

SER America

Cultivating America's Greatest Resource: People™

Spring 2017

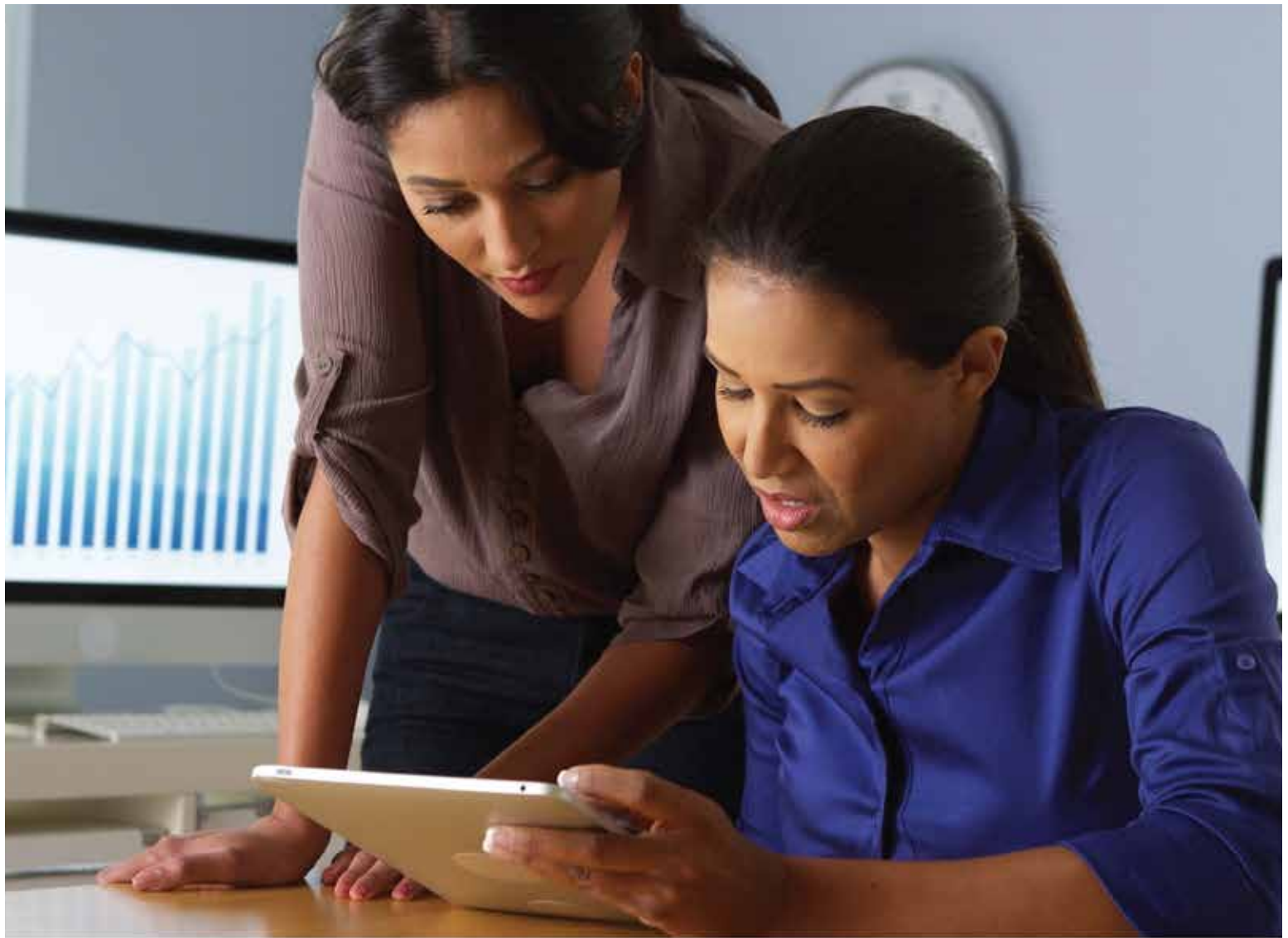
Highlights:

- SER National Initiatives Overview
- SER National Affiliates Spotlight
- SER Welcomes New Leadership

E³



ON THE COVER:
Participating Students
in SER's STEM Robotics
Training and Competition



Visionary leadership

Start with a diverse and inclusive culture, welcome everyone's ideas, and innovation shines through.

AT&T is proud to support
SER-Jobs for Progress.

At AT&T, Every Voice Matters.

www.att.jobs

© 2017 AT&T Intellectual Property. All rights reserved.

MOBILIZING
YOUR
WORLD™



SER AmericaTM

SER America is a publication of SER-Jobs for Progress National, Inc. Direct all editorial and advertising inquiries and correspondence to:
SER America

c/o Roland R. Ramirez
100 E. Royal Lane, Suite 130
Irving, TX 75039
Tel: 469-549-3600, Fax: 469-549-3687
Website: www.ser-national.org

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

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

Publisher



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

SER National President & CEO
Ignacio Salazar

SER America Managing Editor
Roland R. Ramirez
Corporate Liaison Manager, SER National

SER America Freelance Writer
Sylvia A. Martinez

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



Front: (L-R): Ignacio Salazar, President & CEO; Roger C. Rocha, Jr., Chairman; Margaret Moran; Janey Appia; Helen Galvan; Hector Flores; Frank Ramirez; Jose L. Cela; and Francisco F. Ivarra.

Middle Row: (L-R): Cipriano Griego; Roman Palomares; Jackie Puente; Gloria Schoch; Joe R. Campos; Ralina Cardona; Raul Villarreal; Frank Casillas.

Back Row: (L-R): Monica Martinez; Tom Trotter.

Not Pictured: Joedis Avila; Craig Baker; Jane Garcia; Rick Gomez.

Table of Contents

- 4 Message from the Chairman of the Board**
- 6 Message from the President and CEO**
- 8 SER National Initiatives Overview Shows Consistent Progress**
- 18 SER National Affiliates Spotlight**
- 28 SER Welcomes New Leadership**
- 30 SER National Board of Directors**
- 32 SER Network Directory**



Message from the Chairman of the Board



Photo by Luis Nuño Briones

**Roger C. Rocha, Jr.,
Chairman**

Welcome to SER's 2017 conference.

Being the LULAC representative to the SER National Board is a responsibility I take very seriously. The League of United Latin American Citizens (LULAC) is one of the founding organizations of SER, along with the American GI Forum, so I carry that knowledge and pride into my work on behalf of SER. I also take great pride when I hear success stories of how SER has impacted someone's life in a very positive way.

