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September 10, 1975

file

BOARD OF DIRECTORS

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DIRECTOR

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DIRECTOR

BERTHA GARCIA
DIRECTOR

PETE V. VILLA
DIRECTOR

The Honorable Fernando E. C. de Baca
Special Assistant to the President
The White House
Washington, D. C.

Estimado Fernando:

I have been reading the news clippings from Colorado,
and I was overwhelmed by your sincere commitment to
help SER local programs.

Fernando, as you know, many times Spanish-Speaking
appointees turn out to be only lip-service. I am glad
that you did not fall into this category. I know that there
have been times when you have placed in jeopardy the
prestige of your high office, your position, and your job
by addressing issues that many other Spanish-Speaking
appointees would have left unanswered.

President Ford certainly made an excellent choice when
he appointed you as his Special Assistant. I appreciate
your efforts to assist with the national problem of unem-
ployment and job training by pointing this out to local
government units where SER has problems.

SER commends you on your excellent service as part of
the Executive Branch of our government to the Spanish-
Speaking communities and organizations.

Sinceramente,

Ricardo Zazueta
National Director

RZ/drm



Mr. DEBACA

TALKING POINTS:

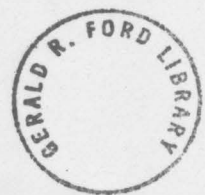
SER NATIONAL BOARD OF DIRECTORS

THURSDAY, JULY 17, 1975

- 1 -

1. IT'S A PLEASURE TO JOIN YOU TODAY FOR THIS MEETING OF
THE NATIONAL BOARD OF DIRECTORS OF SER (SAIR).

I COMPLIMENT YOU ON YOUR EFFORTS TO IMPROVE THE OPPORTUNITIES
OF SPANISH-SPEAKING AMERICANS TO SHARE MORE FULLY
IN OUR NATION'S BLESSINGS.

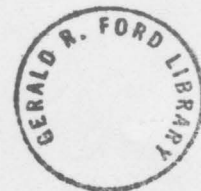


- 2 -

2. I KNOW THAT SOME OF YOU WERE PRESENT WHEN
BILL BAROODY SPOKE A COUPLE OF WEEKS AGO TO THE LEAGUE OF
UNITED LATIN AMERICAN CITIZENS AT ITS 46TH ANNUAL CONVENTION.

- 3 -

BILL MENTIONED IN THAT SPEECH THE EFFORTS WE'RE MAKING
ON BEHALF OF SPANISH-SPEAKING AMERICANS, INCLUDING
BI-LINGUAL EDUCATION PROGRAMS FUNDED THROUGH H.E.W.,
AND THE 50 MILLION DOLLAR MINORITY BUSINESS ENTERPRISE
PROGRAM.



- 4 -

I WOULD SIMPLY ADD TO BILL'S EARLIER COMMENTS THAT THIS
ADMINISTRATION STANDS PREPARED TO DO EVERYTHING WE POSSIBLY
CAN, WITHIN OUR BUDGETARY RESTRAINTS, TO HELP HISPANIC
AMERICANS.

- 5 -

3. I KNOW THAT YOUR MAJOR CONCERN RIGHT NOW IS
JOBS -- AND I CAN ASSURE YOU THAT'S A MAJOR CONCERN OF MINE,
AS WELL. THE UNEMPLOYMENT RATE IS STILL THE MOST
DISAPPOINTING OF OUR ECONOMIC INDICATORS. IT'S AN EVEN
MORE PRESSING PROBLEM WITH MINORITIES THAN IT IS WITH MANY
OTHER SEGMENTS OF OUR SOCIETY.



- 6 -

4. I AM CONVINCED THAT THE BEST THING WE CAN
DO TO HELP HISPANIC AMERICANS FIND JOBS IS TO MAKE SURE
WE HAVE A SOUND AND STRONG ACROSS-THE-BOARD ECONOMIC
RECOVERY.

- 7 -

WHEN THE INFLATION RATE IS CUT IN HALF -- AS IT HAS BEEN IN
THE LAST FEW MONTHS -- THAT HELPS EVERYBODY. WHEN
ECONOMIC RECOVERY GROWS STRONGER -- AS IT IS DOING NOW --
ALL OF US STAND TO BENEFIT.



5. THE MOST RECENT ECONOMIC NEWS IS VERY
ENCOURAGING. PERSONAL INCOME IS UP. INDUSTRIAL
PRODUCTION IS ON THE INCREASE, AFTER MONTHS OF DECLINE.
INVENTORIES ARE BEING DEPLETED AND THE STOCK MARKET INDICES
ARE ON THE RISE AS CONSUMER CONFIDENCE IS REGAINED.

THESE ARE GOOD, CONCRETE SIGNS THAT REAL ECONOMIC
RECOVERY HAS BEGUN, AND WE INTEND TO MAKE SURE EVERY
AMERICAN SHARES IN THAT RECOVERY.



- 10 -

6. SER'S JOBS FOR PROGRESS PROGRAM IS CONTRIBUTING
SUBSTANTIALLY TO REACHING THAT GOAL IN THE HISPANIC COMMUNITY.

I THANK YOU FOR THOSE EFFORTS. THE ROLE YOU PLAY IN THIS
EFFORT IS OF TREMENDOUS IMPORTANCE. I WANT TO CONTINUE THE
OPEN COMMUNICATION I'VE ENJOYED WITH THE HISPANIC COMMUNITY
SINCE LONG BEFORE I BECAME PRESIDENT.

- 11 -

7. YOU'RE PROVIDING EXCEPTIONAL LEADERSHIP. WITH THE
HELP OF PEOPLE LIKE FERNANDO DEBACA, BERT GALLEGOS (GUY-Á-GOS),
ALEX ARMENDARIZ (AR-MAN-DARIS) AND SOME SIXTY OTHER EXECUTIVE
OFFICERS OF SPANISH HERITAGE IN THIS ADMINISTRATION, I'M GETTING
GOOD ADVICE ON HOW I CAN BE OF HELP TO YOU.

AMIGOS.

END OF TEXT





BUILDING A BETTER AMERICA

REFERENCIA HISTORICA

Jobs for Progress, Inc. comúnmente conocido como SER, tuvo su origen mediante los esfuerzos precavidos de miembros de las dos organizaciones aquí mencionadas.



1. El American G.I. Forum es una organización de veteranos, fundada en la ciudad de Corpus Christi, Texas, en el año 1948. Desde su fundación, esta organización se ha desarrollado en un nivel nacional y es reconocida como un portavoz del pueblo Mexico-Americano. El American G.I. Forum sigue adelante con su lema "La educación es nuestra independencia y la independencia Debería ser interés mutuo."



2. La Liga de Ciudadanos Latinoamericanos reconocida como LULAC fue fundada en el año 1929 con el propósito de tomar parte en la lucha del Mexico-Americano contra las prácticas discriminatorias en el área socio-económica y educacional.

CREACION Y DESARROLLO

Los miembros de estas dos organizaciones reconociendo la tremenda necesidad de servir a la población de habla hispana, iniciaron un centro voluntario de empleo en las ciudades de Washington, D.C., Houston, Texas, y luego en Corpus Christi, Texas. En el año 1966, SER obtuvo ayuda financiera de la Oficina de Oportunidad Económica (OEO),

del Departamento de Obras (DOL), y de fondos de origen particular, por medio de los cuales ofrecería entrenamiento en el desarrollo de habilidades y rendiría servicios relacionados.

En el año 1970, SER cambió de un programa experimental bajo la División de Desarrollo y Experimentación auspiciado por el Departamento de Obras (DOL) a un programa categórico bajo el mismo departamento. Para principios del año 1972, SER había establecido programas de la misma naturaleza en los estados de Arizona, California, Colorado, Illinois, Nuevo México, Texas, Kansas, Wisconsin, Indiana, Utah, Washington, Nevada, Michigan, y Washington, D.C.

Actualmente, SER ha desarrollado programas en 39 ciudades de los Estados Unidos ofreciendo entrenamiento y rindiendo servicios a miles de Americanos de todas nacionalidades y de distinta ascendencia étnica.

Por fin, los fundadores y miembros de estas dos organizaciones patrocinadoras de LULAC y American G.I. Forum pueden ver cada día la realización de aquello que empezó como un sueño.

El impacto total de la rápida realización de este sueño sobre la comunidad de habla hispana no se puede notar en su plenitud; sin embargo, se puede pronosticar favorablemente. Agencias estatales reconocen el notable éxito en el desarrollo de servicios y entrenamiento que han causado cambios favorables en las prácticas discriminatorias de empleo.

SER además ha logrado servir a miles de personas de habla hispana que anteriormente nunca habían recibido la atención personal y mucho menos los servicios necesarios.

EL PROBLEMA

El ciudadano de habla hispana se encuentra en peores condiciones que ningún otro ciudadano. Las siguientes desventajas son las más sobresalientes: 1. el pueblo de habla hispana es más pobre; 2. sus viviendas son más decidas e incómodas; 3. el porcentaje de desempleo es más alto; 4. su nivel académico es dos (2) años más bajo que otros grupos étnicos y cuatro (4) años más bajo que el nivel del anglo sajón.

DIFFERENCIA CULTURAL

La población de habla hispana es distinta a otros grupos que componen la población general. Es distinta desde el punto de vista que no vino a colonizar sino que ya estaba aquí desde el momento que las fronteras se extendían debido a los tratados que se llevaban a cabo. Por consiguiente, la invasión del sajón llegó a sumergir la población.

El conquistar las fronteras con el propósito de establecer la civilización norteamericana significaba el conquistar al mexicano-americano con el propósito de establecer instituciones anglo-sajonas, las cuales no demostraban ninguna inclinación en incluirlo, mucho menos en darle voz o voto.

Con el idioma, la religión, y las costumbres contrarias a las de la sociedad dominante, el mexicano permaneció cultural y económicamente aislado en medio de una creciente prosperidad. Por lo tanto, aunque tuviera cualidades de dedicación y lealtad, aun en el desesperado esfuerzo de educarse y aprovechar un buen empleo, su estado de desventaja se lo ha impedido.

Actitudes arraigadas en el siglo 19 persisten y desarrollan constantemente grandes dilemas que no pueden resolverse fácilmente. Además, el continuo y dinámico desarrollo de la ciencia y de la economía tienden a adelantarse tan rápidamente que quedan fuera del alcance del pueblo de habla hispana.



PROPOSITOS DE LA ORGANIZACION

Jobs for Progress, Inc. es un vehiculo nacional por medio del cual se rinden servicios a la población de habla hispana de los Estados Unidos.

SER se propone ayudar a mejorar la vida de aquellas personas que se encuentran en un estado de desventaja.

