

ASSOCIATION OF WOMEN'S BUSINESS CENTERS CONFERENCE  
JULY 2023

CHATHAM UNIVERSITY  
**CENTER FOR WOMEN'S  
ENTREPRENEURSHIP**  
Women's Business Center

# THE ADDED VALUE OF A MEMBERSHIP PROGRAM FOR WBC CLIENTS

MICHELLE PRICE, PHD,  
COMMUNITY & MEMBERSHIP  
ENGAGEMENT COORDINATOR

MITRA SAEIDI, MBA,  
PROGRAM COORDINATOR

[WWW.CHATHAM.EDU/CWE](http://WWW.CHATHAM.EDU/CWE)



**CWE STAFF:**

**ANNE FLYNN SCHLICHT, MBS  
DIRECTOR**

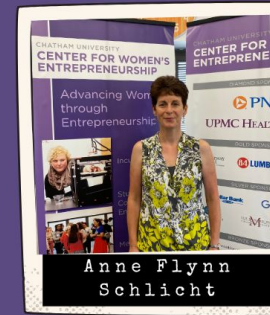
**RACHEL WEBBER  
BUSINESS ADVISOR**

**MICHELLE PRICE, MFA, PHD  
COMMUNITY & MEMBERSHIP ENGAGEMENT  
COORDINATOR**

**MITRA SAEIDI, MBA  
PROGRAM COORDINATOR**

**NAGHMEH JAVAN  
GRADUATE ASSISTANT**

**BAHAREH SANABAKHSH  
GRADUATE ASSISTANT**



**CWE STAFF!**





# Celebrating 17 Years Supporting Women-Owned Businesses!




[CWE Business Directory: Click Here](#)

## HISTORY of the CWE

Center Established in 2005.  
Membership program began in 2015  
& has grown over the past eight  
years.

## Benefits of Membership (Perks!)

- Member of the Month
- Scrolling Banner
- Public Facing Business Directory
- CWE Member Holiday Gift Guide
- Free Training Programs & Events
- Upcoming Events Open to All
- Donate
- CWE Newsletter Signup

CHATHAM UNIVERSITY  
**CENTER FOR WOMEN'S  
ENTREPRENEURSHIP**

Jayashree (Jay) Iyengar is the owner & founder of Popping Mustard Seeds that specializes in teaching Indian cooking! Classes are hands-on offering a rich cultural experience that provides useful cooking techniques while preparing delicious meals and tailors them to individual needs. She offers private lessons & cooking parties in your kitchen and teaches at various Pittsburgh based culinary programs and workshops. Jay also offers Meal Kits periodically, which come with all the ingredients needed to prepare a complete meal.

## MEMBER OF THE MONTH

### Upcoming Events

AUG  
22

#### VOICES OF BUSINESS SPEAKER SERIES - THE POWER OF BRANDING AND INFLUENCER MARKETING

09:30 AM - 11:00 AM

Hear from a panel of dynamic speakers on how to build a successful brand and the use of influencer marketing to grow your business. Learn about the branding process, building a branding strategy and the steps to take to protect your brand. As a small business owner should you consider influencer marketing to boost your brand? Get tips on how to interact with influencers and get the most from their services.

To register for the Voices of Business, [CLICK HERE!](#)



> DONATE

[CWE Newsletter](#)



CHATHAM UNIVERSITY

**CENTER FOR WOMEN'S  
ENTREPRENEURSHIP**

Women's Business Center

**HOLIDAY  
GIFT GUIDE  
2022**

**Center for Women's Entrepreneurship–Women's Business  
Center Membership Gift**

Gift yourself or another business owner. To learn about the membership benefits and to become a member [click here](#).

**QUESTIONS?** E-mail Michelle Price at [M.Price@Chatham.edu](mailto:M.Price@Chatham.edu)

**GIFTS & GOODS**



**3 Rivers Outdoor Co**

3 Rivers Outdoor Co is a locally owned outdoor shop offering new and used outdoor apparel and gear for adventuring outside. We gear up locals for hiking, walking, backpacking, camping, climbing, cross country skiing, and more. If you love nature and being outside, we are your local shop. We also offer rental equipment for camping, kayaking, and cross-country skiing.

[www.3riversoutdoor.com](http://www.3riversoutdoor.com)

[@3riversoutdoorco](#) (Instagram & Facebook)

[info@3riversoutdoor.com](mailto:info@3riversoutdoor.com)

412-871-5038

1130 S Braddock Ave, Pittsburgh, PA 15218

- Gift cards are available
- CWE members receive 20% off one full-price item or 10% off an entire order, good thru December 31, 2022—some exceptions apply



## Promotion of Membership

Membership Flyer  
Front & Back with QR Code  
to website.

