#### **OFFICERS**

Peter Dwares, Founder & Chairman Dwares Group

> John Glass, President Marcus and Millichap

Jon Feldhammer, Esq., Vice President Perkins Coie, LLP

> Jeff Greenberg, Secretary **Greenberg Investments**

Larry Smith, CPA, Treasurer Smith and Company

**DIRECTOR OF PROGRAMS** Malia Cohen

#### **BOARD OF DIRECTORS**

Cameron Boucher, Esq. Grant Thornton LLP

**Reginald Cooks** Santa Clara County Sheriffs Office Sergeant Public Information Officer

Judge Gail Dekreon San Francisco Court of Justice

> David Dwares Damar Construction

Michael Fisher Irwin Fisher

Frank Gargiulo AvenirMonde

Norman Krug Sonoma Valley Inn

> Jeff Leon **HLA Ventures**

Tom McKnew U.S. Realty Capital

Dana Merker Merker Architects

**Bonita Jones Miller** Bonita Jones and Associates LLC

> Michael Milstein Lewis and Taylor

Guillaume Poncin **OSMO** 

**Daniel Sharabi FogLocal** 

Sophie Sharabi Gentle Touch Fertility Services

Adam Suleman Labyrinth Capital Sherwin Turner

**Andrew South** 

Southstar PM Inc.

**FEMA** Michael Williams Coldwell Bankers



#### The PATHFINDER Staff

**Editing** 

Grace Long, Ruth Taylor, Peter Dwares

Layout & Design Ruth Taylor

> Writer Malia Cohen

Photographer Patricia Winston (PAW)



331 Filbert Street San Francisco, CA 94133



The



To be honest many of the students were unfamiliar with Salesforce. They had heard of the company and seen it in the news but didn't know exactly who or what they serve.

Salesforce is the world's #1 Customer Relationship Management (CRM) platform. It is a cloud-based application for sales, service, marketing, and more. What is unique is that the technology does not require IT experts to set up or manage the database or platforms, so with that we set out to learn more about career opportunities.

We met at the Salesforce West building, 50 Fremont Street in San Francisco. We had 20 students all young high school women interested in a STEM career. We began the morning with a coding exercise. Many of the students were familiar with the concept of coding but had no experience. Coding is what makes it possible for us to create computer software, apps and websites. Your browser, your OS, the apps on your phone, Facebook - they're all made with code. This basic exercise highlighted the basic elements of how to code. After coding we had lunch and a panel discussion with five young employees.

Once a month Salesforce hosts a speaker series where an invited guest can talk and field question from employees. California Attorney General Xavier Becerra was speaking the same day of our tour, and we were invited to participate.

## 7 Ways to Support **Pathways for Kids**

- ☐ 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.
- ☐ Contribute real estate, antiques or jewelry to Pathways and write the contribution off at the fair market
- Donate an old car. Go to: http://www.pathwaysforkids. org - Click DONATE, then Click on DONATE AN OLD CAR.
- ☐ Include a bequest in your Will or Trust to Pathways for Kids and reduce your Federal Estate Taxes.
- ☐ Set up a Charitable Remainder Trust.
- ☐ 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.
- ☐ 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 Contribute!

Every donation of any size is greatly appreciated!

## **Salesforce Photos**





Photos: California Attorney General Xavier Becerra and Students beginning a panel discussion.

Pathways Vision for Spring & Summer: The Pathways for Kids' vision is to prepare high school aged young adults for higher education and a variety of career options. The career tours are designed to explore various industries by tapping the students' imagination and motivation and inspiring them to explore their own paths.

This spring and summer we leaped into the world of technology. According to the Bureau of Labor Statistics employment of computer and information technology occupations is projected to grow 12 percent from 2014 to 2024, faster than the average for all occupations. These occupations are expected to add about 488,500 new jobs, from about 3.9 million jobs to about 4.4 million jobs from 2014 to 2024. Wow! This is in part due to a greater emphasis on cloud computing, the collection and storage of big data, more everyday items becoming connected to the Internet in what is commonly referred to as the "Internet of things," and the continued demand for mobile computing. The median annual wage for computer and information technology occupations was \$82,860.

