



SER America

Cultivating America's Greatest Resource: People™

Spring 2013

Progress Through Partnerships

SER-Jobs for Progress Highlights:

- ♦ **SER SCSEP National Initiatives**
- ♦ **SER National Affiliates Highlights**
- ♦ **Paula Raposa Retirement**
- ♦ **New Leadership**

49
Years of Service



INVERTIMOS *en la* COMUNIDAD

EDUCATION. Guided by our vision to be the best beer company in America, MillerCoors is committed to inspire and develop the next generation of great American leaders. Our community investment strategies focus on connecting and investing with organizations that provide merit scholarships and leadership resources to deserving college students and community leaders. The goal is to empower them to graduate and lead. For more information on our community involvement please visit www.millercoors.com



SER America

SER America is a publication of SER-Jobs for Progress National, Inc. Direct all editorial and advertising inquiries and correspondence to:
 SER-Jobs for Progress National, Inc.,
 c/o SER America
 100 E. Royal Lane, Suite 130
 Irving, TX 75039
 Tel: 469-549-3600, Fax: 469-549-3687
 Website: www.ser-national.org

Reproduction of articles is permitted only if reprinted in its entirety with credit given to SER and/or author. It is requested that a copy of the reprinted materials be sent to SER-Jobs for Progress National, Inc.

SER-Jobs for Progress National, Inc., acknowledges the support by the U.S. Department of Labor and the advertisement support of corporations who made this publication possible.

Publisher



SER-Jobs for Progress National, Inc.
 100 E. Royal Lane, Suite 130
 Irving, TX 75039
 Tel: 469-549-3600
 Fax: 469-549-3687
 Website: www.ser-national.org

SER National President & CEO

Ignacio Salazar

SER America Coordinator

Roland R. Ramirez, Corporate Liaison Manager

SER America

Freelance Writer: Sylvia A. Martinez

Contributors: SER National and Affiliates

Publishing Partner

Luis Nuño Briones
 LUNUBRI Publishing - www.LUNUBRI.net
 P.O. Box 540474, Dallas, TX 75354
 Tel: 469-855-4774, Email: lunubri@yahoo.com

SER National Board of Directors with President & CEO



Photo by Luis Nuño Briones

Front Row (L-R): Alma Morales Riojas, Rosa Rosales, Joe Campos, Linda Rivas, Monica L. Martinez.

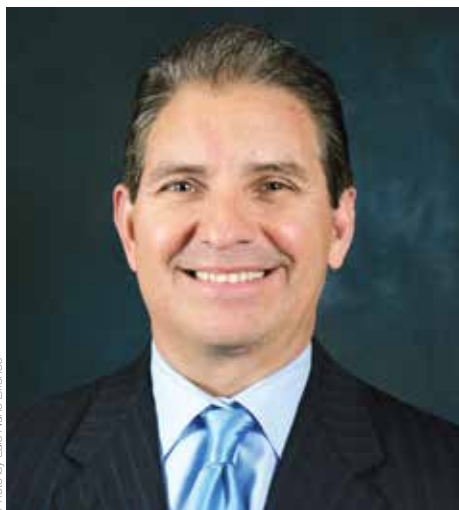
Back Row (L-R): Frank Ramirez, Jerry Fuentes, Alex Martinez, Hector Flores, Tom Trotter, Ignacio Salazar, Joe Ponce, Francisco F. Ivarra, David Rodriguez.

Not Pictured: Janey Appia, Joedis Avila, Frank Casillas, Jose Cela, Helen Galvan, Margaret Moran, Roman Palomares, Roger Rocha and Jose Ruano.

Table of Contents

- 4 Chairman's Letter**
- 6 Message from President and CEO**
- 10 SER National Initiatives**
 - SCSEP & SCSEP Colorado
 - SER Career Prep Academy - Online High School
 - Executive Leadership Institute at SMU
 - Financial Literacy
 - SER National Youth Program
 - New Technologies
- 17 SER National Affiliate Highlights**
 - Central States SER
 - La Alianza Hispana
 - Multicultural Career Intern Program
 - SER Westchester
- 21 Paula Raposa Retirement**
- 30 SER National Board of Directors**
- 32 New Leadership**
- 34 SER Network Directory**

Message from the Chairman of the Board



Jerry Fuentes, *Chairman*

I was born and raised in the Southside of San Antonio, Texas, in very humble surroundings. My environment, while not filled with monetary benefits, was rich in community, pride and a sense of belonging. Despite working second and third jobs, my parents did not have much. When we did receive help, it was something we were very appreciative of, and I developed an understanding that often, that assistance was offered through the goodness of someone's heart, their desire to make a difference. That was a lesson that has stayed with me all of these years. So, when I look at the work SER does today, I relate to those same rich principles of helping community and assisting those who may not have all of the financial benefits often needed in order to be successful.

It was while participating in a Texas Workforce Commission project in San Antonio that I first became aware of SER. After learning more about the organization, I felt the SER mission was one of helping people better their lives and giving them the tools so they eventually help themselves and their families. It was that mission that resulted in my service on SER's board of directors. That was eight years ago. In 2012, I was honored to be named Chairman of the Board, a responsibility I take very seriously.

It is a commitment that my employer,

AT&T, honors. AT&T has a long, rich history of investing in people and supporting communities where we do business and has been a longtime supporter of SER National. It's a commitment made at the highest level. After all, when your CEO takes time from his busy schedule to serve as the SER keynote (as AT&T Chairman and CEO Randall Stephenson did a few years ago), it is clear our company is dedicated to the SER mission of helping people in our communities.

I believe strongly that SER's biggest assets are the people – both the staff who run the day to day organization and the people that SER serves. The economic slow-down has affected many people and has made the services SER provides more important today than ever before. Therefore, our biggest challenge is making sure the work of SER can keep up with the demand for the services SER provides. Already, we have worked and will continue to work to make SER's programs as efficient as possible.

Throughout my career at AT&T, I've learned that if you have good people that have a clear direction, all you have to do is get out of the way and let them do their jobs. SER has some of the brightest and best employees around. I view my role as such: Be supportive, give direction, and then get out of the way and let them do their jobs.

Meeting the people SER serves and listening to their stories about how SER has helped them change their lives has been the highlight of my work with SER. As board Chair, one of my three major goals is to help brand SER as a national leader in workforce development, training and education. To that end, we will use social media, outreach and partnership to help accomplish this goal. Secondly, we are working to create an open and transparent board with a sense of ownership and commitment. While ours is a working board, our role is to set policy and build partnerships. Which brings me to my third goal, which is to support the SER staff. Staff has to feel and be empowered to make decisions. The board and chairman need to provide the policy and leadership but then let the CEO and professionals run the show.

My experience at AT&T and extensive work in the community have taught me the value of effective consensus and

coalition building. Partnerships are also key. Partnerships allow SER to leverage and maximize the impact we can have on the community. Partnerships can stretch a dollar far beyond its value, and that is now more important than ever. Through its many successful partnerships, SER will continue to progress, as evidenced by our 2013 conference theme.

The good news for SER, our partners and clients is that the economy is starting to come around. The bad news is that it is coming around very, very slowly. However, when the economy gets sluggish and budgets get tight, that's when workforce development and training and education services are needed the most. We will continue to work to demonstrate that investment in people through programs like those offered by SER and its affiliates will pay big dividends into the future.

At AT&T, we've always been involved in the communities we serve. We understand that in communities that are healthy and vibrant, it makes our business grow and thrive. When we don't have that, our company suffers too. So, too, when people do not have the types of services that SER provides, America suffers. SER is committed to help ease that suffering and rebuild a stronger America.

