“SER” is an acronym for “Service-Employment-Redevelopment.”

“SER” is also the principle Spanish verb meaning “to be.”

SER – Jobs for Progress National, Inc., the premier community-based organization serving the employment needs of the Hispanic community.

“Cultivating America’s Greatest Resource: People.”
OUR MISSION

SER is a national network of employment and training organizations that formulates and advocates initiatives resulting in the increased development and utilization of America’s human resources, with special emphasis on the needs of Hispanics in the areas of education, training, employment, business and economic opportunity.

SER National aims to develop the employment and training capabilities of the SER Network through providing program and policy development; research and planning; technical assistance and fundraising.

OUR VISION

The vision of SER Jobs for Progress National Inc. is to enable the Hispanic community, other ethnic groups and ‘hard to serve’ populations to fully participate in America’s socio-economic mainstream, enjoying equal access and parity in all aspects of American society.
Never before in SER’s 43-year history has our mission been more vital or more critical to the people we serve – real people seeking to learn new skills and add worth to their lives and their work. Like pebbles cast into motionless water, our programs and advocacy efforts create waves upon waves of positive, far-reaching effects, providing so many individuals the opportunities that they may not have had were it not for SER.

The vision of SER-Jobs for Progress National, Inc. is to enable the Hispanic community, other ethnic groups and ‘hard to serve’ populations to fully participate in America’s socio-economic mainstream, enjoying equal access and parity in all aspects of American society. We care deeply about our core constituency and are committed to assisting individuals in obtaining the necessary competencies to participate in the 21st century workforce, just as we are committed to meeting the skill needs of American business and industry. SER is proving every day that that when people are productive, not only are their personal dignity and self-esteem enhanced, they contribute significantly to the growth and prosperity of our nation’s economy.

Integral partners in our overall success are the 33 community-based organizations that comprise the SER Affiliate Network. Located in over 200 cities, 19 states, Puerto Rico and the District of Columbia, each SER Affiliate organization provides distinct services in the areas of employment training, technology adoption, financial literacy, education, gang prevention and affordable housing to assist participants in acquiring the tools to transform their lives and, by powerful example, the lives of their families.

Championing our efforts are our corporate partners, which enable SER to empower individuals through cutting-edge software programs; technologically advanced hardware; ground-breaking financial literacy programs; formal partnership/employment agreements and various other projects. Our treasured 40-year relationship with IBM has been especially gratifying and beneficial. We are grateful for strong alliances with our corporate partners and truly value the many important ways in which they support SER’s mission and activities.

As a strong, solid, financially viable organization, SER National stands proudly on its reputation of fiscal responsibility and trustworthiness. Our financial outlook continues to remain positive, and we look to the future with great optimism and determination.

Each year, SER serves approximately 1 million persons. These individuals contribute mightily to the greater good and to the achievement of this country that their ancestors helped build. They are an industrious people – a population that has sustained itself through a strong work ethic. They are the hard-working hands of America that assemble its tapestry of success. They are the waves upon waves of positive, far-reaching effects.

Sincerely,

Ignacio Salazar
President and CEO

Tom Trotter
Chairman of the Board
To empower individuals through financial literacy, SER National launched the SER Financial Literacy Campaign in partnership with Chrysler Financial, which generously donated $140,000 to this effort. The initial goal of the new campaign was to hold Financial Literacy luncheons and job fairs, making available current and up-to-date information to individuals in selected areas of Massachusetts and Texas. These very successful events were well received by SER participants and the general public.

Building and expanding on this popular initiative, SER National developed a dual-language, culturally and generationally-sensitive curriculum that includes information on budgeting for life’s large and small events; managing credit and understanding credit bureaus and ratings; learning the ins and outs of checking, banking and check card accounts and dispelling the misconceptions that many Latinos harbor about financial institutions. The topics of myths and realities of home ownership, investing in children’s education and retirement strategies will round out the curriculum.

Designed not only to educate participants and make their financial lives far less complicated, this groundbreaking training will also broaden the ability of SER National Affiliates to successfully place participants in the workforce. Preparing an underserved population in skill sets that are highly valued by corporate America will be another rewarding outcome of SER National’s venture into the realm of financial literacy.

