Anthony McLemore
From East Texas to Hollywood, the adventurous journey to BET, E! and Dr. Phil

SILICON VALLEY LATINO
New magazine showcases stories of successful Latinos / Latinas

Feature
Edward Rickter, Spotlight on a Renaissance Man
Architect, Developer, Computer Innovator, Professor, Author, Musician

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Silicon Valley Latino 
New magazine showcases stories of successful Latinos / Latinas 
By Alex Ontiveros, President / CEO

What started out as a social experiment on Facebook in September of 2011 has turned into what is now known to many as Silicon Valley Latino (SVL), a multi platform/multi media outlet that focuses on highlighting exclusively positive aspects of our Latino community.

Specifically, SVL features interviews with Latino business executives, entrepreneurs, artists, community leaders, etc. SVL is also comprised of an online magazine, a quarterly high-end print publication, several social media platforms and soon to come special recognition events. We invite you to visit us at svlatino.com and find us on Facebook, Twitter, LinkedIn, Youtube and Google +.

EOP Gown Lending Project 
For over 40 years the Educational Opportunity Program (EOP) at Cal has provided first generation and low income college students guidance and resources to succeed at the best public university in the world.

EOP has created the Graduation Gown Lending Project to help alleviate costly prices of commencement caps and gowns. You can donate your graduation gown to help students of color graduate from UC Berkeley.

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MEMO from the Editor

A Natural Evolution
By D. Oswaldo Lopez

This edition of ByDESIGN is a natural evolution of the dynamic to measure and expand boundaries. Our publication is devoted to exceptional achievements by people who bring diverse cultural and social backgrounds to our professions. Thus it seems only natural that our new and expanded publication format would eventually change in order to introduce new fields of interests that diversity naturally brings to our world of design and innovation.

Our intent is to present achievements by people who truly are exploring and creating new ideas in areas that are natural and organic outcomes of innovators, thinkers, designers and leaders in new or traditional fields. And in this process we hope to also pay tribute to those who have come before us so that we ultimately learn from their achievements.

Introducing new ideas and insights enlightens us to our world where opportunities are as diverse as we all are as people; they provide us all a glimpse of our future from those who dare to move forward as our collective future evolves.

Commentary

Success & Your Full Potential
By Roy R. Hernández

*There are three types of people on earth: Doers, Talkers, and Copiers, which one are you Hernandez?* the gruff yet calm voice asked me at the age of 18. The person posing the question was James Prestini, Prof. Emeritus at the College of Environmental Design at UC Berkeley, the man that would become my mentor and a great influence in my life.

This commentary lacks the space to describe what an extraordinary person Prestini was (maybe in a future article) however two observations must be made. First, Prestini was a renaissance man in the truest sense of the word!

The son of poor Italian immigrants, he became an engineer, world renown sculptor, designer, professor at prestigious U.S. universities (mathematics at MIT and Design at CED, UC Berkeley). Secondly, Prestini adamantly stressed that we all work to reach our full potential.

This issue of ByDESIGN reflects a new and exciting direction: we are dedicating the focus of the e-zine to "Doers," those who have reached their full potential with a combination of dedication, hard work and impassioned commitment.

While we will tell stories of persons of color who reached extraordinary accomplishments, we recognize that success is color blind. The path of successful people can provide valuable, inspirational lessons of how, by following our passions, we can exceed our wildest expectations.

In this issue we highlight the career of Anthony McClemore, a young man who went to Los Angeles with a set of skills and a dream to succeed in network television. We feature Ed Rickter, who started as an architect, became an innovator with Computer Aided Design, a real estate developer, a college professor on technology and business, and recently the author of two books on BIM (a field he pioneered in the 1980s). And we have Benny Ho (a CED alumnus) who is writing the Accidental Career, a book on the unexpected paths careers can take. All of the above underscore the notion that it’s not where you start that matters, it’s where your natural endowment takes you.

In future issues we will provide similar stories in various careers, including: design, business, entertainment, Information Technology, art and academia - because the lessons of success are transferable. We hope the stories will inspire others to pursue their passions, unencumbered by the uncertainty of possible failure. Because as Prestini used to say, *Nothing recharges you like success!*
By Lauren E. Hernandez

Long View, East Texas is home to a multi-faceted producer/director whose resume is reminiscent of a short novel and is as extensive as the name that his hometown implies. Anthony McLemore’s jovial temperament is contagious and manifests itself as he discusses his journey from a small East Texas town, as a young man yearning to be on camera, to the competitive backdrop of Hollywood as a successful television producer/director.

