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departments

6 Letter from Publisher -
   Class of 2012: Your Resolve Will See You Through
Publication General Information
8 Company Directory
10 Letter from Editor Page
   No Degree, Have a Skill, No Excuses
12 Commentary Page
   Spanish As a Second Language: It Makes Sense

features

9 Making It...
14 Dr. David P. López - The National Hispanic University
16 Twenty Ways to Make a Great First Impression
18 Mark J. Robertson, Sr. - Pacific Coast Regional
20 A college degree’s worth in 2012
22 Karen A. Clark - City National Bank
24 Student CEO: Live Your Dreams Now
26 Corporate Profile - Morgan Stanley Smith Barney
28 Future Brighter for the Class of 2012
30 Become A Business Owner With Farmers Insurance
32 The Class of 2012 - Climbing The Stairway To Success
34 Bring a Positive Mindset to Your Next Interview

COVER STORY - Page 32
Class of 2012
Climbing The Stairway To Success

CORPORATE EXECUTIVES: (left column from top to bottom)
Florence LaRue, David Lopez, Al Faber,
Mark Robinson, Rosalind Brewer
T
ded economic regimen with honors. But you
completed the 180-plus units you needed to
come

The specter of hopelessness didn’t
drop you when it appeared you’d never

Your triumph is at hand. For now, enjoy
your milestone as the newest class to
erge with knowledge and a
hard-earned college degree. You are
already a great success, and no circum-

On a special note, I congratulate my
own grandchildren on their steady prog-
ress in the journey — Mikela Lovick, a
freshman at Morgan State University,
and Devon Lovick, a junior at Penn State
University. I strongly encourage their
faith and determination to earn their
college degrees, as well.

And, finally, to the students of every
age bracket who have reached the pin-
nacle of academic success, congratulations
Class of 2012.

Sincerely,
Calvin

CLASS OF 2012; YOUR RESOLVE WILL SEE YOU THROUGH

The same faith, hope, resolve, hard
work, and determination that in-
terplayed in your success through
the academic rigors and challenges of
college, will determine your next mile-
stone — attaining a life-fulfilling career.

This column comes to encourage you
to achieve your next big conquest. After
all, that’s why you attended college; to
have a successful career in your chosen
endeavor. In our current economic cli-
mate, some have collided with despair
as the jobless picture—for the degree-
ded and non-degree—at times seems de-
spair. But that’s never stopped you be-
fore. It didn’t stop you when some sugges-
ted that you couldn’t afford college.
But you found a way to overcome the

For the Class of 2012, the optimism of
graduation is clouded by the uncer-
tain aftermath of the worst economic slip
since the Depression. But the na-	ion has been down this road before
and rebounded to higher greatness.
College graduates have faced this real-

Our January column, “Hire Me,”
arms job seekers with the necessary tools to
successfully navigate the tricky job market, extremely challenging
in today’s economic climate. The book provides strategies that, when
followed, should make finding a job less stressful. Most importantly, it contains tips that should make finding a job a rea-

And when it comes to the job market, “Hire Me,” written by
savy California businessman CALVIN LOVICK with more than
two decades of experience in magazine publishing, can help you
find out exactly what you need to know.

The book
also provides
sage advice for
people already employed, including what lines not to cross in
professional relationships, how to best ask for a raise, knowing when it’s time to
make a career move and much much more!

So, if you’re among the millions of people trying to land a job these
days, or if you want to obtain a better job than the one you
have, “HIRE ME” has something for you.

Remember: There’s no harm in not knowing something. The harm
comes when you don’t try to learn what you need to know.
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“HIRE ME” is filled with virtually everything job seekers need
to know, from how to make their resumes informative, attractive
and engaging, to how to conduct themselves during lunch or
dinner job interviews — and everything in between.

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dinner job interviews — and everything in between.

Visit https://lovickcareer.com for more
than two decades of experience in magazine publishing, can help you
find out exactly what you need to know.

Sincerely,
Joanne Jaffe
Publisher
Getting ‘Done’ one step at a time

By Jarrette Fellows, Jr

Making It...

Los Angeles Author

TIMOTHY B. JONES

Raising children to be outstanding individuals with a solid foundation built on respect, decency, and solid morals, is a mission of which many parents are failing miserably.

Timeless values and character traits like hard work, love, respect, honesty and integrity have all but vanished in child development. Little surprise that so many young people today are disrespectful, unethical, low-achievers, and wayward.

Los Angeles author Timothy B. Jones says for many young people, the root of the problem dates back to their formative years, when they routinely took shortcuts to tasks, never following through with, or completing anything.

Jones recalled a casual discussion with a friend in Ventura, Calif., years ago, about kids in general, and a propensity for them to fail short on goals and tasks. The friend opined that “sometimes they just don’t know what ‘done’ looks like.”

Jones said that moment was pivotal; the genesis of his path to authorship.

“That resonated like a thunderbolt,” he remembers. “I said to my wife, ‘I’ve got to write a book—this is a book.’”

That was the explosion of light that resulted in Jones’ book, “What Does Done Looks Like?” a blueprint craft continued on page 60

Sam Club

GETS A WOMAN’S TOUCH

With New CEO & President

ROSALIND BREWER

BENTONVILLE, Ark. – Wal-Mart Stores Inc. has taken a giant step in diversifying its top tier offices with the elevation of Rosalind Brewer to the post of CEO and president of Sam’s Club. Brewer becomes the first woman and the first African American to hold a CEO post at one of the company’s business units.

The 49-year-old Brewer, who joined Wal-Mart more than five years ago, replaces Brian Cornell who has served in the role since 2009.

In her new position, Brewer reports to CEO Mike Duke, who describes her as a strong strategic leader.

“Roz came to us with an outstanding background in consumer packaged goods more than five years ago,” said Duke. “During that time I have seen her develop into a talented merchant and retailer. She has strong strategic, analytical and operational skills and has successfully managed a large and complex business. I’ve also been struck by Roz’s servant leadership when I have visited stores with her. She always lets her team do the talking, with her focus being on how to better support their needs.”

Prior to her new appointment, Brewer served as president of Wal-Mart’s U.S. east business unit where she was responsible for nearly 1,600 stores in six regions spanning from Maine to Puerto Rico with revenues greater than continued on page 49

continued on page 60
Editor’s Page

Angela M. Cranon

No Degree, Have a Skill, No Excuses

What does it take to get a job these days, a degree or a skill? Well, the top 11 fastest growing jobs reported earlier this year are as follows: Veterinarian, pile-driver operator, mental health counselors, medical scientists, cost estimators, stone masons, health educators, audiologists, bicycle repairers and dental hygienists, and physical therapists. Other fields that are showing a demand also include marriage and family therapists, market research analysts and specialists, medical secretaries, and interpreters and translators.

Some of these careers require degrees while others do not. However, they all need someone with skills. The excuse of not having a higher education degree can be no more. Understanding limitations and captivating on one’s skill is essential to landing a job today.

