

Summer 2012

We're Attracting National Attention

SEO Scholars Gets the Coverage it Deserves



"Supplementary education programs have been around for years... but this one pushes the model further than most, punching up basic math and literacy skills with an entire day's worth of high-energy, focused teaching, small classes and challenging assignments... Each Saturday, it essentially recreates what high school should be like for many students but often isn't."

— Greg Toppo, USA Today, March 14, 2012

[Read the full story on SEOScholars.org](http://SEOScholars.org)

"For most kids, summer break means a break from the books but one program says having students attend class through the summer, even on Saturdays, has huge payoffs in the end."

An excerpt from the news segment on SEO Scholars Summer Academy produced by celebrated education reporter Art McFarland for WABC-TV Eyewitness News on July 17, 2012.



[Watch the news clip on SEOScholars.org](http://SEOScholars.org)

Awards Dinner 2012

Together We Raised Over \$900K

Thanks to our alumni, partners, and friends who made the SEO Annual Awards Dinner on April 17th a success! Together we raised more than \$900,000 to support SEO programs including a \$50,000 commitment to SEO Scholars from Dinner Chair Kenneth Jacobs, Chairman & Chief Executive Officer of Lazard. His generous contribution was a catalyst that helped to raise more than \$170,000 in pledges from attendees during the "Text to Pledge" component. The enthusiasm and contributions of everyone involved will certainly help SEO continue to grow as we provide talented and motivated young people from underrepresented and underserved communities with access to stellar educational and career opportunities.



Dinner Chair **Kenneth Jacobs**, Chairman & Chief Executive Officer of Lazard.



The 2012 Honorees, from left: **Edith Cooper**, Managing Director & Global Head of Human Capital Management, Goldman, Sachs & Co.; **James Gutierrez** (SEO '97), Founder & Former Chairman & CEO, Progreso Financiero; and **Dr. Vandana Shiva**, Founder, Navdanya.

Photos / Jeffrey Holmes

SEO EARNS CHARITY NAVIGATOR'S HIGHEST RATING!

Charity Navigator has awarded SEO a coveted four-star rating for our sound fiscal management. We are grateful that America's premier charity evaluator provides our supporters with the information they need to feel confident in their charitable choices. View the full report at SEO-USA.org.



CHARITY NAVIGATOR

Four Star Charity

Proof Our Program Works On the New **SEOScholars.org**

Our brand new website highlights the amazing accomplishments of our students, including results from a two-year independent study conducted by Policy Studies Associates, Inc. The study showed that SEO Scholars attained higher GPAs, better SAT scores and were accepted to more selective colleges than NYC public high school students who had the same 9th grade academic profiles, ethnic backgrounds, and socio-economic status.

Most significantly, the performance of SEO Scholars on the SAT matched or exceeded that of all American students as reported by the College Board. In fact, SEO Black and Hispanic Scholars performed as well as, or better than, their more affluent counterparts on the SAT, closing the racial achievement gap that has befuddled policymakers and plagued American public education for decades.



SEO Scholars SF Welcomes Second Cohort

SEO Scholars San Francisco will admit a new cohort of 24 9th graders this fall, an exciting addition to the 23 rising 10th graders already in the program. UC Hastings College of the Law will continue to provide classroom space for Saturday Academy.



MENTORS MAKE A DIFFERENCE

Lucia Bonilla (right), a SEO Career alumna and former Morgan Stanley SEO Firm Captain, has been a SEO Scholars mentor for the past three years. Like most of our mentors, she's worked with 11th and 12th grade Scholars, helping them apply to summer enrichment programs, colleges and scholarships.

"These kids have been through so much yet they're so driven and motivated. I sometimes think: What could I possibly have wrong in my life that's even half of what these kids are facing? So, I'm just trying to help them out."

Lucia finds the progress that Scholars show to be amazing. "Sometimes it's ridiculous how proud I am of the girls." She recalls an excited phone call a couple of years ago that was full of tears – on both ends – when her mentee found out that she'd gotten a full-tuition scholarship to college.

"Lucia was – and still is – my mentor. She went beyond what she had to do, helping with everything from homework to college applications. Lucia was always there to look over my writing and give me advice on SATs and life in general. In college, I still feel very comfortable talking to her about my challenges and accomplishments. She's always checking in. I sincerely appreciate that." – Vicky Rodriguez, SEO College Scholar, Rising Sophomore at Franklin & Marshall College

**BECOME A
NYC MENTOR**

Nearly 200 Scholars in the 11th and 12th grades need mentors to guide them through the college application process. What better way to connect with our motivated Scholars and help them realize their dreams? Time commitment: One hour, two Saturdays per month, from October to April. To become a mentor, visit SEOScholars.org.