The positive impact of SER National’s training on the future of participants’ families is immeasurable. Education experts widely acknowledge that parents are their children’s first teachers, so when parents learn new financial information and practice sound fiscal habits, children may be more likely to learn by example and follow suit, perhaps overcoming long-established barriers to financial achievement. SER National is proud and honored to implement this exciting and potentially life-changing program.
SER National manages the Senior Community Service Employment Program (SCSEP), which is funded in partnership with the U.S. Department of Labor and focuses on the training and employment needs of the mature workforce. Designed for low-income job seekers, age 55 and older, this community service and work-based training program is administered through the SER Affiliate Network, which utilize local nonprofit organizations, referred to as host agencies.

SER National SCSEP participants come from all walks of life, have diverse work experience and possess various levels of education. Through SCSEP, participants train an average of 20 hours per week and are paid the highest of Federal, State or local minimum/prevailing wages. They are placed in a wide variety of community service assignments within nonprofit and public facilities, including day care centers, senior centers, schools and hospitals, with the intention that these experiences serve as a bridge to full-time or part-time employment positions that are not supported with government funding. SER National SCSEP is proud of its successful track record in placing SCSEP participants in full-time and part-time employment that is economically and socially beneficial.

SER National currently provides SCSEP participants with enhanced training options in the areas of customer service skills, motivation, effective communication, computer skills, time management and various other topics which provide SER National SCSEP Participants with marketable skill sets that are sought out by employers.

In its fifth year of operation, SER National serves approximately 3,500 SCSEP participants annually within the states of California, Colorado, Florida, Illinois, Kansas, Rhode Island, Texas and Wisconsin.
Manuel Castillo
Fresno SER-Jobs for Progress, Inc. – California
By Peggy Mendibles

Manuel Castillo lives in a remote area of Madera, CA where there are few opportunities for work or advancement. As an older Hispanic-American, Manuel has had to face the reality of advanced age and language barriers. All of that seemed to change when he heard about the Senior Community Service Employment Program (SCSEP) offered through Fresno SER. Beginning his SCSEP training with the City of Madera Parks and Recreation Department as a maintenance trainee, Manuel felt that life was turning around for the better.

Soon after, however, tragedy struck the Castillo family. Manuel’s wife fell gravely ill and died. Finding himself alone with the added responsibility of caring for his daughter and her children, he left SCSEP to take care of family matters. He wasn’t certain when, or even if, he would return.

Manuel’s determination triumphed. Deep within, he found the will and enthusiasm to rejoin SCSEP and finish what he had started. SER helped him return to his previous training site in Madera, CA.

As time passed even more changes transpired in Manuel’s life, and he became the sole provider and caregiver for his grandchildren. Undeterred, he continued to receive advanced training at his host site, while taking care of the day-to-day activities of his growing grandchildren. When a position of Maintenance Assistant came available at the host site, Manuel applied for the position and was hired.

Manuel is just one example of how SER’s SCSEP national campaign is helping mature workers train, retrain and educate themselves for a chance at an independent and fulfilling life. As Manuel puts it, “Yes, these past few years have been rough, but SER’s SCSEP training helped me improve myself as a person. If it weren’t for them, I don’t know how I would be able to provide a better life for my grandchildren, whom I love very much. Thank you, SER, for giving me that chance.”

Julia Alonso
SER-Jobs for Progress – Florida

Julia Alonso had cared for her 106 year-old bedridden mother for years. She came to SER-Jobs for Progress – Florida with the hope that she could learn to perform vastly different duties and responsibilities other than those involved in patient care. She felt that life was passing her by and that she had little reason to apply makeup, dress up or get involved in productive activities.

Armed with the desire to discover new professional avenues, Julia enrolled in SCSEP and took the customer service class in addition to the regular training. Her instructor soon noticed Julia’s quick intelligence and her desire to learn new information.

When she completed the training, Julia was assigned to the Social Security Administration as a clerical trainee, where superiors recognized and appreciated her strong work ethic and her aptitude for understanding and mastering new processes. Upon finishing that assignment, she was transferred to another host agency, where she very capably served at the front desk.

Realizing that Julia had been an asset to their organization, the Social Security Administration called SER and sought to re-engage her services. Upon learning that she was undergoing on-the-job training at another host agency, the Social Security Administration created a job for Julia as a customer assistant. She is happily helping disabled persons, who arrive in wheelchairs, by taking them to the right area or section of the building.

