

# SER America

Spring 2016

## Highlights:

- An Overview of SER National Initiatives
- SER National Affiliates Highlights
- SER Board Welcomes New Members

## SER National Advocacy Awards



U.S. Senator Orrin Hatch Receiving an Advocacy Award.



Portia Wu, Accepting an Advocacy Award on Behalf of Secretary of Labor Tom Perez.



U.S. Representative Ben Ray Lujan Receiving an Advocacy Award.

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# SER America

SER America is a publication of SER-Jobs for Progress National, Inc. Direct all editorial and advertising inquiries and correspondence to:  
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## Message from the Chairman of the Board



Photo by Luis Nuño Bionas

**Francisco F. Ivarra, *Chairman***

¡Bienvenidos!

Welcome to SER's Annual Conference. We gather again to recognize the many achievements of SER-Jobs for Progress National, Inc., to thank our partners, and to acknowledge many success stories in Service, Employment and Redevelopment. It is important to pause and celebrate the hard work and dedication of SER National, its affiliates and all of the participants we serve, all of whom strive to make our communities, respective states, and the country as a whole a better place for all of us. We do that through many varied and successful programs.

Educational programs are vital and integral parts of SER's mission, in my opinion — an opinion that should come as no surprise from this retired university professor. One cannot question the relevance of an education, regardless of whether it is at the Early Head Start, high school or university level. Educational systems help people develop a sense of self and self-worth, the effects of which then ripple into families and communities for generations.

The correlation between an education and employment has been well documented.

The more education a person receives, the more economic success and equal access they are likely to realize. SER's education programs provide our participants with the opportunity to advance their potential and become agents of positive change.

We are providing access to children at the earliest stage of a child's life and in two languages, through our bilingual Early Head Start Program – Childcare Partnerships. We want to provide children of all ages with a well-rounded education that will lead them to achieve the highest degree of success possible in leadership, innovation, and economic development. SER National does this through educational programs that meet students where they are, by offering everything from GED online courses, Career Online High School or language attainment and financial literacy courses. I am proud to say that SER's educational mission provides these opportunities and helps people fulfill their full potential.

In addition, I am quite proud of all of our Board Committee members and the great work that they do to keep SER moving in the right direction. I am pleased that we are bringing in more corporate members to our Board of Directors and that the number of our Affiliates keeps increasing. I am full of pride when it comes to our administrative officers and their impressive leadership, as well as the staff members and the outstanding work they do in organizing this national conference every year and in delivering on SER's mission on a daily basis.

SER is committed to the future. We will continue to serve Latinos and others at every stage, by employing people who care about what they are doing to serve participants effectively. SER is a family that sincerely cares about the people to whom we provide services and is strongly committed to helping our Latino and other communities. The commitment of SER's people will continue to enhance the value and character of the people we serve.

Over the decades, SER has done well in adapting to increased technology and automation, using it not only to help improve income inequality to the communities we serve, but also to improve the skill level of our clientele. We are at par with the changing technological world, and we are prepared to meet changes and challenges as they arise. What has not changed over the years is SER's primary focus of Service, Employment and Redevelopment, and we will confidently march into the future by continuing to improve upon what we do best.

In closing, I want you, dear SER America reader, to know that SER-Jobs for Progress National, Inc., is a premier program that will continue to do its part to help our Latino and other underserved communities become successful and productive members of society. We are proud of our accomplishments, and we are honored in having the privilege and opportunity to help our neighbors. We hope you take pride in your role in helping us accomplish this mission.

We hope you enjoy your conference experience and take advantage of all that Fort Worth has to offer. Until next year's conference, we look forward to continuing our work alongside our affiliates, staff, and partners. ¡Saludos y bienvenidos!

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SER, a national non-profit, shares this priority and we proudly support their work.







## Message from the President and CEO



Photo by Luis Nino Briones

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

The one constant in life is change, and hopefully with it comes growth. As an organization in its “mid-life” years, SER-Jobs for Progress National, Inc. has seen tremendous change and growth, contributing to our success and longevity.

This year, our 52nd, we have added five new affiliate partners to expand our nationwide network of Service, Employment and Redevelopment programs. This has been an ongoing goal for SER National, to strategically increase the number of programs that benefit people and organizations across the country.

