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# The PATHWAYS PATHFINDER FOR KIDS

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



Students, teachers and staff at ABC 7

## 7 Ways to Support Pathways for Kids

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

*Every donation of any size is greatly appreciated!*



331 Filbert Street  
San Francisco, CA 94133

## Accu-logistics?



Just what is **Accu-logistics**? Pathways students arrived at the Accu-logistics warehouse not really knowing exactly what to expect. After all, like most of us not in the field of business, the students had never heard of the company or the term. The sponsor, *David Cohen*, met the students as they arrived at Accu-logistics by bus. They were escorted to a conference room where they engaged in mutual introductions.

The sponsor described Logistics as *“the management of goods.”* The responsibilities of the warehouse are to pack and ship products. The company

serves as an outsource to save money for the companies and their clients. Their clients are smaller companies who hire them to pack and ship their products. Accu-logistics, therefore, serves as a third party warehouse. The company is hired to touch the product and physically move it to destinations.

Major companies utilize Accu-logistics to pack and ship gifts to their employees for the purpose of motivation. This unique company is expected to come up with ideas for their customers. For example, Old Navy has 1036 stores and wants back to school samples of their products designed to advertise promotional tools.

Accu-logistics is expected to create ideas and share the information with companies. The company is also expected to develop ideas to market products and design ideas to get their products circulated. The company is hired to specialize ideas. Accu-logistics is in great demand and is planning to open up two additional factories. The students were introduced to *Tim Wilson*, David's business partner and *Dan Bartz*, a newly employed project manager. Students had much to digest, comprehend and think about as they learned the importance of the work Accu-logistics performed; as students visit these unique businesses through the Pathways program, they learn that there is more to operating a business than opening at the beginning of the day and closing at the end of the day.

Students ended an information filled day by being served pizzas and beverages. This was an outstanding field trip.



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# SAVE THE DATE!

Friday, November 7, 2014 — 5:30 PM



## PATHWAYS FOR KIDS

### 16<sup>th</sup> Annual Auction Gala “Downton Abbey”

The InterContinental Mark Hopkins Hotel  
1 Nob Hill • San Francisco, California 94108

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Peter Dwares, Founder

## Founder's Corner



**Peter Dwares**  
Founder & Chairman  
*Pathways for Kids*

Pathways for Kids continues with another successful year of exposing our students to situations, experiences, and opportunities that they probably had 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.

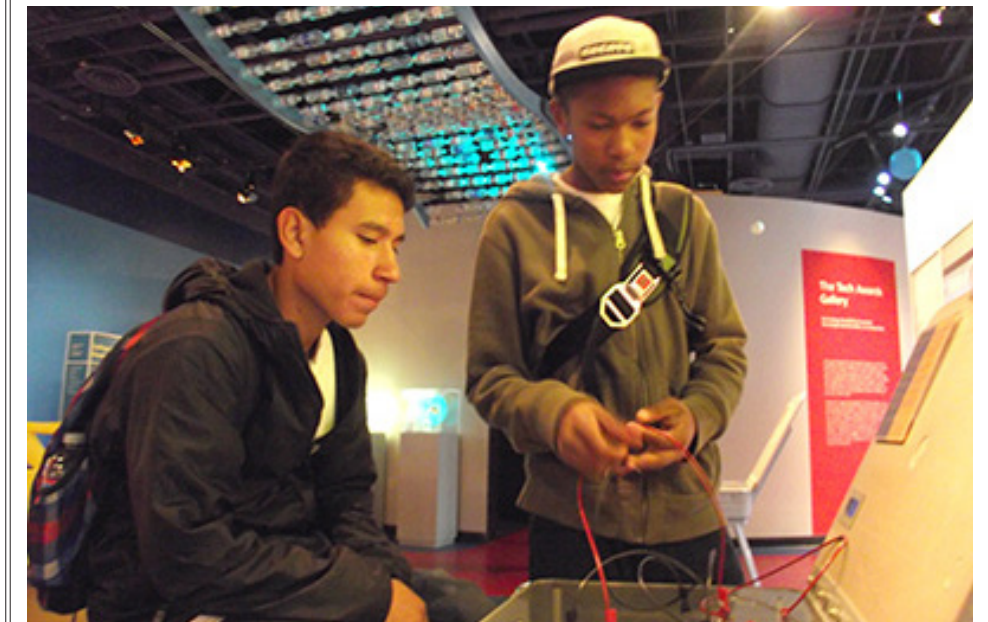
Through extensive and intensified field trips to such businesses as US Bank, The Ritz Carlton, Google, Wells Fargo, Deloitte and Touche, San Francisco Film Society, KGO-TV, KPIX, KBLX, 49er Organization — just to name a few — our young people are exposed to and learn invaluable strategies and business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