A handwritten signature in dark ink that reads "J. Fuentes". The signature is stylized with a large, flowing "J" and a cursive "Fuentes".



*Constant
change.
Never
changes.*

Over time, the world changes and technologies evolve. At AT&T, innovation and service is strengthened by the diversity of our employees, suppliers and customers.

AT&T is proud to sponsor the Progress through Partnerships 2013, and is a proud supporter of organizations like SER-Jobs for Progress National, Inc.

Rethink Possible® 

Message from the President and CEO



Ignacio Salazar, *President & CEO*
SER-Jobs for Progress National, Inc.

Despite these uncertain times, we have much to celebrate in our service, employment and redevelopment efforts this year, particularly the success we enjoy throughout the nation by our affiliate network, in addressing the skills gap and information differential in the communities we serve. Along the same line, we are pleased to announce the launch of the SER Career Prep Academy. It is our first fully accredited online school district offering students who need to return to school the opportunity to achieve high school completion in all 50 states.

I'm proud to share with you that we have exceeded expectations from our local and national partnerships this past year. We've had tremendous results in the number of people who have been exposed to health careers, which is an area of growth as the U.S. population ages and lives longer. We hope to have the same success with STEM (science, technology, engineering and mathematics) programs in the future, as energy also will continue to be a growth industry.

As you know, the unemployed and underemployed are experiencing a slower economic recovery. SER realizes that education and training is part of the solution, and it is our task to assist them in creative and innovative ways. The programs that our affiliates offer nationally continue to bring qualified workers into the job market, prepare young people for the future, and help countless families move towards fulfilling careers and self sufficiency. It is our goal to build upon the goodwill and creativity of this network with partnerships that strengthen their base and position them for greater success in the

future.

This year, with the generous support of American Express, we were able to create the SER National Leadership Institute. The institute provided a best-in-class strategic management and leadership training program at Southern Methodist University's Cox School of Business to senior-level executives, managers and board members of 22 affiliate organizations across the country. Just as it is crucial to educate underserved populations, it is important to educate our staff and leaders so that we become more proficient at what we do. This training already is steering us toward a more business-minded approach for generating revenue throughout the network.


As the Hispanic population grows and develops across the country, we will continue to grow SER's reach and service by expanding our network into areas like Alabama, Georgia and the Carolinas in order to meet that demand. It is a great beginning after almost 50 years!

During the conference we will recognize and pay tribute to the many forces that

make SER possible. A special tribute will be given to Paula Raposa for her 30 plus years of dedication to improving the quality of life for residents in Southeastern Massachusetts. Collectively, the SER Network of affiliates represents a powerful force across the country that has and will continue to make American workers competitive in the global market place. This past year, the network of affiliated partners touched the lives of more than 1 million persons through innovative programs that provide a path to economic stability. To that end, we will also recognize the efforts of SER Rhode Island, SERCO of Texas, SER Florida, and SER Fresno for Los Angeles County, California, for outstanding work this past year in transforming lives and uplifting communities.

During the conference we will also recognize the contributions of our partners and partnerships with corporate America. They help engage our staff in industry best practices and provide crucial business resources across the SER network and open the door to cutting-edge technologies for our employees and most importantly our customers.

But we've got much more to do. What we're driving for is to make the biggest impact by utilizing technology to help as many people as we can. Our job is to assist these people who dream of a better tomorrow achieve those sueños. It is the people — the affiliates and the people we all serve — who make the difference. People with hearts! People with passion! People who care! It's the people who have created miracles at the local level.



Every kid deserves
the thrill of knowing
the answer.

©2013 Target Brands Inc. Target and the Bullseye Design are registered trademarks of Target Brands, Inc. 473469

Target is on track to give
\$1 BILLION FOR EDUCATION
by the end of 2015.

Learn about the difference this support
is making for kids nationwide at
Target.com/Education.



We offer over 650 ways to help you achieve a balanced diet

The Coca-Cola Company is proud to support
SER-Jobs for Progress National, Inc.

To learn more about what we're doing and why we're doing it, join us at livepositively.com



©2013 The Coca-Cola Company. ©2013 glacéau. vitaminwater®, bottle design and label are registered trademarks and vitaminwater zero™ is a trademark of glacéau. TRUVIA is a trademark of The Truvia Company L.L.C.



COMPLIMENTS.

Here's to a job well done.

At Comerica Bank, we commend **SER-Jobs for Progress National, Inc.**
We're inspired by everything you do. Keep up the great work.

Comerica Bank

MEMBER FDIC. EQUAL OPPORTUNITY LENDER.



SER National Initiatives Help People Reach Full Potential

From a new online school to help educate young people to educating its own employees to become better leaders, and in turn, better serve its clients, SER National Initiatives make a measured difference in people's lives from coast to coast. SER continues to offer programs, such as the Senior Community Service Employment Program (SCSEP) and financial literacy, which help empower people through training, employment and business and economic opportunities.

Such was the case for Felicitas Mesaros and Refugia Gonzalez, both of whom found themselves of SER job training services well past their retirement age.

Unable to find employment, Mrs. Mesaros arrived in SER's El Centro, California, offices in tears. Her husband had passed away, forcing her to seek employment to survive, and she had been unemployed for more than 20 years.

Likewise, financial need and the slow economic recovery forced Mrs. Gonzalez back into the workforce at 84. She, too, had been rejected for employment because of no recent work history.

Both are being trained as receptionists; they are grateful to SER and very motivated about becoming self sufficient.

Likewise, many seniors find themselves being forced to return to work or having to work longer. SCSEP provides them with the training and opportunities to do so with confidence. Below are a representative few of SER's success stories.

SCSEP Helps Seniors Go from Homelessness, Joblessness to Employment

The Senior Community Service Employment Program or SCSEP has been one of SER National's longest-running and most successful

programs. It has helped train or retrain seniors, placed them in temporary work settings (known as host sites), which often lead to full-time employment opportunities. It has been rewarding for both participants and SER staff alike. Here are a few inspirational stories:

After serving his country, Fred Aragon worked at CF&I Steel

Mill for 14 years before becoming permanently disabled due to an injury to his foot, preventing him from continuing to be employed. Undaunted, this former U.S. Marine Corps veteran earned an automobile maintenance certification. He eventually was hired by a Pueblo, Colorado, law office to help them close their offices due to retirement.

Unable to work in car maintenance, his foot worsening, and lacking the necessary clerical skills, Mr. Aragon applied to and was accepted into the SER – Jobs for Progress' SCSEP program in November 2010. After training for about 18 months, Mr. Aragon was hired by the very agency which had helped him. He became a case manager for SER – Jobs for Progress on June 17 of last year.

"This is one of best things that has ever happened to me," Mr. Aragon said. "I get to work assisting people with their training, job placements, and with whatever other problems that they may be experiencing. This has turned out to be the most gratifying and fulfilling job I could ever imagine."

Mr. Aragon, 64, said his new career has changed his whole outlook on life. "This has given me a new sense of self worth," he said. "I am proof that this program really works as it is intended. I have learned so much by being in this program, and now I really enjoy helping other seniors succeed."