I also am proud that Head Start, which is now a national program, was started by LULAC, and so I'm elated that SER has chosen to diversify from job training to education and specifically, Early Head Start. I know that education is a key differentiator in a person's success, both personally and professionally, and it's important to get that head start. There are many children in our community today who don't have an opportunity to attend Head Start because of economic conditions. SER is giving some of those children that opportunity, and hopefully our affiliates will do the same in the future. That work is important because education is something you carry with you your entire life.

As the new Board Chairman, my chief priority is to improve all of the projects that SER provides to the community. By improving the quality of the deliverables, we'll improve the results. We shouldn't settle for meeting the minimal acceptable standards for programs, we should strive to raise the bar and exceed those standards, not only to distinguish SER National from other organizations, but to affect the lives of people in a greater way.

I'd like to see SER continue to expand our footprint, in Texas and across the country through our affiliate network. I'd also like to see more programs, such as SER MUJER, that help people start their own businesses. The Latino entrepreneurial spirit is very strong. Latinos lead the country in the creation of new businesses, and Latinas represent the largest share of that. Whether we're providing workshops, training, financing, or creating strategic partnerships with organizations such as the U.S. Hispanic Chamber of Commerce, it's very important to expand these types of programs.

Strategically, it's important for us to further diversify and not depend so heavily on federal funding. Of course, as with any investment made in your organization, you to have deliver, and I'm extremely confident about staff that we have within SER National and our affiliates that can help exceed expectations in delivering program successes.

We have a committed and talented Board of Directors, and Board Vice Chair Monica L. Martinez is fantastic, both as a professional and as an individual. We work well together, compliment each other, and have open lines of communication. I'm excited for her when she takes the reins of the Board.

SER is an organization that is mission driven. We are in the placement job training business, no matter how jobs have changed over time or will change in the future. If there's a new technology that comes out, we learn it, we train them, that's what we do. We will continue to stick to our core mission.

While I am only six months into my role as Chair, I hope to leave a legacy of providing staff with the resources and tools that they need within the organization. We need to continue to diversify our portfolio both in the programs we provide — from job training and Head Start to housing — and where we get our revenue. Lastly, I'd like to leave a legacy of superior work that exceeds standards. Still, much can happen between now and then so I really don't think about it too much.

I'd like for people to be able to look back and say after my two-year term, that we've really moved the needle in a very positive direction under my leadership. We have a responsibility to the success of SER so that we may continue to impact many lives.

Thank you to our corporate and foundation partners and all who are here for participating in this year's conference. I invite you to next year's conference, which will be even bigger and better.

INCLUSION FUELS COMMUNITIES AND BUSINESSES WITH DIVERSE PERSPECTIVES AND INNOVATIVE SOLUTIONS.

That's why we proudly partner with forward thinking organizations
that invite, inspire, and propel a multitude of perspectives.

DIVERSITY.COMCAST.COM





Message from the President and CEO



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

Latinos are a proud, hard-working people. We have the highest labor force participation rate, yet the median income for Latinos is substantially lower than other groups. These juxtaposed facts mean that Latinos are essentially working harder and longer for less. This must change. Not just for the good of Latinos, but for the good of America!

SER Jobs for Progress National, Inc., is doing its part to ensure that Latinos, African Americans and the less fortunate are prepared for the jobs of the future. However, it is important that business, corporate and elected leaders understand that the economic viability and future of our country is inextricably tied to the success of Latinos, minorities and women in this country. The upward trajectory of the Latino demographic demands that Latinos not be ignored and left behind when it comes to technology, health care, and other growth industries. Saying that qualified and educated Latino and minority workers do not exist simply is not justifiable anymore.

While much attention on Latinos in the workforce has been focused on immigration, the influx of immigrants into this country is

down substantially. There is very little focus, however, on the future of and investments we need to make in native-born Latino youth and adults. America must invest in its domestic population to meet the future workforce demands of corporations.

SER has and will continue to do its part to properly train people. We have to start early to prepare Latinos to be the workforce of the future. It begins with education, which then leads to employment and ultimately, empowerment. That is why this year's conference theme is E3: Education, Employment & Empowerment. SER's bilingual Early Head Start Program, now in three locations in Dallas County, is just one example of helping children get off on the right foot.

We at SER are grateful to have corporate partners who recognize the needs of the market for skilled and trained labor. This is, in part, why at this year's conference we have expanded our Robotics competition and added a day of Drone training. One of our goals is to stir the interest of young people in Science, Technology, Engineering and Math (STEM) by creating a year-round SER STEM Program, which could then be used as a model for SER Affiliates to replicate. More than 100 students will participate in Robotics and Drone competitions this year.

Home ownership and new car purchases are key indicators of a healthy economy. The purchasing power of Latinos is important because it contributes to the wealth and well-being of this country. For this reason, we continue to stress the need for financial literacy so that individuals make good sound decisions when buying homes and automobiles, which will protect their wealth and contribute to sound viable communities.

That Latinos over index in poverty, especially our Latino youth, which stands at over 30 percent poverty rate nationally, is not a good prescription for future success. Cuts in education, nutrition, and other programs are also not a good prescription and could mean sacrificing the future success of this

country's workforce and in turn the national economy. We have and will continue to campaign to make sure that Latinos are a significant number of the future workforce in this country through training and retraining of our nation's greatest resource: People!

We continue to seek new and innovative ways in which to serve the more than one million people who come through our doors every year, throughout the nation. We have an incredible network of affiliate partners who are experts at doing so much with very little. They are innovative and creative and offer services within every age group and category to meet the needs of so many in their local communities on a daily basis. They are affiliates like the four highlighted in our magazine. They work with the hardest to serve and offer a path to success where the road has ended for so many. These visionaries carry out the task of making sure the less fortunate are not forgotten. That every person matters. They transform lives and make America strong. They are the "soul" of SER!

For 53 years, SER has been providing Latinos and other underserved communities with skills and training so that they may become self-sufficient, contributing members to this great country. We will continue to do so with great resolve — and with the invaluable support of our affiliates and our corporate partners. Gracias for all that you do!

Enjoy the conference and enjoy Big D!

Charter Communications
is proud to support **SER**
and its programs that
empower the Hispanic
workforce.





SER National Initiatives Overview Shows Consistent Progress

SER Jobs for Progress National, Inc., consistently works to transform the lives of U.S. Hispanics and other underserved populations through programs that help them realize their full educational, employment or entrepreneurial, and economic potential. Every year, SER serves more than one million people — from very young children through its Early Head Start Program to mature adults through the Senior Community Service Employment Program or SCSEP.