Your contribution of funds, an auto or real estate, will not only give you a 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!

## Tech Museum *A Technologies Revelation!*



*Students observe and interact at the Tech Museum.*



*Tammy Velamont* of the Tech Museum, arranged for the students to attend a field trip to the Tech Museum of Innovation in San Jose, California. Unfortunately, we experienced problems with a disabled bus and had to exchange buses which caused us to miss the scheduled presentation.

However, the students had an opportunity to tour this wonderful museum. They assembled at the entrance to the museum and a chaperon met them to review the rules during their visit. Admission was complimentary. The students toured the Upper, Ground and Lower levels of the museum. They also visited the Tech Silicon Valley Innovation Gallery where they learned ways technologies are revolutionizing thought, creativity and communication.

They visited the Tech Health and Biotech Gallery, New Venture Hall, Exploration Gallery and the Hands-on Science Workshop.

The students had lunch in the Tech-cafe which provided a varied menu for adults and students.

## Unrelenting ZENDESK!

Zendesk, Inc. is a software company designed to provide information on how business can have better customer services.

Pathways students attending this field trip were encouraged to ask questions. Some of these questions were as follows:

**Question:** *Veronica Green*, a student of the CARE Program asked, “What steps do I take to become an intern with Zendesk?”

**Answer:** “Go to [Zenterns@Zendesk.com](mailto:Zenterns@Zendesk.com)”

**Question:** *Veronica Green* - “And what advice can you give me?”

**Answer:** “Networking is huge, and don’t burn your bridges.”

**Question:** *Veronica Green* - “What motivates you guys?”

**Answers:**

*Devaris Brown*, Technology Evangelist, Zendesk - “*Making an impact in the world of technology; working with communications and tech aptitude. My advice, always celebrate your failures, because it shows you actually tried something.*”

*Shoko Yanagisawa*, Marketing Sales, Zendesk - “*Take risks! They are scary but great rewards.*”

Pathways students expressed their interests in specific careers. *Nia Vason* a sophomore student at Flex Academy stated, “*I am interested in Marketing and Communications; My Dad worked with Piperlime/Gap Inc., now he works with Amazon introducing fashion. I would like to do Business Marketing.*”

*Gordon Nalnapel*, a student at Flex Academy had this to say, “*Wow, I found this interesting; I want to do programming, because its logic/reason statements, like Algebra. I love a lot of logic being put together. I am interested*

*in doing an internship with Zendesk.*”

Nebelet Menelik, a student at Flex Academy said, “*I am interested in Marketing and Sales Advertising; where do I sign up for an internship with Zendesk?*”

Staff at Zendesk explained some of the business techniques used by Zendesk.

*Marissa Root*, Community Evangelist - Making customers responsible for their product, Zendesk Social Media, Users Group Program said, “*We utilize teaching information and training strategies.*”

*Erin Odell*, Promotional Items Manager (Product training in our customers cities) had this to say, “*I was an Office Manager here with Zendesk; I showed interest in the field of marketing and was given products. I started out at entry level and with the drive and attention to details I was able to move into this position. It takes having a good attitude, motivation and confidence to succeed in my job position.*”



## A Visit to Mass Mutual



*Student asks questions at Mass Mutual Workshop!*

On May 21<sup>st</sup>, 12 students from the CARE Program and two supervisors and three students from Independence High School and one supervisor attended **Mass Mutual**. The students traveled by a charter bus supplied by the San Francisco Unified School District. One group was picked up at 9:30 AM and the second group was picked up at 10:00 AM.

