



PRIMECREST.

WHERE VISION MEETS VOICE

THE SEPTEMBER
ISSUE
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2026

Unstoppable
LEADER
making a difference in
2026

The center

WERC is one facility. A place, she says, people can come as they are.

Deputy
Director

**BOSS
CALIFORNIA**

Nichole
PETTWAY

*Not the
last word*

Resilience, as she defines it: get back up, sometimes slowly, sometimes differently.

Deputy Director at Building Opportunities for Self-Sufficiency. WERC is one facility; she also manages the Trauma Recovery Center and the Pre-trial Expansion Program.

THE SEPTEMBER ISSUE
THEPRIMECREST.COM

SCAN TO READ



THEPRIMECREST.COM

The desk that put this edition on the page.

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Where you have been does not have to decide where you are going.

Dr. Nichole Pettway is Deputy Director at Building Opportunities for Self-Sufficiency, California. The Wellness Empowerment Resiliency Campus is one facility. She also manages the Trauma Recovery Center and the Pre-trial Expansion Program. The career was not invented in a classroom. It came from her own file: trauma, addiction, incarceration, instability, and the feeling that a future had already been decided for her.

She also knows what it feels like when someone sees past those circumstances and reminds you the life still has purpose. She wanted to become that person for others. To help people recognize that where they have been does not have to determine where they are going.

Purpose is what still gets her out of bed. The work touches real people, real families, and sometimes entire generations. Every day she has a chance to use both the professional file and the personal one: stability, healing, employment, housing, recovery, or simply believing in themselves again. That responsibility, she says, is what keeps her moving.

She does not count a title, a degree, an award, or a chair as the achievement. She counts sitting at the tables where decisions are made and not forgetting the people those decisions land on. Lived experience became professional expertise. She builds programs, leads teams, creates opportunity, and argues for communities she once personally represented.

The people who keep her hopeful are often ordinary. Loss, trauma, rejection, incarceration, addiction, hardship, and still the courage to rebuild. Their perseverance is what she names when she talks about the human spirit. Faith, opportunity, accountability, support, and determination, together. She has seen the change. She is living proof it is possible. She will always believe it is possible.

What follows is printed as she answered it. The book on the table in the sitting is hers: *Against All Odds*. We do not invent a chapter around it.

Your circumstances do not get to have the final say. You can heal, reinvent yourself, find a voice, and move in purpose. The past does not disqualify the future.

THE SEPTEMBER ISSUE

Vol. X • Portrait

DEPUTY DIRECTOR

BOSS • California



Dr. Nichole Pettway

LIVED EXPERIENCE, TAKEN TO THE TABLE • 03

The file, in the order we printed it.

Lived experience, taken to the table at BOSS. Answers kept in the order she gave them. The book on the table in the sitting is hers.

02 The letter

The file she still opens with, and the table she now sits at.

05 WERC

One facility. Hope, healing, opportunity. The whole person, not a single need.

06 The sitting

The California portraits, and Against All Odds on the table.

07 As answered

Resilience, the people she serves, the advice she still gives.

09 From the file

Self-care, society, Building Bridges Foundation, a note to the reader.

11 Casework

An operations assistant, from the publisher's desk.

We do not invent a chapter around the book. It is in the photograph.

Come as you are. *Become who you were created to be.*

THE PLACE

The Wellness Empowerment Resiliency Campus is one facility. She also manages the Trauma Recovery Center and the Pre-trial Expansion Program. All of it is for Building Opportunities for Self-Sufficiency. WERC, she says, is hope, healing, opportunity, and transformation. A room people can arrive in as they are, and be supported in becoming who they were created to be. Pathways for people who have been overlooked, underserved, or defined by their most difficult moments. That is the sentence she will still give.

THE WHOLE PERSON

Change comes from meeting people where they are. Someone may need employment help and also be carrying trauma, housing instability, justice-system involvement, family trouble, or a behavioral health need. Services, relationships, resources, and opportunity are brought to the same table. Stability and self-sufficiency are the direction of travel.

WHAT THEY TAUGHT HER

People are resilient when they are given a real chance, respect, and support. Never assume a whole story from one moment. The people they serve keep reminding her that everyone has strengths, gifts, and possibilities that may only need the right room to show.

THE FIGHT

One of the greatest challenges, she says, is the lack of equitable access to opportunity. Too many people are asked to overcome trauma, poverty, incarceration, violence, homelessness, and systemic barriers without the means. You cannot tell someone to change a life while denying housing, employment, behavioral health, education, and community support.

WHAT KEEPS HER MOVING

Purpose. Every day she has a chance to use both the professional file and the personal one. Transformation keeps her hopeful. She has watched people change the trajectory of a life, and she is living proof that the change is possible. Because she has seen it, she will always believe it.

W Wellness

E Empowerment

R Resiliency

C Campus

Come as you are. Be supported in becoming who you were created to be.