For 53 years, SER National and its many affiliates across the country have impacted the lives of people in hundreds of communities. Together with the U.S. Department of Labor, U.S. Department of Health and Human Services, corporate partners, and foundations, SER has helped develop, train, or retrain America's greatest resource, its people, ultimately helping to fuel the economic engine of this country.

In giving children a leg up on education, SER has expanded its Early Head Start (EHS) Program in Dallas County and its Science, Technology, Engineering and Mathematics (STEM) efforts through an extended Robotics and Drone initiative. The goal is to make both the EHS and STEM programs models, which can be replicated in other communities where SER affiliates assist clients.

Such programs would not be possible without the support of corporate partners, such as Ford Motor Company Fund and General Motors, which help fund EHS and STEM, or foundations, such as the Coca Cola Foundation, which funds

SER MUJER, a program which helps women achieve their entrepreneurial dreams.

Some of SER's life-altering programs are outlined below.

SER Robotics and Drone Competitions

SER is committed to sparking an interest in young people in Science, Technology, Engineering, and Math (STEM) programs as

the future. The success of the SER Robotics Competition at the 2016 SER Annual Conference spurred the expansion during this year's conference.

In addition to the robotics competition, a drone instruction and competition has been added to the conference this year. Students Battle Robots is a one-day, action filled activity, where students put STEM into practice. All students, whether a first time robot builder or a veteran roboticist, will build, re-design, and improve their robot to compete against as many as seven other robots in a Gladiators Arena. After an initial match, each participant will take the feedback of the competition and modify, strengthen or re-design their respective robots, with the goal of becoming the ultimate winner in the play-offs. Ribbons will be awarded to winners of the battle, as well as for the best looking robots.

Drones

STEM students have a unique opportunity to learn the basics of flying Drones in a single day. Students will learn to fly drones, as well as flight dynamics, including pitch, yaw, control, and trim. They will learn to maneuver their drones through a Smartphone app and take it through

an obstacle course. The students will get to



a means to helping them prepare for jobs of

Continued on page 10



TASTE THE FEELING®

The Coca-Cola Company
is proud to support
SER-National Jobs for Progress
2017 Annual Conference



SER National Initiatives Overview Shows Consistent Progress

experience different aspects of flying drones and control them in a safe and controlled environment.

The Robotics and Drone activities will be led by Michael Hayes, an experienced engineering and robotics instructor, who has worked with students on three continents.

Early Head Start Educating Young Students in Dallas County

SER Jobs for Progress National Inc. is offering an Early Head Start – Child Care Partnership (EHS-CCP) program to more

for infants and toddlers, and continuity of care with two-way dual language immersion strategies to support the complex physical, social, emotional, and intellectual development needs of very young children.

SER began implementing this educational approach after being awarded one of only five grants in Texas from the U.S. Department of Health and Human Services, made possible by the expansion EHS-CCP 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.

Pleasant Grove and Wee Can Academy Grant East. Children from these communities are at risk of falling behind their peer's social and educational development. Most of the children in the target communities live in households with supplement security income, public assistance, or food stamp benefits. Most are eligible for free-or-reduced-price school lunch.

All children enrolled in SER EHS receive comprehensive services, including physical and dental exams. They also receive multiple screenings, such as hearing, vision, cognitive, and social and emotional health. Families are also served through SER EHS. For example,



than 70 children in need ages 0 to 3 in Dallas County. SER EHS uses the Bilingual Early Education Model or BEEM Model®, which blends elements of high-quality care

SER currently partners with the Grand Prairie Independent School District (GPISD) and Texans Can Academies. The Little Coyote Learning Center in Grand Prairie is in GPISD. Texans Can Academies has two childcare centers, Wee Can Academy

a Health and Nutrition Coordinator provides assistance in menu development, and the Family Service Specialist assists families with accessing social services, continuing education, employment training, and family literacy.

SER EHS continuously recruits eligible families from Workforce Solutions, Women, Infants, and Children Food and Nutrition Program (WIC), homeless shelters, and at family cultural events in the Dallas area.

The SER Early Head Start program, which is supported by Ford and GM, complies with

Continued on page 12

PROVIDING THE ENVIRONMENT TO GROW.

General Motors proudly supports SER-Jobs for Progress National, Inc. and your work helping the Hispanic community grow through education, training, employment and careers. Establishing strong roots in the community has led to positive growth.

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





SER National Initiatives Overview Shows Consistent Progress

state licensing and Head Start Performance Standards. The Kellogg Foundation recently awarded SER a grant to enhance services to families enrolled in the EHS program. The grant will help fund improved parent-child interactions through a home visiting program.

Seniors Find Employment and Empowerment through SCSEP

Many Americans are working longer before retirement, often out of financial need. As many seniors have found themselves downsized or left behind by technology, they have sought training or new skills in order to continue working, staying active and being productive members of society. SER National helps train and retrain people for employment through the Senior Community Service Employment Program or SCSEP. It continues to be one of the organization's most popular and longest-running programs.

Participants in SER SCSEP are varied and seek SER's assistance because of a variety of circumstances, such as layoffs due to downsizing, prior criminal offenses, and unstable housing or homelessness. Participants of SCSEP learn basics, such as job search skills and resume writing. Participants are placed in a temporary work setting with a host agency, which provides them with on-the-job training to obtain or update their skills. While full or part-time employment is not guaranteed, many SCSEP participants often get hired by their host agency.

SER SCSEP is administered locally in the following six states: California, Colorado, Kansas, Missouri, Texas, and Wisconsin. Every year, SER serves more than 3,500 participants.

Among the many SCSEP success stories is John Stanton of Mancos, Colorado. A convicted felon, the 56-year-old was able to find work as an acoustical ceiling mechanic after his release from prison in Arizona. But a fall resulted in a broken hip, ending his

construction career. He moved to Colorado, where he struggled to find work because of his criminal record. Eventually, he ended up at SER Durango. He was eventually placed at the Mancos Library and trained as a library assistant. The library hired him last September, and he credits SER and his Employment Training Specialist (ETS) Judy Campbell for helping him land a job and making it possible for him to take a leave and have hip surgery.

"I am now a more self-sufficient person," Mr. Stanton said. "I feel so blessed, and I will always be grateful to SCSEP for allowing me the ability to support myself and giving me the privilege of serving my community at the same time. In the end, my story is one of redemption and grace. It is a story that could never have taken place without SER."