This growth is especially important as income and wealth inequality continues to grow. It is telling that more than one million people pass through our doors seeking to take advantage of SER National and affiliate programs every year. To address this disparity, it is imperative that we meet the needs of Hispanics/Latinos and others beginning at a young age through our relatively new dual-language Early Head Start Program in the Dallas area, to older adults through the Senior Community Service Employment Program (SCSEP).

The Early Head Start Program is an important addition to our array of services because it is critical that young Latino students start out on equal footing. Right now that is not the case, as research suggests that Latino and Black children hear 30 million fewer words by age 4 than other ethnic and racial groups. We also know that programs such as ours are the best way to prepare children for learning. We are off to a good start and are working with foundations to develop national models for this program and expand it. We are enthusiastic about the future and know that educating the youngest among us is an important role, given that 25 percent of children in the United States are Latino, a number that will continue to rise. We recognize that the need to address this issue, not just for the good of our community, but also for the good of the nation as a whole, is imperative.

Through various educational programs, we continue to make a dent in the dropout rate among Latino and minority students. Along this line, there is some good news to report. In the last 10 years, the dropout rate among Latino high school students has gone from 31 percent to 11 percent. The news is even better among Latinas, who outnumber Latinos in post-secondary education. This is good news for corporations going forward, as there will be the expectation that they will have the employment pool that they will need. We at SER are encouraged that we are moving the needle in the right direction.

The explosion of the tech industry and the emphasis on Science, Technology, Engineering and Math (STEM), as well as the arts or STEAM, has created demand for new skills to which people must adopt in order to keep up with changing work situations. Meanwhile, the tech industry has been under scrutiny and criticism for its less than diverse hiring practices. SER can and will play an important role in helping bridge that gap by building programs that will help train future tech employees. This creates solutions for both job seekers in our community and corporations. To that end, we will be partnering with some of the

biggest tech companies in Silicon Valley and elsewhere to help prepare people to enter STEAM fields.

To encourage students to attend college and pursue STEM/STEAM degrees and to demonstrate our commitment to these educational areas, we've created the SER Robotics Program. We've partnered with the Barbara Cardwell Career Preparatory Center in Irving, Texas and Sam Houston High School in Arlington, Texas, to provide students with kits, which they will use to build robots. As part of this program, the SER Conference is hosting a two-day robotics program and competition where students will compete for prizes. The robotics program was made possible through funding from the Ford Motor Company Fund and the University of Texas at Arlington. We are planning an additional program in the fall with support from the General Motors Foundation.

Hand in hand with job training, we've identified a need for low-cost affordable housing as a huge issue moving forward for people who are striving to get ahead. SER also is exploring an affordable housing project in Dallas, with an eye toward replicating and scaling housing projects across the country in the future.

On behalf of SER, thank you to all of the corporate partners who have helped us develop people to their fullest potential, to be good employees and citizens, to contribute to families, neighborhoods and to this country we all call home. It is through these efforts that we will continue “Transforming Lives and Strengthening Communities for America's Future.”

Explore Fort Worth and enjoy the conference!





## PUTTING MAJOR MILESTONES WITHIN REACH.

General Motors is proud to support SER-Jobs for Progress National, Inc.  
Thank you for helping generations reach their goals for education, employment and life.

GENERAL MOTORS





# Building on Progress: An Overview of SER National Initiatives

SER-Jobs for Progress National, Inc. Shonored three national leaders for their continued support of SER's mission during the first SER National Advocacy Awards held in Washington, D.C., earlier this year. U.S. Secretary of Labor Thomas E. Perez, Senator Orrin G. Hatch of Utah, and Congressman Ben Ray Lujan of New Mexico were recognized as 2016 SER National Advocacy Awards Winners in a ceremony last March. Accepting the award on Secretary Perez's behalf was Portia Wu, Assistant Secretary of Employment and Training Administration.

Their support allows SER to transform lives and ensure that many U.S. Hispanics can achieve their full educational dreams and economic potential. SER salutes the inaugural winners of the SER National Advocacy Awards.

Now in its 52nd year, SER (Service, Employment, and Redevelopment) serves more than 1 million people annually in more than 200 communities in 20 states and formulates initiatives resulting in the increased development and utilization of America's human resources, with special emphasis on the needs of Hispanics.

SER National partners with corporations and the U.S. Department of Labor to deliver a myriad of programs in the areas of education, training, employment, business and economic opportunity to more than one million people of all ages each year.