We're Proud of the High School Class of 2012!



SEO Scholars in the class of 2012 were admitted to top colleges including **Amherst, Brown, Cornell, Middlebury, Swarthmore, Syracuse** and **Yale**. They have also been awarded more than **\$1.5 million** in scholarships and grants for their first year of college alone, including these prestigious awards:

Gates Millennium Scholarship

\$50,000 a year for undergraduate and graduate pursuits, up to 10 years:
1 SEO Scholar

Posse Foundation

Full-tuition scholarships: 9 SEO Scholars

Questbridge Scholarships

\$250,000 over four years: 4 SEO Scholars

College Scholars Brag Board

Xavier Douglas, a Cornell University rising sophomore, spent part of his winter break volunteering to help build a school in the Dominican Republic and is teaching English in India this summer.

Winston Waters II, a rising senior at Harvard University, majoring in Applied Mathematics and minoring in Economics and Energy, was accepted into the SEO Career program and is interning as an Investment Banking Analyst at UBS.

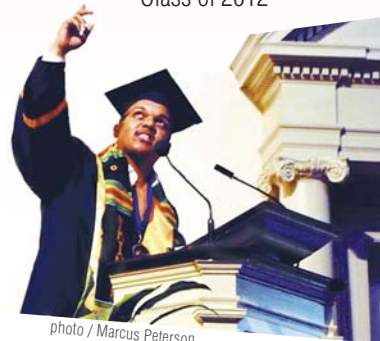
Jacklyn Arriola, a graduate of Pace University, majoring in Hospitality Management, was offered a full-time position following her internship with the Ritz Carlton.

Mariel Bazil, a graduate of Skidmore College, majoring in Social Work with a concentration in American Studies, was accepted to Master of Social Work programs at NYU and SUNY Albany.

SCHOLARS SPEAK

"I came to SEO every single day after high school for tutoring and mentoring. My GPA went up from a 76 to an 86 from 9th to 12th grade. Four years later, I gave my mom the best Mother's Day gift ever: I graduated from Syracuse University with a 3.6 GPA."

Evin Robinson, Syracuse University,
Class of 2012



**SEO Scholars
is on Facebook
and Twitter**



Join us online
for the most
recent photos,
event invitations,
announcements
and more!

Beyond the Classroom



New York SEO Scholars participated in the AIDS Walk in Central Park.

San Francisco SEO Scholars co-hosted a screening of *First Generation*, a documentary that follows high school students as they attempt to become the first in their families to go to college.

The 2012 SEO Career Program Class: 322 Interns Strong



SEO Career interns meet with IBM Chief Financial Officer & Senior Vice President Mark Loughridge.

Students representing 114 colleges and universities gained unparalleled career preparation experience in summer internships with SEO Career's 55 partner companies and organizations. Historically, more than 80% of eligible interns receive full-time job offers. Candidates chose from a unique range of competitive opportunities in multiple industries. This summer's internship program areas were:

- Accounting/Finance
- Asset Management
- Corporate Banking
- Corporate Financial Leadership
- Corporate Law
- Investment Banking
- Investment Research
- Nonprofit
- Public Finance
- Sales & Trading
- Technology
- Transaction Services

SEO Career interns worked in New York, New Jersey, Connecticut, Washington, D.C., Texas, California, Ohio, Illinois, North Carolina and Massachusetts.