Ramona Simon of Houston also was helped through SCSEP. The 60-year-old Ms. Simon was laid off from her job as a pharmacist in 2013. She said she was laid off because she was not abreast of new computer technology and immunization skills. She eventually found her way to SER Houston, which enrolled her in SCSEP and retrained her in clerical work.

She was placed at Workfaith Connections, a non-profit whose mission is to help people in transition build a new life through work and faith. The placement led to Ms. Simon being hired because of her newly acquired computer skills and productivity. She recently celebrated six months of full-time employment at Workfaith. "I feel like a different person, like a productive member of society," said Ms. Simon, who is now Training Center Manager.

Sixty-five year old Rudy Frias of Fort Worth had not worked in four years due to health issues when he made his way to SER National. Having previously worked in construction and no longer able to do so and equipped with only a 9th-grade education, Mr. Frias worried about being able to find employment.

He and another SCSEP participant were



Rudy Frias was hired as security guard in Ft. Worth, Texas.

placed at a host agency, where neither performed well. He vowed to his SCSEP ETS that he would never underperform again. He was then successfully placed at a second host agency, Cornerstone Assistance Network, where true to his word, he performed exemplary work. Mr. Frias was hired as a security guard and was described by his supervisor as "very professional, respectful with clients, with excellent communication skills; a problem-solver." His supervisor added that Mr. Frias is a great asset because of his ability to speak English and Spanish.

Alberta Zamora was on the verge of becoming homeless and was living with a friend when she learned about SER and SCSEP. The Kansas woman had an uphill battle because of a language barrier and lack of job skills. She was placed at El Centro's Academy for Children, where she was trained as a cook and eventually hired. She thanks SER for helping her turn things around. "I am cooking and enjoying my life and new job," Ms. Zamora said.

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

Continued on page 14

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

Altria Today

Growing **Together**

Altria's companies promote economic development in the communities we call home.

We support initiatives that attract capital investment and create new jobs. We're committed to leadership development programs that prepare future leaders for community service.

Altria salutes SER-Jobs for Progress National, Inc.

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



Altria

Take a closer look at Altria.com.

© Altria Group, Inc. 2016



SER National Initiatives Overview Shows Consistent Progress

low-income persons 55 or older that are unemployed and have poor employment prospects.

Over the years, SCSEP has produced many successful mature workers, who have expressed appreciation for being able to return to the job market with the updated skills, as well as with a new sense of purpose. Some seniors who were once homeless have been able to afford housing after training or retraining and employment. The host agencies that employ these SCSEP participants appreciate their upbeat attitude, dedication, and strong work ethic.

Walmart – One Job at a Time

SER National continues to help 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 grant from retail giant Walmart. More than 3,000 people are expected to be placed in the retail, leisure and hospitality, and service industries through the program.

Each direct training participant receives 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 attain GEDs, while others receive National Retail Federation (NRF) Customer Service Certification, a National Work Readiness

Credential (NWRC) and are successfully placed in jobs.

SER MUJER

The Coca-Cola Foundation has extended its funding of SER MUJER, a program that has helped women with entrepreneurial goals achieve those dreams. Fifty SER MUJER participants will be trained during this year's conference.

MUJER is an acronym for Mastering and Understanding Jobs and Entrepreneurial Relationships. The program is important because Latinas are the largest segment of new businesses, said SER President and CEO Ignacio Salazar, who added, "We hope to have this as a long-standing program." The program empowers women entrepreneurs by



providing them with the necessary training and development. The program's full coursework is offered in traditional workshop settings in the Dallas-Fort Worth area and Los Angeles and is also available online and via a mobile app.

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. 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.

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 also allows Adelante Mujeres 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 their communities.



PERFORMANCE WITH PURPOSE

PERFORMANCE WITH PURPOSE: PepsiCo's Agenda for the Next 10 Years

To substantially increase our efforts to improve the products we sell,
protect our planet and empower people around the world in order to
contribute solutions to shared challenges

Together with our business partners and leading organizations committed
to positive change, we are determined to make our vision a reality.



PEPSICO



Tropicana



SAVE THE DATE



Corporate *Golf* Challenge

October 27, 2017

Shot Gun Start at 1:30 pm



***For additional information & sponsorship opportunities, please contact:
Roland R. Ramirez at rramirez@ser-national.org or (469) 549-3699***

Due Date: Corporate Golf Challenge Sponsorship by Wednesday, October 6, 2017

*SER-Jobs for Progress National, Inc. is a nonprofit 501(c) 3 organization.
Your contribution is tax deductible to the extent permitted by law.*



**THE ORIGINAL
LIGHT PILSNER.**

#ITSMILLERTIME

**GREAT BEER
GREAT RESPONSIBILITY®**

© 2014 Miller Brewing Company, Milwaukee, WI. Miller Lite is a registered trademark of Miller Brewing Company. All other trademarks are the property of their respective owners.



SER National Affiliates Spotlight

La Cocina VA in Virginia Cooking Up Success

La Cocina VA is cooking and serving up success in Arlington, Virginia. The SER National Affiliate whose mission is to “create

Association, as well as one-month paid internship with local partners that expose them to job opportunities and put their newly acquired skills to use. Corporate partners, such as Whole Foods Markets, Hyatt Hotels and Westin Hotels, as well as restaurant groups and catering companies,



Governor Terry McAuliffe visiting La Cocina VA during culinary class.

opportunities for social and economic change through feeding, educating, and empowering the minds of the community,” is doing just that and is poised to grow and impact the lives of many more Virginians.

Through its Culinary Workforce Development Job Training Program, La Cocina VA helps unemployed people with job training, culinary certification, and job placement services. La Cocina VA creates job opportunities for the Hispanic population and facilitates access to well-trained ready-to-work individuals for the Hospitality and Food Service Industries. The program had a 95 percent completion rate in 2016.

The program offers participants certifications in culinary arts workforce development from Northern Virginia Community College and a Servsafe certification from the National Restaurant

play a big role providing sustainable employment and helping La Cocina VA obtain successful job placement results. In fact, it boasted a successful record of 70 percent job placement in 2016.



Students of Fall 2016 Culinary Workforce Development class finalizing a catering service



Render of The Kitchen Incubator.

The organization held its first graduation ceremony in February 2015, which Patricia Funegra, Founder and CEO of La Cocina VA described as “a dream come true.” It has had three graduations a year since, with the most recent occurring last October. At the June 2016 graduation, Virginia Governor Terri McAuliffe was the keynote speaker and handed out certificates to graduates. The ceremonies reunite graduates, their employers, families, and La Cocina VA staff in celebration.

