

SEO provides services through 4 major programs: the Scholars Program, the Career Program, the Alternative Investments Fellowship Program, and Alumni & Philanthropy Programs.

## OUTSTANDING RESULTS for Scholars Program Class of 2011 Graduates



Photography: Jeffrey Holmes

3 Saturdays a month at SEO during the school year. Weekly after-school classes. Sessions during school breaks. A 3-week Summer Academy. Leadership and enrichment activities. **It paid off!**

SEO is thrilled that all 12th grade Scholars in the Class of 2011 graduated from high school and 91% were accepted to a college ranked Most, Highly or Very Competitive by *Barron's Profiles of American Colleges*. All 69 students in the class are now attending college – check out page 2 to see where!

Working hard in collaboration with their SEO program managers and mentors to apply for competitive scholarships, the students also earned more than \$1.7 million for their first year of college!

### Scholars Program Launches in San Francisco



September 10, 2011, was a momentous day as SEO welcomed its first SEO Scholars class outside of New York City! Orientation was held for 20 new Scholars from the San Francisco Unified School District. The new Scholars and their families are extremely excited about joining the SEO family and being the first group in San Francisco to benefit from SEO's college and career preparation! Orientation included keynote remarks by SEO alum and board member Adam Karr, as well as area alum James Gutierrez.

"Eight weeks into programming, the inaugural cohort of 9th grade Scholars is going strong," says Jessica Cogan, SEO's Bay Area Regional Director. "They're attending Saturday and after-school programming, and we even took them on their first college tour in early October – an amazing trip to UC Berkeley."

### Career Program Intern Class Gift



The SEO Career Program Class of 2011 stepped up in a big way this past summer, contributing more than **\$70,000** to their Intern Class Gift initiative. A record-breaking average contribution of more than \$230 per intern made this an especially strong demonstration of the commitment of these future philanthropists!

In addition to the Class Gift's support of the SEO Scholars Program, interns in SEO's Nonprofit program represented the class in conducting thorough research and site visits to identify various other high-quality programs serving youth. The class voted to award \$5,000 grants to each of the following 5 organizations: *Advocates for the Children of New York, America SCORES, Blue Engine, Donors Choose, East Harlem Tutorial Program, Everybody WINS!*, and *Global Action Project*.

### SEO 2011 ANNUAL AWARDS DINNER

The SEO family had another wonderful evening at its Annual Awards Dinner on April 27, 2011. Chaired by James Gorman, Morgan Stanley's President and Chairman, the event welcomed a record-breaking crowd of more than 840 guests, including program partners, individual supporters, and many alumni of SEO.

(Continued on page 7)



From left: James Gorman, SEO Founder Michael Osheowitz, NYU Law School Dean and Dinner Honoree Richard Revesz, SEO Board Member & Dinner Honoree Adam Karr, SEO President William Goodloe, and SEO Chairman Walter Booker.

# SCHOLARS

The Scholars Program is a year-round, out-of-school, academically rigorous program that prepares underserved, urban public high school students in New York and San Francisco to earn admission and succeed at competitive colleges and universities.

## Closing the Gap

During their high school years, SEO Scholars attend more than 720 hours of academic instruction outside of the normal school day. This supplemental education builds an enhanced foundation of skills in critical reading, critical writing, vocabulary, grammar, and math.

Along with closely monitoring individual student performance, SEO uses SAT scores to measure program effectiveness. For the high school classes of 2009 and 2010, SAT data from the College Board shows that:

- SEO students outperformed all college-bound seniors nationally at nearly every GPA level
- SEO eliminated the black/white achievement gap at every GPA level
- SEO Hispanic students nearly meet or exceed the SAT scores of almost all college-bound seniors, including their white peers

## SEO Scholars Class of 2011 Graduates



Photography: Jeffrey Holmes

SEO is very proud of the Scholars Program high school class of 2011. The graduates began their college careers in the Fall at the following schools:

- |                                   |                            |
|-----------------------------------|----------------------------|
| Amherst College                   | Mount Holyoke College      |
| Baruch College                    | New York University        |
| Binghamton University             | Niagara University         |
| Brooklyn College                  | Northeastern University    |
| Buffalo State College             | NYU-Polytechnic University |
| Carnegie Mellon University        | Occidental College         |
| City College of New York          | Sage College of Albany     |
| College of New Rochelle           | Skidmore College           |
| Cornell University                | Smith College              |
| CUNY - BMCC                       | St. Lawrence University    |
| Dartmouth College                 | SUNY Albany                |
| DePauw University                 | SUNY Cortland              |
| Fordham University                | SUNY Morrisville           |
| Franklin and Marshall College     | SUNY Oswego                |
| Hobart and Williams Smith College | SUNY Plattsburgh           |
| Hunter College                    | Syracuse University        |
| Ithaca College                    | University at Buffalo      |
| Lafayette College                 | Union College              |
| Lawrence University               | University of Michigan     |
| Manhattan College                 | University of Rochester    |
| Middlebury College                | University of Virginia     |
| MIT                               | Utica College              |
| Morgan State University           | Wheaton College            |

**They are now College Scholars!**

**The College Scholars Program** is serving 212 students in the 2011-12 academic year. Students participate in tailored workshops and receive direct ongoing support from SEO in adjusting to campus life, building academic success skills, networking, exploring careers, and securing internships. This follow-through is proving to be effective:

Photography: Jeffrey Holmes



SEO students Bryan Vargas and Lily Nguy at the 2011 College Scholars Career Seminar.

- 85% of SEO's college classes of 2010 and 2011 graduated on-time, compared to the national average of 57%.
- The average cumulative GPA of SEO College Scholars participating in the program is 3.08 as of the Spring 2011 semester.
- In summer 2011, 122 SEO college students secured summer internships and/or full-time positions. For example:
  - Internship placements included the Manhattan District Attorney's Office, Proctor & Gamble, New York Presbyterian Hospital, New York
  - Women's Foundation, New York State Youth Leadership Council, UBS, Rockefeller Center, Comcast, Time Warner, and the Harlem Children's Zone.
  - Full-time jobs included AXA Advisors, Hughes Hubbard & Reed, Google, Accenture, and the Fund for the Public Interest.
  - Students were also admitted to graduate programs at various schools, including the University of Pennsylvania and Columbia University's Teachers College.



**SEO has made a significant impact in my life in many different ways.**

*David Garcia, 11th Grade SEO Scholar*

“SEO taught me to increase the expectations that were given to me by my high school because in other parts of the country students who are the same age as me have higher expectations than students in New York City.

SEO has not only helped me improve in my math and English skills but also my writing. When I turned in my first essay to SEO I thought that it was one of my best. When I received my essay back I saw it was painted in red ink. The essay had a variety of comments from grammatical errors to ways of making my writing flow and make sense. I was told by my instructors that the ideas were there but I needed to further explain them. They taught me how to choose my vocabulary carefully and how to explain my ideas in a way that would convince anyone.

Before I entered SEO, I was the type of student who wouldn't participate unless he was asked to. I was always afraid of asking for help from teachers or classmates. This all changed when SEO showed me how to ask for help.” When I entered SEO in my freshmen year I also had no idea what an amazing family SEO was and that it would be one of those decisions that I would never regret.”

## INVEST IN ACHIEVEMENT

Make an impact on future generations of SEO alumni by supporting the Scholars Program. Your personal contribution goes far! For example:

**\$100** pays for class materials and supplies for a semester

**\$250** provides a student with MetroCards for travel to SEO

**\$500** funds a group visit to a college campus

**\$1,000** supports a month of salary for an SEO instructor

**\$2,500** supports a student for one semester

**\$5,000** supports a student for a year. At this level, you will join a growing group of Scholars Program Patrons who receive ongoing communications from the student they are sponsoring.



Photography: Jeffrey Holmes

*To make a donation, please visit us at [www.seo-usa.org/Donations](http://www.seo-usa.org/Donations).*

*For more information, contact Anjali Malipatil at [amalipatil@seo-usa.org](mailto:amalipatil@seo-usa.org) or 646-435-9565.*

## Summer Enrichment Matters



Armando Pascual exploring Alaska.

**There is strong evidence that,** with a lack of access and encouragement to pursue learning activities, educational progress stalls during the summer for low-income students. In addition to SEO's 3-week Summer Academy focused on core academics for rising 10th and 11th grade Scholars, SEO partners with summer college programs, travel abroad programs, and outdoor experiential learning courses. SEO mentors play a critical role during junior year in helping students research and apply to various “summer enrichment” programs.