Bennie Brown is a former Navy man who earned his living in various positions at a large corporation, from assembly linesman to forklift operator. He was eventually named an assistant manager. But when the corporation he worked for started moving jobs to countries offering cheaper labor, Mr. Brown found himself out of work. He turned to temporary employment agencies, which resulted in unstable work and pay. To make matters worse, he suffered a burn injury on one of the temporary job sites and was eventually let go. He worked as a mover until that job became too physically challenging. At 55, dealing with personal problems and an old felony conviction hampering his search for permanent employment, Mr. Brown was at his darkest hour. He was homeless and living on his niece's couch.

Then one day, he came across a sign which read "paid training." He



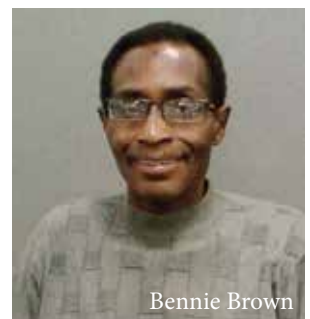
Felicitas Mesaros



Refugia Gonzalez



Fred Aragon



Bennie Brown

Continued on page 11



SER National Initiatives Help People Reach Full Potential

approached the offices and applied to the program and within a week he began training. Jesse Torres, SER National SCSEP Case Manager in Wisconsin, invested time into placing Mr. Brown and working towards him getting employed. While training at Feeding America, Mr. Brown utilized his warehousing skills and improved his customer skills, yet he still felt he was not reaching his full potential.

He enrolled in a fast track training program with 360 Solutions, a training provider funded by SER National, and on his second day he was hired on by the local Veterans Administration office as a full-time receptionist. He is also receiving benefits and enjoys working with the public. Mr. Brown has regained his confidence and is ready to inspire others to do the same. His goal is to become a counselor, serve as an example and help his fellow veterans.

His advice to other seniors: "If you want to be successful, you can, through SER SCSEP, but it doesn't last forever, so recognize the opportunity, hold on to the principles and you will make it," he said. "SER has shown me at this age, I could do it. I was put right back in where I needed to be."

After a long and exhausting career as a truck driver, veteran Daniel Seng found himself out of work, receiving Supplemental Nutrition Assistance Program (SNAP) and donating plasma twice a week in order to survive. All the while, Mr. Seng was seeking employment leads at the Workforce Solutions in Tarrant County. Because he was limited to an hour of computer use, he would occasionally stick around in the parking lot to read a book. This turned out to be fortuitous, as one day a security guard approached him and pointed him to the SER-Tarrant County office.

Maribel Magallanes, SCSEP case manager, learned that Mr. Seng was looking for work in custodial maintenance/grounds keeping. Mr. Seng not only received the necessary support, but was given necessary clothing and shoes to assist with being successful in his new chosen field and was placed at Resource Connection of Tarrant County. Supervisors noticed that Mr. Seng would complete his tasks with little or no direction, and within a few months was offered a part-time permanent position.

"Mr. Seng has been an absolute wonderful individual," said. Ms. Magallanes. "I am proud to have been part of his achievement and success story."

At 63, Darlene Fields who had made a living as a housecleaner, couldn't find work in a small town in Arizona, where she was living with her son. He provided food and shelter for her, but she had no income. She eventually made her way to Durango, Colorado, and the Durango Community Shelter for the homeless, where she heard about SER. Ms. Fields, who had returned to school and earned a master's degree in education in her early 40s, had longed to work in the education arena. She was successfully placed at Skills for Living and Learning, an alternative school for learning disabled children.

Ms. Fields is excited about being able to use her education degree to become a teacher assistant trainee. Although she does not own a vehicle and has never had a driver's license, she makes her 18-mile commute by bus. She gets her meals from the local soup kitchen and is grateful to have shelter and her new training position. Through the SCSEP program, Ms. Fields will be able to get professional attire and transportation assistance for her teacher assistant training position.

While not all stories are as dramatic as that of Mr. Brown, Mr. Seng or Darlene Fields, to each SCSEP participant, they are just as meaningful and empowering.

A Colorado State SCSEP Success Story

One lovely October Karon B. Malouff joined the Carnegie Library staff in Trinidad, Colorado, as a trainee. At the time, Karon, a native of Southern Colorado, had been working at a job that she enjoyed, but which required a commute of almost 80 miles roundtrip, which was especially difficult during

Colorado winters. It was finally Karon's daughter-in-law, Gina, who told her about a program for seniors in Trinidad. The Senior Community Service Employment Program



Karon B. Malouff

(SCSEP) is funded through the Colorado Department of Human Services, Division of Aging and Adult Services.

SCSEP works with seniors in the community by placing them at various organizations where they receive training, while also gaining work experience — all while being compensated for their time. The participating organization gains a trainee and the senior works within the community, a win-win situation for both parties. The program also encourages the idea that ultimately its participants may be hired as a regular employee by the not-for-profit organization or government agency in which they are placed.

Karon liked the idea of this program very much, especially if it meant being able to work somewhere closer to her home. She met with the SCSEP director and was informed that there was an immediate opening for someone at the Carnegie Library. Karon had never worked in the library field before, but she was more than willing to give it a try. A week or so later, Karon had joined the library team.

Over the course of three years, Karon became a familiar face at the Adult Circulation Desk at the library. Karon feels that this was a great area for her, and anyone at the library would agree. She has always enjoyed interacting with people. "My background is in customer service. It's what I'm used to," she said. Indeed Karon's background shows a long history of customer service, which actually began during her childhood. Her father ran a store and often would have Karon and her sister assist him at the front counter. "We loved working in the store," Karon said.

Her customer service background later led Karon to operate a

Continued on page 12



SER National Initiatives Help People Reach Full Potential

staffing agency called ITS Quest in Trinidad. This, of course, gave her even more skills in working with people. With Karon's extensive customer service experience and gentle nature, the Carnegie Library could not have found a more qualified person to join its team.

However, as time passed it became more and more of a possibility that Karon would have to transfer from the library and go to a new organization; rotations or training site transfers are part of the SCSEP rules. These rotations encourage the participants to try new sites and gain new experiences.

Everyone at the library realized that losing Karon would mean a terrible loss. Not only was Karon an excellent worker, but now an essential and beloved part of the staff. Michelle Blake, Interim Director at the library, approached the City to request hiring Karon. Not long after, Tom Acre, Trinidad's new City Manager came to the Carnegie Library to inform everyone in person that the City would indeed hire Karon as a permanent City staff member. Karon and the rest of the staff could not have been happier.

"I want to thank SER National, especially Ruth (the case manager of the program in Trinidad)," Karon said. "This is a wonderful program. Seniors know a lot and can do a lot, and this program makes businesses in the community realize this. It gives some of us a reason to get out of bed in the morning. The program keeps us involved and happy and healthy."

In the end, Karon's experience has been an all-around success for all involved. Not only does Karon's story prove that this program can lead to great opportunities and accomplishment, but the Carnegie Library also gets to hold on to one of the sweetest, kindest workers any business could ask for. Karon hopes to continue assisting the many people that come into the library and also hopes that she can now start looking into different aspects of library work, particularly history and genealogy research. Karon's first official day at Trinidad's Carnegie Library was March 26, 2013. Congratulations, Karon!

