



SER America

Fall 2009



“Cultivating America’s Greatest Resource: *People*”

SER-Jobs for Progress Highlights:

- » SER SCSEP and SER Youth
- » SER of San Antonio
- » SER Fall River
- » SER of Santa Fe
- » SER Fresno
- » SER Rhode Island



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 subscription correspondence to:

SER - Jobs for Progress National, Inc.,
c/o SER America
122 W. John Carpenter Fwy., Suite 200
Irving, TX 75039
Tel: 469-524-1200, Fax: 469-524-1287
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 supported contributions of corporations who made this publication possible.

Publisher



SER-Jobs for Progress National, Inc.
122 W. John Carpenter Fwy., Suite 200
Irving, TX 75039
Tel: 469-524-1200
Fax: 469-524-1287
Website: www.ser-national.org

SER President & CEO
Ignacio Salazar

SER America Coordinator
Roland R. Ramirez

SER America
Writer: MariCarmen Eroles
Contributors: SER 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

Table of Contents



Photo by Luis Nuño Briones

Front Row, L-R: Rosa Rosales, LULAC National President and SER National Board Member; Alma Morales Riojas, SER National Vice Chairman; Texas State Representative Michael Villarreal; Lydia Medel Martinez, SER National Board Member; Linda Rivas, SER National Board Member; Back Row, L-R: Tom Trotter, SER National Chair Emeritus; Ignacio Salazar, SER National President and CEO.

- 4 Chairman's Letter**
- 6 Message from President and CEO**
- 7 President Salazar Elected Chairman of HACR**
- 10 SER National Training Initiatives**
- 12 SER National Affiliate Highlights**
- 19 SER Network Directory**
- 25 National Board of Directors**



Message from the Chairman of the Board



Photo by Luis Nuno Borges

Joe R. Campos, Chairman, SER Jobs for Progress National, Inc.

learned about SER and its job-training program. In the late '60s and early '70s, there weren't many professional Latinos in Dallas. That's probably why the Dallas SER Executive Director approached me for donations at the Sears store I managed. When I realized what the organization was trying to accomplish, I was eager to help. They needed all the help they could get—Dallas SER was located in an old Catholic school building that was in need of major rehabilitation.

Eventually, my involvement with Dallas SER led to becoming the organization's Vice President of Corporate Development.

I have served in many capacities, including as a board member. Today, I am Chairman of the Board of Directors, and SER serves more than 1 million clients in 19 states with state-of-the-art technology and innovative programs. We have come a long way.

In the beginning, SER programs depended highly on government funding such as the Comprehensive Employment and Training Act, or CETA, which trained workers and provided them with jobs in public service. The program offered work to those within low-income parameters and to those who were long-term unemployed. It also provided summer jobs to high school students from low-income families. As a Sears store manager,

Little did I know 38 years ago when I first met the Executive Director of the Dallas SER Affiliate and became involved with the organization, that I would one day be Chairman of the SER-Jobs for Progress National, Inc., Board of Directors. I could not be prouder to have served such a worthwhile organization then, or now, in any capacity.

Things have changed tremendously for Latinos since I first

we depended on students and part-time employees. SER filled that niche. The organization provided local businesses with a qualified workforce that required very little training.

These part-time employees made a positive impact on our bottom line and helped provide employment for hundreds of people, all of which greatly benefited our community. Unfortunately, after the CETA program ran out of funds many of the local SER programs ceased operations. Thanks to people like Rick Sanchez and George Lopez in California, Amigos de SER was established to develop partnerships with the private sector.

The relationships they started are still going strong today and new ones have been forged that have allowed SER and its centers across the nation to provide quality job training and skills to young and old. Corporate partnerships have allowed SER to be ready to come up with new programs and initiatives on how to survive during slow economic times. One program that comes to mind was the Travel Academy in Puerto Rico in partnership with American Airlines. American trained the SER staff to train potential employees from among underserved communities. The program provided employment for over 90 percent of its participants.

Our 40-year partnership with IBM has made possible such programs as accessibility Works which, among other things, strips all the banner and backgrounds on an Internet page, leaving just the text to make it easier to read and ¡Tradúcelo Ahora!, an innovative website and e-mail translation program. Many of the technological advances our centers depend on now would not be possible without IBM's continued support.

Another successful partnership has been the Celebrity Golf Tournament. This event provided SER with national visibility through its transmission on the Golf Channel, while the hall of fame celebrities provide sports clinics for the local youth in the communities where the tournaments were held. Again, it

has been partnerships that have provided SER with the vehicle to provide its services to our underserved communities.

These partnerships have provided SER with the necessary funds to keep the organization operational. I would like to take this opportunity to thanks companies like AT&T, Chrysler, General Motors, Ford, IBM, Procter & Gamble, The Home Depot, Comerica and all the others

you see listed in our publications. Without their support, it would not be possible to provide the valuable services that our SER network offers our communities around the country.

Unfortunately, something that has not changed is the need that first brought me to SER—the need for funding, the need

Little did I know 38 years ago when I first met the Executive Director of the Dallas SER Affiliate and became involved with the organization that I would one day be chairman of the SER-Jobs for Progress National, Inc.



for support. As Chairman of the Board of Directors I hope to continue to work with companies at national, regional and local levels to secure the funding and support SER needs to continue

organization has managed to survive through tough economic times with the ability to marry the needs of the SER affiliates with the resources of the Amigos de SER. Mr. Salazar's strong

I pledge that as chairman of the board of directors I will continue to work so that SER can produce—as it has done in the past—a marketable product for today's workforce: PEOPLE!

to provide quality programs. I am honored to serve on the many committees that make up this board, and I want to thank the members of the board for the many hours of volunteerism they put in throughout the year. I also want to ask everyone to reach out to past program participants and their families and everyone in our communities to continue to support SER and Amigos de SER.

As we try to develop new partnerships in the private sector, we must also explore the opportunities provided by this new administration to stimulate the economy and better educate our workforce. I believe it is productive to develop partnerships with the local school districts to keep students in school, but also to recruit those who drop out into SER programs so we can offer them a second



Joe R. Campos newly elected Chairman of the Board, SER National and Ignacio Salazar, President & CEO, SER National, presenting Chairman's Award to Tom Trotter (center), newly named Chairman Emeritus for his many years of unwavering dedication and service to SER National.

