



Happy  
Holidays

From  
Pathways For Kids  
Students, Staff, and Board!

*Thank You for All Your Support!*



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San Francisco, CA 94133



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Career Opportunities • Mentoring & Motivational Programs • Entrepreneurialism • Investing • Capital-Building

## *Pandora Investor Relations*



20 students attended a field trip to *Pandora Investor Relations*. The students from *Juma Ventures* were supervised by *Adrian Gamble Armstrong* and *Kathleen Tai Charles Cole*. The photographer, *Patricia Winston* also attended this event.

The group met in the lobby of the building and were greeted by *Sohana Ahmad* who introduced them to several staff members. They were escorted to a conference room for introductions, snacks and presentations.

*Tyler Brown* escorted the students to several departments, and they were greeted by representatives from each department who informed them of the services provided by that specific department.

*Sohana Ahmad* introduced the students to: Song Analyst, *Michelle Alexander*; Artist Curator, *Maroi Juarez*; Founder, *Tim Westergren*; and Finance Strategist, *Selwa Hussain*.

Pandora started in a garage with the founder and two other people. The company's name was *Savage Beast*. The first presenter was *Michelle Alexander*, Musical Analyst, who had 13 years with the company. She is a pop and jazz musician who talked about and described music. She said the most popular music on Pandora is by three top recording companies.

Pandora creates equal platforms by playing independent artists in tandem with commercial arts. The group was told that there is a philosophy for evalu-

*continued on page 2*

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7. Help Pathways for Kids raise money by soliciting individuals, corporations and foundations. If you prefer to mail a check, please mail donations to:

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**We need your assistance. Please call:**  
*Grace Long* (415) 986-5885  
to Coach or Contribute!

*Every donation of any size  
is greatly appreciated!*



# Pandora Investor Relations

ating music — public versus private music. It should be professional, unique, respectful of the artist and their craft, consistent and fair, and a *track* should be kept of each artist.

(continued on page 15)



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## The Top of the Mark



*Pathways students visit the fabulous Mark Hopkins Hotel in San Francisco*

The Pathways for Kids staff members and students want to thank **Mr. Chong** for his cooperation and the extra effort he put into making the visit to the **Intercontinental Mark Hopkins**, San Francisco on Tuesday, September 24, 2013, another rewarding learning experience for the students. It was especially an honor for the students to arrive in the lobby and receive a warm welcome. **Mr. Chong** and his staff made the students feel at ease immediately upon their arrival. The presenters shared many of their educational training and personal experiences.

**Ms. Nelum Gunewardane**, General Manager helped to make our field trip possible. We also want to thank the staff members for their participation during our visit. The presentations, the group tours, and the questions/answers session captured the students' attention and motivat-

ed them to actively participate. The presenters were most accommodating to our students and staff. The students were escorted to the employees' lunch room for a wonderful lunch because all of the hotel facilities had been booked. The lunch room employees were polite and received the students with warm greetings.

The students especially appreciated the tour and the pizzas provided for them. The staff was extremely supportive in helping us to expose the under served students to various careers in the hotel industry. This was indeed a great visit.

Of course the Intercontinental Mark Hopkins is the hotel of choice. Our 2012 Pathways Annual Benefit Gala was held at the Mark Hopkins, and we were welcomed again this year!

## Founder's Corner



**Peter Dwares**

Founder & Chairman

### *Pathways for Kids*

Pathways for Kids celebrated its 15<sup>th</sup> year of exposing our inner city students to situations, experiences, and opportunities that they had little or no chance of encountering without the benefits of our outstanding Pathways for Kids program.

Those of you who know me know that business entrepreneurship highlights my belief that more of our young people need to know and learn that they can become successful business entrepreneurs, CEO's, and business leaders. With the push towards exposing our young people to a diversity of business venues, we at Pathways for Kids believe that these young people will be able to set realistic goals for their futures.

Through extensive and intensified field trips to such businesses as US Bank, The Ritz Carlton, Google, Wells Fargo, Deloitte and Touche, San Francisco Film Society, KGO-TV, KPIX, KBLX, 49er Organization — just to name a few — our young people are exposed to and learn invaluable strategies and business tools.

*Your contribution of funds, an auto or real estate, will not only give you a Large Tax Deduction, but the satisfaction in knowing it is for a great cause. It will help your underserved San Francisco youth tremendously. Thank you for your generous support of Pathways!*

## Being Yoga



Our group of eight students met in the lobby of the **Being Yoga Studio** which is located in Burlingame, California. Students were escorted by their academic coach, photographer **Patricia Winston**, and the program Director, **Cassie Miller**.