In addition, the organization’s Food Assistance Program serves the community by donating healthy meals prepared by participants in the culinary training program to low-income families and residents on a daily basis. Throughout the 14-week bilingual culinary program, participants will make and donate an estimated 3,000 meals.

La Cocina VA will soon kick off a capital campaign for a new Kitchen Incubator, which will support low-income entrepreneurs from minority groups to launch and to grow their own food-related small businesses. The Kitchen Incubator will offer shared kitchen space, capacity building, small business development training, distribution support and exposure to potential clients to which immigrants and other minority groups may have access. In addition, the new Kitchen Incubator will triple La Cocina VA’s capacity to offer more job training, creating more job opportunities, and empowering the community to become contributors to the economy.

La Cocina VA is in the process of seeking partners to help make the Kitchen Incubator a reality, with the goal of opening in 2018. To find out more, visit lacobinava.org.

Continued on page 20



Without a Heart, it's just a machine.

So in 1971, a little Heart built a different kind of airline—one that made sure everyone could fly.

Everyone has important places to go. So we invented low-fares to help them get there.

To us, you're not 1A or 17B. You're a person with a name, like Daniel.

Here, we think everyone deserves to feel special, no matter where you sit or how much you fly.

And with all the places we're going next, we'll always put you first, because our love of People is still our most powerful fuel.

Some say we do things differently.

We say, why would we do things any other way?

Without a Heart, it's just a machine.

Southwest®



SER National Affiliates Spotlight

SER Metro-Detroit Making a Difference, Expands to Philadelphia

For 46 years, SER Metro-Detroit (SMD) has been cultivating a qualified, skilled, and adaptable workforce for Metropolitan Detroit and the global economy. It provides adult programming, education, occupational skills, and vocational training to give participants the resources needed to create a life of self-sufficiency and self-fulfillment. Additionally, SMD has an excellent record of training and placing participants into unsubsidized employment in the private sector and in providing employers with a diverse, qualified workforce.

Over the years, SER Metro-Detroit has

of Change honoree for her work on behalf of SER, including establishing a nationally accredited, post-secondary technical school in Detroit and Chicago, as well as serving as principal of the SER Casa Academy, a charter school in partnership with Casa Maria, that helps high risk youth from Detroit.

SMD offers numerous programs, including One-Stop Centers that connect employers and job seekers; SER Learning Academy/ Alternative High School, a vocational educational program; SER Year round Youth Program for people ages 16-24; SER YouthBuild Construction Institute, which provides education and hands-on training. Other programs include:

Access for All — A nine-week apprenticeship program that prepares participants in construction and building trades. SER is the lead community-based organization and is responsible for the outreach, recruitment, intake, assessment, case management and works with labor partners to place and retain graduates in apprenticeships with the Operating Engineers, Carpenters, Electricians, Laborers, Cement Masons, Ironworkers, Bricklayers, and Pipefitters.

Adult Ed/Ford Resource and Engagement Center — Funded by Ford Motor Fund, SER provides education services, including assessment, Vocational English as a Second Language (VESL), GED preparation services and bilingual basic computer classes at the new Ford Resource and Engagement Center (FREC) at the Mexicantown Mercado in Southwest Detroit. As the lead workforce development agency for the FREC, SER also offers participants one-on-one career coaching services and job readiness workshops, as well as access to financial literacy and coaching through the Center for Working Families.

Bridges to Career Opportunities — This program provides expanded contextualized bridge programming and related services to prepare participants to enter into apprenticeships and career ladder opportunities in the building trades.

Participants receive basic education, literacy, academic instruction, and work readiness training.

Center for Working Families — Is one of the most popular programs offered by SMD. The center acts as an umbrella program that helps working families get ahead by improving their financial position on a long-term basis. The program bundles three core services: Income Supports, Financial Coaching, and Employment Coaching. Participants have successfully increased their net worth, dramatically decreased their debt, and built, established or increased their credit scores. Furthermore, homeownership has increased and foreclosures decreased among program participants.

Community Ventures — This is an economic development initiative that promotes employment and social enterprise among participants by supporting them with mentoring, literacy, and financial literacy training.

Grow Detroit's Young Talent — A six-week summer youth employment program that combines work readiness training with on-the-job experience; it helps prepare 8,000 Detroiters, ages 14-24, for Detroit's workforce. Participants are readied for the workplace through 12 hours of work readiness training followed by placement at a worksite and 24 hours of ongoing training throughout the summer.

In addition, SER expanded its reach to the Philadelphia area two years ago after being awarded a contract by Philadelphia Works, Inc., to operate its Career Link Workforce Center. Central States SER Jobs for Progress, Inc., also provides services in the Chicago area, including an Innovative Youth Program, healthcare programs, and operates a Financial Opportunity Center.



SER Metro Pennsylvania CareerLink Workforce Center grand opening



SER Metro Pennsylvania CareerLink Workforce Center grand opening

grown from a small community resource serving Southwest Detroit residents to a multi-service, multi-state corporation.

The organization has won recognition for its exceptional work. In June 2014, SMD President and CEO, Eva Garza Dewaelsche was recognized as a White House Champions

**Can a plane and pilot think their way
to smooth air?**

Turbulence is not just a matter of comfort. It affects operations and costs airlines over \$100 million a year. Now, working with IBM Watson, carriers are developing an intelligent detection system, combining IoT sensor data, billions of data points from The Weather Company® and real-time updates from nearby pilots. The cognitive cockpit is here. ibm.com/outthink

When everything thinks, you can outthink.



outthink

t u r b u l e n c e





SER National Affiliates Spotlight

Barrio Station Serving Californians in Barrio Logan

Barrio Station has been helping the Barrio Logan community for decades, celebrating 46 years of “saving young lives, empowering families and seniors, and revitalizing neighborhoods.” The highly recognized and



award-winning organization serves 2,500 youth and 500 families and senior citizens annually.

Established in 1970, Barrio Station takes a holistic approach to its mission by leading community efforts to improve the homes, streets, and schools. It has given residents, young and old, a new sense of empowerment and civic responsibility to attain neighborhood justice.

It serves the many youth through various programs, including Project Embrace Juvenile Diversion program, which is designed to assist youth who demonstrate poor decision-making and communication skills, may have contact with law enforcement, youth development training and more. The Project Embrace Basic Services program assists families and senior citizens with urgent needs, including veteran's benefits, elder care planning, food and housing.