Julia Alonso is a success story in many ways. She had the courage to branch out of her tiny world and expand her horizons. That she has found her ideal role in helping others is the perfect outcome.
SER National Generational Diversity

SER National has embarked on a new, cutting-edge project designed to shift the thinking of employers about hiring mature workers. In one of only three 502(e) Programs awarded nationally by the US Department of Labor (DOL) in 2008, SER National has begun to implement innovative outreach and recruitment strategies for employers in the effort to challenge negative generational stereotypes regarding the employment of mature workers.

Through this program, SER National will develop partnerships with business and industry, implementing Generational Diversity Awareness Training for local hiring managers and supervisors in the states of Florida, California and Colorado. Key private sector partners include the Multicultural Foodservice & Hospitality Alliance, The Home Depot and CVS.

SER National’s ambitious, overall goal is to create a local infrastructure through which Senior Community Service Employment (SCSEP) participants, looking for unsubsidized employment, and local hiring managers, seeking qualified workers, can acquire appropriate communication skills to use with each other, as well as develop a greater understanding and respect for one another. Promoting respect and empowerment for all workers will improve the employment prospects of SCSEP participants and will introduce other avenues of employment possibilities to hiring partners.

Through implementing the Generational Diversity Awareness Training program, SER National takes tremendous pride in pioneering breakthrough approaches that effectively minimize inter-generational conflicts, while maximizing the ability of participating companies to recruit, retain and expand the full potential of the American workforce.

It is SER National’s goal to provide useful strategies for maximizing the diverse contributions of various age groups in order to fulfill the individual corporate missions of participating companies.
SER National is committed to bridging the “Digital Divide”, a term used to describe segments of society without access to Information Technology and its potential to improve life and livelihood.

Access to technology not only includes the availability of computers, but also the proficiency to use those computers to reach a higher level of educational achievement. Access provides a link to technological innovation for underserved populations acquiring a new language, for people with disabilities and for the delivery of the newest learning techniques. Physical barriers to technology must be overcome to provide opportunities for people of all ages to improve their quality of life and economic future. One of the most exciting opportunities created by access to technology is using this extraordinarily adaptable resource to motivate young people to stay in school.

SER National’s treasured partnership with IBM for the last 40 years has brought a number of innovative programs to the network of SER National Affiliates to assist them in the delivery of services. IBM is the oldest and largest supporter of SER National with a total contribution of 15 million dollars in products and services over the years.

In 2008, IBM generously donated 20 state-of-the-art desktop computers with accessibilityWorks software applications to two SER National Affiliates, Central States SER in Chicago and San Diego County SER in Oceanside, California, for use in senior programs and for at-risk youths seeking jobs. In 2007, IBM donated computers for the Older Worker Computer Lab at the Senior Community Service Employment office in Fort Worth, Texas. Computers donated by IBM to Florida SER in Miami are used with English on the Job, a language acquisition program.

Some of IBM’s recent software donations to SER include:

- ¡Tradúcelo Ahora!, an innovative website and email translation program that makes it possible for Spanish-speaking parents to understand emails from their children’s teachers. This program can also be used to access information in Spanish regarding jobs, healthcare, legal aid, education and many other topics.
- Reading Companion, an effective, easy-to-use adult literacy program that uses voice recognition technology to enable adults of many different ethnic backgrounds to learn English without the embarrassment of being in a classroom environment.

accessibilityWorks enables older adults who have vision and motor limitations to comfortably access computers by removing the banners and backgrounds on internet pages, leaving only the text on the screen. Stabilizing the mouse is another very helpful feature of this software.

IBM is dedicated to providing a greater understanding of the importance and positive impact of technology. The need to bridge the Digital Divide has been most apparent in Hispanic families both in their daily lives and in the educational needs of their youth.

Poised to become the largest minority group in the nation, Hispanics are nonetheless faced with critical problems that will compromise their great potential. IBM has answered this need by creating a number of innovative programs that are being used by schools all over the country and by nonprofits such as SER National.

IBM is concerned with finding a diverse pool of skilled workers with strong backgrounds in math and science. I share SER National’s concern about the lack of formal education of Hispanic youth at a time when the global economy demands a high level of skills in advanced technology.

Too few Hispanic young people are entering the educational pathway that progresses from undergraduate engineering in computers to careers in information technology (IT). Formal education with further study at the post secondary level has become the principal pathway to careers in IT.

