



# SER America

Cultivating America's Greatest Resource: People™

Spring 2014



On the cover:  
Ignacio Salazar, SER-Jobs for Progress National, Inc.  
Thomas Perez, U.S. Secretary of Labor

## Highlights:

- ♦ 50 Years of Cultivating America's Greatest Resource: People
- ♦ SER National Initiatives: An Overview of Progress
- ♦ New Board Members

Celebrating  
*50 Years*  
of Service,  
Employment and  
Redevelopment



# driving a brighter future

IN NORTH TEXAS



Ford salutes SER-Jobs for Progress National on its 50th Anniversary.  
Congratulations on 50 years of service, employment and  
redevelopment in the Hispanic Community!

[www.community.ford.com](http://www.community.ford.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 America

c/o Roland Ramirez

100 E. Royal Lane, Suite 130

Irving, TX 75039

Tel: 469-549-3600, Fax: 469-549-3687

Website: [www.ser-national.org](http://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 of 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](http://www.ser-national.org)

## SER National President & CEO

Ignacio Salazar

## SER America Managing Editor

Roland R. Ramirez

Corporate Liaison Manager, SER National

## SER America

Freelance Writer: Sylvia A. Martinez

## Publishing Partner

Luis Nuño Briones

LUNUBRI Publishing - [www.LUNUBRI.net](http://www.LUNUBRI.net)

P.O. Box 540474, Dallas, TX 75354

Tel: 469-855-4774, Email: [lunubri@yahoo.com](mailto:lunubri@yahoo.com)

## SER National Board of Directors



## Table of Contents

- 4** Message from the Chairman of the Board
- 6** Message from the President and CEO
- 10** Feature Story  
50 Years of Cultivating America's Greatest Resource: People
- 16** SER National Initiatives  
An Overview of Progress
- 30** SER National Board of Directors
- 32** New Board Members
- 33** SER Network Directory







## Message from the Chairman of the Board



**Jerry M. Fuentes, Chairman**

My first exposure to SER was almost two decades ago when I attended a SER luncheon honoring participants who had completed training and were able to get jobs and provide for their families. I was so touched by these real life examples of how the SER services made a real difference in people lives, that I soon became involved with SER, first as a volunteer and supporter through my employer, AT&T, and eventually as a board member and chairman.

In the 50 years since it was founded, I believe one of SER's most significant accomplishments was surpassing the one-million mark of people being served by the organization. Today, SER touches 1 million annually, but reaching that first million was a huge milestone. And here we are, celebrating an incredible milestone — our golden anniversary.

When you examine successful organizations, such as SER, that have been able to sustain themselves for 50 years or more, they exhibit similar characteristics. These characteristics include:

- Excellent leadership. You have to have excellent leadership not just at the CEO, board of directors and chairman

levels, but at the employee level or the organization will not sustain.

- Good ecosystem. This includes an engaged board, people who care, and people who fully participate in the organization's mission and success. If you have any weak links in that system, the ecosystem suffers.
- Good policy and good financial positions. Both of these come with good leadership.
- Flexibility. You have to be flexible and have to adjust to the times. An example of SER doing just that is taking education from the classroom to e-learning. If you're not flexible, you're going to be left behind.

Over the years, we've enjoyed the corporate support of AT&T, IBM, Walmart and a list of others, whose contributions have made SER's work possible. And credit especially must be given to our sponsoring organizations, LULAC and the American GI Forum, and later NCLR and MALDEF, which had similar policies and agendas and were major influencers in the country. If not for their groundbreaking work during the Civil Rights Movement, I would never be in a position like I have today. They fought for equal opportunities, and I am a byproduct of that, as are many others.

SER is as relevant today as it was 50 years ago, if not more so. When you look at the demographics, and see Baby Boomers who still need and want to work, along with more young people entering the workforce, SER's services are needed now more than ever. You layer the increased skill levels needed to do some of today's jobs — even the most basic jobs — as well as training and education, which are more critical than in years past and set those needs against the backdrop of increased poverty and the reduction or elimination of services, and SER's services become more critical than ever before.

My role as chairman has been to provide leadership and to continue to move the organization forward as it prepares for the next 50 years. SER's role is and will continue to be one of providing training and education to workers and their families, but our delivery system will be via cutting-edge technology, employing everything from online, web-based programs to smart phones, tablets, smart applications, etc. Just as automakers had to change the tools they used in building cars over the decades, we need to make sure we continue to SER's programs to meet changing demands and demographics.

As we chart our course for the next 50 years, SER's role remains being the leading organization in providing training to future workers, but doing it faster, more efficiently, more cost productively and more affordably.

During my time with SER, I've learned the value of family and how that can apply to an organization. Whether talking about SER National or our family of affiliates, SER is a cohesive family. We care. We care about policy decisions we make. SER has taught me that. It's something that is often missing in organizations over time. But not at SER.

I believe people will look back on SER 50 years from now as a landmark organization that changed millions of lives for the better; they will recognize that generations of families were impacted because of a single seed planted by SER. Since this is my last year as chairman, I would be honored to be remembered as having played a small part in SER's success.



*Stay in  
school  
Even  
beyond it.*

Through research, community partnerships and innovative programs, AT&T Aspire helps make high-school graduation just the first step on a long and fulfilling road of successes.

AT&T is proud to support SER's "Celebrating 50 Years of Service, Employment and Redevelopment" event.

**Rethink Possible®**







## Message from the President and CEO



Photo by Luis Nuhia Briones

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

Fifty years ago, President Lyndon B. Johnson declared a war on poverty saying, “Unfortunately, many Americans live on the outskirts of hope—some because of their poverty, and some because of their color, and all too many because of both. Our task is to help replace their despair with opportunity.”

Fifty years ago, SER-Jobs for Progress began to open the doors of opportunity to those on the outskirts of hope. And, in the last fifty years, all across the country SER National has fought for the marginalized, served those most in need, and built bridges to opportunities for millions. And, SER, weathering storms and overcoming challenges, continues to fight battles for the millions more; as even today fifty years later, the statement by President Johnson echoes truth.

The significant increases in the number of Hispanic and minority school age children, prospective college seekers and workforce pool evidence the potential for this segment of the population to become a larger, more influential group, with the power to impact and influence the societal perceptions of a historically underrepresented population. This, however, hinges on the ability to access resources that forge avenues for fair, prominent, and influential participation in today’s society.