Esta ayuda será principalmente por medio de programas relacionados al desarrollo de recursos humanos. Los Programas serán dibujados con el propósito de elevar el nivel académico y la habilidad vocacional esperando que las oportunidades de empleo sean aceleradas a favor del pueblo que se suele servir.

Al perseguir sus propósitos, SER enfocará los recursos disponibles hacia los siguientes fines, los cuales han formado las estrategias de todos los programas locales para el próximo año contractual:

1. Planear y arreglar en debida coordinación los recursos humanos disponibles y los servicios relacionados a mano de obra para superar los obstáculos que han negado al pueblo hispano empleos adecuados y suficiencia económica. Además, SER propone dirigirse a obstáculos relacionados al ambiente del empleado y su patrón y a las necesidades particulares de los individuos matriculados en los programas locales de SER. SER proporcionará arreglos escogidos de entrenamiento, educación, desarrollo de empleo y servicios de apoyo y consejo que fortalezcan y guien a un empleo más próspero.
2. SER se propone especializar en materias relacionadas con las necesidades de la población de habla hispana a través de la operación diaria y con el desarrollo de nuevos programas de estudio y métodos de enseñanza bilingüe y cultural. Los resultados de estos estudios y programas serán distribuidos a agencias federales, estatales, y locales y a organizaciones que especialicen en servir al pueblo de habla hispana.
3. Además, SER se propone cooperar con fabricantes, uniones y autoridades gubernamentales para ampliar las oportunidades de empleo, y para combatir la discriminación y otras barreras que no solo son causa de alto porcentaje de desempleo sino que impiden la oportunidad de empleo escalonado.
4. Todos los estudios acumulados e investigaciones hechos serán utilizados por SER en lo máximo en el desarrollo de programas que resulten en beneficio del pueblo de habla hispana. A la vez se espera que los programas sean instrumentos que causen cambios institucionales a modo que impongan más responsabilidad sobre las agencias gubernamentales.
5. SER se propone implicar al pueblo de habla hispana directamente y por medio de sus representantes, a participar en los planes y en la administración de programas que afecten el bienestar social y económico del respectivo pueblo.
6. Basado en los resultados sobresalientes ya archivados, SER se propone iniciar e invertir nuevos recursos humanos en pro de la comunidad de habla hispana. Además, SER se propone distribuir los recursos provistos, para satisfacer de manera práctica, las carencias de las comunidades vecinas a los programas locales.
7. SER se propone desarrollar líderes de habla hispana por medio de un programa de intercambio de personal con la cooperación de la industria. Además, SER se propone reclutar personal que manifieste interés sin tomar en consideración su identificación étnica. Dichos esfuerzos serán iniciados conforme los recursos permitan y cuando redunden en beneficio del pueblo de habla hispana, facilitando una mayor y diversa preparación académica.

Spanish translation by Samuel M. Colunga



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SER-MDTA

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(28th/Clay)
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SER-MDTA

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Houston, Texas 77003
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Operation DETOUR

214 Dwyer Ave., Room 205
San Antonio, Texas 78204
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SER-MDTA

1909 E. First Street or
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Austin, Texas 78702
Phone: (512) 476-9243

SER-MDTA

and 474-5786
914 E. Washington, Room 202
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Brownsville, Texas 78520
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SER-MDTA

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El Paso, Texas 79902
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SER-MDTA

1515 Saltillo
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SER-MDTA

1341 Washington Avenue
Racine, Wisconsin 53403
Phone: (414) 632-5463



● LOCAL SER PROGRAM SITES
▲ PLANNED SITE

LOCAL SER PROGRAMS IN THE NATION





BUILDING A BETTER AMERICA

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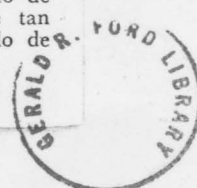
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El conquistar las fronteras con el propósito de establecer la civilización norteamericana significaba el conquistar al mexicano-americano con el propósito de establecer instituciones anglosajonas, las cuales no demostraban ninguna inclinación en incluirlo, mucho menos en darle voz o voto.

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1. Planear y arreglar en debida coordinación los recursos humanos disponibles y los servicios relacionados a mano de obra para superar los obstáculos que han negado al pueblo hispano empleos adecuados y suficiencia económica. Además, SER propone dirigirse a obstáculos relacionados al ambiente del empleado y su patrón y a las necesidades particulares de los individuos matriculados en los programas locales de SER. SER proporcionará arreglos escogidos de entrenamiento, educación, desarrollo de empleo y servicios de apoyo y consejo que fortalezcan y guien a un empleo más próspero.
2. SER se propone especializar en materias relacionadas con las necesidades de la población de habla hispana a través de la operación diaria y con el desarrollo de nuevos programas de estudio y métodos de enseñanza bilingüe y cultural. Los resultados de estos estudios y programas serán distribuidos a agencias federales, estatales, y locales y a organizaciones que especialicen en servir al pueblo de habla hispana.
3. Además, SER se propone cooperar con fabricantes, uniones y autoridades gubernamentales para ampliar las oportunidades de empleo, y para combatir la discriminación y otras barreras que no solo son causa de alto porcentaje de desempleo sino que impiden la oportunidad de empleo escalonado.
4. Todos los estudios acumulados investigaciones hechos serán utilizados por SER en lo maximo en el desarrollo de programas que resulten en beneficio del pueblo de habla hispana. A la vez se espera que los programas sean instrumentos que causen cambios institucionales a modo que impongan más responsabilidad sobre las agencias gubernamentales.
5. SER se propone implicar al pueblo de habla hispana directamente y por medio de sus representantes, a participar en los planes y en la administración de programas que afecten el bienestar social y económico del respectivo pueblo.
6. Basado en los resultados sobresalientes ya archivados, SER se propone iniciar e invertir nuevos recursos humanos en pro de la comunidad de habla hispana. Además, SER se propone distribuir los recursos provistos, para satisfacer de manera práctica, las carencias de las comunidades vecinas a los programas locales.
7. SER se propone desarrollar líderes de habla hispana por medio de un programa de intercambio de personal con la cooperación de la industria. Además, SER se propone reclutar personal que manifieste interés sin tomar en consideración su identificación étnica. Dichos esfuerzos serán iniciados conforme los recursos permitan y cuando redunden en beneficio del pueblo de habla hispana, facilitando una mayor y diversa preparación académica.

Spanish translation by Samuel M. Colunga



LOCAL SER PROGRAM DIRECTORY

ARIZONA

SER-CEP

2450 S. 24th St.
Phoenix, Arizona 85034
Phone: (602) 252-7691

SER-MDTA

5170 W. Bethany Home Road
Glendale, Arizona 85301
Phone: (602) 934-3231

SER-MDTA

40 West 28th St.
Tucson, Arizona 85705
Phone: (602) 624-8629

SER-MDTA

1020 S. 4th Avenue
Yuma, Arizona 85364
Phone: (602) 782-4319

CALIFORNIA

National Office

9841 Airport Blvd.
Los Angeles, CA 90045
Phone: (213) 649-1511

Training Center

3545 East First Street
Los Angeles, California 90063
Phone: (213) 266-4621

Skills Bank Center

335 South First Street
San Jose, California 95112
Phone: (408) 287-7750

SER Talent Search

249 South Second Street
San Jose, California 95112
Phone: (408) 286-3875

SER-MDTA

P.O. Box 1715
El Centro, California 92243
Phone: (714) 352-8514

SER-MDTA

4002 E. Jensen
Fresno, California 93725
Phone: (209) 485-6790

SER-MDTA

2434 East First Street
Los Angeles, California 90033
Phone: (213) 264-7640

SER-MDTA

1621 Hoover St.
National City, Calif. 92050
Phone: (714) 477-9351

SER-MDTA

12124 E. Front Street
Norwalk, California 90650
Phone: (213) 868-9871

SER-MDTA

195 "D" Street
San Bernardino, Calif. 92408
Phone: (714) 888-6671

SER-MDTA

440 Potrero Ave.
San Francisco, Calif. 94110
Phone: (415) 864-0336

SER-MDTA

335 S. First St.
San Jose, California 95113
Phone: (408) 287-7750

SER-MDTA

2541 So. Main Street
Santa Ana, California 92707
Phone: (714) 540-0261

SER-MDTA

1403 West Pico Blvd.
West Los Angeles, Calif. 90015
Phone: (213) 749-3301

SER-MDTA

Contra Costa County
2709 MacDonald Avenue
Richmond, California 94804
Phone: (415) 235-7735

COLORADO

SER Talent Search

2847 West Avenue
Denver, Colo. 80211
Phone: (303) 458-7657

SER-MDTA

217 So. Washatch Ave.
Colorado Springs, Colo. 80903
Phone: (303) 475-7540

SER-MDTA

2718 W. 28th Ave.
(28th/Clay)
Denver, Colorado 80211
Phone: (303) 458-6802

SER-MDTA

104 East 7th Street
Pueblo, Colorado 81003
Phone: (303) 545-7680

DISTRICT OF COLUMBIA

(Planned Site)

SER-MDTA

1111 "H" Street N.W.
Washington, D.C. 20005
Phone: (202) 630-5450

ILLINOIS

SER-MDTA

1345 W. 19th St.
Chicago, Illinois 60608
Phone: (312) 733-7120

INDIANA

SER-MDTA

2001 E. Colombo Drive
E. Chicago, Indiana 43612
Phone: (219) 397-1550

KANSAS

SER-MDTA

121 W. 4th Street
Topeka, Kansas 66603
Phone: (913) 235-6225

MICHIGAN

SER-MDTA

6705 West Lafayette
Detroit, Michigan 48216
Phone: (313) 841-6150

NEBRASKA

SER-MDTA

P.O. Box 841
1104 E. Overland
Scottsbluff, Nebraska 69361
Phone: (308) 632-3100

NEVADA

SER-MDTA

1111 Las Vegas South
Las Vegas, Nevada 89104
Phone: (702) 385-3876

NEW MEXICO

SER-CEP

515 Central, N.E.
Albuquerque,
New Mexico 87101
Phone: (505) 243-7837

SER-MDTA

1019 Tijeras, N.W. Room 211
Albuquerque,
New Mexico 87102
Phone: (505) 247-0401

SER-MDTA

1st National Bank Tower
Suite 422
Las Cruces, New Mexico 88001
Phone: (505) 524-1946