“My enrichment program was a month-long wilderness expedition in Alaska. The course emphasized environmental studies, exploration of the natural world, leadership development, and expeditioning skills, including lightweight backpacking, costal navigation and sea kayak techniques. Being away from home with no communication is difficult but my group and I were there for each other. Doing everything as a unit and still being a leader in your own way was great as well.”

- Armando Pascual, SEO 12th Grade Scholar

“I won the Experiment in International Living scholarship to visit Argentina this past summer. It was my first time studying abroad, living with a new family and experiencing a different culture. I spent my first two weeks in Buenos Aires exploring the beautiful city and building friendships with my group members. I spent my last two weeks doing community service and staying with a host family.”

- Angelina Mercedes, SEO 12th Grade Scholar

“During my time at Skidmore College this past summer, I learned more about myself and got a deeper look at who I want to be. My peers, courses, and professors all contributed to my growth as an individual. As a result, I am more independent, focused, and persistent.”

- Palak Jhaveri, SEO 12th Grade Scholar

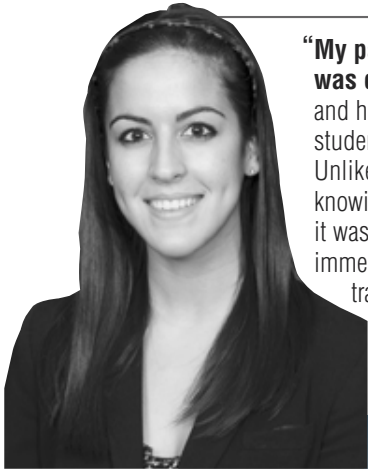
# CAREER

The Career Program recruits, trains, and mentors talented underrepresented college students from across the country for internships that lead to careers in some of the nation's most competitive industries.

The SEO Career Program is now offering summer internships with law firms in **New York, Washington, D.C., Houston, San Francisco, Palo Alto, Menlo Park, and Los Angeles.** The class of 2011 included a record 78 Corporate Law program interns placed across 29 partner firms.

All of these interns continue to participate in the SEO Corporate Law Institute (CLI), an exclusive two-week lecture series and networking forum held in New York and led by top corporate lawyers and distinguished law school professors. The CLI teaches pre-law interns the skills necessary to excel during their first year in law school. Corporate Law program alumni are also eligible to apply to the SEO Judicial Clerkship for the summer after their first year of law school. Since 2001 SEO has partnered with the Southern District of New York, where SEO Judicial Clerks spend ten paid weeks clerking for a federal judge.

## SEO Corporate Law Program Continues National Expansion



**“My participation in the SEO Corporate Law Program was one of the most rewarding experiences I’ve had and has already proved invaluable during my time as a law student. Thanks to SEO, I’ve had a very smooth transition. Unlike many of my classmates, I came into Penn already knowing what a case brief was, what an outline was, and what it was like to be cold-called in class. This allowed me to immediately jump into my studies without the confusing transition period that typically accompanies 1L year. More importantly, my familiarity with the subject matter from CLI helped to strongly supplement my understanding of the material in class.**

**Jackie Diaz** SEO Corporate Law '11, Penn State University '10, University of Pennsylvania Law School '14

SEO also served as a crucial stepping-stone. I had the unique opportunity to work at one of the top law firms in the country, Proskauer Rose, LLP. While at Proskauer, I worked on a major corporate closing, wrote a letter to a judge on behalf of a pro bono client, assisted with the Holocaust Reparations Project, and created a guide for marking-up confidentiality agreements. I was exposed to areas of the law I didn't even know existed, and in doing so, developed a stronger understanding of my own particular interests in law. I know the information, contacts and experience I gained through SEO will prove indispensable as I continue my legal career.”

## Did You Know?



**The SEO Career Program Class of 2011 was composed of 317 students representing 119 colleges and universities across the United States!** The average cumulative GPA of SEO interns was 3.58. Each intern benefited from more than 100 hours of in-person and online training. Between orientations, training sessions, receptions, and other programming components, SEO held more than 100 events during the summer!

## New Partners in 2011

The SEO Career Program was pleased to welcome a number of new participating partners in summer 2011:  
AllianceBernstein, Audax Private Equity, Jefferies, Kaiser Permanente, Latham & Watkins, Linklaters, Novartis, and Royal Bank of Canada (RBC).