"Together with our affiliates and our many supportive corporate sponsors, SER serves participants who seek to improve their lives, those of their children, their communities," said SER National President and CEO Ignacio Salazar. "All of these people share similar goals, to grow, to serve, to provide for families, and to be contributing members of this great nation."

Among the many important, life-

transforming programs SER offers are the following:

## Early Head Start

SER Jobs for Progress National Inc. is offering an Early Head Start (EHS) program to more than 70 children ages 0 to 3 in Dallas County. The new bilingual early childhood education program,



which serves children in need, was created after SER was awarded one of only five grants from the U.S. Department of Health and Human Services, made possible by the expansion of Early Head Start – Child Care Partnerships Grants. The SER EHS program provides access to innovative, high-quality, culturally relevant and comprehensive services to low-income toddlers and their families, including children with disabilities.

SER partnered with Nueva Vida Day Care Center, which operates two licensed Day Care Centers, one in Dallas' Oak Cliff neighborhood and one in DeSoto. Nueva Vida DCC is a Child Care Assistance (CCA) provider and has intentionally kept its tuition low in order to provide services to its most vulnerable clients, making it a good fit for SER's Early Head Start. While Nueva Vida DCC is a faith-based organization, it was agreed that SER-EHS could not provide religious teachings in Early Head Start because it is funded through

a federal grant.

Through this partnership, the students receive high-quality care and instruction. All children receive physical and dental exams, as well as multiple screenings such as hearing, vision, cognitive, and social and emotional health. In addition, a registered dietician provides assistance in menu development and each family is assigned a Family Services Specialist to address needs with regard to social services, continuing education and employment training, and family literacy. Most important, the student to staff ratio is four children per EHS teacher, with no more than eight children per classroom.

Efforts are underway to continue to recruit students to the EHS program at various family friendly and cultural events in the Dallas area.

The Early Head Start program, which complies with state and federal performance standards, has received support from General Motors and formed community partnerships with the Salvation Army, for example, which has "adopted" all 72 SER EHS children as part of its Christmas Angel Tree program.

## Walmart – One Job at a Time

SER National has been helping job seekers



with the training necessary to land jobs in the retail industry through its One Job at a Time program, made possible by a 2014 \$1

*Continued on page 10*





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Without a heart, it's just a machine.

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# Building on Progress: *An Overview of SER National Initiatives*

million grant from retail giant Walmart. SER affiliates in Texas, California, Florida, Illinois, and New Mexico. The grant, designed to help more than 3,000 people in the retail, leisure and hospitality, and service industries, ends this year.

Each direct training participant received comprehensive case management services, using the Career Path Plan, a form that serves as the guiding document for supports, such as referrals to wraparound services, goal setting, labor market information and job search coaching, as well as outcome and follow-up reporting. Participants attained GEDs, others received National Retail Federation (NRF) Customer Service Certification, a National Work Readiness Credential (NWRC) and/or were successfully placed in jobs and employed.

## AARP Foundation Tax-Aide Partnership

SER National continues its collaboration



## SER MUJER

SER MUJER, a program that has helped women with entrepreneurial dreams achieve those dreams, was made possible by a grant from the Coca-Cola Foundation. The MUJER in SER MUJER is an acronym for Mastering and Understanding Jobs and Entrepreneurial Relationships. The program provides the opportunity for women to empower themselves via entrepreneurship training and development, with a particular emphasis on Latinas and women of color. The program's full coursework, offered in traditional workshop settings in select cities, including Dallas, Fresno, Los Angeles, Miami, and Washington, D.C., is available both online and via a mobile app.

with AARP Foundation Tax-Aide to provide free tax services to people, particularly seniors. SER and its affiliates encourage its participants to avail themselves of AARP Foundation's free tax prep services, aimed at low-to-moderate-income adults, especially those 60 years of age or older. The free tax prep services are available on the web at [www.ser-national.org/tax/](http://www.ser-national.org/tax/) or by phone at 1-888-227-7669. AARP Foundation Tax-Aide is offered in conjunction with the IRS and



Marcela Ramos was awarded the SER MUJER award for successful completion of the program during the 2015 SER National Annual Conference in Irving, Texas. Pictured L-R: Dan Schafer, VP Public Affairs & Communications, Coca-Cola; Linda Rivas, Executive VP, SER National; Ish Arebalo, Director Public Affairs & Communications, Coca-Cola; Emma Trevino, SER MUJER Director, SER National; Marcela Ramos, Honoree; Rudy Beserra, Vice President Latin Affairs, Coca-Cola; Ignacio Salazar, President & CEO, SER National; and Francisco Ivarra, Chairman, SER National.