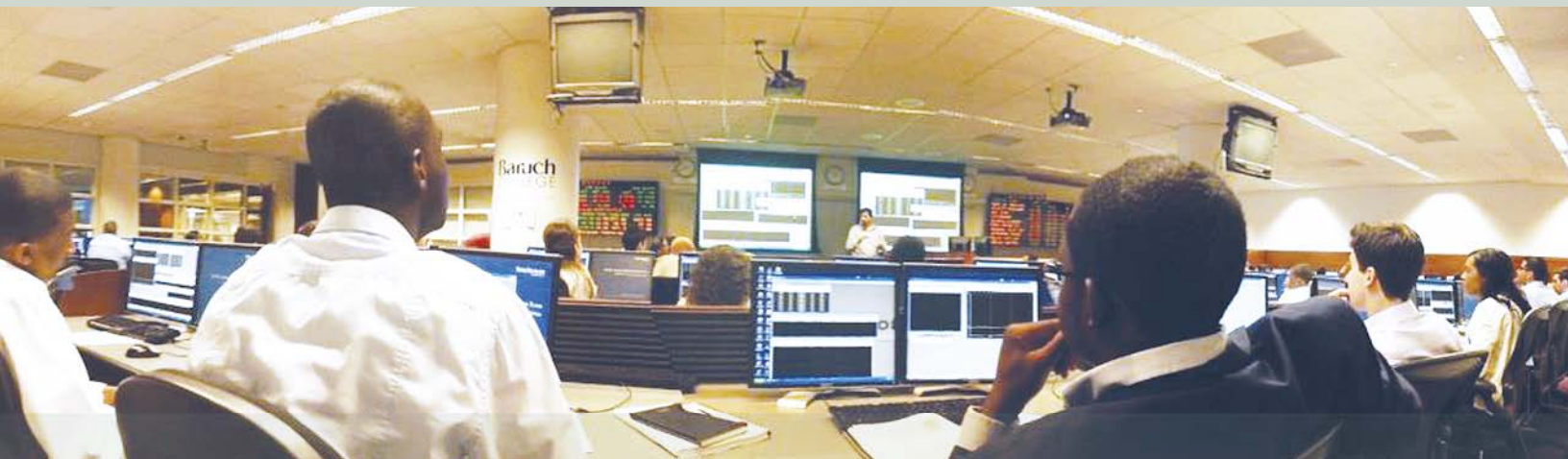
This summer, 122 students participated in SEO-U, a pipeline program that offers preparatory support and guidance for first and second-year undergraduates.

Exciting SEO Career Alumni News



San Antonio Mayor Julián Castro, a SEO Career Corporate Law Alumnus ('96), will give the keynote address at the 2012 Democratic National Convention in Charlotte, North Carolina this September!

Mayor Castro will be the first Latino keynote speaker at a Democratic National Convention. "Having both the First Lady and Mayor Castro speak on the opening night of our convention will bring together two incredible leaders whose life stories both embody the promise of America, that if you work hard and play by the rules, you can make it," said 2012 Democratic Convention Chair, Los Angeles Mayor Antonio Villaraigosa.



TRAINED AND PREPARED TO PERFORM

SEO Career is relentlessly focused on transforming students into professionals with the skills, networks and character needed to perform at the highest levels. Our interns receive more than 100 hours of rigorous online and in-person training before their internships begin. Training covers technical skills, soft skills and a variety of professional development topics.

2012 INTERNS SPEAK

"The most impactful part of SEO Orientation is when you arrive at your bank and realize how much more confident and prepared you are than you would have been otherwise."

"I am incredibly more knowledgeable than I was before... SEO gave me not only industry-specific knowledge regarding products, but also an accurate introduction to the corporate culture."

"The overview of the SEO principles by Walter Booker was definitely the most impactful event. Not only did this instill the SEO way in me, it helped me understand that my success this summer is critical to a lot more people than I thought."

"SEO's focus and attention on the students are really great. It provides a wonderful support system... just knowing that we have this network to turn to helps."

"I feel infinitely more prepared now after training than I did before. I feel very competent to take on the tasks my team might ask of me. I understand the relationship between the financial statements and feel comfortable with financial valuations. My Excel and PowerPoint skills have improved tremendously."

SEO London has exhibited phenomenal growth since being founded a decade ago by alumni of SEO Career! Their dedicated, full-time staff of 11 is providing undergraduates from underrepresented ethnic minority backgrounds with training, mentoring and exposure to some of the most prestigious companies in the UK.



This summer, SEO London placed over 480 students in summer internships with 35+ participating partners across its different program areas: Investment Banking, Corporate Law, Professional Services, Technology, Corporates, and Advertising & Marketing. Since 2000, more than 80% of SEO London interns have gone on to secure full-time graduate positions with partner firms. The First-Year Fast Track program also provided a two-day primer for 250 first-year undergraduates. In addition, London's version of the SEO Scholars program launched its pilot year in 2011.

www.seo-london.org



(clockwise from top) **Raymond Kanner**, Managing Director & Chief Investment Officer of IBM Retirement Funds, delivering a keynote address; **Lisa Westley**, Head of Talent Management at TPG Capital, speaking about accessing career opportunities in the alternatives industry; **Lawrence M. Schloss**, Deputy Comptroller for Pensions & Chief Investment Officer of NYC Retirement Systems, being interviewed by **Sonia E. Garner**, President, Managing Partner & Co-Founder of Avenue Capital; **Kim Lew**, Vice President & Co-Chief Investment Officer of the Carnegie Corporation of NY, moderating a panel on the state of the credit markets.