## 30 Fastest Growing Careers 2017

2

- 30. Physician assistants
- 29. Physical therapists
- 28. Manicurists and pedicurists
- 27. Environmental science and protection technicians
- 26. Gaming and sports book writers and runners
- 25. Computer software and systems software engineers
- 24. Database administrators
- 23. Computer systems analysts
- 22. Dental assistants
- 21. Marriage and family therapists
- 20. Mental health and substance abuse social workers
- 19. Mental health counselors
- 18. Dental hygienists
- 17. Forensic science technicians

16. Pharmacy technicians

- 15. Physical therapist assistants
- 14. Gaming surveillance officers and gaming investigators
- 13. Social and human service assistants
- 12. Financial analysts
- 11. Skin care specialists
- 10. Substance abuse and behavioral disorder counselors
- 9. Veterinarians
- 8. Medical assistants
- 7. Theatrical and performance makeup artists
- 6. Personal financial advisers
- 5. Veterinary technologists and technicians
- 4. Computer applications software engineers
- 3. Home health aides
- 2. Personal and home care aides
- 1. Network systems and data communications analyst

## **Trumark Urban**

Our visiting group on this field trip was United Playaz and our Presenter was Jessie Stuart, Trumark Land Developer, San Francisco.

Trumark Urban's focus is on Industrial, Retail, Offices, Hotel, Student and Senior Housing.

There are different players that make up a Development Team — Architect, Landscapers, Financing, Builders, and Sellers.

The core of development: Market Analysis identify potential use of the land; Architects - determine what can be built; Due Diligence Period research market reports, soils testing and create time line and understanding of cost. There is Government and neighborhood approval as well as the involvement of community organizers and local merchants. There is the process of rendering — generating an image or model by computer.

Don Miguel, Former Planning Commissioner City of San Francisco stated, "I am Don Miguel. I currently serve on (2) Committees, and I'm involved in a mentoring program for high school students (Balboa High School, San Francisco). I am a third generation San Franciscan.

Many of you have heard the word, Gentrification; it is not logical to think a neighborhood will stay the same. There are over 10K people per year that come into the city. People want to live somewhere, and they want to live close to their jobs. New developments of land play a key role in development of new housing, and these changes of the neighborhood are called Gentrification."

Don told students that Rezoning came into existence in the 1940s after World War II, affecting Industrial Land, Manufacturing and Residents of different types.

The Planning Department puts out planning and zoning. The City & County control zoning and determine how high or the maximum height of a new project, what exceptions are allowed, who makes the final decision, and who determines where things are placed. The Planning Commission, composed of seven members make the decisions. They have the approval of the Mayor and the Board of Supervisors and work with them on city development projects. Jobs in Land Development are considered "movable jobs;" you can go anywhere with these jobs. Construction workers are considered movable jobs, with a high salary.

## Presenters & Students discuss Career Paths & Job Descriptions!







11

Editing film and videos was another popular theme, as most top movies are shot digitally, though film projects are still available as well. Editors select footage and organize it into a coherent story based on the director's vision for the work. They work closely with directors and producers.

A popular question among the students was, "What is a producer or director?" Producers are responsible for the budget, raising funds, hiring crew members and maintaining a production schedule. Directors direct the cast and crew, and collaborate with many people in the production, including the producer, set designers and location scouts.

The best part about the session was that once the students learned about each role on a set, they were assigned a task. Students had real equipment in their hands and were able to produce headshots for each other. As well as design a webpage to capture their in studio experience.

#### Student Quotes:

"This field trip was imaginative and interesting!" — Guatavo P., City Arts and Tech High School

"I enjoyed watching the videos that students created, and I learned that you can make money doing something you like!" — Treyvon F., Abraham Lincoln High School

"I learned that I'm into producing, and I want to write more music."

— Ariana E., Balboa High School



# Students and Presenters share experiences and questions & answers.





## **2017 Career Tour at Hyatt Hotel**



Career Tour Students & Coaches

#### What The Coaches Had to Say:

Valerie Saito, Sponsor - Serving 28 years with HR Hyatt Hotels: "What the hotel values is loving what you do and having fun. Very little comes for free, you have to work for it. It takes commitment, showing up every day, and keeping focused are very important." She mentioned that skills and characteristics are very important to have in the hotel industry.