For this reason, the number of students enrolling in trade schools, adult education-skilled program, or short-term vocational training is increasing. If a four-year education is not feasible due to financial obligations or the ability to pay for such an education, these are the options many students and the unemployed are taking to find work.

No doubt, the higher paying jobs might require a degree, but if you create your own path by using your skills, this too can create wealth, especially in America. Some are quick to blame the government for the lack of jobs or opportunities, while others are rebuilding their futures. Which are you doing? Those laid off from a job think about the skills used to maintain that position. How can you branch out on your own? If you have developed a skills on your own and it has become marketable, how can you capitalize on that skill? Find out about your best assets, computers, automobiles, housecleaning, consulting, daycare, adult care. Are you meticulous and can stay focused or can you multi-task? Read through the wanted ads and courses being taught at these short-term educational outlets to see if there is something you never thought about doing, but you have the skill to succeed at it.

You have two choices. Let it happen to you or make it happen for you. Which will you choose?

Now, go make it a great day

Angela
Spanish As a Second Language: It Makes Sense

The influx of illegal immigrants into the U.S. over the past two decades has created a number of problems in large cities in Texas, Arizona, and California. In addition to overcrowding in urban areas in cities like El Paso, Houston, Dallas, Phoenix, and Los Angeles, upsurges in crime, and competition for housing and jobs has made life a little more than challenging.

In Los Angeles, for instance, competition for blue collar jobs like fast food worker, janitor, housekeeper, and grocery checker between African Americans and Latinos has fallen largely to the advantage of Latinos. According to the U.S. Department of Labor, unemployment in the urban core in Los Angeles hovers at 15 percent, 7 points higher than the national average, which at last count was 8 percent.

In L.A., Latinos are hiring on at low-wage jobs at a rate 2-1 to African Americans. One clear reason is due to the fact that many recent Latino high school graduates in the urban core are bilingual, having been encouraged to learn English as a Second language (ESL) in the Los Angeles Unified School District.

That brings a decided advantage when competing for low-wage jobs like checker or fast-food worker. Ask yourself who gains the edge when interviewing for jobs, or filling out the application, and the question arises: Do You Speak a Second Language, or Are You Bilingual? The Latino applicant who answers, “Yes”, versus the African American who answers, “No”, will have a decided advantage over the African American, given that everything else rates the applicants as even.

Most employers might not admit to this discrepancy in hiring, but given that more Latino young people are gainfully employed than African American youth in L.A.’s inner city speaks to this malady. Given this probability, the LAUSD should mandate Spanish As a Second Language in core course work in L.A. schools, or blacks young people will always have a disadvantage in acquiring employment here, and in other cities in the west with large Hispanic populations.

It only makes sense. Who do you hire in areas with large non-speaking undocumented worker populations: those who speak both English and Spanish. That makes sense from a management point of view. Hire the person who brings more to the table. Given that reality, it also makes sense to empower the person with the disadvantage, a skill such as the ability to speak Spanish. That levels the playing field in the inner city.

It only makes sense. I hope the LAUSD is listening.
Dr. David P. López, president of The National Hispanic University, is a lifetime educator and devoted advocate of increasing access to quality higher education for Hispanics and others serving diverse communities.

After beginning his teaching career in the College of Education at New Mexico State University, Dr. López taught at California State University, Fresno, where he became a tenured faculty member in the School of Education and Human Development. Dr. López has also worked as an education consultant in the private sector, helping to establish collaborative relationships between the corporate and educational communities.

From 2006 to 2011, Dr. López was appointed twice to the California State Board of Education. During that time, he also served on the California Postsecondary Education Commission, the state’s former independent agency for higher education policy planning, research, and analysis.

Among his numerous awards and accomplishments, Dr. López was named the “most influential Latino educator in Silicon Valley” by a panel of community organizations in 2007 and he received the Hispanic-Net Educator of the Year Award in 2005. He also received the American Diabetes Association/National Father’s Day Council Father of the Year Award in 2004. Dr. López shares the vision of NHU’s founder, the late Dr. B. Roberto Cruz, that students reach their full potential as college graduates. With Dr. López’s guidance, the university has shaped a framework for achieving this goal through providing a learning environment that supports the success of Hispanic learners and others active in diverse communities. An accredited institution that offers students an education grounded in cultural respect, the university takes pride in its signature Familia™ approach to learning that fosters a personalized and student-centered environment.

Under Dr. López’s leadership, NHU is currently expanding its programs. In addition to being offered on campus, select programs also will be offered entirely online. In doing so, for the first time, the university will be able to broaden access to its quality higher education programs beyond the Bay Area to communities nationwide.

The school’s Master of Arts in Education with a specialization in Teaching and Learning and Bachelor of Arts in Child Development with concentrations in Early Biliteracy Development and Early Intervention will be the first programs to be offered completely online. These programs were chosen because they fill a critical need in communities across the country to provide essential knowledge to educators to help foster learning in multicultural classrooms.

“Adding entirely online programs allows us to make higher education more accessible for our current and future community of learners and prepares them for successful careers and lifelong achievement,” says Dr. López. “It’s an important step for us in advancing.

continued on page 61
**Twenty Ways to Make a Great First Impression**

By Diane Westmoreland

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So you’re a graduating senior and you’ve got a job interview a week from today. With the job market as tight as it is – and no relief in sight – it is imperative you do everything you can not only to make a good first impression but also to make the person with whom you’re interviewing want to hire you. After all, while chances are good you’re a sharp cookie with a stellar academic record, that’s probably also the case for the other five people vying for the position. Given that, here are a few tips you may want to consider before your job interview.

1. Arrive at least 15 minutes early for your interview. (This will show the prospective employer that you fully understand the importance of being on time – and flexibility. After all, if you’re 15 minutes early and the interviewer has had an unexpected scheduling change, starting your interview early may help him or her. Also, if you’re supposed to report to work at 8 a.m. that means at 8 a.m. you’re already in the building, at your computer or work station and working. It does NOT mean at 8 a.m. you’re walking hurriedly through the door or, even worse, pulling into a parking space.)

2. Dress appropriately. (The way you dress says a lot about you, and it can be a red flag to a prospective employer. If you don’t dress appropriately for a job interview – suit and tie for men; nice suit or dress for women – that tells a prospective employer you likely won’t dress appropriately at work or when you’re away representing them on company business.)

3. Sit patiently in the waiting area until you’re called for the interview. (In other words, don’t talk loudly or excessively on the telephone while you’re waiting. The administrative assistant who’s going to walk you back to the prospective employer’s office for the interview likely will be “listening in” on your conversation and could later reveal to the interviewer some of what was heard. Likewise, don’t gesture or act impatient if you have to wait beyond the scheduled interview time. Your interview may be at 11 a.m. but the person interviewing you could get tied up until 11:15 a.m. Wait patiently. For all you know it could be a test simply to see whether you have patience.)