Individual & Company Membership  
Rates.

Can schedule an online Zoom  
appointment to learn more.

Members are prioritized when  
selections are made for  
nominations, press, competitions,  
awards & more

**\*ALL Members are Clients  
not all Clients are Members**



CHATHAM UNIVERSITY  
**CENTER FOR WOMEN'S  
ENTREPRENEURSHIP**  
Women's Business Center





**Become a CWE Member!**

**Individual Membership \$175**

**COMPANY MEMBERSHIPS NOW AVAILABLE**

**2 MEMBERSHIPS: \$275 (SAVE \$75)**

**3 MEMBERSHIPS: \$400 (SAVE \$125)**

**4 MEMBERSHIPS: \$550 (SAVE \$150)**

**5 MEMBERSHIPS: \$675 (SAVE \$200)**



SCAN ME

CWE services and events are available to all regardless of gender

**Becoming a member of the Center for Women's Entrepreneurship gives you access to the following benefits for one year.**

**Monthly Member Coffee Hours**

Network with other members at coffee shops and other venues in and around the Greater Pittsburgh Area with guest speakers.

**Member to Member Perks**

Discounts offered to fellow members on a variety of goods & services.

**AMA's (Ask Me Anything) Events**

Private events offering you the opportunity to ask questions of experts in their fields.

**Holiday Shopping Guide**

Opportunity to be listed in the shopping guide that is distributed to our 1000+ email database and posted on our website.

**Free Networking and Educational Events**

This includes the Women Business Leaders Breakfast Series, training programs, and networking events that are offered on a rotating and intermittent basis.

**IBIS World Industry & Marketing Reports**

Reports by request. Quick and intelligent overview of any industry. In every report, you'll find actionable insights, comprehensive data and in-depth analysis on industries around the globe.

**Online Member Directory**

Access to member contact information and business information for referrals and networking.

**CWE Library**

Access to over 100 titles of books and publications geared towards entrepreneurs.

**Outward Facing Business Directory (under development)**

Searchable Member business database for community to access, with contact information and websites.

**Discount Services at StudioMe**

10% off at the new StudioMe, a rental production hub for all things media. Start your podcast, record your promotional video or create custom content for your business.

**Live-Streaming**

Members gain access to the live stream of our monthly breakfast series and annual events, as well as recorded speaker presentations from networking events and workshops.

**Free Tickets to Pittsburgh Events**

Members get first offer on free tickets the CWE receives from various Pittsburgh organizations.

**Access to Recordings**

Member website with past recordings of events.

**Opportunity to Work with Chatham University Students**

Opportunities to work with Chatham Business Students to better your business from business planning to social media.

**Prototyping & Design Lab Access**

The Prototyping & Design Lab is available by appointment to members who are interested in designing and prototyping physical products. Hands-on workshops offered using the lab equipment are free for members.

**Access to Chatham University Students for Internships**

Provided access to Chatham students for hiring through Chatham's website.

**Member of the Month Feature**

Submit your information to be featured on the home page of our website, social media, and newsletter.

**Discounted Subscriptions to Local Publications You Will Love!**

\*Pittsburgh Business Times for \$100.

\*Pittsburgh Magazine for \$10      \*Entrepreneur Magazine \$1

Reduced Membership Rates Available for Students, Chatham Alumni, Veterans & Active Duty Military.  
For more information please visit [www.chatham.edu/cwe/member](http://www.chatham.edu/cwe/member)  
Contact Michelle Price, [m.price@chatham.edu](mailto:m.price@chatham.edu) Office: 412-365-1253 Mobile: 412-510-4774



## Member Networking Events



## Member Training Events Take-Aways

CHATHAM UNIVERSITY

## CENTER FOR WOMEN'S ENTREPRENEURSHIP

Women's Business Center

June Member Coffee Hour

Wednesday June 21, 2023

[Fisher ARCHitecture](#) designs are Thoughtful + Progressive + Contextual, come learn about their design process and how they incorporate being green into their business model.

