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2. Contribute real estate, antiques or jewelry to Pathways and write the contribution off at the fair market value.
3. Donate an old car.
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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
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Every donation of any size is greatly appreciated!



331 Filbert Street
San Francisco, CA 94133



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The PATHWAYS PATHFINDER FOR KIDS

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

A Super Visit to Google™



Jennifer Chiang and her assistant Rachel Greenberg met the students from Mission High School and S. R. Martin College Preparatory School in the lobby on the 4th floor at Google. After introductions of the students, school staff and sponsors, the students and guests were instructed to sign in on the computer and received name tags.

Peter Dwares, Pathways' founder and Dick Berman, Pathways' board president accompanied the students.

Jennifer and Rachel escorted the group on a tour. Following the tour, light refreshments were provided and they were directed to a conference room. The students were shown a video and slides describing Google. They were given Google's Mission Statement, *"Organize the world's information and make it universally accessible and useful."*

Google started in 1998 in a rented garage with the use of a computer and servers. Students were shown a chart indicating Google's three main components: (U)User; (A)Advertisers and (P)Publishers/Partners.

Google operates with thousands of people across the world with dozens of offices. They utilize advanced technology by having video conferences. They have separate offices but work together. They focus on the 'User' and everything else will follow.

The presenters discussed: Core reasons why businesses do well; What makes people come back and back again? Fast is better than slow; Make money without being evil (Keep an ethical view); Ambassador Program (Opportunity, Travel and Work Together). These topics proved quite interesting to the students.

How does Google Search? Making easy is hard; Google's paid research product (Ad Words); When does Google make money? When you click on an ad; Organic or Natural search results and focus on key words.

The students were allowed to work on *You-tube*/Search Stories. This was a remarkable field trip, because students were able to interact with presenters, ask important questions, and have hands-on on the computer! We can't wait for our next visit. Thank you, Google and a special thank you to Jennifer Chiang, Account Strategist, Google/Google Cares, S. F. Board Leader and Rachel Greenberg.

MISSION STATEMENT

Pathways for Kids serves to empower San Francisco's Under-served, Inner-City Youth by exposing them to career opportunities through Mentoring and Motivational Programs, with an emphasis on Entrepreneurialism, Investing, and Capital-Building.

Fall/Winter 2010 Issue



Students visit with Judge Gail Dekreon at SF Superior Court



Pathways for Kids staff members and students visited the Hall of Justice and the courtroom of Judge Gail Dekreon. The visit to Judge Dekreon's courtroom was a rewarding learning experience for the students. Students and teachers received a warm reception which made the students feel at ease immediately upon their arrival.

Judge Dekreon personally approached the students and engaged in a discussion of law history and courtroom experiences, which en-

abled them to develop a greater appreciation for the judicial system and visualize obtainable goals.

The students echoed the history of the *Black Robe* during their lunch, and the judge's outreach will greatly serve students in the Pathways for Kids Program.

Also invaluable in the learning experience for the students were the court reporter and law clerks; they took personal quality time to accommodate our students. Students were honored to have the Sheriff as a tour



guide of the Superior Court. His presentation captured the students' attention and motivated them to develop a greater respect for law enforcement staff. The Judge made the students' experience exciting by inviting them to her courtroom to observe an actual trial in session.

The students learned about various careers (Judge, Lawyers, Clerks, Court Reporters, Sheriff and Law Clerks) in the field of law. They also learned about the different kinds of law and the judicial system. Students and staff extend a warm thank you to Judge Dekreon, the Sheriff, and all the others who made this a most successful and knowledgeable trip for the students.



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Students visit Garden for the Environment



Garden for the Environment maintains a nationally acclaimed one-acre urban demonstration garden and offers environmental education programs about organic gardening, urban compost systems and sustainable food systems. Since its founding in 1990, the garden has operated as a demonstration site for small-scale urban ecological food production, organic gardening and low water-use landscaping.

Students were able to see how organic foods are grown; they learned the value of such organically grown food and how the environment is benefitted by food grown in this way.

Students learned about native plant landscaping, rainwater harvesting and storage, drought tolerant planting, water conservation

through drip irrigation, Integrated Pest Management, organic fruit tree care, growing organic vegetables, and effective use of mulch and compost.