4. Be polite to the administrative assistant. (Make it a point to greet her or him by name – if a nameplate is visible – or at least by saying “mam or sir. You’d be surprised how many bosses seek input from administrative assistants when deciding to whom to make an offer. Also, be sure to thank the administrative assistant both after she or he leads you into the office for the interview and as you’re leaving the building.)

5. Accept bottled water if offered. (You may be offered coffee or juice if it’s a morning interview, but with coffee you’ll have the distraction of adding cream and sugar, and water shows you’re health conscious. Even if you’re really not thirsty, it’s probably a good idea to accept some water.)

6. Look the interviewer directly in the eye and give a firm – but not too hard – handshake. (Not looking the prospective employer in the eye may signal, unjustly, that you’re shy or meek. And no one likes limp handshakes.)

7. Don’t answer questions too quickly. (Certainly wait until the prospective employer has gotten the question completely out of his or her mouth before you begin answering.)

8. Don’t take too long to answer questions. (Taking too long may imply you’re struggling to come up with an answer. Employers like employees who are quick on their feet.)

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continued on page 36
OS ANGELES—The familiar phrase, necessity is the mother of invention, coined by the prominent Greek philosopher, Plato, in Athens, Greece between 427-347 BC, still rings true in 2012.

The philosophy has spawned many great business innovations—one primary reason of which many business consultants agree, is that for every great idea that receives the necessary capital to soar, countless others do not.

There may have been many would-be entrepreneurs that fostered ideas like the incredibly successful Facebook concept by social media visionary Mark Zuckerberg, who simply fell short in gathering capital to nurture their vision to fruition.

That handicap for many entrepreneurs that lacked capital is why Pacific Coast Regional Small Business Development Corporation, a nonprofit community development financial institution, was founded, and has been providing small businesses with capital and other building blocks for success for 35 years.

The premise for PCR—which was founded in 1977 and will celebrate its 35th anniversary with a luncheon gala on May 4—was job creation in Southern California communities where unemployment was soaring—especially in the urban core.

The beginning for PCR germinated in the state legislature in 1977 to stimulate job growth through entrepreneurship, as the original name attests—Pacific Coast Regional Job Creation Corporation.

Mark J. Robertson, Sr., president and chief executive officer, has steered PCR’s mission for the past decade, after being mentored for 10 years by his predecessor, R.D. Lottie, Jr. During his 20 years with PCR, Robertson has watched many of its biggest success stories bloom.

“To the extent that we could affect the creation and development of small businesses, we knew that jobs would be a natural by product of that,” said Robertson, who came to PCR following 12 years in commercial banking—six years at Union Bank, three years at Security Pacific Bank, and three years at the Bank of California.

Robertson, 54, who earned an economics degree at UCLA, is not coy about the success PCR’s small business clients, all of whom had nowhere else to go for help in building their enterprises.

“Over our 35-year existence we have positively impacted 30,000 jobs through our loan programs. These are jobs that would not have been created or could have ceased to exist if PCR was not there to help,” he said.

Robertson noted that the 30,000 jobs offered employment to persons in Southern California in Los Angeles County, PCR’s service area where 85 percent of its loans and business consultation is rendered.

“Over our 35-year existence we have positively impacted 30,000 jobs through our loan programs. Those jobs would not have been created or could have ceased to exist if PCR was not there to help,” he said.

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“Our primary focus is providing financial and educational assistance to small businesses that otherwise would not have access to those services,” said Robertson, “Loans that are not otherwise available, one-on-one counseling, classroom training to existing or aspiring entrepreneurs, [who] for financial reasons or lack of knowledge do not have access to those services.

“Every one of the transactions we do, would not get done but for our involvement,” he said. “That is what we specialize in, and why we were created.

continued on page 38
A college degree’s worth in 2012

By Laurie D. Willis

College graduates seeking to begin professional careers in their chosen pursuits, should understand that the “Dream Job” will not materialize out of thin air, nor will they likely have a chance encounter with an employer who will hire them on the spot with a lucrative starting salary.

In reality, the job hunting process may take some time as the job seeker follows certain methodical steps toward getting hired by a company like researching a specific company to learn as much as possible about it, and then calling to inquire of the HR Department about job openings, the interview process, and/or whom to send a resume.

The resume is the key to a formal interview. Interviews are rarely conducted by telephone, or by an exchange of e-mails, but are generally personal face-to-face meetings. Prospective employers don’t have the time to waste with job seekers who don’t match their criteria, so the resume process helps them to screen prospective candidates.

The resume is a document that provides a prospective employer a capsulized view of who you are --- your qualifications, profile, objective, skills, education, and professional experience. It tells the prospective how you can contribute to their company; what you bring to the table. Your resume is a unique representation of your professional work experience and nurtured skill set.

A good resume will get you in the door for the interview. But not all resumes are the same.

Your resume should be specific to the position you expect to interview for. It should contain precise language that conveys exactly who you are. Your resume should also be limited to one to two pages, as the person charged with the hiring doesn’t have the time to read lengthy resumes.

One of the key points that this writer learned about resume writing soon after graduating from college, is, there may be 50-100 resumes on an interviewer’s desk for a specific position. The prospective employer is not going to let one resume bog them down. They will likely scan resumes very quickly looking for specific details that will tell them to set a resume aside for further review. If your resume is too long, or too shallow, it may get tossed in the waste basket.

The information contained in the resume should be job specific. If you are applying for an accounting job, for instance, your experience at a previous job as a fast food worker may not be germane, but your experience as a tax consultant during tax season may get a prospective employer’s eye. In other words, focus on the position you are applying for and list relevant work experience and relevant achievements.

Think about what message you want to deliver to your prospective employer. Think about how you can make a quick impression. One way is to focus on making your resume your personal marketing tool. Use creative adjectives to describe your professional experience and make your achievements stand out. With intense competition for jobs, especially in a recession, or when the economy is weak, you may only get one shot to make a great first impression and earn an interview. Remember, others are...
By Laurie D. Willis

At age 25, Karen A. Clark was a performing artist, but she was also married with children and needed a more stable income. So armed with a degree in economics from California State University, Sacramento, she hired a headhunter.

“She called and said she had an interview for me at a bank, and I said ‘no thank you. I don’t want to be a teller,’” Clark recalled. “That’s all I knew about banks, and I didn’t want to have to balance money all day long because I had friends in college who’d failed at the teller position. She told me the job was with the commercial real estate division, and the rest is history.”

Indeed. Clark landed the job, became an administrative assistant at one of the largest banks in the country and within a year was promoted to loan administrative officer. Within two years, she got recruited by another bank and eventually managed a team of loan officers.

Today, Clark lives in L.A. and is Senior Vice President and Multicultural Strategy Manager at City National Bank. She’s been successful during her 18 months at City National – and throughout her career.

“Karen A. Clark is an astute and savvy businesswoman wrapped in a very humble spirit,” said close friend and fellow banker Robin M. Billups. “She … has public/private and non-profit expertise and is strategically driven with tactics to coalesce people from the C suite to the mailroom. She understands the professional chain and knows every link is important – from the parking lot attendant to the CEO to the board of directors.”