*Continued on page 12*



A woman with dark hair, smiling, wearing a blue patterned jacket over a white top. She is holding a white sign with the word 'OPEN' in large, bold, black letters. The background is a blue-tinted image of a modern interior with large windows and glass doors.

**Altria** Today

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# Building on Progress:

## *An Overview of SER National Initiatives*

IRS-trained and -certified volunteers work at community-based sites in all 50 states and the District of Columbia.

### **SER National-Ally Bank Financial Literacy Campaign**

SER has again partnered with Ally Bank to deliver financial literacy classes to people in local communities. The successful program, started in 2007, has taught financial literacy, in English and Spanish, to more than 11,000 people.



The SER National Financial Literacy Campaign was originally born out of a partnership with the U.S. Small Business Administration. SER National has developed a curriculum customized to the needs of the targeted Hispanic population. The curriculum covers budgeting, banking and investing, credit and automotive, so that consumers can make educated decisions when creating a budget, buying a car or saving for their futures.

### **Seniors Find Fulfillment, Employment through SCSEP**

As Americans are living longer, they are also often working longer. Some seniors find themselves still recovering savings lost during the recession or choose to return to work for other reasons. That's where the Senior Community Service Employment Program or SCSEP, one of SER National's longest-running and most successful programs, comes in. SCSEP helps train or retrain seniors for employment, primarily in the nonprofit sector. Participants in the SER SCSEP come from all walks of life, have diverse work experiences and possess various levels of education. Participants learn everything from job search skills to on-the-job training, which they receive when they are placed in a temporary work setting, which provides participants with training opportunities to obtain or update their skills. Often, this placement with a host agency leads to part- or full-time employment,

benefiting them economically and socially.

SER SCSEP is administered locally in the following states: California, Colorado, Florida, Illinois, Kansas, Rhode Island, Texas, and Wisconsin. Every year, SER serves more than 3,500 participants in eight states who have been trained and placed, to ultimately become employed.

One of those seniors is Joe Gonzalez of Houston, who landed a job he loves after participating in SCSEP at SER-Jobs for Progress of the Texas Gulf Coast, Inc. The

Gonzales agrees. "I really thank SER for what they did for me. I love my job. It has great hours and great pay. I still can't believe it. I'm very content in my life right now."

SCSEP is funded by the U.S. Department of Labor and has been offered by SER National since 2003. Authorized by the Older Americans Act, the program provides subsidized, service-based training for low-income persons 55 or older that are unemployed and have poor employment prospects.



*After completing SCSEP training at SER Houston, Joe Gonzalez gains full time employment.*

60-year-old Gonzalez had been depressed, doubtful that someone would hire him at his age when he heard about SER SCSEP and decided to check it out.

Although he had a medical assistant certification, Gonzalez lacked the experience to work in that field. He was accepted into the program and placed at SER's offices, where he acquired new skills and improved upon others, such as computer software. He also gained the confidence to interview for and land the job as a caretaker for a stroke victim.

"He just needed that little push," said SCSEP Career Coach Yolanda Cano. "And self-confidence. I believe this program gave that to him."

Over the years, it has produced many successful mature workers, who have expressed gratitude for re-entering the job market with the necessary skills and ultimately, with dignity. People who were once homeless have returned to work; as have those who lost employment and didn't think they would be able to find new careers. Those who employ them often praise the positive attitudes, motivation, dedication and strong work ethic of mature workers. The results are a mutual win for employees and employers.





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# SER National Affiliates Highlights

## SER National Affiliate Making a Difference in California

After years of working side-by-side in the fields, father and son, Enrique Chairez Fernandez and Cruz Abel Chairez, both of Calexico, California, decided to pursue a

other in Fresno County. The HEP serves the educational needs of seasonal and migrant farm worker communities.

Cruz, 20, said both he and his father had been working in the fields, but had completed working for the season when they heard about the program from former SER

the 60 participants who have graduated the program. "The fact that we got our High School Equivalency Certificate has certainly opened a whole new horizon in our lives."

