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SUMMER 2015

Meet Our Largest-Ever Class: 253 9th Grade SEO Scholars



STORY ON
PAGE 4 →

PHOTOS: BETHANY BANDERA

\$3.97 Million Raised at 12th Annual Awards Dinner




PHOTO: RICK GILBERT, SKYHOOK ENTERTAINMENT

What an incredible evening! For the first time ever, our Awards Dinner was featured in *The New York Times* as part of Bill Cunningham's Evening Hours. We had three distinguished honorees—Michael R. Bloomberg, David M. Rubenstein, and Gilbert A. Garcia—and, thanks to your generosity, raised \$3.97 million to support our work.

The 1,000+ guests at the Waldorf-Astoria nearly matched the total number of low-income students we serve in SEO Scholars, all with dreams of getting to and through college. Your support is as important as ever as we work with each Scholar for a full eight years to help make their dreams a reality thanks to our 95% college graduation rate.

Pictured here (from left) is honoree David M. Rubenstein, Co-Founder and Co-CEO of The Carlyle Group with dinner chair Brian Moynihan, CEO of Bank of America; honoree Gilbert A. Garcia, Managing Partner of Garcia Hamilton & Associates and SEO Board Treasurer; William A. Goodloe, President and CEO of SEO; SEO Board Chairman Henry R. Kravis; honoree Michael R. Bloomberg; and SEO Founder Michael Osheowitz.

Thank you to our underwriting sponsors: Bank of America; Bloomberg Philanthropies; Wachtell Lipton Rosen & Katz; Hara H. Amdemariam; Marie-Josée and Henry R. Kravis; Goldman Sachs & Co.; David M. Rubenstein; Tishman Speyer; and Leslie K. Williams and James A. Attwood, Jr. 

AS SEEN IN

The New York Times

Bloomberg
NEWS

CRAIN'S
NEW YORK BUSINESS

New York Social Diary

12th Annual
**Awards
Dinner**

Dinner chair and Bank of America Merrill Lynch CEO Brian Moynihan led the most successful fundraising event in SEO's history, raising \$3.97 million. Here he poses with Amy Ellis-Simon and Ninon Marapachi, two SEO board members and Bank of America managing directors who led an impressive fundraising effort among SEO Career alumni at the firm.



Founder's Award honoree Michael Bloomberg, Founder of Bloomberg L.P. and Bloomberg Philanthropies and three-term Mayor of New York City.



Sam, an SEO Scholar from East New York, is graduating from Syracuse University and joining IBM. He turned down two other job offers.



SEO Board Chairman Henry R. Kravis with his wife Marie-Josée Kravis.



Founder's Award honoree David M. Rubenstein, Co-Founder and Co-CEO of The Carlyle Group.



Six SEO Scholars meet Dennis Walcott (center), former NYC Schools Chancellor, before sharing their personal stories at the dinner.



PHOTOS: RICK GILBERT, SKYHOOK ENTERTAINMENT



SEO Founder Michael Osheowitz welcomes Alumni Award honoree Gilbert A. Garcia to the stage.



William Goodloe, President and CEO of SEO, welcomes 1,100 guests, including nearly 250 SEO alumni, to the Waldorf-Astoria.



Dinner emcee Janice Huff, chief weekday meteorologist at NBC 4 New York, recounts her experience interviewing an SEO Scholar.



Alumni Award recipient Gilbert A. Garcia, managing partner of Garcia Hamilton & Associates, SEO board treasurer, and SEO Career alumnus ('83).



Jessica Cogan, Bay Area Regional Director of SEO Scholars San Francisco, with 12th grade Scholar Katherine (center) and her father Joaquin.



Bank of America executives during the cocktail reception.

DOUBLING OUR IMPACT IN NEW YORK CITY

Thanks to your support, we've met our goal of doubling the number of 9th grade NYC

public high school students we accepted this year. After 1,000+ applications, 668 interviews and a week of intense deliberation, we officially have our largest class ever. They represent 93 schools across all five boroughs and 87% will be first-generation college graduates. Earning a college degree transforms families for generations and is the most effective anti-poverty tool, so we're thrilled to have 253 new Scholars who we'll work to transform into college graduates over the next eight years. Thank you for helping us make this happen. 🍌



PHOTOS: BETHANY BANDERA

Summer Academy 2015

There's an App for That

This July, our NYC Scholars will attend Summer Academy for five weeks instead of the usual four — thanks to a special week of project-based learning focused on how technology can solve social issues. Scholars will design a smartphone app that addresses a real-life problem, learn the basics of computer coding, and write a business proposal to pitch the idea to a panel of professional judges. This fun competition will teach Scholars business and tech skills while encouraging them to give back to their communities. That's in addition to four weeks of math and English Language Arts classes!