# Spotlight *SEO 2011 Career Program Interns*



## **Tabisa Walwema**

SEO Corporate Law Program 2011

*Placement:* Wachtell, Lipton, Rosen & Katz

*Schools:* George Washington University;  
Columbia Law School

"On the first day of the SEO program," recalls Tabisa, "we were told that you have to 'lean uncomfortably to grow,' and that has become my personal mantra." Now in her first year of law school, she recognizes that it can be overwhelming and the intensity of the work "might be uncomfortable, but I am growing, and through my summer experience I know what kind of professional I want to be."

Tabisa is the first person in her family to go to law school. "In many ways," she says, "it was important to get into SEO because I felt like so many people knew more than me." During her summer at Wachtell Lipton, she gained exposure to the top of the corporate law field. "Whether it was working on a merger or acquisition deal, taking notes at depositions, or filing a listing for a new company on the NYSE, I was treated as part of a team. Attorneys were eager to teach and everyone at the firm knew of SEO interns' high quality work."

In addition, SEO's intensive two-week Corporate Law Institute "exposes you to law school before you get there and gives you the confidence you need to avoid being shaken by the experience," she says. Tabisa also had an opportunity to work with former New York District Attorney Robert Morgenthau on an illegal immigration project. "From my experience I learned that I want to be a positive extension of the law, that I want to make tangible differences in the world."

Next summer Tabisa plans to work for a firm or apply for New York City's Minority Judicial Internship Program. "I feel confident that with good grades and a spectacular SEO experience, I will be a competitive candidate."



## **Rashaad Mayo**

SEO Corporate Financial Leadership Program 2011

*Placement:* Cardinal Health

*School:* University of Illinois

Rashaad spent his impactful 2011 summer in Ohio working in corporate financial planning and analysis at Cardinal Health, in the company's third year as an SEO Corporate Financial Leadership (CFL) program partner. "SEO and the CFL program brought about many challenges that pushed me to do my best to succeed," he says. "Those challenges turned into opportunities for me to show my capabilities to my team at Cardinal Health. The internship experience there is filled with chances to interact with people from the top down, and the technical training from SEO helped me complete high quality work."

At the start of the summer, Rashaad attended SEO's week-long CFL Institute, which includes CEO and CFO roundtables, executive presentations on topics such as leadership and strategy, exposure to a broad range of industries, and a mini-MBA course. "It was truly a wonderful experience to be able to talk to numerous CEOs and CFOs and learn about leadership traits, what it takes to succeed in business, and their view of the corporate world around them." Rashaad also found a lot of value in interacting with other CFL interns during the Institute.

"The flow of knowledge that occurred and the strong relationships I was able to build will be important to me on multiple levels for the rest of my life." After graduation, Rashaad will be working full-time for Cardinal Health in their Finance EMERGE program, a four-year rotational program aimed at leadership development.



## **Alejandro Batista**

SEO Investment Banking Program 2011

*Placement:* Goldman Sachs

*School:* New York University

"It helps you perform to the best of your abilities," Alejandro says of his SEO Career Program experience. "The number of people that are behind you and invested in you is incredible. So it encourages you to push yourself harder, to take risks, and be more confident."

Alejandro cites the extra technical training, such as Excel and valuation training, which make a big difference in giving SEO interns a competitive edge and honing skills they can put into practice. In addition, "the network it creates for you, the exposure to great leaders, managers, CEOs — it's a once-in-a-lifetime kind of thing that turns into great career opportunities."

He also reflects on the networking and other soft skills he got a chance to develop during his SEO summer, "things you might not have even thought of, like how to conduct yourself in a professional environment, how to deal with problems, how to handle things appropriately. Having someone there for you to SEO who you could call when an issue came up, it gave you a piece of mind," he says.

"I think SEO prepares you to succeed during your summer internship by providing you with tools that almost guarantee you will receive an offer." Alejandro has indeed received and accepted an offer to join Goldman Sachs full-time after graduation, and will be working in the Industrials group of the Investment Banking Division.



## **Diandra Fermin**

SEO Sales & Trading Program 2011

*Placement:* J.P. Morgan

*School:* Yale University

Having developed a very strong interest in finance but with little to no exposure coming from a liberal arts background, Diandra "wanted the mentorship, support and confidence that a program like SEO gives you. I wanted to succeed and to do everything I could to make that happen. SEO helped me do that."