Thanks to the guidance of SER's President, Ignacio Salazar, the organization has managed to survive through tough economic times with the ability to marry the needs of the SER affiliates with the resources of the Amigos de SER. Mr. Salazar's strong relationships in the corporate and public sectors has been key to SER's continuing success.

chance at obtaining an education. SER charter schools increase opportunities for learning and access to quality education for all students. Additionally, this initiative creates new professional opportunities for teachers and jobs for support staff. Currently several SER affiliates are successfully operating charter schools but they can't keep pace with the demand.

Thanks to the guidance of SER's President, Ignacio Salazar, the

relationships in the corporate and public sectors has been key to SER's continuing success. Mr. Salazar's footsteps echo in the halls of congress and his face is well recognized in those agencies that fund our programs. Again, I want to thank Mr. Salazar for his leadership and commitment to SER during the past 34 years.

If we are to continue to meet our commitment of providing meaningful and effective job training for our community, I believe that SER must continue to expand by developing new partnerships, by expanding our services through new programs, and by using the millions of qualified baby boomers who will be retiring in the next few years.

I am humbled by the success of the organization and full of pride at the small role I have played, directly and indirectly, in its growth through the years. I pledge that as Chairman of the Board of Directors I will continue to work so that SER can produce—as it has done in the past—a marketable product for today's workforce: PEOPLE!

Joe R. Campos, Chairman of the Board



Message from the President and CEO



Photo by Luis Nuño Briones

Our country and the communities we serve have faced many challenges and undergone many changes in the past year. I am proud to say that SER-Jobs for Progress has been there, as always, to provide the training and guidance our more than 1 million clients have needed. We will continue to do this with a look toward future needs in the labor market.

As industries transform and new job opportunities emerge, the 180 SER offices in 19 states will be there to continue to provide services to our communities. We firmly believe that the success of our country depends on the success of those whose work fuels the economy. The theme for our upcoming conference in Dallas—Cultivating America's Greatest Resource: People—is, indeed, our commitment to the future.

Across the nation daily, SER National and SER Affiliates are carrying out good deeds and doing great work. SER National's Senior Community Service Program (SCSEP) grant from the Department of Labor was renewed and continues to be implemented along with SER Affiliates in eight states. The SER Affiliates continue to strengthen their communities across the country with the delivery of quality service to those who are most in need. Customized programming for youth, adults and seniors is designed to provide the customer base with the necessary tools that allow them to succeed. We are happy to showcase the many exemplary best practices during the conference and throughout the years to come.

Hispanics have reached a level in which what we buy and don't buy makes a difference. We can affect the bottom line of corporations in many sectors. Fortunately, those corporations who employ our community and who benefit from our purchasing power recognize the need to support initiatives like those we have

at SER. Initiatives that seek to improve the standard of living and the education of Hispanics throughout the country.

I would like to take this opportunity to extend my sincere thanks to those corporations who have supported us through the years and to those individuals who serve on our Board of Directors. Without them, we could not have reached the level of success we achieved, nor served as many people throughout the years.

As we look forward to our 45th anniversary in 2010, we applaud the achievements of the past, but more importantly, we take pride in the fact that we have been flexible enough at the center and national levels to recognize and implement the changes that are needed to stay ahead and better serve our clients. A shining example of SER's continued service to the community is the Southeastern Massachusetts SER, which this year will celebrate its 30th anniversary.

The challenges presented during the previous year have shown that SER is on the right track to preparing our community to be productive citizens. I am especially proud of our financial literacy program, whose need has become even more relevant lately. At a national level, we have received additional funding under the recent economic stimulus package to enhance senior programs. The goal has been to increase the number of individuals who receive training and guidance to enter or reenter the workforce in order to stimulate the economy.

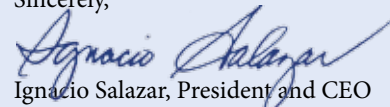
We also received funding in Dallas and Cameron counties in Texas to work with youths during the summer. The youth program, coordinated through the SER National office, provided valuable work skills to these youths, who also had the opportunity to hear nationally renowned speakers, to prepare for college, and learn about the challenges of a real-life job situation.

In an effort to help Hispanics keep up with technological advances, SER was awarded funding by the U.S. Department of Commerce this summer to help individuals make the transition from analog to digital television in Illinois, Kansas, Texas, Virginia and Wisconsin. This is one example of the kind of community service projects that SER is involved with beyond our organization's training and workforce development initiatives.

I am also happy to share with you that I have been elected Chairman of the Board of Directors of the Hispanic Association on Corporate Responsibility (HACR). I am honored to assume the chairmanship of such a renowned and respected advocacy organization.

As we look at the past year during our annual conference and look at the milestone we will celebrate next year, I am reminded of a quote by President Barack Obama, which I find embodies much of what we stand for here at SER: "Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek."

Sincerely,


Ignacio Salazar, President and CEO



SER National President Elected Chairman of HACR

Ignacio Salazar, President of SER-Jobs for Progress National, Inc. of Irving, Texas has been elected Chairman of the Hispanic Association on Corporate Responsibility (HACR) Board of Directors.

"I am honored to be selected by my fellow HACR Coalition Members to assume the chairmanship of such a renowned and respected advocacy organization," said Mr. Salazar. "It is gratifying to work with such a committed team of community leaders to advance our collective goal of increasing Hispanic inclusion in corporate America in the areas of employment, procurement, philanthropy and governance."

Founded in 1986, HACR is one of the most influential advocacy organizations in the nation representing 13 national Hispanic organizations in the United States and Puerto Rico. HACR's mission is to advance the inclusion of Hispanics in corporate America at a level commensurate with our economic contributions. To that end, HACR focuses on four areas of corporate responsibility and community reciprocity: employment, procurement, philanthropy, and governance.

Collectively, the coalition members reflect the voice of more than 46.6 million Hispanics living in the United States and Puerto Rico, serving those diverse communities through advocacy, education, representation, assistance, capacity building, public policy support, resource development, and the exertion of political influence. HACR Coalition Members work with more than 1,500 affiliate community-based organizations serving the Hispanic community in all 50 states and Puerto Rico, including more than 450 institutions of higher learning enrolling three out of every four U.S. Hispanic college students, and 400 publications with a combined circulation of more than 10 million.

