



331 Filbert Street
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The PATHWAYS PATHFINDER FOR KIDS

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

They Will Be What They See

by Jacqueline Rushing



It helps to see an Engineer who looks like you in order to believe you can become an Engineer. *Derrick Smith* believed he could become an Engineer after he met an African American Engineer when he was in high school. On Thursday, March 21st, he gave the same experience to young men who through the Pathways for Kids project were able to visit *Mr. Smith's* place of work, Autodesk.

Autodesk, Inc. is the largest design automation software company in the world with a variety of software products available in more than 85 countries and in 18 languages. Autodesk has holdings in Switzerland, Austria, Spain, Germany, England, Japan, Australia and the Czech Republic. Its headquarters are located in Sausalito, California, a few miles north of San Francisco.

Autodesk was founded in 1982 by computer programmer and entrepreneur *John Walker*, whom PC Week columnist Jesse Berst described as 'the most brilliant and the most bizarre person I've ever met.' *Walker* acquired the software for a computer-aided design program known as AutoCAD from inventor *Michael Riddle*, in exchange for \$10 million in royalties. The following year, his new company, Autodesk, introduced the AutoCAD program to the public. As the market for personal computers and software escalated, Autodesk experienced rapid success. During this time, Autodesk

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established a unique policy of eschewing conventional management personnel, experienced in business strategies and financial planning, in favor of a management team consisting of computer programmers like *Walker*.

In 1985, *Walker* took Autodesk public, and the following year he left his position in the company's management in order to pursue his interest in programming. As a result, *Walker* developed an AutoCAD supplement designed specifically for the construction industry. The supplement, marketed through Autodesk, allowed engineers to generate price quotes and construction schedules from information available in their designs. By this time, 40,000 AutoCAD packages had been shipped for sale.

In the summer of 1987, Autodesk initiated a second issuing of stock, offering 2.5 million shares at \$24.00 per share. The capital generated from this offering enabled the company to eliminate some of its debts. In 1988, Autodesk had assets of over \$100 million in cash and securities, while revenues increased 40 percent over the previous year. By 1989, Autodesk was enjoying a 60 percent share of the market for personal computer automated design software, with sales worth \$117 million.

The students were able to see products that they were familiar with and be introduced to others that Autodesk Software was responsible for bringing to life. The trip also provided hands on opportunities for students to experience just what AutoCAD and the software that followed could do. The young men enjoyed being able to not only see the exhibits, but to touch the items and explore their capabilities.

Mr. Smith was both personable and informative. He made the young men feel as though they could become Engineers and laid out a road map of education and experience needed to do so. He encouraged them to follow their dreams and desires; if they were willing to work hard anything could be possible. He encouraged them to push forward even though the Engineering field has a shortage of Men of Color. He told them, they could be the first in their family and neighborhoods to become Engineers, and they could blaze the trail for others. The students enjoyed *Derrick's* energy and the exhibits. In fact, it was one of the best field trips to date. Another winner for the Career Awareness project for Pathways for Kids.

Pathways For Kids students enjoying their time at Autodesk!



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FIREFIGHTERS (continued)

The students learned a lot and had a better appreciation for firefighters and their training. Lastly, we were treated to lunch at *In and Out* by *Mr. Watson*. A real treat for the students.

For some the idea of becoming a firefighter was increased by climbing the ladder and other hands on experiences; yet, for others it signaled this wasn't the career for them. Both are good discoveries — in that many people start a career only to find out that it isn't what they really want to do. *Pathways for Kids not only allows students to discover new careers, but to decide if a certain career is not the pathway for them.*



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PGE: A Good Company to work for

by Jacqueline Rushing



As I go to more and more of these field trips, I understand the importance of the vision of *Peter Dwares* and Pathways for Kids. What an opportunity to sit in a room with professionals who share not only their journeys, but also words wisdom of what it takes to be successful and fulfilled in life. I think back to my high school years and think about how my life might have been different if I had had the opportunities the students I take on these trips are being given. The PGE visit was outstanding. Not only were careers at PGE discussed, but once again more importantly the students were given tools to help propel them forward.