Anthony’s childhood aspiration was to become an actor, but he did not pursue it due to his family’s high academic expectations, however his appetite to be in front of the camera did not subside. “My parents were very much a family of expectations, however his appetite to be in front of the camera did not pursue it due to his family’s high academic expectations,” recalls Anthony “we all knew we were going to college: that was a forgone conclusion and all of our parents expected a lot of us and challenged us.”

“I went to freshman orientation and one of the orientation counselors said something to the effect of ‘find something that you would do for free, and try to make that into a career,’” said Anthony reminiscing of his first experience at Stephen F. Austin State University. The tenacious Radio and Television major rapidly immersed himself in the campus television news program, but it wasn’t until the second semester of his junior year that he was able to do what most students only aspire to do: enter the professional world before graduating college.

“My first job was at the local T.V. station and I worked floor camera in the studio, (before they had robots), I was a floor director,”

Anthony remarks “and while I was there, I [look] all of the stories that I did [for the campus T.V. station] and took them to the real news station and they would critique them and give me pointers.” In the course of his employment at the local news station, Anthony’s hunger for knowledge resulted in absorbing himself in the news, weather and sports aspects of programming. Anthony’s steady transition from college to his career path was a product of his diligence and varying skill set.

“Going into my senior year, the news director approached me and said there was a weekend reporters position and wanted me to have it, and I took it: so that was truly where my career began,” said Anthony with an outwardly humble disposition, “I was already a professional as a senior in college, I was a news reporter at the station.”

After serving for five months as a news reporter, the station ceased news production, so Anthony exhausted the last seven months of his college career applying for various television stations.

A week before Anthony was scheduled to graduate, he received a call from a West Texas television station that would alter the course of his career. “I got hired. I walked across [graduation] stage on a Saturday, was in Abolene, Texas on Sunday, and was working on Tuesday,” recalled Anthony “it never would have happened had I not already been a reporter and had gotten all this experience in the course of my junior and senior year in college.”

Boasting over 19 years in the television industry, Anthony has produced innumerable programs including Celebrity Homes for E! Entertainment Television, How I’m Living at BET, Big Brother at CBS, Brat Camp at ABC, The Jacksons: A Family Dynasty at A&E, and most recently for the Dr. Phil Show on CBS.

In 2001, Anthony met with a BET executive to discuss a new project titled “How I’m Living.” “I sat down with him for five minutes and laid out exactly what I would do,” said Anthony, “and he said ‘you’re hired.’ That was the quickest interview I've ever had. I started the next week, and was [at BET] for almost a year and a half.” Anthony's co-created entertainment/documentary series “How I’m Living” became the network's number two show and ultimately tripled the ratings for that time slot compared to the previous year.

On The Road to Stardom with Missy Elliott, 13 aspiring young singers / rappers toured with 3x Grammy Award-winning rapper / singer / producer / songwriter Missy Elliott. They lived together in a tour bus for 10 weeks to compete for the opportunity to become a Hip-Hop/R&B star.
From East Texas to Hollywood, the adventurous journey to BET, E! and Dr. Phil (Continued) By Lauren E. Hernandez

As Anthony’s report in reality television bloomed, his network of people swelled, and the opportunities soared. In May of 2009, Anthony began production of The Jacksons: A Family Dynasty at A&E. "I was supervising producer, I directed almost all of the various scenes that they were in," said Anthony, "the brothers by request, only wanted me to do their interviews, so I did all of their sit down interviews that went in the show. It was great."

Anthony’s innate ability to relate to on-air talent and respectful nature in the most lamentable circumstances (following the death of Michael Jackson) describes his boundless success in producing and directing the A&E series, as well as in his career. "I just explained things in a really simple way and the brothers jelled with that. They really enjoyed me directing them, so I clicked with the cast," observed Anthony. "It was one of those experiences that you’ll always remember."

Anthony delves into his more recent involvement at Dr. Phil, maintaining that many of the skills he sharpened in college significantly contributed to his success as a Hollywood producer and director.

"Dr. Phil is one of the most intense shows to work on because you have guests and their issues to deal with, and time constraints," declares Anthony, "but it’s a show where I still utilize the skills that I got from news which are: A) work at a certain speed and B) interview people."

According to Anthony, succeeding in his field requires a myriad of qualities and attributes. "I tell people of color that networking is key," Anthony fervently declares, "networking doesn’t start once you’re out [of college], it starts while you’re still in school." The ability to network and build alliances with people in one’s field is just as crucial as some skill-based characteristics such as being multi-faceted.