Barrio Station's Barrio Youth Center serves a variety of neighborhood needs. A 50,000 square foot facility, the center features a state of the art computer lab, a gym, game room, outdoor community pool, a theatre, counseling offices for minors, families and senior citizens, and meeting facilities for area businesses and residents to address neighborhood issues and solutions. The center offers free after-school activities, furthering the Barrio Station's basic mission: to discourage delinquency, youth violence and gang involvement, and encourage civic responsibility and successful school performance. Youth centers help make neighborhoods safer and enhance the

children's sense of community pride and a realization of their own positive capabilities.

Barrio Station advocates on behalf of residents in areas that suffer from urban decay. Agency staff identifies and engages community residents in leadership development activities that empower them to bring about physical and social changes to their communities.

In addition, Barrio Station has helped realize affordable housing in Barrio Logan and continues to advocate for more. The organization has a long history of empowering area residents, spearheading efforts for a community plan protecting it from blight and industrial encroachment in the 1970s. The organization has been involved in helping to build community pride, working to rename a major thoroughfare Cesar E. Chavez Parkway and implementing the initial neighborhood beautification summer projects to provide work opportunities to high-risk youth.

Campesinos Unidos, Inc., Helping Southern California Residents

Located in Southern California, Campesinos Unidos, Inc., (CUI) has been working “to promote fair, greater

and better social, economic, educational and employment opportunities” for area economically disadvantaged residents for 45 years. It serves San Diego and Imperial counties through a variety of programs under two departments: Energy and Social Services.

The State of California Department of Community Services and Development funds CUI's Social Services Department through Community Services Block Grant funds. The department assists low-income families and seniors in Imperial County, one with a high rate of poverty among both children and seniors, to meet their basic needs and promote self-sufficiency.


Through its Emergency Food and Shelter Program, Campesinos Unidos provides assistance to people who are homeless or at-risk of homelessness. The collaboration allows for the payment of past due rent or utilities, and provides emergency food. Through a partnership with the Imperial Valley Food Bank, CUI provides residents with USDA commodities and other healthy food at two sites. In addition, CUI offers additional emergency and social service support to improve socio-economic status and overall wellness of low-income residents in Imperial County. Tax returns are electronically file free of charge for low-to moderate-income taxpayers through a partnership with the Internal Revenue Service.

The Energy Department receives funding from the Low Income Home Energy




Assistance Program of California's Department of Community Services and Development, The Gas Company and San Diego Gas & Electric through the Energy Savings Assistance Program. The Energy Department's programs support residents of

Continued on page 26



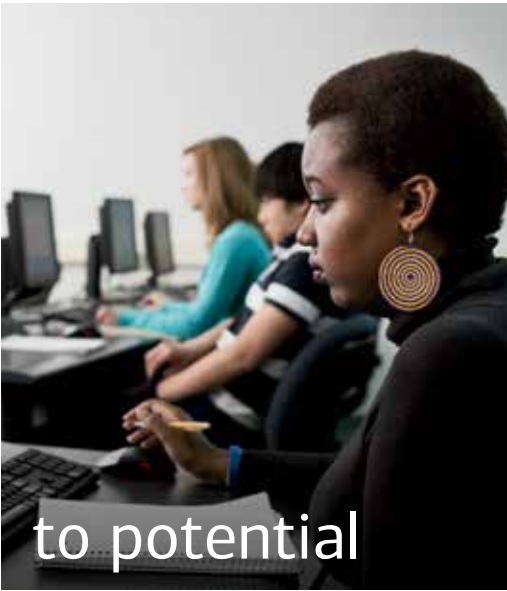
Life's better
when we're
connected®



to experience



to skills



to potential



to each other

At Bank of America, we're connecting people to the training, skills and education they need to succeed in an increasingly specialized workforce. Through volunteer efforts, and by providing more than \$22 million in workforce development and education grants, we're helping more than 1,000 nonprofits across the country, including SER - Jobs for Progress National, Inc. right here in Texas.

It's an effort that's not just helping to create jobs — it's also helping local communities and economies thrive.

Learn more about what we're doing in Texas at
bankofamerica.com/Local

Bank of America 

Bank of America
Merrill Lynch U.S. Bank of America
Trust Merrill Lynch



Together, we can raise expectations.

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

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



RAISE YOUR EXPECTATIONS.

MEMBER FDIC. EQUAL OPPORTUNITY LENDER.

We're sharing our technology to help communities realize the promise of a digital world.

Wherever the world needs technology to solve social issues, we're there. We invest in our brightest minds to help make our communities better places to work, live and learn.

verizon

[Verizon.com/Responsibility](https://www.verizon.com/responsibility)

©Verizon 2016

SER National Affiliates Spotlight

Campeños Unidos, Inc., Helping Southern California Residents

both Imperial and San Diego counties. They include the following programs:

Utility Assistance and Weatherization Programs — This is a federally funded program that assists low-income households with utility assistance programs and weatherization services designed to reduce heating and cooling costs and improve the energy efficiency of a home, while safeguarding the health and safety of the household.

Home Energy Assistance Program — This program assists people in need of help in paying their electric or gas bill. CUI's clients determine with which bill they will be assisted. The amount of assistance is based on household income and size. Clients provide information that will be used to determine an established benefit amount, which will appear as a credit on their bill.

Energy Crisis Intervention Program or



Improving the energy efficiency of a home

Fast Track — This program assists clients who have had or are in danger of having their electric or gas service disconnected.

Energy Savings Assistance Program — Together with the Gas Company and San Diego Gas & Electric, CUI provides Energy Savings Assistance Programs throughout Imperial, Riverside and San Diego Counties to provide energy-saving improvements to help families conserve energy. These improvements are provided to eligible tenants and homeowners who are customers of these utility companies within their respective areas.

The Energy Department also offers one-time assistance through its Weatherization and Heating, Venting and Air Conditioning programs.

Veteran SER National Board Member Domingo Martinez Retires

SER-Jobs for Progress National, Inc. honors longtime National Board of Directors member and past National Board Chairman Domingo Martinez upon his retirement. Beginning in 1984 as a representative of the American G.I. Forum,

Cabinet. He also met and lobbied Congress along with leaders of corporate America to promote the vision of SER National and gain support for the Family Learning Center effort.

Mr. Martinez served a second term on the



Domingo Martinez Retirement Farewell

Mr. Martinez brought decades of service to both SER-Santa Fe and SER National. Mr. Martinez's retirement was effective February 2017.

