

## SER-Jobs for Progress Highlights:

- ♦ SER National Initiatives
- ♦ Hispanic American Organization

- ♦ Orange County/SER-Jobs for Progress, Inc.
- ♦ SER de New Mexico, Albuquerque

- ♦ SER-Jobs for Progress, Santa Fe
- ♦ Lissa D. Dreyer Leaves a Legacy



# SER *America*

*Fall 2011*

**“America’s  
Emerging  
Workforce:  
Strategies for  
Progress”**





## ***believe. do.***

At AT&T we believe in communities. That's why we do what we do. Like striving to connect people with good jobs, donating our time and talent, supporting the underserved, and promoting innovative educational programs.

Because we believe the power of you creates limitless possibilities for us all.

**That's why we proudly support the SER-Jobs for Progress 46th Annual Conference and their efforts to empower communities across the country.**

*Rethink Possible*<sup>®</sup> 

© 2011 AT&T Intellectual Property. All rights reserved.

# SER America

SER America is a publication of SER-Jobs for Progress National, Inc. Direct all editorial and advertising inquiries and correspondence to:  
SER-Jobs for Progress National, Inc.,  
c/o SER America  
100 E. Royal Lane, Suite 130  
Irving, TX 75039  
Tel: 469-549-3600, Fax: 469-549-3687  
Website: [www.ser-national.org](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 by the U.S. Department of Labor and the advertisement support of corporations who made this publication possible.

#### Publisher



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

**SER National President & CEO**  
Ignacio Salazar

**SER America Coordinator**  
Roland R. Ramirez, Corporate Liaison Manager

**SER America**  
Freelance Writers: Sylvia A. Martinez, Gina Best  
Contributors: SER National and Affiliates

**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)

## 2010-2011 SER National Board of Directors with President & CEO



Front Row (L-R): Alma Morales Riojas, Linda Rivas, Rosa Rosales, Monica L. Martinez.  
Back Row (L-R): Adalberto "Del" Cruz, Hector Flores, Ignacio Salazar, President & CEO; Dr. John Soto, Tom Trotter, Joe Campos, Chairman of the Board; Leven Weiss, Francisco F. Ivarra, Frank Ramirez, David Rodriguez, Alex Martinez.  
*Not Pictured, Janey Appia, Jerry F. Fuentes, Joe C. Ponce.*

## Table of Contents

- 4** Chairman's Letter
- 6** Message from President and CEO
- 10** SER National Initiatives
- 14** SER National Affiliate Highlights
  - Hispanic American Organization, Allentown, PA
  - Orange County/SER-Jobs for Progress, Inc.
  - SER de New Mexico – Albuquerque, NM
  - SER-Jobs for Progress, Inc., Santa Fe, New Mexico
  - Lissa D. Dreyer Leaves a Legacy
- 26** SER National Board of Directors
- 28** SER National Welcomes New Board Members
- 30** SER Network Directory





## Message from the Chairman of the Board



**Joe R. Campos, Chairman**

Our lives have changed dramatically since the terrorist attack of 9/11. Little did we know how dramatically our world, too, would change. The terrorist attack has had a negative impact on the families of those who lost their lives in the unsuspecting attack, but also on hundreds of thousands more Americans. Our President sent our military in search of those who may threaten the liberties we enjoy and sometimes take for granted. Many never returned.

Many of our military men and women have returned with injuries, both physical and mental. And others who have chosen to wear uniforms will return to find that they no longer have jobs to return to. We owe much to our military. We need to step forward and create the jobs that these men and women will so desperately need when they return.

These past 10 years have brought forth a recession that would result in us questioning whether we are indeed economically the strongest nation in the world. Some major corporations are no longer in existence. Others managed to return from the brink of financial disaster. Some had stock holders or lobbyists that advocated on their behalf, pumping life back into their businesses.

In light of the ongoing economic recession, numerous nonprofits have had to make difficult decisions about staffing and program cuts due to tighter budget constraints, SER National and its affiliates were—and are—no exception. However, despite the lagging economy here at home and tumultuous economic situations around the world, we Americans will manage to pull ourselves up by our boot straps and march on.

### SUCCESS IN WORKING TOGETHER

SER must continue to foster existing partnerships with corporations and foster new ones. We've done this previously, with the assistance of the Senior Executive Council (SEC), and we could once again revive this concept. That partnership generated hundreds of thousands, possibly millions, of dollars for corporate partners. SER provided a successful training program for a major airline; at the same time that program provided hundreds of jobs for those in need of employment. SER partnered with other major corporations in major cause-related marketing campaigns. These campaigns were very successful for the major corporations, because they were able to achieve their goal—and had a huge positive impact on their bottom line. These campaigns further provided the SER network with a huge public relations campaign, which showcased us as the Number One Hispanic employment and training program in the country.

Today, SER National and its affiliates continue to provide a safety net for vulnerable people nationwide. However, we are all working

to help people at a time when there is heightened demand and with fewer resources. If this country is going to create jobs, both the public and private sectors have to start with Community Based Organizations, such as SER. It makes sense that if you train people and provide them with the job skills for which there is demand, they become wage earners, pay taxes and buy goods. Those tax dollars stay in the communities in which they live and will help local, state and ultimately, the U.S. economy.

### EXCITING OPPORTUNITIES

This is an exciting time for the nonprofit sector! As baby boomers are retiring, this is providing a great opportunity for organizations such as SER because as CEOs and other executives choose to retire, they help create jobs for the next generation. By CBOs such as SER tapping these executives' talents, these retirees could help guide us with their expert skills and knowledge, as well as strengthen our relationships with those firms from which they retired. These baby boomers are indeed the greatest generation; they are the ones who provided us with the skills and technology that made our country equally great—and hopefully can help keep us competitive in this global economy.

Given the need to reduce energy consumption, both in homes and automobiles (i.e. increased mileage on less fuel), there is tremendous opportunity for growth. If we are going to produce jobs and make a positive impact on our economy, we must look for innovating ways to do so. Take Santa Clara County in California, for example. By offering government incentive programs, the county has partnered with private firms to build "solar trees," which not only provide shade for car owners, but a source of energy for charging their electric car batteries. I envision solar energy plants building solar panels for homes across the SER network. This could conceivably provide thousands of jobs for our returning veterans, not to mention the cost savings to home owners. While other countries may build these panels cheaper because of lower wages, those wages are not buying American goods. I realize this is not going to turn our economy around, but we have to start somewhere, we have to find ways to keep up with the competition. Part of the solution may lie with nonprofits.

### INVESTING IN SER, A GOOD INVESTMENT

Nonprofits cannot continue to rely on just government funding, the answer to our success comes from partnerships and corporate social responsibility is key. There is a huge return on investing in SER, that return is jobs and jobs are how we can make a positive impact on the corporate bottom line. We must have a better understanding of how our nonprofits work, as well as foster a greater cooperation between nonprofits and corporate America.

The road to recovery in this poor economy is going to be long. Like with business, some segments will take a very long time to bounce back. But together, we can provide jobs not just for our returning veterans, but for others in need and deserving of a hand up and not a handout. Together, we can—as our motto so aptly puts it—cultivate America's greatest resource: people.