"Try to learn as many things as possible and have a diverse skill set," he encourages, "Learn how to produce, learn how to edit. You have to be multifaceted as possible, or you won’t work."

As a final piece of advice to students of color, Anthony reiterates the significance of adapting to one’s surroundings. "Always be open, and be ready to change when need be," said Anthony. "I think a lot of times, you think this is the only way toward your goal but there are actually multiple routes."

### Producer Titles

<table>
<thead>
<tr>
<th>Year</th>
<th>Project</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-2011</td>
<td>Dr. Phil</td>
<td>Segment Producer - 44 episodes</td>
</tr>
<tr>
<td>2011</td>
<td>Ludo Bites America</td>
<td>TV Series, Field Producer – 3 episodes</td>
</tr>
<tr>
<td></td>
<td>The Jacksons: A Family Dynasty</td>
<td>TV Series, Supervising Producer – 6 episodes, 2009 - 2010; producer 1 episode, 2009</td>
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<tr>
<td>2008 - 2009</td>
<td>Homeland Security USA</td>
<td>TV Series documentary, Field Producer - 2 episodes</td>
</tr>
<tr>
<td>2009</td>
<td>Will Work for Food</td>
<td>TV Series, Field Producer – 2 episodes</td>
</tr>
<tr>
<td>2008</td>
<td>G Word</td>
<td>TV Series, Field Producer - 1 episode</td>
</tr>
<tr>
<td>2007 - 2008</td>
<td>Landscapers’ Challenge</td>
<td>TV Series, Field Producer - 3 episodes</td>
</tr>
<tr>
<td>2008</td>
<td>Byte Me: 20 Hottest Women of the Web</td>
<td>TV documentary, Show Producer</td>
</tr>
<tr>
<td>2008</td>
<td>Fantasy Wedding in a Week</td>
<td>TV Movie Producer</td>
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<tr>
<td>2007</td>
<td>Hammer Heads</td>
<td>TV Series, Coordinating Producer</td>
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<tr>
<td>2006</td>
<td>Get This Party Started</td>
<td>TV Series, Field Producer</td>
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<tr>
<td>2004 - 2005</td>
<td>Big Brother</td>
<td>TV Series, Story Producer – 18 episodes</td>
</tr>
<tr>
<td>2005</td>
<td>Brat Camp</td>
<td>TV Series, Documentary Field Producer – 3 episodes</td>
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<tr>
<td>2005</td>
<td>Showtime Special: The Honeymooners</td>
<td>TV Documentary Producer</td>
</tr>
<tr>
<td>2005</td>
<td>The Road to Stardom with Missy Elliot</td>
<td>TV Series, Field Producer - 2 episodes</td>
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<tr>
<td>2002</td>
<td>Vegas Showgirls: Nearly Famous</td>
<td>TV Series, Field Producer</td>
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<tr>
<td>2001 - 2002</td>
<td>How I'm Living</td>
<td>TV Series, Senior Producer</td>
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<tr>
<td>2000</td>
<td>Celebrity Homes</td>
<td>TV Series, Producer</td>
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Spotlight on a Renaissance Man

By Lauren E. Hernández

You’ve started three companies. What were they and what advice would you give others considering doing the same?

The first was Edward S. Rickter & Associates, and the only associate was me. (Laughs.) I was working full time and moonlighting doing three projects: one for my father, one for a business across the street, and a house design. That gave me the seed money to start a business, which eventually morphed into ESR Design doing architectural / engineering work slanted toward residential real estate development. At the same time I formed Offsite CAD, and later a third business, Digital Design Works, which focused on 3D modeling and animation training. My advice to aspiring architectural students, no matter what discipline, is to gain some financial literacy. It’s easy to say “I want to start a business,” but it’s very hard to maintain it and be profitable year after year. If you don’t have the sense of finding customers and delivering solutions you won’t succeed.

Your career has included being an architect, software programmer, real estate developer, licensed contractor, educator, and most recently author. What do you attribute this to?

I’m an eclectic guy with myriad interests in life. If I had a past life it would have been the renaissance, in the room with Da Vinci and others who had multiple interests in science and the arts, which are both very interesting to me. Architecture, engineering, and real estate are the base of the pyramid; layers of technology help to do it efficiently, financial literacy and education complete it.