When we arrived at the facility, our sponsor for the day, *Andrew Saetern*, greeted us at the bus in the parking lot. He escorted the group to the main office where they exchanged introductions. Andrew had prepared individual packets for each student. He gave a description of the company, which outlined each one of these topics:

- *Life is a Journey*
- *Wealth Accumulation & Investment Planning*
- *Insurance Planning*
- *Business Planning*
- *Retirement Planning*
- *Estate Planning*
- *Trust Services*

He explained how Mass Mutual helps their clients accomplish certain financial goals. He described his childhood experiences, training and educational background which prepared him for the position of a financial services professional. He became aware of the importance of having financial security at an early age. For example, he would save his allowance and request additional funds to preserve his savings. His parents were very young when he was born and consider him as their advisor to this date.

Andrew walked around the conference room and personally discussed career interests and possibilities with the students who were interested in pursuing a career in finance. He interviewed each student individually and obtained their attention and gained interest. Several students who seemed to not want to participate became actively engaged as he surveyed the room.

He provided pizza and beverages for the students at the end of the presentation and held a question and answer session. His presentation was professional and well received by all the students. Pathways appreciates the dedication and support he provided to the students.

### Top 10 Jobs of 2014 (continued)

#### Pharmacist

Pharmacists mix technical, organizational and people skills in a customer service environment. Each day, more than 281,560 pharmacists dispense medicine and advice to patients at hospitals and retail chains. The profession is expected to grow 14.5 percent by 2022.

#### Registered Nurse

Nursing is an indispensable profession in health care; one where workers are almost always needed. This year is no different, as the BLS anticipates 19.4 percent employment growth in this field between 2012 and 2022.

#### Physical Therapist

A physical therapist’s job description might include helping a paralytic regain mobility or a cancer survivor renew his or her strength. The profession is expected to grow 36 percent by 2022.

#### Physician

Physicians are at the top of the health care food chain – it’s their responsibility to diagnose and treat patients, and instruct on proper diet, hygiene and disease prevention. The BLS forecasts 123,300 new job openings for physicians from 2012 to 2022.

#### Web Developer

Web developers are responsible for the sleek fonts and clean layout you love on your favorite websites. The BLS considers this one of the fastest-growing jobs this decade and predicts employment should swell at a rate of about 20 percent by 2022.

#### Dental Hygienist

In addition to cleaning teeth, dental hygienists educate patients on proper oral hygiene. Something else of note: They make yearly salaries of about \$70,700. Expect 33.3 percent employment growth for this field from 2012 to 2022.

## Numbers, Numbers & More Numbers!



Ten students attended a field trip to the HCA & Co. Accounting & Tax Firm. They were supervised by their Academic Coach, *Sean St. Denny* and accompanied by the photographer, *Patricia Winston*. They were later joined by the principal of Flex Academy, *Aswad Harris*. The group met in the lobby of the Tower Building and were escorted to suite 2160 where they were introduced to the sponsors, CEO *Hyacinth C. Aburuonye*, CPA and his assistant, *Lincoln Chow*. Immediately upon their arrival, they were served lunch in the reception area. The students introduced themselves and described their areas of interest.

*Mr. Aburuonye*, a native of Nigeria, started his practice in 1987. He attended Alabama A & M University in Normal, Alabama. He decided to leave Alabama, where he graduated from the university, and start his own business in San Francisco, California. His philosophy is, "Do not let anyone define who you are. You are the one to determine and control how to achieve your goal." He is the First African to be selected as the General National Treasure of the Alpha Ultimate Chapter.

This sponsor encourages students to become interns and actually hires

students who are enrolled in college. His current full-time assistant, *Lincoln Chow*, has been employed at HCA & Co. for several years and is in his final stage of becoming a certified accountant. Several students expressed an interest in becoming an intern and exchanged numbers with the CEO.