Aligned with our strategic plan for 2011-2016, SER National is positioning to provide

the resources that forge these avenues. SER National is committed to using our experience and expertise as well as all available tools to strengthen the network of SER organizations that are touching lives across the country. Current SER National initiatives are designed to capitalize on SER experience, build upon SER competencies and extend SER’s impact.

Over the years, I’ve learned that if you assemble the right people, those who have a passion for our mission, some of whom have been with SER for 25, 30 years or more, you can make a huge difference! We have a great wealth of people who have never lost that passion. I’m reminded of that passion every time I attend one of our high school or training completion

graduation ceremonies. I think back to the first time many participants came to SER, how I could feel the burdens they carried on their shoulders, the negativity, pain and frustration. I remember seeing our staff working with them and how little by little, they succeeded at changing their attitudes, body language and belief systems. When we see them on graduation day, which is a huge family event, you see the look of confidence and hope in their eyes, that’s what keeps you going — the fact that you did make a difference! It’s a good reminder that people, if given an opportunity, can make a difference and that no one should ever be written off. It’s one of the greatest gifts you receive for being involved with SER!

SER Jobs for Progress is celebrating 50 years of service, employment and redevelopment--50 years of transforming lives and building communities. We look forward to a commemoration of our work and a rededication to our mission at the 50th Annual Conference this year in Dallas because the words of President Johnson spoken 50 years ago are still true. We may have won many battles against poverty but we are still fighting this war. Many Americans are living on the outskirts of hope because of their color and because of poverty. SER must continue to answer the call and replace their despair with opportunity for the next 50 years to come.



*years* **OF**

— *providing* —

**9** *to* **5**<sub>s</sub>

.....  
General Motors is proud to support the SER-Jobs for  
Progress National Annual Conference. Thank you  
for making steady jobs a reality for so many.

GENERAL MOTORS  
gm.com



# Cheers

The Coca-Cola Company  
salutes  
**SER-Jobs for Progress  
National, Inc. on their  
50th Anniversary**

*No artificial flavors, no added preservatives. Since 1886.*  
**open happiness™**





# Together, we can raise expectations.

Let's expect more of ourselves. Let's expect more of one another.  
Let's come together to accomplish more, together.

At Comerica Bank, we applaud you for raising expectations  
of our diverse community.



RAISE YOUR EXPECTATIONS.

MEMBER FDIC. EQUAL OPPORTUNITY LENDER.



# 50 Years of Cultivating America's Greatest Resource: People

***"We shall not rest until that war is won. The richest nation on Earth can afford to win it. We cannot afford to lose it."***

~ President Lyndon B. Johnson's first State of the Union address during which he declared a War on Poverty



Change was in the air in 1964, a pivotal year in American History. The tragic loss of President John F. Kennedy weeks earlier propelled Lyndon B. Johnson into the world spotlight. It was the year of The Great Society program, as well as the Gulf of Tonkin resolution, which cleared the way for the Vietnam War. It was a year of both the passage of the Civil Rights Act and the slayings of civil rights activists. And, it was the year that Johnson, in his first State of the Union address, declared a war on poverty, noting:

***"Unfortunately, many Americans live on the outskirts of hope. Some because of their poverty, and some because of their color, and all too many because of both. Our task is to help replace their despair with opportunity. This administration today, here and now,***



**Former LULAC President and one of SER's founding members William Bonilla with President Johnson**

***declares unconditional war on poverty in America."***

Inviting all Americans to join him in the anti-poverty effort, he noted that the war against poverty would not be won in Washington. That was understood by Hispanic leaders of the League of United Latin American Citizens (LULAC) and the American GI Forum (AGIF), who were already working to help improve the lives of Mexican American citizens, including veterans, in the Southwest through their respective Latino civil rights efforts. Both organizations were founded in Corpus Christi, Texas; LULAC in 1929 and the AGIF in 1948. Education, jobs and employment were chief among the concerns for leaders of both organizations.

It was against this tumultuous and rapidly changing backdrop that Project SER was born — incubated by LULAC in a small, brick building in Corpus Christi as a job bank specifically dedicated to address the employment needs of Mexican Americans.

***"People would go to that building where LULAC was having meetings at night and sign up for jobs during the day," said renowned Corpus Christi lawyer, former LULAC state and national Chairman and SER founding member William Bonilla. "It was the predecessor of SER."***

At the time, Bonilla was a young lawyer, actively involved in LULAC and with ties to the Johnson White House; he would later be appointed by President Johnson to the National Advisory Council of the office of Economic Opportunity Commission. At the time, the



**William Bonilla, former LULAC National President**

building which still stands, housed LULAC's first National Education Center, according to Amy Waters Yarsinske's book "All for One & One for All: A Celebration of 75 Years of the League of United Latin American Citizens (LULAC)."

"This volunteer run center was the first of many centers that later became known as SER Jobs for Progress, Inc.," states Yarsinske's book, All for One & One for All. "Ser is the verb 'to be' in Spanish. The name was chosen to inspire Hispanics 'to be' their best. SER also stands for service, employment and redevelopment, the three goals of the organization. In the beginning stages of SER, the program was given guidance and support from Roberto Ornelas, then director of Mexican American Programs for the Navy's Equal Employment Opportunity (EEO) Program. LULAC also invited the American GI Forum, a veterans service group, to join them by pooling together their resources to form the regional manpower program. The program, which received funding from the Department of Labor, was initially modeled after the Navy's EEO programs, and by 1965 SER also had centers in Houston, Corpus Christi and Washington, D.C." SER previously had opened job training centers in New Mexico and California.

## PARTNERING FOR A CAUSE

Mr. Bonilla recalls a LULAC National Board meeting in El Paso to which Augustine Flores, then National Chairman of AGIF, was invited. "As a result of that discussion LULAC and AGIF worked together toward one common goal and that was to create Operation SER (later SER Jobs for Progress, Inc.), a non-partisan organization to enable LULAC and the American GI Forum to help



**Louis P. Tellez, former AGIF National Chairman**

*Continued on page 11*



# 50 Years of Cultivating America's Greatest Resource: People

people who were unemployed and/or under employed. My position at the time that SER was created was that if the LULAC and AGIF did not join forces to compete for federal funding, we (Mexican Americans) might be left out in the cold."

Bonilla, along with other LULAC and AGIF representatives were determined to make sure that did not happen. After a series of meetings with Johnson administration officials, some of which Bonilla described as hostile to Hispanics, and a big push for funding from the Department of Labor (pursued by LULAC National President Alfred Hernandez) and OEO (secured by Bonilla), SER finally secured federal funding. The funding battles on behalf of SER were led by a Who's Who of Latino advocates that, in addition to the aforementioned, also included Congressman Eligio "Kika" De la Garza (D-Texas) and AGIF founder Dr. Hector P. Garcia.



