

SER American



Cultivating America's Greatest Resource: People

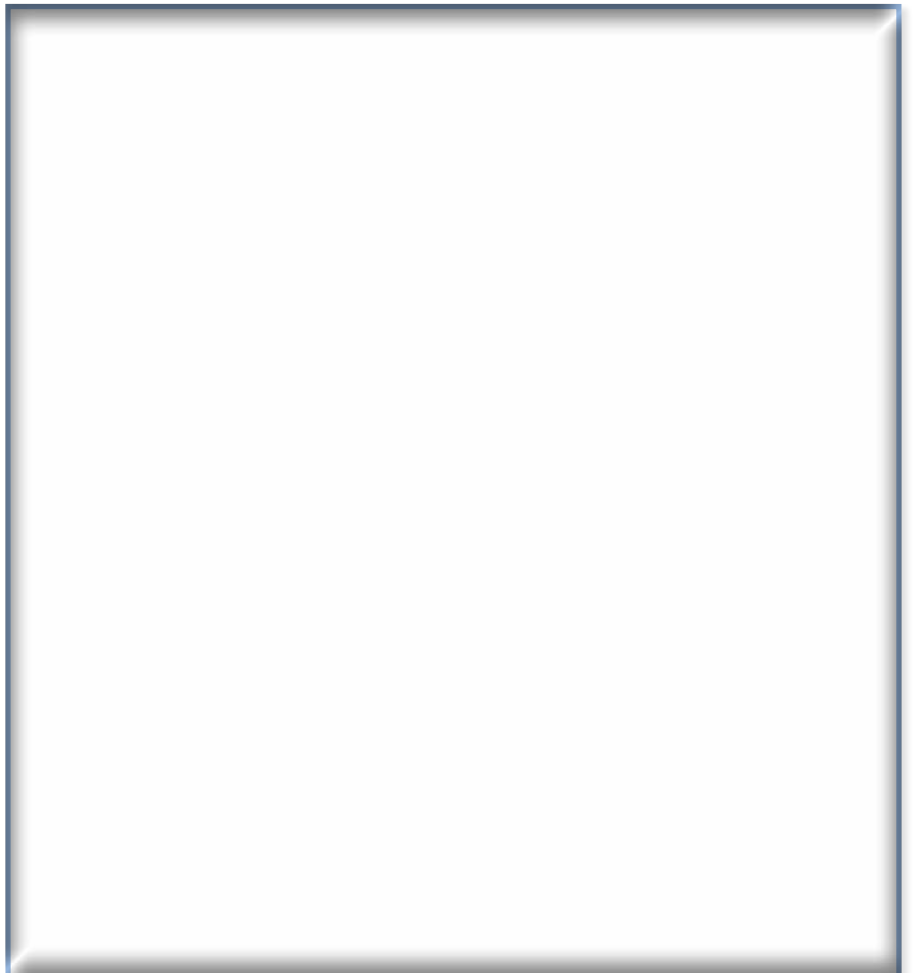
Progress Through Partnerships

49
Years of Service



EDUCATION. Guided by our vision to be the best beer company in America, MillerCoors is committed to inspire and develop the next generation of great American leaders. Our community investment strategies focus on connecting and investing with organizations that provide merit scholarships and leadership resources to deserving college students and community leaders. The goal is to empower them to graduate and lead. For more information on our community involvement please visit www.millercoors.com







I was born and raised in the Southside of San Antonio, Texas, in very humble surroundings. My environment, while not filled with monetary benefits, was rich in



Despite these uncertain times, we have much to celebrate in our service, employment and redevelopment efforts this year, particularly the success we enjoy throughout the nation by our affiliate

We offer over 650 ways to help you achieve a balanced diet

The Coca-Cola Company is proud to support
SER-Jobs for Progress National, Inc.

To learn more about what we're doing and why we're doing it, join us at




LIVE  POSITIVELY™

©2013 The Coca-Cola Company. ©2013 glacéau. vitaminwater®, bottle design and label are registered trademarks and vitaminwater zero™ is a trademark of glacéau. TRUVIA is a trademark of The Truvia Company L.L.C.

CO

MPLEMENTS





programs. It has helped train or retrain seniors, placed them in temporary work settings (known as host sites), which often lead to full-time employment opportunities. It has been rewarding for both participants and SER staff alike. Here are a few inspirational stories:

After serving his country, Fred Aragon worked at CF&I Steel



approached the offices and applied to the program and within a week he began training. Jesse Torres, SER National SCSEP Case Manager in Wisconsin, invested time into placing Mr. Brown and working towards him getting employed. While training at Feeding America, Mr. Brown utilized his warehousing skills and improved his customer skills, yet he still felt he was not reaching his full potential.