# COMMUNITY.



**It's What Brings Us Together.  
And Keeps Us Together.**

Join Comerica Bank in supporting our community at the **46th Annual SER National Conference**.  
As a proud supporter of **SER-Jobs for Progress National Inc.**, we're inspired by all that you do.

**Comerica Bank**

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

Member FDIC. Equal Opportunity Lender.



## Message from the President and CEO



Photo by Luis Nino Briones

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

America, we've got a huge problem: There are more people living in poverty today than ever before. The U.S. has more people living in poverty than any industrialized nation in the world. There is a lot of pain across America. And while this was big news at the height of the recession, it is less talked about today, and I fear will be forgotten tomorrow.

At SER National, we're focused on this issue, particularly in helping those considered low-income, who have been among the hardest hit and where the need is greatest. We are committed to doing our part to address the needs and hopefully help in easing some of the pain. It has been a good, albeit challenging year. We've seen the need for services increase even as we've seen a reduction in programs that address those needs. Over the past year, since our 45th anniversary, we've worked to empower those in need doing what we do best, implementing job training programs. Like many non-profit organizations, we've had to do more with less—less money and fewer people. We have a dichotomy of more people than ever in need and at the same time having deeper cuts. The result has been a have and have not society in America, leaving many of us wondering, Where'd the middle go?

### DOING OUR PART

Despite the reduction in workforce and dollars nationally, SER and its affiliates are committed to serving those in need through our various programs, with the support and assistance of our partners. Over the past year, for example, we have intensified our financial literacy campaign, thanks to the help of Ally Bank, ING, CitiBank and other corporations that have joined our

efforts. Additionally, the SER network continues to provide new and cutting edge programs in all facets of workforce development, and we will honor some of them during this year's conference.

We are continuing to attack issues on all fronts, beginning with the all-important issue of education. At SER, we believe education can and should be more effective. The dropout rate continues to be high, particularly among Hispanics, which is unacceptable because—as demographics continue to prove—we are the future of America. We want America to continue to be great, and we cannot ensure that until and unless we identify alternative and effective approaches to educating future generations. SER seeks to develop approaches that can be used by school systems, charter and alternative schools (both within our own models and by other educational systems). We will strive to create online completion programs to help eliminate the barriers that high schools might have. While we believe GED completion programs are good, they miss so many students who may have a child, but no babysitter, for example. There are many factors to consider when seeking to educate Hispanics, including language, transportation, time, rural and urban areas, finances, etc. We are looking for ways that make sense and are more effective than a traditional school system. We are exploring ways to reach students where they are, and that may mean online or via phones or smart phones. A generous grant from Altria is helping us to research and develop individualized programs.

### SERVING OUR SENIORS

In 2011, we have continued our highly successful national SCSEP program. We've had the highest number of individuals participate in this program, than we have since its inception in 2003. This program provides invaluable training to seniors and to the community by putting these people to working in the community and providing them an opportunity to be an asset and not a liability to society. A beneficial byproduct of this program is the increase that program participants tell us they gain in self worth.

In Colorado, for example, a gentleman who participated in the SCSEP program successfully transitioned out of his low-income status and now earns \$50,000 a year. This would not have been possible without SCSEP.

### SE HABLA SUCCESS

A new partnership with IBM, ¡TradúceloAhora! (TranslateNow!) grant program has resulted in positive results to SER, its affiliates and program participants. SER serves as the administrator of the program and helps provide technical support for the program nationally. ¡TradúceloAhora! is a translation software made available free of charge by IBM to non-profit organizations and schools. It translates documents, emails, website, etc., for people. According to IBM, an independent evaluation by the renowned Tomas Rivera Institute found that the ¡TradúceloAhora! pilot program helped the non-profit organizations and program participants in numerous ways.





### **SERVING OUR YOUTH**

Through a youth grant from the Dallas Area Workforce Investment Board, SER will be addressing needs of youth in Dallas, including out of school and high school completion, helping students transition to post-secondary institutions and/or employment. This complements the many innovative and successful programs operated by the SER affiliate network nationally.

### **LOOKING TOWARD THE FUTURE**

As SER National and SER affiliates work to meet the needs of young and old, we also strive to help veterans and the homeless and have grants pending that will help us address their unique needs. Moreover, we are continuing to help prepare individuals for careers in health care, a growth area given America's aging population. Through our Coaching to Care Program, which kicked off with 10 affiliates last July, participants are enrolled in a nine-month preparatory program that will result in increasing and diversifying the health care industry pipeline. You can read about the success of one of our participants, Angely Cuero, in this issue. This program provides an important service, as it seeks to increase

the number of bilingual professionals in an area where demand for their professional and language skills are plentiful.

### **SER COMING TO A TV NEAR YOU**

To further build SER's reputation as an organization that addresses the education, unemployment and economic needs of Hispanics and other underrepresented groups across America, we are kicking off a series of Public Service Announcements (PSAs). The PSAs feature Jose Hernandez, a former migrant farm worker who became an astronaut, and NFL player Luis Castillo, among others.

Our partners and funders can rest assured that at SER, we are committed to continue doing great work in addressing the needs of those in our community who can use a helping hand and who, in turn, are likely to extend their hand to help others. Only by helping those less fortunate to achieve their goals and aspire to brighter futures are we able to maintain our status as the greatest nation. Together we can turn dreams into reality.

Welcome to Albuquerque, "the land of enchantment."

## *SER National Headquarter's*



SER-Jobs for Progress National, Inc.

100 E. Royal Lane, Suite 130

Irving, TX 75039

Tel: 469-549-3600

Fax: 469-549-3687

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



# 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](http://www.millercoors.com)





# driving a brighter future

Ford Motor Company



**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 Motor Company salutes SER Jobs on its  
46th Annual Conference: "America's Emerging  
Workforce: Strategies for Progress."**

**Thank you for making a positive impact on  
families across America!**

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



# SER National Initiatives

Latinos are now the largest and fastest growing ethnic group in the nation. According to the 2010 U.S. Census, this segment comprises 17 percent of the population or some 50 million.

With affiliates in 17 states, Washington, D.C., and Puerto Rico, SER National assists people with a myriad of programs that cover everything from financial literacy and confidence-building skills to targeted job-training skills. SER National and its affiliates touch the lives of more than 1 million people each year, contributing to stronger families, stronger communities, and ultimately, a stronger America.

This year, SER continued with its successful programs, Coaching to Care and SCSEP, while also overseeing a new, effective translation program made possible by a grant and partnership with IBM.

## Coaching to Care Program Cultivates Caring Hispanic Health Professionals

Although 11 years have passed, Angely Cuero still remembers how powerless she felt. She was an eight-year-old suffering from an allergic reaction to grapes. The doctor treating Angely, a Colombian girl now living in the U.S., spoke no Spanish and Angely's English was very limited. "Trying to describe what kind of allergies I had was very challenging," she recalls. Fortunately, the hospital where she was being treated found a translator just in time for the doctor to administer the right treatment.



The traumatic episode left an impression on Angely. As she tells the story, the now 19-year-old Houston resident reflects on the importance of bilingual healthcare professionals. In fact, she now wants to join their ranks. To help her achieve her goal, she has enrolled in a health information technology training program offered by SER as part of its Coaching to Care Program. Known as C2C, the program acts as a bridge for those interested in healthcare and the wide range of employment options available in this growing industry.