At City National Bank, Clark devises strategies to attract clients from diverse backgrounds, focusing on African-Americans, Asian Americans, Latinos, Lesbian, Gay, Bisexual and Transgender individuals, and Women.

“We completed a research project last year to size up the opportunity in our footprint and then looked at our internal infrastructure to align our resources with the identified opportunities,” Clark said. “Based on that information, we implemented what I call Phase I of our external outreach strategy. Additionally, I’m working internally across business lines to assist in enhancing our inclusionary culture.”

Clark expects the efforts to result in a greater number of diverse sales and client interfacing colleagues and even more diversity at the vice president and senior vice president levels as well as the bank’s advisory boards.

With the assistance of Multicultural Caucuses, her department has implemented a strategic plan, sponsored and provided outreach to 26 organizations serving the very constituency City National wants to serve and has created multi-faceted partnerships with some of them.

Internally, a Career and Leadership Development Series has been established, a formal one-on-one mentoring pilot was launched last year, an internal multicultural newsletter – which Clark edits – was created and the regional advisory boards added 12 women
Stories of young entrepreneurs who made millions before age 30 remind us you're never too young to chase your dreams.

Wine entrepreneur and motivational speaker Gary Vaynreichuk recalls his early entry into the business world. He used to steal flowers from his neighbor's yard and sell them back.

By the time Cameron Johnson was 15, he'd already become a successful serial entrepreneur. "Before my high school graduation, my combined assets were worth more than $1 million," Johnson said.

In 2010 Dr. Farrah Ray won a Trumpet Award for his achievements in business. The author of Reallionaire made his first million by the time he was 14. He launched his own Farr-Out Foods, a specialty foods company, targeted to young consumers.

When you know you're born to do something, why wait? From lemonade stands to Facebook, young entrepreneurs are taking their place alongside their more experienced peers and exceeding everyone's expectations.

Are entrepreneurs born or made? The best ones are both. Successful entrepreneurs have natural sales ability. They can't wait for an opportunity to make a buck or demonstrate their product. But whatever their natural abilities are, education and training can make it better.

Age is not a factor when it comes to becoming an entrepreneur, and many business careers have been launched in college. The idea of making a fortune beyond your wildest dreams is extremely tempting. Some feel college is a waste of time. Why spend four years, when there is so much money to be made?

Bill Gates, Steve Jobs and Mark Zuckerberg all dropped out of college to build their empires. Gray never went, though he was the youngest in HBCU history to receive an honorary doctorate from Allen University.

For every child prodigy billionaire who makes it without a college degree, there are hundreds of others who fail miserably. Not every business takes off—which is why completing formal education or training is so vital.

Entrepreneurs with an urge to bring something unique to the market should see what resources are available outside of schools. Websites like TeenBusinessForum is a business community which provides access to older more successful business people, and offers advice and even funding.

On March 27, 2012 Magic Johnson became part owner of the Los Angeles Dodgers. At $2 billion, the deal represents the most ever paid for a ball team. It is a monstrous achievement.
In high school, it wasn’t uncommon for Al Faber to disassemble TVs, radios and other electronic devices just so he could put them back together.

“I always had an interest in how things worked and problem solving,” Al said. “I still have an interest in engineering, construction and technology. It was the major I declared when I entered college … and a part of me still is and always will be an engineer.”

Maybe so, but since 1994 Al has made his mark in the financial services industry. Today, he’s Branch Manager of Morgan Stanley Smith Barney’s Pasadena office, which is along the Rose Bowl Parade route, employs about 70 people and manages more than $4 billion in client assets.

Frank Epinger, Al’s manager, advocated for him to get the position.

“Al is a thoughtful, serious team player,” said Epinger, executive Director, Pasadena Complex Manager. “Al’s strengths played perfectly into the role of manager in Pasadena. He was clearly, in my mind, the right person for the role. He has performed very well, has exceeded expectations and is a great business partner.”

Epinger said he’s fair, consistent, unflappable and an asset to the firm.

For about six years after earning his undergraduate degree he worked as an electrical design engineer.

He switched to financial services in 1994 and hasn’t looked back.

“Working in financial services has been very rewarding both intellectually and financially,” Al said. “I’ve been fortunate to have worked on both the institutional and retail sides of this business and have loved it all.”

Derrick Jordan has known Al since they were roommates at Syracuse University.

“Al looked like the typical engineering student, complete with the pen in the shirt pocket,” said Jordan, Director of Global Risk Management for a major hotel chain. “Al never missed class and was very organized. There are certain elements in people that make them apt to succeed. Al has always been driven academically, professionally and personally. It’s that drive that allowed Al to stay focused during periods of uncertainty, to overcome obstacles and learn from the experiences of others.”

Jordan described Al as trustworthy, driven, intelligent and dependable.

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Where to Look

continued on page 44
Jylise Smith is anything but average—she’s a high-achieving recent graduate who mentors youth in her spare time. She was also president of the TSU chapter of the NAACP. With hopes to become a civil rights attorney, Smith will continue the legacy of the late senator and TSU alumna Barbara Jordan. She’ll also join the ranks of notable TSU alumni such as Grammy Award-winning gospel recording artist Yolanda Adams, and former All-Pro defensive end and current NFL analyst Michael Strahan.

For 85 years, Texas Southern University has prepared students to become leaders in their respective fields. Visit www.tsu.edu/85 for more information on the celebratory events surrounding our anniversary and to learn more about TSU’s legends and leaders.

If you are a Texas Southern graduate and would like to hear from us more often, visit www.tsu.edu/alumni to update your contact information.
THE CLASS OF 2012
Climbing The Stairway To Success