Manny, Sales Manager: Manny mentioned he attended Culinary Academy and did an internship with the Hyatt House Properties. He worked the front desk, then moved 2 years to Hyatt Sacramento property. He moved around on the Hyatt properties — San Clara Hyatt to San Ramon Hyatt; he had hands-on in Housekeeping, Food Preparation and Front Desk. He became manager last August 2016 at the Hyatt San Francisco. He stated, "It took moving around and growing."

*Martin, Property Manager:* Martin mentioned he started with the Hyatt Properties as a Bellman. He attended Community College and received his Business Degree. He worked the Front Desk, he learned how to work fast, and assist people. A property manager's position became available at the San Francisco Hyatt, so he transferred from Albuquerque Hyatt to San Francisco Hyatt; as property manager he now manages a staff of 120 employees.

Wayne Bouington, Chef Tournade: Wayne mentioned he served in the military for 23 years; he retired from the military and went to Culinary School. He started in Atlanta at the Convention Hotel, and he worked three years at the bottom. In his capacity as chef he was serving five thousand to six-thousand guests. He transferred to the Hyatt Regency in Scottsdale, Arizona where he worked for two years. He transferred to the San Francisco Hyatt last year. As Chef Tournade, he moves around the hotel properties to help develop the skills levels of the cooks. He stated, "It takes a lot of dedication cooking for other people; you are making their day. It takes pride and nurturing people from the kitchen. Food is everything; I am a food critic."

(continued on page 4, column 1)

## Pathways Sponsors/Partners

Accu-logistics American President Lines BABA Educational Services BAYCAT Cars Dawydiak Charles Henry Company Charles Schwab Commission Oceanside CSU Maritime CUESA CISCO City College of San Francisco Deloitte & Touche Dr. Andrew Rosenblatt Facebook Fairmont Hotel First Republic Bank Forell/Elsesser, Inc. Garden For The Environment Giants Baseball Park - SBC GoodSearch Google HCA & Co. HSBC Bank **Hyatt Regency Properties** Lever Ilumina Biotech Israeli Consulate uma Ventures - Main Office udge G. Dekreon Kaiser Permanente Medical Center KGO, Channel 7 News KPIX – Channel 5 KMEL - The Clear Channel **KPMG** Macy's Merchant Seamen, Local #1 Noe's Nest Old Skool Cafe PricewaterhouseCoopers (PwC) Pyramid Sound Studio Ritz Carlton Hotel Salesforce SF Culinary Academy SF Film Society San Francisco Fire Department San Francisco 49ers Organization San Francisco Public Utilities San Jose State University Serena Software Co. SQUARE (Stem Component) Students In Banking Tech Museum The Crucible The San Francisco Airport Marriott The W Hotel Trumark Twitter UCSF UPS - United Parcel Service US Bank US Bankruptcy Court Waterbar Restaurant

Water Pollution Control Plant

Wilson Sonsini Goodrich & Rosati

Wells Fargo Bank

Zendesk, Inc.

Wells Fargo Museum

 $\mathbf{3}$ 

#### **Coaches & Students**

Ana - Accounting: "I came here from Moldova, Europe with no money and no family. I had heard about the Hyatt for jobs. I applied, but there were no openings. I went to the Hyatt everyday for two weeks checking for jobs, and finally they called me for an opening in security. I had 3 to 4 months to prove myself; I helped with banquets and the Front Desk. I returned back to Europe and finished school. Upon my return the Hyatt hired me. I did training and worked 1 year as a clerk; it was a very important job. Every job here is important. I had a tough time because of the language barrier and the culture difference. Never give up, always be a team player. Being a team player is important."

Randy Saito, Director of Food & Beverages: "I originated from the Hyatt Regency Hotel, Hawaii — an 815 room hotel aka Designation Resort. I started as a cook. I was very competitive, and I knew how to survive. I came in with very positive energy, and I would come to work early, starting 1.5 hours before my shift. I loved the challenges; the kitchen was very fast work. I had the drive and passion and got promoted to different levels. I was promoted to the fine dining restaurant, Italian Restaurant/ Night Club. I became the Executive Sous Chef, and I moved from Hawaii to the San Francisco Hyatt. As Director of Food & Beverages, I have 10 managers who report to me, and I am responsible for coordination of food & beverages. My advice is to —Be passionate about it!"

