



Brian Generalovich, DDS

Brian Generalovich, a Pitt Volunteer of the Year in 2000, previously served as President, treasurer and vice president of the Pitt Alumni Association as well as current director emeritus of its board of directors. As part of his volunteer work for the alumni association, he chaired the Alumni Center Committee and was instrumental in the creation of the Alumni Center in Alumni Hall and also in the creation of the Student Alumni Association, launched during his first term as alumni association president.

Generalovich attended Pitt on an athletic scholarship and played basketball from 1961 to 1964 and football in 1964; he was team captain of the men's basketball team and an Academic All-American for his final two seasons, was a two-time UPI-AP All-American, was voted Most Valuable Player in basketball for three successive seasons, graduated as the fifth all-time leading scorer in Pitt basketball history, and lettered in football. Drafted by the New York Knicks, the Boston Patriots, and the Pittsburgh Steelers after earning the Bachelor of Science degree at Pitt, he passed up these opportunities and instead attended Pitt's School of Dental Medicine, serving for two years in the U.S. Army Dental Corps following his receipt of the Doctor of Dental Medicine degree. While in dental school in 1965-66, he played in the Eastern Professional Basketball League. In 1993, Pitt named him a Varsity Letterwinner of Distinction.

Generalovich was inducted into the Pennsylvania Sports Hall of Fame's Western Chapter in 1986 and the Mercer County Sports Hall of Fame in 1996 and serves on the latter organization's board of directors. He also is a member of the Rocky Mountain Orthodontics Dentist Athletic Hall of Fame. He is a member of the American Dental Association, the Pennsylvania Dental Association, and the American Federation of Prosthodontists.