SER-MDTA

515 Don Gaspar Avenue
Santa Fe, New Mexico 87501
Phone: (505) 988-4463

TEXAS

SER Talent Search

2000 Texas Avenue
El Paso, Texas 79901
Phone: (915) 533-2474

SER-CEP

2720 Leeland Street
Houston, Texas 77003
Phone: (713) 228-6807

Operation DETOUR

214 Dwyer Ave., Room 205
San Antonio, Texas 78204
Phone: (512) 224-1606

SER-MDTA

1909 E. First Street or
P.O. Box 6397
Austin, Texas 78702
Phone: (512) 476-9243
and 474-5786

SER-MDTA

914 E. Washington, Room 202
P.O. Box 1090
Brownsville, Texas 78520
Phone: (512) 542-4300

SER-MDTA

2818 Port Avenue
Corpus Christi, Texas 78415
Phone: (512) 883-4333

SER-MDTA

4332 Maple Avenue
Dallas, Texas 75207
Phone: (214) 522-6850

SER-MDTA

730 E. Yandell
El Paso, Texas 79902
Phone: (915) 533-2631

SER-MDTA

1902 Avenue N 1/2
Galveston, Texas
Phone: (713) 765-9313

SER-MDTA

609 Fannin St., 12th Floor
Houston, Texas 77002
Phone: (713) 228-0044

SER-MDTA

1402 Texas Avenue
Lubbock, Texas 79401
Phone: (806) 747-3681

SER-MDTA

216 W. 1st St., P.O. Box 72
San Juan, Texas 78589
Phone: (512) 787-8541

SER-MDTA

1515 Saltillo
San Antonio, Texas 78207
Phone: (512) 434-9491

UTAH

SER-MDTA

167 E. 9th South
Salt Lake City, Utah 84101
Phone: (801) 363-4521

WASHINGTON

SER-MDTA

5511 1st Ave., So., Suite 200
Seattle, Washington 98108
Phone: (206) 764-4220

WISCONSIN

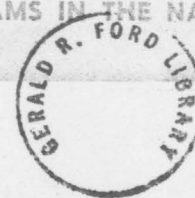
SER-MDTA

1341 Washington Avenue
Racine, Wisconsin 53403
Phone: (414) 832-5463



• LOCAL SER PROGRAM SITES
• PLANNED SITE

LOCAL SER PROGRAMS IN THE NATION



SER

November 4, 1975

Dear Bill:

Thank you for taking time from your busy schedule to meet with me regarding the unique manpower training needs of the nation's second largest minority group--the Spanish Speaking.

I look forward to working with you and your staff in your continuing efforts to address the needs of this significant group of Americans.

With my very best wishes, I remain

Yours sincerely,

Fernando E. C. De Baca
Special Assistant to the President

The Honorable William H. Kolberg
Assistant Secretary for Manpower
Department of Labor
200 Constitution Avenue
Washington, D. C. 20210

FECDeB:mmnd:11/4/75

BCC:

Ricardo Zazueta, SER, Antonio Morales, SER,
Manuel Gonzeles, LULAC, Gilbert Chavez, IMAGE
Manuel Fierro, EL CONGRESO





file

September 17, 1975

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DIRECTOR

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DIRECTOR

PETE V. VILLA
DIRECTOR

Mr. Fernando C. DeBaca
Special Assistant to the President
Executive Office Building - Room 194
The White House
Washington, D.C. 20500

Estimado Fernando:

The National SER Board of Directors will be holding their quarterly meeting in San Diego, California, On October 9, and 10, 1975, at the following location:

Cona Inn
Shelter Island
Shelter Island Drive
San Diego, California 92106

714/222-1191

Room rates are \$20.00 a day for a single room.

For hotel reservations, and information, please contact my secretary, Betty Ann Jimenez at the National Office as soon as possible.

Sinceramente,

Ricardo

Ricardo Zazueta
National Director

RZ/baj



The National Board of Directors of SER is the policy-making body. It is made up of representatives of business, local communities, participants in SER programs, and the founding organizations of the American GI Forum and LULAC.

States participating in SER programs include Arizona, Colorado, California, Illinois, Indiana, Kansas, Michigan, Nevada, New Mexico, Texas, Utah, Washington, and Wisconsin.

SER - Jobs for Progress - involves training programs, job preparation and quality placement and retention. Training is achieved through on the job training and general education development. The training profile is made up of disadvantaged, heads of households, high school dropouts, welfare recipients, and Vietnam War Veterans. Quality placement retention is achieved through constant assessment, education, counseling, training, and follow-up of placement.



7/16/75

BACKGROUND INFORMATION ON SER

means
SER means "to be," in Spanish. It was formed by the American
United
G. I. Forum and LULAC. (League of/Latin American Citizens)
SER is the major man-power delivery system for the Spanish
Speaking in the United States. It exists for one reason:
(because of the poor, the unemployed, the underemployed,
and the disadvantaged) SER means to help these people to be
and to help them help themselves.

OBEJCTIVES OF SER

1. To identify and assess the socioeconomic needs of the disadvantaged, especially the Spanish speaking
2. To identify the underlying causes of these needs
3. To develop and to implement innovative programs directed at meeting these needs
4. To involve the people whose lives are affected by these programs
5. To increase the responsiveness and effectiveness of the institutions and organizations which have the capabilities of meeting these needs
6. To promote and develop cultural awareness within the local communities
7. To develop leadership qualities within the communities
8. To mobilize local and non-local institutions
9. To provide information so that individuals/communities may help themselves



MAR 10 1975

SER — JOBS FOR PROGRESS, INC. ☐ National Office / 9841 Airport Blvd., Los Angeles, Ca 90045 (213) 649-1511 / Ricardo Zazueta, National Director



March 7, 1975

BOARD OF DIRECTORS

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DIRECTOR

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DIRECTOR

DANIEL I. GALVAN
DIRECTOR

AMADOR GARCIA
DIRECTOR

JULIAN MARTINEZ
DIRECTOR

PAUL MONTEMAYOR
DIRECTOR

ED VALENZUELA
DIRECTOR

*Mr. Fernando de Baca
Assistant to the President
Spanish-American Affairs
Old Executive Office Building
Washington, D.C. 20500*

Estimado Fernando:

*Enclosed is the paper I promised you containing our recommendations
as to policies and procedures the Department of Labor might adopt
so as to better serve the Spanish Origin Community.*

I hope you find it of use.

Sinceramente,

Ricardo Zazueta
Ricardo Zazueta
National Director

RZ:cz

Enclosures



Introduction:

Specific recommendations on policies and procedures the Department of Labor should adopt so as to better serve the Spanish Origin community.

Area # 1: Employment

There are no Spanish Origin employees in major administrative positions in the Washington Office of the Department of Labor .

Recommendation 1 A

DOL should have as a goal the placement of at least one Spanish-Origin person in a major DOL administrative position.

The position of Deputy Director for the OFCC has been vacant for approximately seven (?) months. In the past, several Spanish-Origin professionals have applied for numerous top level positions with the OFCC and despite the fact that they were qualified and went so far as to pass all screening tests, were not hired.

Recommendation 1 B

DOL should fill the Deputy Director position with a Spanish Origin professional that is qualified.



Area #2 Communications

The key executives of the Department of Labor have no systematic method of obtaining input from the Spanish Origin community on major policy issues.

Recommendation 2 A.

On an experimental basis, set up an informal working group of Spanish Origin community representatives to occasionally meet with the Secretary and his assistants. The Spanish Origin representatives should be knowledgeable of DOL activities, resources, and constraints. One option would be to have one representative from each Federal Region.

Area # 3 CETA

Congress included language in CETA which provided that programs of demonstrated effectiveness, such as SER, be given due consideration in funding by Prime Sponsors. In addition, Section 301 (b) of CETA addresses the specific needs of the limited English speaking and instructs the Secretary of Labor to assure that specialized manpower programs be continued to provide bi-lingual and bi-cultural manpower services. Section 301 (b) has been given little attention in the way of programmatic guidelines, or resources.

Recommendation 3 A

The Department of Labor should allocate resources for the implementation of 301 (b).



Congress during its consideration of the FY 1975 Labor/HEW Appropriations Bill included report language asking the Department of Labor to encourage cooperation between Community Based Organizations providing manpower services and Prime Sponsors. They set aside 18 million dollars, most of which was to be matched on a 50-50 basis with Prime Sponsors. The Department has elected not to accede to the request.

Recommendation B

The Department should allocate some resources along the line of Congress' intent.

The Department of Labor's FY 1974 Public Employment Program data indicate that a pattern of discrimination in hiring exists against the Spanish-Origin. The Spanish-Origin are getting fewer jobs and the jobs they get are at the lower pay scale.

Recommendation 3.B

The Department of Labor should establish procedures to insure that the Spanish-Origin receive an equitable share of all Public Employment jobs.

Area # 4
OFCC

The Office of Federal Contract Compliance does not report on a periodic basis the results of its activities and thus the level of awareness of OFCC's effectiveness as it affects



the Spanish-Origin community is extremely low.

Recommendation 4 A

OFCC should immediately prepare report on its activities and results as they pertain to the Spanish-Origin community.

Hometown plans are proving ineffective largely because DOL has prevented OFCC from following through on its mandate given by Executive Order 11246. Affirmative actions plans in most cases are not being filed, and where they are, those not in compliance are not being punished.

Recommendation 4 B

The Department of Labor should permit and encourage OFCC to follow up on affirmative action plans, and take corrective action in cases of non-compliance.

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*Area # 5
Research and
Statistics*

SER/Jobs for Progress, Inc. has a grant from the Ford Foundation to study the impact of CETA on the Spanish-Origin community.

Recommendation 5 A

The Department of Labor should assist SER in their efforts to objectively analyze the impact of CETA on the Spanish Origin community.



A need exists for more employment data, and on a more frequent basis, on the Spanish-Origin community. Presently, twice as much data is available on the Black population as on the Spanish-Origin population.

Recommendation 5 B

The Department of Labor in corroboration with the Bureau of the Census should develop as much statistical information on the Spanish Origin community, as is available on the Black community.



December 24, 1974

Dear Ricardo:

Thank you for your recent invitation to attend the National SER Board of Directors quarterly meeting in Albuquerque, New Mexico on January 10 and 11, 1974.

Unfortunately, my current scheduling of activities precludes my attendance at that time. Should there be a change in my ability to participate in this important meeting, I'll contact you immediately.

My warmest regards and wishes for a happy holiday season.

Atentamente,

Fernando E. C. De Baca
Special Assistant to the President

Mr. Ricardo Zazueta
National Director
SER - Jobs For Progress, Inc.
9841 Airport Blvd.
Los Angeles, California 90045

FECDB:rmr/fjo.



December 24, 1974

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Atentamente,

Fernando E. C. De Baca
Special Assistant to the President

Mr. Ricardo Zazueta
National Director
SER - Jobs For Progress, Inc.
9841 Airport Blvd.
Los Angeles, California 90045

FECDB:rmr/fjo.



December 24, 1974

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Atentamente,

Fernando E. C. De Baca
Special Assistant to the President

Mr. Ricardo Zazueta
National Director
SER - Jobs For Progress, Inc.
9841 Airport Blvd.
Los Angeles, California 90045

PECDB:rmr/fjo.