*American GI Forum Founder Dr. Hector P. Garcia was an early supporter of Project SER and helped secure funding for the organization in the 1960s*

This advocacy had convinced the Johnson Cabinet that "there is no more fundamental problem facing the Mexican American community than the need for good jobs and job training," according to Nancy MacLean's book "Freedom is not Enough: The Opening of the American Workplace."

That sentiment was quickly followed up by the appointment of Vicente T. Ximenes, a past National Commander of the

American GI Forum, as one of five EEOC commissioners. President Johnson also went on to create the Inter-Agency Cabinet Committee on Mexican-American Affairs, which held hearings in El Paso, Texas, that "provided a platform for a long suppressed population to speak its own name and enjoy public respect," according to MacLean. "For the first time in U.S. history, national leaders came to listen to Mexican Americans explain their problems and help devise solutions, among them affirmative action, manpower programs, farm labor projects, bilingual education, and more."

At that initial meeting between LULAC and AGIF officials, it quickly became clear that SER needed to be a national organization. "Of course at the time we could never have foreseen how far SER would go, but even the beginning was tremendous," Bonilla said.

## THE FORMATIVE YEARS

The initial funding allowed SER to set up a national office in Albuquerque in 1965. However, SER was moved to Los Angeles the following year. The funding "also supported planning and preparation activities for a regional structure of eleven operating centers to conduct employment training activities to Hispanic communities in five southwestern states," according to Henry A.J. Ramos' book "The American G.I. Forum, In Pursuit of the Dream."

Although the job bank continued to operate, the corporation, named SER Jobs for Progress, Inc., was not incorporated until February 8, 1966, due to a customary lag time in such legal proceedings. The articles of incorporation named 11 initial directors, representing both LULAC and AGIF, from Texas, New York, New Mexico, California and Colorado, and were signed by William Bonilla, Alfred J. Hernandez, Augustine Flores and Gavino Cedillo. George Roybal was named Director of Operations. Despite the masculine names, Bonilla points out that women also were involved in the early days

of SER.

Within a few years, SER received the praise in a Manpower Report as "one of the most notable new efforts to develop an effective attack on the employment programs of the Spanish-speaking community."

Following the lead of LULAC, which had established Amigos de LULAC, Bonilla said, SER created Amigos de SER. The partnering was strategic, in that SER officials recognized that most employment opportunities were created in private industry, according to Ramos' book "The American G.I. Forum, In Pursuit of the Dream." Early Amigos de SER included Fortune 500 companies, such as Ford Motor Company, Lockheed, Standard Oil, Union Carbide, General Electric and Aetna Life Insurance Company. "SER's growth and success in ensuing years was phenomenal, due largely to its far-reaching and innovative approaches and outlook," Ramos wrote.

## JOHNSON'S SUPPORT PROVED CRUCIAL

President Johnson had grown up poor and was sympathetic to the needs faced by poor people. Before becoming a congressman, Johnson taught in a Mexican American school (schools at that time were segregated by black, white and Mexican) in Cotulla, Texas, which helped him see first-hand the needs of the Hispanic community.

Years later, when appointing Vicente T. Ximenes to the Equal Employment Opportunity Commission, President Johnson recalled his teaching days: "It was there in that school, at an early age, that my dream began of an America — my own land — where race, religion, language, and color didn't count against you. And I made a decision then, which I have reaffirmed every day since I have been in the White House — that if ever I had the privilege of holding public office, I would not rest: until

*Continued on page 12*





# 50 Years of Cultivating America's Greatest Resource: People



Vicente T. Ximenes, a former National Commander for the AGIF, was named an EEOC Commissioner by President Johnson

every American, who wanted it, had a job to work at; until every child, who wanted it, had an opportunity to get all the education his mind could take; until every family had an opportunity to get a decent home in a decent neighborhood; until every single American had entered the open door to full participation in the life of America.”

*“Thanks to Johnson, America was beginning to concern itself with Hispanics and Spanish speakers, and that is significant,” noted current SER National President and CEO Ignacio Salazar, whose family history ties him to Johnson. “For me, it was even significant that it was President Johnson because he was a teacher in Cotulla, a predominantly Mexican American community, and he taught my aunts. We have a family photo of him teaching four of my aunts. He was knowledgeable of the fact that there were pockets of*

*America that were different. Keep in mind that the information flow wasn’t as it is today.”*

While things have indeed improved for Latinos in this country, “one thing that hasn’t changed, is that this population is immensely important to the nation as a whole,” said, Salazar, who has spearheaded the organization since 2001. “About 25 percent live in poverty today. If you look at children, one-third of Latino children are living in poverty and that needs to be addressed. People in those lower sectors of economics, have a much harder time getting out if not for organizations like SER. It’s vitally important to remember that we’ve come through this and were born out of that.”

## LOW-TECH JOB SEARCHING

At the job bank, located at 5050 Kostoryz Road in Corpus Christi, Texas, people who were unemployed or in search of a better job would write their names on small pieces of paper and drop them in a wooden box. In addition, volunteers would scour the local newspaper for job openings, compile a list of qualified candidates and deliver them to potential employers, according to William Bonilla, former chairman of SER’s National Board. The job bank’s first volunteer was his father, Ruben Bonilla, Sr. Eventually a phone and part-time secretary were added and a job skills bank was created. Teachers who felt they were not getting deserved promotions due to discrimination also were among the center’s

early clients, William Bonilla said.

Center volunteers sent letters to



An Operation SER (as it was known then) office in San Antonio, Texas (photo courtesy of “All for One & One for All: A Celebration of 75 Years of the League of United Latin American Citizens (LULAC), by author Amy Waters Yarsinske)

companies, such as Reynolds Metals, notifying them of their services. They screened people and offered them training to qualify for better jobs. “SER helped thousands of people, including one young lady who received her training at SER Corpus Christi who came to work for my law



SER clerical and secretarial trainees on graduation day (photo courtesy of “All for One & One for All: A Celebration of 75 Years of the League of United Latin American Citizens (LULAC), by author Amy Waters Yarsinske)

firm,” Bonilla said.