He enrolled in a fast track training program with 360 Solutions, a training provider funded by SER National, and on his second day he was hired on by the local Veterans Administration office as a full-time receptionist. He is also receiving benefits and enjoys working with the public. Mr. Brown has regained his confidence and is ready to inspire others to do the same. His goal is to become a counselor, serve as an example and help his fellow veterans.

His advice to other seniors: “If you want to be successful, you can, through SER SCSEP, but it doesn’t last forever, so recognize the opportunity, hold on to the principles and you will make it,” he said. “SER has shown me at this age, I could do it. I was put right back in where I needed to be.”

After a long and exhausting career as a truck driver, veteran Daniel Seng found himself out of work, receiving Supplemental Nutrition Assistance Program (SNAP) and donating plasma twice a week in order to survive. All the while, Mr. Seng was seeking employment leads at the Workforce Solutions in Tarrant County. Because he was limited to an hour of computer use, he would occasionally stick around in the parking lot to read a book. This turned out to be fortuitous, as one day a security guard approached him and pointed him to the SER-Tarrant County office.

Maribel Magallanes, SCSEP case manager, learned that Mr. Seng

While not all stories are as dramatic as that of Mr. Brown, Mr. Seng or Darlene Fields, to each SCSEP participant, they are just as meaningful and empowering.

A Colorado State SCSEP Success Story

One lovely October Karon B. Malou joined the Carnegie Library station in Trinidad, Colorado, as a trainee. At the time, Karon, a native of Southern Colorado, had been working at a job that she enjoyed, but which required a commute of almost 80 miles roundtrip, which was especially difficult during

Colorado winters. It was usually Karon’s daughter-in-law, Gina, who told her about a program for seniors in Trinidad.

The Senior Community Service Employment Program

(SCSEP) is funded through the Colorado Department of Human Services, Division of Aging and Adult Services.

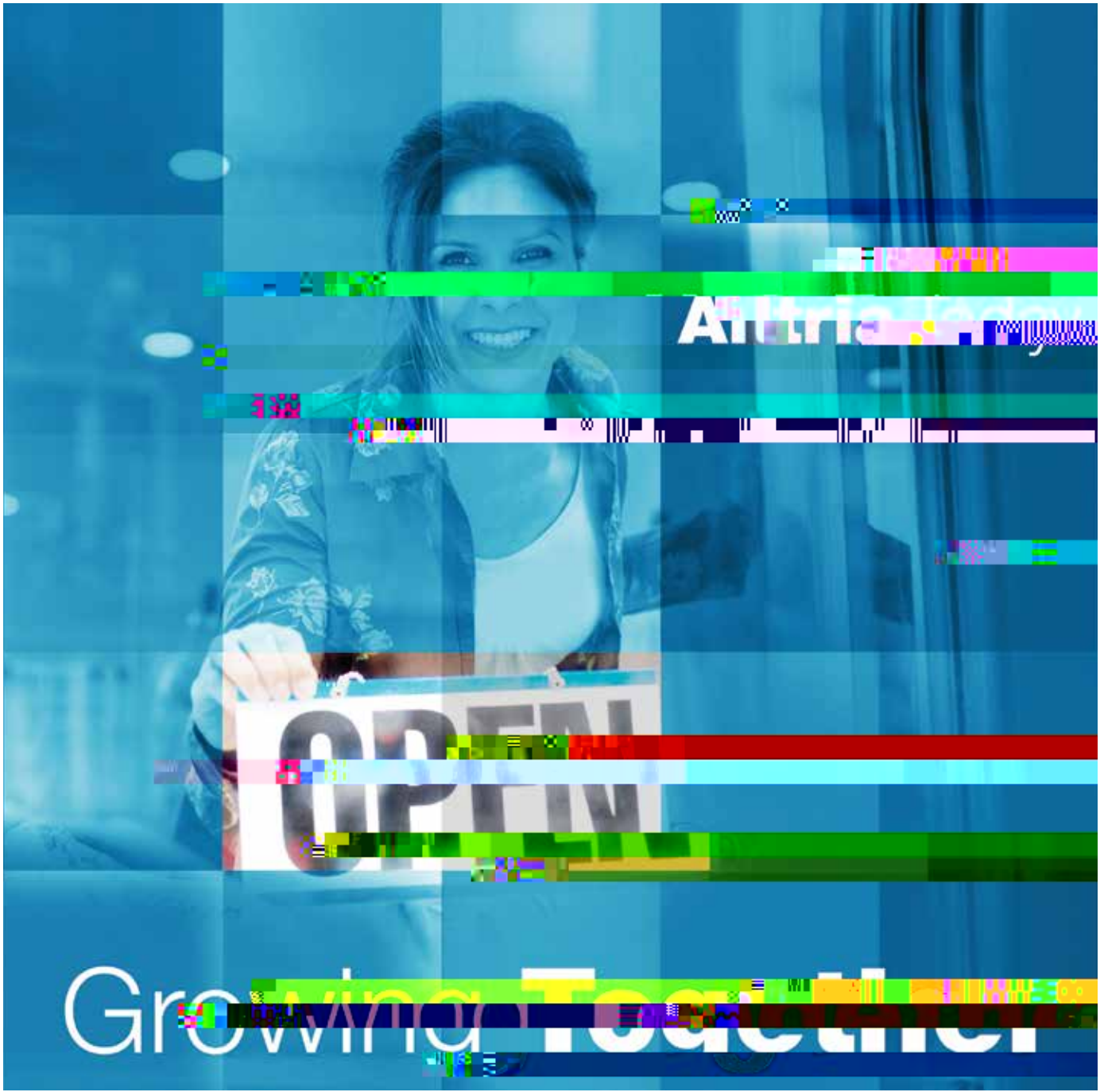
SCSEP works with seniors in the community by placing them at various organizations where they receive training, while also gaining work experience — all while being compensated for their time. The participating organization gains a trainee and the senior works within the community, a win-win situation for both parties. The program also encourages the idea that ultimately its participants may be hired as a regular employee by the not-for-profit organization or government agency in which they are placed.

