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Knowledge passed down from elders allows tradition to live on

When Chevron came to Alaska nearly 100 years ago, children learned the way of the earth through knowledge passed on by their elders. They learned about life, about living, by watching, by listening.

Through the years, many aspects of native culture have changed. Fortunately, tradition isn't one of them. Even though the opportunity for today's children to expand perceptions and knowledge of the environment has greatly increased, traditional customs and rituals have not wavered because elders are eager to pass the legacy to children who are eager to learn.

The continued search for petroleum in Alaska by Chevron and others will help create new opportunities. In the future, today's youth may depend as much on what's under the earth as what roams on top of it to feed his family.

Recognizing this, Chevron has contributed to a number of programs to make scholarships available to Alaskans. And, by supporting colleges and vocational training throughout Alaska, Chevron is helping prepare today's youth for tomorrow's jobs and opportunities. Careers that don't interfere with tradition. Careers that allow tradition to live on.