Email: [bea@fisherarch.com](mailto:bea@fisherarch.com)

Phone: 412.721.2124



Website: <https://fisherarch.com/>

### Bea's Take-Aways:

- Choose the right people to do the right job.  
Even if you are a small business, you can't do it all. You have to ask for help when you need it.
- Be faithful to your mission.  
Resist the temptation to do business as usual, doing what others do. Deliver unique services and products: something you love.
- Be genuinely curious about your clients.  
Ask them what motivates them. Learn what is important to them. Business is about people.
- Take time to recharge, take breaks. And don't postpone your dreams.  
Support your daily activities with some treats to yourself.
- Use the resources of the CWE!  
Make sure to do the webinars, and to read any useful info that you may find. It is time well spent!

### Upcoming Events

**JUL 19** NO JULY COFFEE HOUR  
09:00 AM - 10:00 AM

**AUG 18** AUGUST MEMBER COFFEE HOUR  
09:00 AM - 10:00 AM

**AUG 22** VOICES OF BUSINESS SPEAKER SERIES -  
THE POWER OF BRANDING AND  
INFLUENCER MARKETING  
09:30 AM - 11:00 AM

With all the vacations for July we are taking a break! We look forward to seeing everyone in August!

Join Member Rachel Vallozzi owner & founder of [Vallozi Styling](#) in partnership with Judy Masucci owner & founder of [Levana Bratique](#)

How to build a successful brand and the use of influencer marketing to grow your business. Learn about the branding process, building a branding strategy and the steps to take to protect your brand.

## MEMBER OF THE MONTH



Jayashree (Jay) Iyengar is the owner & founder of Popping Mustard Seeds that specializes in teaching Indian Cooking! Classes are hands-on offering a rich cultural experience that provides useful cooking techniques while preparing delicious meals and tailors them to individual needs.

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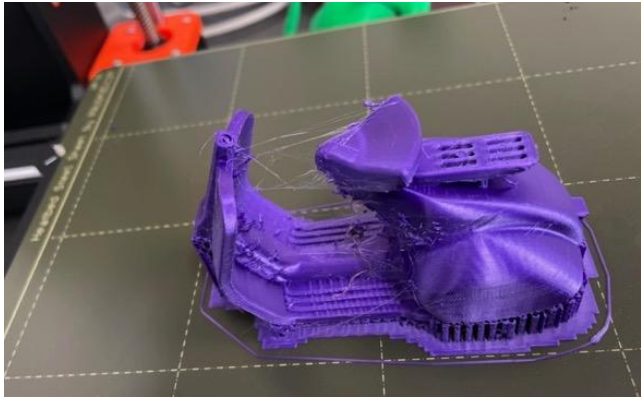
 <https://www.instagram.com/poppingmustardseeds/>

Website: <https://poppingmustardseeds.com/>

Email: [satjaya1@gmail.com](mailto:satjaya1@gmail.com)



## Prototype & Design Lab



## Becoming a Member

\$175 Annually

Chatham Students (regardless of gender) are provided a free annual membership: please contact [womens-entrepreneurship@chatham.edu](mailto:womens-entrepreneurship@chatham.edu) to sign up.

Non-Chatham Students (regardless of gender) pay only \$45 for an annual membership: please contact [womens-entrepreneurship@chatham.edu](mailto:womens-entrepreneurship@chatham.edu) to sign up.

Veterans and Active Duty Service Members are provided a free annual membership: please contact [womens-entrepreneurship@chatham.edu](mailto:womens-entrepreneurship@chatham.edu) to sign up.

Chatham alumni, faculty and staff receive 25% off an annual membership: please contact [womens-entrepreneurship@chatham.edu](mailto:womens-entrepreneurship@chatham.edu) to sign up.

The CWE offers partial (50%) membership scholarships for those in need of assistance. [Click here to apply.](#)

### Benefits of Membership

[Click here to learn more](#) about the benefits of membership.

→ BECOME A MEMBER!

#### Have you been referred by a member?

Enter their name when you sign up and they receive 10% off their renewal!

→ RENEW MEMBERSHIP

#### Did you refer a member?

Receive 10% off your renewal-contact [m.price@chatham.edu](mailto:m.price@chatham.edu)



## Holiday Guide Archive

- [Gift Guide 2021](#)
- [Gift Guide 2020](#)

## Member Events

JUL 19 NO JULY COFFEE HOUR  
09:00 AM - 10:00 AM

AUG 16 AUGUST MEMBER COFFEE HOUR  
09:00 AM - 10:00 AM

## Becoming a Member

760 past, 160 current Members

Membership costs \$175 for one year.

Discounts & Scholarships

Basic Membership Information

Member of the Month Archive.



