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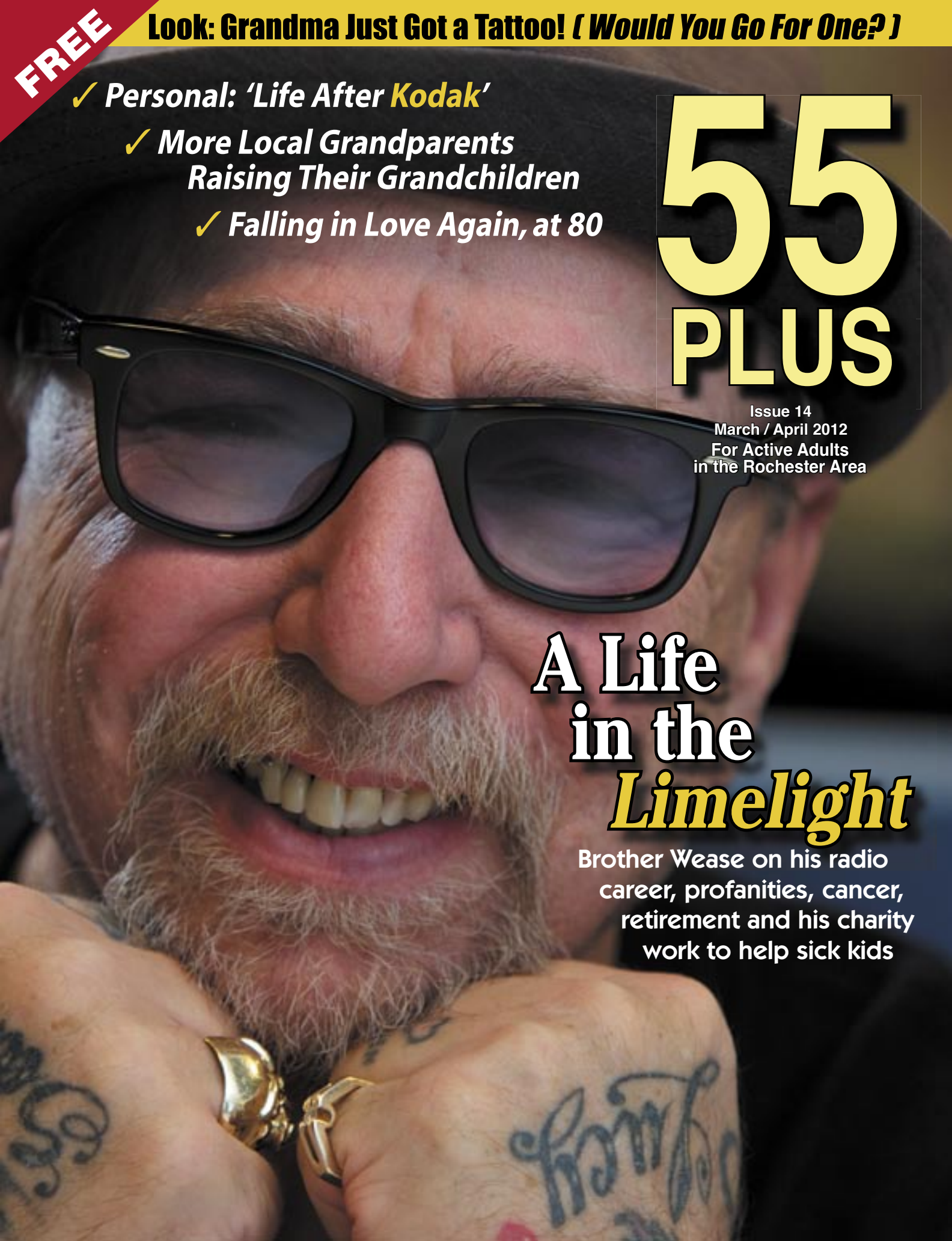
✓ Personal: 'Life After Kodak'

✓ More Local Grandparents Raising Their Grandchildren

✓ Falling in Love Again, at 80

55 PLUS

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For Active Adults
in the Rochester Area



A Life in the *Limelight*

Brother Wease on his radio career, profanities, cancer, retirement and his charity work to help sick kids

Life After Kodak

Former Kodak employee devoted to helping others through education

By Nat Yogachandra

There is always life after Kodak. It is a life serving humanity in remote corners of the world that involves a strong dedication to work toward educating the needy and poor children around the world. This is my story.