"I always wanted to go into the medical field. The thing is I'm not good with blood," Angely says. "Billing and coding was a way of getting into it without having to deal with what I don't necessarily enjoy."

The good news for Angely is that the demand for bilingual healthcare professionals is expected to grow dramatically as the Hispanic population continues to increase in the United States. Other factors, including the Hispanic population being disproportionately impacted by diabetes and obesity and Americans living longer than ever before, also are helping to drive the need for healthcare professionals.

When it comes to the healthcare industry itself, Angely's outlook is equally promising. Ten of the 20 fastest growing occupations in

the country are healthcare related, an area that is expected to grow by 3.2 million jobs over a 10-year period (2008-2018). That represents a growth of 22 percent, a rate faster than any other industry.

Ignacio Salazar, President and CEO of SER-Jobs for Progress National, Inc. says that the healthcare industry is a door of opportunity for bilingual professionals and an area where they are greatly needed. "Healthcare service providers, even during this incredibly difficult recessionary period, are hiring at an incredible rate," Salazar says. "The demand for a qualified and skilled healthcare workforce representing the diversity of the American society is now greater than ever. SER National is committed to helping ensure that Hispanics and other minorities are supported in their efforts to obtain gainful employment with career advancement possibilities, such as those available in the healthcare industry."

Realizing this enormous potential, SER anticipated the training needs of the future healthcare workforce, developing the Coaching to Care program after being awarded a \$2.2 million grant by the U.S. Department of Labor in June of 2010. SER has partnered with local community-based organizations and workforce centers to expand the outreach and impact of this initiative.

To help prepare these future healthcare professionals, SER added two essential components to its inventory of basic tools: computer literacy and Internet access. Recognizing that academic proficiency will vary by participant, SER offers an online learning program called Plato that helps increase English and math skills as necessary.

A program of this magnitude would not be effective without proper outreach and awareness efforts. SER is partnering with local affiliates, regional partners and governmental agencies to attract participants from throughout the country to explore healthcare careers using one of the program's tools, the Virtual Career Network-Healthcare. The goal is to eventually attract, train and develop more than 25,000 participants to become highly-trained bilingual professionals who will work directly in healthcare occupations or support functions,

such as billing and coding. Through C2C, SER will effectively deliver healthcare career exploration services through its ten participating affiliates in eight states and more than 50 service-delivery locations.

Antonio Saenz, a career coach at SER, says Coaching to Care and the Virtual Career Network tool allow participants to learn about the wide range of employment options available in healthcare. "There are tons, about 25 different fields of nursing. Which one do they go to? This is where the participants get to learn about the different fields so that they don't go into the wrong field, which would only waste time." The program has such a targeted approach that participants can easily determine if they want to work in pediatrics, surgery or other fields, Saenz says.



*Continued on page 11*





# SER National Initiatives

Angely's decision to participate in the program means that she's being proactive about her career and adapting to the new realities of the job market. She especially likes the fact that C2C allows her and other participants to learn about the multiple career opportunities in healthcare and what each entails. "If you have a really good idea of what's available, your chances of succeeding increase just as much," Angely says.

Salazar, SER's President and CEO, says: "Healthcare service providers must reflect the changing demographics of our society and local communities by recruiting a culturally relevant and competent workforce. Preparing job seekers who already possess such cultural capabilities for careers in the healthcare industry will result in a wide range of benefits for patients, workers, and healthcare as a whole."

Angely is a case in point. As she completes her training program, she will be able to offer her professional skills, her language skills and her cultural understanding to patients that need someone to understand and to care for them.

## ¡TradúceloAhora!

SER National was awarded a grant by IBM to handle technical assistance and support for the ¡TradúceloAhora! Automatic Translation Grant Program. As a non-profit organization largely serving the Hispanic community, including Spanish-speakers and English language learners, and with a major focus and commitment to education, SER was a perfect match for IBM.

Hispanics continue to have the highest dropout rate in the U.S., three times higher than that of whites and twice that of African Americans, with language being the biggest barrier to education, according to the U.S. Department of Education.

The ¡TradúceloAhora! software package, valued at \$20,000, is currently being used by more than 700 schools and nonprofit organizations in the United States and Latin America.

The grant program focuses on K-12 students, their parents, teachers and administrators to enhance communication by translating web content and email bidirectionally English to Spanish and Spanish to English, to better enhance communications between, for example, an English-speaking teacher and a Spanish-speaking parent. This helps to keep parents informed and involved in their child's educational activities and academic needs.

The software helps translate about 43,000 web pages and 400 emails per month.



## Senior Community Service Employment Program (SCSEP) Helps Older Workers Gain Employment

The focus of the SCSEP is to foster and promote useful part-time opportunities in community service activities for persons, who are low-income, unemployed, 55 years old or older, have poor employment prospects, and have the greatest economic need. As many seniors learned first-hand during the current economic recession, age

discrimination can be a barrier to employment. This despite the fact that workers age 55 and older are the fastest-growing segment of the American workforce and will make up almost 22 percent of the U.S. labor force by 2014, according to the U.S. Department of Labor.

To help these elder workers, SER National's SCSEP is funded by the DOL to address the training and employment needs of the mature worker. SER serves more than 3,500 participants in eight states each year. SCSEP is administered locally by SER sub grantees in California, Colorado, Florida, Illinois, Kansas, Rhode Island, Texas, and Wisconsin.

Participants in the SER SCSEP come from all walks of life, have diverse work experiences and possess various levels of education. SER partners with local non-profit organizations (host agencies) to provide participants with training opportunities to update their skills. SER SCSEP has been successful in placing individuals in full and part-time jobs that will benefit them economically and socially.

No one knows that better than Gretchen Esping and Raymond Martinez, two seniors who found full-time employment after participating in SCSEP and being hired by their host agencies. Ms. Esping, who had earned a doctorate degree in Educational Administration and Leadership with an emphasis in Higher Education Administration, was thrilled to learn about the program from Hulda Wilson, the Friendship Meal Coordinator for the Aging Project Inc., a non-profit organization dedicated to promoting the health of older Kansans by providing the opportunity to have social interaction, a nutritious meal, gathered together or delivered to their home, and information to make other lifestyle choices.



Denver Colorado: SER National President & CEO Ignacio Salazar and Arturo Zertuche, SER National Assistant VP/National Director of Operations celebrate Older Worker Week with SCSEP Participants.

Continued on page 12





# SER National Initiatives

## Senior Community Service Employment Program *Continued from page 11*

Ms. Wilson connected Ms. Esping with Brandi Biggs from the SER National office in Wichita. Eager to land somewhere that would appreciate her newly acquired skills and knowledge, Ms. Esping trained part time in the Admissions Office at Central Christian College of Kansas in McPherson, a host agency.

In May, Ms. Esping interviewed at CCKK. "I kept telling everyone that it was only two days a week and for minimum wage, but since I had been living off of borrowed money, any job was better than how I had been living," Ms. Esping says. She trained for 15 hours each week. "It felt like I had done this job all my life.....it was the most perfect match I could ever have wished for! By August, the program which I now direct, Dual Credit for High School Students, could not function without me. I'd made myself useful and indispensable."