## Additional Benefits of Membership

Public facing past Member of the  
Month Archive

Promotion in monthly newsletters & banner.

## The Center Member of the Month

2023



MAY 2023

**Rachel Vallozzi, Vallozzi Styling**

All bodies. All skin tones. All genders. All you. For 15 years Rachel Vallozzi, owner of Vallozzi Styling, has been a personal stylist helping private clients find a "visual voice" for their unique style and needs. She has worked with a variety of clients, including celebrities, top executives, global brands, and more. From creating your portfolio of pain-free work outfits to building a wardrobe that considers all your life, her vision is to contribute to your self-confidence, hope, and joy.



APRIL 2023

**Kimberly Elter, Decluttering Natural**

Kimberly Elter specializes in organizing and decluttering! With each session, it is much more than removing the unwanted and unnecessary items from a living or working space. Kimberly helps clients transition from being frozen in time and overwhelmed to understanding the origin story of each item. Her multistep decluttering method not only determines the final destination of each item but also facilitates a supportive environment to complete the process, physically and emotionally, from start to finish.



MARCH 2023

**Diane Danforth, Americat Company**

Diane Danforth is the founder and CEO of Americat Company that creates Made in the USA cat products, including bowls, scratchers, toys, placemats, beds, and litter accessories. Over the last 6 years, Americat Company products have helped thousands of cats live safe, healthy lives and brought cat parents peace of mind.

## Membership Website

Separate from Client login

Chatham IT provides database of all Member information Past & Present. Used for Renewal Reminders

iContact used for mass Email communications

Periodical **Member Orientations** are conducted via Zoom



### Member Login

\* User Name :

\* Password :

#### INTERESTED IN BECOMING A MEMBER?

[Click here for more information to join.](#)

[Forgot your username or password?](#)

CHATHAM UNIVERSITY  
CWE'S SERVICES AND EVENTS ARE AVAILABLE TO ALL REGARDLESS OF GENDER.  
VETERANS AND ACTIVE DUTY SERVICE MEMBERS ATTEND ALL PAID PROGRAMS AND EVENTS OFFERED BY CWE FOR FREE: CONTACT [WOMENS-ENTREPRENEURSHIP@CHATHAM.EDU](mailto:WOMENS-ENTREPRENEURSHIP@CHATHAM.EDU) FOR A PROMO CODE. REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES WILL BE MADE IF REQUESTED AT LEAST TWO WEEKS IN ADVANCE. CONTACT [WOMENS-ENTREPRENEURSHIP@CHATHAM.EDU](mailto:WOMENS-ENTREPRENEURSHIP@CHATHAM.EDU).

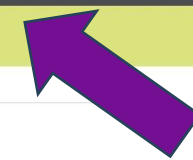


CENTER FOR WOMEN'S ENTREPRENEURSHIP AT CHATHAM UNIVERSITY - WOMEN'S BUSINESS CENTER | CHATHAM EASTSIDE | 6585  
PENN AVE | PITTSBURGH, PA 15206  
[WOMENS-ENTREPRENEURSHIP@CHATHAM.EDU](mailto:WOMENS-ENTREPRENEURSHIP@CHATHAM.EDU) | PHONE: (412) 365-1253





**NEW!! Click Here for the New Business Directory**



## Membership Website

Landing page for Members Website

- Access to Member Events
- Member Directory
- Links to recordings
- Facebook Member Group

Yearly Membership Survey is sent out to gather feedback and recommendations for new events & trainings and client updates.

### CWE Events

**JUL 19** NO JULY COFFEE HOUR  
09:00 AM - 10:00 AM

**AUG 16** AUGUST MEMBER COFFEE HOUR  
09:00 AM - 10:00 AM

**AUG 22** VOICES OF BUSINESS SPEAKER SERIES -  
THE POWER OF BRANDING AND  
INFLUENCER MARKETING  
09:30 AM - 11:00 AM

### Welcome.

Meet our Newest Members

**NEW** **LILLIE LEONARDI** | BOOKS  
BRIDGE HOPE & PASSAGE &  
PROSE, LLC

**NEW** **TATYANA LOWERY**

**NEW** **JESSICA NEISS** | TO LIFE  
THERAPY FITNESS

**NEW** **MEAGAN ACRIE**

**NEW** **YOLANDA ADAMS**

[View Member-to-Member Directory](#)

## Membership Survey 2023

Members who complete this survey will be entered for a chance to have 3 FREE months added to your Membership. To qualify for the raffle, you must answer every question.

