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**MEDIA KIT: *Bridgeway36 Inc. | Julia Smith***

**1. About Bridgeway36 Inc.**

Bridgeway36 Inc. is a consulting and education firm founded by Julia Smith, a retired public sector leader and nationally recognized author.  
We specialize in helping individuals and organizations navigate complex transitions — from career disruption and retirement to AI adoption and workforce upskilling.  
Our mission is to bridge emotional wellness, professional reinvention, and ethical leadership in a rapidly evolving world.

**2. About Julia Smith**

Julia Smith brings over 30 years of executive experience in government retirement systems, specializing in policy, training, and leadership development.  
As a transition consultant, author, and creator of the *GovernAI Compliance* training initiative, Julia empowers others to take control of their futures — personally and professionally.

She is also the founder of the Authors First Book Sale Foundation, a nonprofit supporting first-time authors, and has launched several community-centered outreach programs around grief, aging, and economic recovery.

**3. Target Audiences**

**For Employers & Agencies:**

* Government & public-sector employers
* Workforce development boards
* Human Resources and Training Divisions
* Retirement systems
* Educational institutions offering career transition or AI policy training

**For Individuals:**

* Mid-career professionals experiencing change
* Retirees seeking purpose and relevance
* Entry-level workers at risk of AI-driven job displacement
* People over 50 launching second careers

**4. Flagship Products & Programs**

📘 **Books & Digital Guides:**

* *Fundamentals of Generative AI: A Pathway to Certification*
* *Freedom Through Surrender: The 12 Bridges*
* *Good Grief: Retirement is a Change*
* *Isolation: The Silent Killer of Our Time*
* *Top 10 Jobs AI Is Replacing*
* *Bridgeway to Business: Real Solutions for the Unemployed Over 50*

🎓 **Courses & Training Programs:**

* *GovernAI Compliance Certification Program*
* *Bridgeway to Better: Self-Discovery & Emotional Growth*
* *AI Job Survival Tools* (entry-level worker adaptation training)

📂 **Licensing & White Label Options Available**

* Employers may license full courses, customize materials, or bundle certification options for employee training.

**5. Workforce Impact Messaging**

**AI won’t replace people — but people who understand AI will replace those who don’t.**  
The American Dream feels out of reach for many. We give people the tools to rewrite their story — ethically, emotionally, and economically.  
Emotional wellness isn’t soft—it’s strategic. Especially when change is constant.

**6. Partnering with Bridgeway36**

We welcome collaboration with:

* State & city agencies implementing AI policy training
* HR teams preparing for workforce disruption
* Retirement systems addressing emotional impacts of aging, loss, and identity
* Economic development offices focused on reskilling and community support
* Educational institutions needing turnkey, non-video curriculum for adult learners

**7. Contact & Distribution**

* **Website:** [Bridgeway36.com](https://bridgeway36.com/)
* **Email:** JuliaBridgeway36@gmail.com
* **Courses:** Available via Bridgeway36.org (downloadable + self-paced)
* **Amazon Books:** Available in print and Kindle editions
* **Bulk Orders, Licensing, & Customization:** Available upon request