I have a vision for a “new” SER National. To meet the global needs of the future, SER National must take charge of its future and respond to the many needs of the underserved, which includes access to technology, financial literacy programs and English language acquisition.

IBM will continue to develop innovative programs that open doors to technology for countless people around the globe. Having donating over 145 million dollars to nonprofit organizations around the world last year, IBM will continue to generously share its resources.
In 2006, the U.S. Department of Labor (DOL) awarded SER National a demonstration grant to implement an English language acquisition program with employees in the foodservice and hospitality industries. According to DOL, this grant would “emphasize learning strategies which simultaneously provide language and occupational skills training that open career pathways for Limited English Speaking Hispanic Americans”.

SER National implemented an English language acquisition program with employees of major foodservice and hospitality corporations in partnership with Retention Education – the company producing the Sed de Saber learning system. SER National’s primary objective in operating this cutting-edge DOL grant was to provide participating employees with these interactive learning systems and to train them to properly utilize the systems. By completing the entire program, employees then acquired basic work and life skills for communicating effectively with English-speaking management, customers and colleagues in the workplace.

While employees who can communicate in English are far more valuable to a company in every possible respect, employers found that issues of workplace safety, personal health and well-being were also positively affected. As a bonus, employees completing the training could more easily understand schedules, procedures and company policies.

The SER National ELA Program vastly improved the lives of many participants and, by extension, the lives of their families. Learning a new language was a powerful experience for participants, a confidence booster like no other. Their positive experiences led many participants to better jobs and, in some cases, to higher levels of English language learning.

**ELA Success Stories**

**Blanca Manqueros**

As a new hire, Blanca's first position at Central Market in Dallas, Texas was in the dishwashing unit – an area that did not demand English language skills. Later, when she was promoted to the salad bar, Blanca was terrified because she couldn't understand customer questions or requests; in fact, she literally ran the other way when she saw customers approaching.

Learning a new language was hard for Blanca, but her perseverance paid off. Studying 2-3 lessons at a time and then reviewing those same lessons became her automatic routine on most weekday evenings. She now recognizes and speaks words that she previously didn't understand and has the confidence to communicate with customers, gladly answering their questions and fulfilling their requests.

The investment in the program by her employer has paid off, as well. Central Market now has an employee who is able to communicate in English and use effective customer service skills. Blanca's greatest joy is assisting handicapped customers in wheelchairs and attending to their needs, requests and questions. Blanca has become a valued employee with a promising future.

**Mario Murcia**

Mario wanted to participate in the English Language Acquisition Program to improve himself in every way possible, and he felt that knowing English was the key to reaching his life's goals. Above all, he wanted to excel in his career at the Central Market grocery chain; he moved from the kitchen prep area to the bakery department and learned to mix and shape the bread dough to make 30 varieties of bread.

Mario was just as ambitious in learning English and worked hard to master new information. He particularly enjoyed the feature in the SER language program that allowed him to record his voice over and over again to check for accurate pronunciation. Because he liked the idea of practicing and repeating words and phrases, Mario really enjoyed the games incorporated into each book. Another plus for him was the fact that the program was easy to understand.

Mario enjoys speaking English with his supervisor, and his supervisor, recognizing his hard work and effort, knows that Mario is a valuable member of the bakery team.
Integral partners in SER’s success are the 33 community-based organizations that comprise the SER Affiliate Network. Located in over 200 cities, 19 states, Puerto Rico and the District of Columbia, each SER Affiliate organization provides distinct services in the areas of employment training, technology adoption, financial literacy, education, gang prevention and affordable housing to assist participants in acquiring the tools to transform their lives and, by powerful example, the lives of their families.

Like pebbles cast into motionless water, SER’s programs create waves upon waves of positive, far-reaching effects, providing so many individuals the opportunities that they may not have had were it not for SER.

Central States SER-Jobs for Progress, Inc.
Chicago, Illinois

Developing a wide network of industry partners, such as healthcare, logistics and manufacturing companies has helped Central States SER successfully place its customers in diverse jobs. SER takes the time to learn the unique employment needs of the various industries and trains customers to master the hard and soft skills required to succeed in these positions. Industry partners then acquire trained, skilled employees, and customers establish dependable career paths.