**Q1:** We are back to in person events in 2023 - what times for morning events work best for you?

**Q2:** We plan to resume our "Ask Me Anything" (AMA) events will in 2023.

We record all events but to be impactful a robust attendance is best.

**Q3:** What experts would you like to have as guests for an AMA (Ask Me Anything) Zoom events?

Past experts have included Social Media, Marketing, Finance, Websites, Legal, and Canva.

**Q4:** Do you have a location/brick & mortar store, or suggestion of where a Member Coffee Hour can be hosted? (by yourself or with another Member?) If YES, please share the location and information.

**Q5:** What CWE Member Benefits have you have used or attended? Check all that apply.

**Q6:** Would you like to receive text notifications about upcoming Member Events and reminders for those that you have registered? (You could opt-in or opt-out)

**Q7:** What additional benefits would you like to see offered? Please share your comments or suggestions, we love to hear from y

**Q8:** Would you use a complementary Notary service if offered?



## Membership Survey 2023

**Q9:** Are you currently a member of other business, chamber and/or women leadership organizations? If yes, please share which organizations.

**Q10:** We offer workshops at the Prototype & Design Lab Workshop with the following equipment. Which would you be interested in learning more about? Check all that apply.

**Q11:** We recently offered a sewing workshop at the Prototype & Design Lab on a Saturday (free for members!) how likely are you to attend a Saturday workshop?

**Q12:** Have you launched a new business in the past 12 months? If yes, please list the name of business AND start date.

**Q13:** We also want to know how your business is doing. Have you created a new job or position? (Even if you haven't hired anyone yet) If YES, please list how many full / part time?

**Q14:** Have you experienced a net increase in your profits? If YES, please provide the %.

**Q15:** Have you secured funding in the past 12 months? (select all that apply) If YES, please state the source from which it was received and provide amount of funding received for each.

**Q16:** Would you like to be featured as an SBA (Small Business Administration) Success Story?



**NEW!! Click Here for the New Business Directory**

## Membership Website

**Private** Member Directory  
 in addition to **Public** Business  
 Directory

## Member to Member Directory

« View All Members

NAME	BUSINESS/COMPANY	INDUSTRY	
[Redacted] Lisa			Email
[Redacted] Meagan		Accounting/CPA/Tax Firms Clothing, Shoes & Gifts	Email
[Redacted] Yolanda		Child Care	Email
[Redacted] Dorreen		Education Health & Wellness Jewelers, Jewelry	Email
[Redacted] Nancy			Email
[Redacted] Jackie	Workhorse Collaborative PO Box 15243 Pittsburgh, PA 15237	Business & Management Consultants Marketing & Advertising Business & Management Consultants Marketing & Advertising	Email   Website
[Redacted] Angelique	Clio Consulting	Architects & Architectural Planners	Email
[Redacted] Ashley	Your Happy Place	Business & Management Consultants	Email   Website
[Redacted] Brooke	Yellow Bridges Speech and Sensory Development Center, LLC	Schools – Childcare, Pre-K Elementary, Secondary	Email



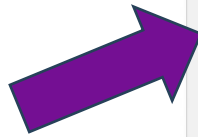


**NEW!! Click Here for the New Business Directory**

## Membership Website

Members can add and edit information

Manage your account



### Member Profile & Tools

#### PRIVATE MEMBER INFORMATION

List me in the private member directory

👤 User Name: m.price

📅 Membership Expires: 09/27/2025

View most recent receipt

👤 First Name \*

Michelle

Last Name \*

Price

✉ Email \*

m.price@chatham.edu

📞 Phone Number \*

4123651384

#### I AM A:

Chatham Alumni \*  Yes  No

Chatham Faculty/Staff \*  Yes  No

Chatham Student \*  Yes  No

Veteran \*  Yes  No

Advisory Board \*  Yes  No

#### PUBLIC BUSINESS INFORMATION

List me in the public business directory

🏢 Company

Chatham University - Pittsburgh, PA

💼 Work Title

Community & Membership Engagement Coordinator

📞 Work Phone Number

4123651384

✉ Work Email

m.price@chatham.edu

🏢 Industry

To select multiple, use "command + shift"

Computer Services/Networking & Consulting  
Conference / Meeting Centers & Banquet / Event Rental Space  
Contractors  
Counseling Services  
Dentists/Dental Services/Orthodontics  
Education

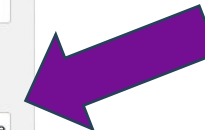
🌐 Website

https://www.chatham.edu/cwe/

#### BUSINESS ADDRESS

📍 Address

6585 Penn Ave



Can select more than one category


**NEW!! Click Here for the New Business Directory**

## Membership Website

Event recording links are easily available to Members

Member of the Month is featured in the CWE Newsletter & all Webinar slide decks in addition to the website banner.