As corporate America sets out to create shareholder value, HACR will continue to be at the forefront in supporting corporations that make a commitment, do the work, and produce favorable results relative to total Hispanic inclusion. The Hispanic community is the largest minority group and the fastest-growing consumer segment in the nation. With over 44 million people, Hispanics represent 14 percent of the population in the United

States, including Puerto Rico, and by 2008 had an estimated annual purchasing power of \$1 trillion or 9.6% of the U.S. GDP.

For HACR and the Hispanic community, a company's reputation and goodwill is based on its ability to promote reciprocity in all areas of the company's business model. To ensure the continued support and patronage of the Hispanic community, a company should strive to employ Hispanics, contract with Hispanic-

owned businesses, support Hispanic-serving organizations, and utilize Hispanic talent to lead its operations in roughly the same proportions that Hispanic consumers support the company.

Through the HACR Research Institute, HACR publishes annual studies on the state of the Hispanic community and corporate best practices in employment, procurement, philanthropy and governance. The HACR Leadership Program prepares highly experienced Hispanic leaders for corporate directorship appointments. Moreover, the HACR Corporate Index ranks corporations in the United States relative to their total Hispanic inclusion practices. By providing information

on the status of Hispanics in corporate America, HACR can focus on issues relevant to Hispanics and investigate solutions to the inequity that exists.

"I am honored to be selected by my fellow HACR Coalition Members to assume the chairmanship of such a renowned and respected advocacy organization," said Mr. Salazar. "It is gratifying to work with such a committed team of community leaders to advance our collective goal of increasing Hispanic inclusion in Corporate America in the areas of employment, procurement, philanthropy and governance."



(L-R) Congressman Joe Baca (D-CA); Raphael Fantauzzi, President & CEO, National Puerto Rican Coalition Inc.; Carlos Orta, President & CEO HACR; Alma Morales Riojas, President & CEO, MANA; Rosa Rosales, National President, LULAC; Ignacio Salazar, President & CEO, SER National; Brent Wilkes, National Executive Director, LULAC.



Commitment

**The Sky's
the Limit.**

*With commitment,
determination and effort,
great things happen.*

*We at Anheuser-Busch are proud
to support SER Jobs for Progress
for helping others soar.*





COMMON GROUND.

While we may come from different backgrounds and have different points of view, experiences and ideas, we're all in this together.

Our communities grow stronger when we share common goals and dreams.

At Comerica Bank, we commend SER-Jobs for Progress National, Inc. and everything you do to strengthen the community.

Comerica Bank

comerica.com

Member FDIC. Equal Opportunity Lender.



SER National Training Initiatives

Whether age 18 or 70, thousands of people have found in SER National and its' network of affiliates throughout the country a welcoming and encouraging environment to acquire the skills and confidence to enter the workforce or move up in their jobs.

SER-Jobs for Progress' network of affiliates in 19 states; Puerto Rico; and Washington, D.C., provide cutting-edge job training to prepare program participants to meet the challenges of an increasingly technology dependent job market.

The SER Network offers a variety of training opportunities depending on the needs of the community they serve and the needs of individual participants. The training programs range from English-language skills and computer literacy to hands-on job training.

Senior Community Service Employment Program

At 67, Diane Burkhart is undertaking a new profession—retail clerk—that is allowing her to make a living and be a productive member of society.



Diane Burkhart is undertaking a new profession as a retail clerk.

She is one of about 3,500 people from across the country whom SER-Jobs for Progress has trained through the Senior Community Service Employment Program (SCSEP) to acquire the skills necessary to find employment or

retrain for a new profession.

"Thank you, SER for the opportunity you gave me as a retail clerk," she wrote in a letter to the organization. "I am very low-income, and it was important that I obtain a permanent part-time job to make ends meet."

Burkhart's situation is not unique. Thousands of seniors, 55 years of age and older, go through SCSEP training that prepares them for part-time or full-time employment. SER is one of 18 national grantees operating the SCSEP program funded by the U.S. Department of Labor. For the past six years, SER has served participants in California, Colorado, Florida, Illinois, Kansas, Rhode Island, Texas and Wisconsin.

Seniors who participate in the program have been out of the workforce for reasons as varied as illness, divorce or another misfortune. They often lack the self-confidence or purpose necessary to compete in the job market. If they have been out of the workforce for some time, they may lack the updated skills required of today's employment landscape. SCSEP gives them the opportunity to acquire

these skills and become once again productive members of society.

Burkhart is only one example of the thousands of program participants who have successfully completed the training and have transitioned into unsubsidized employment.

"I now have a job at a floral shop as a retail clerk," she said. "The cash register just happens to be identical to the one that I was trained on. Thank you again, SER."

Burkhart notes that her current boss was interested in hiring a mature person. Many companies appreciate the qualities workers 55 and over bring to a job, and SER makes sure these seniors have the skills necessary to compete in a job market that is more and more dependent on technology and other advances.

Ms. Mose Hudson enrolled in SER SCSEP on March 9, 2009 after being unemployed for three long years. Ms. Hudson stated, "The day I visited the SER office in Fort Worth (Tarrant County) I had a broken spirit and was not able to see the light at the end of the tunnel. I had been rejected from job interviews so many times that my self esteem was down and I thought there was no hope for me anymore. Until I heard Rosa Arroyo and Maribel Magallanes speaking during an informational meeting, I then realized someone still cares for Older Workers.

Ms. Hudson was assigned to the Department of Assistive & Rehabilitative Services (DARS) as a Clerk 1. She was very diligent learning new skills and actively job searching. Her spirit was high and she had regained confidence. DARS could not forego the opportunity to hire such a unique person as Ms. Hudson and after she went to several interviews with DARS and competed with the many other job candidates, she was hired as a Rehabilitative Service Technician (RST) on July 22, 2009 in Dallas, Texas at a starting wage of \$24,532.00 a year.

We are very confident that wherever Ms. Hudson goes she will be a success and therefore make us proud.

SER's program also delivers customized training that targets the skills workers already have and builds from them. In addition to marketable skills that are sought out by employers, the program also gives seniors the confidence to go into the job market. Often, participants have low reading levels in English or are monolingual, so whenever possible, the training is done in Spanish with Spanish-speaking trainers.

The training seniors receive includes time management, customer satisfaction, dealing with change, building trust, enhanced communication skills, embracing diversity in the workforce, and more. Because the training involves classroom work and practical experience through placements at community service organizations and participating businesses, the program ensures seniors have the necessary skills to be successful.