So many life lessons or words of wisdom were spoken during our session. In this brief report, I will try to capture some of them. Upon our arrival at the PGE Office in Concord, we were greeted by *Maurice Crayton*, a former student of mine who is now employed as an Engineer for PGE. *Mr. Crayton* had assembled a group of employees who for the next hour would share their experiences on the road to their current positions while offering value gems of wisdom to the young men for their quest for success.

The members of the panel included, 1) *Ken Forward*, Principal Business Systems Specialist, Emerging Technologies; 2) *Vic Baker*, Sr. Manager, Division Leader Local Customer Experience; 3) *Dionne Adams* ERG and ENG Program Manager (ERG = Employee Resource Group, ENG = Engineering Network Group); and Whitney Pearson, University Programs Recruiter, Associate.

Perseverance and *Resiliency* were the watch words for the day. The panel members explained that life doesn't go in a straight line and thus, the students need to be prepared for the peaks and valleys of life that will challenge them.

Four of the five panelist had been with the company for a good number of years. When the students asked why they stayed with PGE, the response was flexibility and the opportunity for movement for different kinds of

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jobs. They encouraged the students to go on the PGE website to see descriptions of the many types of jobs that are available. *Dione Adams* specifically stated she stayed at PGE because she could move from job to job gaining more skills and experience. They all noted that PGE had a great group of professionals to work with.

The students were encouraged to apply for scholarships. The panelist particularly noted the PGE Scholarship would be posted on the website in the fall. *Ken Forward* encouraged the students to not only seek out mentors who had careers or positions they might be interested in for their future, but to also become mentors to students at the middle school level in order to help younger students travel the road the high school young men had already traveled. He stated the importance of mentoring for learning about yourself while giving back to the community.

Vic Baker was entertaining and full of energy. He sang the praises of his job providing the life-style he wanted and enabling him to take good care of his family. He encouraged the students to find careers that they would satisfy their interest, but those that would also provide them with a life-style that they may not have known was possible.

Maurice in his current position as a Field Trainer described his job, and before *Ms. Rushing* could question his clothing choice; he quickly explained why he was not dressed in slacks and a dress shirt. He explained he had to visit sites and some of which may require a bit of manual labor; he had to be dressed in order to be able to fulfill certain tasks.



Whitney Pearson discussed her role in recruiting students for positions at PGE. She told the students that volunteering was key to differentiating yourself on a resume or an application. Volunteering helps to build your network and to demonstrate what you are capable of doing. Her sentiments were echoed by everyone on the panel. The panel was impressive and so were the questions the students asked. It was a day of mutual admiration and one the students discussed while enjoying their lunch.

SAVE THE DATE!



SAVE THE DATE!

Friday, November 2, 2018

**Pathways For Kids
20th Annual Auction Dinner
"Superheroes Bash"**

**The InterContinental
Mark Hopkins Hotel
1 Nob Hill - Peacock Room
San Francisco, CA 94108**

6:00 PM: Silent Auction Begins

Dress as a SUPERHERO:

Wonder Woman, Black Panther, Batman, Green Hornet, Phantom, Green Lantern, Superman, Hulk, Spiderman, Cat Woman, etc.

20th Year Appreciation For...

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**Kim Boucher & Cassie Miller
Student Honorariums Given**

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Firefighters: Real Heroes

by Jacqueline Rushing

When young people are looking for role models or people who they consider to be heroes, they often do not think in terms of those they may see during the course of a day or a week. They, just like many adults, tend to take these people for granted. Such is the case of the firefighter. While we all know they are necessary, we do not stop to appreciate them for the heroes they are unless our homes are on fire, or we see them performing in a disaster. Yet, these everyday heroes are in our communities to serve the public and to help in times of need whether it is big or small. They are truly public servants who need to be highlighted for the career they have chosen. While most of us run out of a burning building, those who chose to run in have chosen a professional which is a dangerous job that sometimes becomes life threatening to not only the victims but also to them as the first responders.