I am 64 year sold and retired from Eastman Kodak Company after working for the photographic company in various marketing and management positions for more than 30 years while living in Asia, Europe and the Middle East.

After my retirement, when many of my colleagues moved to warmer climate areas to play golf or to start new businesses, I took a different path in my life. I, along with my youngest daughter Natascha and my wife Deborah, started a new chapter in my life to establish vibrant communities around the world where needy children can enjoy a peaceful and healthy life and receive proper education without any form of prejudices.

The time after my retirement was the most inspiring and rewarding days I have experienced in my life. Natascha and my wife are the true great inspirations for me to take this new path in my life after Kodak.

Before my retirement, I worked for Kodak in various marketing and management positions in several countries. Natascha, who turned 18 last July and is now a second-year student at the New York University, was born in Hong Kong while I was assigned to the headquarters for Kodak Asia Pacific operations.

After the December 2004 tsunami hit parts of southern Asia, Natascha, then 12 years old, inspired my wife and I to take her to Asia to help victims.

We helped tsunami orphans and repaired damaged day care centers along the coastal areas of southern India and Sri Lanka. After we returned to Fairport after a month, we realized our mission had only begun.

Seeing the desperate need and fired by Natascha's special passion to improve literacy, education, and lifetime opportunities for young girls, we started Hope is Life Foundation (www.hopeislife.org) a non-governmental agency registered in New York state to help raise the standard of children in impoverished parts of the world and to eradicate illiteracy.

To me and my wife Deborah along with Natascha, the satisfaction and pride that come from helping others are important reasons to get involved in serving humanity.



With Haiti children, Nat Yogachandra and his organization are helped build a school.

Matter of commitment

When you commit your time and effort to a cause you feel strongly about, the feeling of fulfillment can be endless.

So, in late 2005, we moved back to Asia, this time to India to continue with our humanitarian work.

From 2005 to 2007, we lived in India, opening libraries in village schools, sponsoring girls to attend school, providing educational materials to village community schools

and building schools in remote areas. One of our most fulfilling projects was in Kolkata, where we worked with the All Bengali Women's Union—a volunteer association that runs an orphanage which houses runaway girls or teenage girls rescued from streets or brothels.

When we met the chair lady of the orphanage to discuss ways in which we could support the girls' education, she told us many girls had just come to her a couple of days ago requesting to go to school. This meant they needed money to buy textbooks, educational materials, uniforms and other minor expenses of attending schools. She had to tell the girls they could not attend school because they didn't have the funds to send them. She told us she knew that God had sent us, which, of course, brought tears to our eyes. There we agreed to sponsor the girls to send them to school.

We visited the orphanage again in Kolkata last June to monitor the progress of these girls. They are doing great. During this visit, Natascha also started a pig farm and a computer training school in a village in Imphal, Manipur, India, in the northeastern part of India. The village school is being repaired and rebuilt with the help of our support.



Nat Yogachandra talking to a group of students in a village school in Battambang, Cambodia. This school was built by Hope is Life Foundation.

While living in India, our mission



spread to many Southeast Asian countries including Cambodia, Vietnam and Laos. To help and monitor the projects, we moved to Bangkok, Thailand in 2007. Natascha attended an international school in Bangkok and during weekends and long breaks, she would travel with us to support and monitor various projects in neighboring countries.

Opening up opportunities

Since then, we have been helping less fortunate children around the world, providing opportunities for them by building schools and learning centers through our Hope is Life Foundation. Examples of support include the building of schools in Cambodia, sponsoring HIV/AIDS children in Vietnam, and offering micro-loans to guardians of orphans in Sierra Leone, Africa.

Our projects mainly focus on education—eradicating illiteracy—one child at a time, especially the girls in Asia and Africa.

Asian society is very patriarchal and most girls in poor families miss out on educational opportunities and end up doing housework at home or going out in the farm working. We believe educating girls is more important than educating boys.

The first teachers of children are mothers, and we need to educate them first. We have always stressed that girls benefit tremendously from education, and so do the societies around them. These women send their children to schools and teach them at home about social responsibilities and rights, which leads them to get rid of poverty and discrimination.

We moved back to Fairport in 2010. Natascha got admitted to New York University in that year. Today, our work still continues with the help of our family and friends here at home and all over the world. With the strong dedication and passion of Natascha, our foundation is involved in several humanitarian projects in many parts of Asia, Africa and Haiti.