Over 300 guests attended SEO's Third Annual Alternative Investments Conference on May 11, 2012 at the Essex House in New York.



The conference featured the insights of leaders from private equity, hedge funds, real estate, limited partners, fund of funds, emerging managers, and career placement firms.

A leadership breakfast also included Marjorie Tsang, Interim Chief Investment Officer of New York State Common Retirement Fund, as well as an interactive discussion with Kelly Williams, Managing Director & Global Head of the Customized Fund, Credit Suisse, on SEO's mission and strategies to increase the talent pool of diverse young professionals in the alternative investments sector.



The SEO Alternative Investments Fellowship Program now has three classes under its belt, with eight Fellows participating in 2012.

The educational program combines training and mentoring to strengthen traditionally underrepresented professionals as candidates for positions in the alternative investments sector. The program also improves Fellows' skills and knowledge to bolster their performance as current investment banking analysts. Past Fellows have successfully secured positions at a variety of private equity firms including TPG Capital, Carlyle Group, Great Hill Partners, Apax Partners and General Atlantic.

SEOAltInvestments.org

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SEO Alternative Investments provides education, exposure, training and mentoring opportunities to talented professionals traditionally under-represented in the alternative investments sector.

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ALUMNI SPOTLIGHT

Roger Blissett

A Managing Director and Head of U.S. Strategy at RBC Capital Markets, Roger Blissett reflects on the importance of giving back.



From an immigrant family in Jamaica, Queens in New York, Roger attended Wesleyan University, where a classmate told him about SEO Career. Roger soon found himself in a "rigorous interview" and ultimately an SEO summer internship at Goldman Sachs in 1981. He recalls an eye-opening experience that emphasized "excellence, hard work, market observation, and the importance of talking with many people to learn the business across the firm."

The internship sparked Roger's interest in securities law. After NYU School of Law, he practiced at Simpson Thacher and worked at Lehman Brothers. He then joined RBC, spending 10 years in its Legal department before transitioning into the business in 2006. Roger has regulatory responsibility for activity booked in RBC's NY Branch, including all loans, supporting the growing U.S. franchise of RBC's capital markets business. He plays a central role in government relations and the foreign bank community. He also co-chairs RBC's Diversity Leadership Council and serves on the U.S. Debt Capital Markets Committee and Donations Committee.

Along with Tebogo Phiri (SEO '96), also a Managing Director at the firm, Roger was instrumental in bringing on RBC as a new SEO Career partner in 2011. "It's a great partnership," says Roger, "and we're looking for ways to make it richer and deeper." Other SEO alumni at the firm are already serving as mentors for SEO Career interns.

Roger is passionate about education, "particularly addressing disparities for African-American males." Among various community activities, he is a team leader for the Winning Strategies Education Working Group and serves on the Executive Committee of the Black Male Donor Collaborative. He also serves on Mayor Michael R. Bloomberg's Young Men's Initiative Advisory Board, a broad-based program of policy and public-private partnerships to improve opportunities for black and Latino young men.

Roger knows there is still much work ahead and feels it is critical that his early 1980s cohort do even more "to broaden the pipeline behind as our legacy, given the sacrifices that were made for us."

SEO ALUMNI: Social Change Makers



SEO and Jalia Ventures co-hosted a panel on February 29, 2012 entitled "Entrepreneurs on a Mission: How For-Profit Business Models Can Transform Our Communities." The discussion was geared towards SEO alumni who are aspiring social change makers, entrepreneurs, or interested in starting businesses with a social/sustainable mission. (From left) **Monique Péan** (SEO '02), *Founder*, Monique Péan Jewelry; **Rhys Powell**, *President & Founder*, Red Rabbit LLC; **Chris Harvell**, *CEO & Co-Founder*, Dental Kidz; **Kesha Cash** (SEO '97), *Director of Investments*, Jalia Ventures.

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OPPORTUNITY KNOCKS

Preparing a New Generation of Leaders

SEO Gets a Digital Makeover



We are thrilled to announce our brand new SEO logos and three new SEO websites. We hope the “steps to success” featured in our logos will inspire and motivate all of the students and young professionals involved in our programs to reach for their highest dreams.

SEO-USA.org SEOScholars.org SEO-USA.org/Career SEOAltInvestments.org

INSIDE We're Attracting National Attention
USA Today and WABC-TV Feature SEO Scholars!

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