Students and adults were greeted by **Executive Director, Robin Duffy** who introduced them to the staff. The students were escorted to the yoga exercise area and each was given a mat to perform yoga exercises. Robin Duffy had asked the students to wear exercise clothing in preparation for this visit.

Robin began to illustrate several yoga exercises to the Pathways for Kids students. She was cautious and directed them through the exercises of a gentle yoga class. During the sponsor's presentation, she described the course of her career and behind the scene operations of a yoga studio. The yoga occupational field requires the following staff: yoga teacher, studio owner, studio manager and front desk host. There was a question/answer session prior to the collection of the mats.

The students returned to the lobby to change their shoes and collect their backpacks. Robin provided information for Pathways to plan another field trip to her family restaurant, **Stacks**. Pathways issued lunch money to each student at the end of the field trip before returning to the chartered bus.

The Being Yoga field trip was extremely interesting and motivational. Students learned how to relax the body as well as the mind and how important both are to functioning at peak level on any job. Pathways students will most definitely return to the Being Yoga Studio for a follow up visit.



*Robin Duffy, Executive Director*



## Students Speaking Out



**Jocyl Montero**

San Francisco Flex Academy — Senior

I am looking into a career of physical therapy or being a Personal Trainer. I am planning to attend college and graduate. Pathways for Kids has provided me with opportunities for my future. Maybe I will be able to give back and volunteer to help out disabled children.

I attended the *Being Yoga* field trip, and this was my first time participating in Pathways for Kids. *Being Yoga* was a very relaxing experience.



**Angelique Irving**

San Francisco Flex Academy — Senior

I am a senior at SF Flex Academy. I am looking into a career as a Criminal Scene Investigator or working in the criminal justice area. I will be attending college and plan to graduate. Pathways For Kids provided me ways to find information about careers of which I will be able to give back to my community and in places where I am needed. *Being Yoga* was

my first time attending a field trip with Pathways for Kids. I enjoyed the heat yoga; this was a great experience, and I had a wonderful time.



**Selena Lennox**

San Francisco Flex Academy — Senior

I am a senior at SF Flex Academy. I am looking into a career for Automotive & Diesel Technician; I will attend and graduate from college. *Being Yoga* was my first field trip with Pathways, and I would definitely come back. Other careers for me would be in the criminal justice field, medical field or becoming a business owner.



**Nyarah Breed**

Oakland High School — Junior

My name is Nyarah Breed. I am a junior at Oakland High School. I am interested in Product Design & Marketing — *“to make sure people want to buy the product!”* I have a lot of ideas on what people would like. I attended the Charles Schwab field trip in San Francisco.

## Our Field Trip Sponsors/Partners

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 Pandora Investor Relations  
 John McNeil Studios  
 Mark Hopkins Hotel  
 Being Yoga & Stacks’

## John McNeil Studios

Sixteen Pathways for Kids students visited the fascinating site, John McNeil Studios in Berkeley. This is a print/marketing firm. There were students from Flex supervised by their Academic Coaches, *Irene Van* and *Kathleen Pai*. Our photographer, *Patricia Winston*, also attended this event.

The group met in the lobby of the of the John McNeil building and were greeted by *Melissa Hutchinson* who introduced them to several staff members. They were escorted to the conference room for introductions, lunch and presentations. The students were escorted on a tour of several departments and greeted by representative of each department who informed of the services provided.

John McNeil has a long relationship with the majority of their clients. Their motto is to *“Create a brand/ image; engage, translate, make the website compelling; everything is a chance to build.”*

*Sonya Murphy* gave a presentation on the Arts Project. They study illustrations, designs, page lay-outs and different applications. *Brandon Lee’s* presentation covered Graphic Designs. He advised the students to check the website programs of schools for their designer programs. *Andy Dollard* covered website development. The website developer does the front end of advertisement. *Charles Vickey, Sarah Jese* and *Randy Reimi* discussed the purpose of the Strategy Department (re-think ideas; boost sponsors/participants, help clients to achieve their aims).

A Q/A session followed and students were asked to complete a written evaluation form. Pathways for Kids’ students enjoyed the tours, and we thank the staff at John McNeil Studios for a superb field trip.





## A Day at the W Hotel



My name is *Sophie Sharabi*, and my husband *Daniel* and I have had the pleasure of being on the Pathways for Kids board for the past three years. This past September, we attended one of our wonderful programs hosted by the **W Hotel** in downtown San Francisco. The students were taken on a thorough tour of the hotel and its amenities, and after lunch was served, four department directors came to speak about their specific roles within the hotel; each told a brief life story including all of the hard work that they accomplished to be in their leadership role.