Calvin Roberts, Front Desk: "I chose the hotel industry because of the people and the atmosphere. I deal with a lot of people, ethnicities, and genders. My advice is to stay focused on your goal, get lots of experience, and you will make the big bucks later in life."



## **Students Exploring the Sound of Music**

During the month of January we explored careers in video and music production.

BAYCAT is an internationally acclaimed media school for underserved kids, ages 11-17, and young adults, ages 18-24 located on Third Street in the heart of the Dogpatch neighborhood.

The academy educates, empowers and employs youth and young adults to produce digital media that tells their unique stories and engages them to positively transform themselves, their communities, and the world. They hosted about twenty students for a few hour after school in their studio located in the American Industrial Center.

The students learned that digital video production, is also called digital videography and offers an array of jobs and positions. For example a camera operator, video editor, DVD writer, animator or audio director, could work in movies, television, news media, advertising, education, government or businesses.

Digital video production opens doors to becoming a camera operator working with a variety of digital cameras and computer software. A well-known type of camera operator is the videographer. Videographers often shoot weddings and other events, and may create documentaries for businesses as well. The students also learned that camera operators include cinematographers, who film movies, and studio camera operators, who work in broadcast studios, and this really intrigued a few of the students, so much so that they are interested in visiting a news broadcasting studio.

(continued on page 10)

9

Students enjoy meeting presenters, touring the site, and discussing career opportunities!



## Thank You, Partners!

Arthur Weiss • Clay & Helen Wiens

Michael Williams • Diane Wilsey • Jim Woolwine

John Wright • I-Chien Wu-Magidi

Herb & Sue Yager • Eric and Geri Yee

Edith Yeung • Richard Zawitz

Myron Zimmerman

Richard & Victoria Zitrin

# A Very Special Thank You to Our Partners!

John P. Beaven • Cliff Bell

Mary Bonifacio • Lauren Bruening
Eric Cuneo • Yuri Dew
Bob Franklin • Alegra Harrison
Annette Hughes • Domingo Jarquin
Stephanie John • Katy Johnson
Christine Lee • Milet Lukey
Lucia Macias • Mwanza Major
Virginia Marshall • Dana Merker

Virginia Marshall • Dana Merker
Megan Miller • Tina Nguyen
Abusheri E. Ohwofasa • Hillary Pearson
Joshua Quigly • Eason Ramson
Michael Sanchez • Lois Snell
Lynette Sweet • Jennifer Tang
Mari Uchida • Mike Wilkins

### Celebrating Lives of Friends

Kelly Yau • Shabnaz Yousefia

Ambassador Alfel W. (Ray) Atherton
Eileen Barros • Loretta Basler
Minnie Berman • Joel Brinkley
Kim Boucher • Ronald Bushman
Cintra Ellis Carter • Ian Cary
Michael Cefalu • Daniel Cerel • Jason Chartier
Jeanne Cohn • Meriel Cole
Dov David • Curtis Davies
Dorothy DeBolt • Robert DeBolt
Tom Duffy • Elinor Dwares
Marc Dwares • Nathan Dwares
Bella Farrow • Don Fisher

Dorothy Forman • Fred Freund • Dr. Lauren Gerson
Ronald Goldman • Dave Gordon
Ellen Grossman • Julie Gutterman
Sam & Shirley Kalman • Brenda Cruz Keith
Bill Kimpton • David Leach
Dr. James Medoff • Ray Meyers
Scott Meyers • Cassie Miller
Turley Mings • Justice Stanley Mosk
Charlotte Ott • Al Pollack
Robert Ross • Shirley Ross • Robert Shapiro
Mildred Tate • Norman Wechsler
Lawrence Weisman • Frank Winston



\* Honor a Member who has passed away by sending a donation

to Pathways For Kids honoring them



## **A Visit to Pyramind Sound Studio**





At Pyramind Sound Studio students can learn to produce the sounds and music they love. The studio is located in the heart of the SOMA District. Now it is no secret that this is one of best places to learn, develop and immerse yourself in the most in depth music and audio production training program around. This is a unique place specifically designed to launch careers of music producers, sound designers, composers, audio engineers and electronic music artists.