SER National Launches SER Career Prep Academy

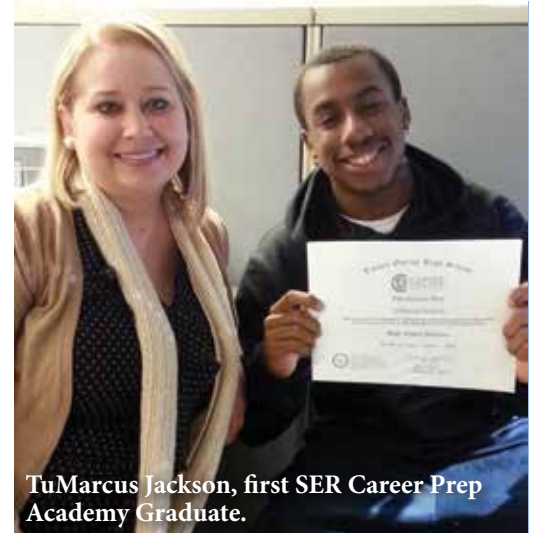
Imagine earning a high school diploma and a credentialed career certificate from the comfort of your home or on your lunch hour. It's possible to any aspiring student, thanks to a partnership between



SER National and ed2go's Career Online High School, a division of Smart Horizons Career Online Education, the world's first AdvancED/SACS accredited private online school district.

The cutting-edge online academy is powered by ed2go, a leading provider of online courses and career training programs for adult continuing education students. ed2go has a track record of serving more than two million students in various courses nationwide.

"Working with ed2go fits into SER's larger strategy of providing education and employment opportunities, especially for those who have struggled within traditional settings," said Ignacio Salazar, President and CEO of SER National. "One of our main target populations is out-of-school youth—students who might be 19 or 20 and who don't want to go back into a traditional setting where they're not going to learn well because they feel out of place. Re-engaging these individuals into the education process is one of our main goals."



TuMarcus Jackson, first SER Career Prep Academy Graduate.

SER Career Prep Academy represents an important new educational opportunity that utilizes the latest technologies to help these students achieve their career goals."

The partnership is a natural one and a winning proposition for both SER and ed2go, noted Salazar. The latter has significant experience developing adult training and education programs along with enrollment and admissions services through a streamlined process, while "SER has an extensive national network of affiliate organizations that can direct people to ed2go's Career Online High School program and other career training options through SER Career Prep Academy," he added.

Vice President and General Manager for ed2go Jerry Weissberg agreed. "With the launch of SER Career Prep Academy—powered by our Career Online High School—we are able to better reach exactly the people who are most in need of this kind of training and accreditation," he said. "This is a winning collaboration that will make access, affordability and choice a reality for individuals who want to earn their diploma and pave the way for a more prosperous future."

The Career Online High School offers 18-credit, career-based high school diploma programs that are designed to prepare students for entrance into the workplace. The curriculum covers the following five core content areas: language arts, math, science, social studies and career electives. Presently, students can choose from among the following career paths, all of which include a high school diploma component: office management training, certified protection officer training, Homeland Security training or child care training.

A woman with dark hair, smiling, is holding a white sign with the word "OPEN" in large, bold, black letters. The background is a blue-tinted image of a modern interior with glass panels and doors.

Altria Today

Growing **Together**

As business leaders, Altria's companies believe in promoting economic development in the communities we call home.

We support organizations' enterprise initiatives that attract capital investment and create new jobs, helping build a robust local economy. And, we're committed to leadership development programs that prepare future leaders for community service.

Altria salutes SER - Jobs for Progress National, Inc.

Philip Morris USA
U.S. Smokeless Tobacco Company
John Middleton
Ste. Michelle Wine Estates
Philip Morris Capital Corporation



Altria

Take a closer look at ALTRIA.com

© Altria Group, Inc. 2013



SER National Initiatives Help People Reach Full Potential

Empowering Dallas-Area Youth To Become Employable

In a recent program targeting disadvantaged youth in the Dallas area, SER-Jobs for Progress National, Inc. has a comprehensive approach to providing youth with educational and other training they may need to become employable, empowered and economic



mobility. Whether they need tutoring and study skills to alternative secondary-school instruction, occupational training, leadership development or adult mentoring, they get it through SER's grant from Workforce Solutions Greater Dallas. Youth are sometimes also placed into paid and unpaid work experiences and provided comprehensive guidance and counseling and other supportive and follow-up services.

More specifically, SER is helping prepare these youth for targeted occupations where there is demand. Those include: healthcare, advanced manufacturing, information technology, construction/industrial production, as well as business management and administration. SER is working closely with employer partners, who are a vital component to the program as they will offer career awareness and exploration, internship and work experience opportunities, as well as unsubsidized employment.

The Year-Round Youth Services Program will serve 200 economically disadvantaged youth between the ages of 14 and 21, who have barriers to employment, such as basic skills, education, homelessness, runaway or foster children, pregnant or parenting teens, ex-offenders or in a single-parent household.

For many, the first step may be getting a high school diploma equivalency—absolutely needed to pursue post-secondary education. The Workforce Investment Act (WIA) program design offers opportunities that develop and promote leadership and good citizenship that enable youth to connect to the community and learn valuable life skills that promote a successful transition into productive, responsible, and self-sufficient adulthood, as well as opportunities that develop positive and supportive peer groups and adult relationships.

World-Class Executive Education for SER Network Through SER Leadership Institute

SER executives went back to school last October to participate in a three-day intensive seminar at Southern Methodist University. It's the start of a yearlong program made possible by a two-year \$100,000 grant from American Express to create the SER Executive Leadership Institute at SMU's Cox School of Business. There will be two cohorts participating in the program.

The training, which SER President and CEO Ignacio Salazar says is important to the proficiency and long-term sustainability of SER and its affiliates, will include follow-up webinars and seminars over a 12-month period. Participating SER leaders will be awarded a Certificate in Nonprofit Management from SMU's Cox School of Business after successfully completing 32 professional development hours.

Given the current economic challenges faced by many non-profit organizations, the overarching goal of the Institute is to provide an industry-leading development experience that offers tangible tools and empowering insights for organizational leadership and operational effectiveness, as well as to develop 'emerging leaders' who may step into the role of executive director in the future.

Each cohort will participate in 16 hours of training, where leaders will receive feedback and coaching and also participate in outside assignments to continue development activities. Through the Institute, veteran executive directors will mentor new executive directors and emerging leaders. Each mentoring pair will be expected to analyze their respective operations through strategic mentorship activities. Upon successful completion of the 32 professional development hours in the required 12-month period, each



participating SER leader will be awarded a Certificate in Nonprofit Management from SMU's Cox Executive Education program.

Financial Literacy Campaign Helps Thousands

Whether we are spending on groceries, paying bills, saving for a rainy day or investing to make our money grow as we grow older, we all make decisions about money every day. It can be challenging to make all of those decisions wisely, which is why SER has taught more than 5,000 people who may need help in learning financial basics —

driving a
brighter future
IN NORTH TEXAS



Ford salutes SER Jobs for Progress on its Annual Conference: "Progress through Partnerships".
Thank you for helping us drive a brighter future in North Texas.

www.community.ford.com



SER National Initiatives Help People Reach Full Potential

through 15,000 hours of financial literacy classes — since 2007.

The SER National Financial Literacy Campaign was originally born out of a partnership with the U.S. Small Business Administration and continues today because of partnerships with large corporations, such as Ally Financial, Chrysler Financial, and Citibank. SER has developed and delivered a curriculum customized to the needs of the targeted Hispanic population, serving thousands of individuals in



Financial Literacy Training

local communities.

SER affiliate, Puerto Rican Unity for Progress, delivers this curriculum to people in Camden County, New Jersey, on a weekly basis.

“We are helping families to analyze, understand, and get control of their personal finances,” said Carmen D. Perez—PRUP’s Executive Director. “We are delighted to have the opportunity to provide the families of Camden County with the tools for empowerment.”