Karon liked the idea of this program very much, especially if it meant being able to work somewhere closer to her home. She met with the SCSEP director and was informed that there was an immediate opening for someone at the Carnegie Library. Karon had never worked in the library field before, but she was more than willing to give it a try. A week or so later, Karon had joined the library team.

Over the course of three years, Karon became a familiar face at the Adult Circulation Desk at the library. Karon feels that this was a great area for her, and anyone at the library would agree. She has always enjoyed interacting with people. “My background is in customer service. It’s what I’m used to,” she said. Indeed Karon’s background shows a long history of customer service, which actually began during her childhood. Her father ran a store and often would have Karon and her sister assist him at the front counter. “We loved working in the store,” Karon said.

Her customer service background later led Karon to operate a





Altria Group

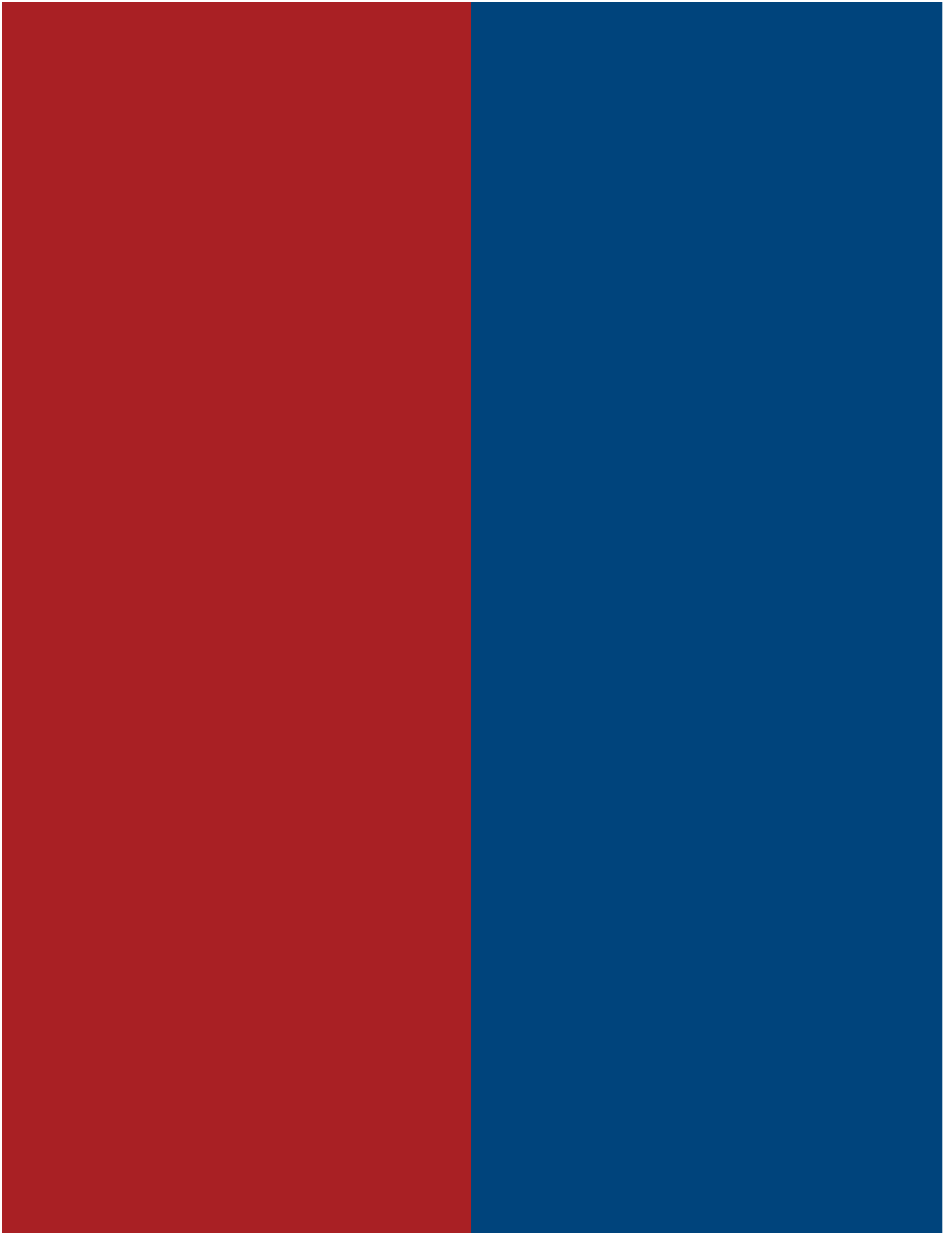
Growing Together





Empowering Dallas-Area Youth To Become Employable

In a recent program targeting disadvantaged youth in the Dallas area, SER-Jobs for Progress National, Inc. has a comprehensive







Central States SER in Chicago Ensures Road to Success

As more people have returned to work in the U.S., Central States SER in Chicago takes pride in knowing that its education, training and employment services have helped boost those employment numbers. Central States SER has also succeeded at demonstrating to youth affiliated with gangs that there are

Among other services provided by Central States SER, Computer Resource Rooms are open to the public at three locations with free bilingual computer skill classes. On a yearly basis, 23,500 people access the resource rooms at the three SER locations.

Central States SER has a number of programs to help young people achieve their educational and job goals. The programs include career counseling, exploration of educational resources, social emotional learning and access to resources from community partners. In addition, GED classes are offered at the Chicago Juvenile Justice Detention Center and at-risk youth receive counseling, mentorship and employment services.

The Windy City YouthBuild Program is a collaboration between Central States SER, Hispanic Housing Development Corporation and Dawson Technical Institute of Kennedy King Community College. GED classes, leadership skills training, civic engagement and construction training are provided to youth who are on probation or who are gang affiliated, giving them more positive alternatives.

The PODER (Positive Outcomes Delivered through Education and Respect) Program