Meet a Math Instructor REGINALD SCOTT

Years at SEO: 5

Day Job:

Math Teacher, Urban Assembly School for Applied Math and Science in the Bronx

"People sometimes wonder how I have enough energy to teach on

Saturdays but the students in SEO Scholars actually renew my dedication to teaching. I see how hard they are willing to work to get into college, and I know there are so many other low-income kids just like them who don't have access to this extra academic support."



San Francisco's First Annual Graduation Celebration

Our very first class of San Francisco 12th graders is graduating from high school and heading to college! SEO Board Chairman Henry R. Kravis and the San Francisco Advisory Board hosted 200 guests at our first annual graduation celebration on

May 19, 2015. The event raised over \$140,000, thanks to our gracious sponsors Roberts Foundation, Orbis Investment Management, Moskowitz Family Foundation, Edwin Gould Foundation, Industry Capital, Silicon Valley Bank, and Westfield Labs. William Gray, President of Orbis Investment Management, received the Founder's Award at the event; Aim High received the Community Impact Award.

SEO Scholars San Francisco Advisory board member, John Soden, donated new laptops to the graduating class as a way of congratulating them for their hard work in our program throughout high school. Their work clearly paid off as 100% were accepted to four-year colleges and 90% were accepted to top-tier schools according to Barron's. 🍀



SEO Scholars Leadership: Marvin Moskowitz (Chairman, SEO Scholars San Francisco Advisory Board), William Goodloe (President & CEO, SEO), Jessica Cogan (SEO Scholars San Francisco Regional Director), Henry Kravis (SEO Board Chairman), Adam Karr (Founder, SEO Scholars San Francisco).

ADVENTURES AROUND THE WORLD

This summer, our 11th grade Scholars from NYC and San Francisco are participating in exciting enrichment programs. Some are off at pre-college academic programs honing their study skills. Others are traveling abroad (hello, Uruguay, India, and Japan!), taking outdoor leadership courses, or completing their first internships. All are broadening their horizons, which will serve them well on their journeys to and through college.

"I went to Mexico with EIL (The Experiment in International Living.) It was one of the most amazing experiences of my life. I not only learned about Mexican culture through my host family, but I was also able to learn about its wildlife by talking to researchers and interacting with nature. In this photo I am snorkeling off the coast of the beautiful island of Espiritu Santo."



Closing the College Graduation Gap for Young Men of Color

We're excited to announce SEO's participation in UBS's response to the White House's "My Brother's Keeper" initiative. We are proud to be the lead partner of UBS NextGen Leaders, an education initiative which empowers high-potential high school students with the skills, guidance, and experience they need to succeed. An outstanding group of 125 Black and Hispanic 12th grade boys from New

York, New Jersey, and Connecticut will become their family's first-generation college graduates. In addition to our assistance with the college application process, these students will receive our



support throughout their time in college by way of one-on-one academic, personal, and career guidance. They will also have access to international trips, mentoring from UBS employees, and internships. Thanks to the success we've demonstrated with our 95% college graduation rate, we're confident that UBS NextGen Leaders will help these young men excel in college and accelerate into the economic mainstream. 🍌

SEO Scholars Headed to College

Our 12th grade Scholars in New York City and San Francisco are getting ready for their first semester of college this fall! Our College Scholars team will be supporting them every step of the way as they begin the next chapter of SEO Scholars at 51 different colleges and universities across the country (with \$2.62 million in scholarships and grants for their first year of college alone). They already took the first step together at our College Success Series in May which will ensure a smooth transition to campus. 🍌



NYC 12th grade Scholars on a college campus tour last winter.

Questbridge Scholarships:

four-year, full-tuition scholarships

Swarthmore College → Woodjerry E.

Posse Scholarships:

four-year, full-tuition scholarships

Middlebury College → Alexis R.