## Toolkit Library

## Announcements

## Event Recordings

- [Small Business Basics Webinar Recordings](#)
- [Women Business Leaders Breakfast Series](#)
- [Conferences](#)
- [Ask Me Anything \(AMA\) Events](#)
- [Members \(virtual\) Coffee Hours](#)
- [Member Orientation](#)
- [Meet & Greet with Fellow from Turkey](#)

## Business Planning & Growth Resources

- [Templates, Samples & Educational Documents](#)
- [Links to Internet Articles & External Resources](#)

## Regional Resources

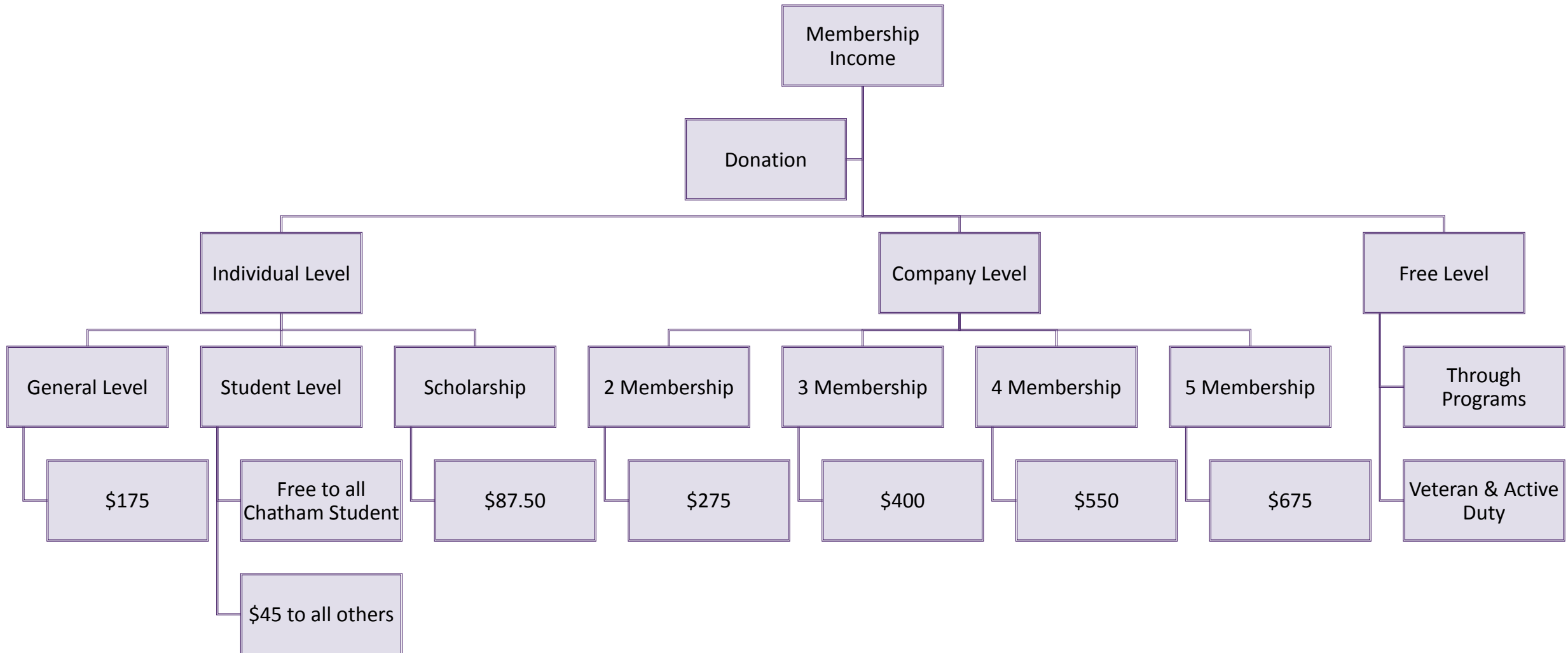
- [Regional Resources](#)

## Member Perks

- [Member Perks](#)
- [Holiday Perks 2022](#)
- [Prototype & Design Lab Equipment with Links](#)



# Membership Different Level



**Membership Income**

Match Fund to  
SBA Grant

Cover  
Member's  
Program  
Expenses



## Member of the Month – JULY



## TERRY DURST

Terry Durst is the Founder & Executive Director of Lion's H.O.P.E. Martial Arts Studio.