I fell into education; I saw a need and filled it. It’s lucrative, very enjoyable and satisfying for me. It started with PCs, but now it’s helping people get their contractors licenses, which embodies architecture / construction, business and financial experience – they’re all in the state exam. Becoming an author was an offshoot of the education piece, I needed books I could use in the class room. And as for playing guitar, that’s just a fun thing. I would have easily chosen being a rock / jazz musician as much as an architect. I thought it would be better to get degreed on something to fall back on. So I’m falling back on all these things; maybe one day you’ll see me in a lounge playing guitar.

Of the things you’ve done, which has been the most gratifying?

Building my home from the ground up, I built a number of homes Of the things you’ve done, which has been the most gratifying? Of the things you’ve done, which has been the most gratifying?

“Life is a long learning process for me.”

What advice would you give to graduates today in terms of preparing themselves for a career or multiple careers?

Get the broadest and deepest education you can in your chosen major. Do what turns you on, something that you love or like. And even if you don’t know what that is, chip away at something inside of you; it starts with following some passion inside of you.

Architecture provides a great foundation to build from, many careers can be spawned from it. Students need to stay open minded and ask a lot of questions, more from people that are in industry than the deans and professors in school. I had a neighbor who said, after I told him I wanted to be an architect: “That’s the last thing you want to do, it’s a dead end job!” And a lot of what he said was true, but it didn’t stop me. But I kept an eye on it because I didn’t want to end up jaded like him; he couldn’t get his financial mojo going. He loved the creative process but it was hard for him to find some competitive advantage to provide an economic boost. You have to find a competitive advantage and gain something bigger. For me it was technology and seeing that architecture was a means to an end, like owning a piece of real estate.
Women Sweep Awards

By Roy R. Hernández

On Friday November 2nd a group of determined CED students and staff braved congested traffic (created by the first televised Cal football game) to attend the 4th CASAalumni Awards. Susan Hagstrom (Dir. CED Office of Undergraduate Advising) and CASA Co-chairs Joaquin Ugalde / Isvet Paz welcomed attendees. CASAalumni Charles Higuera and Roy Hernandez MC’d the event.

The evening continued our ongoing commitment to support students of color. CED Alumni of Color provided almost 30% of the contributions! Friends and colleagues who did not attend CED accounted for 20% of the contributions and the number of donors nearly doubled from last spring. $9,300 have been awarded in the last 12 months. Our sincerest gratitude to everyone who contributed!

Graduate Students Not Present at Event

It is truly an honor to be selected as a recipient of the Martin Del Campo Graduate Prize. Words cannot describe how thankful I am to be part of such a great organization with such dedicated members and alumni. Thank you to the generous donors, alumni, and members who continue to make CASA what it is today. Lisbeth Mora, MA Arch ’13 Columbia University, BA Arch 09, CED UC Berkeley

There aren’t enough words to show how much I appreciate the support and belief in my dreams an ability to strive at CED LAEP. I am honored and grateful to receive the Martin Del Campo Graduate prize. Having the support of CASAalumni I will not only be able to continue studying landscape architecture at CED, but strive towards my professional dreams and goals. I will be able to help make a difference. Show others like myself that we don’t have to be a statistic. We can chase whatever dreams we might have. Dare to dream.

I am really surprised. I was really, really surprised given that my work is so applied is very talented, so it’s humbling to be one of the recipients of the award.

Abbie Munoz:

Izvette Paz: I am really honored. I really didn’t expect to get anything, because I know everyone who applied is very talented, so it’s humbling to be one of the recipients of the award.

Izvette Paz:

It feels good because I feel like my work is valuable. I’m getting awarded for my work. I feel proud actually, because I saw that it was mainly girls and I’m really interested in women in architecture. I wrote an article for ByDESIGN about women in architecture, so I am really happy.

ANA TENORIO: It’s a proud moment. I feel very honored to finally be part of this historical event where alumni have put a lot of effort into it. And most of all, I feel really proud to be apart of something that Roy started: I admire Roy, so it’s really nice.
Louise Blanchard Bethune (1856-1913)

Louise Blanchard Bethune was a mother, wife, and feminist, but most importantly, America’s first professional female architect. She was born on July 21, 1856 in Waterloo, New York. At a young age, she moved to Buffalo, New York, where she later practiced architecture. Louise, daughter of two teachers, was home schooled until age 11 and graduated from high school in 1874. During this time, most architects were not trained in architecture schools but in firms and women did not work unless they had financial necessities. At age 20, Louise became an apprentice draftsman for Richard A. Waite and F.W. Calkins. After five years of working for Waite and Calkins, Louise, along with her husband Robert Bethune, opened an architecture firm in Buffalo.