The sponsor motivated the students by assuring them not to give up hope if they are undecided about a future career. He was a senior in college with a major in journalism, when he enrolled in an elective class in accounting.

He was fascinated and immediately changed his major to accounting. He advised the students to challenge teachers in the classroom, seek resources, develop mathematical and analytical skills, and think outside of the box.

Various accounting fields are public accounting, in-house accounting, government accounting, banking and financial planning.

Pathways for Kids' students enjoyed the lunch. This was a wonderfully well planned and organized field trip.

Our thanks to the HCA & Co staff for providing a superb Pathways for Kids field trip.



Students enjoy a meal at Noe's Nest!

## Noe's Nest

### Anyone for Bed & Breakfast?

Noe's Nest is a wonderful Bed & Breakfast Inn which caters to the comfort, fun, and entertainment of its guests and visitors. Our sponsor on this very interesting field trip was *Sheila Ash*, CEO of Noe's Nest.

With a big, engaging smile, *Sheila* met Pathways for Kids students as they exited the bus. The students were introduced to *Cindy Thomson*, Manager, *Daphne Evans*, Chief Financial Officer and *Carlton Iwafuchi*, Private Contractor. After these introductions, the students were escorted to the dining area where they were treated to an unlimited variety of wonderful refreshments. The students witnessed the array of delicacies often provided to the guests daily.

Each member of the staff shared many of the educational and life experiences which prepared them for their current positions. They engaged in a questions and answers session. The students actively participated and were responsive and involved. They appreciated the tour of the inside and outdoor facilities.

Ms. Ash described her role of running the popular Noe's Nest for 30 years. She has been the owner and hostess of the eight-room inn that welcomes hundreds of guests annually. According to Sheila, "she manages the business, helps with the cooking, entertains guests and often invites them along on her adventures."

Her philosophy that, "Life is a stage," has led her on many journeys through life; she has been a school teacher and a waitress with experiences in bars and restaurants. These jobs enabled her to send her two daughters to college and purchase a home. Within a few years, she used her business skills to transform her home into a successful bed and breakfast.

She was extremely supportive in helping Pathways to expose our students to various careers in the bed and breakfast industry.



## Popular KMEL

A field trip to KMEL is very popular among the students. Pathways asked for and received permission to schedule several field trips. 15 students from the CARE Program attended the March 12<sup>th</sup> field trip and 18 students who are enrolled at Flex Academy High School visited KMEL on March 20, 2014.

“LadyRay” greeted the students in the lobby and escorted them on a tour of several stations after individual introductions among the staff and students were completed.

The Traffic Division was the first station the students visited. Dr. Jon Woo, Nick Winkler and Ted Barach met the students and discussed their roles of covering the traffic and the weather at the station. Salaries range from minimum wages to six figures. They announced the need of employees in the aviation department. Their philosophy is that, “DJ’s come and go, but there will always be a job at the station.”

The second station was Studio 103.7 FM. The students met Scuba Steve, Executive Producer. He described his role and engaged in a questions and answers session. Students were then escorted to the Main Studio where they met engineers Dillon Arismendi and Esoc Isaac who discussed their roles as electrical and structural engineers. The students engaged in hands-on activities.

Students traveled to the Promotions Department. The staff in this department have to produce concept menus, plan special events, and select songs to be played on the station (time duration of the song and when they are to be played). They also have the responsibility of developing a presentation package for aspiring artists, selling air time and securing endorsements.



At top, Pathways students with LadyRay; at bottom Pathways students with J.D. Freeman.

Students were introduced to the famous KMEL DJ known as “D.C.” He told the students of his career experience at KMEL which began as an intern at the age of 19 years. He enrolled in college while he worked as a driver of vehicles for the station to his current position. He gave the students a list of four ways to become successful: 1) Get up and become active; 2) Find a mentor who will help you to do what you want to do in the future; 3) Go to school for training; and 4) Find out what you are good at, have a back-up skill and a good attitude.