The customized training component involves classroom work and practical training in which students perform exercises to ensure that they have acquired the necessary skills. In addition, SCSEP also equips trainees with the skills to be successful in the interview process. The program teaches them how to write a resume and how to go through an interview to highlight the skills they have acquired and how they fit what the employer is looking for. Seniors also get help searching online job sites and setting up e-mail accounts to maximize

Continued on page 11



their job search.

Because the program is based on empowering individuals to take the reins of their own lives and employment opportunities, SCSEP spends considerable time teaching participants to look at their lives and what they want to change. By examining their lives and their interests, participants are encouraged to pursue areas with which they are already familiar.

Dallas County Youth Executive Training Program

At SER National, giving people the opportunity to acquire the necessary skills to enter the workforce is not limited to seniors.



(L-R) Janie Rubalcava, Instructional Associate for the Office of Tecnology, North Lake College assisting Karina Santa Maria and Rigo Yañez.

This summer, more than 50 youth between ages 18 and 24, participated in the Youth Executive Training Program that SER-Jobs for Progress offered thanks to a grant from Workforce Solutions Greater Dallas.

The summer program provided

education, training, job readiness and job placement services to low-income youths. SER National paid for students to attend North Lake College to take computer classes from June 8 through July 30. The \$1,000 allocated to each student paid for tuition and the purchase of books.

Many of the students had never been to a college campus before, and 27 of them successfully completed the courses and were certified in Business Office Systems and Support-Software Application Specialist, which gives them a competitive advantage because the certification is recognized by many employers and The Texas Workforce Commission.

In August, those who received their certification were matched with local businesses based on career interests, skills and talents. The grant allowed SER to pay the participants \$10 an hour, 40 hours a week, for six weeks.

"This program has been one of the most life-changing experiences," said Armando D'Ercole, a program participant. "I got the great education needed in this world and a great opportunity to succeed in life. In this world, it takes just a little effort and a helping hand to propel someone's career forward, something the fine people at SER have done."

D'Ercole was placed at The Senior Source as a technology instructor/curriculum design specialist and is teaching Microsoft applications to seniors in the Dallas area.

In addition to the training and the internship, participants also



(L-R) Sharee Mitchum, Azteca Omega, HR Manager and Lucero Villegas, SER National youth participant.

had the opportunity to attend an executive skills training seminar conducted by Mr. Tom Trotter, retired IBM Executive Emeritus and SER National Chairman Emeritus. Mr. Trotter shared his vast experience in the corporate world with the participants in the areas of business practices, work ethics, communication, political sensitivity, networking, public

relations and leadership.

SER continues to assist the youths who participated in the program by providing résumé writing and other job development services to help them transition into unsubsidized employment.

Cameron County Youth Program

The SER National Youth Program in Cameron County provided services to 100 youths of which 70% were in school students and 30% out of school. Youth participants completed 210 hours of work experience, pre and post-skills assessment and attended two job readiness seminars. They worked 35 hours per week for six weeks and received \$8.00 per hour wage. Youth participants enrolled



Cameron County youth attend job readiness classes.

in the program were from Harlingen, Port Isabel, Santa Rosa and Brownsville, Texas.

Job Readiness classes were held in June and July at the International Technology Education and Commerce Center with speakers from the University of Texas at Brownsville; Texas Southmost College; Brownsville Public Utility Board; Capital One Bank; and Palmer Drug Abuse Program presented on the importance of maintaining good credit, job interview techniques, substance abuse and the enrollment process for college. SER National was successful in meeting all program performance measures.



SER National Affiliate Highlights

SER—Jobs for Progress – Rhode Island

Rhode Island SER not only believes in preparing people with the skills necessary to find meaningful employment, it also hires many of the people it trains.

Many of Rhode Island's SER staff, both past and present, were once enrolled in training programs at the center.

"SER is doing what we ask other employers to do," said Lissa Dreyer, Rhode Island SER Executive Director. "We are setting an example by hiring the people who have gone through our programs."

Gerry Arundel is a good example of the value of hiring those who have received SER training.

In 2003, Rhode Island SER was awarded 100 Senior Community Service Employment Program slots in Providence County. In 2006, the organization was awarded all of the remaining 250 slots in all five counties and became the sole SCSEP provider in the state. In January 2009, SER became the sub-grantee for SCSEP for the state, which meant adding 65 more spots and an additional program.

The sudden growth of the program required hiring new staff. Gerry Arundel was one of them.

In 2006, although she had a long and productive work history, Arundel's job fell victim to the early sinking of Rhode Island's economy, which has one of the country's highest unemployment rates—12.7 percent. Arundel struggled to get a job, and when faced with the end of her benefits and options, she enrolled in the SCSEP program under a previous sponsor. When SER took over the program, she was working as a participant aide for Westbay Community Action, and her supervisor gave her high marks for her work ethic.

Arundel was reluctant to interview for the SCSEP case manager position, concerned that she lacked the skills to handle the clients, the paperwork, and the federal regulations. She was encouraged to apply for the position because she not only possessed the necessary skills, but also had the patience and compassion that made her perfect for the role of case manager. She accepted the job.

Two years later, Arundel covers two counties for SER SCSEP and has the highest entered employment rate of the program. She

serves as an excellent role model for current and potential SCSEP participants, but, most importantly, Arundel is successfully employed and a valued member of the SER family.

Another success story is that of Carla Monteiro, whose involvement with SER began as a teen in one of the youth programs and has led to a position as a case manager.

In 2004, Rhode Island SER introduced a new aspect to programs that serve Temporary Assistance for Needy Families recipients. Working with the Rhode Island Department of Human Services, the program's funding source, SER implemented its Transitional Employment program—which places participants into subsidized employment for up to six months. Participants are assessed, a training plan is developed, and a job placement is found. After the allotted time, the participant and a case manager then move on to job search and development. Of those participating in the program, 60 percent entered subsidized employment and 90 percent of those are no longer receiving TANF aid and haven't for a year.

When Monteiro first came to SER, she was a teen participating in the summer youth program. Years later, close to 30 and the mother of three, a DHS caseworker referred Monteiro to SER again for transitional employment. Although she had a high school diploma and a medical assistant's certificate, lack of transportation and evening and

weekend childcare made it difficult to keep a job in her chosen field.