The Pathways visit to fire house on February 13th was an exciting day. We arrived and were met by *Manny Watson*, the Interim Assistant Fire Marshall. It was a day of experiential learning. *Manny* explained the important equipment on the fire truck and the importance of upkeep and proper maintenance, so they are ready and prepared. The students had a great opportunity to climb the fire ladder to the roof top of an adjacent building. Some were reluctant, but once *Ms. Rushing* decided to climb the ladder, the rest of the students followed. One student was shown how to operate the ladder and was able to move it back and forth.

Our next adventure for this day took place at the fire academy where a new class was working on becoming firefighters. The students had the opportunity to speak with an Engineer, *Michael Hilleshiem*, and a firefighter, *Martin Mazyck*. Students were also able to see some of the candidate's daily routine, and what happens when they are not living up to expectations. The candidates climbed the stairs to rehearse what should be happening when a fire is on the roof of a building. They connected their water hoses and shot water in the direction of the would-be fire. The water shot so high, we all had to run to keep from being drenched. Dodging the water added to the excitement of the day.

We left the Fire Academy and went to the Oakland Airport to see the largest fire trucks we had ever seen and to find out what firefighters who work at the airport do. The students were able to have another hands-on experience. The firefighters allowed two of them to hold the hose and to spray the water. It took two of them to do so. Each pair of students took a turn. Then each student was allowed to climb inside the huge firetruck and sit in the driver's seat. A couple of important facts we learned were, the firefighters have 3 minutes to get to a plane. If during a drill they are late, they are fined. Also, if you are on a plane and somewhere the plane catches on fire, you should stay put. The firefighters cannot fight the fire, with civilians on the ground. So, it is best to stay put. They recognize that it is a person's inclination to get off the plane, but they can only do their jobs if we stay put.

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Perkins Coie A Class Act

by Jacqueline Rushing



The career Awareness trip to Perkins Coie law firm was more than an opportunity for students to explore careers in the legal field. The day was a valuable experience because the speakers discussed their careers, but also shared gems of wisdom and life lessons. On January 23rd, students from West Contra Costa Unified School District, traveled by BART to San Francisco for the first Pathways for Kids Career Awareness Trip of 2018.

Perkins Coie is an international law firm headquartered in Seattle, Washington, and founded in 1912. It is the oldest and largest law firm headquartered in the Pacific Northwest and has a total of 19 offices across the United States and Asia.

From the moment we walked into the building located at 505 Howard Street in San Francisco, one could not help but be impressed with the professionalism and modern décor. We all had our first opportunity to ride on a destination elevator — one where your destination is entered, and an elevator is assigned to you to take you to the requested floor. We arrived on the 10th floor and we were directed to a conference room that had been set up for our visit with a large conference table. From the conference table set up and the well-stocked refreshment area, we all knew Perkins Coie is a class act.

The next thing we learned about Perkins Coie it is a law firm where customer service is very important. *Charity Woodward*, the Assistant Office Administrator, was responsible for directly arranging the details of our trip. *Ms. Woodward* introduced herself and began to review the plan for the day. It was obvious that *Charity* understands that the devil is in the details as she covered everything we could have imagined for a complete and thoughtful visit.

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Founder's Corner



Jacqueline Rushing is working with our East Bay Youth. Please read her fine reports. Noah Griffin, an icon in San Francisco is joining Pathways For Kids to effect more programs in San Francisco. We are fortunate to have both.

Please come and celebrate with us our 20th year at the Mark Hopkins, Peacock Room on Friday, November 2. Join me, Orlando Cepeda, Judge Quention Kopp, Dr. Michael Krasny, Public Defender Jeff Adachi, and every Pathways supporter; we love you all. The theme dress as your favorite Super Hero. Dress up! At least masks.

