



BID-Bits

- Peoples Oakland Benefit: **November 3, 2007. Point Park University's Conservatory Theatre Company will be performing the world premier of *Streets of America* at the Pittsburgh Playhouse of Point Park University. The cost of the event is \$50 per attendee and includes a cocktail reception and parking. For more information contact Peoples Oakland at 412-683-7140 or go to peoplesoakland.org**



- Join the Pittsburgh Parks Conservancy and UPMC Health Plan as they host their last "Healthy Living" Lecture called, "Healthy Eating Over the Holidays." The event takes place on November 8th at the Schenley Park Vistor Center 101 Panther Hollow Road.

"Thomas E. Starzl Way" Unveiled in Oakland BID



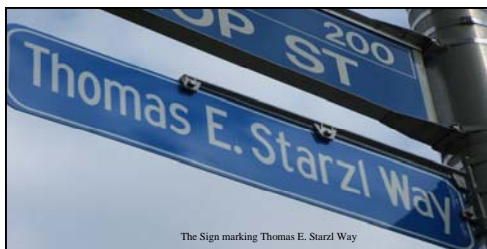
The American Liver Foundation and the City of Pittsburgh honored Dr. Thomas E. Starzl on Monday, October 15 with the unveiling of the Thomas E. Starzl Way street sign on the corner of Fifth Avenue and Lothrop Street.

Councilman Shields. "We are passing on inspiration to aspire to do our best, whatever we might be doing."

Dr. Starzl praised the "charm and peculiar nature of Pittsburgh." He referred to how many cities might revamp their images through the building of flashy street fronts that create an artificial feel. However, Pittsburgh has resisted this change and with the old houses and architecture, it "maintains a European feel about it." Dr. Starzl said, "It is not surprising that Pittsburgh is always one of the best places to live in America."

Flanked by his wife, Joy Starzl, University of Pittsburgh Chancellor Mark A. Nordenberg, City Council President Doug Shields, the Pitt Panther Mascot, and a large pink liver mascot, Dr. Starzl smiled appreciatively as the veil over the sign was removed.

Dr. Starzl served as chief of transplantation services in the busiest and largest transplant program in the world. Dr. Starzl has an office in the Oakland BID and continues to do research in transplant medicine.



The Sign marking Thomas E. Starzl Way

During the formal remarks, following the unveiling ceremony, Suzanna Masartis, Executive Director of the American Liver Foundation Western Pa, referred to Thomas E. Starzl Way as representing a "pathway to new life." In recognizing Dr. Starzl "we are recognizing genius among us," said

Celebrate the Holidays with the Oakland Community



"Tis the season to be jolly with our year end party"

It is the time of year to take a break and join the OBID community for the annual holiday party.

Friday, November 30, 2007

5:00 — 7:00pm

Frick Fine Arts Building
Campus of the University of
Pittsburgh

Schenley drive

This year the OBID is partnering with five other community organizations to celebrate the holiday season. Community Human Services Corporation, OBID, Oakland Community Council, Oakland Planning and Development Corporation, Oakland Transportation and Management Association, and Peoples Oakland.

Jay's Bookstall Grabbing Regional and National Attention

Jay's Bookstall recently received write-ups in US Airways Magazine, Pittsburgh Quarterly, and Publishers Weekly.

US Airways Magazine, a monthly online magazine, featured Jay's Bookstall as one of the best independent booksellers in the Pittsburgh region. The magazine's September issue listed Jay's Bookstall as number one in Pittsburgh for independent booksellers in the magazine's "All Over the Map" section. Jay's Bookstall was also one of several independent bookstores discussed in Pittsburgh Quarterly's Fall 2007 issue in an article dealing with the uniqueness of independent bookstores. The Pittsburgh Quarterly article features a picture of Jay's Bookstall owner, Jay Dantry standing next to long-time employee Joe Emmanuel among shelves full of books. In addition to the above articles featuring Jay's Bookstall, Publishers Weekly discussed the 52-year life of the bookstore in its September 24th issue. Both the US Airways Magazine write-up and the Pittsburgh Quarterly article touch on the years of experience of Jay's Bookstall employees and their knowledge of various

books. Publishers Weekly mentioned the fact that best selling author, Michael Chabon, worked at Jay's Bookstall when he was a student at the University of Pittsburgh.

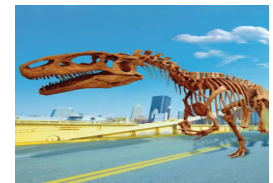


US Airways Magazine is an online journal that features profiles of different cities and the various attractions in each city. The September Issue write up can be accessed through http://usairwaysmag.com/2007_09/all_over_map.php Pittsburgh Quarterly is a local magazine that focuses on economic, cultural, and political aspects of the city. The article on Jay's Bookstall can be accessed through http://www.pittsburghquarterly.com/pages/fall2007/fall2007_88.htm, although without the pictures. Publishers Weekly is a national magazine covering bookstores, book selling, new books, and book reviews.

BIZ-Bits



- The Oakland Farmers Market continues every Fridays from 3:30 - 6:30 pm. The last day for the Market this year will be Friday, November 15th.
- *Dinosaurs in Their Time*, the new exhibit at the Carnegie Museum of Natural History opens November 21.



- *Phipps Garden and Conservatory's Holiday Splendor* display in the Phipps Garden Center, opens November 29th.
- Pulitzer Prize winning *Desdemona, a Play About a Handkerchief*, presented by Pitt's Repertory Theatre, November 7-18 at the Stephen Foster Memorial Henry Heymann Theatre.
- Two new art exhibits at the Carnegie Museum of Art: November 3 thru January 21, *Popular Salon of the People: Associated Artists of Pittsburgh Annuals at Carnegie Museum of Art, 1910-2006*, and November 10 thru March 23, *Forum 61: Lowry Burgess*

The New Oakland Tailor: 47 Years of Business and Still Going Strong

Standing at the counter, in front of rows of hanging suits wrapped in clear plastic, Gino De Iuliis, owner of the New Oakland Tailor, describes how he has been in the tailoring business since he was eight-years-old when he got his first job in a tailor shop in Italy. "I was an apprentice until I came to Pittsburgh when I was 18 and started my own shop." De Iuliis opened his first shop in 1960 at 116 Meyran Avenue, located between Forbes Avenue and Fifth Avenue. After thirty-three years of business at 116 Meyran, De Iuliis relocated to his current location at 234 Meyran Avenue. "I heard about this location (234 Meyran) from my doctor, Dr. Richard Wexler, who helped me move into this place, and now I have been here 14 years," said De Iuliis in reference to his current store.

The move a block down from the Fifth and Forbes Corridor did not hurt business. The New Oakland Tailor opens at 6:30 am Monday through Friday, but De Iuliis arrives at 4:15 am to stay caught up with the work. Even on Saturdays, when the store is only opened until 12:00 pm, De Iuliis arrives several hours before the sun rises.



In his 47 years running the New Oakland Tailor, De Iuliis has seen many changes in Oakland. "There is much more casual dress today. Forty years ago, the students used to wear a shirt and tie to school. It is much more relaxed today." Despite the fact that students may not have as much of a demand for the tailor services as they did 40 years ago, De Iuliis has been able to maintain old customers, as well as cultivate a new customer base. The New Oakland Tailor is one of the oldest businesses in the Oakland Business Improvement District — Congratulations!