

# Biography

Nathaniel Max Rock (Max to his friends) was born in Pasadena, California in a house located on Corson Street. At the time, Max's parents didn't believe in hospitals and had a midwife assist in the delivery.

When he was four, the state dug up and took half of his front lawn to put in the big 210 Interstate Freeway. It was during the construction of this freeway that Max would collect sticks from the construction site with orange tape on them to use as swords and to make wooden airplanes. It was with some irony, that Nathaniel went on to become a civil engineer where part of his work was to lay out construction sites and put in sticks with orange tape on them so the bulldozer drivers would know where to dig.

During Max's sixth grade year of school, he was diagnosed with a condition, the effect of which was to cause his eyes to over-focus when reading, hence, Max did not learn to read until the seventh grade. Max spent these school years frustrated and turned to poor behavior to mask his deficiency. Along the way, his parents tried everything from eye exercises from a special doctor to reading homework lessons into a tape recorder so he could listen instead of having to read. Max started the seventh grade knowing he had an eye muscle control problem but not knowing how to read. He spent his junior high and high school years catching up from those missed years of education.

As a result of this set-back, when it came time to take ninth grade algebra, Max's school counselor recommended against it. Max's dad had to come into school and in a meeting with the counselor and Max, insist to the school counselor that Max be placed in ninth grade algebra. Max can still remember the counselor's words, "Nat, when it comes to algebra, you either get it or you don't, based on your work till now, you are not going to get it." Max's dad insisted, "I want him in algebra, period!" Max did take ninth grade algebra and although he only got a C, that put him on a normal college-prep track which paid off greatly after high school when he went on to engineering school. This experience introduced Max

to institutionalized class-ism. The school counselor was deciding the future for young Max based on his perception of where Max should be. Max was headed toward 'lawnmower repair school.' This was another name for trade school.

When Max was twelve, he started to cut grass for neighbors and grew his business from two customers to twelve. Max's primary form of marketing was an advertisement in the form of a flyer which Max's dad helped him make. The flyer had a space which could be cut in a plus shape and put over the door knob of neighborhood house doors. During the summer, at \$7 a lawn, 12 lawns a week, Max always had more money than the average twelve year old. This was Max's first career of many.

During his high school years, Max worked at a youth summer camp in the northern part of Minnesota. Max was an instructor in the rock climbing department where he instructed on climbs and repels ranging from 13 to 50 feet. He also instructed on four and seven-day wilderness canoe trips into the Canadian border waters. He also had the privilege of working when a group from Mexico came to the camp, although the Mexican campers spoke no English and Max spoke no Spanish, he instructed on waterskiing and guided a four day wilderness canoe trip with the help of interpreters. This was Max's first experience with students who were learning English as a second language.

In his junior year of high school, Max's dad took him on a trip to Chicago, Illinois where Max was tested by a group called the Johnson O'Connor Research Foundation ([www.jocrf.org](http://www.jocrf.org)). During this day of aptitude testing, based on his talents, the group recommended that Max become a photographer, brain surgeon or engineer. Max already was a photographer and the sight of blood made him faint, so engineer it was. The profile recommended civil engineering because of its high three-dimensional content. This was a major shift from the family thinking that Max would go to 'lawnmower repair school.' Engineering required college. This was the first time Max started thinking about college.

Max didn't apply to engineering school until the late fall / winter of his senior year. He applied to and was accepted at Ohio State University, Notre Dame University and University of Cincinnati. Max selected

University of Cincinnati because of its cooperative education / work engineering program.

Max completed his Bachelor of Science Degree in Civil Engineering with a Major in Structural Engineering and a Minor in Construction Management at the University of Cincinnati in Cincinnati, Ohio. During Max's degree, he worked at a local general contracting company, Dugan & Meyer's Construction where he worked as an assisting estimator and performed site layout duties for one of their projects, The Wexner Center for Visual Arts on the Ohio State University Campus in Columbus, Ohio. During his degree, Max also worked at KZF Incorporated, an architectural and engineering firm located in Eden Park, adjacent to downtown Cincinnati. There he worked in the civil engineering division working on various bridge and highway design projects. He also worked in their structural engineering division crunching numbers on a 40,000 square foot pan joist reinforced concrete jail.

After graduation, Max was hired as a structural engineer and moved by C.F. Braun (which became Brown & Root Braun) to the city of Alhambra, California, just seven miles east of the city of Los Angeles and four miles south of his hometown, Pasadena. There Max designed cross-country oil pipeline supports for the Prudhoe Bay, Alaska oil field. Max had the pleasure of taking a trip to Prudhoe Bay, Alaska where he walked on the frozen Arctic Ocean. Max wanted more excitement, however, and returned to school to get his MBA.

Max received his Masters in Business and Administration Degree with a specialty in Strategic Management and Management Control Systems at the Drucker School of Management at Claremont Graduate University in Claremont, California. Max had the privilege of taking two classes with the renowned business speaker and writer Peter F. Drucker. In addition, Max spent several independent studies writing papers on the topics of business control systems with one of his Professors, Dr. Joseph Maciariello.

While the focus of business school is to prepare students to become management consultants, this profession was unappealing to Max for several reasons. First, a great deal of traveling is required and Max was unwilling to be away from his family. Second, Max did not find it very

satisfying to merely give advice to business owners, he wanted to test his ideas on his own businesses.

Over the years Max has started, ran and owned many businesses. These businesses include a fine arts company, an engineering company, a business consulting company (where he helped a friend turn around a chicken slaughter house in down-town Los Angeles) and a chain of three retail furniture stores.

Max has been a financial consultant in different capacities over the years for businesses and for individuals. Max holds his California Life License as well as the series 6, series 63 and series 21 securities licenses which cover the subjects of mutual funds, variable annuities and being a securities principal.

Max has purchased and remodeled two Southern California homes as a hobby and currently holds his California General Contractor's License as well as his California Real Estate Salesperson License.

Max has also been a middle school math teacher and a high school math teacher from the year 2002 to present. He has taught 7<sup>th</sup> Grade Math, Algebra I, Geometry I, Honors Geometry I, 9<sup>th</sup> and 10<sup>th</sup> Grade AVID Elective, Carnegie Algebra I, Algebra II, Math Analysis, Calculus and California High School Exit Exam (CAHSEE) preparation classes. Although No Child Left Behind made emergency teaching credentials illegal, the demand for math teachers at the time allowed emergency teaching credentials under the status of a Pre-Intern and then University Intern titles. Max is currently in a Masters of Arts program for Curriculum and Instruction at California State Dominguez Hills.

Max is a published author many times over. His book topics include math, education and religion and can be ordered through any bookstore or any online retailer (such as Amazon.com, bn.com, etc.). One of the most unique math books he has written is on a math vocabulary ranking intervention protocol (VRIP) which Max invented, researched and developed as a math intervention option for middle school and high school students who are struggling in math.

Max has three children and lives with his wife in Southern California.