After the earthquake hit Haiti in January 2010, we have visited Haiti few times, with the goal of empowering local communities to participate in and sustain the

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About Nat Yogachandra

Nat Yogachandra has published several articles and papers on brand management, marketing and social issues in publications in Asia, the Middle East, and the U.S. He authored four books on Asian cultures and doing business with various cultural groups in Asia.

He is a recipient of the Civic Award by the Greater Rochester Metro Chamber of Commerce for his work in advancing better international understanding and participation. He is also the recipient of the prestigious Kodak Burnham Award, a lifetime achievement award given for excellence and innovation by Eastman Kodak Company.

Yogachandra was also named "One of the 25 Most Influential Executives—Visionaries 2002," by U.S. Consumer Good Technology publication.

He is active with Rotary International, a Paul Harris fellow and former president of the Fairport Rotary Club.



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as the town hall meeting that took place in February at the Country Club of Rochester. The legislation breakfast was something that was reinstituted after the first executive director was hired. Local legislators hear from G.R.A.P.E. experts about the issues facing seniors in the Rochester area, which include transportation services, medical care and residential needs.

"We aspire to improve the quality of services for the elderly, but we know that there are services that don't reach the people that need it," said Ellen O'Reilly, president of the organization. "People are falling in between the cracks and there are issues aimed at accessibility and health care, which has been on the forefront of the national news for the past few years."

Networking has become one of the most critical elements of the organization. Members meet twice a month for breakfast and lunch meetings where they share information about their individual agencies. O'Reilly, who also works at Crimson Ridge Gardens, a 52-bed care community, understands another level of senior care helping those who suffer dementia, Alzheimer and other memory-related issues.

"We have to keep ourselves educated and meeting with other people who are in the business of helping us exchange ideas and talk about the trends happening in the profession," said O'Reilly. "Seniors are dealing with so many issues and we have to continue to be at the forefront of it."

Which leads to the third leg, which is education, where G.R.A.P.E. officials bring speakers to discuss critical issues affecting the elderly and new innovations to help with aging. And whether it's music therapy enhancing the lives of those suffering Alzheimer's or advocacy tips, the organization continues to focus on those who need the most.

"It's truly humbling and with pride that I look and see how incredibly functional the organization is," said Kowal. "To see our membership continue to grow and see the creative ways that we have been able to expand our horizons is something that I am truly glad to be apart of."

Life After Kodak

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development process.

Among these are training of teachers, repairing and building damaged schools and building community enrichment centers. During our last visit last November, I was glad to see great progress has been made to help Haitian children rebuild their lives in the coming years with access to educational facilities, materials and welfare.



Yogachandra with children in Haiti.

My extensive travels with Kodak have taken me to countries around the world. I do thank Kodak for it and I am very grateful. It has provided me the opportunity to attain intimate knowledge of customs and work ethics while providing me with strong cross-cultural management experiences in dealing with various cultures.

I have led cross-cultural project teams in many parts of the globe and have served as keynote speaker at many international conferences on globalization and business management strategies in many cities around the world.

During my assignment in Hong Kong, I helped develop common regional marketing campaigns in 11 countries to reduce cost.

Each year, I conduct several workshops and deliver lectures on marketing, strategic planning and cross-cultural business effectiveness to companies, colleges, educational institutions and private groups. Subjects are related to closing deals across borders and cross-cultural management.

I am a grandfather now. Our eldest son, Randy, who is an architect and works in Dubai, was blessed with a baby boy last February. Our second daughter Megan, who is an interior designer, also lives in Dubai.

We visit them regularly and talk to them by way of Skype. Both of them are great supporters of our mission.

For me, after my retirement, shouldering social responsibilities with enthusiasm and passion and to keep them moving forward have now become my true purpose in life. I hope these efforts will make our society better and provide hope for children around the world. I believe that all young people have the right to education. Education is the key to ridding the world of poverty.

Education gives young people a stronger voice in society and creates the opportunities and choice that allow them to lift themselves out of misery. I have been blessed with the opportunity to be that one light that sparks off and ignites the fire of passion to help others.

Well, my wife has been the strong pillar and motivating force behind all our efforts and achievements to serve humanity. I am blessed.

More about the project?

If you are interested in helping Nat Yogachandra's projects, visit www.hopeislife.org or send contributions to: Hope is Life Foundation, P.O. Box 261, Fairport, N.Y. 14450. To contact the author, send an email to nyogachandra@yahoo.com,