Ms. Esping was hired full-time in August and is thankful for her full benefits, as well as her renewed vigour and strength. She says she is adjusting to a 40-hour work week, deadlines, and working cooperatively with other administrators. Above all, she's enjoying her job. "I am an integral part of this institution and doing the job I had always dreamed of doing," she says.

Likewise, Mr. Martinez, who had previously worked as a painter, was trained and found employment in a warehouse that pays him a much higher salary. He now has confidence that even someone his age can still get employed and be acknowledged in the workplace as a devoted, committed and reliable worker.

SER National CEO Salazar notes that unless employers develop strategies to retain older, seasoned workers, retiring workers take their valuable assets with them, and the organization loses the organizational knowledge garnered over years of service. Like Mr. Martinez, older workers often repay employers with hard work and dedication. In fact, when asked to compare older to younger workers, employers almost always favor older employees, citing that older workers tend to have a stronger work ethic, are more reliable and loyal, have lower turnover rates and have higher levels of skills than younger workers. Despite inaccurate perceptions that older workers resist change and lack technical skills, they are in fact eager to learn and are very receptive to work-related training aimed at improving business and technical skills.

Retention and knowledge transfer programs are necessary to capture the institutional memory and experience of older workers before they retire and take these critical assets out the door with them.

There are many retention options available to employers to keep their mature workers actively engaged in the organization, for example, keeping them on a part-time or consulting bases. These efforts and retraining programs, such as SER SCSEP, help these older workers overcome barriers that typically keep them from remaining in or returning to the workplace. Keeping these valuable employees on board is a win-win for both the employees and the employers, and often for the bottom line. Perhaps Ms. Esping put it best, "Dignity comes from hard work done well."

## SER National wins Southwest Airlines Community Partners Contest

SER-Jobs for Progress National Inc., based in Irving, TX, recently won a grand prize of 40 round-trip tickets in the "Southwest Airlines Showing LUV to our Communities for 40 Years" national competition for non-profit organizations.

The Southwest Airlines 40th anniversary competition recognized organizations for their positive impact on communities, giving many non-profits, like SER National, additional resources (with the round-trip tickets). SER National received one of forty grand prizes awarded earlier this year.



(L-R) Roland R. Ramirez, Corporate Liaison Manager, SER-Jobs for Progress National, Inc.; Christine Ortega, Manager of Community Affairs & Grassroots, Southwest Airlines; Laurie Barnett, Director Corporate Outreach & Preparedness, Southwest Airlines; Etiony Aldarondo, Ph.D., Associate Dean, University of Miami; and Ellen Pryor, Director of Communications, Frist Center for Visual Arts, Nashville, TN.

"I was totally surprised to receive the email announcing we had won," said Roland Ramirez, SER's Corporate Liaison Manager, who entered SER in the contest in July and received the winning notice a month later. "Thank you, Southwest Airlines."

Southwest Airlines recognized award winners Oct. 6 at its "Connecting Hearts and Minds" event in Chicago. The airline hosted an appreciation with 65 of its community partners from across the nation in the Signature Room on the 95th floor of the John Hancock Tower.

As part of its Community Affairs and Grassroots team efforts, the Southwest Airlines competition recognized prize winners for their positive impact on communities, giving them "the opportunity to spread your wings and achieve your mission" with the round-trip tickets.

"Caring community leaders make up the backbone where others then latch on," says Christine Ortega, Southwest Airlines Manager of Community Affairs & Grassroots. "We are energized by these strong leaders who use formulas like 1+1=3! Synergistically, we can make a difference in the many communities we serve" says Ortega.

# Discover Your Potential.



Need a comprehensive approach to achieve your goals? You just found it.

**360Solutions** LLC  
Employee Training • Business Consulting

Job Skills • 1-on-1 Coaching • Financial Literacy • Technical Skills  
Interviewing Skills • Mobile Learning • E-Learning • Employee Training  
Assessments • Spaced-Repetition Learning • Consulting

1.877.755.7888 | [www.360Solutions.com](http://www.360Solutions.com)





# SER National Affiliate Highlights

## Hispanic American Organization, Allentown, PA

Hispanic American Organization (HAO) uses relevant, proven programs to continue its primary mission: helping families become more economically self-sufficient.

HAO has been affiliated with SER-Jobs for Progress National Inc. for more than 20 years. Founder Lupe Pearce, HAO's President and CEO, opened the agency's doors in 1976 with a vision of helping Lehigh Valley area residents in southeastern Pennsylvania become financially independent and better equipped to cope with their lives.

"We know that the needs of the community constantly change, depending on the local economic situation and many other factors," Pearce said. "But what never changes is the need for people to have access to the basics -- such as healthy nutrition, a decent place to live and the opportunity to learn skills that allow them to improve in their lives and stand on their own."

Pearce, who also served on SER's Roundtable for many years, is known for her strategic foresight. Throughout the years, she has helped HAO continue to implement innovative programs that meet the specific needs of the community.

### Coaching to Care

HAO has been the recipient of many SER-sponsored programs, the most recent being Coaching to Care, which assists prospective candidates in exploring sought-after careers in the healthcare industry.

Jobs in the healthcare sector are expected to grow faster than any other industry in the next decade, with a projected increase of 22 percent or 3.2 million new jobs by 2018. The aim of SER's program is to use individualized coaching and interactive online resources to train Hispanic workers interested in filling healthcare positions -- from entry level to higher skilled jobs.

### Los Ninos Learning Center

HAO's daycare facility, which focuses on inner-city children, was designed to provide a nurturing and culturally sensitive environment



that promotes child development and the families' full participation in their children's learning experience. Based on an interactive approach that tunes into their children's socio-cultural environment, the curriculum enables staff members to improve learning by targeting children's interests and needs.

And the staff plans activities that

reflect the values, needs and cultures of the children's families and community.

The curriculum also is designed to promote physical growth, emotional and social development, computer knowledge, music, science and math skills. Los Ninos received two Keystone STARS

in a quality rating program managed by the state's Office of Child Development and Early Learning and the Pennsylvania and Regional Keys.

### Housing Services

HAO housing referral service, funded by United Way and Lehigh County, places more than 500 families into affordable housing every



year. Once moved in, clients receive extensive budget counseling to help maintain their homes, and, if needed, a housing case manager will interpret and intervene for them when dealing with their landlords.

The case manager also assists female clients in getting out of abusive situations by referring them to appropriate agencies and counseling centers.

For clients who want to improve their employment or educational status, GED and ESL classes are provided through HAO. It also offers a free computer lab, open to the public, with instructional software in languages, typing and other educational titles.

### Nutritional Awareness Program

HAO leaders believe a healthy family begins with good food choices. Through community outreach, it provides clients in need with the Nutritional Awareness Program -- sponsored by the U.S. Department of Agriculture and supervised by the Food and Nutrition Service. The program educates clients about available food-purchasing benefits, such as food stamps, and helps them access those benefits to keep their families healthy. The Nutritional Awareness Program plays a vital role in improving nutrition in the nation, particularly among low-income individuals, and encourages nutrition education messages that focus on strengthening the link between accessible food and healthy diet.

### HAO Counseling Service

A bilingual service staffed by qualified psychiatrists, psychologists and counselors, HAO Counseling Services strives to be sensitive to the changing times and needs of the Lehigh Valley community, as well as the complexity of each individual's situation. Clients can express their feelings and explore difficult issues in a safe environment and at their own pace. Each week, HAO helps more than 250 of the neediest clients in the area with therapy and treatment so they can function successfully in their lives, jobs and communities.