Brandeis University → Mohammad H.

Franklin & Marshall → Philip O., Keyla Y.

Lawrence University → Harry R.

Lafayette College → Pascual V.

Be a Mentor!

Has a mentor made a difference in your life? Pay it forward! Our 11th grade Scholars need your support and guidance as they research and apply to summer enrichment programs, begin the college application process, and build their professional skills. Apply by July 26 at www.seoscholars.org/mentor. 🍌



APPLY ONLINE BY JULY 26:
SEOSCHOLARS.ORG/MENTOR



CONGRATS TO OUR COLLEGE GRADUATES

A Scholar's Story: Sam, Syracuse University 2015

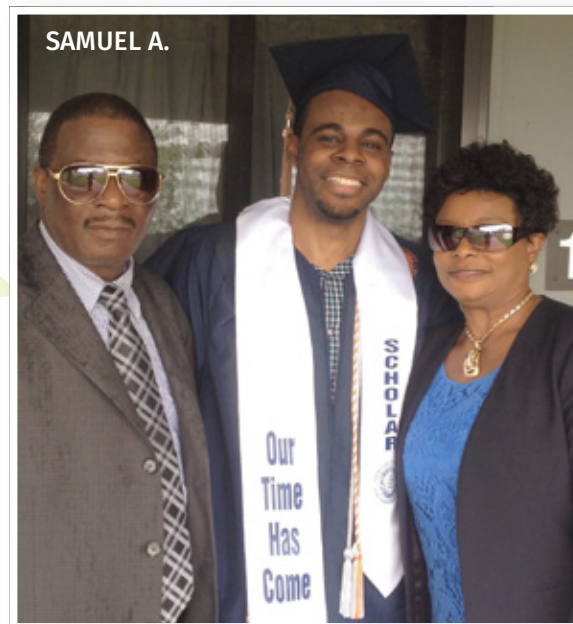
"SEO Scholars taught me that I am not defined by my neighborhood. I grew up in East New York, in Brooklyn, as the youngest child of four. Living in East New York means you are always watching your back. Many parks are off-limits because you can easily catch a stray bullet and you never know what may happen.

I know a lot of talented and bright guys who were influenced by bad things or bad people. I could have gone down that road. Many of my friends either ended up in prison or never left the neighborhood.

One older friend stood out from the bunch. He was part of SEO Scholars. I really looked up to him. I saw him taking honors classes and he was focused on his education. Like him, I wanted more. I started to see options for myself, and I chose SEO.

As an SEO Scholar, I learned diligence and developed the qualities I need to be successful. I became more confident in my abilities. When I have job interviews, I always go to SEO to prepare, including those that led to internships at Goldman Sachs and Morgan Stanley.

This May 2015, I graduated from Syracuse University with degrees in Finance and Marketing. I was proud to have three job offers to choose from. In July, I will be working on the Sales Strategy Team at IBM." 🍷

**JUNIOR LEADERSHIP BOARD RAISES OVER \$100,000**

Launched in 2013, SEO's Junior Leadership Board (JLB) is a passionate group of SEO alumni and mentors, who are committed to developing new initiatives to support programming, fundraising, and marketing efforts for SEO Scholars. We're excited to share that as of April 15, 2015 — thanks to birthday fundraisers, #GivingTuesday campaigns, corporate grants and partnerships, and Summer Mixers — this group of 19 dedicated young professionals has raised over \$100,000 for SEO. The JLB has also been pivotal in helping our staff develop robust programming for our volunteer mentors, creating a sense of community and helping to increase the applicant pool as we accommodate a growing number of Scholars served. The JLB just ushered in a new class of members in May. Welcome everyone, and thanks for your support! 🍷



Both past and current members of our dedicated Junior Leadership Board at SEO's 12th Annual Awards Dinner.

SEO CAREER INTERNS GET READY FOR WORK!

IN MAY, SEO Career welcomed our 2015 Interns to Orientation and Summer Institute. Interns undergo an intensive training program of more than 100 hours to prepare for some of the country's most coveted internships. They also interact with top executives from our partners at panels, seminars, and networking events.

In addition to the Summer Institute, Banking and Corporate interns had weekly calls with coaches and assignments prior to the start of internships. We also added a new exam-taking component to the Law Institute to improve first-year academic performance.

