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- **1.** Make a tax-deductible donation to Pathways for Kids, a tax-exempt organization under Section 501 (C) (3) of the IRS Tax Code, Federal ID number 94-3313219.
- You can go to our website: http://www.pathwaysforkids.org just click on DONATE.
- 2. Contribute real estate, antiques or jewelry to Pathways and write the contribution off at the fair market value.
- 3. Donate an old car. Go to: http://www.pathwaysforkids. org - Click DONATE, then Click on DONATE AN OLD CAR.
- **4.** Include a bequest in your *Will* or *Trust* to Pathways for Kids and reduce your Federal Estate Taxes.
- **5.** Set up a Charitable Remainder Trust.

- **6.** If you are an employee with the City and County of San Francisco you can donate to Pathways for Kids through your Local Independent Charities (LIC) payroll deduction program.
- 7. Help Pathways for Kids raise money by soliciting individuals, corporations and foundations. If you prefer to mail a check, please mail donations to:

Pathways for Kids Donations 331 Filbert Street San Francisco, CA 94133

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

Every donation of any size is greatly appreciated!



The PATHFINDER Staff

Editor Ruth Taylor

Writers Cassie Miller & Ruth Taylor

Pathways For Kids

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331 Filbert Street San Francisco, CA 94133



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

Oh My, We're On Camera!



Pathways Students enjoyed a wonderfully exciting trip to KGO-TV studios; they were thrilled to meet Mimi Kwan and her intern, Jessica Martin.

dents in the lobby. Introductions were made all around, and Mimi reduction people and newscasters. viewed the agenda for the day.

on KGO's operational procedures. The students were escorted to the newsroom studio where they met *Joey* Smith, stage manager, who described his responsibilities and walked them through the airing of the 11:00 AM News.

The students met the anchor staff, Cheryl Jennings, Kristen Sze and Mike Nicco. They witnessed the live airing of the news. After the airing, the students engaged in a question how high tech all of the studio equipand answer session and took numerous pictures with the staff.

Students learned about time management, how information is gathered and distributed, how the studio itself is maintained in order to keep the equipment functioning, Mimi and Jessica met the stu- how shows are taped and aired, and about the duties of the various pro-

Students also learned what por-The leaders initiated a discussion tions of certain reports have to be edited and why; they had fun taking turns sitting behind the newsdesk at the studio.

> This field trip was a first hand experience for the students to view behind the scenes workings of a major studio; they were amazed at the number of people needed to produce a successful program for the viewing public.

> Students were interested to learn ment is — even some of the cameras were totally automated and func-

tioned essentially by themselves. Students were also impressed to see how efficiently the studio is operated and how everyone knows exactly where and when they are supposed to be in the production of the shows.

Pathways Director, Mrs. Cassie Miller, thanks KGO-TV for their gracious reception of the students and their support of the Pathways for Kids program.



MISSION STATEMENT

Pathways for Kids serves to empower San Francisco's Underserved, 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 2011 Issue



Students engage in discussion with sponsor, Mimi Kwan at KGO-TV (ABC Channel 7) Studio in San Francisco



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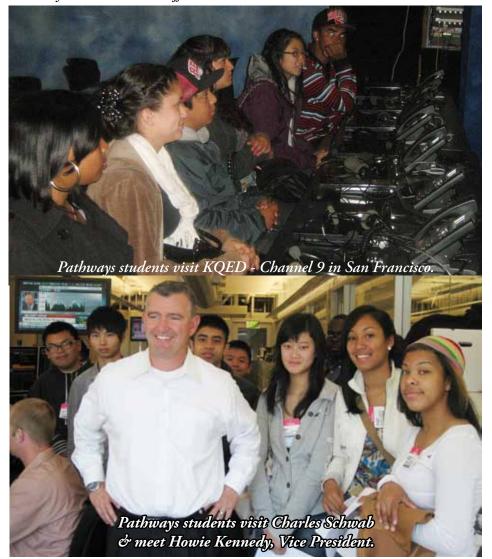
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Pathways Students Visit Many Sites!



Pathways students talk with Officer Val Kirwan at San Francisco Central Police Station.



Kudos to Michael R. Walker of US Bank



MICHAEL R. WALKER
President, Northern California

Michael Walker was named the Northern California Market President for U.S. Bank, the country's fifth largest financial institution, in May 2005. He is responsible for coordinating the Bank's Northern California market strategy, which includes the coordination and oversight of 161 branches, 13 business units, and commercial banking lending activities out of offices in Sacramento, Walnut Creek, San Francisco, and San Jose. In addition, Mr. Walker chairs the local advisory board, oversees governmental and community affairs and chairs the grant committee for the local U.S. Bank Foundation. Mr. Walker also serves on the corporate board of U.S. Bancorp's Employee Development Network and serves as the Chairman of U.S. Bancorp's Federal Political Action Committee. He is an active supporter of the Pathways for Kids program!