### Information and Referral

Referrals are made for emergency situations when HAO services are not sufficient. The agency helps clients secure birth certificates and driver's licenses, as well as offering limited translation services for those in need. HAO serves more than 11,000 each year through walk-ins and phone referrals.





# SER National Affiliate Highlights

## Hispanic American Organization, Allentown, PA

### Roberto Clemente Charter School (RCCS)

Using a holistic approach, the school provides its 320 students, grades 6 through 12, with a rigorous academic foundation and challenges them to acquire knowledge they'll need to succeed in college and beyond.

RCCS's primary commitment is educating the whole person, instilling a strong sense of responsibility toward oneself and society. Students are challenged to put forth a positive attitude and to conduct



themselves with dignity, respect and responsibility.

Some of the school's accomplishments include an average graduation rate between 95 and 100 percent over the past three years; 100 percent of the

graduating class of 2010-2011 went on to post-secondary education; and average attendance was between 94 and 96 percent in the past three years.

Students at RCCS experience rigorous academic training with an emphasis on standards-based learning, relevancy and relationships. The students also have access to technology integration in core areas, including a 1:2 computer/student ratio. In addition, RCCS students are exposed to early college opportunities, project-based learning and a comprehensive ESL program.

## Orange County/SER-Jobs for Progress, Inc., CA

Known as a city of affluence, one might consider Santa Ana, California an odd setting for Orange County SER. However, this densely populated city (behind only New York, San Francisco and Chicago) is also home to islands of poverty. To serve that population, OC-SER was founded in 1966. OC-SER is a comparatively small community owned resource that provides services that far exceed those that may be suggested by its annual budget and staff size. OC-SER has met formidable challenges head on, including limited federal funding, as the formula for disbursing federal employment training dollars dictates that the lion's share goes to high poverty areas. High performance and diversification of its support base have enabled OC-SER to survive and continue to achieve its mission of providing education, training, and development services that fulfill the needs of business and the community.

Under a contract with Santa Ana College (SAC) that dates back to 1972, OC-SER is a licensed Private Post Secondary and Vocational School and offers Basic Adult Skills and Vocational classes. As part of this contract, OC-SER has educational and computer resources that are currently used to offer Business Skills classes.

OC-SER is rooted in the Santa Ana community and has a bilingual,

bicultural staff that is well known in grass roots circles, making it possible for OC-SER to reach residents that traditional information campaigns may not.

OC-SER has a proven track record when it comes to helping students. In the past five years, 466 high school dropouts successfully obtained their GED certification at OC-SER.

The average age of OC-SER students is 26, with the majority being Hispanic and female, 85 percent and 65 percent, respectively. Sixty percent are non-English speakers. Nearly 85 percent of OC-SER students have "graduated" into unsubsidized employment, higher education, or have entered the Armed Forces. The majority or 70 percent of students placed stayed on the job for more than the probationary 90 days, earning an average hourly wage of \$14 per hour, well above the federal minimum wage. Moreover, OC-SER alumni become more responsible and develop a stronger work ethic during their studies at OC-SER.

OC-SER also has had success with two other state-funded programs, with the State Employment Training Panel, that have resulted in 48 placements over the past six years. Of those placements, 39 became long-term employees.

OC-SER students succeed in the classroom because they are comfortable in a supportive environment. They succeed in the workplace because they emerge from OC-SER training with the confidence and work ethics sought by today's employers

Executive Director Ronald Puente is so pleased with OC-SER's results that he regularly invites visitors to see first-hand the organization's education efforts. "You will see the typical OC-SER student: A Latino, working full-time at a job with a limited future, but using education to improve his or her chances of getting a better job," Puente says, adding, "You will also see instructors enthusiastically presenting lessons. You will notice a bond and synergism generated when motivated teachers work motivated students."

Over the past three decades, OC-SER has placed more than 5,000 Individuals into opportunity employment. Using a current dollar standard, and the average hourly earnings of OC-SER's recent graduates as a multiplier, OC-SER graduates currently contribute more than \$80 million to the local economy. Not bad for a small organization committed to assisting those most in need and operating with a limited budget!





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

Southwest Airlines® proudly partners with those who are helping to shape our communities all across America. One good deed—when coupled with another and another and another—can truly make a positive difference in our daily lives.



**SOUTHWEST.COM®**

*Official Airline of the 46th  
Annual conference America's  
Emerging Workforce:  
Strategies for Progress*





# SER National Affiliate Highlights

## SER de New Mexico – Albuquerque, NM

SER de New Mexico leaders believe that tackling poverty in America requires a more progressive touch, providing individuals with programs that encourage self-reliance, self-determination and independence.



Photo by Luis Nuiño Briones

Broad, meaningful change occurs when the culture of poverty -- an environment lacking in the expectation that individuals can improve and grow -- is replaced by a system that supports and encourages greater expectations and hope. SER de New Mexico has adopted this value and belief system: It does not do things “to” or “for” people, but instead, provides services that encourage people to do for themselves.

“We believe that if you give people the tools they need and teach them the skills they need, plus provide them with an encouraging environment, they can achieve whatever they set their minds to,” said Pete Salazar, executive director of SER de New Mexico.

The challenge is to make equality and opportunity real and meaningful for everyone. What skill sets and beliefs must a person have to move from poverty and dependency to self-reliance and independence?

SER de New Mexico --which targets at-risk youth, **economically** disadvantaged individuals and senior citizens – uses four approaches to boost its efforts to make a difference.

### Adult Basic Education and G.E.D.

Case management services and one-on-one tutoring is provided as needed. The program is highly customized to the individual, focusing on the goals of each student. Last year, SER de New Mexico was recognized by New Mexico’s Department of Higher Education as the most “Outstanding GED/ABE Program” in the state.

### SWEAT (Southwest Employment and Training Program)

Funded by the New Mexico Department of Workforce Solutions, United Way and State Farm Insurance Co., the program offers employment, education and life skills training through two phases. In Phase One, students attend 50 hours of classroom training, including employment and life skills training workshops. Areas of focus include communication skills, hygiene, goal setting, conflict resolution, mock interviews, budgeting, alcohol and substance abuse awareness, media literacy and independent living skills. Students are paid to participate and receive a completion certificate. In Phase Two, students have the option of working toward a GED or enrolling in a community college, where they receive a small scholarship. They also can enroll in the Work Experience program, which places them at small businesses or non-profit organizations for 50 hours of on-the-job training.

### Senior Corps

This program connects men and women over 55 with people and organizations that need them most. Seniors become mentors, coaches or companions to people in need. Others contribute their job skills and expertise to community projects and organizations. Senior Corps programs include Foster Grandparents, Senior Companions and Retired Senior Volunteer Program.

### Meals on Wheels

Home-delivered meals to eligible seniors make it possible for older adults to remain independent members of society, maintain their health and live their lives with dignity in their own homes.



### Funding Projects

SER de New Mexico uses a combination of state and federal grants to fund its services. But, in this challenging economic climate, some services are being threatened. In response, agency leaders have reviewed management policies and practices to maximize efficiency.