By the end of the 1880s, Louise’s firm, Bethune, Bethune, and Fuchs, had grown significantly. She designed several school buildings and police stations, but Louise did not limit herself to small projects, she believed “that women who are pioneers in any profession should open their own business.” One of her most famous (and still existing designs) is the Hotel Lafayette in Buffalo. It’s construction began on 1898 and finished on 1904.

Louise was invited to participate in the Woman’s Building design competition for the World Columbian Exposition of 1893 in Chicago. A woman was to design the building as a way to show the achievements in America. Louise refused to participate in the competition because if she won, her pay would be $1,000 while women architects must be practical superintendents as well as designers and scientific constructors.” One of her most famous and still existing designs is the Hotel Lafayette in Buffalo. It's construction began on 1898 and finished on 1904.

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Louise achieved more than what women were expected to during the late 1800s. While raising her 6 year old son, Charles, she became the first female to open an architectural firm, first female member of the American Institute of Architects, vice-president of Buffalo Society of Architects, and the first woman to become a member of the Buffalo Society of Architects. Louise was able to address the new technological developments of the time and succeed in her design regarding “sanitation, ventilation, fireproofing, and function.”

Louise Bethune’s admirable accomplishments prove that a good designer will overcome social and cultural obstacles regardless of gender and economic background. She was inducted in the National women’s Hall of Fame on March 9, 2006.

About the Author: Silvia Perez, BA Arch ’13 perezs2013@gmail.com

Professional Development

AREnurance: The Art of Being an Intern (Part 1)

By Diana B. Marquez

When I was in college, I never thought about the Architectural licensing process. I assumed that graduating from college would make me an “Architect” and that the bulk of my formal education would be complete once I walked across the stage on graduation day. Turns out, I was not only wrong, I was completely unaware of what becoming an Architect was all about.

Then graduation came, and I started interviewing with different firms, I found myself unprepared to discuss my licensing plans and unable to answer the common question: “Are you interested in becoming a licensed Architect, and if so, when do you plan to start testing?” I was stunned by the number of times potential employers asked about my plans to complete the ARE, IDP and even the LEED certifications. I kept thinking to myself “But I just graduated, how would I know when I will be done with those exams?”

Now, almost 7 years later, I understand why those questions have to be considered as early as possible. After much research and conversations with others who had gone through the process, I began the journey to licensing. Along the way, I encountered obstacles that slowed me down and made the process more difficult. So, I'm hoping that this series of articles will help those who, like I, have no clue of how to go about it.

First, one must accept that the process is difficult, lengthy, time-consuming and cannot be rushed. According to the National Council of Architectural Regional Boards research, on average, it took interns an average of nine years to become licensed after college graduation and eight and a half years in 2010. In my experience, eight to nine years sound like a good approximation. I graduated from college on 2006, started the process on 2008 and began testing on 2010. I am currently studying for my fifth exam; I anticipate being licensed by 2014. This means that for the past 6 years, I have dedicated a significant part of my personal life to the licensing process; you should probably expect to do so as well.

The first step to the process is enrolling as an NCARB (National Council of Architectural Registration Boards) member. It monitors the licensing process; become familiar with their website and create an online account at www.ncarb.org. The initial fee is $350, which covers the first three years of membership.
The accidental career, a book announcement

By Benny Ho

While many people are urged to plan out linear careers at an early age to become a lawyer, a doctor, an architect, and so forth, the reality is that people's careers take unexpected twists and turns. People are often surprised by what they are capable of doing beyond what they were trained to do.

Benny Ho is currently writing a book titled "The Accidental Career" - a collection of stories about people who "fell" into careers they love rather than walked into careers they "planned."

The project seeks to document interviews with individuals who discovered their careers through a disjointed, unplanned morphological process, rather than in a singular trajectory with foreseeable steps and landings. The inspiration for the project comes from his own non-linear career (from architect to management consultant to internet entrepreneur), as well as from countless stories of individuals who labored in uninspiring jobs yet never had the opportunity or courage to break the mold.

The objective is to highlight how regular people have found linkages in disparate life experiences and have been able to connect the dots into fulfilling careers. The book is scheduled to be released in

Kindle and iBook formats by the end of December. For more information visit www.theaccidentalcareer.com.

About the Author

Benny Ho received his BA in Architecture (Highest Honors) from UC Berkeley (2003) and his M. Architecture from Harvard (2008), and had previously worked in the US, Europe, and China in architectural design. He subsequently became a management consultant at McKinsey & Company and later Hong Kong Managing Director of a global internet incubator. He now resides in Hong Kong. (benny_ho@post.harvard.edu)