That was in the ‘80s and the SER student was Dora Merino Gonzalez, a 19-year-old typist who learned about the program from

Continued on page 14



**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., for 50 Years of Service, Employment and Redevelopment.

Philip Morris USA  
U.S. Smokeless Tobacco Company  
John Middleton  
Nu Mark  
Ste.Michelle Wine Estates



**Altria**

Take a closer look at [ALTRIA.com](http://ALTRIA.com)

© Altria Group, Inc. 2014





# 50 Years of Cultivating America's Greatest Resource: People



(L-R) Dora Merino Gonzalez, a former SER participant in Corpus Christi, Texas, went to work for the law firm of William Bonilla, a founder of SER. She received training at SER Corpus Christi, where Ben Bonilla was a former Deputy Director.

her mother. To become enrolled in the program, she was interviewed by William Bonilla's brother, Ben Bonilla, who was a job skills counselor for SER. She recalled training on IBM and Smith Corona typewriters from 8 a.m. to 3:30 p.m., receiving a stipend of \$20 per week while at the center.

Dora graduated at the top of her class and would eventually be hired as a secretary by the Bonilla law firm. A curious and eager learner, she not only became proficient on a computer, but also excelled as an office employee and eventually became a paralegal. Thirty-two years later, she works for a third-generation Bonilla lawyer, Clay, and is the law firm's longest-serving employee.

***"I love what I do," Dora said recently, "and I am forever grateful for the SER job program."***

Ben Bonilla still has fond memories of serving as Deputy Director of SER Corpus Christi, a position he held for 15 years. As a counselor, he loved teaching six classes of 20 students per day and says he still comes across people who remember being trained by him.

While he now works for the family law firm, he can't bring himself to part with a

briefcase of letters from SER participants. "I still get choked up when I read them," Ben said, after reading aloud the letter from one participant.

## LASTING IMPACT

Salazar, who took the helm of SER as President and CEO in 2001, says that he has too many favorite SER success stories to pick just one. Wherever he travels, he says he meets people who have somehow been served directly or indirectly touched by the organization.

Today, SER National and its 26 affiliates nationwide have a combined budget of almost \$150 million. Together, SER National along with its affiliates proudly serve 1.2 million people per year. SER has come a long way from the days of the pencil and paper job bank in Corpus Christi. Through the support of generous corporate donors, it now offers employment and training services, as well as education, financial literacy and language skills online.

SER has enjoyed the support of many corporations over the last five decades, said Salazar. "IBM, Ford, GM, and AT&T (which was a supporter under the Bell System) have always been there; we've enjoyed their

commitment from the beginning," he said.

"I remember how I relied on IBM for lots of office equipment for SER that we wouldn't have been able to buy otherwise. That support cannot be understated and fortunately, today we have the support of many more corporations, who embrace as part of their corporate culture a desire to give back."

SER National Chairman Jerry Fuentes added that SER's people and caring have built the organization to what it is today. He considers the first time the organization reached the one-million participants served mark its single biggest accomplishment.

For five decades, SER has changed and helped people. MacLean's book "Freedom is not Enough" outlines one such example of an unidentified Mexican American woman studying to become a nurse personally who wrote President Johnson to thank him "for the education I have received under your equal employment opportunity program." She told him, 'I have had to work since I was 9 years old,' and 'sent my three daughters to school by working in the fields,' so 'this is the first time I have had a chance to learn to read and write English.'"

In another account from MacLean's book, a sheet metal worker, who was trained by SER and went on to work in an aerospace job, said, "Today, I look at my children and know they will finish high school and maybe go to college...I see my family and I know the chains are broken."

From its inception, SER has transformed the lives of many people — from young students to seniors and all ages in between — freed them from the possibility of poverty and helped them achieve their dreams of a better tomorrow. Yet despite decades of achievements, it may be impossible to accurately measure the number of lives SER has positively impacted. And SER's story is not yet complete; it is only the first 50-year milestone in an ongoing journey of enhancing people's lives, as well as that of our communities and country.





**At MillerCoors** we have a long tradition of supporting the communities where we live and work. We dedicate time and resources to partner with organizations that help make a positive impact, especially related to civic leadership, environmental stewardship, responsibility and economic empowerment.

As part of our mission, MillerCoors is proud to **Invest in the Community.**



For more information about MillerCoors and our community involvement, log onto [www.millercoors.com](http://www.millercoors.com)



# SER National Initiatives: An Overview of Progress

Over its 50-year history, SER-Jobs for Progress National, Inc. has been driven by one goal: helping people reach their full potential through workforce development and skills training. It has created a myriad of programs — and been entrusted by corporations and the U.S. Department of Labor — to administer and deliver on those programs to help people gain employment and provide a skilled workforce to employers. With programs ranging from education to retraining aging workers, SER serves people of all ages to the tune of 1.2 million a year.

“We have alumni and participants all across the world, from major corporations to Wall Street to universities,” said SER National President and CEO Ignacio Salazar. “It’s rewarding to look back and realize that we were able to help people discover their abilities. Sometimes they just need that one opportunity that will make a huge difference for the rest of their lives.”

Following are some of SER’s many accomplishments and programs, beginning with one of the largest, the Senior Community Service Employment Program or SCSEP.

## SCSEP Helps Train Seniors

One of SER National’s longest-running and most successful programs, SCSEP helps train or retrain seniors, placing them in temporary work settings (host agencies) with the potential of full-time employment opportunities. SER received its first SCSEP grant in 2003, and it has since helped train thousands of seniors who have gone on to find employment.

As the retirement age continues to increase (now officially 67) and some seniors having to come out of retirement and return to

employment, the American population is seeing a marked increase in the age of its workers. “The previous reality of working 30 years and retiring is a transient idea, soon to be a distant memory,” says Emma Trevino, SER’s SCSEP National Liaison. “SCSEP and all other employment programs are vital to the American economy. By providing individuals with the skills needed to obtain the in-demand or hard to fill jobs, employment programs, like SCSEP, contribute to the overall economy. On a smaller scale, employment programs provide needed job skills for employment, confidence and build self-esteem, necessities of life for the impoverished, and hope for many seniors. The continued sustainability of the American economy is contingent upon the success of SCSEP and all other employment programs. Having a skilled and motivated workforce contributes to America’s ability to compete in the world markets.”

Mary Gonzalez was a SCSEP participant



*Former SCSEP participant Mary Gonzalez on the job at Coalition of Hispanic Women Against Cancer*

who received training as an office assistant.

She was placed at Coalition of Hispanic Women Against Cancer (CHWAC) in Kansas City, Kansas, where she was able to train and polish her office skills and use her bilingual abilities of speaking English and Spanish. CHWAC officials were impressed with how quickly Gonzalez took to her job, that they soon hired her. She recently celebrated three years with the organization and expressed gratitude for the SCSEP training that gave her the tools, knowledge, and motivation to begin a new administrative career.