THE SITTING

Against All Odds

PHOTOGRAPHED FOR

The September Issue

DEMO

Against All Odds

THE BOOK ON THE TABLE

BOSS

WERC · TRC · PRE-TRIAL

The sitting

AS PHOTOGRAPHED · 06

AGAINST ALL ODDS
A TREMPANT JOURNEY
FROM ADDICTION & INCARCERATION

Printed as she said them.

WHAT DOES RESILIENCE MEAN?

Not pretending that something did not hurt you. Acknowledging what happened, learning from it, healing from it, and refusing to let it have the final word over your life. Get back up. Sometimes slowly. Sometimes differently. Get back up nonetheless.

ADVICE, IF THE SEASON IS STILL PAINFUL

Do not make permanent conclusions about a life from a painful season. Give yourself permission to ask for help, to heal, and to take recovery one step at a time. Trauma may become part of the story. It does not have to become the identity. There is life on the other side of what you are in, even when you cannot see it yet.

WHO HAS INSPIRED YOU MOST?

Many people, she says. Some of the strongest examples have been ordinary people who kept going through extraordinary circumstances. Loss, trauma, rejection, incarceration, addiction, hardship, and still the courage to rebuild. Their perseverance reminds her of the power of the human spirit.

WHAT KEEPS YOU HOPEFUL?

Transformation. She has watched people change the trajectory of a life, and she is living proof that the change is possible. Life can look completely different when faith, opportunity, accountability, support, and determination come together. Because she has seen it, she will always believe it.

WHAT WOULD YOU CHANGE IN SOCIETY?

Stop permanently defining people by the worst thing they have done or the hardest thing they have lived. People deserve the chance to heal, grow, contribute, and reinvent themselves. Accountability matters. Redemption and restoration have to have a place as well.

WHAT IS AHEAD?

Leadership, speaking, coaching, program development, and Building Bridges Foundation. More opportunity for people marked by trauma, incarceration, addiction, violence, and systemic barriers. Future leaders who can carry the work. Everything she builds, she wants to outlive her.

A NOTE TO THE READER

Your circumstances do not get to have the final say. You can survive difficult things and still become something you did not expect. Do not let the past convince you that you are disqualified from the future. Sometimes the experiences you wished you could erase are the ones that equip you to change someone else's life.

Resilience is refusing to let it have the final word.

DEMO

Notes she will still give.

Your circumstances do not get to have the final say over your life.

THE POST

Deputy Director at Building Opportunities for Self-Sufficiency, California. WERC is one facility. She also manages the Trauma Recovery Center and the Pre-trial Expansion Program.

SELF-CARE

Still learning it is necessary. Family, reflection, prayer, travel, celebration, rest, and the things that bring her joy. Boundaries, too. You cannot keep pouring out without putting something back.

SOCIETY

Stop permanently defining people by the worst thing they have done or the hardest thing they have lived. Accountability matters. Redemption and restoration have to have a place as well.

AHEAD

Leadership, speaking, coaching, program development, and Building Bridges Foundation. Future leaders who can carry the work. Everything she builds, she wants to outlive her.

THE GIFT

You can survive difficult things and still become something you did not expect. Sometimes the experiences you wished you could erase are the ones that equip you to change someone else's life.

BE FEATURED

Vol. X



— BE FEATURED

Get featured in the upcoming edition of PrimeCrest.

We print answers in the order they are given. We keep the sitting as it was directed. This edition is Vol. X of The September Issue. The next one is open. Register now. Because your story deserves the record.

THE INTERVIEW

Printed as answered. No rewrite of the file you gave us.

THE SITTING

Art-directed, the way this California sitting was made.

THE RECORD

Your page, kept properly, in the upcoming edition.

THE HOUSE

PrimeCrest, a product of Fortiora Group LLC, Sheridan, Wyoming.

THE DESK

Hello@thefortiora.com · theprimecrest.com

This sitting is from Vol. X. The next edition is open to the people who still have a file worth printing. Scan the mark. The desk will take the rest from there.



SCAN TO REGISTER

The file *still attached.*

Fortiora Casework is an operations assistant for program teams. The note is written as the meeting ends. The referral is queued. The next action stays attached to the person, not lost in a second system.

DEMO

THE NOTE

Written before the room empties.

THE NEXT STEP

Queued against the person, not a pile.

THE SOURCE

Cited to the meeting that produced it.

Four jobs, *kept with the person.*

01

Session notes

The conversation turned into a record before the next door opens. A person still signs it. The machine does not invent what was not said.

02

Referrals

Housing, employment, behavioral health, education. The request leaves with the file attached, so the receiving desk does not start from nothing.

03

The queue

Who is waiting, what is due, which clock is about to fail. Ordered by urgency, not by who shouted last.

04

The handoff

When a case moves, the history moves with it. Built for shops that cannot afford a lost file, and will not pretend a new form is a new person.



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PRIMECREST.

WHERE VISION MEETS VOICE

*A journal of affairs, business and culture,
independent reporting, considered writing, and the
people who shape what comes next.*



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