SER National also has partnered with Ally Financial, which created Ally Wallet Wise, a free program that takes the mystery out of finance and helps people make informed decisions that are wise for their wallets. Through the program, participants are taught the following financial basics: Creating and sticking to a budget; applying for and maintaining good credit, and saving and investing.

“Financial literacy is an important part of building strong, prosperous communities,” said Gina Proia, Ally chief communications officer and head of community relations. “With Ally Wallet Wise, we hope to provide consumers with basic financial knowledge so they can make educated decisions when creating a budget, buying a car or saving for their future. Since launching in 2011, Wallet Wise has helped more than 27,000 people, and we look forward to having an even greater impact in the future.”

New Technologies Enhance Employer Service Quality and Participant Job Placements

To help marry educational needs with career aspirations, youth participating in the YouthWorks training sessions this spring got a taste of what it might be like to interview with a

potential employer.

The opportunity was made possible by Hire-Intelligence,

a Virginia-based software developer and recruitment consultancy, which agreed to universally license the use of their online employment services for activities in multiple programs, thereby greatly enhancing SER National’s employer relationships and capacity for job placements.

These services, all of which are supported by proprietary videoconferencing software, include recorded resumes and introductions, responses to canned and customized interview questions, and advanced capabilities to conduct traditional two-way job interviews, all making it efficient and easy for employers to consider potential job candidates among participating veterans and family members.

In preparation for these free onsite YouthWorks training sessions, in-house web developers at Hire-Intelligence built a custom login portal for SER National programs, including YouthWorks. Hire-Intelligence has already provided in-kind contributions valued at nearly \$50,000 to support web development and user licenses for proposed programs such as VetPals and Fair Start Fair Park – YouthBuild South Dallas. VetPals will be rolled out this summer.

Two young people who participated in the training sessions found it to be quite useful. Roy Silva, a YouthWorks participant who is working toward his high school diploma to secure a better job, said: “I think it is pretty interesting how technology is advancing; I remember I used to have all of my interviews in person after filling out an application on the spot. But lately I’ve been filling out applications on the Internet and the first interview is over the phone, so the manager or supervisor doesn’t really get to know me. This is an easier and faster way, and the person doing the interview can still see me and get to know me.”

Fellow student Damaris Flores agreed, noting that she would recommend it to her friends. “It’s really fun, and you’re actually learning about interviews, and you can actually see yourself, which helps a lot,” she said. “I really want to graduate with my GED and go to college to become a certified nurse. I have never really had a job interview, so this helped me to see the types of questions that employers ask you that may not even be related to the job. It helped me see that they want to know about you, as well as allowing me to think about how I would respond” to a potential employer’s questions.

SER National executives are excited about growing the partnership with Hire-Intelligence.





SER National Affiliate Highlights

Central States SER in Chicago Ensures Road to Success

As more people have returned to work in the U.S., Central States SER in Chicago takes pride in knowing that its education, training and employment services have helped boost those employment numbers. Central States SER has also succeeded at demonstrating to youth affiliated with gangs that there are alternatives to lives of violence. These are but two examples of programs that successfully empower youth and adults in the Chicago area and surrounding suburbs since its inception in 1987.

Among other services provided by Central States SER, Computer Resource Rooms are open to the public at three locations with free bilingual computer skill classes. On a yearly basis, 23,500 people access the resource rooms at the three SER locations.

Central States SER has a number of programs to help young people achieve their educational and job goals. The programs include career counseling, exploration of educational resources, social emotional learning and access to resources from community partners. In addition, GED classes are offered at the Chicago Juvenile Justice Detention Center and at-risk youth receive counseling, mentorship and employment services. The Windy City YouthBuild Program is a collaboration between Central States SER, Hispanic Housing Development Corporation and Dawson Technical Institute of Kennedy King Community College. GED classes, leadership skills training, civic engagement and construction training are provided to youth who are on probation or who are gang affiliated, giving them more positive alternatives.

The PODER (Positive Outcomes Delivered through Education and Respect) Program



Central States SER has been recognized by Illinois Governor Pat Quinn, who noted that the state's Put Illinois to Work jobs creation program would not have been as successful without SER's efforts.

Central States SER operates two Workforce One Stop Centers—and provides workforce services to youth and adults in many of Chicago's neighborhoods, including Little Village, Garfield Park, Pilsen and Cicero. Staff provides intensive services to adults and youth seeking employment and additional short-term training. GED classes are provided on site to youth at the Cicero and Little Village locations. Last year, 1,875 adults participated in job readiness classes and more than 2,000 individuals received intensive individualized career coaching and placement services. Moreover, 82% of the adults served retained their jobs—where the average pay rate was \$10.65 per hour, well above the federal minimum wage—for at least a year.

Frank Kross, Chairman of PFS Financial and Chairman of the Board of Central States SER, takes pride in working with the organization. "I work with SER because they're truly changing lives," he said. "The SER team understands what their customers need and sticks with them to make sure they succeed."



operates in five Chicago Public Schools. SER staff work with middle school youth and their parents to increase ISAT scores, grade levels and expose the youth to new ideas and innovative ways of learning. In the past five years, more than 1,000 youth enrolled in the program, and 157,500 free lunches were served. An average of 70% of students improved their standardized test scores and 85% of students improved their grades in just one year.

SER's Healthcare programs work closely with community colleges, hospitals and other healthcare providers to prepare individuals for

Continued on page 18



SER National Affiliate Highlights

careers as Certified Nursing Assistants with longer term goals of certifications in nursing or as dental assistants.

Almost 200 senior citizens were placed into paid work experience assignments in 2012 through Central States SER's Senior Community Service Employment Program (SCSEP). The program is funded by the U.S. Department of Labor through SER National to provide older workers with work experience and placement into the workforce.

The Center for Working Families provides support, access to community resources, employment and financial literacy counseling to families in the Little Village community helping to ensure long term stability for the families we serve. In addition, SNAP and Work First programs are funded by the Illinois Department of Human Services and are offered in the Little Village office and the satellite office in Aurora.

La Alianza Hispana:

Youth Program Keeps Organization Mission-Focused



Since 1971, La Alianza Hispana has served as an advocate for equal access to basic human services, and has been at the forefront of establishing community and economic development for vulnerable communities in Boston. A major developer of Latino leaders, La

Alianza Hispana has seen its clients rise to prominent positions, serving as symbols of hope to others.

As a hub of social service delivery, advocacy, and education, La Alianza has changed the landscape of community resources and



people's live. With a rich history of helping the Latino community, and working with allies, such as Hubie Jones, director of the Roxbury Multi-Service Center, a well-known community activist and future dean of Boston University's School of Social Work, La Alianza Hispana was incorporated and began operations in 1969 to address the most pressing needs of the Latino community: education, employment training, and housing. It is a legacy that continues to this day.

LAH's mission as a community based, non-profit organization is to promote self-determination, advocate for equal access to basic services, and combat the effects of poverty, discrimination, and the stress of migration. Services include family and community public health services, youth groups, and elder services.

The organization's flagship program, ¡Cuidate! (Take Care of Yourself), continues to flourish. Funding from the U.S. Office of Adolescent Health enabled LAH to start a teen program using a culturally-based intervention to reduce HIV-sexual risk among Latino youth. The intervention consists of six 60-minute modules delivered to small, mixed-gender groups. ¡Cuidate! incorporates salient aspects of Latino culture, including the importance of family and gender-role expectations. These cultural beliefs are used to frame abstinence and condom use as culturally accepted and effective ways to prevent sexually transmitted diseases, as well as averting pregnancy.