Partnering with City Colleges of Chicago, Central States SER operates the Healthcare Careers Program, a multi-tiered; three-track program that provides training to low-income individuals interested working in the area of medical administration or as Registered Nurses or Medical Technicians. Chicago’s Eugene Harris stumbled on the program that enabled him to become a certified nursing assistant, and he is now well on his way to earning a college degree in radiography. He is grateful for the ‘detour’ to a job fair that started him on the path he is pursuing today.

Central States SER transforms lives through personalized career training, job placement and educational programs. From after-school youth programs to industry-specific career training, the dedicated and experienced staff goes above and beyond basic requirements to do whatever it takes to help youths and adult customers build self-sufficiency and upwardly mobile futures.

The Youthful Offenders Expansion Program (YEOP) serves out-of-school male and female youths, ages 14-21, who are gang-affiliated and/or court involved throughout the City of Chicago and surrounding suburbs. The program improves the long-term career and educational prospects of young offenders by increasing their leadership skills, educational attainment and employment outcomes. Working to re-direct youths to a path of education, career and leadership, the YEOP positively impacts not only the lives of young offenders, but those of their families and friends.

The road to empowering customers is paved with Central States SER’s pledge to deliver expert education and training and the staff’s commitment to exceed expectations in the area of service. SER believes that youths are not “at risk”; rather, they are “at hope”.

One young customer said it best, “Come to SER with a past and leave with a future.”

SER-Jobs for Progress, Inc.
San Antonio, Texas

Since 1967, SER-Jobs for Progress of San Antonio have served the needs of the economically disadvantaged in San Antonio and Bexar County. The corporation’s core values of dedication, integrity and quality are reflected in the flexibility to respond to rapidly changing environments, in the establishment of systems
that foster constant improvement and in results that exceed expectations.

Building diverse partnerships are instrumental to SER’s continuing success as demonstrated by its work with the Office of the Attorney General (OAG) and the Texas Workforce Commission (TWC) Non-Custodial Parent Program (NCP). SER’s NCP Choices program is a model employment program for unemployed or low income Non-Custodial Parents whose child was either currently receiving or had previously received public assistance. That involves links between the IV-District Courts and OAG’s child support enforcement efforts. During 2008 SER NCP staff working with their customers collected over $1,000,000.00 in child support.

Dedicated to the economic vitality and economic resiliency of its community, SER’s operational philosophy stresses customer empowerment and self-sufficiency. Deploying technology and staff resources as needed, SER enables customers to make better-informed career decisions. SER’s overall commitment to improving the quality of life in Bexar County is reflected in the effective delivery of quality services by an innovative professional staff in collaboration with the communities served.

SER-Jobs for Progress of San Antonio are proud of having built a foundation that enables it to respond to the changing needs of both employers and job seekers. As demonstrated by its long history and consistent performance, SER has developed an optimal, effective delivery system that provides to its customer’s superior workforce development services and a valuable set of core competencies.

SER-Jobs for Progress of San Antonio has received numerous well-deserved honors for excellence, including the Workforce Solutions Alamo Board Award for Best in Overall Performance by a Large Board in 2002, 2005 and 2008, which was granted in recognition of continued award-winning performance and achievement.

McAllen SER – IRRA
McAllen, Texas

The Information Referral Resource Assistance (IRRA) was created to assist residents of the Rio Grande Valley by supplying them with key resources, information and referrals. Through its Community Resource Centers (CRCs), IRRA implemented One Stop Multi-Service Centers at its seven locations that provide food, clothing, shelter, program information, legal information, immigration assistance, translations, medical assistance, youth educational programs, adult education and home ownership/rental information that can help individuals and families become contributing participants in the national economy.

Major program components of the One-Stop Centers revolve around academic, career and social concepts. The Academic Component serves children, youths, adults, and seniors with accessible and user-friendly programs for all learners, including dropouts and students who have not succeeded in traditional school settings. The Career Component provides direct training, job placement, assessment testing, and counseling regarding vocational careers, employer requirements and workplace literacy skills. Lastly, the Social Component includes the coordination of resources to improve the quality of life for residents in colonias, barrios, and rural areas. IRRAs’s vision is to create paths to success and financial independence through interaction and networking with multiple agencies.