LadyRay speaks with students.

## Wells Fargo – Another Success!

What is it that makes Pathways for Kids students always enjoy their visits to Wells Fargo? Could it be the outstanding reception of the students, the wealth of information and support given to the students by the staff and sponsors of this great banking institution? Yes, it is all of these qualities and much, much more.

In the 333 Market Street Tower lobby, Michael Sanchez, our Wells Fargo sponsor, met with 19 students from Flex Academy and Independence High School.

After introductions between the students and staff, Michael escorted the students to the International Division of Currency Exchange Department where they met the first presenter, Troy French, Senior Vice President in Foreign Exchange.

He said he had a passion about connecting students to International Commerce. He discussed the topic “Supply and Demand” in the banking industry. Banks currently wire funds instead of sending money. His department exchanges approximately 3 trillion dollars daily. 90% of the funds are unregulated (speculated) and regulate the balance through government regulations.

He advised the students to: 1) Attend school; 2) Develop communication skills (verbal and non-verbal); 3) Work to learn; 4) Engage in internships at the college level; 5) Math skills are essential; 6) When downsizing, employers dismiss the lower level positions; and 7) Remember to keep creating.

After this excellent first presentation it was about time for lunch, so the students were escorted to a room where they were served the favorite lunch of most students — pizzas and beverages.

Ms. Susan Hinchan, Assistant Vice President in the San Francisco Bay Region Market, gave the group the second presentation. She advised the students to: 1) Maintain a good reputation; 2) Consider “branding” (identify what people think about you when you are not around); 3) Build a strong reputation; 4) Maintain a working together attitude (working together, we will go far attitude); and 5) Develop strength in the business field.

Students realized that they could use this information in other areas of their lives; they were pleased that they would be able to apply this information to their time at school and within their daily environment.

Kristal Barney, Paralegal in the Law Department, and other staff members greeted the students and offered essential career information. Wells Fargo is a truly continuous and dedicated supporter of Pathways for Kids. We sincerely thank the Wells Fargo staff for their support.



Students are greeted by Michael Sanchez at Wells Fargo.



Students learn about careers in banking at Wells Fargo.

## Pathways Students & The San Francisco Film Society

Keith Zwolfer, Youth Education Manager for the San Francisco Film Society made it possible for several schools to attend a viewing of “Fruitvale Station.” There was such a great demand for this invitation that Keith had to schedule a second screening to meet the needs of the large capacity audience. He preceded the viewing of the film by providing a lesson plan covering the educational background of the creation of the film; the lesson plan was taught prior to the students attending.

He invited guest speaker Ephraim Walker to greet the students and discuss his involvement in the making of the film. Ephraim, who is an attorney from the USC School of Law, was also a producer on this feature film.

He represented the family in the civil matter regarding the shooting of Oscar Grant, the main subject of the film.

Ephraim discussed his educational background and interests which led him to become an attorney. Following the film, Keith and Ephraim engaged in a question and answer session by inviting questions from the students and adults in the audience. Ephraim made himself available in the lobby as the audience was dismissed; he personally greeted the students and discussed the making of the film.

The students and educators gave high praises and positive comments for their invitation to this event.

Ephraim Walker



## Top 10 Jobs of 2014

(U.S. News 100 Best Jobs of 2014)

### Software Developer

These professionals are the brains behind your Candy Crush obsession and Android phone dependency. They might be applications developers, who design computer software, databases and games, or they could be systems-focused developers, who are responsible for building operating systems. Growth for both types of IT professionals should balloon: The Bureau of Labor Statistics predicts there will be nearly 140,000 brand new positions created before 2022.

### Computer Systems Analyst

To excel in this job, you need to be both goal-focused and process-oriented. Computer systems analysts must understand computer hardware, software and networks and how they work together, so they can make recommendations to organizations for the best operations systems to use. The BLS predicts 24.5 percent employment growth for this job by 2022.