CAMERON W. JENKINS
Alcorn State University
Major: Music Education GPA: 4.0

PETER HUGHES
Cheyney University
Major: Dr. of Pharmacy GPA: 4.0

MARIBEA WEST
Florida A&M University
Major: Business Adm. GPA: 4.0

MELANIE SPENCER
Hampton University
Major: Business Admin. GPA: 4.0

JOLIE ANN WAX
Lakeland University
Major: Business Admin. GPA: 4.0

CHARLOTTE CRONE
North Carolina Central
Major: Major Environmental GPA: 4.0

DARIAN BRIDGES
North Carolina A&T
Major: Engineering GPA: 4.0

LEAH PEOPLES
Southern University
Major: Biology GPA: 4.0

JULIE WENAH
Texas Southern
Major: Biology GPA: 4.0

TYLER MARIE DUNN
Wilberforce University
Major: Biology GPA: 4.0

RUTH CHELAGAT
Arkansas Baptist
Major: Business GPA: 4.0

CHARRISE PRESLEY
Dillard University
Major: Music Industry GPA: 4.0

MARCELLA R. RILEY
Florida A&M University
Major: Biology GPA: 4.0

S.S. FUGWWAYO
Howard University
Major: Biology GPA: 4.0

EZRA MUTAI
Livingstone College
Major: Biology GPA: 4.0

PATRICK HILLARD
Paul Quinn College
Major: Business Admin. GPA: 4.0

STANTON SMITH
North Carolina A&T
Major: Engineering GPA: 4.0

ALEXIA WILLIAMS
Spelman College
Major: English/Spanish GPA: 4.0

GENEVEE WARMANN
University of Maryland
Major: Biology GPA: 4.0

AMBER SIMMONS
Weston Salmon State
Major: Public Health GPA: 4.0

EVETTE BROWN
Bennett College
Major: Journalism GPA: 4.0

JESSICA L. COATES
Elizabeth City State
Major: Education GPA: 4.0

LAKEISHA HAMPTON
Fort Valley State
Major: Mathematics GPA: 4.0

A.N.J. LAKE-MAHON
Howard University
Major: Philosophy GPA: 4.0

J. IWANAJI-ENWEREM
Morehouse College
Major: Biology GPA: 4.0

KYLE MARONIE
Prairie View A&M
Major: History GPA: 4.0

JOHN HYLTON
North Carolina A&T
Major: Engineering GPA: 4.0

DEAWEH BENSON
Spelman College
Major: Business Admin. GPA: 4.0

SIEJAH MIKE
University of Virginia
Major: Engineering GPA: 4.0

TRENTON JOHNSON
Prairie View A&M
Major: Engineering GPA: 4.0

BRITTANY SUMMERS
Bowie State University
Major: Communications GPA: 4.0

MICHAEL R. ROSS
Elizabeth City State
Major: Physics GPA: 4.0

SHEENA E. GIRAUD
Grambling State
Major: Business Mgt GPA: 4.0

MONIQUE KELLY
Johnson C. Smith U
Major: Psychology GPA: 4.0

PATRICIA RUIZ
National Hispanic U
Major: Liberal Studies GPA: 4.0

JOHN HUDDSON
Savannah State
Major: Marketing GPA: 4.0

SKYLA STATON
North Carolina A&T
Major: Apparel Design GPA: 4.0

GRACE NJUGUNA
St. Augustine’s College
Major: Psychology GPA: 4.0

ADRIENNE HATCHETT
UAB
Major: Biology GPA: 4.0

TOLANI F. OLOMISYIN
Fisk University
Major: Biology GPA: 4.0
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Bring a Positive Mindset to Your Next Interview

By Veronica Mackey
Continued from page 16

Twenty Ways to Make a Great First Impression

9. Don’t let your answers go on endlessly. (While it’s good to give thought-ful answers, you don’t want to go on and on and on and put the interviewer to sleep. Give good, concise answers and keep it moving.)

10. Don’t appear too cocky. (You know you’re highly qualified for the job, but let the answers to your questions – and your resume – prove that to the employer. Don’t come across as a cocky know-it-all because that can spell doom for you.)

11. Do your homework on the company at which you’re applying. (Nothing is more embarrassing than when a person shows up ill-prepared for a job interview. The prospective employer isn’t going to expect you to know as much about the company as he or she, but you must take time before the interview – not while you’re waiting in the lobby to be called back – to learn about the company. If you’re interviewing with whom you’re interviewing is the “head honcho,” certainly take time to do your research on him or her.)

12. Be complimentary of the interviewer without sucking up. (Take a second or two to glance around the interviewer’s office. If he or she has degrees or awards displayed on the wall, perhaps you could mention that during one of your answers. Or, you might want to compliment his tie or her shoes. But please ensure your compli-ment sounds sincere and not like you’re trying to suck up. If you cannot compliment the interviewer without sounding disingenuous, it’s probably best that you skip the compliment altogether.)

13. Put your best foot forward. (Some people call it sending a repre-sentative. In other words, make sure you give it your best shot during the interview. After all, you may not get another chance to impress the person with whom you’re interviewing. Don’t leave the interview and then think of better ways you should have answered questions because by then it’s too late.)

14. Get a good night’s sleep before your interview. (There aren’t many things worse than showing up for an interview looking tired and disheveled. And I guarantee you constant yawning during an interview won’t bode well for your chances of getting the offer. Get a good night’s sleep the night before your interview. It will do you wonders!)

15. Be honest about your proficien-cies. (If you aren’t proficient in one or two of the 20+ duties listed in the job description, be honest about that. A prospective employer will respect you for being honest about a deficiency but will dislike it if you lie about your skill level – only to have the truth revealed itself once you’ve gotten hired.)

16. Know what to disclose. (If your mother, father, brother, sister or spouse used to work at the company, you should reveal that in the interview. However, if your fifth cousin twice removed used to work there, that’s probably not worth mentioning. Of course, if your mother or father, brother, sister or spouse was justifi-cably fired, you should de-cide before the interview whether that’s a place at which you should be applying in the first place.)

17. Don’t let Facebook do you in. (We live in a technol-ogy age. Employers routinely examine the Facebook pages of prospective employees, so be sure you don’t have anything on your Facebook page that could bite you in the “you-know-what” during an interview.)

18. Don’t make off-color jokes or remarks during your interview. (We also live in an age of political correct-ness. Don’t say anything during your interview that could be deemed of-fensive. Don’t make jokes about sex-uality, race, gender or religion. If the prospective employer makes jokes about sexuality, race, gender or reli-gion – don’t laugh. Also, don’t get “too comfortable” during your interview. The prospective employer could have Black Power posters all over his or her wall, but you still need not say anything negative about Caucasians or any oth-er race of people. For all you know his or her spouse could be white. Staying away from politics is also advisable during interviews.)

19. Make sure your resume is up-to-date, factual and impressive. (Don’t have grammatical errors and/or typos on your resume. Make sure your re-sume is impressive but also ensure it’s not over the top or too busy.)

20. Follow-up with a thank-you card. (This may sound old-fashioned; particularly given the technology age in which we live, but employers still appreciate getting thank-you cards in the mail. Noth-ing fancy. Just a brief note to thank him or her for the opportunity to interview for the position. You never know what’s going to give you the nod over another candi-date; however, be sure you have the person’s cor-rect name spell-ing and title be-fore you back the card.)
Continued from page 18

Pacific Coast Regional
Mark J. Robertson, Sr.

“If we’re going to do the transactions that the banks do, then there’s really no need for us to exist. We try to take on a little more risk,” Robertson said.

That policy does not mean PCR slackens on its loan repayment standards. As Robertson explained, only “strict adherence to loan collection policies will keep the corporation’s doors open,” but said PCR will extend itself using all of its resources to help a client in need, and who has a reasonable expectation of full loan repayment.”

PCR’s services are provided through the Small Business Administration and the Economic Development Administration. In addition, PCR contracts with the State of California to run the California Small Business Loan Guarantee Program which provides banks with a guaranty that loans made to small businesses will be repaid. This is a strong incentive to banks to make loans that they otherwise would not.

Since its genesis 70 percent of PCR’s loans have gone to ethnic minorities. With respect to gender, male and female loans have been 70 and 30 percent, respectively.