The father and son duo also received certifications through the Center for Employment Training (CET), Cruz in accounting and Enrique in welding. Cruz is happy that his father, 41, gained the confidence to apply for other jobs and has stopped working in the fields permanently; he is now working in a construction job that pays him higher wages. Meanwhile, Cruz plans to continue his education and enroll in college this fall.

The HEP activities for participants include HSE instruction and testing, tutoring, career exploration, academic advising, postsecondary admissions, student financial aid, job search workshops, scholarship/stipends, and referrals to other organizations to assist with ancillary services.

The goal of the program is to enroll 125 seasonal and migrant farmworkers, graduate 69% (86) and place 80% (69) of the graduates in post-secondary education, skills training, employment, or the military. To date, the project has 60 graduates and is well on its way towards meeting its goals and objectives.

With 15 plus years of operating a HEP in Fresno and Madera counties and a track record of graduating more than 2,200 students and placing more than 1,300 participants primarily in postsecondary education, SER-SJV wanted to replicate this success in Imperial County, an area known for largely agricultural and low-wage jobs. Imperial County produces two-thirds of all winter vegetables consumed in the U.S. The area has been hard hit because it was ordered by state and federal governments to cut back on water



*SER-San Joaquin Valley launched a High School Equivalency Program (HEP) funded by the U.S. Dept. of Education in July 2015. Some of the HEP activities include instruction and testing, tutoring, career exploration, academic advising, post-secondary admissions, job search workshops.*

better education and future together. It was a team effort that paid off for both of them.

In February, both earned High School Equivalency certificates on the same day.

The two men were participants in the newly acquired High School Equivalency Program (HEP), which was launched in July 2015 by the SER-Jobs for Progress, Inc., San Joaquin Valley affiliate (SER-SJV). The non-profit organization operates two HEPs in California, one in Imperial County and the

students. He and his father found that the most challenging part about the program was the test, but credit SER employees with helping them through the preparation, so that they would be adequately prepared.

The most rewarding part about the program for the father and son team was getting the test results. "It was very gratifying to know that we fulfilled another goal in our lives and worked as a team to do so," said Cruz, who received the highest test score of

*Continued on page 16*



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# SER National Affiliates Highlights

consumption, resulting in fewer acres being farmed. SER-SJV applied for and received a five-year grant from the U.S. Department of Education.

## Texas Gulf Coast Affiliate Celebrates 50-year History, Builds for Future

SER-Jobs for Progress of the Texas Gulf Coast, Inc., celebrated its 50<sup>th</sup> anniversary with the record-breaking “Building Our Workforce” Gala last October. With one eye toward the future, SER-Texas Gulf Coast has purchased a 22,000-square-foot building that it plans to turn into a Workforce Opportunity Center.

SER National President and CEO Ignacio Salazar attended the gala and presented SER-Texas Gulf Coast CEO Nory Angel with an award in recognition of the affiliate’s innovation, service, and leadership. Also

honored during the event was the Tellepsen Family, who own and operate Tellepsen Builders, one of Houston’s most successful family businesses. The four generations of Tellepsens that have led the company for more than 100 years have made giving back to the community a hallmark of the Tellepsen way of doing business. More than 400 guests joined in the celebration.

SER alumni shared stories showing how SER has transformed lives for five decades and multiple generations. Among them was 2015 alum Manuel Garcia and his grandparents, Jose and Marina Cepeda,



*L-R: Ignacio Salazar, President & CEO, SER-Jobs for Progress National, Inc., presents 50th Anniversary Award to Nory Angel, Executive Director & CEO, SER-Jobs for Progress of the Texas Gulf Coast (SER Houston); and Victor Mondragón, Chairman, SER Houston.*


1974 SER alumni. Other alumni shared their journeys from a life of struggle to a life of opportunity, and urged guests to help SER



*A rendering of the former Tellepsen Company headquarters, which will be renovated for SER Houston’s Workforce Opportunity Center. Remodel will begin in the summer of 2016 and will take 18-24 months.*

Continued on page 18



A photograph of three children lying on their backs on a lush green lawn. The child at the top is a girl with long dark hair, wearing a bright blue t-shirt with a sequined heart on the chest. The child in the middle is a girl with brown hair, wearing a blue button-down shirt. The child at the bottom is a boy with dark hair, wearing a red and white long-sleeved shirt. They are all smiling and looking towards the camera. The text 'The things you care about are the things we care about too.' is overlaid on the left side of the image in a large, white, sans-serif font.