SER de New Mexico also has considered some creative and innovative fund-raising approaches to support the agency’s mission. In efforts to raise more funding this year, the agency will conduct a charity golf tournament, a mud volleyball tournament and raffle a 1984 Corvette donated by a board member.



In addition, SER de New Mexico board members are donating time and expertise to the various fundraiser events in hopes of raising additional funds. As one board member put it, “In a time when sacrifices are being asked of many, to sacrifice hope, dignity and independence is not an option.”





# SER National Affiliate Highlights

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

SER-Jobs for Progress, Inc. of Santa Fe believes in and encourages innovation at every level -- which is why its workforce programs, which educate, train and employ clients, have boosted opportunities in the area since opening its doors more than four decades ago.

The ability of SER leaders to gauge the needs of people and businesses, and in turn, devise relevant programs that successfully assist both has been key to that success.



The agency prides itself on the accomplishments of the clients it has served. Much of that success is rooted in those

who are committed to SER's mission, said Alex Martinez, executive director and CEO of SER of Santa Fe.

"Our staff members take great pride in the work they do and genuinely care about the people they serve," Martinez said. "As a member of the SER family, I'm proud to be part of a nationwide organization that offers workforce training opportunities to the nearly 1 million Hispanic-Americans who are out of work."

SER of Santa Fe offers many programs to its clients, which include youth and adults in 14 counties in Northern and Central New Mexico.

## Youth Programs

A new innovative GED program was developed and piloted in Taos, N.M., using unique learning tools that integrate art, creativity, incentives and lots of community support. After using the program in the spring semester, 92 percent of students earned at least one full academic level gain, and 46 percent actually achieved their GED.

Another innovative project -- this one targeting the Green industry -- was developed in Santa Fe along with Santa Fe Community College and Earth Works. Participants were given college-level coursework that included hands-on projects in their community: They installed



solar panels, built adobe ovens and taught others about the environment.

## The SER Career Academy

This Alternative High School, jointly managed by SER and the Santa Fe School District, gives students the option of a high school diploma track or GED track toward graduating. SER assists students with the GED preparation. In its 16-year history, an average of 93 percent of students successfully earned GEDs; and many have gone on to graduate from post-secondary programs and/or enter the workforce.

## Career Alternatives

SER's program, which boasts award-winning curriculum, is used in participating school districts that provide a teacher and classroom. The program uses state-of-the-art computer technology and research-based academic curricula to help students with credit recovery, skills enhancements, career planning and paid work experience. And as the Workforce Investment Act (WIA) One Stop Provider, SER uses its resources and those of its partners to provide quality service to out-of-school students in need of direction and support.

Currently in seven counties, the program succeeds thanks to dedicated staff and a strong collaboration with local school districts. SER has met and/or exceeded its goals each year, but for the past two years, through SER's efforts, the Northern Region has assisted the state in meeting or exceeding statewide WIA Youth Performance Measures.

## SER's Child Development Center

The SER Child Development Center (CDC) provides high quality early childhood development/care services to infants and toddlers of students attending

the SER Career Academy. The CDC is accredited by the National Association for the Education of Young Children (NAEYC) and maintains a five-star license with the State of New Mexico. Following best practices and developmentally appropriate methods, CDC's philosophy is that children are capable, competent young people with good ideas. Children need to be actively involved in learning and with their environment. Staff-developed curriculum allows the children to follow their interests and passions; it also targets social skills, cognitive skills, sympathy/empathy skills, problem-solving skills, gross and fine motor skills and emotional skills.





# SER National Affiliate Highlights

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

### SER's Adult and Dislocated Worker Programs

SER has been the WIA Adult and Dislocated Worker Program service provider in the Northern Region of New Mexico since 2003 and in the Central Region since 2007. The total service area now encompasses 14 counties, which encompasses about half of the state population. Together with the local workforce boards in the regions, SER has developed a business-driven system that provides quality service to businesses and clients seeking jobs.



SER has developed customized training contracts with businesses in a myriad of industries and, in some cases, helped avert layoffs by upgrading the skills of employees with

additional training. For instance, SER provided Cath Tech Training to a group of radiology techs scheduled for layoff. Once trained, they earned substantial wage increases and remained at Christus St. Vincent's Hospital's critical care unit. Projects also were developed involving LEED certification (Green Building) and EHR (Electronic Health Records); the largest project being for ABQ Health Partners, where 958 of their employees were trained in EHR.

In the past year, thanks to SER, two dozen staff members -- consisting of business consultants, career development specialists and managers -- developed 62 customized training contracts, 139 on-the-job training contracts and 297 classroom training contracts, affecting the lives of thousands of New Mexicans across SER's large geographical area.

### State Energy Sector Program (SESP)

The State of New Mexico was awarded SESP funds in January 2010. The program goals were to establish a statewide systematic approach to worker training in renewable, energy-efficient occupations that is responsive to business and worker needs; can adjust to economic needs; is flexible and efficient in providing "just in time" training to reduce unemployment; and upgrade the skills of employed workers to qualify them for higher wages to generate prosperity. Three SER business consultants serve as the grant's project coordinators and are working directly with employers in green construction/energy efficiency, wind, solar and biofuel sectors. To date, the program has been a great success and promises to be even more so in the upcoming program year.

### Coaching to Care

SER is especially excited to participate in this project, which provides clients with career choices in the health care industry, which continues to have an increased demand for skilled workers. Many clients are interested in health care careers but aren't sure how to get started. This program provides a path to local training, financial aid and industry employers. The project also allows for upgrading skills and can help clients who need academic refreshing or skills upgrade before or during training and/or employment.

## Lissa D. Dreyer Leaves a Legacy

Lissa D. Dreyer, Executive Director of SER-Jobs for Progress Inc. of Rhode Island, retired in April after 21 years of service that helped SER-RI grow from a community agency to an organization that now administers a myriad of programs for local, state and federal agencies.

When Dreyer first began her work with SER-RI, the group administered JTPA programs locally and struggled with limited funds: just meeting its

monthly cash flow needs was a challenge. But through strong leadership, Dreyer helped navigate the agency into a more solid financial position, allowing for investments in programs that better served the community. As a result of her efforts, SER-RI continues to thrive, increasing the number of its programs by 40 percent during the past three years.

"I think that success is very personal in that each person has their own definition of success. I don't think that one person is able to make another successful," Dreyer said. "However, you can help an individual to define what it is that they want to achieve and then give them the tools and opportunity to reach their goals.

"That's what we do at Rhode Island SER. To paraphrase that old commercial, 'We measure success one client at a time,'" Dreyer added.

Known for pragmatism and a hands-on management style, Dreyer not only defined program performance standards for staff but also assisted in delivering outcomes. She regularly set the tone for coworkers. On any given day as Executive Director, she might meet with elected officials or state department directors to express community needs, and then later fix a leaky faucet, clean floors or take out the trash.

Dreyer also led the effort for SER-RI to purchase its own space, and in December 2010, the agency purchased the building at its present location. The move greatly increased the possibilities for programming that better meets the overall employment and training needs of the Rhode Island community.

After the purchase, one of Dreyer's final goals was to leave the agency mortgage-free before she retired --which she accomplished with her usual drive and dedication to SER.