Mr. Martinez leaves an indelible mark on both organizations, having played a pivotal role in stabilizing SER National during rocky financial times in the 1990s that resulted in garnering critical federal and corporate funding for programs. He is also credited with establishing crucial ties to the Ford Foundation, resulting in the creation of SER's Intergenerational Family Learning Center Labs, which were established nationwide and in Puerto Rico. At the time he served as Chair of the Planning and Program Committee.

Two years after joining the Board, Mr. Martinez was elected as Chairman in 1986. In that capacity he championed the development of the first Strategic Plan for SER National with funding from the National Amigos de SER. This resulted in the SER Family Learning Center initiative. This new initiative brought immediate support from corporate America and was designated as one of top literacy initiatives in America by the Barbara Bush Foundation.

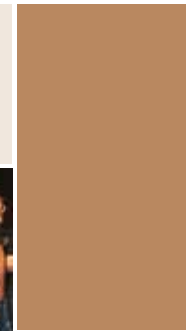
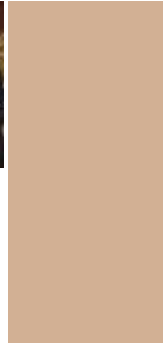
As Board Chairman, Mr. Martinez represented SER National at various events, including President Ronald Reagan's inauguration, meetings with then Vice-President George H.W. Bush and several members of the President's

SER National Board, which ended in 1988. He then assumed a board position with SER-Santa Fe, helping to re-establish the SER Affiliate in Albuquerque thanks to his relationship with General Electric. He also spurred the Santa Fe affiliate to implement a strategic plan, which eventually resulted in the organization's dropout prevention model that brought resources from federal, state, corporations and the local school district. SER-Santa Fe's Project Get Ahead program was selected as the 1992 JTPA Presidential Award recipient, as the outstanding job-training program in the country by the U.S. Department of Labor.

Mr. Martinez continued to leverage his legislative connections to support SER's dropout prevention efforts and its expansion to serve "at risk students" in 25 school districts throughout New Mexico. His legislative influence resulted in support for capital funds, which were used to build a new facility for SER in 1994. Mr. Martinez also played a role in SER-Santa Fe's Early Childhood Education and workforce programs.

Mr. Martinez also served the state of New Mexico as State Auditor and Santa Fe County Assessor; he was Vice President of the National Association of Elected and Appointed Officials (NALEO) in 2004.

Retiring from government employment in 2014, Mr. Martinez moved to the Albuquerque area, where he enjoys camping and fishing trips with his grandchildren.



Expanding OUR POSSIBILITIES.

Inspiring Our World.

The strength of an organization lies not in its size, but in the men and women who are its heart and soul. And when those people provide a spectrum of viewpoints, histories, cultures and perspectives, the foundation of that strength is even more solid. This is why MGM Resorts International is a proud leader in diversity. Because as an organization—and a people—we're at our most effective when we're at our most inclusive.

**MGM Resorts International is proud to sponsor the
SER-Jobs for Progress National, Inc. Annual Conference.**

Creating opportunities for all. Now that's inspiring.



BELLAGIO® ARIA® VDARA® MGM GRAND® THE SIGNATURE AT MGM GRAND® MANDALAY BAY® DELANO™ LAS VEGAS THE MIRAGE® MONTE CARLO™
NEW YORK-NEW YORK® LUXOR® EXCALIBUR® CIRCUS CIRCUS® LAS VEGAS BEAU RIVAGE® BILOXI, MISSISSIPPI GOLD STRIKE® TUNICA, MISSISSIPPI
BORGATA® ATLANTIC CITY, NEW JERSEY MGM GRAND® DETROIT, MICHIGAN MGM NATIONAL HARBOR®, MARYLAND MGM® SPRINGFIELD, MASSACHUSETTS
GRAND VICTORIA® ELGIN, ILLINOIS MGM MACAU™, CHINA MGM GRAND® SANYA, CHINA MGM® COTAI, CHINA



SER Welcomes New Leadership

The SER-Jobs for Progress National, Inc., Board of Directors has welcomed two new members: Rick Gomez of AT&T and Craig Baker of SER Jobs for Progress, Inc. The two new members are representatives of the board membership, which consists of leaders 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.

In addition, two new officers were elected to the SER-National board during its' October board meeting. Roger C. Rocha Jr., Owner and CEO of Rocha Primary Care LLC., and current LULAC National President, was elected as Chairman, and Monica L. Martinez, Senior Vice President, External Affairs, Comerica Bank, was named Vice-Chair.

Meet the two new board members:

Rick Gomez, Executive Director – Assistant Vice President, Human Resource Services & Solutions, AT&T



Mr. Gomez has had a long, successful career with AT&T and before that, Southwestern Bell Mobile Systems and has more than 20 years of progressive human resources leadership experience. Throughout his career with AT&T he has continuously been recognized as a Strategic Human Resources Business Partner, demonstrating strong leadership and commitment to aligning business goals and objectives with Human Resources & Corporate strategy.

In his current role, he leads a large team of more than 200 Human Resource professionals. He has responsibility for the operation of AT&T's HR Services organization and Corporate Attendance Team. The organization provides company-wide consultative advice and counsel on HR policies and practices, as well as attendance management.

In his immediate past position as Executive Director-Workforce Diversity & Inclusion, a post he held since 2015, Mr. Gomez developed and implemented the company's diversity and inclusion strategy, including partnering with other business units to achieve their annual diversity and inclusion goals. He also oversaw AT&T's awards submission process, managed relationships with AT&T's employee resource groups/employee networks and all diversity and inclusion sponsorship/events with external stakeholders.

Prior to his current position, Mr. Gomez served as Executive Director-AT&T college recruiting in 2013. During that time, he built a new organization and strategy to find the best talent from college campuses nationwide. He also created a new program, the ACE University Relations Program, to align AT&T's relationships with key campuses and leverage the company's senior executives.

Mr. Gomez has advanced rapidly through AT&T's ranks, holding the following positions: Director-Staff of Human Resources Talent Operations, where he oversaw staffing delivery of all non-management openings in the network, finance and consumer organizations, resulting in more than 15,000 hires annually, in 2012; Director-Merger Integration, 2011; Chief of Staff to the Senior Vice President of Human Resources, 2010; Director-Mergers and Acquisitions, 2009.

He is a graduate of the University of North Texas with a bachelor's degree in Business Administration-Human Resources Management. He is certified as a Senior Professional in Human Resources by the Society for Human Resource Management.