*Teresa Moreno, a former SCSEP participant, is now an Activity Coordinator at Caring Hearts*

Another senior, Teresa Moreno, had been desperately seeking employment, but was having difficulty finding a job. She discovered the SCSEP program through a friend and immediately applied for services. She received training as an Activity Coordinator through the Shepherd Center in Kansas City, Kansas, and was very confident that she would be a marketable employee. She was.

Moreno was hired as an Activity Coordinator by Caring Hearts, an adult day center. She was excited about her employment because she would be using not only all that she’d learned through the SCSEP program, but also her bi-lingual skills, as she now works primarily with Spanish speaking seniors. Even though she had just started her employment at Caring Hearts days earlier, Moreno coordinated and pulled off a Cinco De Mayo celebration.

Navy veteran Robert Cardona, a former SER trainee, also found employment. He works part time at his former host agency,





# SER National Initiatives: An Overview of Progress

the Mathews House as of November 2013. He is an office assistant at The Matthews House/Community Life Center, a resource center for low-income families in Fort Collins, Colorado. Cardona, who is bilingual, is using clerical skills that he enhanced as a SER trainee. Some of his duties include answering phones, greeting clients, scheduling events and data entry.

George Morris moved to Racine, Wisconsin, in 1968 because of the rise of jobs in the area. He was a machinist in a tool



*George Morris was retrained through SCSEP*

and die shop, but was laid off during the recession after 21 years in the industry. As Morris got older, it was difficult for him to keep up with labor-intensive work, which may have contributed to his layoff. After being unemployed for some time, Morris heard about SCSEP through the Workforce Development in Racine. He joined the program in 2009 and received a variety of training at three host agencies.

Morris started an "on the job experience" opportunity in July 2013 with Father & Son's Cleaning Service; he was hired within the month. His employer, Ron Whitley, President of Father and Sons Cleaning, LLC., praised Morris. "We are very happy with George. He has done an excellent job," Whitley said.

Morris' wife, Anita Morris, recently finished an education program to become a medical assistant. Morris said he is excited to see what lies ahead for the both he and his wife.

"SER has shown me the power of networking and has helped broaden my employment skills," Morris said. "I am doing things I didn't think I would be able to do."

Two men, Carlos Tapia and Larry Hamilton, turned to SER's SCSEP program as a way out of homelessness.

Carlos Tapia was referred to SER/SCSEP by a friend. He was homeless and living with his sister and was desperately looking for employment, but was unable to find



*Formerly homeless, Carlos Tapia is a current SCSEP participant*

work due to his lack of skills. He is currently receiving training at the Duchesne Clinic in Kansas City and will be able to obtain employment and become self-sufficient.

Hamilton walked into the SER office in Chicago with a positive and engaging attitude. No one guessed that he was



*SCSEP helped Larry Hamilton go from homelessness to a career*

homeless. He was enrolled in SCSEP and began training in social services. He obtained his GED and took college courses to become a substance abuse counselor. He also developed communication and computer skills and was placed at three host agencies, all of which wanted to hire him. But Access Living, a nationally recognized leading force in the disability advocacy community, was able to secure funding to hire Hamilton in December 2013. He works as a housing counselor, using many of the skills he acquired through the SCSEP program.

Hamilton is an inspiring example of transformation. He represents how one can transform one's life regardless of age or circumstances. He is continuing to pursue his education so that he can fulfill his dream of becoming a substance abuse counselor.

Trevino, the SCSEP liaison, says SER

will continue to address the whole person through its programs. "The Department of Labor has entrusted SER for the past 10 years with the administration of SCSEP, which demonstrates confidence in SER's ability to have a positive impact on the lives of seniors."

## Colorado State SCSEP

SER Colorado already has exceeded the previous year's success of training 124 participants through its Senior Community Service Employment Program (SCSEP) funded by the Colorado Department of Human Services, Division of Aging and Adult Services. While there are still a couple of months left in the grant year, Colorado has trained 128 participants to date.

## SER National Youth Programs Continue to Expand

As the SER National Work Investment Act (WIA) youth program completes its third year of funding by Workforce Solutions Greater Dallas, it continues to serve successfully the most at-risk youth in Dallas County. Of the 241 participants being served, 95% are low-income, high school dropouts. Almost a quarter of them are parents or parenting youth who must also work in order to take care of their families. SER National is addressing these youths' need for income by coupling its in-house GED preparation program with a paid work experience. This year, 24 former high school dropouts earned their GED certificate through the SER National GED preparation program.

SER National uses the Plato/Edmentum online GED preparation program at the Grand Prairie and Irving Workforce Centers. The program combines instructor-led training with individual learning by the youth.

Another unique aspect of the SER National youth program is that the youth are provided a customer service credential sponsored by the National Retail Federation. This training allows each young person to gain basic skills in customer service that will serve them well in applying for any job.

Continuing success with the youth

*Continued on page 18*





# SER National Initiatives: An Overview of Progress

program has resulted in Workforce Solutions Greater Dallas partnering with SER National in a national grant that will expand youth services in Dallas.

SER National will also be co-enrolling some of the youth in its One Job at a Time program that is funded by the Walmart

## Walmart Foundation Awards SER \$1 Million Grant

Among the best ways to help improve America's economy is one job at a time. Thanks to a \$1.05 million grant from the Walmart Foundation, SER-Jobs for Progress



Photo by Luis Nuño Briones

*Raul Magdaleno stresses the importance of an education to youth SER participants*

Foundation. (See related story below.) This project provides training in work readiness, customer service, and financial literacy to allow for rapid preparation for entry-level jobs in retail, leisure and hospitality, and the services industries.

In its first year, SER National was successful in recruiting over 300 targeted youth by doing outreach through existing youth providers, schools, and by visiting malls, park areas, and other public places where youth congregate. Each of the last two years SER National has enrolled and served at least 200 economically-disadvantaged youth between the ages of 16 and 21.

Performance under the \$544,202 grant has been improving to the point that the Workforce Board has awarded SER National an additional \$50,000 for a summer employment program, and the Board has included SER National as the sole partner in the Points of Light grant.

National, Inc., will continue to do just that. Titled "One Job at a Time," the project will allow for the training, job preparedness and eventual employment of 3,000 people in Texas, Florida, Illinois, New Mexico and California. The training, which will be provided by SER National and its affiliates in the aforementioned five states, will prepare job seekers with the skills and instruction they need to rapidly enter into retail, leisure and hospitality, and services industries.