December 13, 1974

DEC 16 1974

BOARD OF DIRECTORS

PETE VILLA
CHAIRMAN

GREGORY LUNA
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WILLIAM BONILLA
TREASURER

TONY ALVAREZ
DIRECTOR

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DIRECTOR

AMADOR GARCIA
DIRECTOR

JULIAN MARTINEZ
DIRECTOR

PAUL MONTEMAYOR
DIRECTOR

ED VALENZUELA
DIRECTOR

The Honorable Fernando de Baca
Special Assistant to the President
Executive Office Building
The White House
Washington, D. C. 20500

Estimado Fernando:

The National SER Board of Directors will be holding their quarterly meeting in Albuquerque, New Mexico on January 10 and 11, 1975, and we would be very honored to have you with us during this very important meeting at the following location:

Four Seasons Motel
2500 Carlisle, N.E.
Albuquerque, New Mexico 87110

Telephone: 505/265-1211

For hotel reservations or further information, please do not hesitate to contact me or my secretary, Diane Montes, at our National Office. We will be forwarding to you an agenda and other related information in the near future.

Sinceramente,

Ricardo Zazueta
National Director

RZ/drm



May 12, 1975

Estimado Ricardo:

This is in reference to your letter of May 9, 1975 and to our conversation during your recent visit to the District.

As we agreed, I will contact Narcisso Cano and coordinate our efforts with him to secure an appointment with Secretary of Labor John Dunlap and to nail down Presidential visits to one or more of our many successful SER manpower training sites in the country.

We will keep you posted on our efforts.

Atentamente,

Fernando E. C. De Baca
Special Assistant to the President

cc: Mr. Narcisso Cano
224 E. Capitol Avenue, S. E.
Washington, D. C. 20003

Mr. Ricardo Zasqueta
National Director
SER - JOBS FOR PROGRESS, INC.
9841 Airport Blvd.
Los Angeles, California 90045

FECDeB:mmm:5/12/75





May 9, 1975

BOARD OF DIRECTORS

ANTONIO MORALES
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EDWARD VALENZUELA
VICE-CHAIRMAN

WILLIAM BONILLA
SECRETARY/TREASURER

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DIRECTOR

SARAH BARELA
DIRECTOR

JOE BENITES
DIRECTOR

DANIEL CAMPOS
DIRECTOR

ELVIA CHAVEZ
DIRECTOR

TONY GALLEGOS
DIRECTOR

AMADOR GARCIA
DIRECTOR

BERTHA GARCIA
DIRECTOR

PETE V. VILLA
DIRECTOR

Mr. Fernando De Baca
Special Assistant to the President
White House
Washington, D.C. 20500

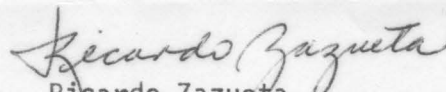
Estimado Fernando:

Enclosed for your information is a listing of all of our current local SER programs. In reference to our discussion earlier, I hope that the President will be able to stop in and visit with one of our Local SER programs some time during his travels across the country. If you can provide us a firm date as to when the President will be in one of the local SER cities and if he does wish to tour a SER project, we can plan a large convention or gathering of some type where he could formally give a speech of domestic importance.

Also let me thank you for your efforts in trying to secure a meeting for SER with the Secretary of Labor, Mr. John Dunlop. Your assistance in bringing about this meeting is of great importance and the success of the meeting will largely be dependant upon your help at this time.

If you have any questions or would like anymore information concerning the above please feel free to call on me.

Sinceramente,


Ricardo Zazueta
National Director

JZ:tg
Enclosures



SER LOCAL OFFICES

Arizona

Yuma
Glendale (Phoenix)
Tucson

California

San Bernardino
San Jose
San Francisco
El Centro
Norwalk
East Los Angeles
West Los Angeles
Santa Ana
San Diego
Fresno

Colorado

Colorado Springs
Pueblo
Denver
Colorado State

Illinois

Chicago

Indiana

East Chicago

Kansas

Kansas City
Topeka
Wichita
Garden City

Michigan

Saginaw
Detroit

Nevada

Las Vegas

New Mexico

Santa Fe
Las Cruces
Albuquerque

Texas

El Paso
San Antonio
Houston
Lubbock
Corpus Christi
Dallas
Austin
Galveston
Brownsville

Utah

Salt Lake

Washington

Seattle

Wisconsin

Milwaukee

May 9, 1975



TO Fernando De Baca

AT

SUBJECT

DATE 5/8 5:00p.m.

Rather than trade phone calls again, I thought a note would be best: (1) Zazueta wanted me to work with your office on a Meeting with Secretary Dunlop

(2) Also on the possible visit to a SER office by the President - Zazueta asked me to provide any help required.

(3) Is there any truth to a rumor of a Recruiter's job

PLEASE REPLY TO →

SIGNED

open in the White House? If

so, I am interested.

Sincerely

Harold Lund

202-547-7030

224 E Capitol S.E.
Washington D.C.

20003



DATE

SIGNED

Rediform®

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Poly Pak (50 sets) 4P469

SEND PARTS 1 AND 3 WITH CARBONS INTACT.
PART 3 WILL BE RETURNED WITH REPLY.

THE WHITE HOUSE

WASHINGTON

May 15, 1975

Dear Commissioner Williams:

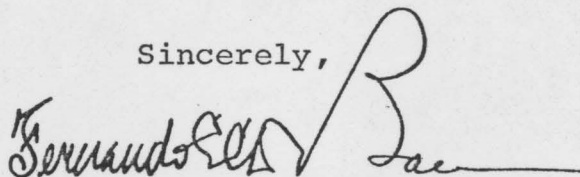
I understand that the Pueblo Board of County Commissioners is considering the refunding application of the SER manpower program in Pueblo.

I have had the pleasure over the past three years to witness the effectiveness of the SER program in Pueblo and have been impressed with the drive and dedication of the program's Executive Director, Al Valenzuela, and his staff.

I hope that you and the other members of the Board of County Commissioners of Pueblo will continue to support this superb program. Pueblo, like most cities throughout the country has been hard hit by the current economic slump. Hardest hit have been the traditionally disadvantaged minorities. Project SER is needed to adress this void.

Best wishes.

Sincerely,



Fernando E. C. De Baca
Special Assistant to the President

The Honorable Charles Williams
County Commissioner
Pueblo County Court House
10 Main Street
Pueblo, Colorado 81003



May 15, 1975

Dear Mayor Takaki:

I understand that the City of Pueblo is considering the refunding application of the SER Manpower Training Program under the Comprehensive Employment and Training Act (CETA) allocation to your city.

I have had the pleasure over the past three years to witness the effectiveness of the SER project in Pueblo. I have been tremendously impressed with the drive and dedication of SER manpower executives and staff and with the overall record of accomplishments of this program in meeting the training needs of disadvantaged members of your community.

I hope that you will continue to support this superb program. Pueblo, like most of the cities across our nation has been hard hit by the current economic slump and resulting cutbacks in Defense and related industries. ~~Hardest hit by these~~ cutbacks have been the Spanish speaking and members of other traditionally disadvantaged minorities. Project SER is needed to address this void.

Kindest regards.

Yours sincerely,

Fernando E. C. De Baca
Special Assistant to the President

The Honorable Melvin Takaki
Mayor of the City of Pueblo
City Hall
100 North Union
Pueblo, Colorado 81003

FECDeB:mmmd:5/15/75

BDC: Al Venezuela , Ricardo Zaaqueta, Antonio Morales



(Hardest hit by these. . .)

May 15, 1975

Dear Commissioner Williams:

I understand that the Pueblo Board of County Commissioners is considering the refunding application of the SER manpower program in Pueblo.

I have had the pleasure over the past three years to witness the effectiveness of the SER program in Pueblo and have been impressed with the drive and dedication of the program's Executive Director, Al Valenzuela, and his staff.

I hope that you and the other members of the Board of County Commissioners of Pueblo will continue to support this superb program. Pueblo, like most cities throughout the country has been hard hit by the current economic slump. Hardest hit have been the traditionally disadvantaged minorities. Project SER is needed to address this void.

Best wishes.

Sincerely,

Fernando E. C. De Baca
Special Assistant to the President

The Honorable Charles Williams
County Commissioner
Pueblo County Court House
10 Main Street
Pueblo, Colorado 81003

BCC: Al Valenzuela, 770 Grant Street, Suite 206
Pueblo, Colorado
Richard Zazueta



SEK

File
EBE

SEP 12 P.M.

THE WHITE HOUSE
WASHINGTON

September 12, 1974

MEMORANDUM FOR: FERNANDO DE BACA
FROM: CHUCK LICHENSTEIN and
SUBJECT: Attached Correspondence

I realize that you've received a copy of this letter, but would you in any event respond "at the request of Counsellor Burch who is very grateful for your suggestion".

And, if you think that it's desirable to do so, you might then transmit the request for SER's Summit participation to Mr. William Seidman (who's head honcho as you know) -- with whatever recommendation you wish, cool, warm, or torrid.

Thanks.

Attachment





September 3, 1974

clwr

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ED VALENZUELA
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The Honorable Dean Burch
Counsellor to the President
The White House
Washington, D.C. 20500

Estimado Sr. Burch:

We have just received news of your recent appointment as Counsellor to President Gerald Ford. We would like to express our most sincere congratulations for the honor bestowed on you and we look forward to working with an interested and sincere Administration concerned with the Spanish speaking.

During a meeting with you several months ago we discussed the need for a special counsellor to the President representing the Spanish speaking. With the recent appointment of Fernando de Baca as special liaison to the President for the Spanish speaking, the present Administration has shown its interest in establishing substantial contacts with the Spanish speaking community. Senator John G. Tower, Senator Peter Dominick, Congressman John J. Rhodes, Congressman Manuel Lujan, and several other leading Republicans, we feel, have been instrumental in communicating the interests of the Spanish speaking community to the White House and we look forward to continued efforts with these fine gentlemen. We also look forward to working with Mr. Fernando de Baca who has in the past shown true dedication to the Spanish speaking and our country as a whole.

The importance of the forthcoming economic summit conference and the smaller economic conferences being held at this time, is well known to both leaders of the economy and the Congress. It is important, we think, that the Spanish speaking community participate and involve itself in these conferences. For the past eight years SER has been making tremendous



The Honorable Dean Burch
September 3, 1974
Page - 2 -

readings in the field of bilingual and bicultural vocational training and job placement. SIR has amassed tremendous amounts of experience and expertise, consequently, we would like to offer our research and analysis of employment, unemployment, and underemployment status of the Spanish speaking in the labor market. To achieve this end, SIR requests participation in the economic summit conference. Your assistance in this matter will be appreciated.