Walking around the garden, students were able to experience first hand by viewing the actual growing of these organic foods. Students were told about the educational workshops the Garden offers on an on-going basis to inform the public, students, and those who express an interest in organic food products.

Throughout the school year the Garden staff visits schools across San Francisco to teach about gardening and composting. Students look at the value of diverting food waste from landfill and discuss soil as a delicate natural resource. Pathways students had a terrific time at the Garden!

Top 50 Most Admired Companies

FORTUNE's survey asked businesspeople to vote for the companies that they admired most, from any industry.

Rank	Company
1	Apple
2	Google
3	Berkshire Hathaway
4	Johnson & Johnson
5	Amazon.com
6	Procter & Gamble
7	Toyota Motor
8	Goldman Sachs Group
9	Wal-Mart Stores
10	Coca-Cola
11	Microsoft
12	Southwest Airlines
13	FedEx
14	McDonald's
15	IBM
16	General Electric
17	3M
18	J.P. Morgan Chase
19	Walt Disney
20	Cisco Systems
21	Costco Wholesale
22*	BMW
22*	Target
24	Nike
25	PepsiCo
26	Starbucks
27	Singapore Airlines
28	Exxon Mobil
29	American Express
30	Nordstrom
31	Intel
32	Hewlett-Packard
33	UPS
34	Nestlé
35	Caterpillar
36	Honda Motor
37	Best Buy
38	Sony
39	Wells Fargo
40	eBay
41	Nokia
42	Samsung Electronics
43	Deere
44	L'Oréal
45	AT&T
46	Lowe's
47	General Mills
48	Marriott International
49	DuPont
50	Volkswagen

Pathways for Kids Hosts Its 2nd Annual Sponsors Reception

Each year Pathways for Kids thanks its program sponsors and supporters by hosting a gala reception at the highly acclaimed Iluna Basque restaurant of Chef Mattin Noblia. The restaurant offers traditional and festive Basque cuisine, and Peter Dwares is a regular at this wonderful restaurant.

At this 2010 Reception, Pathways received a \$25,000 Grant from US Bank; the grant was presented by Michael Walker, President of US Bank!

Each sponsor is given a certificate in appreciation for their support of the program; the sponsors invite our students to their individual sites and provide invaluable learning experiences for our inner city youth.

The reception is Pathways way of saying a much heartfelt Thank You!



A Great Visit to United Parcel Service - UPS

Renata Dowdakin, Area Human Relations Manager, met the students at the entrance to UPS. Students were escorted to a conference room. Following introductions, Renata compared Pathways' Mission Statement to UPS' Mission Statement.

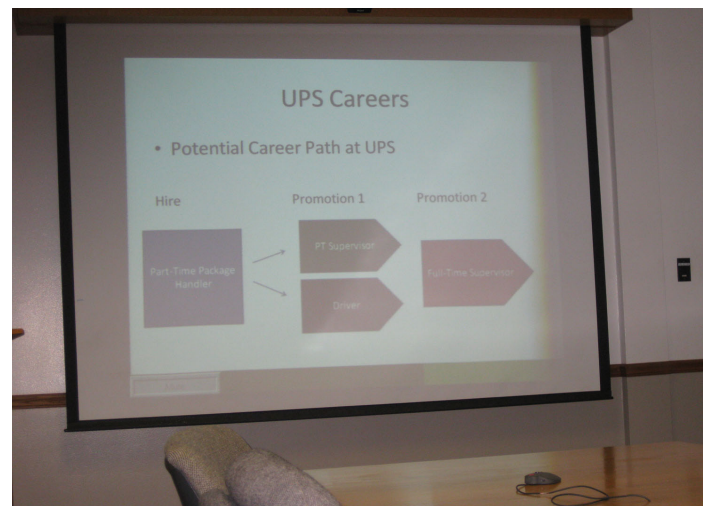
The students were given a calendar of UPS events. UPS sponsors a November Food Bank and a December Toy Drive. Students were encouraged to participate if they so desired.

UPS was founded in 1007 by Jim Casey. A branch of UPS came to the Bay Area in 1919. Originally, the company delivered messages and packages from retail stores to customers.

Sheilah O'Mahony joined the students and gave an extremely comprehensive presentation on careers and hiring requirements at UPS.

The students participated in an open discussion of hiring procedures and on how to successfully maintain a job at UPS.

The students were provided a delicious lunch and given a tour of the facility before dismissal.