"By working with organizations like SER National and its partner affiliates, we can ensure that thousands of individuals actively looking to enter the workforce receive the training and skills needed to obtain jobs that can be a launching point for a meaningful career," said Karrie Denniston, Director of the Walmart Foundation. "At Walmart, we believe that entry-level jobs in industries, such as retail, can lead to endless opportunities, and we are hopeful that the people that participate in the project will use this as a starting point to what can be a long-lasting and impactful career."

Ignacio Salazar, President & CEO, SER National, echoed those sentiments, noting that by working with workforce center systems and employers in the affiliate areas will allow more than 3,000 unemployed people not just to enter the labor market, but to "position them for career success."



*Ignacio Salazar  
President & CEO,  
SER National*

Jerry Fuentes, SER National Board Chairman, said the board appreciates the vote of confidence from the Walmart Foundation. "This award validates the accomplishments of SER National and its national network of affiliates," he said.



*Jerry M. Fuentes,  
Chairman of the  
Board, SER National*

Job seekers will receive training in a variety of areas, from financial literacy to customer service, according to Zeke Romo, Director of Network Initiatives for SER National, who will oversee the program. Clients will receive the following training and certifications:

- Workplace soft skills, wraparound services, math and English leading to a work readiness credential from the National Work Readiness Credential Council, a nationally recognized group with validation from workforce investment boards and major employer organizations;
- Customer service training leading to a credential from the National Retail Federation Foundation;
- Financial literacy classes from the Federal Deposit Insurance Corporation's (FDIC) Money Smart curriculum that will teach basic banking services leading to financial stability;
- GED preparation as needed by some

*Continued on page 19*



# SER National Initiatives: An Overview of Progress

participants; and

- Job Placement.

The ultimate goal is to have a self-sustainable program by year three, resulting from coordination with workforce centers, other workforce programs, and employers.

## SER National Navigators Helps Educate Hispanics on ACA

Over the past year, SER National has served as an Exchange Navigator in Illinois' McHenry and Lake counties, making it a part of the historic Affordable Care Act (ACA). Although a \$294,183 grant awarded to SER by the Centers for Medicare & Medicaid Services, a division of Health and Human Services, ends on August 15, SER may have some unexpended funds that will allow it to request a no-cost extension so that outreach and education may continue. As an Exchange Navigator, SER National, through its federally and state-certified Navigators Ari Epstein, Maurice Hunt and Sandra Mantilla, assisted targeted Hispanic and other non-insured consumers in understanding the new programs, allowing them to take advantage of consumer protections to navigate the health insurance system and find the most affordable coverage to meet their needs. To date, the Navigators have presented information on affordable healthcare to almost 3,500 people.

Once the much-publicized computer glitches on healthcare.gov were repaired, the navigators were able to enroll almost 1,000 consumers into their choice of qualified health plans. Illinois presented a unique situation since it has both a state and federal health marketplace. SER National's Navigators have also been enrolling consumers in the Medicaid and CHIP programs.

## SER National Joins CGI's Call to Action, Combats High School Dropout with Scholarships

As part of its ongoing commitment to stem the flow of high school dropouts, SER-Jobs for Progress National, Inc. will be offering scholarships to students

by partnering with Smart Horizons Career Online Education and ed2go's Commitment to Action through the Clinton Global Initiative (CGI).

The scholarships, which will be available to a hundred students, will specifically target underserved student populations served by SER National. These students, along with thousands of others, will be able to earn high school diplomas from the Career Online High School.

"Our call to action is to address the silent epidemic of high school dropouts in the United States, especially among minority communities and among males," said Ignacio Salazar, President and CEO of SER Jobs National. "The CGI's Commitment to Action provides us with a critical opportunity to do this."

SER National created the Career Online High School (COHS) in 2012 with the belief that education must be made available easily and affordably to underserved people so they may seek meaningful employment. The online high school targets the millions of people in the United States without high school diplomas, by providing them with affordable, career-based online education opportunities. Students attending COHS earn both an accredited high school diploma and a credentialed career certificate in one comprehensive program. It is part of the



world's first Southern Association of Colleges and Schools-accredited online school district, Smart Horizons Career Online Education. The school was founded in 2012 in partnership with ed2go, the nation's largest provider of turnkey online training and part of Cengage Learning.

"It has worked very well for our clientele," said Salazar, adding, "Through the Clinton Global Initiative Commitment to Action, we are now looking to offer additional scholarships to enable more people to go through COHS and earn their diplomas and career certificates."

By joining Smart Horizons Career Online Education and ed2go in the CGI Commitment to Action, SER National hopes to increase its visibility on an international platform and secure matching funds for more scholarships. It also dovetails with SER National's strategy of continuing to provide opportunities to the people it serves, Salazar said.

Smart Horizons Career Online Education and ed2go recently created a Commitment to Action through the Clinton Global Initiative, a nonprofit organization dedicated to finding innovative solutions to the world's most pressing challenges, including the national dropout crisis. As part of this agreement, Smart Horizons Career Online Education and ed2go have engaged both private and non-profit corporations to offer high school scholarships to combat the dropout (and jobless) rates within the communities they serve. Other organizations that have partnered on the Commitment to Action include Taco Bell, Brown Mackie College, the Los Angeles Public Library, Project Hope Alliance and Kinexus Workforce Development Organization.

The Clinton Global Initiative (CGI), an initiative of the Clinton Foundation, convenes global leaders to create and implement innovative solutions to the world's most pressing challenges. Established in June 2011 by President Bill Clinton, the Clinton Global Initiative America (CGI America) addresses economic recovery in the United States. CGI America brings together leaders in business, government, and civil society



*Continued on page 20*





# SER National Initiatives: An Overview of Progress

to generate and implement commitments to create jobs, stimulate economic growth, foster innovation, and support workforce development in the United States. Since its first meeting, CGI America participants have made over 300 commitments valued at more than \$15 billion when fully funded and implemented.

## Building Brighter Futures through SKOOLnet

If you are looking for a job, seeking a better job or trying to fill one, SKOOLnet may be for you. Launched in 2013, the digital network is an interactive online community that brings together those seeking career development, workforce development professionals, online skills technology providers and employers.

So whether you want to polish up on Excel, Spanish or interview skills (you can record and review a mock interview from the comfort of home on your own web camera) or explore a career

in medical coding, it's all available via SKOOLnet.org. The network consists of various organizations, businesses or sales representatives seeking to increase leads,

opportunities and promote their business. Employers who are members can post jobs to a job bank, and depending on their level of membership, may post unlimited events, videos, images and content to the website to help reach their potential audience and increase business.