operates in five Chicago Public Schools. SER staff work with middle school youth and their parents to increase ISAT scores, grade levels and expose the youth to new ideas and innovative ways of learning. In the past five years, more than 1,000 youth enrolled in the program, and 157,500 free lunches were served. An average of 70% of students improved their standardized test scores and 85% of students improved their grades in just one year.

SER's Healthcare programs work closely with community colleges, hospitals and other healthcare providers to prepare individuals for



careers as Certified Nursing Assistants with longer term goals of certifications in nursing or as dental assistants.

Almost 200 senior citizens were placed into paid work experience assignments in 2012 through Central States SER's Senior Community Service Employment Program (SCSEP). The program is funded by the U.S. Department of Labor through SER National to provide older

SER National Affiliate Highlights

and can tell people what HIV or an STD is. I want to thank you very much for making it possible for me to talk to my parents eloquently without being embarrassed or not knowing what I am talking about. To me this program is very helpful for young adolescents because it teaches us how to take care of ourselves and how to be protected from these harmful diseases.”

Halfway through its five-year grant period, La Alianza Hispana learned that it was selected as one of nine sites across the country to expand the training to pregnancy prevention and participating in a study to determine the effectiveness of the curriculum.

Studies have shown that while Massachusetts has experienced an 11% decline in teen pregnancy since 2007, that has not been the case for Latino youth. The Department of Public Health reports that the teen birth rate for Hispanic 18-19 year olds is 19 times that for white 18-19 year olds in Boston.

The selection to be part of the study, while welcome news, brought a new set of challenges, as certain aspects requiring attendance and participation by Latino youth were difficult due to their after-school commitments. After successfully negotiating with the school system to provide workshops during the school day when students are a captive audience, LAH is committed to ¡Cuidate!

Having ¡Cuidate! under our roof reminds us that we cannot do this work alone, and that community partners are critical, even those that we may not have traditionally worked with,” said Joel Nitzberg, Former director of La Alianza Hispana’s Department of Education and Workforce Development. “Although collaboration is very much a part of our lexicon, the process for making this happen requires considerable thought, planning and flexibility.