Monteiro showed she had a number of skills that would make her a valuable employee, including her fluency in Spanish and in Cape Verde Creole. After her assessment, she was placed in a receptionist's job at SER, where her language skills could be used to their full potential. Monteiro took on more responsibilities, including assisting case managers with scheduling client meetings as well as with pre-assessment and retention paperwork. After six months, she was hired by

SER as a case manager. She celebrated three years of employment with SER in August, and she will be getting her driver's license too, a goal she set for herself when she came to SER.



Many of Rhode Island's SER staff, both past and present, were once enrolled in training programs at the center.

"SER is doing what we ask other employers to do," said Lissa Dreyer, Rhode Island SER Executive Director. "We are setting an example by hiring the people who have gone through our programs."



Our people reflect our commitment to the diverse communities we serve.

Our commitment to diversity has repeatedly been recognized by leading publications. It's always nice to have your efforts recognized, but Verizon has long understood that the true benefit is diversity itself.

The diverse talents, experiences, backgrounds, and viewpoints of Verizon employees connect us with our customers in the equally diverse markets and communities we serve.



Olivia Gomez
Sr. Customer Service Representative
Verizon Wireless



SER-Jobs for Progress of San Antonio, Texas

Since its establishment in 1967, SER-Jobs for Progress of San Antonio has enjoyed a rich history of serving the needs of the economically disadvantaged population in the area through its five career centers.

SER of San Antonio has developed an effective system of providing workforce development services to more than 250,000 clients. The foundation built by the organization allows it to respond to the changing needs of its clients as well as of the employers in San Antonio and throughout Bexar County.

“SER-Jobs for Progress is truly making a difference in the lives of the people we serve in San Antonio and Bexar County,” said Linda Rivas, President of SER of San Antonio.

Since its inception, SER of San Antonio has been at the forefront of workforce development in San Antonio. Some of the highlights in the organization's history include:

- 1967 to 1997: SER of San Antonio provided educational, training, job development, and job placement services thanks to a succession of grants under the Manpower Development Training Act, the Comprehensive Employment and Training Act, and the Job Training Partnership Act.

- 1998: Because of its experience in providing these services, SER of San Antonio was awarded a contract to operate two full-service Alamo WorkSource Career Centers and was contracted to operate a Transition Center to serve employees affected by the closing of Kelly Air Logistics Center. Later that year, SER of San Antonio became the sole provider of workforce development programs in Bexar County when it was awarded the management of the two remaining work source centers.

- 2002-2003: The Alamo WorkSource Board opened a fifth full-service career center in Bexar County, which eventually came to be managed by SER of San Antonio. SER's numbers in Bexar County were instrumental in having the Alamo area earning the Best Overall Performance by a large Board from the Texas Workforce Commission in 2002, 2005, and 2008.

SER worked directly with district judges in the Bexar County Courthouse Project to place non-custodial parents in jobs—the first time an organization had worked this kind of agreement with local judges in the state.

- Between 2003 and 2004, SER of San Antonio partnered with the

Levi Strauss Foundation, Levi's Transition Committee, and Alamo WorkSource to deliver rapid response services to more than 800 workers displaced by Levi plant closures. SER also entered into agreements with two community colleges in San Antonio to provide direct case management to former Levi Strauss employees.

- 2004-2005: SER was instrumental in aiding victims of hurricanes Katrina and Rita, helping more than 1,000 people find employment. Through its partnership with Alamo WorkSource and Alamo

Community College District, a satellite office was established in the main shelters at Kelly USA for evacuees. SER also managed a mobile unit for evacuees.

- 2009: SER of San Antonio received \$4 million of workforce funding that will be used to employ and train citizens in the San Antonio community.

Stimulus funds were awarded through the Texas Workforce Commission and administered through Workforce Solutions Alamo to assist low-income individuals, recipients of public assistance, displaced and underskilled workers, and disconnected youth.

“SER intends on putting this stimulus back into the San Antonio community by partnering with local businesses and helping the San Antonio public in their search for jobs,” Rivas said.

SER of San Antonio continues to contribute to the economy and well-being of Bexar County by assisting youth through its scholarship program, Achieve a Dream. For the past three years, the SER Scholarship Luncheon has awarded young men and women whose parents are program participants at one of the career centers scholarships so they can pursue a higher education.

Building diverse partnerships has been instrumental in SER's continuing success in the area. SER of San Antonio's Non-Custodial Parent program is a model employment program for unemployed or low-income non-custodial parents whose child

either was or is currently receiving public assistance that involves links between the Fourth District Courts and the child support enforcement effort. While working with these customers in 2008, SER Non-Custodial Parent program staff collected more than \$1 million in child support.

SER-Jobs for Progress of San Antonio is proud to have built a foundation that enables the organization to respond to the changing needs of employers and job seekers and to provide services that are of value to the community.

“SER Jobs for Progress is truly making a difference in the lives of the people we serve in San Antonio and Bexar County.”

- Linda Rivas, President



SER-Jobs for Progress of San Antonio receives well-deserved honors in managing and operating Workforce Centers for the Workforce Solutions Alamo Board at the Texas Workforce Commission for Best in Overall Performance by a Large Board in 2008.



SER-Jobs for Progress, Inc., Santa Fe, NM

The Holy Cross Clinic is nestled in the mountains of northern New Mexico and serves as the only health-care facility for people in a 30-mile radius. It is also one of the employers participating in SER's American Recovery and Reinvestment Act Summer Youth Program and where Candace Muñiz had her first job experience.

The program serves seven counties in northern New Mexico, and gives youths a taste of what a real-life job situation is like.

"This was my first job, and it turned out to be a very positive experience for me," Muñiz said.

It also was a very positive experience for the clinic.

"The projects we assigned to her were, in many cases, difficult and required a high level of organizational skills and independent thinking," said clinic director Patty Torres of Muñiz's job performance. "Candace completed these projects skillfully, and the finished

continue to be a model of success in meeting the needs of the youth of New Mexico and the country.

Also in the area of education, the organization's Child Development Center, accredited by the National Association for the Education of Young Children, continues to develop emergent curricula that is instrumental in preparing young children for formalized education.

SER of Santa Fe solidified in 1992 through the Job Training Partnership Act Presidential Award, which recognized the organization



Summer youth participants Constance Lopez and Jericha Montoya working at the Santa Fe SER Child Development Center.