Asking for money is not easy but for this cause it is. We've been around 20 years. We've helped thousands of youth. Please remember we receive **no** government funds; we depend on you. Whether \$100, \$500, \$1,000, \$25,000 or \$50,000, 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 Corporation's gifts, and of course Estate Bequests.

Warm personal regards,
Peter Dwares
Founder



Perkins *(continued from page 5)*

Our first event was a tour of the building. The two things that were most memorable about the tour, is that Perkins Coie shares the 8th floor with IBM and on that floor, is a deck that allows the employees to take a break outside and get the benefits of the sun, while appreciating the hustle and bustle of downtown San Francisco. The students were able to capture selfies with the San Francisco skyline as their backdrop. While all the students had been to the “City” before, they hadn’t been in the buildings that line the downtown streets of San Francisco. Being on the deck provided a rare and visual treat for them. The other memorable part of the tour, at least to the students, was Perkins Coie has refrigerators on each floor in the break area stocked with every kind of “soft” beverage imaginable and it was free to the employees. *Charity* captured the student’s attention as they listened to the many perks of working for a great law firm.

During the tour, the students were introduced to *Jon Feldhammer*, a Senior Law Partner for Perkins Coie. We thought *Mr. Feldhammer* was just stopping by to introduce himself to the group. But *Jon Feldhammer* is a class act within himself. He not only introduced himself, he joined the tour and spent the better part of our visit with us. Amazing! We also learned that *Mr. Feldhammer* had been directly involved in the plan for the day.

Following the tour, we had a diverse panel of speakers. What made the panel impressive was the fact that they covered the spectrum of careers that are a part of a law firm. Each student could see themselves in one if not all the positions.

First to speak was *Colette Passalacqua*, a paralegal. *Ms.*



Passalacqua’s speech was informative, personal and humble. *Colette* gave a description of her job as a paralegal.

The next presenter was *Laurel Hiecher*, an Executive Assistant for a partner in Perkins Coie. *Ms. Hiecher* has an eclectic group of college degrees. She explained to the students that on her pathway of life every degree or job she has held has helped to propel her forward.

Following *Ms. Hiecher*, was *Albert Rodriguez*, the Office Services Site Manager. *Mr. Rodriguez* a 20-year Navy Vet, is a man who takes pride in doing a job well. His role at Perkins Coie is to make sure all the meetings are seamless. He oversees 5 staff people, and most of his work is behind the scenes.

After *Mr. Rodriguez*, the students had a break and then they had lunch. During their lunch, the students had the opportunity to hear from *Katherine Bilder*, an Associate Attorney. She does pro bono work that allows her to still work with the community.



The Student Becomes the Teacher

by *Jacqueline Rushing*



The students who participated on the 24hr Fitness Career Awareness trip had an opportunity to meet a young successful man who had been a student of *Ms. Rushing’s* years ago. *Nelson Williams IV*, the 36-year-old VP for Pricing and Real Estate Strategy was our host for the trip on Feb 7, 2018. *Mr. Williams*, met *Ms. Rushing* when he was a senior in high school. *Nelson* was able to share his journey from high school student to VP with the students.

Mr. Williams told the students he wanted the discussion to be interactive, and they could ask him any questions they wanted. To get the discussion started, *Mr. Williams* gave an overview of his current job. He shared his organizational chart and how he interacts with the different people on each level. Then he asked the students what their definition was for a corporation. Students had various answers and were not afraid to take the risk of being wrong or not completely right. *Nelson* told them there is a lot of diversity in what a corporation looks like depending upon the type of business, the structure of the business, the number of employees, location of the offices, and culture of the company. *Mr. Williams* used this explanation of a corporation to help the students understand there are many different types of corporations and students need to understand the culture and the type of work that is done within a corporation before determining what would be a good fit for them.