One 9th grade student, who participated in the first workshop series found it useful: "This program has helped me alot. I now know

Continued on page 19



SER National Affiliate Highlights

and can tell people what HIV or an STD is. I want to thank you very much for making it possible for me to talk to my parents eloquently without being embarrassed or not knowing what I am talking about. To me this program is very helpful for young adolescents because it teaches us how to take care of ourselves and how to be protected from these harmful diseases.”

Halfway through its five-year grant period, La Alianza Hispana learned that it was selected as one of nine sites across the country to expand the training to pregnancy prevention and participating in a study to determine the effectiveness of the curriculum.

Studies have shown that while while Massachusetts has experienced an 11% decline in teen pregnancy since 2007, that has not been the case for Latino youth. The Department of Public Health reports that the teen birth rate for Hispanic 18-19 year olds is 19 times that for white 18-19 year olds in Boston.

The selection to be part of the study, while welcome news, brought a new set of challenges, as certain aspects requiring attendance and participation by Latino youth were difficult due to their after-school commitments. After successfully negotiating with the school system to provide workshops during the school day when students are a captive audience, LAH is committed to ¡Cuidate!

Having ¡Cuidate! under our roof reminds us that we cannot do this work alone, and that community partners are critical, even those that we may not have traditionally worked with,” said Joel Nitzberg, Former director of La Alianza Hispana’s Department of Education and Workforce Development. “Although collaboration is very much a part of our lexicon, the process for making this happen requires considerable thought, planning and flexibility.

La Alianza Hispana recognizes it is a critically important institution for Boston. “It has been and will continue to be a strong voice for Latinos of all backgrounds who are striving for better opportunities,” Nitzberg emphasized. “It has served the City of Boston and its residents by offering education, community health and mental health programs that enhance the quality of life of all residents.”

Multicultural Intern Program

The Multicultural Career Intern Program (MCIP) was founded at a time when many students who could not speak English were being placed in special education classes, a time that predated English as a Second Language classes. Today, it is in its 32nd year as an affiliate member of SER-Jobs for Progress National and has served more than 27,000 students, maintains a 92% daily attendance rate and consistently graduated 90% of the Columbia Campus’ senior class. The MCIP supports special programs at Bell Multicultural High School and Lincoln Multicultural Middle School at the Columbia Heights Educational Campus in Washington, D.C.

MCIP’s programs are directed at early interventions that change the life trajectories

of high-risk youth. The program has core expertise in culturally sensitive curriculum design, grant management, pre-college



pathways, college access and college success. MCIP has been led by its founder, Executive Director Maria Tukeva, who also serves as principal of the Columbia Campus, part of the Washington, D.C.’s Public Schools. Ms. Tukeva’s success in meeting the needs of students of color earned her the title of D.C. Public School’s “Principal of the Year” in 2010. Ms. Tukeva and her staff have been recognized for their work, receiving numerous honors, including the Standing Ovation Teacher of the Year Award, the #1 ranking in The Washington Post Challenge Index as DC’s most academically rigorous college preparatory program serving low-income students.

The MCIP offers innovative programs that inspire and prepare students to succeed in post-secondary education and to meet the



Continued on page 20



SER National Affiliate Highlights

demands of the 21st century workforce.

MCIP and the Columbia Campus work seamlessly to enhance education and contribute to a stronger workforce through the combined impact of several program-based initiatives. There is no single element that explains the success of MCIP and Columbia – the efforts are holistic. The cornerstones are literacy teaching and language acquisition, building of math and science skills, development of community awareness through service learning themed to social justice. An emphasis on college enrollment and completion is inherent, and

MCIP and Columbia provide dedicated resources, services and programs that fill the gaps, so that students may skillfully and confidently traverse their learning paths. For example, the campus offers an Early College Program, an innovative approach to leveling the playing field for college-ready and college-bound students who may have limited resources. The program blends high school and college in a rigorous and supportive program, compressing the time it takes to complete high school and the first two years of college, which results in significant tuition savings. In addition to an annual Scholarship Gala for students and quality professional development for teachers, MCIP provides academically at-risk students with enhanced tutoring services, self-paced instructional support and a dedicated homework drop-in center. The daily rigor of the instructional program is interspersed with activities that promote health and wellness, communication skills and youth leadership development.

MCIP also offers a Parental Involvement Center, which provides year-round services for Columbia Campus parents through English as a Second Language instruction and referrals, counseling, acculturation assistance, GED preparation, immigration and naturalization assistance, and translation and interpretation services. The Center regularly hosts workshops to inform parents about various initiatives at the campus and about emerging adolescent development issues.

Through the Teen Parent and Child Development Center, MCIP ensures that teen parents remain in school and have every opportunity to go on to higher education. In addition, MCIP addresses sexual education, self-esteem, and leadership skills while offering opportunities for students to engage in positive diversionary activities that value academic achievement, as well as gang and substance-abuse prevention and intervention, leadership and team building activities and family strengthening strategies through its Pregnancy Prevention and Delinquency Prevention programs, respectively. This intervention program is open year-round in a supportive and reproach-free environment.

SER of Westchester's Youth Program Services

Through a partnership with the Port Chester School District, SER of Westchester, Inc. works to provide Port Chester Middle School quality academic enhancement through after school programming to limited English speaking youth. Tutoring is also offered on Saturdays for students that need improvement in ESL, reading, and math.

SER of Westchester also offers a Summer Transition Program designed to support selected rising 5th and 8th grade students and help them to adjust to the transition from elementary to middle school and middle to high school. The focus of the Summer Transition Program is to support students' academic achievement by strengthening students' social/emotional skills in their adjustment to the new educational environment.

Through the SER Works Summer Program, SER placed 29 students at different private and public worksites in Port Chester; giving them an opportunity to experience real employment. The students participated in a structured program consisting of 20 hours of work for six weeks for a total of 120 hours during July and August. The program offered students an opportunity to demonstrate responsibility, reliability, and commitment. Students



SER of Westchester's Youth Program Services

learned employability skills, leadership skills, time management, and exploration of various career employment paths.

Through its Private Sector Summer Youth Employment Program 2012, SER will provide five-hour job readiness training to youth between the ages of 18-24, including labor market orientation, to all students and work site placements in public, private, and not-for-profit agencies as well as matching, to the extent possible, the career interests of students.



Paula Raposa Retirement

There is so much for Paula Raposa to be proud of as she gets ready to retire: Growing Southeastern Massachusetts SER-Jobs for Progress, Inc., from a \$14,000 grant organization to one that has a \$2 million budget today; meeting the challenge head-on of becoming the organization's first Executive Director, a position she held for almost 35 years; being awarded the National Honor of Merit from Portugal; or any of the firsts that are too numerous to count, including being the first immigrant and only woman named to Bureau of Apprenticeship and Training by then President Ronald Reagan; being among the first women to be made a Rotary Club member or the first affiliate representative to serve on the SER National Board.

But perhaps it was her ability to relate to her clients that makes this retiring executive proudest of one service SER has always offered: English language acquisition to those seeking not a handout, but a hand up, into the American workforce.

Paula was born in the Azores, Portugal, and recalls coming to the United States at 17, with a high school diploma, and speaking American English she'd learned from an Irish nun. She first worked in a curtain factory, then in a local women's specialty store, where she was a sales clerk and even modeled. After scoring well on an aptitude test, Paula became a teacher's aid and earned an associate's degree and attended local universities, eventually being named Southeast Massachusetts SER's Executive Director. She says her career really began at age 35, when she took the helm at SER. To help people become more confident in their English is near and dear to her heart.