Candace Muñiz from Penasco, New Mexico is currently in the 9th grade at Penasco High School and would like to attend beauty school when she graduates from High School.

products were as good as any one of us could have done."

The summer youth program is just one of many that SER of Santa Fe offers the community of northern New Mexico. SER provides education as well as employment and training services. Since February 1989, the organization also has operated successful dropout prevention programs with several New Mexico public school districts. SER's Career Academy—a collaboration between SER and the Santa Fe Public School District—is the only high school in Santa Fe to meet the No Child Left Behind Act's required Adequate Yearly Progress for the past two years. SER of Santa Fe's dropout prevention programs

as an Outstanding Youth Training Program in America. This award catapulted SER of Santa Fe to the forefront of workforce programs. Today, SER of Santa Fe serves as the one-stop contractor/operator in two of the local board areas and operates under the New Mexico Connection in 14 counties.

The award also served as a catalyst for other pilot initiatives, such as the Youth Year-Round Training Demonstration Project; the Welfare-to-Work program; and now, the Workforce Investment Act.

SER of Santa Fe's programs have resulted in hundreds of adults, including dislocated workers, finding meaningful employment and in employers throughout the areas of service being satisfied with the quality of employees who come out of the programs.

Alex Martinez, Executive Director of SER of Santa Fe, attributes the organization's success to the vision and direction of the organization's seven-member board of directors and the dedication and hard work of its staff.

"We continue to face challenges coming at us from every direction, but we challenge ourselves and turn these into opportunities to serve people and carry on the mission of SER," he said.



44th Annual Conference October 12-14, 2009

Conference Sponsors

Diamond

IBM
GMAC
360Solutions

Platinum

Comerica Bank

Gold

ExxonMobil
MillerCoors

Silver

Ford Motor Co.
PepsiCo

Bronze

Anheuser Busch
AT&T
Coca-Cola
Verizon

Corporate

Evercare-United Healthcare
General Mills
Rent-A-Center

Southeastern Massachusetts SER-Fall River

Over the past 30 years, SER-Jobs have held numerous contracts from a variety of funding sources whose goals coincide with those of our stated mission. These have included state, federal, and city departments (the regional Workforce Investment Board through the Bristol County Training Consortium, the Department of Transitional Assistance, the Massachusetts Department of Elementary and Secondary Education, the Massachusetts Office of Refugees and Immigrants, the Bay State Skills Corporation, the United States Department of Labor, the United States Agency for International Development, the Autonomous Regional Government of the Azores, Portugal, the City of Fall River School Department, the Greater Fall River United Way Agency, the town of Westport Department of Community Development) and private and corporate foundations such as the Polaroid Foundation, the Bank of America Foundation, the J.B. Fernandes Foundation, etc.

The programs offered by SER-Jobs and funded by the above-named sources have included an Adult Basic Education Program which has been in operation for the past 27 years; a Supported Work Program currently in its 27th year of operation; a Young Parents Program for the past 19 years; for the past 5 years; an academic upgrading 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; an Insurance Customer Service Training Program; a tutoring program for the school-aged children of participants enrolled in our evening ABE and transition classes; and variety of other literacy, language acquisition, citizenship preparation, and employment assistance programs that have been offered at SER-Jobs over the years.

The BCTC Program services youth between the ages of 16 and 24. Students admitted to the program will have the opportunity to internship at the four banks: Bank Five, Citizens-Union Bank, Bank of Fall River, and Fall River Municipal Credit Union that SER-Jobs



Southeastern Massachusetts SER - Fall River Youth Banking Program Interns

partners with in order to have the participants exposed to the banking industry. Students will as a result, gain foundation skills such as critical thinking and communication skills that are common to all jobs. They will also learn job expectations and obtain constructive feedback. Participants will have intensive supervision and mentoring by the bank through shadowing. They will also be monitored daily by an assigned SER staff.

Continued on page 17



SER-Jobs for Progress, Inc. has state of the art computer equipment and are fully licensed to operate all software programs, has an in-house child care centers and provides transportation. SER holds an annual graduation ceremony for all the participants that attain their GED Diploma.

On August 26, 2009, SER hosted a 30th Anniversary Celebration. Southeastern Massachusetts SER-Jobs for Progress, Inc. with main



Ignacio Salazar, President & CEO of SER National, presents 30th Anniversary Award to Paula Raposa, Executive Director, Southeastern Massachusetts SER in Fall River.

headquarters located at 164 Bedford St., Fall River, MA is a private, nonprofit (501c3), community based organization. Since its incorporation in 1979, the mission of SER-Jobs has been to upgrade the socioeconomic status of the economically disadvantaged individuals we serve through education, training, and advocacy. Throughout its history, SER-Jobs has been a vibrant trendsetter and on the forefront of confronting the social, cultural,

educational, and economic concerns of our community. Innovative approaches have been taken to forge collaborative enterprises and partnerships in an effort to maximize ever-dwindling resources. Consequently, SER-Jobs has made a conscious effort to involve social and linguistic minority organizations in educational investment partnerships. Being highly identified by the target population, this agency has not encountered any problems recruiting and retaining participants in its education and training programs.

These partnerships have supported many of SER-Jobs' contracts with state, federal, and city departments and private and corporate foundations. Recently, SER-Jobs has entered into training partnerships with several employers, including the Massachusetts Association of Insurance Agents (MAIA) and the LaFrance Hospitality Group.

SER-Jobs for Progress, Inc., Fresno, CA

SER-Jobs for Progress, Inc., (SER Fresno) built Las Casitas Retirement Community in 1988 with assistance from the California State Farmworker Housing Grant Program. Executive Director of SER Fresno, Ms. Rebecca Mendibles, has been engaged in Las Casitas de SER from start to finish and continues to oversee the 21 year old project. Ms. Mendibles has been successful at the many programs she operates with SER Fresno and has received many awards for her efforts with each program.

The affordable housing apartment complex has 75 units and was developed to fill the need for disabled, retired, low-income farm workers of Fresno County. The independent living facility is a comfortable and relaxing environment where seniors can enjoy family and friends. The complex features spacious one bedroom units and

most have a small patio where residents can place plants and outdoor furniture. Within the gated community is an on-site resident manager who is on-call 24 hours a day for emergencies. The neighborhood is near several shopping centers and bus lines run near the property offering safety and convenience for the residents.