Sinceramente,

Ricardo Zazueta

Ricardo Zazueta
National Director

cc: Mrs. Anne Armstrong
Mr. Fernando de Baca
Ms. Gwen Anderson
Congressman John J. Rhodes
Congressman Manuel Lujan
Senator Peter H. Dominick
Senator Barry Goldwater
Senator Carl T. Curtis
Senator Bob Dole
Senator Pete Domenici
Senator Robert P. Griffin
Senator Mark Hatfield
Senator Roman Hruska
Senator Jacob Javits
Senator James D. Pearson
Senator Charles Percy
Senator Richard S. Schweiker
Senator Lowell P. Weicker
Senator John G. Tower





September 3, 1974

The Honorable Fernando de Baca
Counsellor to the President
The White House
Washington, D.C. 20500

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DIRECTOR

PAUL MONTEMAYOR
DIRECTOR

ED VALENZUELA
DIRECTOR

Estimado Sr. de Baca:

We would like to express our sincere and warmest congratulations on your recent appointment as Presidential Counsellor on the Spanish speaking. I personally look forward to a very warm professional relationship between SER, Jobs for Progress, Inc., and your fine office, and I also look forward to continuation of our warm personal friendship.

As you well know SER has over the past eight years amassed a great amount of data, expertise, and analysis of the employment, unemployment, and underemployment status of the Spanish speaking in the labor market. During the forthcoming economic conferences, SER feels a tremendous responsibility to help represent the Spanish-speaking and to contribute its expertise to formulate a workable strategy to control inflation and end the recession our country is now mired in. It is vitally important that all segments of the economic sectors of our country be represented at the summit conferences and it is with this in mind that SER request participation in these conferences. Your assistance in this matter is greatly appreciated.

Sinceramente,

Ricardo Zazueta
National Director

cc: Mrs. Anne Armstrong
Ms. Gwen Anderson
Mr. Dean Burch
Congressman John J. Rhodes
Congressman Manuel Lujan
Senator Peter H. Dominick
Senator Barry Goldwater
Senator Carl T. Curtis
Senator Bob Dole
Senator Pete Domenici
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Senator James D. Pearson
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Senator Richard S. Schweiker
Senator Lowell P. Weiker
Senator John G. Tower





September 3, 1974

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ED VALENZUELA
DIRECTOR

*The Honorable Anne Armstrong
Counsellor to the President
The White House
Washington, D.C. 20500*

Estimada Senora Armstrong:

It was with pleasure that we received news of your appointment as Counsellor to President Gerald Ford. Your particular role as recruiter of Spanish surnamed individuals to work in the Ford Administration is of critical importance not only to the Spanish speaking but to the entire nation as a whole. We look forward to the continuation of the warm and cordial communication we have maintained in the past.

The recent appointment of Mr. Fernando de Baca as the special liaison of the President to the Spanish speaking, we feel is a very constructive and far reaching precedent initiated by President Ford. In our several meetings with you during the past several years and with Mr. Dean Burch, Counsellor to the President, the need for a special counsellor to the President for the Spanish speaking had been discussed. Both you and Mr. Burch as well as Senator John Tower, Congressman John Rhodes, Congressman Manuel Lujan, and other leading Republicans in Congress concurred with the idea. It is indeed gratifying to see the idea turn into reality with the appointment of Mr. De Baca, who is held with the utmost esteem and respect by the Spanish speaking community.

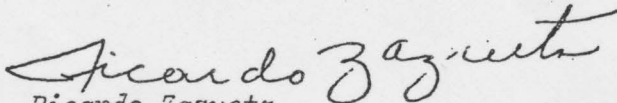
The forthcoming economic summit conference and the various smaller economic conferences being held, will afford the President an opportunity to meet with leaders of the various economic sectors of our country. During these meetings we feel it is important the Spanish speaking leaders participate and contribute to the dialogue concerning our economy. SER, Jobs for Progress, Inc., has over the past eight years been a leader in the field of bilingual, bicultural, vocational training and job placement. The expertise and experience which SER



The Honorable Anne Armstrong
September 3, 1974
Page - 2 -

has amassed is invaluable. Consequently, SER would like to offer its research, experience, and analysis of the employment, unemployment, underemployment of the Spanish speaking in the labor market. It is with this in mind that we request participation in the economic summit conference which is at this time being organized by the President. It is with great interest, enthusiasm, and expectations that we request participation.

Sinceramente,


Ricardo Zazueta
National Director

RZ:cz

cc: Mr. Dean Burch
Mr. Fernando de Baca
Ms. Gwen Anderson
Congressman John J. Rhodes
Congressman Manuel Lujan
Senator Peter H. Dominick
Senator Barry Goldwater
Senator Carl T. Curtis
Senator Bob Dole
Senator Pete Domenici
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Senator Mark Hatfield
Senator Roman Hruska
Senator Jacob Javits
Senator James D. Pearson
Senator Charles Percy
Senator Richard S. Schweiker
Senator Lowell P. Weiker
Senator John G. Tower

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

NOV 13 1974

November 11, 1974

*Called
11-18-74
Rmk*

MEMORANDUM FOR:

FERNANDO C. DE BACA

FROM:

WM. NICHOLSON *WNN*

SUBJECT:

Invitation to the President to tour
SER Program in California or Texas -
invitation from Ricardo Zazueta

The attached letter is referred to you for appropriate response.
No acknowledgment has been made in our office.

Or perhaps you have been in touch with Mr. Zazueta already
in line with your memo of October 11 to Mr. Rustand.



THE WHITE HOUSE

WASHINGTON

October 11, 1974

MEMORANDUM FOR: WARREN RUSTAND *WR*
FROM: FERNANDO C. DE BACA
SUBJECT: Invitation to the President
to Tour SER Program in
California or Texas

Because of the delicate refunding negotiations which the SER program has experienced with the Department of Labor over the past few months, I would not recommend a Presidential visit at this time. Such a visit would only serve to bring additional pressure to bear on DOL in their endeavor to decentralize manpower programs to states and local governments.

SER, as you probably know, has bitterly opposed the decentralization of such programs since the inception of CETA.

Incidentally, I will be touring some Midwest and Southwest SER Centers on behalf of the Administration and will work closely with Mr. Zazueta and DOL to insure a smooth transition to the "New Federalism."



MEMORANDUM

THE WHITE HOUSE
WASHINGTON

October 22, 1974

MEMORANDUM FOR: FERNANDO de BACA
FROM: WARREN RUSTAND *WR*
SUBJECT: Invitation to the President to Tour SER
Program in California or Texas

To date we have not had a response to our memo (attached).

Could we have your comments and recommendation please.



THE WHITE HOUSE
WASHINGTON

Date: October 6, 1974

MEMORANDUM FOR: **FERNANDO de BACA**

FROM: **WARREN RUSTAND**
DAVID PARKER

RE: **Invitation to the President to tour
SER Program in California or Texas
at some time in near future.**

The attached is being sent to you for your advice and
recommendation.

Would you advise as soon as possible.

Thank you.

COMMENTS:





17
Invitation -
Pres. Commencement

October 2, 1974

ACTION	
T/D	
SCHEDULE ED.	
DATE RECEIVED	
OCT 4 1974	
MESSAGE	
SPEAKERS BUREAU	
OTHER	Fernando de Baca
APPOINTMENT OFFICE	

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DIRECTOR

PAUL MONTEMAYOR
DIRECTOR

ED VALENZUELA
DIRECTOR

The Honorable Gerald R. Ford
President of the United States
The White House
Washington, D. C.

Estimado Sr. Presidente:

SER-Jobs for Progress is the largest community-based manpower organization for the Spanish speaking comparable to the Opportunities Industrialization Centers headed by Reverend Leon Sullivan.

I recently read that you had toured the Opportunities Industrialization Center in Philadelphia with Reverend Sullivan. It would be a pleasure and a distinct honor if you would tour our SER program in California or Texas some time in the near future. This would be a great motivation for our Spanish-speaking community, which is the second-largest minority in our country and the largest minority in the Southwest.

If possible, we would like to arrange this tour through Mr. Fernando de Baca on your staff and the Secretary of Labor, Mr. Peter Brennan.

Respetuosamente,

Ricardo Zazueta
National Director

RZ/drm

cc: Peter Brennan, Secretary of Labor
Fernando de Baca, Special Assistant to the President





October 2, 1974

WHITE HOUSE
MAIL ROOM
OCT 4 1974
PM 2 40
MESSAGE
BUREAU
OTHER 3
APPOINTMENT OFFICE

The Honorable Gerald R. Ford
President of the United States
The White House
Washington, D. C.

Estimado Sr. Presidente:

SEER-Jobs for Progress is the largest community-based
manpower organization for the Spanish speaking comparable
to the Opportunities Industrialization Centers headed by
Reverend Leon Sullivan.

I recently read that you had toured the Opportunities
Industrialization Center in Philadelphia with Reverend
Sullivan. It would be a pleasure and a distinct honor if
you would tour our SEER program in California or Texas
some time in the near future. This would be a great
motivation for our Spanish-speaking community, which
is the second-largest minority in our country and the
largest minority in the Southwest.

If possible, we would like to arrange this tour through
Mr. Fernando de Baca on your staff and the Secretary
of Labor, Mr. Peter Brennan.