Nelson, then explained the difference between an office corporate job and a field corporate job. He stated for an office corporate job most of the time is spent internal and most dealings are internal. He told the students if they were the type of people who want or need interactions with customers or people, then a corporate job might not be the place for them. He explained that he is an introvert, and as such he works better in small groups of people with some interactions, but not with the type of interaction that one has when working in a field position.

The students sat attentively, and you could see the wheels beginning to turn in their minds of what would be a good fit for them.

Mr. Williams gave numerous examples to help the students think

about the value of an office corporate job as compared to a field job. The question finally came down to which position earns more.

Following the discussion of field work versus corporate office work, *Mr. Williams* gave facts about 24hr fitness that included the number of clubs, the types of positions at the clubs, and how 24hr fitness understands how important it is for the members to have a good experience every time they come to the club. The students began to relax and took, *Mr. Williams* at his word and particularly, two students *Javier* and *Emmanuel* started to fire off question after question. Some of the most important bits of wisdom *Nelson* shared with the students were: to volunteer to take on more responsibility; do not be afraid to try something new; it is important to build your arsenal of skills so that if you want to change jobs, you have skills that any company would want.

He told them they also need to make sure they have a good life balance. He stressed the importance of working hard and showing what you can do when you are young and single because once you have a family, you will have to figure out how to divide your time between work and home.

The students ended the lively discussion and lunch was served. *Ms. Rushing* shared some food for thought in the name of Black History month and ended the day by telling the students, we want the best for them and for them to do better than we have. With the 24hr Fitness trip, Pathways provided yet another opportunity for growth for the students and it just keeps getting better.

ing them prosperity is connected to people. He implored them to treat everyone with respect.

The Director of Premium Sales, *Mr. Waw* stressed the importance of having a plan and working that plan so you can achieve your goals. He told the students that a career in sales is a competitive job, and that they should work everyday to be the best. He told the students they will always have haters and doubters, but they can work to prove them wrong.

Our guide for the day, *Christian Trigg*, told the students it is important to go the extra mile; Put your ideas on paper; do whatever you can now to prepare yourself for your future. Working hard is a must. He told the students, they should ask themselves, "Do I want to stay when the challenges and tough times come?" That will make the difference if you stay or decide to leave a job. He stressed the importance of being willing to stay the course through the good times and the tough time.

Mr. Trigg asked the students to share what they had learned from the panel. What follows is what they had to say: "Find what you love to do and find a way to do it; Take advantage of your resources; Find your goal make a plan and go for it; Find your voice; Be the hardest worker to gain recognition; Take advice when it is given to you; Put time into your passion; Do not be afraid to ask for help; Don't let others control what I do, go for it; Do not be satisfied with just achieving, always strive for what you want to be and be the best!"



Last, but certainly not the least, the students had what is to be considered a rare opportunity to hear from a Senior Partner in the Law Firm, *Mr. Jon Feldhammer*. Jon is also the Vice President of the Board for Pathways for Kids which made his presentation even more special. Jon told the students law is all about your clients.

The trip to Perkins Coie allowed students to have a close-up view of the types of careers that are a part of a law firm. Each presenter not only shared a description of their jobs, but also gave the students advice about how to pursue their career. The student's horizons were broadened by the articulate panel of speakers. The trip was made even more special when the students were given a gift to commemorate their visit to the law firm. All the students agreed that the trip to Perkins Coie was amazing. Some might even consider a career in the legal field. Pathways for Kids is a great program to open student's eyes to the world of possibilities.



A Visit to KQED - Michael Krasny is Amazing by Jacqueline Rushing



Imagine you have three very different guests that you must interview and because it is radio, you cannot rely on the visual aspects of interaction of a television interview. One guest has written a book, another is a political pundit, and another is a doctor with a controversial practice. The preparation for interviewing these guests may require reading two or three books, a few articles and watching political commentary. All for an hour for each show. That describes what *Michael Krasny* does on a weekly basis. He is truly amazing. *Michael* has a long history with KQED and when he invited the Pathways program to bring students to the station on January 24th, we knew it would be informative, educational, and eye opening. It was all three.