"To help them with language barriers, to become English proficient so that they can get a good job," brought Paula great joy, she says. She's especially pleased that SER provides tutoring services to help young school-age children achieve academic success, noting that as children get tutored, their parents can work on improving their English. However, the graduation ceremonies held for students who complete their GEDs, is one of her favorite events.

Paula has seen many changes over the years. When the garment industry was big in Massachusetts, SER helped people learn to operate sewing machines so they could gain employment. A licensed business school, SER now offers everything from insurance customer service training to healthcare and banking, as well as computer and hospitality programs.

Under Paula's leadership, SER's accomplishments are many. It has offered: Adult Basic Education Program for the past 27 years; a Supported Work Program for 27 years; and a Young Parents Program for 19 years. For the past 5 years, it has offered an academic program specifically designed to meet the needs of displaced workers, an evening program designed to upgrade the business English and computer skills of adults wishing to transition to post-secondary education, training, or better employment opportunities; and variety of other literacy, language acquisition, citizenship preparation, training and employment assistance programs.

Paula's legacy also includes leaving SER on solid financial footing. "From a financial and programmatic situation, and (with) a great Board of Directors, SER will be around for 35 more years — at least,"

Paula says proudly.

Over the years, Paula somehow found time to serve as chairperson of the Fall River Chamber of Commerce (which named her Citizen of the Year in 2006); president of the Fall River Rotary Club and Rotary International Assistant Governor; numerous hospital boards, government advisory boards and commissions — and to publish



two books in two languages, English and Portuguese, titled A Guide to Criminal Law and Your Rights and A Guide to Immigration, Citizenship and the Law. And thanks to an international grant from U.S. State Department, Paul developed and implemented a very successful school to work transition program in five high schools on three of the Azores' nine islands.

As for what Paula plans to do once she retires? Well, it should come as no surprise that this active, barrier-leaping leader will not be resting on her laurels. She's planning a trip home to her beloved Portugal. She will continue to serve as a Corporator and Director on Bank Five and be involved in Rotary International. She will also continue her regular card games and get together with friends, as well as her artistic endeavor of painting florals and landscapes in oil. She also wants to volunteer some of her time to SER National should it seek to expand in the New England area. About the only thing she's giving up is her service on the Massachusetts Workforce Investment Board, on which she's served for 33 years. She says it's time to let someone else have a turn.

Her priority, however, is to spend more time with family, particularly her three grandchildren. "I'm healthy, and I'm looking forward to retirement quite frankly," Paula says.

Paula was once quoted in the local paper as saying that "SER has changed lives, there is no doubt in my mind." It's probably safe to say that Paula, too, has changed many lives. Happy retirement, Paula.



Diversity is always a part of our big picture



The Walt Disney Company





Leadership

Teamwork
makes it happen.

*By pulling together, we can
accomplish great things.*

*All of us at Anheuser-Busch
proudly support
SER-Jobs for Progress
National, Inc.
for leading the way.*



ENJOY RESPONSIBLY
©2012 Anheuser-Busch, St. Louis, MO

Diversity is our biggest asset...



in our people and products.
PepsiCo is committed to diversity
in everything we do.

*PepsiCo is proud to be a partner of
SER-National as they continue to promote
the importance of a diverse and
inclusive community.*



PEPSICO



www.pepsico.com

© 2013 PepsiCo, Inc. All Rights Reserved. This Ad contains valuable trademarks owned and used by PepsiCo, Inc. and its subsidiaries and affiliates to distinguish products of outstanding quality.



LIMITING THE TIME A PATIENT WAITS. *NO MATTER THE ROOM.*

{ POWERFUL ANSWERS }



At Verizon, we've gathered some of the greatest technological minds to fight the toughest diseases. Using supercomputers, fiber optics, and the cloud, our innovators are creating new ways to speed up more informed diagnoses. Uploading the sum total of knowledge on treatments to our secure networks, so doctors can reduce months of research into seconds of search time.

Because the world's biggest challenges, deserve even bigger solutions.

verizon.com/powerfulanswers



Villareal

Insurance Agency, LLC

mailbox@villarealinsuranceagency.com

7272 Wurzbach Rd., Suite 106

San Antonio, TX 78240

Office: 210-615-7091

Toll Free: 1-877-615-7091

Fax: 210-615-7378

James R. Villareal

Owner

*Specializing in Individual &
Corporate Benefits*



SER National Headquarter's



SER-Jobs for Progress National, Inc.

100 E. Royal Lane, Suite 130

Irving, TX 75039

Tel: 469-549-3600

Fax: 469-549-3687

Website: www.ser-national.org

YouthWorks Leadership Development Conference



Photos by Paul Velazquez

Annual Conference, Albuquerque, New Mexico



All photos by Luis Nuño Briones



**WHEN WE SERVE TOGETHER
IN OUR COMMUNITIES,
EVERYONE SOARS.**

At Southwest Airlines®, we lend our time and talents to the extraordinary causes and passionate people that shape our world—one community at a time.



SOUTHWEST.COM®

Official Airline of SER Jobs for Progress, Inc.

SER National Board of Directors



Jerry M. Fuentes
Chairman of the Board
(Corporate)
Phoenix, AZ



Jose Cela
(Affiliate)
Miami Springs, FL



Frank Ramirez
(AGIF)
West Sacramento, CA



Francisco F. Ivarra
Vice Chairman
(AGIF)
Seattle, WA



Hector Flores
(LULAC)
Dallas, TX



Alma Morales Riojas
(AGIF)
Washington, D.C.



Rosa Rosales
Secretary
(LULAC)
San Antonio, TX



Helen Galván
(AGIF)
Santa Maria, CA



Roger Rocha
(LULAC)
Laredo, TX



Linda Rivas
Treasurer
(Affiliate)
San Antonio, TX



Monica L. Martinez
(Corporate)
Dallas, TX



David Rodriguez
(AGIF)
Heyburn, ID



Janey C. Appia
(Corporate)
Dallas, TX



Margaret Moran
(LULAC)
San Antonio, TX



Jose Ruano
(Corporate)
Milwaukee, WI



Joedis Avila
(Corporate)
Plano, TX



Roman Palomares
(LULAC)
Fort Worth, TX



William Thomas Trotter
(Corporate)
Irving, TX



Frank Casillas
(Corporate)
Downers Grove, IL



Joe C. Ponce
(Corporate)
Warren, MI



Joe R. Campos
Chair Emeritus
(LULAC)
Dallas, TX

* League of United Latin America Citizens (LULAC)

* American G.I. Forum (AGIF)

Proud Sponsor of the **SER National Annual Conference**



Nourishing lives for nearly
60 years through families
and the power of food.



Share how your community is Nourishing Lives at



facebook.com/generalmillsgives

www.generalmills.com/foundation



Community**Action**

.....
GENERAL MILLS



SER Board Elects Officers, Welcomes New Members

A diverse group of leaders from the halls of corporate America to community-based organizations make up SER-Jobs for Progress National Inc.'s Board of Directors. What unites them is a common vision and dedication to SER's mission of transforming lives through education, employment and empowerment. About one third of SER board members are from Fortune 500

companies, working alongside community executives for some of the nation's longstanding Hispanic organization's, such as the League of United Latin American Citizens, more commonly known as LULAC.