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# SER National Affiliates Highlights



*L-R: Howard Tellepsen, Jr.; presenting award to honor the Tellepsen family is Pat Kiley; Karen Tellepsen; and Tom Tellepsen. For over 100 years, four generations of Tellepsen's have led the family business.*

continue this impact through programs such as YouthBuild Houston.

SER has purchased Tellepsen's former headquarters in Houston's East End community. "The merging of Tellepsen's past with SER's future will create a Workforce Opportunity Center to help Houston's most in need youth and adults to develop the skills they need to be a part of our growing workforce," said Ms. Angel.

The new center will more than double the space SER has in its current location and will more than double the agency's capacity to serve a projected 8,000 people per year by 2020. In addition, SER will grow its occupational training offerings to expand career pathways and middle-skill job training options available to clients by renovating an adjoining 30,000 square foot warehouse.

This new facility will help shift SER's service model to focus more on paid training and hands-on work experience, as well as serve as a hub for the community. The space will feature a "career café," which will be staffed by client trainees and will be open to the public. It will feature self-service computer workstations, a welcoming atmosphere, and healthy food options. The center also will feature a meeting place for youth to obtain adult and peer support, occupational training, paid internships, and mentorship on their path to re-engagement with school, higher education, and careers.

Additionally, SER will double its classroom space, providing more robust course offerings to include life skills, financial education, wellness, healthy families, and career readiness courses. Innovative learning opportunities through short workshops

taught by volunteers on various topics that prepare clients to meet life challenges (i.e. basic home repair, mind mapping, operating a home-based business, basic accounting, and many others) will also be offered.

Already, SER has raised about half of the money needed for the extensive overhaul, having received grants from the City of Houston and Harris County. The work to bring SER's vision of a Workforce Opportunity Center to life is expected to take 1-1/2 to 2 years and will get underway this summer.



## Comcast Digital Connectors Program

SER Affiliate Adelante Mujeres, an Oregon-based nonprofit, helps educate young Hispanic women about digital technology and other STEM (science, technology, engineering and math) careers through its Chicas Youth Development program. It is made possible by a grant and partnership with Comcast's Digital Connectors (CDC).

The Chicas program requires that participants provide community service. The partnership with CDC allows Adelante to fulfill its mission of providing holistic education and empowerment opportunities to low-income Latina women and their families to ensure full participation and active leadership in the community.





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## SER Board Welcomes New Members

The SER-Jobs for Progress National, Inc. Board of Directors welcomed two new members this year. Hector M. Flores, representing the League of United Latin American Citizens (LULAC), and Jackie Puente, a Comcast executive who fills a corporate representative seat, joined SER's board. In the case of Mr. Flores, a former LULAC president, he is a returning member, having previously served on the SER board as recently as 2013.

As in years past, the two new board members join a diverse group of colleagues from Fortune 500 companies, community based organizations, and SER Affiliates. Charged with providing essential oversight and focused direction, board members are tasked with ensuring that SER National is fulfilling its mission of transforming lives through education, employment and empowerment. Below are biographies on the new members:

### **Hector M. Flores, Representative, League of United Latin American Citizens (LULAC)**

Mr. Flores has had a long and distinguished career of public service at the local, state, and national levels for a number of different



government, civic, non-profit and community organizations. He is a former National President and Board of Directors member of

LULAC, an organization in which he has been active for more than four decades.

He has also served on a number of prestigious local, state and national boards. Most recently, Mr. Flores became a member of the National Council of the American Israel Public Affairs Committee or AIPAC. Other organizations on which he has served include: LULAC National Education Service Centers, Inc., former National Chairperson; SER-Jobs for Progress National, Inc., Board of Directors; Tri-City Health Centre, former Chairperson of Board of Trustees. He also served on the boards of the Greater Dallas Convention and Visitors Bureau, Greater Dallas Hispanic Chamber of Commerce, and El Instituto Mexicano. Additionally, Mr. Flores is an alumnus of the second class of Leadership Dallas.