"I had been constantly learning and reading about the markets," she says, "but never able to make strong opinions of my own and speak up about them. The SEO Sales & Trading program exposed me to detailed information regarding financial instruments and concepts, and helped me think more critically about what I was learning."

Diandra has noticed that many of the changes that helped her do well though her internship have stuck with her beyond the summer. "I'm more sure of myself, more confident in my opinions and more willing to take a risk and speak up because I know that I've done the necessary research and preparations to go that extra mile." "People at SEO expect the absolute best from you," she says, "and they constantly push you to improve." While she found the rigorous demands of the SEO program to be the most challenging part of her summer, "it turned out to be the most appreciated, as well."

Diandra was thrilled to accept a full-time sales & trading division offer from J.P. Morgan and can't wait to begin working there after finishing her senior year at Yale.

# ALUMNI

The Alumni & Philanthropy Programs support the ongoing professional development and philanthropic effectiveness of our alumni and their peers.

## Reggie Chambers (SEO '98) Selected as White House Fellow



Congratulations to SEO alumnus Reggie Chambers on being appointed by President Obama to the highly prestigious and competitive White House Fellows Program! Reggie is one of 15 Fellows from across the United States selected for the 2011-2012 Class, each of whom have demonstrated outstanding professional accomplishments, leadership potential and commitment to public service. His fellowship placement is with the White House's National Economic Council, which is the President's principal forum for coordinating the nation's economic policy and for gathering economic policy advice across issue areas such as housing, infrastructure, small business, energy and tax policy.

After graduating from Duke University in 1998, Reggie participated in the SEO Career Program as a Corporate Law intern at Cleary, Gottlieb, Steen & Hamilton LLP and then attended Harvard Law School. Upon completing law school, Reggie spent several years as a corporate lawyer with Uría Menéndez Abogados in Madrid,

Spain, and Simpson Thacher & Bartlett LLP in New York. He then worked at Citi as an investment banker, focused on mergers and acquisitions for Fortune 500 energy companies, and most recently in New York and London at 3i Group plc, a \$20 billion international investment firm, as an Investment executive helping to found and lead 3i's North American infrastructure team.

Reggie has also been an Adjunct Professor at Brooklyn College, teaching an entrepreneurship and small business class and personally funding the class's business plan competition. In addition, he has served as one of the youngest trustees ever on the boards of the CUNY Graduate Center, the Bogliasco Foundation in Italy, and the Teachers Network.

SEO wishes Reggie lots of success at the White House and knows he will make a terrific impact via this opportunity – a feeling we're sure is shared by his wife, Tiffani (Lott) Chambers, an outstanding SEO 1998 alumna herself!

SEO congratulates two people very important to our organization who were recently recognized at the top of their industry: SEO alumna **Carla Harris** (left), a Managing Director at Morgan Stanley and longtime member of SEO's Board of Directors, and **Kelly Williams**, Head of Credit Suisse's Customized Fund Investment Group and Chair of SEO's Limited Partner Advisory Council, a group of influential investors in the alternative investments industry. Both were named to *American Banker's* 2011 list of the "25 Most Powerful Women in Finance."



While she runs the Emerging Manager Platform at Morgan Stanley Investment Management and provides investment advice to corporations, public pension plans, foundations and endowments, Carla continues to directly inspire countless SEO students and help shape and advocate for SEO's success. Kelly's role leading one of the world's top private equity fund-of-funds and her dedication to diversity in her industry have been incredibly valuable, as she has forged relationships and influenced key areas that enabled the progress of SEO's Alternative Investments Program.

In August 2011 SEO was pleased to welcome **Martina Marshall-Edwards** as the Director of Alumni & Alternative Investments Programs. Martina's relationship with SEO actually began in 2000 when she was an SEO Career Program intern!



Martina worked for five years with Merrill Lynch on the New York Stock Exchange. She was in fact the first African-American female broker for the firm on the floor of the NYSE. Most recently, Martina served as interim Executive Director and Director of Finance for a Kaplan Higher Education career college. Martina is a native of Alabama, graduated from Tuskegee University, and received her MBA from the University of North Carolina's Kenan-Flagler Business School.