One of PCR’s biggest success stories is Mary Anne Mitchell, now deceased, who launched CC-Ops, a computer consulting firm, in her graduation year. “She came to us for her first loan, and made such an impression on us, we couldn’t help but give her the assistance she needed,” Robertson recalled.

CC-Ops, the acronym for Computer Consulting Operations Specialists, eventually became national in scope with revenues in the millions of dollars. Mitchell was honored at Pacific Coast Regional’s 30th anniversary celebration as one of the corporation’s strongest success stories.

Robertson said he’s looking forward to May 4, when PCR will recognize everything the company has achieved over its history, which he said will include its funding—directly and indirectly, small business loans in excess of $260 million, and counseling and training for more than 8,000 small businesses.”

Constance D. Anderson, director of PCR’s Small Business Development Center, noted that the corporation had to stretch its resources over the past three years to help many of its clients navigate one of the worst economic climates this nation has experienced since the Great Depression.

“Over the past year, we helped clients access over $12 million throughout Los Angeles,” Anderson said. “Several businesses were expanding, looking to add staff, purchase equipment, or relocate to larger space. Even in a tight economy, these funds were made possible by working closely with advisors who understand the bottom line requirements to help business owners with funding.

“Our goal is to help businesses [structure] their financial picture, both today and tomorrow,” she said.

Though PCR has many successes to share, Robertson said the corporation is far from reaching its goals of business/job creation, especially in the aftermath of a sluggish U.S. economy, where tens of millions of Americans became unemployment statistics

“There’s still a lot to be done, particularly [given] the last three years of the economy and what the county has gone through,” he said. “Our unemployment rate is still around the 12 percent level.

“Our current portfolio of 200 loans is probably half of what it was in 2008,” he said. “What has happened in the economy has certainly impacted small business lenders such as ourselves.”

PCR has charted some rough fiscal seas from 2008 through 2011, which Robertson characterized as the “toughest years” he has experienced in the 20 years he has been with the company, but he is optimistic for the future.

“We’ve been through down cycles in the past, but none like what we’ve just been through,” he said. “[But] we’ve been able to qualify for new financial initiatives through the federal government and the SBA, and we’re in the process of raising capital to fund those initiatives to help even more small businesses.”


Robertson said “our funding partners believe in PCR’s mission of the promotion of community economic development through the delivery of financial and educational services to underserved businesspersons and communities.”

Robertson added, “the PCR staff and board of directors are humbled by the faith placed in us by our funders, and we will continue to work hard to maintain their confidence in us.”

For more info contact Mark J. Robertson, Sr., Constance D. Anderson, or Nestor Correa at (213) 739-2999, extensions 222, 228, or 227, respectively.
Continued from page 20

A college degree’s worth in 2012

competing for the same job.

Include an objective statement at the top of your resume. This tells the prospective employer that you are focused and have a specific goal. A job history going back at least five years is helpful, too. It shows the prospective employer that you have been an employee (and didn’t remain at home too long doing nothing if you are a recent college graduate).

Depending on your job experience, you may want to consider one of the following types of resumes culled from employer personnel office files:

Chronological Resume: The chronological resume: current or most recent employer is listed first.

Functional Resume: Functional resumes discuss work experience according to your functional strengths, not the employers for which you have worked. This type of resume works well when you want to show employers what you have done and not who you have worked for.

Hybrid Resume: The hybrid resume combines the chronological and functional resumes’ approaches.

Executive Resume: Candidates or managers with extensive work experience have an advantage over candidates with shorter work experience. To increase their chances of hearing from a potential employer, candidates with extensive work experience should create a resume which targets each opportunity.

Plain Text Resume: Many corporate e-mail systems are sensitive to attached documents for fears of downloading a virus. To avoid the very real possibility of a prospective employer’s reluctance to gamble opening your attachment, you should paste your resume into the body of your e-mail message.
Karen A. Clark
City National Bank

from various cultures to their ranks.

Clark, who Billups describes as a natural teacher, excellent strategist and wordsmith, also serves on several boards, including L.A. Women’s Theatre Festival, Streetlights Production Assistant Program, Pacific Coast Regional Business Development Center and Educating Young Minds.

“I won’t serve on a board unless it’s conducive to my interests and passions, otherwise it’s hard to fund raise, sell the mission and show up for the work that has to be done,” she explains. “All of the boards I serve on represent organizations that are trying to change the world in a small or big way, but definitely trying to make a difference in the lives of others.”

As if that’s not enough, Clark produces a record label, C-Sick Records, which she started with her late husband. The couple fell in love in college, got married nine months later and had children immediately. They were married 25 years.

“I did falter after he died and for a year didn’t even sing in the shower,” Clark said. “It was at the encouragement of Craig, a good friend of mine, that I went back into the studio and produced another record, The Karen A. Clark Project.”

The CD is infused with Clark’s sexy flavor and style and is based on her life experiences and daily observations. She performed on the main stage at the Long Beach Jazz Festival in 2010 and was invited back in 2011. She’s played numerous venues since debuting the CD at the festival in 2010.

“Karen A. Clark is an astute and savvy businesswoman wrapped in a very humble spirit. She … has public/private and nonprofit expertise and is strategically driven with tactics to coalesce people from the C suite to the mailroom. She understands the professional chain and knows every link is important – from the parking lot attendant to the CEO to the board of directors.”

Close friend and fellow banker Robin M. Billups

Clark attributes her ability to go on after losing her husband to God, family and friends.

“You put one foot in front of the other and keep moving,” she said. “It never gets better, but it gets different.”

That indomitable spirit has served Clark well.

Today she makes a difference at City National Bank, lends her expertise to several boards and still finds time to perform, work out, watch movies and read two to three books a month. And of course she manages to be a good mom to her two adult children, Gara and Naem, who are also artists and performed on her first CD.

“I went to college and studied economics to have a back-up plan, but I also spent a great deal of time studying dance, theater and film and performing on the theatrical stage in nightclubs, festivals, at backyard barbecues, etc.”

Clark said. “I’ve had a fabulous career in banking that I hadn’t planned on, but I’ve also continued with my love of the arts and have had the opportunity to utilize my theatrical, speaking and presentation skills in national and international assignments, teaching, training and directing programs in the corporate arena.”

If she could make one radical change in the banking industry, Clark said she would demystify it.

“I’d like to make banking transparent to the community at large so people don’t feel intimidated by it,” she said. “…People need personal financial education and banking knowledge at an early age in life, and I mean more than a one-hour class on what a checking account is. This country needs to have personal finance and banking as a course in every grade all the way through school, just like math, science and English…”

Laurie D. Willis can be reached at lauriedwillis@hotmail.com

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My Personal War Within is a novel primarily set in Birmingham, Alabama, during the 50s and 60s and the turbulent days of the Jim Crow Laws, the Ku Klux Klan, and the John Birch Society. These were difficult times for those growing up black in a country struggling to give identity to a race that played such an important part of its infrastructural growth. The author carries the readers on a ride through his life from the sometimes racist streets of Southern cities like Birmingham to corporate America where he is today. He very skillfully shows how family values, relationships, the military, and education were the tool kit to his success.