Most martial arts schools work with able-bodied individuals, but there are very few who serve those most at risk of physical attack: women, elderly, and people with disabilities. Lion's H.O.P.E. focuses on these individuals' need to protect themselves. The school recently opened a location in Tarentum and provides year-round training in self-defense, Tactical Hapkido, and personal safety for all adults.

### Social media links:

Facebook – [www.facebook.com/lionshopestudio](https://www.facebook.com/lionshopestudio)

LinkedIn - [www.linkedin.com/company/lionshopestudio](https://www.linkedin.com/company/lionshopestudio)

Website – [www.LionsHopeStudio.org](http://www.LionsHopeStudio.org)

# Center's Member Success Stories

Karen Toole, & flowers

Pittsburgh Today Live

With the Pirate's Baseball  
Mascot



w A Flower Party  
Pittsburgh  
Subscribe  
1 Like  
Share

The Pitt News Article



& flowers

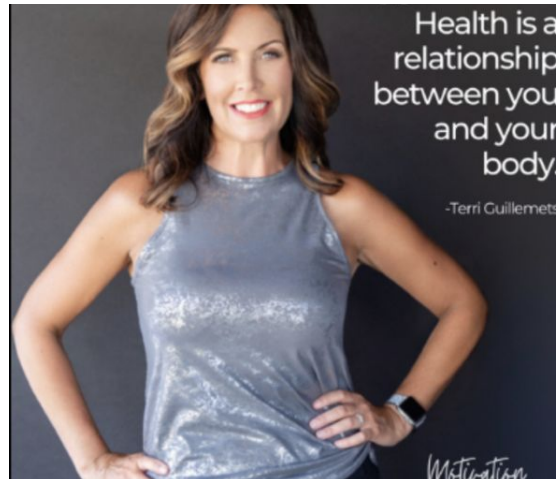
flowers

# Center's Member Success Stories

**Niki Campbell, The Flourish Group**



**STATMedEvac article**



**SRU kicks off Alumni Speaker Series with Niki Campbell**



**LinkedIn**



**Niki Campbell, MS, NDTR, CPT, CHC** (She/Her)  
note Speaker | Executive Well-Being Coach | Organizational  
p Wellness Strategist | Fitness & Nutrition Expert



# Center's Member Success Stories

## Iyanna Bridges, The Birthing Hut



## Pittsburgh Today Live



: ready for baby with Lamaze and breathing techniques

## Iyanna's Bio on Masters of Maternity website



## Jewish Healthcare Foundation Article

### Pittsburgh: A Safer Childbirth City Partners Organize Maternal Health Training and Education Programs

Tuesday, March 29, 2022

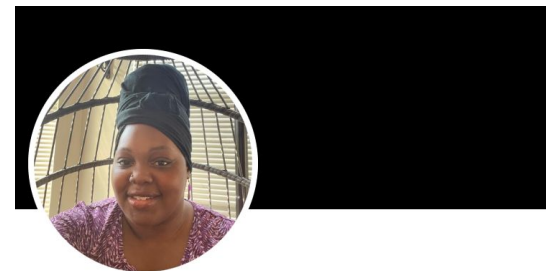
*This is the first article in a series featuring the Pittsburgh: A Safer Childbirth City partners.*

As part of Merck for Mothers' network of 20 Safer Childbirth Cities across the U.S., Pittsburgh: A Safer Childbirth City aims to reduce racial/ethnic disparities in maternal mortality and morbidity rates across the city. Safer Childbirth Cities grantees work to engage communities in maternal health improvements and address the social determinants of health, and work with doulas and perinatal support workers to bolster the care support system around women and families during pregnancy, childbirth, and the months after.



