

People Profiles

Conemaugh Valley alum speaks at Heinz Field conference

By Chad Mearns

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The IntegraCare Corporation's fifth annual leadership conference on June 8 may have taken place at Heinz Field in Pittsburgh, but it certainly had a strong Johnstown feel.

IntegraCare, which manages nine Senior Living Communities throughout western Pennsylvania, scheduled Johnstown native David M. Mastovich as a featured speaker at the conference.

"Leadership development is one of the focuses that I have. I feel very strongly about maximizing the leadership skills in all of us," said Mastovich, president of MASSolutions, a Pittsburgh-based strategic marketing and leadership development firm.

Mastovich and MASSolutions have been working with IntegraCare for about three years, so he was already familiar with the conference when he was asked to speak.

"They have it every year. It's kind of a real landmark event of their leaders that they look forward to every year," he said.

The conference, according to Mastovich, is a progressive effort by the company to increase and inspire their workforce and this year included a tour of the Pittsburgh Steelers' facilities at the stadium.

"It's a heck of an investment by that company to pay the speakers and rent the facility and everything, so it's a real honor to their employees," Mastovich said.

The company even provided terrible towels for those in attendance to wave in support of the speakers, according to Mastovich, a graduate of Conemaugh Valley High School.

But the conference wasn't all about Pittsburgh and its traditions. Mastovich's speech focused on building and maintaining personal and professional relationships. The best way to do that, he figured was to center his speech around another native Johnstown, Dana Heinze, now the equipment manager of the National Hockey League's Tampa Bay Lightning.

Mastovich recapped how Heinze's ascent to the upper echelons of his profession was made possible only through the maintenance of personal relationships.

One of those relationships--and perhaps the most crucial--was formed during Heinze's first collegiate hockey game. Then a goalie for Ithaca College, Heinze was knocked over by an opponent during an in-game collision. The first one to stick up for Heinze turned out to be the equipment manager for the Ithaca Devils, then the minor league affiliate of the NHL's New Jersey Devils. Thus began a long friendship that eventually led to Heinze accepting a position as equipment manager with the Johnstown Chiefs, then the New Jersey Devils. Eventually, Mastovich said Heinze's relationships found him as part of Tampa Bay's Stanley Cup winning team in 2004.

Heinze's experiences, Mastovich said, demonstrated how hard work and skillful networking can lead to reciprocal success and seemingly unimaginable rewards, such as the Cup's unprecedented visit to Johnstown after the 2004 NHL season.

"He put investments of time into his relationships," Mastovich said of Heinze. "He knew that relationships didn't just happen. He knew that relationships aren't dispensable. He knew that relationships lead to reciprocity and reap rewards, so he built relationships with others, putting himself secondary."

"That's the concept of my speech: if you do things for other people and help them, it always comes back to you in some way, shape or form. Make it about the other person, not yourself."

Mastovich also chose Heinze's story as the speech's primary example is that Heinze provided a real-life example to which the audience could easily relate.

"He's your everyday ordinary guy: from Johnstown, proud of his roots, hard-working, loves what he does, and he hit the jackpot because of that hard work and because of his relationships."

"It played really well. The crowd really enjoyed it," Mastovich said.

Another thrill for Mastovich at the conference was getting to rub elbows with Pat Williams, vice president of the National Basketball Association's Orlando Magic. The conference was held the same day as the first game of the NBA finals, and Mastovich had the opportunity to talk b-ball with one of the league's better-known executives.

"In leadership development and speaking about leadership, he is one of the top speakers in the country. So he is doing what in about 10-15 years from now I hope I can be doing where he files in and out for his hour and comes in and just really wows you."

Considering Mastovich's resumé, that seems like an attainable goal. Mastovich's mastery of leadership skills started when he was only 21 and was part of the team that led a successful turnaround effort at former local radio station WJNL AM and FM. He also worked at the former Lee Hospital before moving to Pittsburgh and leading MASSolutions.

His ties to the area still bring him back to the area. He and wife Darlene (Page), also a Conemaugh Valley graduate, still have several family members in the area.

"I'm proud of Johnstown," he said.

"Personally, I still love to get back (to Johnstown) for a Murphy's wing or a Santos' piece of pizza or a Coney Island hot dog or an Em's sub."



Mastovich (Submitted Photo)



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