Respetuosamente,

Ricardo Zazueta
National Director

RZ/drm

cc: Peter Brennan, Secretary of Labor
Fernando de Baca, Special Assistant to the President



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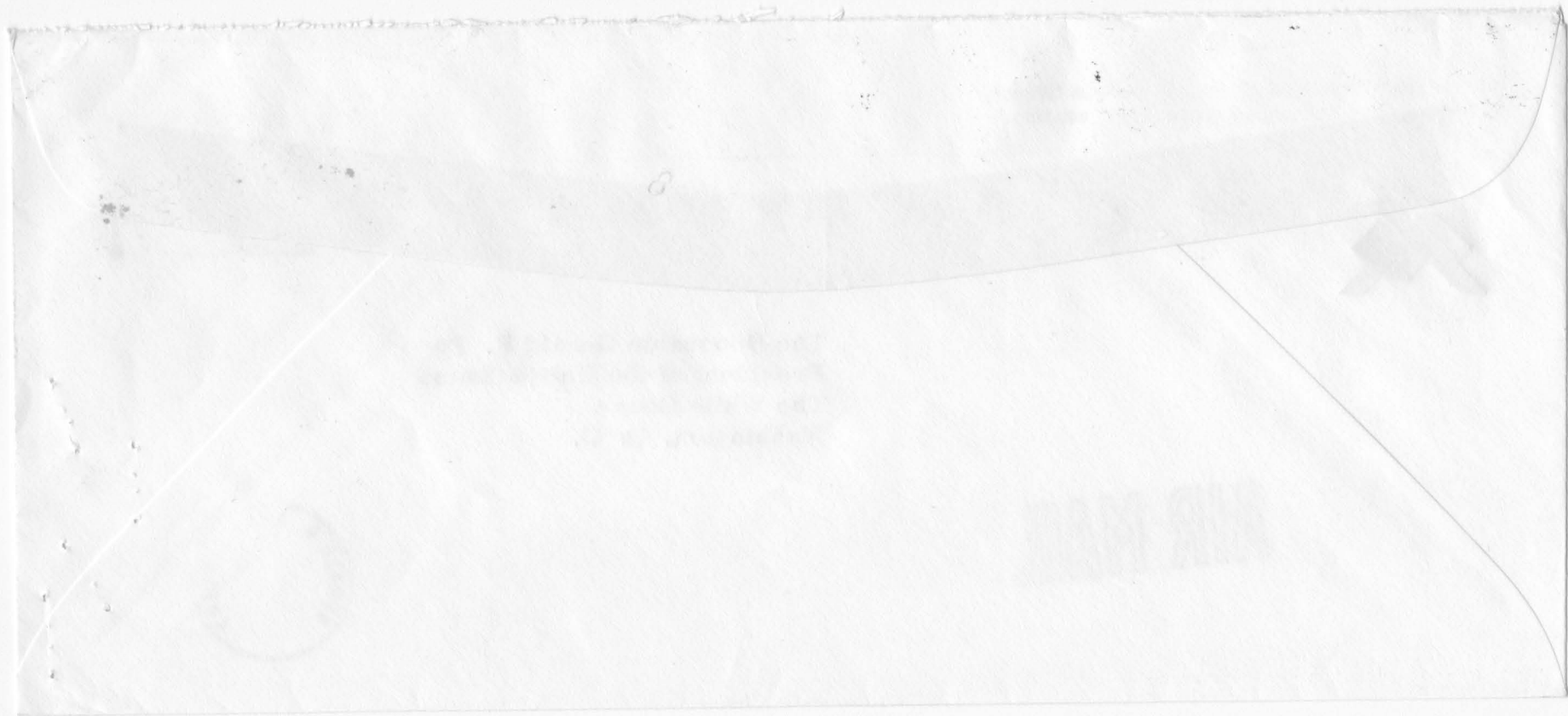
SER — JOBS FOR PROGRESS, INC. ☐ National Office
9841 Airport Blvd., Los Angeles, Ca 90045 (213) 649-1511



The Honorable Gerald R. Ford
President of the United States
The White House
Washington, D. C.

AIR MAIL





GRAM DIRECTORY

NEVADA

SER-MDTA

1111 Las Vegas South
Las Vegas, Nevada 89104
Phone: (702) 385-3876

NEW MEXICO

SER-CEP

515 Central, N.E.
Albuquerque,
New Mexico 87101
Phone: (505) 243-7837

SER-MDTA

1019 Tijeras, N.W. Room 211
Albuquerque,
New Mexico 87102

Phone: (505) 247-0401

SER-MDTA

1st National Bank Tower
Suite 422
Las Cruces, New Mexico 88001
Phone: (505) 524-1946

SER-MDTA

515 Don Gaspar Avenue
Santa Fe, New Mexico 87501
Phone: (505) 988-4463

TEXAS

SER Talent Search

2000 Texas Avenue
El Paso, Texas 79901
Phone: (915) 533-2474

SER-CEP

2720 Leeland Street
Houston, Texas 77003
Phone: (713) 228-6807

Operation DETOUR

214 Dwyer Ave., Room 205
San Antonio, Texas 78204
Phone: (512) 224-1606

SER-MDTA

1909 E. First Street or
P.O. Box 6397
Austin, Texas 78702
Phone: (512) 476-9243
and 474-5786

SER-MDTA

914 E. Washington, Room 202
P.O. Box 1090
Brownsville, Texas 78520
Phone: (512) 542-4300

SER-MDTA

2818 Port Avenue
Corpus Christi, Texas 78415
Phone: (512) 883-4333

SER-MDTA

4332 Maple Avenue
Dallas, Texas 75207
Phone: (214) 522-6860

SER-MDTA

730 E. Yandell
El Paso, Texas 79902
Phone: (915) 533-2631

SER-MDTA

1902 Avenue N 1/2
Galveston, Texas
Phone: (713) 765-9313

SER-MDTA

609 Fannin St., 12th Floor
Houston, Texas 77002
Phone: (713) 228-8044

SER-MDTA

1402 Texas Avenue
Lubbock, Texas 79401
Phone: (806) 747-3681

SER-MDTA

216 W. 1st St., P.O. Box 72
San Juan, Texas 78589
Phone: (512) 787-5541

SER-MDTA

1515 Saltillo
San Antonio, Texas 78207
Phone: (512) 434-9491

UTAH

SER-MDTA

167 E. 9th South
Salt Lake City, Utah 84101
Phone: (801) 363-4521

WASHINGTON

SER-MDTA

5511 1st Ave., So., Suite 200
Seattle, Washington 98108
Phone: (206) 764-4220

WISCONSIN

SER-MDTA

1341 Washington Avenue
Racine, Wisconsin 53403
Phone: (414) 632-5463



SER Trainees On-The-Job Training



SER Trainee in San Jose, California

"One of the basic goals of the Great Society is that all Americans enjoy the economic security and dignity that flow from full use of their talents. The path to this lofty goal will be made much easier to travel through programs by SER.

By exploring new trails leading to full employment and higher earning power for a large body of Spanish speaking citizens in the Nation, this unique program will play a vital part in our mutual efforts to ensure a richer and fuller life for all."

— Manpower Report of the President



"Explorando nuevas avenidas de empleo que ofrezcan seguridad y estabilidad económica a favor del pueblo de habla hispana, SER como programa único y distinto, hace un papel esencial en los esfuerzos de asegurar una vida más fructífera y abundante para todos en general."

— Manpower Report of the President



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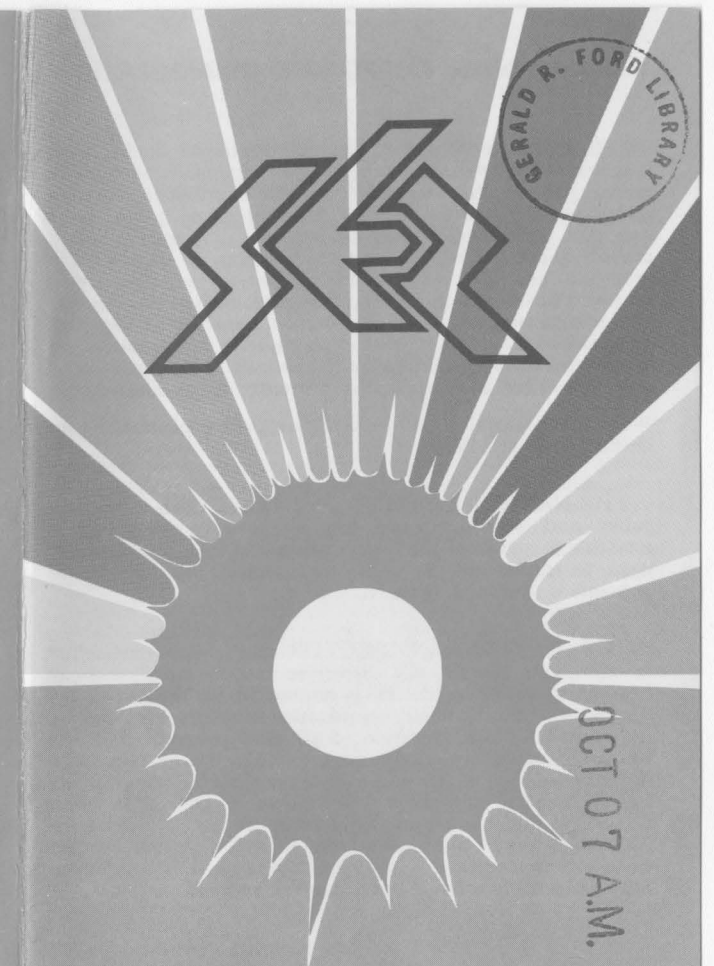
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Tony Gallegos.....	Vice Chairman
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Pete Villa.....	Treasurer
Richard J. Trujillo.....	Director
Daniel Campos.....	Director
Rogelio Degollado.....	Director
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Ms. Sarah Barela.....	Director
Julian Martinez.....	Director
Edward Modesto.....	Director
Paul Montemayor.....	Director

NATIONAL SER OFFICE

Ricardo Zazueta.....	National Executive Director
Narciso O. Cano, Jr.....	Assistant National Director
Robert Griego.....	Program Operations Deputy
Robert A. Cuellar.....	Planning, Research, Evaluation & MIS Deputy
Victor Munoz.....	Acting Program Mgt. Support Deputy

Compiled and Edited by Miguel V. Calderón

Printed By Employer Relations Division | LA773



"One of the most notable new efforts to develop an effective attack on the employment problems of the Spanish speaking community."

"Uno de los más notables y nuevos esfuerzos que se ha desarrollado para confrontarse efectivamente con los problemas de empleo de la comunidad de habla hispana."

Manpower Report of the President

SER/JOBS FOR PROGRESS, INC.
9841 AIRPORT BOULEVARD
LOS ANGELES, CALIFORNIA 90045
(213) 649-1511

DANIEL GALVAN
Chairman, National
Board of Directors

RICARDO ZAZUETA
National Director



• LOCAL SER PROGRAM SITES
▲ PLANNED SITE

LOCAL SER PROGRAMS IN THE NATION

THE NATIONAL CORPORATE ORGANIZATION

SER/Jobs For Progress, Inc., the national organization is structured very similarly to a large corporation with many branch offices. The national organization provides direction and support functions to each local program in the same way that the national headquarters of a corporation would provide these services to its branch offices as though each program, like each branch office, were a separate profit center. The use of this type of an organizational structure is the equivalent of taking a highly management-directed, profit-oriented technique and applying it to any organization so as to maximize profit and minimize cost. In this case, however, the effect is to maximize efficiency and minimize cost.

On a functional level, the SER national organization can be described as follows:

THE NATIONAL BOARD OF DIRECTORS formulates policy and objectives and has ultimate responsibility to establish the goals of the organization and take the necessary steps to implement them. To accomplish this, the Board appoints a National Director.