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Young grads with the freedom to move around may want to check out opportunities in other states. According to the Bureau of Labor Statistics, the best states—in order of lowest unemployment—are North Dakota, Nebraska, South Dakota, New Hampshire, Vermont, Iowa, Minnesota, Wyoming, Utah and Oklahoma. The worst states, starting with the highest unemployment includes Nevada, California, Rhode Island, Mississippi, District of Columbia, North Carolina, Florida, Illinois, Georgia and South Carolina.

Best Way to Look

One of the challenges of Gen X job seekers is their dependence on technology. While job posting sites will get your resume to hundreds of potential employers in seconds, it doesn’t really give you an edge over your competition. Good old fashioned networking does.

Networking is the best way to find a job because:

• People do business primarily with people they know and like.
• Job listings tend to draw piles of applicants.
• The job you want may not be advertised at all.

Use the same relationship building techniques online that you would face to face: Introduce yourself. Be personable, but don’t get too personal. Be brief and invite the other person to learn more about you. Keep your word. If you say you’re going to follow up, do it.

Twitter, Facebook and LinkedIn are for much more than updating your social status. Job applicants should use them to find people who work in the companies and industries they are trying to break into. They should introduce themselves to employers and find out more about the company and position. In other words, start the conversation online and continue at the face-to-face interview.

If you really want to make a good impression, do something unexpected. Pick up the phone and call.

Continued from page 28
Future Brighter for the Class of 2012

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Every Saturday in the autumn, millions of Americans watch major college football. They visit leafy campuses, tailgate with friends and then sit down to enjoy one of the country’s oldest and most beloved sporting traditions. They also witness one of the country’s most visible tableaus of racial inequity—probably without even realizing what they are seeing.

Some 120 colleges and universities field teams in the National Collegiate Athletic Association (NCAA) top tier of the sport, known as the Football Bowl Subdivision. But only a small percentage of those teams are coached by African-Americans or other minorities. Since 1982 through the 2010 football season, African-American football coaches have been hired for only 43 of the 521 (8%) major college head coaching vacancies.

African-American student-athletes, after finding success on the football field, have subsequently discovered that opportunities in the coaching profession and athletic administration remain elusive.

The effect of how race continues to impact coaching opportunities is rarely understood by the white administrators and coaches affiliated with the NCAA. Race continues to influence the decision-making process for collegiate coaching positions, particularly the head coaching jobs. To explain the effects of skin color on the sport, consider this: If Vince Lombardi had been born black, research suggests he was not considered for employment opportunities at predominantly white colleges and universities.

Thanks in part to the ill-advised comments of individuals such as the late Jimmy “The Greek” Snyder, the public was exposed to the stereotypical perceptions regarding the ability of African-American coaches. Snyder, a CBS sports commentator, was fired from the network in 1988 after saying if African-Americans “take over the coaching jobs like everybody wants them to, there’s not going to be anything left for the white people.”

So why isn’t there more outrage about this, even from the African-American community itself? Will things ever change? Why is it that the National Football League has advanced so much farther in giving opportunities to African-American coaches? Why do most African-American college coaches wind up at schools with the least resources?

Dr. Fitz Hill, (the) president of Arkansas Baptist College in Little Rock, AR and former NCAA Division I-A head football coach has spent half of his life researching the employment barriers associated with race for African-American college coaches. His groundbreaking work, including a doctoral dissertation and book “Crackback!” scheduled for release in early 2012, identifies challenges for African-American coaches and offers solutions for NCAA member institutions who often times do not recognize their unconscious bias hiring methods.
Brewer joined Walmart in 2006 as regional vice president overseeing operations in Georgia. From March 2007 to January 2011, Brewer held the position of division president of the Southeast Operating Division and executive vice president of the South.

A graduate of Spelman College, Brewer joined Walmart after a very successful career with Kimberly-Clark where she held leadership positions in various marketing, sales, and product development organizations before quickly rising through the ranks to become president of one of the company’s key business sectors.

The recipient of the Spelman College Legacy of Leadership award, Brewer was named to Black Enterprise’s “75 Most Powerful Women In Business” list in 2010 and selected one of the Most Powerful Women in Business by Fortune Magazine in 2010 and 2011.

Brewer is a member of the Board of Directors for Molson Coors Brewing Company, Lockheed Martin Corp. and Westminster Schools in Atlanta and serves as chair of the Board of Trustees at Spelman.

Arnold W. Donald, president and CEO of the Executive Leadership Council and Executive Leadership Foundation, says Brewer’s appointment is a significant step in the ELC’s aspiration to boost the number of African American’s among Fortune 500 CEOs.

“Rosalind is a proven executive who sets a high standard among her peers and colleagues,” Donald said. “Diversity of thinking needed at the top of America’s corporations is partially fueled by the diversity that African Americans bring at the highest level of Corporate America.”
Although I supervise the employees in the branch, we work for and with each other,” he said. “The financial advisors are the ones on the ‘front line’ dealing with clients, offering investment advice and generating revenue. They can’t do it without the support staff that are also dealing directly with clients and helping to protect the clients’ assets and the firm. There’s also a service manager and risk officer who help to manage the branch, and my branch manager’s assistant is a very valuable member of the team. There is a true esprit de corps.”

Although he’s extremely serious about his profession, there’s much more to Al than working in financial services.

First and foremost he’s a consummate family man. Al lives in Los Angeles’ San Fernando Valley with his wife, Stephanie, (a graduate of Syracuse University who has a Masters degree from New York University), their 19-year-old son, Austin, and their 15-year-old daughter, Alyx. Al said making the move from New York to California more than 10 years ago took some adjusting.

“Of course, we miss being closer to our family and friends. It’s also challenging because my mother is retired and lives in Florida, while my father, most of our extended family and close friends live in and around the New York City area,” Al said. “We’ve been fortunate because my family and I have been able to travel back east pretty frequently and we’ve been able to maintain close ties with our family and friends. A year hasn’t gone by since we moved that we haven’t been able to visit with friends and family.”

Al is also committed to his physical well being.

“I was an athlete throughout high school and college and had always stayed in pretty good shape but got a bit off track for a number of years,” Al said. “About two years ago I made a commitment to get back in shape and challenge myself physically. I started swimming as part of my cross training and met some people that were doing triathlons and thought it would be a good challenge.”

Within the past few years, Al has dropped more than 20 pounds and has completed several triathlons and half-marathons. In March he completed the Los Angeles Marathon.

Though he’s multi-talented and has professional options, Al plans to continue working in financial services.

“Morgan Stanley Smith Barney is a great company that offers many opportunities for professional growth and development. I plan to be with the company for the rest of my career, but it’s difficult to predict what I’ll be doing or where I’ll be in 10 years because this business changes so much,” Al said. “I can just as easily see myself remaining a branch manager in Pasadena as I can see myself as a financial advisor, working a position in our corporate headquarters or even internationally. I try to keep an open mind and be flexible.”

