alumni in the Pittsburgh region are invited to attend complimentary virtual events and are encouraged to purchase a membership when we return to in-person events in the future.

Website, Calendar, Email, Payments

Website: Please visit our website (<http://www.hbspittsburgh.com>) to register for events and obtain the latest news from the HBS Club of Pittsburgh.

Calendar: We will keep you informed of events by email and on the website. We will also send out a mid-season update newsletter when we know more about the timing of additional events.

Email: hbspittsburghofficial@gmail.com. Official communications are delivered using this email address, but you may also receive event notifications from Wix, our website hosting and email marketing provider. Please let us know if you would like to change your email address in our database.

The HBS Club of Pittsburgh is a non-profit organization with the mission of providing a forum for HBS MBA and Executive Program alumni to connect on a wide range of business and social levels. There are more than 100 HBS Alumni Clubs and Associations in nearly 50 countries. The HBS Club of Pittsburgh receives no ongoing funding from HBS (except a small subsidy to support Global Networking Night in typical years). Member dues go entirely towards programming events for Members.