"We want to make the biggest impact by utilizing technology to help as many people as we can," said SER National President and CEO Ignacio Salazar. "Our job is to help people who dream of a better tomorrow achieve their dreams."

To learn more, visit [skoolnet.org](http://skoolnet.org). A weekly show titled SKOOLnet LIVE! airs Thursdays at 1 p.m. Eastern.



## Villareal Insurance Agency, LLC

[mailbox@villarealinsuranceagency.com](mailto: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







**Creating Opportunities  
so people can live better.**  
One community at a time.

Helping working families build their savings. Providing job skills training.  
Helping community college students achieve their educational goals.

Our Foundation is working in local communities to create opportunities  
so people can live better. To learn more visit [walmartfoundation.org](http://walmartfoundation.org)

**Walmart** 

# FROM COMMODITIZED



## CLOUD'S STEADY CLIMB.

Rising customer expectations. Emerging competitors. Keeping up with innovation. These are the mounting challenges that business leaders face every day. And they are looking to their CIOs for answers. Cloud is on everyone's lips, but there's more than one way to get there—opportunities change from industry to industry, business to business, person to person.

22%

Annual growth in global cloud computing through 2020.\*

## FORM FITTING.

For the most basic cloud services, many companies can deploy a one-size-fits-all model. But when it comes to the mission-critical, business-transformational variety, a cloud strategy should fit the organization's specifications, not the vendor's. And IBM SmartCloud™ offers a level of ease, expertise and flexibility you won't find in a "my-way-or-the-highway" approach.

Clouds tailored to any industry.

## PRESSURE TESTED.

Take EXA Corporation, a systems integration and services provider for key industries in Japan. With hundreds of servers across its offices, security fears stunted EXA's cloud aspirations. Then they

Clouds with choice: private, public or hybrid.

tried the security-rich, hybrid cloud route. Nimble enough to launch new services and flexible enough to scale nicely with existing IT, the solution kept costs and user access safely in line.

# TO CUSTOMIZED.

Clouds that address your security needs.

7,500

Businesses adopted IBM SmartCloud products and offerings in the last two years.

## THE CLOUD UNBOUND.

Locked-in standardizations get businesses only so far. Choice and control are the keys to rethinking IT and reinventing business without limits.

[ibm.com/customizedcloud](http://ibm.com/customizedcloud)

LET'S BUILD A SMARTER PLANET.



IBM®

Customize your cloud using open standards and IBM SmartCloud.

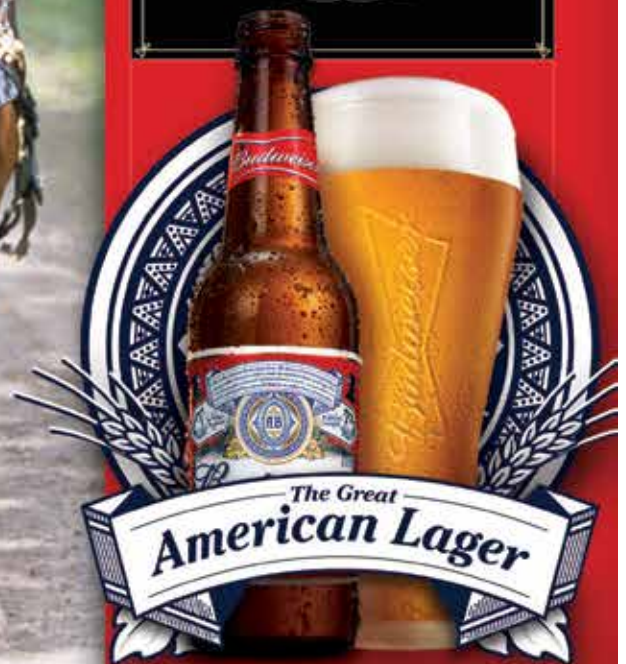


# Budweiser

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, Budweiser® Beer, St Louis, MO





For Schools

**\$1 billion**

for education by  
the end of 2015



For Communities

**\$4 million**

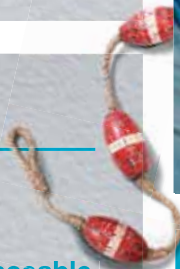
to communities  
every week



For the Earth

**100%**

sustainable and traceable  
seafood by the end of 2015



©2014 Target Brands Inc. Target and the Bullseye Design are registered trademarks of Target Brands, Inc. 042444

See all the unexpected good we've been doing since day one.

**target.com/education**



— WHEN YOU —  
**BELIEVE MORE,**  
***YOU SLEEP LESS.***

{ POWERFUL ANSWERS }

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

[verizon.com/powerfulanswers](http://verizon.com/powerfulanswers)



# WORLD CLASS BEGINS AT HOME AND TAKES OFF FROM THERE



*Pictured above from left to right:*  
Perfecto M. Solis, Armin J. Cruz,  
Norma Essary, Paul Martinez and  
Linda Valdez Thompson

Dallas/Fort Worth International Airport.  
Connecting the world, reflecting the community.  
Congratulations to SER on its 50th anniversary.



DALLAS/FORT WORTH  
**INTERNATIONAL**  
AIRPORT 1974-2014



[dfwairport.com](http://dfwairport.com)



# CONNECTING. COMMUNITY.



**At Comcast, the more perspectives we include, the stronger we are.**

We see ourselves as a community — people with diverse perspectives, coming together for a common interest.

That's why Comcast, NBCUniversal, and Telemundo proudly partners with forward thinking organizations that invite, inspire and propel a multitude of perspectives.

When everyone has a seat at the table, we are all the better for it.

**[comcast.com/diversity](http://comcast.com/diversity)**





All photos by Luis Nuño Briones





Our mission at General Mills is

# nourishinglives®

[Generalmills.com/CommunityEngagement](http://Generalmills.com/CommunityEngagement)



.....  
GENERAL MILLS





## SER National Board of Directors



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



**Frank Casillas**  
(Corporate)  
Downers Grove, IL



**Frank Ramirez**  
(AGIF)  
West Sacramento, CA



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



**Jose Cela**  
(Affiliate)  
Miami Springs, FL



**Dr. Lawrence Bradley**  
(AGIF)  
Omaha, NE



**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



**Cipriano Griego**  
(AGIF)  
Denver, CO



**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



**Ralina Cardona**  
(LULAC)  
New York, NY



**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)*

# CONGRATULATIONS



**SER-Jobs for Progress  
National, Inc.**

**For 50 years of Service  
to the Latino Community**

---

**Lou Zettler**

**Workers Compensation Insurance**

O: 800-460-0999 C: 800-268-5731 F: 800-460-7766

E: [LZettler@insurware.us](mailto:LZettler@insurware.us)



## SER Board Elects Officers, Welcomes New Members

A group of advocates for Latino organizations have joined the diverse group of leadership on SER-Jobs for Progress National Inc.'s Board of Directors. The new board members are: Ralina Miriam Cardona, Dr. Lawrence W. Bradley and Cipriano Griego.