The first high school and college graduate in his family, Mr. Flores worked in education for more than 23 years, serving in various capacities, including Minority Recruitment Specialist, Director of Recruitment and Retention, and Director for Strategic Recruitment for the Dallas Independent School District's (DISD) Office of Human

Development. He is proud to have opened up recruitment markets on behalf of DISD in Puerto Rico, Dominican Republic, Mexico, Panama, Costa Rica, Chile, Argentina, and the Philippines.

In addition to working in education, he also pursued it with enthusiasm. He has a Bachelor of Arts from St. Mary's University in San Antonio, Texas. He has also earned diplomas, certificates and/or degrees from Draughon's Business College and the San Antonio Police Academy. He completed Governance Studies at Harvard Business School and is a proud graduate of Dilley High School, in his hometown of Dilley, Texas.

Prior to working for DISD, Mr. Flores worked as an Equal Opportunity Specialist for the Office for Civil Rights, at the Department of Health, Education and Welfare, and as a Conciliation Specialist with the U.S. Department of Justice, where he also served in the Community Relations Service Department's Dallas Regional Office. Prior to that, he was a San Antonio Police officer.

Mr. Flores has received many accolades for his professional work and civil rights activism, including the: 2000 Ohtli Award from the Government of Mexico in Recognition for Assistance to Immigrants; 1998 Linz Award Finalist, Dallas, Texas; 1996 Cinco De Mayo Award, U.S. Army, Ft. Hood, Texas; 1996 Aztec Award for Civil Rights, National LULAC; 1993 Brillante Award, Dallas, Texas; 1993 Man of the Year Award, Texas LULAC & National LULAC.

Mr. Flores has been married to Gertrudis "Tula" Flores for 50 years, is an avid reader, enjoys cooking fajitas and other Mexican delicacies, loves to travel, and participates in numerous civic and cultural activities in the Dallas-Fort Worth area and the Southwest Region. He also stays busy with his four grandchildren ages 7, 12, 13 and 14.

### **Jacquelyn Puente, Executive Director – External Affairs, Comcast**

Throughout her career, Ms. Puente has served as a translator between public, private, and nonprofit entities, and as an advocate to empower communities with access to technology and skills for economic progress. In her current position at Comcast, she is responsible for partnerships with diverse stakeholders on policy issues in the media and technology space.



Prior to joining Comcast, Ms. Puente advised Fortune 100 company clients on a range of technology, telecommunications, tax, and utilities issues. She has a strong reputation for building coalitions on high profile and complex issues combining her passion for digital media, public relations, advocacy, and community development.

Previously Ms. Puente worked with members of Congress at the Congressional Hispanic Leadership Institute (CHLI), a non-profit and non-partisan organization dedicated to creating a broader awareness of the diversity of thought, heritage, interests, and views of the Hispanic community. Before joining CHLI in 2006, she developed public-private partnerships and initiatives with pharmaceutical and biomedical industries, multilateral organizations, trade associations, and the U.S. government.



# SER National Advocacy Awards

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Photos by Luis Nuño Briones

SER: Service, Employment, Redevelopment



# SER Network Directory

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Washington, DC 20036  
Tel: 202-833-3384

**Campesinos Unidos**

Brawley, CA

**SER-Jobs for Progress, Inc. of San Joaquin Valley**

Fresno, CA

**Latino Educational Fund**

Inglewood, CA

**El Sol Neighborhood Educational Center**

San Bernardino, CA

**Barrio Station**

San Diego, CA

**Pueblo y Salud**

San Fernando, CA

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

Santa Ana, CA

**American GI Forum Education Foundation of Santa Maria**

Santa Maria, CA

**Veterans in Community Service Inc.**

Whittier, CA

**Multicultural Career Intern Program**

Washington, DC

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

Miami Springs, FL

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Chicago, IL

**Southeastern Massachusetts SER**

Fall River, MA

**La Alianza Hispana**

Roxbury, MA

**US Hispanic Youth Entrepreneur Education**

Baltimore, MD

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

Detroit, MI

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**Adelante Mujeres**

Forest Grove, OR

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Pawtucket, RI

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

Austin, TX

**Ignite Community Service Centers, Inc.**

Edinburg, TX

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

Houston, TX

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

San Antonio, TX

**La Cocina VA**

Arlington, VA

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

Tacoma, WA

*For more information, please visit our website:*

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



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