From left: SEO alumna & board member Himayani Puri Ramanan, Founder of Realm Partners; SEO alumnus & board member Frank Baker, Managing Director of Siris Capital Group; Marc Lasry, CEO/Co-Founder of Avenue Capital Group; and Joseph Schlater, Founding Partner/CEO of Busara Advisors.



## SEO Annual Alternative Investments Conference

More than 150 guests attended SEO's second Annual Alternative Investments Conference on May 17, 2011 at the Essex House in New York.

The conference featured panel discussions on private equity, hedge funds, emerging funds, and preparing for career opportunities in the sector. Two particular highlights were presentations by Dinakar Singh (SEO '88), CEO & Co-Founder of TPG-Axon Capital, and Marc Lasry, Chairman, CEO and Co-Founder of Avenue Capital Group.

A leadership breakfast included a welcome from Kelly Williams, Head of the Customized Fund Investment Group at Credit Suisse and chair of SEO's LP Advisory Council, and keynote remarks from Barry Miller, Head of Private Equity at the Office of the New York City Comptroller.

SEO is grateful to all conference sponsors for making it possible: the Private Equity Growth Capital Council, Landmark Partners, Audax Group, Busara Advisors, Eton Park Capital Management, Mansa Capital, Bank of America Merrill Lynch, and Parish Capital.

### SEO Alternative Investments Fellowship Program

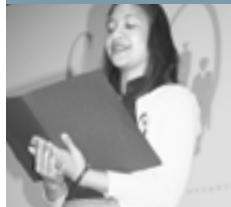
SEO has completed selection of its third class for the Alternative Investments Fellowship Program (AIFP). From a large and very talented pool of applicants, 8 Fellows were chosen to participate. Fellows will receive unparalleled training and mentoring to strengthen their skills as current investment banking analysts and their preparation as candidates for highly competitive positions in private equity and other areas. The AIFP was created in 2009 with the support and partnership of Kohlberg Kravis Roberts & Co. and TPG Capital.

### SEO AWARDS DINNER *(continued from first page)*

In addition to celebrating SEO's programmatic successes and those of its students, the Dinner honored three outstanding individuals who embody SEO values. Adam R. Karr, SEO '92, received the Alumni Leadership Award. Karr is Managing Director of Orbis Investment Management (U.S.) and serves on SEO's Board of Directors. Karr secured a meaningful grant from Orbis that is underwriting the Scholars Program's expansion to San Francisco. Richard Revesz, Dean of NYU School of Law, accepted the Academic Leadership Award. Since 2006, NYU has provided the Scholars Program with vital classroom space on Saturdays and during the summers. The SEO Founder's Award was given to the Honorable John C. Liu, Comptroller of the City of New York. Reflective of many of our SEO Scholars, Liu immigrated to New York at the age of five and is a proud product of NYC public schools. Liu was the first Asian-American elected to legislative and citywide offices in NYC.



SEO alumnus Dinakar Singh, left, CEO & Founder of TPG-Axon Capital, presenting the SEO Founder's Award to NYC Comptroller John C. Liu.



SEO Scholar Nicole Felix.

A highlight of the evening was witnessing seven SEO Scholars, from 10th grader to college graduate, speak about how SEO has prepared them to excel and compete with their more affluent peers, despite the inadequate education provided by their public schools. These speeches elicited an immediate response from the crowd and a flood of texted donations and messages that were projected onto a screen on stage. The outpouring of generosity from alumni and friends of SEO raised an additional \$110,000, bringing the total raised from the event to more than \$1.07 million!

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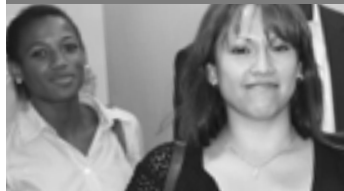
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Program  
Class of 2011  
Results**



**SEO Scholars  
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**SEO 2011 Intern  
Class Gift Breaks  
Record While  
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*(Full Stories Inside)*

**SAVE THE DATES!**

**April 17, 2012 SEO 2012 ANNUAL AWARDS DINNER**

*Dinner Chair: Kenneth M. Jacobs, Chairman and Chief Executive Officer, Lazard*

**May 11, 2012 SEO ANNUAL ALTERNATIVE INVESTMENTS CONFERENCE**

**SEO WINTER 2012 NEWSLETTER**