La Alianza Hispana recognizes it is a critically important institution for Boston. “It has been and will continue to be a strong voice for Latinos of all backgrounds who are striving for better opportunities,” Nitzberg emphasized. “It has served the City of Boston and its residents by offering education, community health and mental health programs that enhance the quality of life of all residents.”

Multicultural Intern Program

The Multicultural Career Intern Program (MCIP) was founded at a time when many students who could not speak English were being placed in special education classes, a time that predated English as a Second Language classes. Today, it is in its 32nd year as an affiliate member of SER-Jobs for Progress National and has served more than 27,000 students, maintains a 92% daily attendance rate and consistently graduated 90% of the Columbia Campus’ senior class. The MCIP supports special programs at Bell Multicultural High School and Lincoln Multicultural Middle School at the Columbia Heights Educational Campus in Washington, D.C.

MCIP’s programs are directed at early interventions that change the life trajectories

of high-risk youth. The program has core expertise in culturally sensitive curriculum design, grant management, pre-college



pathways, college access and college success. MCIP has been led by its founder, Executive Director Maria Tukeva, who also serves as principal of the Columbia Campus, part of the Washington, D.C.’s Public Schools. Ms. Tukeva’s success in meeting the needs of students of color earned her the title of D.C. Public School’s “Principal of the Year” in 2010. Ms. Tukeva and her staff have been recognized for their work, receiving numerous honors, including the Standing Ovation Teacher of the Year Award, the #1 ranking in the Washington Post Challenge Index as DC’s most academically rigorous college preparatory program serving low-income students.

The MCIP offers innovative programs that inspire and prepare students to succeed in post-secondary education and to meet the





demands of the 21st century workforce.

MCIP and the Columbia Campus work seamlessly to enhance education and contribute to a stronger workforce through the combined impact of several program-based initiatives. There is no single element that explains the success of MCIP and Columbia



Paula says proudly.

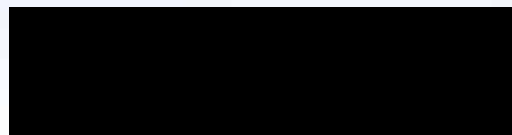
Over the years, Paula somehow found time to serve as chairperson of the Fall River Chamber of Commerce (which named her Citizen of the Year in 2006); president of the Fall River Rotary Club and Rotary International Assistant Governor; numerous hospital boards, government advisory boards and commissions — and to publish