MAYA Organization staff with their families and clients. Photo credit: MAYA Organization

## LinkedIn



**Iyanna Bridges** (She/Her) · 2nd  
Owner of The Birthing Hut

Talks about #birthdoula, #breastfeeding, #maternalhealth, #childbirtheeducation, and #maternalchildhealth

Pittsburgh, Pennsylvania, United States · [Contact info](#)

# Center's Member Success Stories

Doreen Upshaw, [Compass Counseling and Support Services](#)



Pittsburgh Post Gazette



Channel 11 News

LOCAL

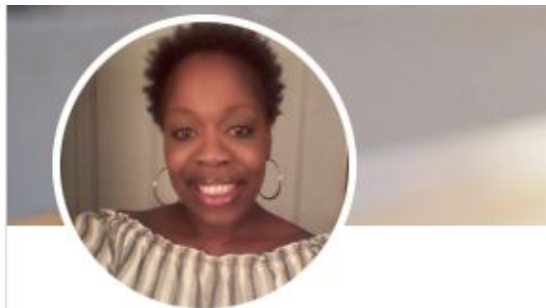
## Local counselor launches mobile therapy center for Pittsburgh



By Liz Kilmer, WPXI-TV

September 30, 2022 at 7:02 pm EDT

LinkedIn



**Doreen Upshaw**

Director of Service and Leadership D Project

Facebook





# Center's Member Success Stories

## Gabriela Ortiz, Gabrielle Ortez Art



## Pittsburgh Today Live



benefit our mental health  
Pittsburgh  
1 subscribers  
Subscribe  
1 Like  
Share

## Next Pittsburgh

### Gabriela Ortiz's native Mexico inspired her transition to an art career

by L.E. McCullough  
November 15, 2022



Gabriela Ortiz in her studio. Photo courtesy of the artist.

Sign up for our newsletter

#### LATEST

Robotics Fact moving to Te in Lawrence part of \$63 n grant  
July 16, 2022

Arcade Come Theater, K&L Hilltop Urban and moves PJ jobs for 7/17  
July 17, 2022

What's in the basement at

## LinkedIn



**Gabriela Ortiz** (She/Her) · 2nd  
Creative Entrepreneur - International Best Selling Auth  
Motivational Speaker - Fine Artist



# Center's Member Success Stories

## Allison Zapata, [Zapata Studios](#)



## [Pittsburgh Center for Media Arts](#)

**Pittsburgh Center for Media Arts**

**Alison Zapata**  
 Resident Artist

**Title: Painter**

Alison Zapata works as a professional artist specializing in paintings, ranging from collage to portraits and murals. She especially loves working with vibrant colors and large spaces to convey the energy and life of her topic through murals. She enjoys incorporating photography, textured papers, and other multimedia materials to give the works depth and richness.

Experienced with over twenty-one years in the classroom, Alison has a natural ability to create a dynamic environment in which students thrive in their creativity and love for learning. Having obtained a Ed.M in Education at Chatham University, Alison has developed engaging, child-centered arts programming throughout Pittsburgh in pre-K to high school. Her ability to effectively communicate ideas through visually stunning painted images reaches not only her students, but parents, colleagues, and the community as well. She works closely with teachers on a weekly basis to develop arts integrated experiences specifically designed to link the arts to literacy and the Common Core Standards.

In addition, she has over twelve years of experience working with students with specific developmental or behavioral disorders, including autism while teaching at FamilyWise. Alison has received additional art education training through Gateway to the Arts, Pittsburgh Center for the Arts, Lincoln Center's Academic Education, and West Trap Institute. She is a Resident Artist in the Artists in Education Partnership through the Pennsylvania Council on the Arts. She was awarded participation in the Fulbright-Hays Group Project Abroad Art and Society, Brazil/US Educational Partnership.

Alison co-founded Cocinando Con Arte, a project designed to promote cultural preservation of Latinos in Pittsburgh through art making, collection of recipes and life stories led by Visual Artist Allison Zapata & Chef Nayla Provera Cook. Learn more about Cocinando Con Arte in the article in the Pittsburgh Post-Gazette.

## [Pittsburgh City Paper](#)

### park project honoring women of Pittsburgh's industrial history

By Amanda Waltz



CP Photo: Amanda Waltz  
 Artists Oscar Cohen (left) and Allison Zapata (right) of COA Design pose next to their sculpture.

## [Pittsburgh City Paper](#)

### "Butterflies" mural as part of Duolingo program

By Dani Janae



Photo: Courtesy of Natija Jalli

## [Next Pittsburgh](#)

### Pittsburgh's Latino Community Center settles into its new home in East Liberty

By Joyce Garrison  
 August 22, 2022

Artist Allison Zapata (left) and volunteer Mia Tamburri add finishing touches to a giant "picture frame" style mural at the Latino Community Center in East Liberty. Photo: courtesy of Latino Community Center.

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## [LinkedIn](#)



**Alison Zapata** · 2nd  
 Visual Artist/ Teaching Artist at Pennsylvania

Talks about #murals #visualart #arteducation #ai

# Thank you



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