The 20-member board is led by a familiar face: Jerry M. Fuentes, President of Arizona & New Mexico, AT&T, has

served on the SER board for eight years, taking the helm as Chairman in 2012. Along with Mr. Fuentes, the following officers were elected last October: Francisco Ivarra as Vice Chairman, Rosa Rosales as Secretary, and Linda Rivas, Treasurer. Immediate Past Chairman Joe R. Campos was named Chairman Emeritus (non-voting).

Seven new board members joined the SER-National Board. They are:

Joedis Avila — As Community Outreach Manager for the Ford Motor Company Fund, Mr. Avila manages Ford's strategic partnerships with Hispanic organizations and



external corporate initiatives focused on Hispanic communities on a national and local level.

Frank Casillas — Founder and President of Casillas Consulting LTD in Downers Grove, Illinois, brings expertise in general management and operations, strategic planning, technology research and acquisitions and divestitures, as well as high-level government experience. He served as an Assistant Secretary of Labor in the Reagan Administration.



Jose Cela — As President of SER-Jobs for Progress, Inc. in Miami, an affiliate of SER-Jobs for Progress National, Inc., Mr. Cela serves as an affiliate representative on the Board. He oversees a team of over 130 professional and support personnel operating nine offices across a three-county area.



Helen Rivas Galvan — As a retired educator, Ms. Galvan brings educational expertise to the board. She has been a member of the American GI Forum for 35 years, holding leadership positions at the local, state and national levels.



Margaret Moran — As the National President of LULAC (League of United Latin American Citizens), Ms. Moran still finds time to serve on a variety of civic boards, including the local Parent Teacher Association, the American Red Cross and Santa Rosa Hospital Children's Miracle Network, among other non-profit boards.



Roman R. Palomares — As President of Palomares Consulting Group (PCG), Mr. Palomares brings with him a wealth of knowledge in technical assistance to local government entities and housing agencies throughout the United States.



Roger C. Rocha, Jr. — As Owner/CEO of Rocha Primary Care, Mr. Rocha knows the importance of taking care of our elderly and veterans.



Jose Ruano — As Multicultural Relations Manager for MillerCoors LLC, Mr. Ruano has more than 25 years of marketing, public relations and corporate communications expertise, particularly multicultural consumer segments.



The new board members join the following veteran board members: **Mr. Francisco Ivarra**, Past National Commander of the American GI Forum; **Rosa Rosales**, Past National President of LULAC; **Linda Rivas**, President & CEO of SER Jobs for Progress of San Antonio; and Chairman Emeritus **Joe R. Campos**, President of Comunidad Corporation, an \$84 million dollar corporation in Texas and Mexico, and a longtime LULAC leader.

"It's a pleasure to work with visionary individuals who share a commitment to the mission of this organization," said Mr. Ignacio Salazar, SER President and CEO.



**TRAINED IN
OPPORTUNITY.**

General Motors is proud to support the SER-Jobs for Progress National Annual Conference. Thank you for training a more prosperous America.

G E N E R A L M O T O R S

gm.com/diversity

©2013 General Motors. All rights reserved.

SER Network Directory

SER National - Headquarters

100 E. Royal Lane, Suite 130
Irving, TX 75039 ♦ 469-549-3600

SER National Program Development Office

1133 19th Street, N.W., Suite 1000
Washington, DC 20036 ♦ 202-833-3384

SER-Jobs for Progress of Southern Arizona

Tucson, AZ ♦ 520-624-8629

Fresno/SER-Jobs for Progress, Inc.

Fresno, CA ♦ 559-452-0881

Latin Business Institute

Garden Grove, CA ♦ 714-867-6698

Orange County/SER-Jobs for Progress, Inc.

Santa Ana, CA ♦ 714-556-8741

Multicultural Career Intern Program

Washington, DC ♦ 202-939-7700

Florida SER-Jobs for Progress, Inc.

Miami Springs, FL ♦ 305-871-2820

Central States SER-Jobs for Progress, Inc.

Chicago, IL ♦ 773-542-9030

Southeastern Massachusetts SER

Fall River, MA ♦ 508-676-1916

La Alianza Hispana

Roxbury, MA ♦ 617-427-7175

SER Metro-Detroit, Jobs for Progress, Inc.

Detroit, MI ♦ 313-846-2240

Puerto Rican Unity for Progress

Camden, NJ ♦ 856-541-1418



SER de New Mexico

Albuquerque, NM ♦ 505-268-4500

SER, Santa Fe Jobs for Progress, Inc.

Santa Fe, NM ♦ 505-473-0428

HABLE

Las Vegas, NV ♦ 702-229-2577

SER of Westchester, Inc.

White Plains, NY ♦ 914-681-0996

El Barrio

Cleveland, OH ♦ 216-961-2965

Hispanic American Organization, Inc.

Allentown, PA ♦ 610-435-5334

Presbiterio de San Juan Programa Head Start

San Juan, PR ♦ 787-707-7574

SER-Jobs for Progress, Inc.

Pawtucket, RI ♦ 401-724-1820

ACCESS

Abilene, TX ♦ 325-670-9739

SER-Jobs for Progress of the Texas Gulf Coast

Houston TX ♦ 713-773-6000

McAllen SER – IRRA

McAllen, TX ♦ 956- 682-3436

SER-Jobs for Progress of San Antonio

San Antonio, TX ♦ 210-438-0586

Centro Latino SER-Jobs for Progress, Inc.

Tacoma, WA ♦ 253-572-7717



SER-Jobs for Progress National, Inc. Annual Conference Sponsors

Diamond



Altria



at&t



Platinum



Gold



PEPSICO



Silver



Bronze



Anheuser-Busch, Inc.
ONE OF THE ANHEUSER-BUSCH COMPANIES

The Coca-Cola Company

ExxonMobil

Corporate



THERE'S A NEW EXHIBIT AT THE ZOO. IT'S CALLED ANALYTICS.

STARTING SMALL WITH BUSINESS ANALYTICS.

In the past, many midsize businesses viewed analytics as an all-or-nothing proposition—with “all” being well beyond their resources.

Now, however, with the right partner the opposite is true.

59% of midsize business leaders say critical decisions rely too much on gut feelings.

A MEASURED APPROACH WITH REAL-WORLD RESULTS.

Take the Cincinnati Zoo. They needed to optimize operations in the face of shrinking budgets and falling attendance. They chose IBM

they tightened marketing segmentation and messaging, helping cut marketing costs by 43%. And after analyzing location, time and demand data, the zoo placed additional carts at exits during closing

WHAT ABOUT YOUR COMPANY?

The zoo is just one example. Today, thousands of midsize companies across industries are using IBM Business Analytics software to generate similar results by deploying

“We forecast a 5% increase in food sales. Getting 30% was incredible.”

— John Lucas,
The Cincinnati Zoo



Midsize companies all over the world are honing their performance right now with analytics from IBM and its Business Partners. They're using a step-by-step approach, targeting areas that will yield immediate results, then adding capabilities as they go along.



and BrightStar, an IBM Business Partner, to deploy an incremental, three-step solution using IBM Business Analytics software.

Almost immediately, new insights generated results. With data-driven analysis,

time, boosting ice cream sales by an average of \$2,000 a day.

Each individual step added value, and every evolutionary improvement compounded the benefits, leading to an annual ROI of 411%.

what they need, when it makes sense—rather than doing it all at once, or not at all.

Take the first step. See how IBM and its Business Partners can help your midsize business prosper, one step at a time.
ibm.com/engines/analytics

LET'S BUILD A
SMARTER PLANET.