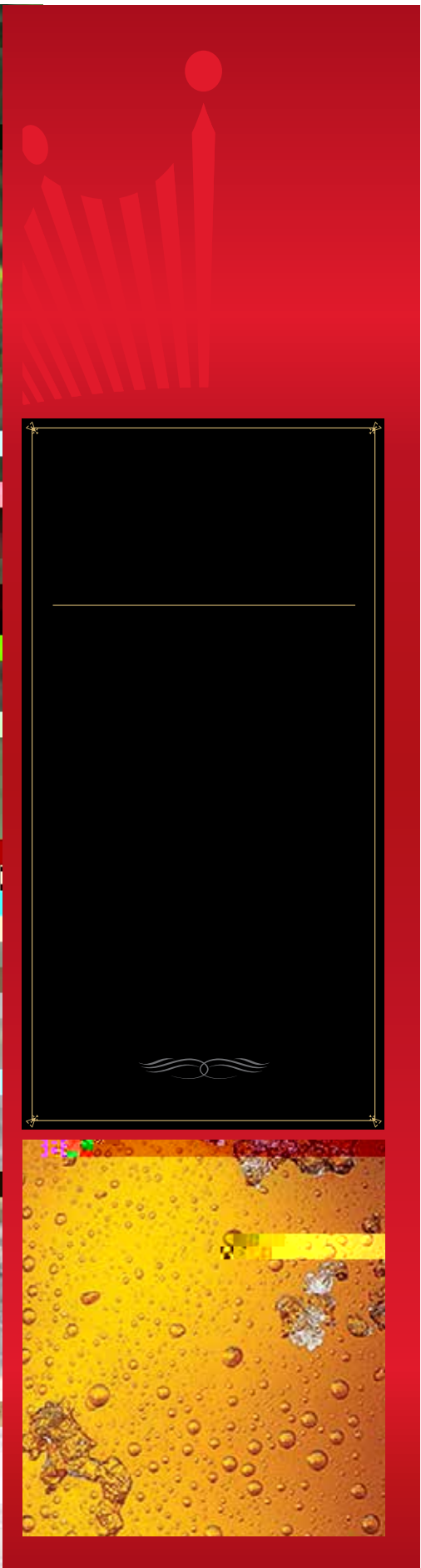
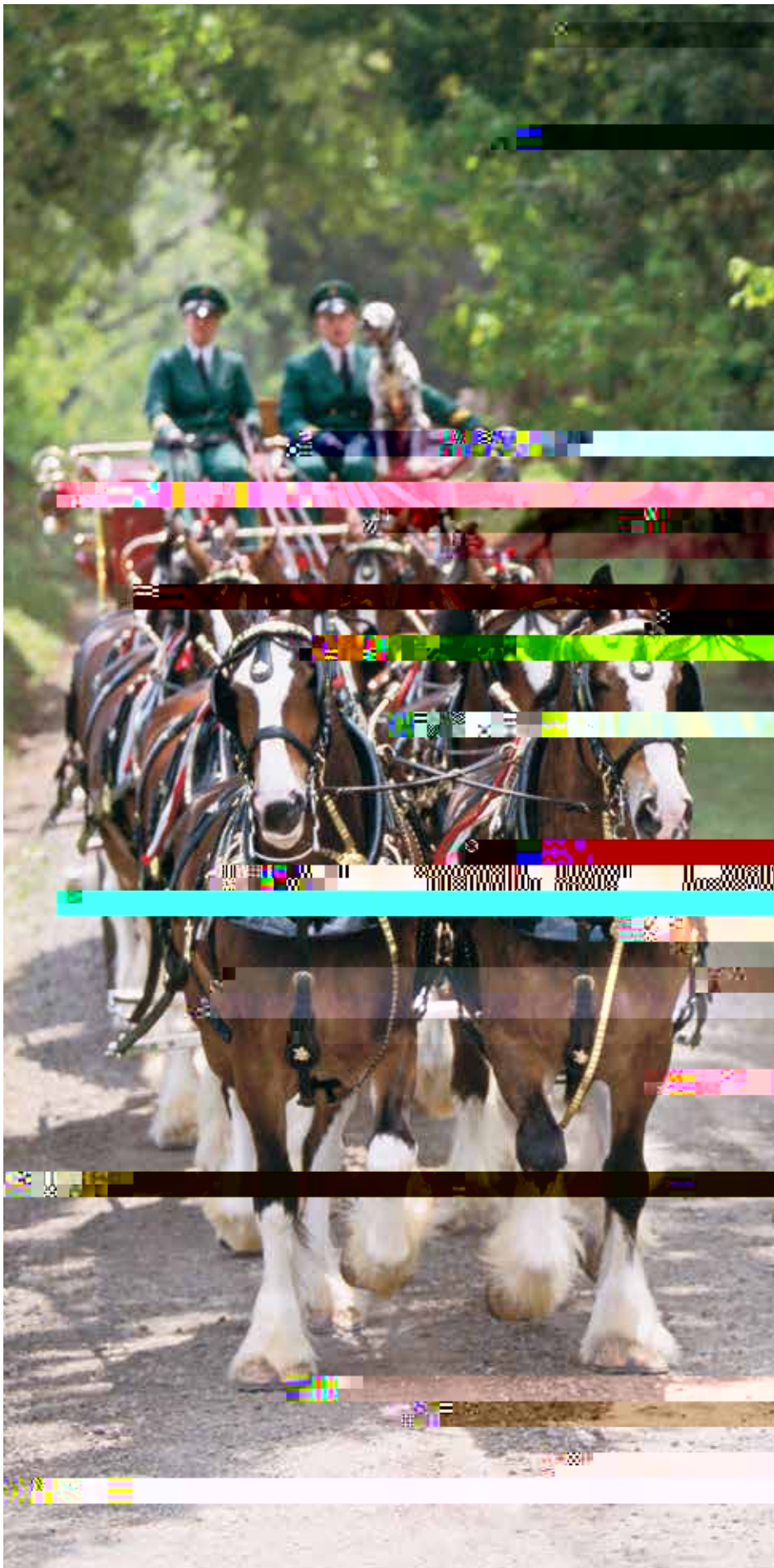
two books in two languages, English and Portuguese, titled A Guide to Criminal Law and Your Rights and A Guide to Immigration, Citizenship and the Law. And thanks to an international grant from U.S. State Department, Paul developed and implemented a very successful school to work transition program in five high schools on three of the Azores' nine islands.