Many types of technicians work in the entertainment industry. For example, audio and video equipment technicians take care of the setup of video or film and other electrical equipment for various broadcasts. Sound engineers operate sound equipment, digital or analog, on a television set, movie location, music video or news broadcast. The students learned that technicians typically need a postsecondary diploma, a certificate or an associate's degree to begin their careers.

Several students from a music class from Downtown High School were able to explore all the possibilities! Students spent time in a sound booth and studio mixing music and learning about the latest software available. A couple of inquisitive students asked questions "How much does it cost to build a studio?" "How long does it take to become a DJ?"

I'd say this crew of budding musicians had a ball and could visualize a career in the music industry.

#### **Founder's Corner**



I'm thrilled to say that in addition to Supervisor Malia Cohen who has done excellent programs, we have brought in Karen Francois a former San Francisco Principal to do programs. She is a marvelous person. We had lunch at Kiwanis Club and the members really took to her.

Please remember we receive no government funds; we depend on you. Whether \$100, \$500, \$1,000 or \$25,000; it's vital.

Also think about car donations, donations by your bank (they have to give) friends working at big companies can often influence the corporations gifts and of course estate bequests.

Asking for money is not easy for me but for this cause it is. We've been around 19 years.

Warm personal regards, Peter





5

## Thank You, Partners!

Arthur & Charlotte Zitrin Foundation Charles D. Farber Memorial Foundation Charter Oak Foundation 49ers Foundation Heffernan Group Foundation J. C. Kellogg Foundation Jewish Community Endowment Fund Koret Foundation Lucasfilm Foundation Salesforce Foundation Stanley & Langendorf Foundation Taube Family Foundation The EACH Foundation The Fred Gellert Foundation The GAP Foundation The Kimball Foundation Wells Fargo Foundation Mary Crocker Trust May & Stanley Smith Trust 2003 Maryann Fair Family Trust RD & Mary Hume Endowment Pacific Union Community Fund Richard & Rhoda Goldman Fund The Upjohn Fund of San Francisco First Republic Bank Pennisula Bank of Commerce Presidio Bank • Silicon Valley Bank The Wells Fargo Bank • US Bank Donate for Charity • Intuitive Partners Touchdowns For Kids Kiwanis Club of San Francisco Theta Delta XI Gamma Chapter American Shared Hospital Services Flex Schools • Greater Bay BanCorp Irwin Fisher Inc. General Contractors Kaiser Permanente • Land America • Mask of Marin Nancy McInnis, Brown and Caldwell San Francisco Fire Fighters • San Francisco Giants Michael Acabado • Jeff Adachi • David Akov

Jennifer Alexander • Ted Ammiro Tegan Anderson • Harry Andrews • Carla Armstrong Betty Atherton • Tim Aufenthie Jonathan Axelrad • Deborah Ballati Dianne & Alan Barkley • Vincent Barr Marco Barrueto • Ernest Bates Rebecca Beeson • Rhonda Bennon John Bergman • Richard Berman Michelle Bell • David Bloom Annett Bonnet • Cameron Boucher R. N. & Marily Bowles • Theodore Brown Mayor Willie Brown • James Burkhouse Ronald & Sydney Bushman • Doug Cain Rebecca Castaneda • Jim Castellanos Mary Lou Castellanos • Anja Castner Richard Cerf • Rob Charyn • Claudine Cheng John Chiatello • May Chone Joseph Ciatti • Mary Clarke Kent Clay • Daniel Cohen • Richard Cohen Una Cogavin • Mark Conroe • Reginald Cook Mr. & Mrs. Tom Corbett • Bill Criss Richard Crocker • Susan Crockett Melvin & Angela Dagovitz Mary DeBolt • Gail Dekreon Mathilda Dock • David & Karen Dold Ted & Sarah Donovan • Karen Dood Meghan Douglas • Susan Drell • Hal Dryan Tom & Robin Duffy • Phil Dutt Donald & Bonnie Dwares • David Dwares Kevin Dwares • Nathan Dwirl Mark Dziewulski • Norman Ecersley Beverly Eden • Melinda Elledge George Elliott • Matthew Eng Jay Enright, Aykut Events • Angela Faber Shareen Fanburg • Gayle Farber & Jeff Siegel Suzanne Faulkner • John Feldhammer Tracy Ferron • Mason & Anne Flemming Kenneth & Sherilyn Fisher • Scott Forrest