This year, SEO Career matched 297 interns from 101 colleges with 59 partners for summer internships in asset management, consulting, finance, human resources, investment banking, investment research, law, marketing, operations, private equity, sales and trading, technology, and transaction services. 🌐

NEW INTERNSHIP PARTNERS

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Our New Look Online at seocareer.org

- Explore internship opportunities
- Connect with us to become a partner
- Register for campus, training, or networking events
- Donate to the Intern Class Gift

The screenshot shows the SEO Career website homepage. At the top is the SEO Career logo and navigation links: HOME, WHY APPLY?, INTERNSHIPS, TRAINING, NETWORKING, EVENTS, and FOR PARTNERS. Below the navigation is a section titled "One Internship. Infinite Opportunities." with a description of the program and buttons for "Apply Now", "Be A Partner", and "2015 Interns". To the right of this section is a large group photo of interns. Below the photo are logos for partner firms: KKR, Proskauer, Paul Weiss, Bank of America Merrill Lynch, Debevoise & Plimpton, Otterbourg, J.P. Morgan, and EVERCORE PARTNERS. At the bottom are two large buttons: "APPLY NOW" and "WHY SEO CAREER?".

ALUMNUS SPOTLIGHT



Gilbert Andrew Garcia, '83

Gilbert Garcia had just finished his sophomore year at Yale when he was selected to participate in SEO Career's training in investment banking and a summer internship on the trading floor of Salomon Bros. He immediately gained a reputation as the "go-to intern." Traders knew that if anything had to get done — working weekends, getting coffee, running crazy errands — Gilbert would do it. He had been taught it was the "SEO way."

All of this paid off. He was offered a full-time job, eventually becoming a Vice President specializing in mortgage-backed securities. In addition to his high-pressure job, Gilbert, on his own, got Salomon to increase its grant to SEO, hire more SEO Career interns

and enlist the support of top management at Salomon. This certainly got our attention. In 1988, just five years

after his internship, he was elected to the SEO board of directors and has served as treasurer since 2001.

In 2002, Gilbert joined what is now called Garcia Hamilton & Associates and is the firm's managing partner. Under Gilbert's leadership, the firm has grown to \$5.2 billion in assets under management and for the second year in a row was recently named Investment Grade Manager of the year by Institutional Investor Magazine. With approximately 85% of the firm held by women and minority partners, Gilbert is clearly committed to SEO's core values.

AN EXCERPT FROM A SPEECH GIVEN BY SEO FOUNDER MICHAEL OSHEOWITZ AS HE PRESENTED THE SEO ALUMNI AWARD TO GILBERT GARCIA AT SEO'S 12TH ANNUAL AWARDS DINNER. 🎤

SEO CAREER PIPELINE EXPANSION

SEO Career increased its Investment Banking pipeline by 400% and is now engaging **200 participants in intensive career development** this summer! This initiative — an expansion of Career Academy (formerly SEO-U) — **includes workshops, coaching calls, technical training, and interview practice** to prepare freshmen and sophomores for the world of investment banking. Our goal is to get participants "camera ready" for Investment Banking interviews in early fall and Investment Banking internships in summer 2016.

In the coming months, we will be rolling out similar programming **to include all of SEO Career's target industries and engage nearly 700 participants.** We invite **freshmen and sophomores interested in business, banking, and technology, and anyone planning to attend law school** in the future to apply online at seocareer.org. 🎤

Career Academy Spotlight on Sean A. Penso

Dartmouth College, Class of 2015/SEO Intern Summer 2014

Internship: Barclays, Latin American M&A Group

Job Offer Accepted: Investment Banking Analyst

"SEO CAREER PROVIDED AN EXCELLENT ROADMAP FOR SUCCESS DURING MY INTERNSHIP AND AN UNPARALLELED NETWORK OF PROFESSIONALS WHO ARE EAGER TO INVEST IN MY FUTURE."



Record Attendance at Our 6th Annual Alternative Investments Conference

Over 400 professionals—a record number—attended SEO's Sixth Annual Alternative Investments Conference on March 20, 2015. Prominent fund managers and investors representing public pension funds, endowments, and foundations appeared on nine separate panels offering timely perspectives on topics such as private equity, hedge funds, real assets, credit markets, frontier markets, emerging managers, and environment, social and governance concerns. Thank you to the speakers, sponsors, and participants who made the conference a success! 📌

Special thanks to our Presenting Sponsors: Court Square Capital Partners, GCM Grosvenor, Oaktree Capital Management, Siris Capital Group, Vista Equity Partners, and Welsh, Carson, Anderson & Stowe.