After attending this program, my husband and I felt the impact that the Pathways for Kids program has on our students' lives; this revelation became so tangible to us in a way that words cannot convey strongly enough.

Watching the expressions of hope and optimism on the students' faces as they realized that any job is possible has not left my memory. One Junior high school student who takes BART from his home in the East Bay just to attend school every day raised his hand at every possible opportunity to ask each speaker if they would hire him for any position in the hotel. He didn't care if the offer was to become a busboy, a janitor, or a doorman. His

genuine enthusiasm made everyone in the room smile, and he was encouraged to apply to the internship program online as soon as he turned eighteen. I have no doubt that upon his eighteenth birthday, he will be logged onto the W Hotel website, in hopes of achieving his dream to help support his family.

I strongly encourage anyone who is interested in sharing in this experience to look at our website for upcoming program dates, and to let our program director *Cassie Miller* know that you wish to attend a trip. I guarantee it will be day well spent and never forgotten.



## Deposits & Withdrawals!



*Pathways students prepare for a visit within the walls of First Republic Bank.*

Most of us only see a couple of aspects of banking — deposits and/or withdrawals. However, students from *Thurgood Marshall High School*, *Galileo High School*, *Balboa High School* and *Mission High School* were able to experience several aspects of banking during their field trip to **First Republic Bank** on Pine Street in San Francisco.

The enthusiastic group of students and supervisors met in the lobby and were greeted by *Michelle Goodyear* who escorted them to a reserved area in the *Eagle Café*. The students were seated and introduced to *Maik Pietsch* and *Mandy Fesko* who provided an overview of financial responsibility.

*Eugene Chen* and *Joanna Fulache* also met the students and provided an overview of social media and what the bank is doing related to the bank's responsibility. They discussed media pre-cautions in the areas of passwords and technology experiences. They told the students that the bank's main focus is their clients.

Following the presentations, *Lorrie Pendleton* escorted the group to the Pine Street location for a tour. They returned to the Eagle Café for a delicious lunch. Following lunch, the students were escorted on a tour of the Deposit Services floor by *Maureen Maginn* and were informed of the services provided by this particular department. Freshly baked cookies, a daily treat for the customers, were offered to the students.

The students regrouped in the *Eagle Café* and were given a pop quiz and participated in a scavenger hunt under the directions of the HR representatives. The students were given gift bags provided by the HR staff. Pathways thanks the HR staff for their dedicated time and efforts for a well planned visit. Chaperones and supervisors met the students in front of the building for their departure back to the school site.





## Presidio Sports Medicine

165 students attended a field trip to **Presidio Sports & Medicine**. The group met in the lobby of the building and were greeted by *Chris Chorak* who introduced them to several staff members. They were escorted to the gym for introductions, snacks and presentations.

The students were escorted on a tour of several departments and were greeted by representatives of each department who gave students a brief overview of the services provided by their department.

Chris Chorak introduced the students to the sites' Fitness Trainer, Medical Biller, Receptionist, Physical Therapy Aide and the Massage Therapist.

The staff introduced themselves, discussed their roles at the facility, and discussed the educational and training requirements.

The students were advised of the pros and cons of self-employment. Students were told that there are periods when the funds are plentiful and periods when funds are scarce. Employees often have to save for the months when business is slow.

The students participated in exercise activities and volunteers led several activities and used the equipment. The student loved the hands on experience and were delighted to try out all of the wonderful fitness equipment.

There was a question and answer session and additional snacks were provided.

Pathways for Kids' students enjoyed the visit and appreciated the opportunity to visit the **Presidio Sports & Medicine** facility. This was a wonderfully well planned and organized field trip. We thank the staff for a superb visit!



## Pandora

(continued from page 2)

The founder, *Tim Westergren*, discussed the entrepreneurial path for Pandora. The company was founded 13 years ago. He encouraged the students to have a passion for what they do. He said, *"Demonstrate a strong desire, experience without compassion is not good, have tenacity and drive, develop good public speaking skills, learn how to speak convincingly, and entrepreneurialism is like selling door to door."*

Pandora is required to pay royalties to PRO's (Performing Rights Organizations) who pay the artists, companies, publishers and labels. Pandora pays over \$10,000.00 per year for using their music. Pandora is also available on hundreds of devices.