Pathways students visit US Bank, one of Pathways strongest supporters!



A Message from Peter



Peter Dwares, Founder & Chairman
Pathways for Kids

We must make a priority to teach "Lemonade 101" in first grade and business/entrepreneurism classes all the way through high school. There is no excuse for people to not be able to start a small business if unemployed; anything is better than sitting around collecting unemployment compensation which will eventually run out; and learning how to be successful in the world of business is certainly better than getting into trouble.

As we are all aware, these times are increasingly difficult. Yet, our inner city youths need Pathways For Kids services more than ever.

I am very proud of Cassie Miller's programs, all in businesses at venues away from schools. Half the learning about careers is seeing venues. Most of these young people have never seen the intricacies of the 49ers Merchandising, lending strategies of US Bank, hotel operations like the Ritz Carlton, accounting skills from Deloitte & Touche, and the management of a television station such as Channel 5 and Channel 7 Studios. 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.

Wilson Sonsini Goodrich & Rosati (WSGR) Visit by Pathways Students!





On Thursday, October 13, 2011, 15 students attended a field trip to WSGR. They were supervised by their teacher, Charleston Brown and a parent, Nelson Cooney. The group met in the lobby of Spear Tower and were firm. escorted to suite 3300 by Jenny Tang. Immediately upon their arrival, they were served lunch and assembled in the conference room.

Jenny Tang began the program by introducing one of the visiting stu- the field of law. They were given the dents, Dierra Evans, a freshman at Flex Academy, who had written an essay opportunity to ask significant queson the colleges she was considering attending and the criminal justice field tions about the law firm and its imshe was interested in studying. She wanted to become a lawyer, in-take officer portant position in the community.

for juveniles, district attorney, correctional officer or a homicide detective. She was well prepared and gave an excellent presentation.

The first presenter was *Jonathan* Axelrad an Attorney at WSGR and our Pathways' sponsor. He welcomed the students and gave a brief history of the firm. He announced that WSGR was a leading law firm which serves corporations and companies.

WSGR employs 650+ lawyers who serve in various areas. His department focuses on Clean Technology. He estimated the cost to receive a degree in law at \$180,000.00.

The second presenter was Ana Cardenas, Para-legal. She described her role as an attorney who serves as a Para-legal. She specialized in securities research in various states, preparing documents for cases, performing cooperative maintenance services, preparing drafts and minutes for cases, maintaining records, engaging in stock options, capitalization records and data entry maintenance on records. She graduated from the University of Pacific in Stockton, California.

The third presenter was Pam Villarin, Secretary of the legal office. She serves as a Gate Keeper of the practice and specializes in multi-tasking.

The fourth presenter was an attorney, Sophia Lai. Her main role is to impact litigations against the State. Her objective is to get the State to settle and support public policies.

The fifth speaker was Jenny Tang who serves as an office assistant at WSGR. She majored in communications in college. Her primary assignment is to recruit employees for the

Students were exposed to a wealth of information and career options in

A Date With A **Mannikin** at Old Navy



On Friday, July 22, 2011, seventeen students and three staff members from the Juma Program, attended the field trip to Old Navy at Mission Bay. The students met in the lobby where they checked in and were given name tags and an agenda. The Old Navy staff welcomed the group in the Innovation Lab A on the first floor. Lindsay Barnet addressed the students and gave an introduction to Gap Inc./Old Navy.

Alisha Wilt gave the first presentation. Her subject covered Design. She discussed the creative and merchandising inspiration process — if you are creative, study designs; if you have an idea, make it work.

Micaela and Donna Prowse focused on productions (picking cotton, spinning yarn and making fabric/sewing), where they source from and why. Lee Fenyves, Art Director, discussed marketing (commercials, supermodelquins, etc,). They discussed cost, quality and delivery key points. It takes 32 weeks to progress from concept to in the store seasonal productions. Old Navy operates 1,087 stores. Additional marketing responsibilities are photo shoots and hiring models.

The students were escorted to the Store Design and Mock Store on the second floor. Natalia Shorten explained Store Design and Project ONE. Leticia Barajas supervised the Mock Store tour.