The IRRA ensures that all families who reside in the designated service area, regardless of income, are eligible for services offered by the Community Resource Centers, although some services may require a family contribution based on a sliding fee scale established by the CRCs. Collaborating with various agencies, including child-care providers, public schools and other local social service programs, as well as state and federal providers, CRCs ensure that families benefit from any and all available services. Providing unique opportunities for families of diverse cultures and backgrounds to share and learn from each other is one of the CRC’s major objectives.

The Community Resource Centers provide the following primary functions:

- Resource and Referral Services foster the well-being of families with support services, referrals, needs assessments, and education and career assistance.
- Family Unity Assistance provides community support services to all parents, such as information and advice to parents; updates on their child’s language, cognitive, social and motor development; regular home visits; group meetings at the CRCs and reference centers for parents or families who need special assistance and/or parental involvement through specialized curricula.
- Adult Education offers a range of adult education opportunities, including parent training and traditional adult education. The CRCs encourage all adult learners and their preschool-age children to attend classes in parenting and child-rearing skills together, thus promoting education while enhancing parent-child interaction. Participants can also earn GED and ESL certificates and acquire Basic Skills through this component. Additional support is possible through a partnership with Ser-Jobs for Progress National and with the IBM Reading Companion and Traduciendo Ahora Grant.
- Positive Youth Development makes available mentoring and support programs for teens, emphasizing responsible decision-making and communication skills. Created for students in grades 9 through 12, this component offers a range of educational opportunities targeted at preventing teen pregnancy, substance abuse and school dropouts.
- After School Care is offered for children enrolled in Pre-K through grade three, providing parents a safe, after-school learning environment for their children. Available on a full-day basis during school holidays and school vacations, this program also operates on a full-day basis (7:30 a.m. - 5:30 p.m.) during the summer months.
SER National Financials

SER-JOBS FOR PROGRESS NATIONAL, INC.
STATEMENT OF ACTIVITIES
For Years Ending June 30, 2008 & 2007

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2007</th>
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</thead>
<tbody>
<tr>
<td>REVENUE</td>
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<td>Revenue and Support:</td>
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<tr>
<td>Contributions</td>
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<td>Special Events</td>
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<td>Other Income</td>
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<tr>
<td>TOTAL REVENUE AND SUPPORT</td>
<td>28,643,638</td>
<td>25,232,711</td>
</tr>
</tbody>
</table>

| NET ASSETS RELEASED FROM RESTRICTION |          |          |
| Satisfaction of Program Restrictions |          |          |
| TOTAL EARNED REVENUE | 28,643,638 | 25,232,711 |

| EXPENSES |          |          |
| Program Services: |          |          |
| Education | 180,305  | 124,056  |
| Employment & Training | 27,665,961 | 24,385,370 |
| Total Program Services | 27,846,266 | 24,509,426 |
| Supporting Services: |          |          |
| Management and General | 621,805  | 577,010  |
| Special Events | 120,799  | 143,047  |
| Total Supporting Services | 742,604  | 718,057  |
| TOTAL EXPENSES | 28,588,960 | 25,225,483 |
| CHANGES IN NET ASSETS | $54,678 | $7,228 |

Pages 14 & 15 of annual report present information excerpted for illustrative purposes from our audited financial statements for the years ended 6/30/2008 and 6/30/2007.

For a complete set of Audited Financial Statements, please mail request for information to:

SER-Jobs for Progress National, Inc.
122 W. John Carpenter Freeway, Suite 200
Irving, TX 75039
**Fund Balance**

- June 2004: $(364,605.00)$
- June 2005: $(284,189.00)$
- June 2006: $223,828.00$
- June 2007: $231,056.00$
- June 2008: $285,734.00$

**Net Income (Loss)**

- June 2004: $233,730.00$
- June 2005: $80,416.00$
- June 2006: $286,827.00$
- June 2007: $7,228.00$
- June 2008: $54,678.00$
The SER National 42nd Annual Conference, “Creating Workforce Solutions,” was held during October 15-18, 2007 in Dallas, Texas and was an absolute success.

Throughout the conference, quality technical assistance and training was delivered for SER National’s Senior Community Service Employment Program (SCSEP) staff from 8 states, SER National Affiliate Network and workforce professionals from across the country. SER SCSEP is funded by a $26 million Grant awarded to SER National by the U.S. Department of Labor (DOL) Employment and Training Administration (ETA).