Laurie D. Willis can be reached at lauriedwillis@hotmail.com

“Al is a thoughtful, serious team player. Al’s strengths played perfectly into the role of manager in Pasadena. He was clearly, in my mind, the right person for the role. He has performed very well, has exceeded expectations and is a great business partner.”

Frank Epinger, Executive Director, Pasadena Complex Manager for Morgan Stanley Smith Barney

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ENTREPRENEUR EXTRAORDINAIRE

Patricia Williams

is a successful entrepreneur who owns and operates 14 McDonald’s restaurants in the Los Angeles area.

By Laurie D. Willis

Williams faced many challenges with her first venture but handled them all professionally, in a noteworthy way.

“Our first restaurant ... wasn’t the best restaurant in the world which was fine with us because we saw immediately some changes we could implement,” she said. “We went in, rolled up our sleeves and turned the restaurant around in less than six months financially and aesthetically. We added a drive thru and brought new equipment that made the employees better. Less than 18 months later we were offered a brand-new restaurant.”

The years passed and Williams became owner/operator of more McDonald’s restaurants. Before too long she owned 14 of them.

Williams said her parents have always been her inspiration.

“Growing up we were extremely poor,” Williams explains. “My mother was a maid and my father was a longshoreman. They instilled in us doing the right thing, and it wasn’t about money because God knows we didn’t have any I would never want to do anything that would disappoint either of them. When I’m involved in anything ... what my mother would think of me or not think of me has always been my yardstick.”

Williams, who said she has had some “very good role models in the McDonald’s system” including Fran Jones, Lonear Herd and Joan Clark, said owning restaurants with her daughter has been very rewarding.

“It’s absolutely wonderful,” she said. “The opportunity to pass on this type of adventure to my daughter has been very exciting. Today’s young people are really into technology, and McDonald’s is becoming more technological for this new generation so it has really been a rewarding experience for me.”

Williams said her daughter has brought a welcomed, different perspective to the business.

“I’ve been here for a while so I’m probably used to doing things the old way,” she said. “Since she’s been with our organization we’ve gotten more actively involved in the community and done some strategic planning. Her way has allowed us to be more successful than we were previously.”

Eneauru was a social worker for 10 years before joining the family business. She hasn’t regretted her decision.

“It hit me that my mom was going to retire at some point, and I don’t want all of her hard work to be for nothing,” Eneauru said. “I decided to try and see if I liked it. She was immediately excited about my decision but never pushed me to get into the business. Working with my mom has been a great experience. She has very high standards, but she gives me a lot of leeway to bring in new ideas ... and has been very supportive. She was consistent that I learn all the positions so that I’d be a well-rounded operator. We make a good team.”

Steve Norby is a Vice President and General Manager for McDonald’s USA, Southern California Region. He speaks well of Williams and what she has accomplished with the company.

“For 27 years, Patricia has been an outstanding McDonald’s owner/opera- tor in Southern California,” Norby said in a prepared statement. “Her dedica- tion to restaurant operations, person- nel and local community service is valued not only by McDonald’s but by the communities in which she serves. Patricia embodies the essence of the McDonald’s brand and what we stand for. For her passion for philanthropy and selfless dedication to the community are shining examples of how each of us has the power to inspire and improve the lives of those around us.”

Williams offers “McTeacher’s Night” at her restaurants, which allows schools to come into her businesses and raise money for different initiatives they have. She was also chairwoman of the Los Angeles Ronald McDonald House Board of Trustees for two years.

“I got involved in a lot of the McDonald’s committees ... and people would give me ideas on how to better operate the restaurant, always with the idea that McDonald’s was part of the community,” she said.

Williams, a member of The National Black McDonald’s Operators Association, is proud to work for a company that she feels “puts its money where its mouth is” in terms of diversity.

McDonald’s sponsors “The Little Know Black History Fact,” which is announced Monday through Friday as part of the Tom Joyner Morning Show, which has millions of viewers, mostly African-American.

“I think McDonald’s has provided me and my family as well as numerous African-Americans that I know with an opportunity that wasn’t dreamed of by our parents,” Williams said. “Ray Croc, McDonald’s founder, was a genius. If he could come back today to see what he started he would be amazed.”
ed with a childlike motif that provides workable child-rearing tools for parents.

Before Jones wrote “Done”, he recalled working with a nephew of his—"a good kid" as he described him, who fell through the cracks.

“I wanted to get him out of Los Angeles when we were living in Ventura,” Jones recalled. “I felt I should try to give him a man’s point of view and try to raise him. The kid couldn’t follow through with anything.”

Jones established several projects for his nephew to help his growth and sense of responsibility. “In raising my own children, we tried to give them a foundation of task accomplishment—beginning and completing tasks.”

That’s what Jones zeroed in on in writing “Done”, which provides proven concepts for parents to impart to their children, ages 3-9 years old, infusing them with the building blocks for completeness: tasks like tying their shoes, learning how to dress properly, brushing their teeth, making the bed, cleaning up their rooms, washing dishes, raking leaves, and being polite.

Following through to the end of a task preserves the integrity of the process, Jones said. Making up the bed, alone, does not complete the process maintaining the integrity of the entire room. The child also has to pick up trash, pick up socks, hang up or stow clothing in drawers, and put away toys.

“What ‘Done’ does is take a whole project and break it down into several projects to get the whole project,” Jones explained, adding that the problem in communities across America in 2012 is a pervasive one—the lack of completeness. People are not looking at the whole task and completing it.

What Does Done Look Like? For the children of some parents today, they may say it looks like expensive designer labels, $250 pro athlete name brand sneakers, diamond earrings in both ears, expensive digital toys, Android, iPhones, and Blackberry cell phones—conjoined with poor work habits in school, irresponsibility around the home, impoliteness, and lack of respect...and on and on.

In Timothy Jones’ book, “What Does Done Look Like?”—that’s not the picture at all, and one that will eventually erode the integrity of America as parents raise their children without a modicum of the concepts that forge completeness that ultimately leads to outstanding character and real integrity.

When considering the numbers of men and women languishing in prisons and jails throughout the nation, and still tens of thousands more of children under the age of 18 residing in the juvenile wards, America has taken a great fall. And in black and brown communities in Urbia, successive generations have faltered.

The trend will not reverse itself, according to Jones if new generations are not nurtured to embrace the concept of completeness—starting and following through with a task or challenge until they are “Done”.

That’s the challenge in 2012 and beyond. Jones believes it can be accomplished and offers a relatively simplistic book to help families achieve it. But it will call for a total family effort.

Parents must understand and embrace the concepts of “What Does Done Look Like?” and instill them in their children. And the children must focus and follow through with each concept until they are “Done”.

The book offers excellent illustrations and a working curriculum at the end of the book.

Timothy B. Jones is available for speaking engagements and seminars. Reach him at info@whatsdoesdone.com. Log on to www.whatsdoesdone.com

Reach Timothy B. Jones by telephone at (323) 692-1090.
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