The students had lunch with the President of Old Navy, Tom Wyatt and Vice President, Michelle DeMartini. They participated in an introduction and question/answer session. The students were given gifts prior to dismissal.

The sponsor of this field trip, Dustin Hulsey, is to be commended for providing a well planned and excellent trip for the Pathways for Kids' underserved students.

Sweet Music at Clear Channel -**KMEL**



Our Field Trip Sponsors

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Twittering — Tweet, Tweet!



Pathways' partner - Juma Program students visit the ever popular information network — Twitter! Students learned that Twitter is a real-time information network that connects users to the latest information about what they find interesting. One simply finds the public streams he finds most compelling and follows the conversations.

At the heart of Twitter are small bursts of information called Tweets. Each Tweet is 140 characters in length. You can tell your story within your Tweet, or you can think of a Tweet as the headline, and use the details pane to tell the rest with photos, videos and other media content.

Whether you tweet 100 times a day or never, you still have access to the voices and information surrounding what interests you. You can contribute, or just listen in and retrieve up to the second information.

Students also learned that Twitter is a handy resource for businesses and that Twitter is used worldwide. Students were happy to hear that free Twitter apps are available for the iPhone, iPad, Blackberry, Windows7 and Android. The folks at Twitter believe that the open exchange of information can have a positive global impact. Every day we are inspired by stories of people using Twitter to help make the world a better place in unexpected ways.



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Students learn about the operations of an outstanding law firm - Wilson Sonsini Goodrich & Rosati (WSGR)



Dierra Evans, a freshman at Flex Academy, prepares her notes for her talk on Criminal Justice!



Grace Long, Superwoman!

Quietly efficient, quickly taking care of business, and maintaining a sweet disposition are strengths indicative of Grace Long, competent Administrative Assistant to Peter Dwares. Grace possesses a wealth of capability, flexibility and strength!

She is a one woman office manager, administrator, secretary, and all around business office

caretaker. She is effective and accurate in her work and tasks for the Pathways for Kids program.

Grace not only manages the office and all the work that comes in — keeping track of important phone calls, recording donations, taking care of payroll, answering thousands of questions from a variety of people, getting letters out, handling the logistics of pub-

continued on page 11, column 3

Pathways Students Speak Out About Their Experiences!



Christopher Weekly

I like Pathways for Kids because it gives me the opportunity to explore different job opportunities on my road to success. Visiting various job sites lets me know that I must have a purpose and a plan. I need to know where I'm going, why I'm going and how to get there! I look forward to attending many more Pathways fieldtrips and activities.



Rebecca Palmer

My name is *Rebecca Palmer*. Last year my sophomore class went to the First Republic Bank. I really liked this trip because the workers took good care of us. They fed us and gave us prizes. They told us all about the money and what they do. We were split into two groups and we both learned the same thing but at different times. I would definitely participate in this program again. My trip wasn't just fun, I actually learned about banking.



Obadiah Mays

My name is *Obadiah Mays*, and during my sophomore year at Bridgemont High School I was fortunate enough to attend a tour of the First Republic Bank in San Francisco's financial district.

Our class was separated into two groups, the gold group and the green group. My group, the gold group, partook in a tour which mainly showcased how First Republic Bank stresses the importance of good customer service. We listened in on customer calls and critiqued the person assisting the customer with their issues. We had a good lunch and then we had a drawing, which was exceptionally exciting because I won and that was a first. Overall it was an enriching experience and I look forward to more Pathways for Kids field trips.



Jazmine Polk

My name is *Jazmine Polk*, and I am a junior at Bridgemont High

School. Pathways for Kids took my class on a field trip to the First Republic Bank. We had to dress up professionally and meet some of the workers in the bank. They gave us a tour of the bank and told us about some of their positions in the bank. Overall the field trip was not only fun, but educational.

My favorite part was the fresh cookies and a chance to win tickets to the game. I didn't win but maybe next time I will! I had a nice time and enjoyed learning about the bank and how it operates; and I might like to intern at the bank while I am in college.



Akilah Hunter

My name is Akilah Hunter. I visited Republic Bank with Pathways for Kids. There we learned about the different jobs in the bank and what the qualifications were to fill those jobs. When we first arrived there was an introduction and we received our schedule for the day. Following lunch we took a tour of the building. During the tour they passed out cookies and goodie bags full of items from the bank. We were able to ask the staff questions, and some of us received prizes for the answers we gave. We ended the day by going over what we had learned.