SER Fresno has been very fortunate to have partnered with Pacific Gas & Electric (PG&E) on the Las Casitas de SER, PG&E has provided energy saving appliances and lighting for the complex. Ceiling fans, energy-saving lights, and new refrigerators have all been provided at no cost to the residents. All appliances are eco-friendly and help to lower monthly utility bills.

The complex features a centrally-located community center which serves as a multipurpose facility. The City of Fresno assists with offering free or low-cost lunches from Monday through Friday and offers take-home meals for the weekend. The center is also used as a social gathering place for residents. They can watch television there, or simply enjoy morning coffee breaks. The residents maximize the use of the center by hosting family gatherings and other activities such as crafts, bingo, and birthday/holidays celebrations. Some of the residents continue to live at Las Casitas de SER since 1988.

Mr. Chris Marques, a resident of Las Casitas, participated in the Senior Community Service Employment Program (SCSEP) and recalls being homeless when he entered the program. As part of his training with SCSEP, he was training at the Las Casitas property as a grounds and maintenance

trainee. During his training, he was lucky to have found a job with the Habitat ReStore, a partner for Habitat for Humanity. Today, he puts his newly-acquired skills to use as a manager there. Mr. Marques recalls that his goal while training was to become employed and then reside at the Las Casitas community. Today Mr. Marques believes the SCSEP program was well worth his time, because he is employed and lives comfortably in the community.

"Historically, providing affordable housing for seniors, and in particular retired farm workers, has been a challenge for many community advocates in the San Joaquin Valley. In 1988 SER recognized the growing need and successfully addressed it by building Las Casitas de SER. Coming from a farm worker background I feel proud to have been a part of making Las Casitas what it is today - a place for retired farm workers to call home." said Mendibles.

SER Fresno continues to partner with community programs to assist seniors. Recently, SER Fresno staff invited student cadets from a local high school and members of a local veteran's organization to help with the raising of the U.S. flag outside the community center. The flag itself was previously flown over the White House, and was given to the community by the local congressional representative.



(L-R) Mr. Arturo Rodriguez, President of the United Farm Workers; Mr. Ignacio Salazar, President & CEO of SER-Jobs for Progress Inc.; National Ms. Rebecca Mendibles, Executive Director - SER Fresno

Opening endless
opportunities in the
world of employment.



360Solutions_{LLC}
Employee Training • Business Consulting

360Solutions is a proud partner of the SER Network!

Call us for a copy of our latest Course Catalog.
What can 360Solutions do for you?

www.360Solutions.com • toll free 877-755-7888 • info@360Solutions.com



SER Network Directory

SER National - Headquarters

122 W. John Carpenter Freeway, Suite 200
Irving, TX 75039 ♦ 469-524-1200

SER National Program Development Office

1707 L Street, N.W., Suite 700
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

San Diego County/SER-Jobs for Progress, Inc.

Oceanside, CA ♦ 760-754-6500

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

SER-Jobs for Progress, Inc. of Lake County

Waukegan, IL ♦ 847-336-1004

SER-Corporation of Kansas, Inc.

Wichita, KS ♦ 316-264-5372

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

Debes Creer En Ti (DCET)

Irving, TX ♦ 972-871-8285

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

Rent-A-Center®

Proudly Supports

the Important Work of

SER-Jobs for Progress National, Inc.



800-877-7758
rentacenter.com



A tip of the cap to you

The Coca-Cola Company salutes
SER - Jobs for Progress National, Inc.

*No artificial flavors, no added preservatives.
Since 1886.*



Villareal Insurance Agency

7272 Wurzbach Rd., Suite 106
 San Antonio, Texas 78240
 210 615-7091 Ofc 210 615-7378 Fax
 Toll Free: 1 877 615-7091

601 E. Main, Suite 275
 Alice, Texas 78332
 361 668-0600 OFC 361 668-8310 FAX
mailbox@villarealinsuranceagency.com



James R. Villareal,
Owner
 Specializing in
 Individual & Corporate
 Benefits

GENERAL MILLS COMMUNITY ACTION

A man and a young girl are sitting at a table, painting a large sun on a canvas. The man is holding a red paintbrush and is painting the sun's rays. The girl is also holding a red paintbrush and is painting the sun's face. There is a small palette of paint on the table.

Proud sponsor of the
**44th Annual SER National
Conference**

CommunityAction
.....
GENERAL MILLS

www.generalmills.com/foundation

nourishing communities for more than fifty years



Every generation refreshes the world...
It's your turn!

PepsiCo proudly sponsors SER-Jobs for Progress
2009 National Conference.

Working together, we can create a better tomorrow.



PEPSICO



www.pepsico.com

© 2009 PepsiCo, Inc. All Rights Reserved. This Ad contains valuable trademarks owned and used by PepsiCo, Inc. and its subsidiaries and affiliates to distinguish products and services of outstanding quality.



SER National Board of Directors



Joe R. Campos
Chairman, Board of Directors
Dallas, TX



Gloria Johnson Goins
Chief Diversity Officer, Diversity & Inclusion
The Home Depot
Atlanta, GA



Alma Morales Riojas
Vice Chair, Board of Directors
(AGIF)
Washington, D.C.



Alex Martinez
Executive Director
SER, Santa Fe Jobs for Progress, Inc.
Santa Fe, NM



Linda Rivas
Secretary, Board of Directors
SER-Jobs for Progress
San Antonio, TX



Lidia Medel Martinez
(LULAC)
San Antonio, TX



Dr. John Soto
Treasurer, Board of Directors
(AGIF)
San Antonio, TX



Joe C. Ponce
Executive Director, Labor & Relations
General Motors Corp.
Detroit, MI



Agoberto Benavides
Allstate Insurance Agency Owner
Detroit, MI



David Rodriguez
(AGIF)
Heyburn, ID



Frank Casillas
(AGIF)
Downers Grove, IL



Rosa Rosales
LULAC National President
San Antonio, TX



Adalberto "Del" Cruz
(LULAC)
Harlingen, TX



Leven Weiss
Senior Manager
Civic and Community Relations
Chrysler LLC
Auburn Hills, MI