PHOTOS: DENEKA PENISTON



SEC Commissioner Kara M. Stein and Dick Parsons, Senior Advisor, Providence Equity Partners



General David H. Petraeus, U.S. Army (Retired); Chairman, KKR Global Institute



Richard Perry, CEO, Perry Capital



Maria Contreras-Sweet, Administrator, U.S. Small Business Administration

New York State Comptroller Thomas P. DiNapoli and New York State Common Retirement Fund CIO Vicki L. Fuller accepted SEO's Reginald F. Lewis Achievement Award on behalf of the New York State Common Retirement Fund. The Fund's

unique leadership in expanding opportunities for diverse investment professionals in the alternatives sector has truly been impactful. Past recipient Robert F. Smith, Founder, Chairman & CEO of Vista Equity Partners, presented the award along with SEO Board Chairman Henry R. Kravis and Loida Nicolas Lewis, Chair & CEO of TLC Beatrice, LLC. 📌



(left to right) Henry R. Kravis, Vicki L. Fuller, Thomas DiNapoli, Loida Nicolas Lewis, and Robert F. Smith

PHOTO: DENEKA PENISTON

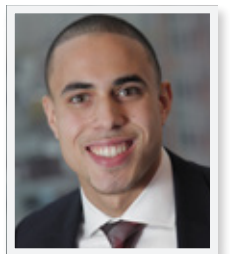
FELLOWSHIP APPLICATION OPENS TO FIRST- AND SECOND-YEAR ANALYSTS IN JULY 2015.

Success Stories for Our Fellows

The intensive education, training, exposure, and mentoring offered with our 10-month Fellowship has enabled 90% of participants to compete for and secure full-time job opportunities within private equity and other alternative investment firms, including Kohlberg Kravis Roberts & Co., TPG, General Atlantic, Apax Partners, The Carlyle Group, Blackstone, Advent International, Soros Fund Management, Sun Capital Partners, Warburg Pincus, ICV Partners, Linden Capital, and Pantheon Ventures. Along with inaugural partners KKR and TPG, SEO also welcomes a new AIFP partner firm this year in Welsh, Carson, Anderson & Stowe. 📌

"Applying to SEO's Alternative Investments Fellowship might be the best career decision I have ever made. It not only provided me with invaluable mentorship and access to the alternative investment community, but also with the technical tool kit I needed to perform well during the recruiting process and as an investment banking analyst. Further, it helped me to cultivate an investment acumen that benefits me to this day as a private equity professional."

— **Marc L. D. Howland, Associate, The Carlyle Group**
SEO Career Intern ('10) and SEO Alternative Investments Fellow ('12)



3RD ANNUAL PRIVATE EQUITY CLINIC

On January 10, 2015, we offered our third annual full-day private equity clinic to introduce college students to the nuts and bolts of PE, helping them to develop a greater “commercial sense” for investing in companies. Professionals from The Carlyle Group, CCMP Capital Advisors, and Pantheon Ventures gave generously of their time to prepare content and walk students through relevant topics including: structuring a deal, realizing investments, how PE creates value, the role of an analyst/associate, middle market PE, and secondary funds. SEO alumni also led a case study exercise in analyzing a company and presenting investment ideas. Thank you to Akin Gump Strauss Hauer & Feld LLP for hosting. 🍷



A record 84 college sophomores and juniors attended the SEO Private Equity Clinic in January 2015.

SEO ALTERNATIVE INVESTMENTS NEWS

We're pleased to welcome **Alkeon Capital Management** as the inaugural partner of the SEO Hedge Fund Educational Diversity Program, set to launch in Fall 2015.

Thanks to **Westbrook Partners** for partnering with us to support the new development of a Real Estate Investment Management Initiative.

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DOUBLING OUR IMPACT IN NYC



Visit us on YouTube to see for yourself how exciting it was to welcome our largest-ever class of NYC 9th grade public high school students into SEO Scholars this year!

12th Annual Awards Dinner Photos Inside

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