## Thank You, Partners!

Marily Franzia • Michael Franzia Fredric Freund • Robert Friese, Esq. Tom Frye • Marv Ganz Gary & Katia Gelman • Scott Gerber Roger Gershman • John Glass Brian Goldberg • Steven Goldberg Craig Gordon • Jeff Greenberg Elliott Grimshaw • Ellen & Rick Grossman Kenneth Guernsey • John Harrington Nancy Harris • EO Hartzog Andrea and Matthew Hawley • Ralph Higgs Jason Hilton • Ron Hirsch • Jennie Horn Tom Hovorka • Jamie & Heidi Howell Laura & Osborne Howes • Richard Hyder Robert & Linda Imber • Kevin & Larry Israel Greg Jacobs • Lois Jacobs Doug & Susan Jacobs • Jay Jeffers Carrie Johnson • Debbie Johnson • Bonita Jones Miller Mayor Frank Jordan • Jeffrey Kane • Rob Kashian Barbara & Ron Kaufman • Astrid & Terence Keene Brenda Cruz-Keith, Esq. • Linda Kendall Douglas Kennedy • William Kenney Judy & Paul Kessler • Leon & Linda Klapper Thomas Klein • Norman Krug Christopher Lane • Rabbi Yosef Langer John & Suzanna Laramee Ladan Lari • Tom LaTour • Anne Lawrence Kyle Lawson • Lan Le • Esther Leme Jeff Leon • Ted Levenson John Liftin • Wai Lin Liao • Craig Lipton David Lorie • Sheldon Low • David Lucas Mayrann Maggiori • Peter Maier George & Judy Marcus • Andrew Martin Charles Mayer • Theodore Mazzene James McGrath • Jennifer Messina Rob MacColl • Beth McDougal Sandy McGready • T. C. McMechen Ernie McNabb • Tom & Lisa McKnew Marc & Dana Merker • Sterling Meyer

Ray & Rosa Meyers • Renee Miguel Bruce Miller • Michael Milstein Turley Mings • Michael Mojabi Fatima Moore • Derek Nazarbegin • Eric Neplokh Mayor Gavin Newsom • Beth Ann O'Hara Hitomi Ohsawa • Daniel O'Neill Gary Orenstein • Cheryl Orr • Tony Orser Chuck & Carol Ott • Amy & John Palmer Stephen Pardys, M.D. • Roger Passal Matt Peek • Forrest & Heidi Pendleton Didier Perez • Roland & Caryl Petersen Sup. Aaron Peskin • Han Phan Guillaume & Pudji Poncin John & Lisa Pritzker • Steven & Lara Rajninger Craig & Maja Ramsey • Lloyd & Sharyn Rich David & Doug & Robin Ross Craig Robinson • Ted & Mary Robinson Claude & Louise Rosenberg Richard & Barbara Rosenberg • Helen Ross Larry Russo • Jeffrey Sachs • Natasha Sadegill Allan Saghi • James Sauve • Gary Salomon Lee Sankowich • Kirsten Santa Robert Shapiro • Gary Shemano • Tim Shetz Robert Silverman • Bryan Silverstein Chris Simao • Gloria Smith • Larry Smith Mitch Shostak • Louis Silcox Craig Solomon • Rosalind Solon Lon & Jennifer Sorensen • Andrew South Cameron South • Danielle Steele Nicolas Sucur • Mary Souza Alexsis De Raadt-St. James Paul & Gayle Switzer • Nancy Todes Taylor Gannon Tidwell David & Kimberly & Sean Tiernan Tiffany Titolo • Dyann Tresenfeld Sherwin Turner • John Urben • Ron Vernali Marc Vogel • Bernie & Ina Wasserman Robert & Kiki Wells

Susie & Skippy Weingeroff

7

6