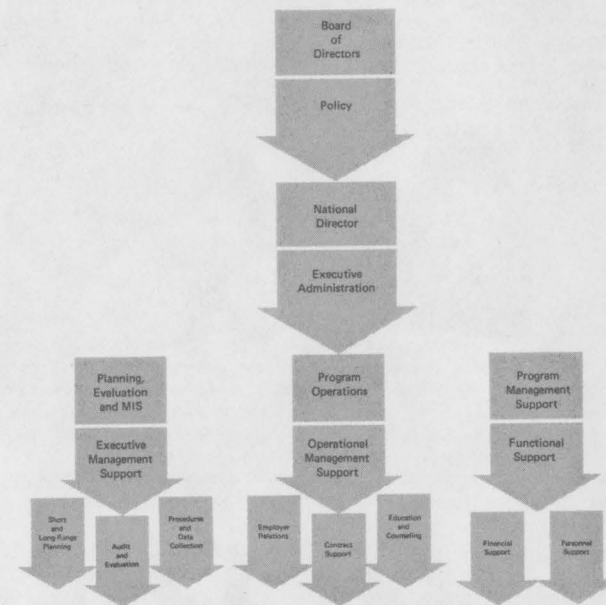
THE NATIONAL DIRECTOR has the responsibility to carry out the Board's directives and to translate them from policy into practice. He is responsible for the day-to-day operation of the National organization and hence, ultimately responsible for the operation of all local programs. He also has one function which is unique to SER: He is responsible for "marketing" in the sense that the funding agencies are SER's "paying customers" for whom a service is being performed under contract. To accomplish his objectives, the National Director has various administrative departments for executive management support, operational management support, and functional management support.

THE DEPARTMENT OF PROGRAM MANAGEMENT SUPPORT provides support at a functional level. It provides financial and personnel support to the national organization and, at the same time, provides assistance to, and monitoring of, the local programs in these same areas.

THE DEPARTMENT OF PROGRAM OPERATIONS provides support at an operational management level. It provides technical assistance in the education, counseling, employer relations and contract areas. In addition, it handles direct day-to-day management administrative support and monitoring to assist local programs in performing successfully.

THE DEPARTMENT OF PLANNING, EVALUATION AND MANAGEMENT INFORMATION SYSTEMS provides executive management support to the national organization. It provides long and short range planning, administrative procedures, data collection and audit and evaluation facilities. It also provides some of these services to the local programs by making these procedures uniform for all programs and training the local program personnel in management techniques.

In general, the management techniques used by the SER national organization are similar to those used in a profit-oriented industry. The appropriateness of management-directed, profit-oriented techniques can be seen in the increased efficiency and lower costs resulting from their use at SER just as they do in industry.



NATIONAL ORGANIZATIONAL CHART

THE SPONSORING ORGANIZATIONS



"Education Is Our Freedom ..."

The American G.I. Forum is a veterans' family organization founded in Corpus Christi, Texas in 1948. Since then, the organization has shown national growth and is highly recognized as a voice for Mexican American people. The American G.I. Forum continues its fight "Education is Our Freedom and Freedom Should be Everybody's Business."



All for One .. One for All

The League of United Latin American Citizens (LULAC) was founded in 1929 to help in the struggle of the Mexican Americans against their social-economic and educational discriminatory practices of the time.



SER Trainee in Corpus Christi, Texas



SER Trainee in Phoenix, Arizona



English as a Second Language in Tucson, Arizona

THE SER HISTORICAL BACKGROUND

ITS CREATION & DEVELOPMENT

JOBS FOR PROGRESS, INC., commonly known as SER (Service, Employment, Redevelopment), came into existence through the efforts of farsighted individuals in the two greatest Spanish speaking organizations. The large scale program to tap the manpower resources of the Spanish speaking community was given the name "to be" in Spanish — Operation "SER."

In the spring of 1964, The American G.I. Forum announced the opening of a local chapter office in Washington, D.C. with special emphasis on EMPLOYMENT programs.

In the Spring of 1965, almost simultaneously, job placement centers for Spanish speaking were operated in Houston and Corpus Christi by the League of United Latin American Citizens.

Meantime, the American G.I. Forum chapter office in Washington, D.C. directed a historic flow of information ever disseminated by any single Spanish speaking organization during the last decade. It was known as INFORMATION FOR PROGRESS. In one year alone, INFORMATION FOR PROGRESS prepared, reproduced and mailed over 50,000 information packages on federal jobs and programs.

Based on the lessons learned, the two national organizations, THE AMERICAN G.I. FORUM and LULAC joined hands to "... eliminate poverty in the Southwest — with special attention to the culturally different."

It was in the Spring of 1965 the members of these two organizations, realizing the tremendous need for manpower services for the Spanish speaking, put all their financial and human resources under the banner, JOBS FOR PROGRESS to insure continual operation of the voluntary job placement centers in Washington, D.C., Houston, and Corpus Christi, Texas. The centers were funded and staffed exclusively by Spanish speaking volunteers.

On June 10, 1966, seven years ago, Secretary of Labor Willard Wirtz and OEO Director Sargent Shriver announced the joint funding of Operation SER. It was funded by the Office of Economic Opportunity, and the Department of Labor. Later on the Department of Health Education and Welfare (HEW) provided funds.

On October 3, George J. Roybal was installed as SER's Executive Director with a small staff in Albuquerque, and the Skills Bank started placing people in non-traditional jobs.

By August 1968, the result of two year's work began to materialize. Convinced that it was moving in the right direction, SER forged ahead, implementing new ideas to reach the Spanish speaking, making Manpower programs available to them for the first time.

By 1972, SER had expanded to Arizona, California Colorado, Illinois, New Mexico, Texas, Kansas, Wisconsin, Indiana, Utah, Washington, Nevada, Michigan, and Washington, D.C.

In 1970, SER changed status from an experimental program under the Experimentation and Development Division of the Department of Labor to a categorical program under the Department of Labor.

By 1973, SER was in 40 cities around the country providing training and services to thousands of Americans of all nationalities and ethnic backgrounds. The dream of the founders, members of those two great organizations, is daily becoming more of a reality.

The total impact of SER on the Spanish speaking community cannot be ascertained at this time. Manpower accomplishments can be cited, but these were not the only services effected by SER. Employment-policy changes influenced by SER are too recent to be noticeable. Yet, State operating agencies are cognizant of the fact that SER has reached thousands of disadvantages Spanish speaking Americans; people formerly not serviced by any State employment or Manpower agency.

THE PROBLEM

The Spanish speaking in the nation are worse off in every respect than all other Americans. They are poorer, their housing is more crowded and more dilapidated, their unemployment rate is higher, and their educational level is lower (two years below non-white, four below Anglo).

A CULTURAL DIFFERENCE

Spanish speaking Americans are unique among peoples who make up our nation. They did not "arrive" to colonize. They were already here. Conquering the Mexican really meant overwhelming him with Anglo migration and institutions where the Mexican had little to say.

With language, religion and customs at odds, with the dominant society, the Mexican remained culturally and economically isolated in the midst of increasing prosperity.

The Spanish speaking of today is first and foremost a committed and loyal American, but his desperate struggle to educate himself, and to find a better job, is a constant reminder of his cultural disadvantage. Attitudes rooted in the nineteenth century persist and perpetuate a dilemma which is not easily resolved, and our dynamic economic growth is only leaving the Spanish speaking further behind.

SER was designed by the major Spanish speaking organizations to break down cultural and economic barriers to full employment for the Spanish speaking of the nation by involving the Spanish speaking themselves in the effort. SER is staffed exclusively with bilingual, bicultural person-

nel who are not only well qualified in their respective specialties, but whose experience and motivation make them cognizant and adept at dealing with cultural difference. By developing and administering manpower programs in this manner, effective gains are already being made.



RICARDO ZAZUETA, THE NATIONAL DIRECTOR

THE SER NATIONAL EFFORT

PURPOSE

The basic thrust of the SER activities is to assist the disadvantaged — to improve the quality of their lives, primarily through manpower and related programs designed to upgrade educational and vocational skills, and to open career opportunities in employment.

OBJECTIVES

In pursuit of its purpose, SER focuses available resources on the following objectives, which have shaped the strategies of all local programs for the coming contract year:

1. To plan and arrange manpower and related services that enable the disadvantaged — with priority to Spanish speaking Americans — to overcome the obstacles that have denied them employment, economic opportunity, and self-sufficiency.
2. To advance the state of the art in how to deliver effective manpower and related services to the Spanish speaking population through research, experimentation, and evaluation, developing innovative bilingual-bicultural curricula, education and training materials.
3. To work with employers, unions and governmental authorities to broaden employment opportunities, eliminating discrimination and other barriers to employment, and career upgrading of the Spanish speaking population in the private and public sector.
4. To use advanced knowledge gained to assist Federal, State and local government authorities about SER operations in the planning and development of programs for the Spanish speaking community and otherwise stimulate institutional changes and responsiveness on the part of governmental agencies.
5. To actively involve the Spanish speaking poor so that directly and through their representatives they participate in planning and administration of programs that effect their social and economic well-being.
6. Reallocate the resources provided to SER to local communities on the basis of the needs of the disadvantaged.
7. To foster development of Spanish speaking leadership through executive exchange programs. To recruit

some key staff with special executive development skills without regard to ethnic identification. To assist in executive search and recruitment activities for other public and private agencies.

WHY BUSINESS WORKS WITH SER

Advantages to the community of hiring of one disadvantaged person:

- It adds \$5,095.00 dollars to the gross national product.
- It relieves the government of more than \$1,300 in welfare payments.
- It results in payment of \$240 federal income tax yearly.
- It results in payment of \$90 in sales taxes.
- It reduces need for welfare and other community service expense.

HOW SER CAN HELP BUSINESS AND INDUSTRY MAXIMIZE PROFITS

1. SER is the most effective and efficient manpower delivery system in the country according to the Labor Department.
2. SER is the only national deliverer of manpower services specifically oriented to serve the Spanish speaking and the largest Spanish speaking organization in the country; for it has 51 offices within its organization located in 40 cities throughout 14 states and in the District of Columbia. Thus an easily accessible recruitment source.
3. SER can satisfy, in part, the affirmative action plans of business, labor and government by contributing to or by

utilizing its diversified manpower services: recruitment, on-the-job training contracts, mediation and arbitration expertise.

4. SER is a tax deduction since it is a non-profit corporation federally tax exempt under section 501 (C) 3 of the Internal Revenue Code.
5. SER reimburses half of the training cost of employers and union contractors for on-the-job training of SER trainees.
6. SER provides on-going supportive services, screening, counseling, institutional skills training, vocational education, adult basic education, advance adult education, job preparation orientation, English as a second language and follow-up at no cost to the employer.
7. SER substantially reduces frictional and structural unemployment since it is a direct and highly functional link to a vast reservoir of talent within the Spanish speaking communities, therefore able to hire competent staff with extensive academic and work experience background to administer, recruit, train and evaluate, respectively, manpower programs and the abilities of prospective qualified employees for the "world of work."
8. SER utilization as a recruitment source or donated contributions can promote and enhance a "feeling of goodwill" with the Spanish speaking communities surrounding local companies, thus should maximize the profits of management since this second largest minority group, as a consumer, spends an estimated \$20 billion annually for goods and services.
9. SER, as a matter of policy, presents national promotional exposure or publicity, through its newsletter "Adelante," to individuals or institutions who most substantially aid its efforts through Affirmative Action recruitment or contributions.