There was a questions/answers session and a wonderful lunch was provided. Pathways for Kids' students enjoyed analyzing songs for a music project. They enjoyed the visit and truly appreciated the opportunity to visit. This was a wonderfully well planned and organized field trip. We thank the staff for a superb visit.



## More Stacks' Photos



## Outstanding Supporters & Partners



Quentin Kopp

Tad Taube

Orlando Cepeda

All of these great people have been staunch supporters and partners with Pathways For Kids. They have each gone that extra mile to in partnering, giving, and fully supporting the continuing efforts of the Pathways Program to provide career opportunities for our under served youth.



Andy David

Judy Marcus

It is vitally important to the success of the Pathways For Kids Program that we maintain a working relationship with our sponsors and supporters to ensure the quality and continued success of the program. These partners all attended our 15<sup>th</sup> Annual Benefit Gala, and their active participation in this event has greatly assured that our program will be able to sustain its outreach to urban youth and their exposure to entrepreneurship, business, investment and marketing, and capital ventures.

These supporters bought auction items, helped with the event, and/or supported the program monetarily. Pathways founder and staff extend our sincere thanks for all that they do and all that others do to help keep Pathways for Kids on the move!





## Pancakes, Syrup, Fruit , Oh My . . .



On Tuesday, April 16, 2013, sixteen students and their academic coach from Flex Academy attended a field trip to **Stacks Restaurant** in Redwood City, California. The group was greeted by *Michael Schmidt*, Director of Operations. There are a total of five Stacks Restaurants in the United States and Michael owns and operates two of them.

Our group assembled in front of Stacks', and we were escorted to a reserved section of the restaurant. We were also greeted by *Michelle Gomez*, General Manager of the establishment.

Michael and Michelle introduced themselves to the students and gave a brief history of their career experiences. They distributed several packets relating to Stacks' to the students. Students were called to the attention of the hand-out relating to the founder, *Tom Duffy*, of Stacks' Restaurant.

In 2005, *Tom Duffy*, owner of a *Myth* restaurant, was featured in *Esquire* as "*the Man, the Myth, the Legend*" in an article. Duffy was described as the owner of one of the 20 Top New Restaurants in America. Duffy had set the pulse of city dining for 40 years. He grew up in Eureka Valley in San Francisco. He started his career delivering fish. He transferred to the Normandy Tea Room

and I. Magnin's Cafeteria which provided a growth period experience. He knew nothing about the restaurant business.

Michael shared an outline of a business plan template:

1) **Executive summary**: It is the most important in your business plan; key features of the opportunities of business financial projects. It should be concise and limited to maximum of two pages.

2) **Mission Statement**-describing the company's vision.

3) **Product Profile**-Detailed description of the product.

4) **Potential Market and Strategy**- What is the target market, competitors, advertising media?

5) **Sales Strategy**-Complete sales strategy of the company that involves potential sales, contracts and statistics.

6) **Financial Statements**-Balance sheet, profit, and loss statements and financial projects.

The students experienced presentations needed to operate a great restaurant. Michael escorted them on a tour, and provided an opportunity for them to participate in a wonderful food tasting activity and provided excellent services to the students. This is a 5++++ rated field trip.



more photos on pages 15

## Good Search

Fourteen Pathways for Kids students attended a field trip to **Good Search**. The students used public transportation to arrive and return to their school site. Our photographer, *Patricia Winston*, also attended this excellent field trip.



The group met in the lobby and were greeted by Sophie Speer who introduced them to several staff members. The CEO, **Scott Garell**, told the group that he grew up in Los Angeles. Scott also shared that his father left the family when he was very young, and that he was not the smartest kid in school but he worked hard. He worked his way through school. His advice to the students was to, "Have a goal and realize, nothing can stop you."

Good Search's mission is to "*Empower anyone to change the world through simple daily actions.*" The students were escorted on a tour and informed of the services provided.

The Presenters were: *Solans Crawford*, Vice President of User Experience who advised the students to make sure all users should know what to do when they come to the website. *Carrie McMinn*, Product Manager, who studied marketing communication.

At the conclusion of the visit, the students returned to the conference room where they had lunch with the presenters and engaged in a questions and answers session.

Pathways for Kids' students enjoyed the tour and appreciated the lunch provided. This was a wonderfully well planned and organized field trip. We thank Good Search for a wonderful field trip.





Pathways For Kids 15<sup>th</sup> Annual Fund-raising Gala  
**“THE GREAT GATSBY”**



*Pathways hosts its 15<sup>th</sup> Annual Fund-raising Gala at the Intercontinental Mark Hopkins Hotel in San Francisco  
 All photos are by Moanalani Jeffrey*