Hector Flores
(LULAC)
Dallas, TX



William Thomas Trotter
Chairman Emeritus
Irving, TX



Jerry M. Fuentes
AT&T
President-Arizona/New Mexico
Phoenix, AZ



Tony Gallegos
(AGIF)
Sante Fe Springs, CA

* *League of United Latin America Citizens (LULAC)*

* *American G.I. Forum (AGIF)*

Driving a Brighter Future



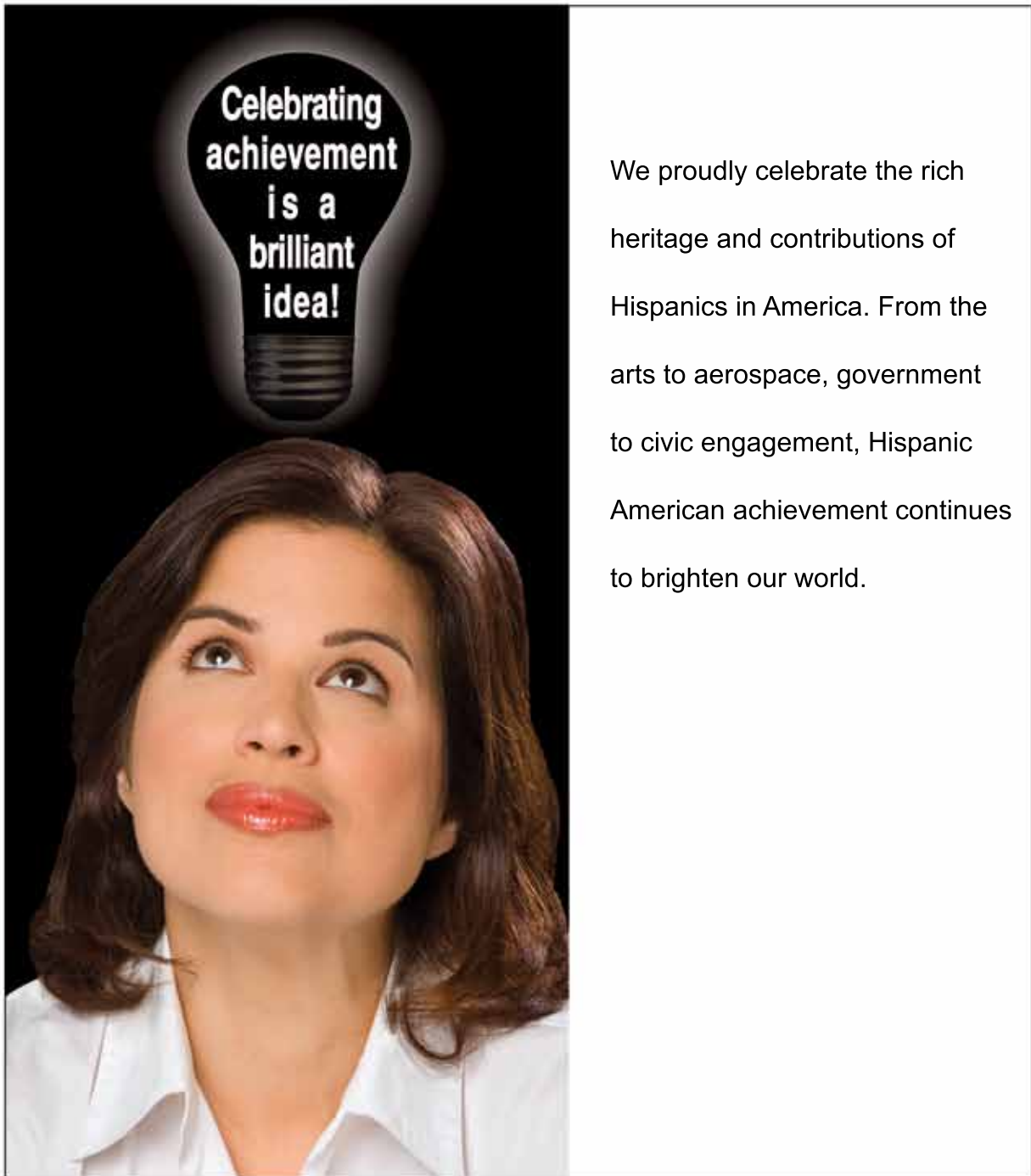
Ford Motor Company Fund and Community Services builds communities through volunteerism and partnerships with nonprofit organizations that focus on education, preserving America's heritage, and automotive safety.

Ford salutes SER Jobs for Progress on its 44th Annual Conference:
"Cultivating America's Greatest Resource: People."



Ford Motor Company





We proudly celebrate the rich heritage and contributions of Hispanics in America. From the arts to aerospace, government to civic engagement, Hispanic American achievement continues to brighten our world.

ExxonMobil proudly supports SER-Jobs for Progress National, Inc. in its efforts to make a positive impact on families across America.

A mandate for change is a mandate for smart.

The world is ready for change – that much is clear.

For leaders of all kinds, this moment presents a rare opportunity. Our planet is not just getting smaller and flatter. It is also becoming smarter. And that means we have the potential to change the way the world literally works.

Computational power is now being put into things we wouldn't recognize as computers – cars, appliances, cameras, roadways...even pharmaceuticals and livestock. We are interconnecting all of this through the Internet, which has come of age. And we are applying powerful new systems and sophisticated analytics to turn oceans of data into insight, knowledge and intelligence.

Consider the changes already under way.

Smart traffic systems are helping to reduce gridlock by 20%, cutting pollution and increasing ridership on public transit.

Smart food systems based on RFID technology embedded into supply chains are monitoring meat, poultry and other items from the farm to the super-market shelf.

Smart healthcare systems are helping to lower the cost of therapy by as much as 90%.

Police departments are correlating street-level information from myriad observations and devices to identify crime patterns – helping prevent crime, rather than simply punishing it.

The list is long, and the transformation is just beginning. Its benefits will be reaped not only by large enterprises, but also by mid-sized and small companies – the engines of economic growth everywhere – and by individuals and communities around the world.

Imagine how a smarter planet will transform *all* the things we seek. The ways we pursue economic growth, societal progress, environmental sustainability and cures for disease. The way we interact with each other and with the world.

The opportunity is before us, and the moment will not last forever. Will we seize it? As we look to stimulate our economies and rebuild our infrastructure, will we simply repair what's broken? Or will we prepare for a smarter future?

Join us at ibm.com/think