As for what Paula plans to do once she retires? Well, it should



Diversity is always a part of our big picture







Villareal *Insurance Agency, LLC*

mailbox@villarealinsuranceagency.com

7272 Wurzbach Rd., Suite 106

San Antonio, TX 78240

O ce: 210-615-7091

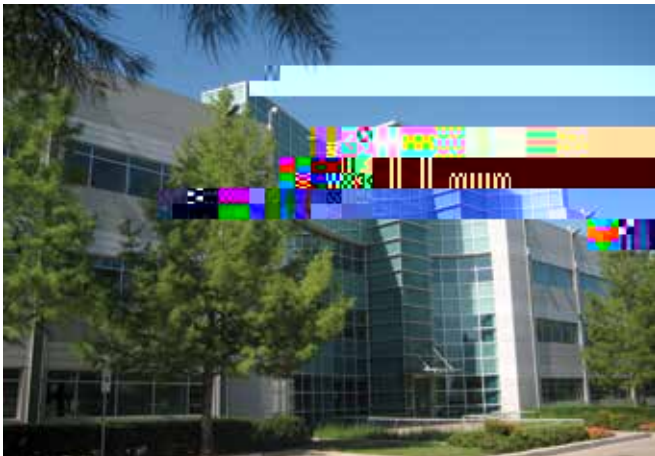
Toll Free: 1-877-615-7091

Fax: 210-615-7378

James R. Villareal

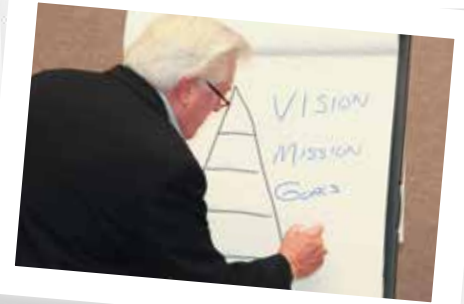


SER National Headquarter's

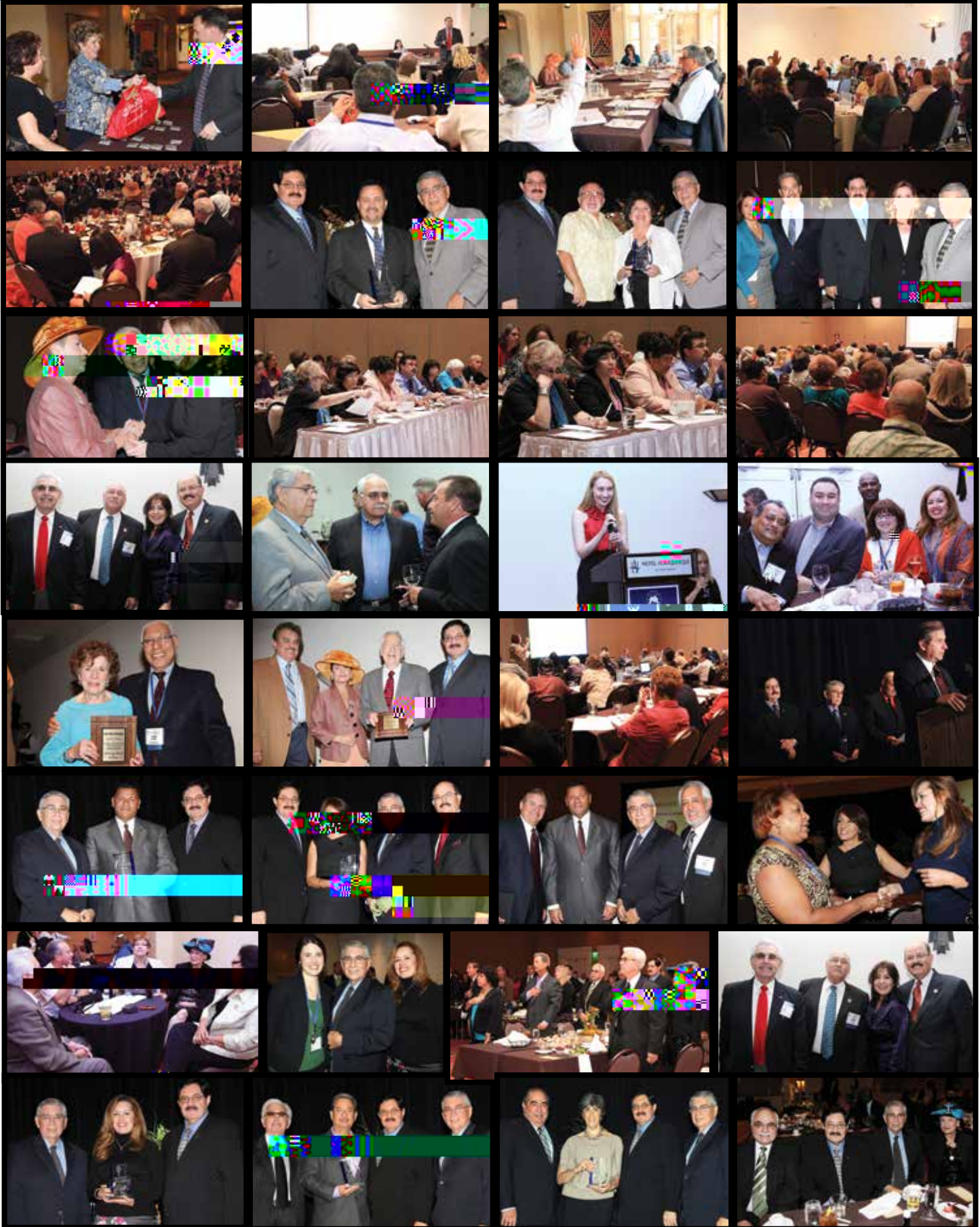


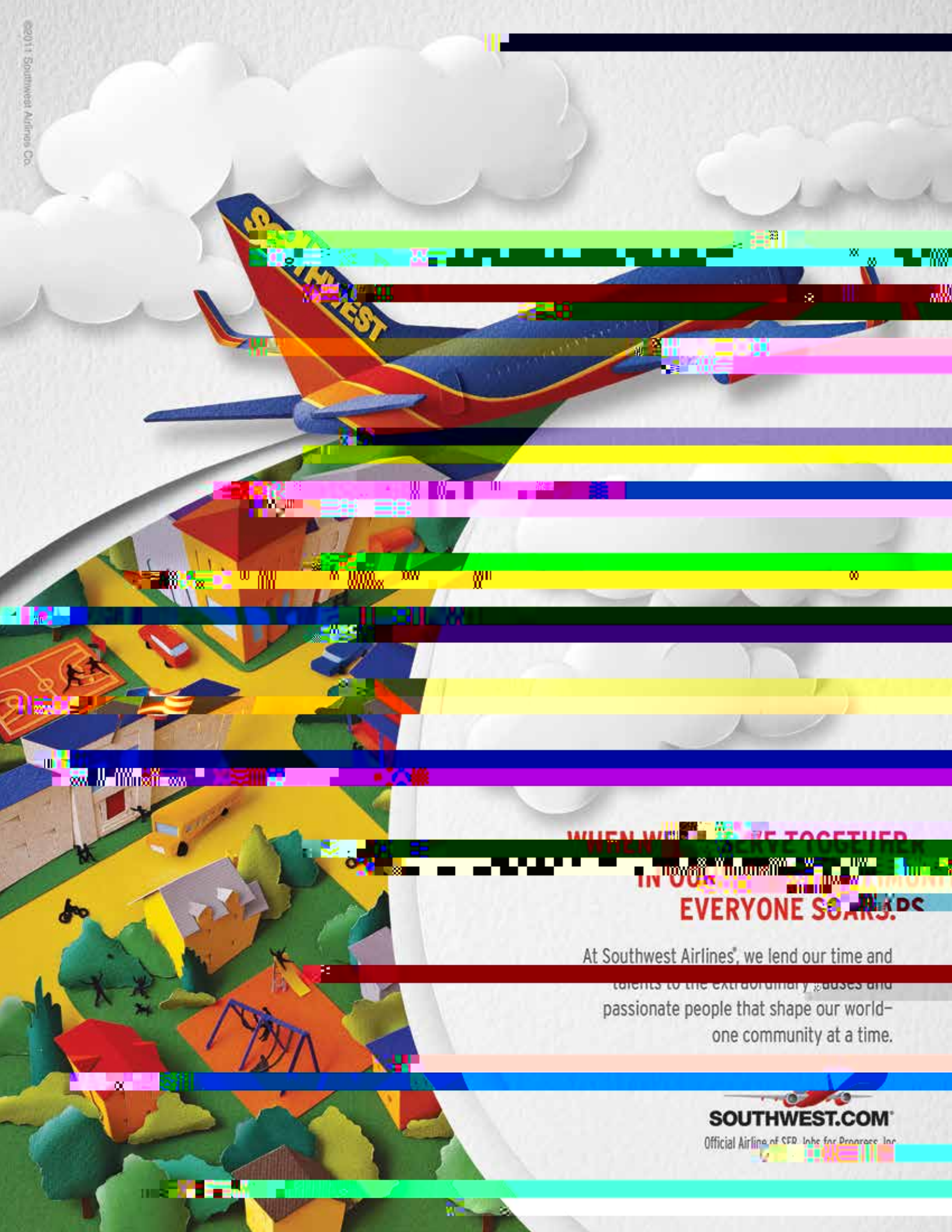
SER-Jobs for Progress National, Inc.

YouthWorks Leadership Development Conference



Annual Conference, Albuquerque, New Mexico





WHEN WE'RE TOGETHER
IN OUR COMMUNITY
EVERYONE SOARS.

At Southwest Airlines®, we lend our time and talents to the extraordinary causes and passionate people that shape our world—one community at a time.


SOUTHWEST.COM
Official Airline of the U.S. Olympic Committee







d . - - - -



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

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

d
Tucson, AZ 520-624-8629