Craig Baker, Executive Director for SER Jobs for Progress, Inc., Pawtucket, Rhode Island



Mr. Baker currently serves as Executive Director of SER-

Rhode Island, a position he has held since 2011. As head of SER-RI, Mr. Baker ensures that SER-RI fulfills its mission "to provide literacy and job training services for economically disadvantaged Rhode Islanders so that they may improve their quality of life." He also provides direction and leadership of the organization's philosophy, mission and strategic

goals. Under his leadership, the organization delivers high-quality employment training programs that "help the unemployed and underemployed get back to work."

SER-RI partners with the State and serves participants through a variety of programs. Some of these programs include: Specialized Work Services, which helps unemployed parents gain new skills and work experience and ultimately, competitive employment. Senior Community Service Employment Program (SCSEP), which provides job training and job search support to low-income Rhode Islanders, aged 55 and older, to obtain new work skills while training at non-profit agencies. Youth Work Experience, a summer program which exposes youth to the world of work through classroom and hands-on work experience at local businesses.

Prior to joining SER-RI, Mr. Baker was the Chief Operating Officer of the Greater New Bedford Workforce Investment Board, Inc. in Massachusetts, from 2005-2011. He simultaneously served as the organization's Development Director from 2005-2008.

In addition, Mr. Baker is active with the following Rhode Island organizations: Re-entry Council, Workforce Board Youth Council, Works Advisory Committee, and Workforce Alliance. He has previously served in similar capacities with organizations in Massachusetts.

He also held various leadership positions at NaturaLawn of America and InterPay Inc. Mr. Baker received a Bachelor of Science in Business Administration from Eastern Nazarene College in Quincy, Massachusetts.



**To excel is to reach
the top without forgetting
where you came from.**

McDonald's® is proud to support SER-Jobs for Progress National, Inc.



SER National Board of Directors



Roger C. Rocha, Jr.
Chairman of the Board
(LULAC)
Laredo, TX



Hector Flores
(LULAC)
Dallas, TX



Roman Palomares
(LULAC)
Fort Worth, TX



Monica L. Martinez
Vice Chair
(Corporate)
Detroit, MI



Helen Galván
(AGIF)
Santa Maria, CA



Jackie Puente
(Corporate)
Washington, DC



Frank Casillas
Treasurer
(AGIF)
Downers Grove, IL



Jane C. Garcia
(Corporate)
Detroit, MI



Frank Ramirez
(AGIF)
West Sacramento, CA



Jose Cela
Secretary
(Affiliate)
Miami Springs, FL



Rick Gomez
(Corporate)
Dallas, TX



Gloria Schoch
(Corporate)
Golden, CO



Janey C. Appia
(Corporate)
Dallas, TX



Cipriano Griego
(AGIF)
Denver, CO



William Thomas Trotter
(Corporate)
Irving, TX



Joedis Avila
(Corporate)
Plano, TX



Francisco F. Ivarra
(AGIF)
Seattle, WA



Raul Villarreal
(Corporate)
Arlington, TX



Ralina Cardona
(LULAC)
New York, NY



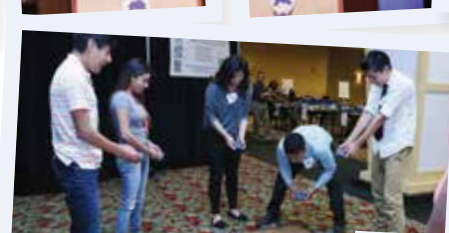
Margaret Moran
(LULAC)
San Antonio, TX



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

* League of United Latin America Citizens (LULAC)

* American G.I. Forum (AGIF)





SER Network Directory



SER National - Headquarters

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

SER National Program Dev. Office

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

Maryvale Revitalization Corporation

Phoenix, AZ

Campesinos Unidos

Brawley, CA

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

Fresno, CA

Latino Educational Fund

Inglewood, CA

Project S.O.Y.

Inglewood, CA

El Sol Neighborhood Educational Center

San Bernardino, CA

Barrio Station

San Diego, CA

Pueblo y Salud

San Fernando, CA

Centro Latino de San Francisco, Inc.

San Francisco, 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

LaAmistad

Atlanta GA

Central States SER-Jobs for Progress, Inc.

Chicago, IL

Southeastern Massachusetts SER

Fall River, MA

La Alianza Hispana

Roxbury, MA

SER Metro-Detroit, Jobs for Progress, Inc.

Detroit, MI

Puerto Rican Unity for Progress

Camden, NJ

SER-Jobs for Progress, Inc.

Santa Fe, NM

SER of Westchester, Inc.

White Plains, NY

Adelante Mujeres

Forest Grove, OR

Hispanic American Organization, Inc.

Allentown, PA

SER-Jobs for Progress, Inc.

Pawtucket, RI

People Organized in Defense of Earth and her Resources

Austin, 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*



Discover a **world-class** university.

- R-1 Carnegie Classification “highest research activity”
- Third-largest engineering school in Texas
- 14 Fellows of the National Academy of Inventors
- 2 members of the National Academy of Engineering
- 1 member of the National Academy of Science

● Check us out at uta.edu.

LEINE NEWBY-ESTRELLA

Ph.D. Student, Quantitative Biology

“No other university caught my attention the way UTA and its faculty did.”



SER-Jobs for Progress
National, Inc.

Annual Conference Sponsors

Title



Diamond



Platinum



Gold



Silver



Bronze



Corporate



U.S. ARMY

Louis J Zettler III, Inc.

ANNOUNCING SER HOUSTON'S NEW WORKFORCE OPPORTUNITY CENTER OPENING FALL 2018!



Impacting 10,000 individuals annually by 2020, the center will

Pave the way for better career opportunities through expanded occupational training programs

Engage disconnected youth through education, training, mentoring, and employment

Bring together job seekers, employers, and the community at the Career Café

Learn more at serhouston.org/pathways-potential



SER-Jobs for Progress

www.serhouston.org



Intuit supports SER National's vision of providing the Hispanic community means to fully realize their dreams in employment, education and empowerment.

Being able to positively impact millions of peoples' lives is a value we share in common.

intuit.

simplify the business of life

Driving a **Brighter Future**

For more than 65 years, Ford Motor Company Fund has worked to improve people's lives, investing \$1.5 billion to support innovative programs in Community Life, Education, Safe Driving and the Ford Volunteer Corps.



Ford salutes SER-Jobs for Progress National and is a proud sponsor of SER STEM Robotics Training & Competition. Congratulations to the 2017 participating students.



www.community.ford.com
#fordgivesback @fordfund_