The day began with *Peter Cavagnaro*, a PR person for KQED, and *Robert Tat*, a docent, meeting our van and escorting us to the studio. *Mr. Tat* explained that KQED is a public station with both television and radio. He gave a history of the station and explained the different departments and types of jobs that people do to produce, direct, and make shows happen. While we are at home enjoying the show, most of us have no idea of what it took to get it on the air. However, as a result of our visit to KQED, we have a better understanding of what happens behind the scenes.

The students and the chaperons were treated to a behind the scenes view of *Mr. Krasny* in action. His questions flowed as though he were talking to a friend. We watched as the person responsible for vetting the calls from listeners and the engineer both worked their magic; staying steps ahead of comments that may not be appropriate to air and keeping *Michael* ready and informed in order to give the listeners the best possible show.

After *Michael* finished the show, the students were able to meet him. They enjoyed that he asked them what they wanted to do with their lives. He was gracious and took pictures with the students. Following meeting *Mr. Krasny*, *Robert Tat* gave us a great tour of the building. He stopped to explain how things use to be done and how technology has made some great changes; particularly in reducing the paper load and using robots instead of people to control the cameras, and how engineering has made it possible to handle TV production easier than in the past. With this trip to KQED, Pathways has opened yet

another opportunity for students to consider a career pathway for their lives.



An Exciting Visit to Levi Stadium by *Jacqueline Rushing*



Whether it is a winning or a losing season, those who are “real” 49er fans, remain loyal. Ask any high school students who is into football and they will quickly tell you what their favorite team is. However, on our visit to Levi Stadium, one would not have been able to discern that all the students were not 49er fans. They were excited to be visiting a professional football stadium with a behind the scenes look at a world they can only dream about.

The trip to Levi Stadium was not about the dream of playing football or a close up view of a professional sport as a career. The Pathways for Kids trip was about all the careers associated with the running of a team and the things that need to happen to make the game days a wonderful experience for the owners, the players, and most importantly the fans. It was also to help the students understand the journey to working for a professional sports team.

Thus a panel was comprised of 5 individuals: *Austin Moss*, the Director of Player Engagement; *Nana Warw*, the Director of Premium Sales; *Cicely Nash*, the Event Manager, College Football Properties and Catered Events; *Kelana Martin*, the Team Reporter; and *Ryan Scarlett*, Premium Service Representative. The panelist spent an hour interacting with the students and giving them tidbits of wisdom to help them along the journey that most of the 49er organization employees had traveled to get where they are currently today.

JoJuan Thompson, a senior at El Cerrito High School got the discussion started by asking the panelist to tell the students what led to them getting their current jobs and what types of things did they have to overcome. The first to respond was the 49er Team Reporter, who has the distinction of being the first Afri-

can American woman to hold the position as Team Reporter.

Ms. Nash majored in Marketing in college. She was behind most students who aspire to be a professional reporter in that most major in Broadcast Journalism. When she graduated she needed to gain the experience and knowledge that a major in journalism would have provided. So she invested her money in courses to learn her craft. She applied for jobs with no success. However, she didn't give up after completing 400 applications with no call backs; she gave herself a month to make something happen. She kept moving forward and finally got a call back and the rest is history. Her advice to the students was to stay the course.

One of the other panelist was *Austin Moss*. He has the job of working with the players for life after football. For we all know that NFL stands for “Not For Long.” He stressed to the students that they need a make sure that they were known for having a good character and for working hard to be above average. He challenged the students to make good decisions on a daily basis. He stressed the importance of finding ways to make yourself stand out and to show your value. He ended by tell-