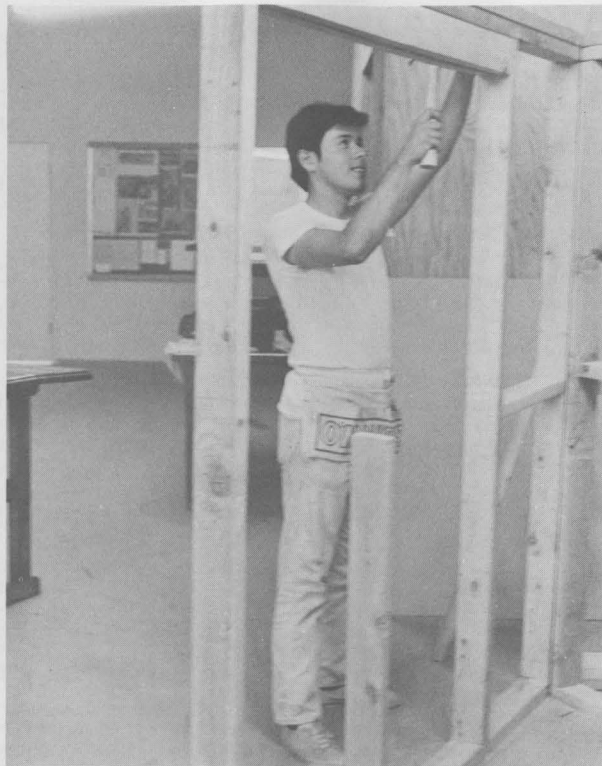
Most SER Programs are Located in the Barrio



SER Trainee in ESL Class



SER Trainee On-The-Job Training



BUILDING A BETTER AMERICA

REFERENCIA HISTORICA

Jobs for Progress, Inc. comúnmente conocido como SER, tuvo su origen mediante los esfuerzos precavidos de miembros de las dos organizaciones aquí mencionadas.



"Education Is Our Freedom..."



All for One - One for All

1. El American G.I. Forum es una organización de veteranos, fundada en la ciudad de Corpus Christi, Texas, en el año 1948. Desde su fundación, esta organización se ha desarrollado en un nivel nacional y es reconocida como un portavoz del pueblo Mexico-Americano. El American G.I. Forum sigue adelante con su lema "La educación es nuestra independencia y la independencia Debería ser interés mutuo."

2. La Liga de Ciudadanos Latinoamericanos reconocida como LULAC fue fundada en el año 1929 con el propósito de tomar parte en la lucha del Mexico-Americano contra las prácticas discriminatorias en el área socio-económica y educativa.

CREACION Y DESARROLLO

Los miembros de estas dos organizaciones reconociendo la tremenda necesidad de servir a la población de habla hispana, iniciaron un centro voluntario de empleo en las ciudades de Washington, D.C., Houston, Texas, y luego en Corpus Christi, Texas. En el año 1966, SER obtuvo ayuda financiera de la Oficina de Oportunidad Económica (OEO),

del Departamento de Obras (DOL), y de fondos de origen particular, por medio de los cuales ofrecería entrenamiento en el desarrollo de habilidades y rendiría servicios relacionados.

En el año 1970, SER cambió de un programa experimental bajo la División de Desarrollo y Experimentación auspiciado por el Departamento de Obras (DOL) a un programa categórico bajo el mismo departamento. Para principios del año 1972, SER había establecido programas de la misma naturaleza en los estados de Arizona, California, Colorado, Illinois, Nuevo México, Texas, Kansas, Wisconsin, Indiana, Utah, Washington, Nevada, Michigan, y Washington, D.C.

Actualmente, SER ha desarrollado programas en 39 ciudades de los Estados Unidos ofreciendo entrenamiento y rindiendo servicios a miles de Americanos de todas nacionalidades y de distinta ascendencia étnica.

Por fin, los fundadores y miembros de estas dos organizaciones patrocinadoras de LULAC y American G.I. Forum pueden ver cada día la realización de aquello que empezó como un sueño.

El impacto total de la rápida realización de este sueño sobre la comunidad de habla hispana no se puede notar en su plenitud; sin embargo, se puede pronosticar favorablemente. Agencias estatales reconocen el notable éxito en el desarrollo de servicios y entrenamiento que han causado cambios favorables en las prácticas discriminatorias de empleo.

SER además ha logrado servir a miles de personas de habla hispana que anteriormente nunca habían recibido la atención personal y mucho menos los servicios necesarios.

EL PROBLEMA

El ciudadano de habla hispana se encuentra en peores condiciones que ningún otro ciudadano. Las siguientes desventajas son las más sobresalientes: 1, el pueblo de habla hispana es más pobre; 2. sus viviendas son más decidas e incómodas; 3. el porcentaje de desempleo es más alto; 4. su nivel académico es dos (2) años más bajo que otros grupos étnicos y cuatro (4) años más bajo que el nivel del anglosajón.

DIFFERENCIA CULTURAL

La población de habla hispana es distinta a otros grupos que componen la población general. Es distinta desde el punto de vista que no vino a colonizar sino que ya estaba aquí desde el momento que las fronteras se extendían debido a los tratados que se llevaban a cabo. Por consiguiente, la invasión del sajón llegó a sumergir la población.

El conquistar las fronteras con el propósito de establecer la civilización norteamericana significaba el conquistar al mexicano-americano con el propósito de establecer instituciones anglo-sajonas, las cuales no demostraban ninguna inclinación en incluirlo, mucho menos en darle voz o voto.

Con el idioma, la religión, y las costumbres contrarias a las de la sociedad dominante, el mexicano permaneció cultural y económicamente aislado en medio de una creciente prosperidad. Por lo tanto, aunque tuviera cualidades de dedicación y lealtad, aun en el desesperado esfuerzo de educarse y aprovechar un buen empleo, su estado de desventaja se lo ha impedido.

Actitudes arraigadas en el siglo 19 persisten y desarrollan constantemente grandes dilemas que no pueden resolverse fácilmente. Además, el continuo y dinámico desarrollo de la ciencia y de la economía tienden a adelantarse tan rápidamente que quedan fuera del alcance del pueblo de habla hispana.

PROPOSITOS DE LA ORGANIZACION

Jobs for Progress, Inc. es un vehículo nacional por medio del cual se rinden servicios a la población de habla hispana de los Estados Unidos.

SER se propone ayudar a mejorar la vida de aquellas personas que se encuentran en un estado de desventaja.

Esta ayuda será principalmente por medio de programas relacionados al desarrollo de recursos humanos. Los Programas serán dibujados con el propósito de elevar el nivel académico y la habilidad vocacional esperando que las oportunidades de empleo sean aceleradas a favor del pueblo que se suele servir.

Al perseguir sus propósitos, SER enfocará los recursos disponibles hacia los siguientes fines, los cuales han formado las estrategias de todos los programas locales para el próximo año contractual:

1. Planear y arreglar en debida coordinación los recursos humanos disponibles y los servicios relacionados a mano de obra para superar los obstáculos que han negado al pueblo hispano empleos adecuados y suficiencia económica. Además, SER propone dirigirse a obstáculos relacionados al ambiente del empleado y su patrón y a las necesidades particulares de los individuos matriculados en los programas locales de SER. SER proporcionará arreglos escogidos de entrenamiento, educación, desarrollo de empleo y servicios de apoyo y consejo que fortalezcan y guíen a un empleo más próspero.
2. SER se propone especializar en materias relacionadas con las necesidades de la población de habla hispana a través de la operación diaria y con el desarrollo de nuevos programas de estudio y métodos de enseñanza bilingüe y cultural. Los resultados de estos estudios y programas serán distribuidos a agencias federales, estatales, y locales y a organizaciones que especialicen en servir al pueblo de habla hispana.
3. Además, SER se propone cooperar con fabricantes, uniones y autoridades gubernamentales para ampliar las oportunidades de empleo, y para combatir la discriminación y otras barreras que no solo son causa de alto porcentaje de desempleo sino que impiden la oportunidad de empleo escalonado.
4. Todos los estudios acumulados investigaciones hechos serán utilizados por SER en lo máximo en el desarrollo de programas que resulten en beneficio del pueblo de habla hispana. A la vez se espera que los programas sean instrumentos que causen cambios institucionales a modo que impongan más responsabilidad sobre las agencias gubernamentales.
5. SER se propone implicar al pueblo de habla hispana directamente y por medio de sus representantes, a participar en los planes y en la administración de programas que afecten el bienestar social y económico del respectivo pueblo.
6. Basado en los resultados sobresalientes ya archivados, SER se propone iniciar e invertir nuevos recursos humanos en pro de la comunidad de habla hispana. Además, SER se propone distribuir los recursos provistos, para satisfacer de manera práctica, las carencias de las comunidades vecinas a los programas locales.
7. SER se propone desarrollar líderes de habla hispana por medio de un programa de intercambio de personal con la cooperación de la industria. Además, SER se propone reclutar personal que manifieste interés sin tomar en consideración su identificación étnica. Dichos esfuerzos serán iniciados conforme los recursos permitan y cuando redunden en beneficio del pueblo de habla hispana, facilitando una mayor y diversa preparación académica.

Spanish translation by Samuel M. Colunga

LOCAL SER PROG

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5170 W. Bethany Home Road
Glendale, Arizona 85301
Phone: (602) 934-3231

SER-MDTA
40 West 28th St.
Tucson, Arizona 85705
Phone: (602) 624-8629

SER-MDTA
1020 S. 4th Avenue
Yuma, Arizona 85364
Phone: (602) 782-4319

CALIFORNIA

National Office
9841 Airport Blvd.
Los Angeles, CA 90045
Phone: (213) 649-1511

Training Center
3545 East First Street
Los Angeles, California 90063
Phone: (213) 266-4621

Skills Bank Center
335 South First Street
San Jose, California 95112
Phone: (408) 287-7750

SER Talent Search
249 South Second Street
San Jose, California 95112
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SER-MDTA
P.O. Box 1715
El Centro, California 92243
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SER-MDTA
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SER-MDTA

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Santa Ana, California 92707
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1403 West Pico Blvd.
West Los Angeles, Calif. 90015
Phone: (213) 749-3301

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Contra Costa County
2709 MacDonald Avenue
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2847 West Avenue
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