Phaness Duckworth

I am *Phaness Duckworth*. On my trip with Pathways for Kids we visited the First Republic Bank. They gave us a full tour of their bank. We played games, and they gave out prizes. We learned what they do in that particular type of bank and how they make people feel comfortable. They fed us lunch, and most of all we had a great time! I would love to go on more trips with Pathways for Kids in the future.



Eric Britton

I am *Eric Britton* and I am a senior at Bridgemont High School. I have been fortunate enough to participate in several field trips with Pathways for Kids over the past three years. Some of the trips I attended were visits to the Ritz Carlton Hotel, and the Nob Hill Inn, a Victorian Bed and Breakfast where I learned about the hotel business. A tour of the Presidential Suite at the Ritz Carlton made me want to step up my game so I can stay there one night myself in the future.

I visited Google in San Francisco and I thought it was amazing how

well they treat their employees.

The trip that stands out the most was my visit to the San Francisco 49er's training camp in San Carlos. We actually went in their locker rooms, saw all their equipment, and talked with Keena Turner, a former player. I appreciate how Mrs. Cassie Miller and Pathways for Kids has impacted my life.

Our students enjoy the wonderful learning experiences provided by Pathways for Kids!



Keishawna Collins

My name is *Keishawna Collins*, and I have been on a few trips with Pathways for Kids. Each trip was really great. As a sophomore at Bridgemont High School, I visited First Republic Bank where I learned interesting facts about the banking business.

The trip that stands out the most for me is when I was a freshman at S.R. Martin College Prep School. Pathways along with the San Francisco Film Society hosted a visit to my school with a film writer named Fred Kuwomo. Mr. Kuwomo was very interesting because he wrote a documentary on the role of Black soldiers in Italy during World War II. Mr. Kuwomo, who was half African and half Italian grew up in Italy. He interviewed elderly Italians who told about how the Buffalo Soldiers helped save their lives. I enjoyed this history lesson. Thank you Pathways!

Kudos to Michelle Lonaker of the Heffernan Foundation



The Heffernan Foundation was created in 2006 to support Heffernan Group's dedication and commitment to social responsibility through employee

philanthropy, volunteerism and education. We are dedicated to giving generously in the communities where our employees work and live.

By participating in Wellness Philanthropy Events such as the Susan G. Komen Breast Cancer Walk and Best Buddies, donating to local nonprofits, and providing scholarships for Heffernan employees and their family members, The Heffernan Foundation donated \$772,389 to the communities in 2010.

www.heffernanfoundation.com - for more information.

Grace Long, A Superwoman at Work

lications that must go out, filing, scheduling meeting, booking trips for Peter — you name it, she does it!

If you've ever had an occasion to call Pathways for Kids office, you have heard the pleasant (I always say to myself - the voice with a smile) voice of Grace; even when she is super busy, she doesn't let this interfere with the manner in which she addresses the callers.

Grace is a staple of the Pathways for Kids program. All of Peter's staff love working with her, because she always has what is best for the program as a priority!

She is loved by us all and greatly loved and appreciated by the man himself, Peter Dwares, founder of Pathways for Kids.



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Pictures Tell The Story at Pathways for Kids 2011 13th Annual Anniversary Benefit Masked Black & White Ball

Form fitting tuxedoes, couture ball gowns and evening dresses, sparking "bling bling" and exotic facial masks decorated the guests socializing around the beautiful ambiance of the Peacock Ballroom at the fabulous Mark Hopkins Intercontinental Hotel at the top of Nob Hill in San Francisco.

Just what was the occasion for this festive event? The Pathways for Kids program for under served inner city youth, celebrated its 13th Annual Anniversary Benefit — A Black and White Masked Ball.

A wonderful silent auction, an animated live auction, delicious cuisine and stimulating conversation were star activities at this superb affair.

Adding to the success of the evening were the quick wit of hostess Jan Wahl, the sophisticated auctioneering skills of Steven Godfryd, the subtle humor of comedian Michael Capozzola, the rhythmic sounds of Masha Campagne and Caminhos Cruzados, and the smooth debonair demeanor of Founder and Chairman of Pathways for Kids, Peter Dwares.

Attendees at this gala event were some of the Pathways for Kids students and their chaperones, Pathways staff, volunteer helpers, corporate executives, business owners, political figures, and a host of others.

It really didn't matter who you were; everyone was there to have a good time, enjoy the importance as well as the fun and entertainment of the occasion, and spend a little more money helping to support the functioning efforts of a wonderful program — Pathways for Kids! Have you done all that you can do?

All photos taken by professional photographer, Moanalani Jeffrey.