*Ignacio Salazar, President & CEO, SER-Jobs for Progress National, Inc., presents appreciation award for over 20 years of service to Lissa D. Dreyer.*



*Less* **STOPS FOR GAS** *and*  
*more* **STOPS OUT OF THE ROUTINE.**

*Also known as*  
**42 MPG\*** *highway.*



\*Estimated miles per gallon in a highway according to the EPA, thanks to an efficient turbo charged engine and a design that reduces resistance and improves aerodynamics.

**The 2012 Chevy Cruze Eco**





# Cheers

The Coca-Cola Company  
is proud to support  
**SER - Jobs for Progress National, Inc.**  
**46th Annual Conference.**

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



*Proud sponsor of the*  
**46th Annual SER National Conference**

**nourishinglives®**  
*for 57 years*



**CommunityAction**  
A COMMITMENT TO  
**GENERAL MILLS**

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



# a helping hand

America's kids, schools and teachers deserve every resource we can offer them. That's why we've invested \$33 million in education initiatives — including Thinkfinity, an interactive educational platform that helps teachers create lesson plans and students collaborate. **Verizon's technology is improving education. And taking on more of the world's to-do list. See how at [verizon.com/responsibility](http://verizon.com/responsibility)**

©2011 Verizon





# 45<sup>th</sup> Annual Conference, Ft. Worth, Texas

All photos by Luis Nuño Briones



# OF ALL THE HOMES WE'RE FOUND IN, WE'RE ESPECIALLY PROUD OF THIS ONE.

At ConAgra Foods, we're proud to be found in 97 percent of American kitchens and at the world's most popular restaurants. Our brands are in just about every aisle of the grocery store and on just about every shopping list. But we're especially proud to be on *your* shopping list. At ConAgra Foods, we love to make the food you love.

ConAgra  
Foods  
Food you love

Proud to support SER-Jobs for Progress National, Inc.







## SER National Board of Directors



Joe R. Campos  
*Chairman, Board of Directors*  
(LULAC)  
Dallas, TX



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



Alex Martinez  
*Vice Chairman, Board of Directors*  
Executive Director, SER, Santa Fe Jobs for Progress, Inc.  
Santa Fe, NM



Francisco Ramirez  
President, The Americas Group  
(AGIF)  
West Sacramento, California



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



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



Jerry M. Fuentes  
*Treasurer, Board of Directors*  
President, AT&T, Arizona/New Mexico  
Phoenix, AZ



David Rodriguez  
(AGIF)  
Heyburn, ID



Janey C. Appia  
(LULAC)  
Dallas, TX



Rosa Rosales  
(LULAC)  
San Antonio, TX



Adalberto "Del" Cruz  
(LULAC)  
Harlingen, TX



Dr. John Soto  
(AGIF)  
San Antonio, TX



Hector Flores  
(LULAC)  
Dallas, TX



William Thomas Trotter  
Senior Executive Emeritus, IBM  
Irving, TX



Francisco F. Ivarra  
(AGIF)  
Seattle, WA



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



Monica L. Martinez  
Vice President, National Hispanic Business Affairs,  
Comerica Bank  
Dallas, TX

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

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



*Commitment*

## The Sky's the Limit.

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

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







## SER National Welcomes New Board Members

**Janey Appia** is the Consumer and Latino Affairs Manager for 7-Eleven, Inc., owner and franchiser of more than 5,800 7-Eleven® stores in the United States and Canada. Managing customer relations nationwide, she is responsible for a 17 -person staff that handles more than 100,000 customer inquiries each year.



**Janey Appia**

Consumer and Latino Affairs  
Manager, 7-Eleven

Appia utilizes her role as Latino Affairs Manager to establish and maintain relationships with organizations that keep her abreast of current issues in the Hispanic community. Working with the League of United Latin American Citizens in 1998, Camacho was instrumental in the donation of a former Dallas, Texas 7-Eleven store to LULAC to use as one of their Youth Leadership Academy Program locations.

A Dallas native and 1974 graduate of SER- Jobs for

Progress National, the country's largest community-based provider of alternative education for the Hispanic community, Appia trained as a bilingual secretary and worked as an interpreter and executive secretary before joining 7-Eleven, Inc. in 1982. She quickly moved up the ranks and into the management position she holds today. Appia is attending Ashford University in pursuit of a B.A. in Business Management.

Appia was a member of LULAC, served on the executive board of the LULAC National Education Service Center chairing the Resources Committee. Appia currently serves on the board for Resource One Credit Union chairing the Board Development and serves on the board of SER National. Appia served on the boards of the Tejas Girl Scouts, Hope Cottage, Hispanic 100 and 7-Eleven Political Action Committee (SEPAC). Appia was inducted as President LULAC Council 101 and served a two-year term. She was named "One of the Most Influential Hispanics in Texas" by Texas Hispanic Magazine in 1996, featured in the February 2000 issue of Southern Living magazine in an article entitled "A Role Model of Excellence" and was inducted into the LULAC Women's Hall of Fame, June 2001. Appia was presented with the Exxon/Mobil & LULAC President's Circle of Excellence Award, June 2003.

**Monica L. Martinez** is Vice President of National Hispanic Business Affairs for Comerica Bank, where she serves as the liaison for the bank in the Hispanic community. She also manages corporate contributions for the bank's Texas market.



**Monica L. Martinez**

Vice President, National Hispanic  
Business Affairs, Comerica  
Incorporated

Martinez directs Comerica's Hispanic business and community outreach in the bank's primary markets of Michigan, Texas, California, Arizona and Florida. In this role, she is responsible for growing business relationships and developing outreach initiatives with an emphasis on the bank's expanding markets nationwide.

Martinez joined Comerica in 2006 to support the bank's ongoing commitment to building strong relationships with Hispanic business owners, entrepreneurs, and the communities where they do business. Since joining the bank, Comerica launched the Comerica Web site

in Spanish and began accepting the Matricula Consular identification card at Comerica banking centers. She was named Texas Corporate Contributions manager in May 2011.

Martinez joined Comerica from Ford Motor Company, where she served as Grassroots and Political Communications Manager and held a variety of other positions in Community Relations during her 10-year tenure.

Fluent in Spanish and English, Martinez holds a bachelor's degree from Eastern Michigan University, where she majored in International Business with a focus in Marketing. She studied Interdisciplinary Technology with a concentration in Business Management for her graduate work at Eastern Michigan University and attended Duke University, where she gained a certificate in Non-Profit Management, and Boston College, where she earned a certificate in Corporate Community Relations Management. Martinez is also a graduate of the Leadership Detroit program and the New Detroit - Multicultural Immersion Program.

Martinez serves on the board of the Michigan Hispanic Chamber, the Girl Scouts of Southeastern Michigan and SER Jobs for Progress National. Martinez has received a number of honors for her work in the Hispanic community, including being named a Diversity Business Leader by Corp! magazine in 2011 and the 2011 Enterprising Spirit Award from Wayne State University's Center for Chicano-Boricua Studies for her contributions to advance the center's mission to promote equitable access to university education to students interested in Latin and Latin American studies and diversity enhancement at the university. Martinez was also named one of the 100 most influential Hispanics in the U.S. by Hispanic Business Magazine and to Latino Leaders magazine's "Ones to Watch" list in 2010. In 2009 she received the Fusion Horizon Award from the Detroit Regional Chamber of Commerce's young professionals program, which recognizes young individuals for their professional accomplishments and work within the community, and the LA SED Board of Directors Award, which recognizes an individual's personal commitment to the local community. She also was honored as the HACR Young Hispanic Corporate Achiever in 2008 and the Executive of the Year-National Society of Hispanic MBA's Detroit Chapter in 2007.