The SER National Partners, whose membership comprise of SER National Affiliate Network executives, held their meeting and shared their feedback and advice with SER National’s Board of Directors for consideration. The SER National Board of Directors meeting was called to order during the conference where they conducted their oversight of fiduciary responsibility as well as discussion and approval of business matters.

A welcome reception was held the first evening of the conference where Dallas Mayor, Tom Leppert, gave a warm welcome to conference attendees and community leaders.

The Affiliate of the Year Award went to SER Corporation of Kansas, Inc., and was accepted by its President and CEO, Richard Lopez. One-Stop Operator of the Year Award went to SER, Santa Fe Jobs for Progress, Inc., and was accepted by its Executive Director Alex A. Martinez. The Jesse Leos Memorial Award went to Florida SER-Jobs for Progress, Inc., and was accepted by its President, Jose Cela. SER Recognition for Innovative Contributions to the Workforce Industry went to Southeastern
Massachusetts/SER-Jobs for Progress, Inc., Executive Director, M. Paula Raposa. The SER National Corporate Awards went to IBM and DaimlerChrysler.

As the United States works to sustain itself as a world power the most important competitive advantage it has is its people. SER believes in the people it serves: Their strong work ethic and their desire to succeed.

SER has historically striven to educate and train its constituency, mostly low-income Americans, with the necessary skills to meet the demands of the marketplace and provide a livable income for their families. As an organization, SER looks to a future where it will continue to contribute innovative workforce solutions to the challenges before us as a nation.

One of the most compelling challenges that the country will face is a labor shortage: too few young educated people are available to fill a rising tide of high skill technology related jobs – and experienced baby boomers are retiring. By the year 2010, there will be a 10 million worker shortfall.

The challenge before us now is how to leverage the knowledge of many older adults who will stay in the workforce because of financial need and a desire to remain active doing productive work. With increased longevity and improved health, these individuals will continue working in what has become the fastest growing segment of the labor force: people over 55. Demographic and economic forces are helping to generate this supply of mature job seekers.

SER also recognizes that there is a need to develop competency in technical skills to offset an employer’s negative perception of mature job seekers; therefore, computer skills are offered to many individuals in the program.

*Photos by Luis Nuño Briones*
SER Network Directory

SER National - Headquarters
122 W. John Carpenter Freeway, Suite 200
Irving, TX 75039 • 469-524-1200

SER National Program Development Office
1707 L Street, N.W., Suite 700
Washington, DC 20036 • 202-833-3384

SER-Jobs for Progress of Southern Arizona
Tucson, AZ • 520-624-8629

Fresno/SER-Jobs for Progress, Inc.
Fresno, CA • 559-452-0881

Latin Business Institute
Garden Grove, CA • 714-867-6698

San Diego County/SER-Jobs for Progress, Inc.
Oceanside, CA • 760-754-6500

Orange County/SER-Jobs for Progress, Inc.
Santa Ana, CA • 714-556-8741

Rocky Mountain/SER-Jobs for Progress, Inc.
Denver, CO • 303-480-9394

Multicultural Career Intern Program
Washington, DC • 202-939-7700

Florida SER-Jobs for Progress, Inc.
Miami Springs, FL • 305-871-2820

Central States SER-Jobs for Progress, Inc.
Chicago, IL • 773-542-9030

SER-Jobs for Progress, Inc. of Lake County
Waukegan, IL • 847-336-1004

SER-Corporation of Kansas, Inc.
Wichita, KS • 316-264-5372

Southeastern Massachusetts SER
Fall River, MA • 508-676-1916

La Alianza Hispana
Roxbury, MA • 617-427-7175

SER Metro-Detroit, Jobs for Progress, Inc.
Detroit, MI • 313-846-2240

Puerto Rican Unity for Progress
Camden, NJ • 856-541-1418

SER de New Mexico
Albuquerque, NM • 505-268-4500

SER, Santa Fe Jobs for Progress, Inc.
Santa Fe, NM • 505-473-0428

HABLE
Las Vegas, NV • 702-229-2577

SER of Westchester, Inc.
White Plains, NY • 914-681-0996

El Barrio
Cleveland, OH • 216-961-2965

Hispanic American Organization, Inc.
Allentown, PA • 610-435-5334

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SER-Jobs for Progress of San Antonio
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