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

**Ralina Cardona** — a native of South Bronx, New York, established



Acrescendo, Inc., a private company that has been at the forefront of the personal and organizational

empowerment training industry since 1993. She helps transform the lives of youth and community stakeholders in Puerto Rico and internationally. She is also a talented singer and actress, having performed for former Presidents George H.W. Bush and Bill Clinton, as well as First Lady Michelle Obama. Ms. Cardona chairwoman of Neighborhood Association for Inter-Cultural Affairs, Treasurer of the East Harlem Business Capital Corp., National Vice President of the League of United Latin American Citizens, Board Member of the New York Yankees Community Council and a Trustee of Boricua College.

**Dr. Lawrence W. Bradley** — a descendant of 5 Star General Omar Bradley and a U.S. Army veteran, is an adjunct professor of environmental geology at the University of Nebraska, Omaha.



He is a recent doctoral graduate of the University of Nebraska, Lincoln. A former appointee by Gov. Dave Heineman as the Minority Populations Representative to the Environmental Quality, Dr. Bradley also serves as

Commander of the American GI Forum-Omaha Chapter veteran's post. The American GI Forum is well known for advocating equality and justice for Hispanic veterans and their dependents. Larry also served a four-year term as an elected official for the Papio-Missouri Natural Resources District.

**Cipriano Griego** — a native of Albuquerque, New Mexico, and former U.S. Navy man, is a lawyer in Denver, having made his home there after graduating the University of Denver's College of Law. Long active in Latino affairs, Mr. Griego has served in



the American GI Forum at the local and national levels. He is past Commander of the American GI Forum's largest chapter, the Mile High Chapter, as well as National Vice Commander and National Treasurer. Additionally, Mr. Griego previously served on the board of trustees for Community College of Denver, appointed by former Gov. Richard Lamm. He is the recipient of the Spirit of Tlatelolco Lifetime Achievement Award for community work.

The three new board members join a roster of existing board members from Fortune 500 companies; founding organizations LULAC and American GI Forum and SER Affiliates. Their job is to lead SER in fulfilling its mission of transforming lives through education, employment and empowerment.

### Other board members include:

Chairman Jerry M. Fuentes, President of Arizona & New Mexico, AT&T; Vice Chairman Francisco Ivarra, former National Commander, American GI Forum; Secretary Rosa Rosales, former National President, LULAC; Treasurer Linda Rivas, President & CEO of SER Jobs for Progress of San Antonio; Chairman Emeritus (non-voting) Joe R. Campos, President, Comunidad Corporation; Janey C. Appia, Consumer Affairs Manager, 7-11, Inc.; Joedis Avila, Community Outreach Manager, Ford Motor Company Fund; Frank Casillas, Founder and President, Casillas Consulting, LTD.; Jose Cela, President, Florida SER-Jobs for Progress, Inc.; Helen Rivas Galvan, American GI Forum; Monica L. Martinez, SVP, Corp. Contributions-TX & AZ, National Hispanic Bus. Dev., Comerica Bank; Margaret Moran, National President, LULAC; Roman R. Palomares, President, Palomares Consulting Group; Joe Ponce, Executive Director, Global Operations Quality, General Motors; Frank Ramirez, President, The Americas Group; Roger C. Rocha, Jr., Owner/CEO, Rocha Primary Care; Jose Ruano, Multicultural Relations Manager, MillerCoors, LLC; and William Thomas Trotter, Senior Executive Emeritus, IBM.





# 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

**Latino Educational Fund**

Inglewood, CA

**Pueblo y Salud**

San Fernando, CA

**Orange County/SER-Jobs for Progress, Inc.**

Santa Ana, CA

**Multicultural Career Intern Program**

Washington, DC

**Florida SER-Jobs for Progress, Inc.**

Miami Springs, FL

**Central States SER-Jobs for Progress, Inc.**

Chicago, IL

**Southeastern Massachusetts SER**

Fall River, MA

**La Alianza Hispana**

Roxbury, MA

**SER Metro-Detroit, Jobs for Progress, Inc.**

Detroit, MI

**Puerto Rican Unity for Progress**

Camden, NJ

**SER de New Mexico**

Albuquerque, NM

**SER, Santa Fe Jobs for Progress, Inc.**

Santa Fe, NM

**SER of Westchester, Inc.**

Port Chester, NY

**Adelante Mujeres**

Forest Grove, OR

**Hispanic American Organization, Inc.**

Allentown, PA

**Proyecto Head Start**

San Juan, PR

**SER-Jobs for Progress, Inc.**

Pawtucket, RI

**Hispanic Alliance**

Greenville, SC

**People Organized in Defense of Earth and her Resources**

Austin, TX

**SER-Jobs for Progress of the Texas Gulf Coast**

Houston, TX

**Ignite Public Schools & Community Service Centers, Inc.**

Edinburg, TX

**SER-Jobs for Progress of San Antonio**

San Antonio, TX

**Shirlington Employment and Education Center**

Arlington, VA

**Centro Latino SER-Jobs for Progress, Inc.**

Tacoma, WA

*For more information, please visit our website:*

*[www.SER-National.org](http://www.SER-National.org)*



SER-Jobs for Progress National, Inc.

## Annual Conference Sponsors

### *Diamond*



### *Platinum*



### *Gold*



### *Silver*



### *Bronze*



### *Corporate*



FINANCIAL  
SERVICES  
ROUNDTABLE



GENERAL MILLS





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 Airlines. Official Airline of  
SER Jobs for Progress, Inc.



**Congratulations to  
SER-Jobs for Progress National, Inc.  
for 50 Years of Service**

**Diversity and inclusion is more than the  
acknowledgement of differences. It's a commitment  
that has been at the heart of our business  
for over 70 years. It's a promise that has made  
PepsiCo the company it is today.**



**PEPSICO**

[www.pepsico.com](http://www.pepsico.com)