### Dentist

As Dr. Seuss once wrote, “Teeth are always in style.” Dentists surely think so. They make their living diagnosing and treating our teeth and gums, and counseling us on how to maintain good oral health. This profession is expected to add 23,300 new jobs up to the year 2022.

### Nurse Practitioner

It’s a nurse practitioner’s array of capabilities, coupled with the fact they can work independently of physicians when treating patients, that makes our No. 2 Health Care Job an attractive career choice. The BLS predicts 37,100 new positions for these professionals between 2012 and 2022.

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During the second visit, LadyRay spoke of her career as an intern and the hours of work from Monday to Friday starting at 4:00 AM. She described a list of positions at the station: copy writers, sculpting, sales and productions, producers who book guests, narrators, reporters of traffic and news. LadyRay emphasized that employees must have enthusiasm.

The students were invited to the office of the Market President, J. D. Freeman. He began his career as an announcer where he was fired on the first day. He then began to work at different stations. His advice to the students — “Don’t let someone else define your success.”

He did not complete college, but he liked the business and was able to get an education through experience. He told students that historically, things will change, and it is important to keep an open mind to different ideas and listen for answers. He said, “Humanity is about community and an obligation to the community.”

The visits to KMEL were outstanding and extremely rewarding to the students.



LadyRay and Pathways students



## An Exciting Visit to ABC 7, KGO Studios (continued from page 1)

Pathways students visited ABC - Channel 7 Studios and spoke about their experiences:



*Damadre Texider*, of the CARE Program stated, "I am a senior in the CARE Program, and I am looking into a career in Sports as a football player."

The Pathways for Kids field trip to ABC - 7 has provided me with an opportunity to view careers in News Anchors, Reporters, Camera men/women and many others.

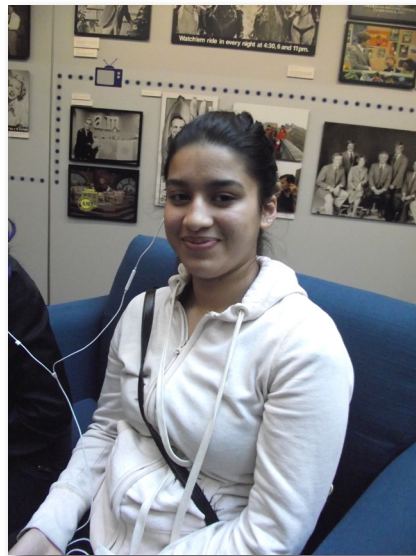
I will one day be a NFL Player and volunteer in my community."



*Sabrina G.* of Independence High School had this to say, "I am a sophomore and looking into my

future with a career in the medical sector as a pediatrician or any work involving children.

I would like to attend a four year college. Pathways has provided me with a more hands on education of career opportunities, such as running a hotel, shipping goods, accountants, designing costumes, as well as running large banks.



*Shania R.* of Independence High School stated, "I am a sophomore, and I would like to be an undercover cop —it allows you to be someone you are not. Pathways for Kids has allowed me to learn about a variety of careers. Wells Fargo Bank was the best field trip. There was this young woman from Germany who works at Wells Fargo, and I like what she said, *'Failure in not an option.'*

One day I will be an undercover cop and help people going on the wrong path or going to jail."



*Anchors: Cheryl Jennings & Kristen Sze*



*Briana Rosales and Victoria Niu* had this to say, "My name is Briana, and I am a sophomore attending Independence High School.

I am looking into a career in criminal justice and looking forward to my future as a college graduate. Pathways for Kids has given me a different experience of my surroundings, business careers and owners. I will one day be a Crime Scene Investigator.

I am *Victoria*, and I am a junior attending Independence High School. I will one day be a Cosmetologist.



*KGO Stage Manager with student.*



*Students learn about the workings at ABC 7*



*Students interact with KGO Stage Manager*



*Students relax between tours & lectures.*



*Russell Sass, counselor/CARE; Cheryl Jennings; Cassie Miller; Allison Gilbert, teacher*