Pathways' Students Visit California Culinary Academy



Pathways students visited the California Culinary Academy in San Francisco on Friday, November 19, 2010. Students experienced Le Cordon Bleu Culinary Arts, Le Cordon Bleu Hospitality and Restaurant Management, Culinary Entrepreneurship, Le Cordon Bleu Patisserie and Baking.

Students saw professional and student chefs at work, viewed culinary kitchen organization and learned about the do's & don'ts of kitchen and restaurant management; and they were able to see industry-current equipment & techniques! Thank you to site sponsor, Kaetechen Hayten.

More Photos on page 8



Pathways for Kids' students visit the Embarcadero Farmer's Market & CUESA



Fresh! Fresh! Fresh!

The Center for Urban Education about Sustainable Agriculture is dedicated to promoting a sustainable food system through the operation of the Ferry Plaza Farmers Market and its educational programs.

CUESA was organized in 1994 to educate urban consumers about sustainable agriculture and to create links between urban dwellers and local farmers. CUESA has managed the Ferry Plaza Farmers Market since 1999.

When Pathways' students visited CUESA, they learned that *"a food system is the inter-relationship of agricultural systems, their economic, social, cultural, and technological support systems, and systems of food distribution and consumption. A sustainable food system uses practices that are environmentally sound, humane, economically viable, and socially just."*

CUESA's educational programs include our Market to Table events, farm tours, weekly electronic newsletter, lectures and panel discussions, educational displays, and more.

The Ferry Plaza Farmers Market is a certified farmers' market world-renowned for the delicious local products it showcases.

Students were able to walk around the market and sample the fruits and vegetables. The students enjoyed the tour and loved being in the open environment among a crowd of people buying the fresh fruits and vegetables.

Our Field Trip Sponsors

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Please Consider being a Field Trip Sponsor for our wonderful Pathways for Kids Students!



Students speak with chef at California Culinary Academy in San Francisco



Students stop in between fieldtrip visit to pose for picture with SF backdrop!



GALA Film Noir Event Photos

November 13, 2010 at the San Francisco Intercontinental Hotel

Article by Eric Yee

On November 13, 2010, 200 guests attended the Pathways for Kids 12th Annual Anniversary Benefit "Film Noir" Gala. The event was hosted at the InterContinental Hotel in San Francisco. Peter Dwares, Grace Long, Eric Yee of Eric William Events, along with the Host Committee put on a great event. Our entertainment for the evening was Steve's Jazz Kitchen Band, and the fabulous Jan Wahl was the Mistress of Ceremony. We even had "cameo" appearances by "Marilyn Monroe" and "Groucho Marx."

Both Peter Dwares, Founder & Chairman of Pathways and Cassie Miller, Program Director of Pathways, discussed how the Pathways for Kids program works and how it supports the kids in our community.

Several students of Pathways for Kids were present and talked about how they loved to be part of this program. One student said that this program helped her because it is a "Pathway" for her life and success. The students assisted Jan Wahl in passing out the awards to the Honorees. Each Honoree was given an award from Pathways, along with a California Legislature Assembly Certificate of Recognition provided by Assemblyman Tom Ammiano, 13th Assembly District.

This year the 2010 Gala Honoree Award was given to Randy Wittorp who is currently the Public Affairs Director at Kaiser Permanente San Francisco Medical Center. In addition to sitting on the board of Pathways for Kids, he also sits on the San Francisco Chamber of Commerce board and is the current President of the San Francisco Public Health Foundation. *(continued on page 6)*



Along with the 2010 Gala Honoree, Pathways for Kids had their First Annual Outstanding Program Awards given to Google & The San Francisco Giants. Pathways for Kids students were invited to Google and the San Francisco Giants in the Spring of 2010.

During the evening Steven Godfryd, founder and president, of the Pacific Auction Company put on a great show with the Silent & Live Auction. He was a powerful force in encouraging guests to spend generously at this fundraising event. Along with the Gala Sponsors & Donors, the event was a great success. Thank you also to the volunteers from Junior League of San Francisco for helping us throughout the evening.

The evening was a fantastic success and everyone attending had fun listening to great music, participating in the silent and/or live auction, and dining on delicious cuisine.

Pathways thanks all who came and all who supported our efforts this 2010 year. We look forward to seeing you again next year!