## SER National Welcomes New Board Members

**Frank Ramirez** is President of "The Americas Group", a busi-



**Francisco "Frank" Ramirez**  
President, The Americas Group

ness development group with offices in Sacramento, CA, and Washington DC. Current and past clients include Anderson Consulting, Deloitte Consulting, PSC Group, Bentley System, Wipro Technologies, Infinite Solutions, Earthwater Global, Paredez Farms and Direct Technologies. Mr. Ramirez is also the Co-Managing Partner, Chena Geothermal Companies, Headquartered in Texas, with offices in Alaska and California. Chena is a Geothermal Development Company with a focus on Low Temperature Geothermal Power Development.

Prior to private consulting, Mr. Ramirez was employed by the State of California for 35 years.

Mr. Ramirez holds an A.A. Degree, College of Sequoias, Visalia, CA, B.S. Degree, California State University Fresno, Graduate Studies, California State University Fresno, Real Estate Certificate, American River College, Executive and Management Courses, State of California Training Center.

Mr. Ramirez is also a member of the following organizations:

Lipan Apache Tribe of Texas, Enrollment #0213

Life Member of the American G.I. Forum

Life Member, National American Indian Veterans Inc.

He is also advisor to several California and Out-of-State Indian Tribes.

Mr. Ramirez served on the California Army National Guard.

Mr. Ramirez has been married to Karen Ramirez (42 years) and have 2 young adult children (Angela Ramirez from Washington DC and Francisco Ramirez from NYC).

## *Villareal Insurance Agency, LLC*

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

601 E. Main, Suite 275  
Alice, Texas 78332  
361-668-0600 Office  
361-668-8310 Fax



**James R. Villareal**

*Owner*

*Specializing in Individual &  
Corporate Benefits*

[mailbox@villarealinsuranceagency.com](mailto:mailbox@villarealinsuranceagency.com)





# SER Network Directory

**SER National - Headquarters**

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

**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

**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 Tí (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



## SER-Jobs for Progress National, Inc. 46th Annual Conference Sponsors

### *Platinum*

---



Altria



360Solutions<sup>LLC</sup>  
Employee Training • Business Consulting

### *Gold*

---



### *Silver*

---



*The Coca-Cola Company*



### *Bronze*

---

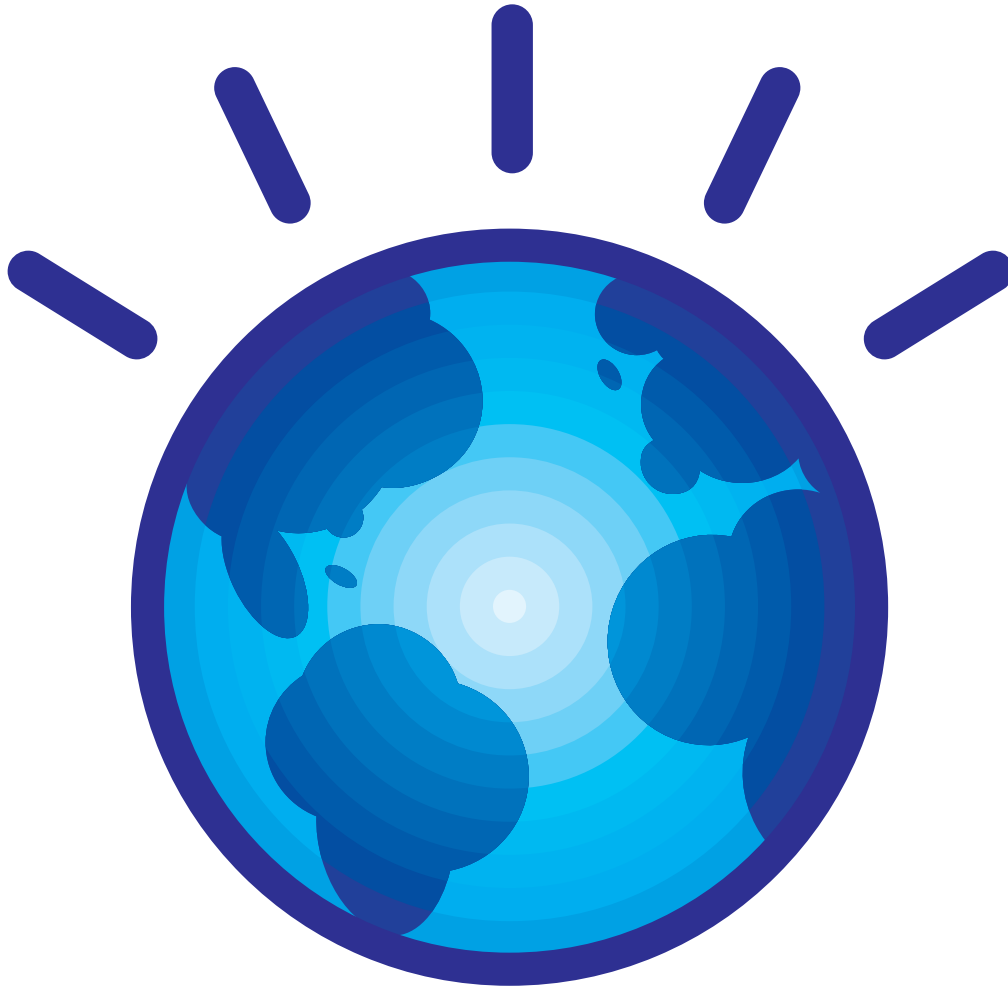


### *Corporate*

---







## Welcome to the decade of smart.

A year ago, we began a global conversation about how our planet can become smarter.

One year into this new era, the signs of a smarter planet are all around us. Smarter systems are creating value in every major industry and across every region of both the developed and developing worlds.

Intelligence is being infused into the systems and processes that make the world work—into things no one would recognize as computers: cars, appliances, roadways, power grids, clothes, even natural systems such as agriculture and waterways.

Trillions of digital devices, connected through the Internet, are producing a vast ocean of data. And that information can now be turned into knowledge because we have the computational power and advanced analytics to make sense of it all.

In a study of 439 cities, those with transportation congestion systems reduced average travel delays by more than 700,000 hours annually.

Eight hospitals and 470 primary care clinics improved clinical results and operational efficiency by up to 10% through information access at the point of care.

Leading retailers reduced supply chain costs by up to 30% and increased sales by up to 10%.

With sophisticated mathematical models, we can actually begin to predict and react to changes in our systems. New York has smart crime fighting. Galway has smart water. A smart grid in Copenhagen keeps energy flowing.

We've learned a lot over the past year about what it takes to build a smarter planet. We've also learned about the issues it raises—like protecting personal information and securing critical infrastructures.

The good news is that business leaders, policymakers and government officials around the world are stepping up to these challenges. Above all, they realize that we cannot let this moment pass. The time to act is now, and the way to act is together. The decade of smart is under way.

Let's build a smarter planet. Join us and see what others are doing at [ibm.com/smarterplanet](http://ibm.com/smarterplanet)