

SEO Winter 10

# OPPORTUNITY KNOCKS

S P O N S O R S F O R E D U C A T I O N A L O P P O R T U N I T Y



## SEO WELCOMES SCHOLARS PROGRAM CLASS OF 2013



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



### FOLLOWING THROUGH The College Scholars Program

While many out-of-school programs for youth are not structured to provide follow-up services beyond high school, SEO remains unique in its continued investment in students' success through college. We recognize that the transition from an urban public school to a nationally competitive college is often a very challenging one on multiple levels.

After SEO Scholars graduate from high school, the College Scholars Program supports their educational and career development by providing resources to strengthen academic achievement and helping identify appropriate internship and career opportunities. The strong focus on college graduation has resulted in an average cumulative GPA of 3.07 for College Scholars, as of fall 2009, and 94% are on track for four-year graduation. The College Scholars Program manager Ays Necioglu, with the assistance of two graduate *(continued on pg.2)*



In January 2010, SEO welcomed 60 9th grade students into the high school Class of 2013, selected from more than 458 applicants. These students, who attend 33 public high schools around New York City, will participate in all-day academic sessions most Saturdays during the school year, one after-school session during the week and the three-week Summer Academy. They will also participate in enrichment and college guidance activities that will help them gain admission to competitive colleges nationwide. The average family income of the incoming class is less than \$32,000.

The number of applications was up 108 from last year. We were delighted to see so many young students willing to commit to the Scholars Program in order to help themselves and their families, yet disappointed that we were forced to reduce the class size from 80 to 60 students due to budget limitations.

Clearly there are many more highly motivated and qualified students who could increase their chances for lifetime success through the Scholars Program. With the help of alumni and friends, we are working hard to restore the 9th grade class size to 80 by this summer. In the next four years, our goal is to double the number of students served.

If you are interested in becoming a Scholars Program Patron and covering the cost (\$5,000) of one Scholar for a year, please contact Kierstyn Thayer at 646.435.9565 or kthayer@seo-usa.org.

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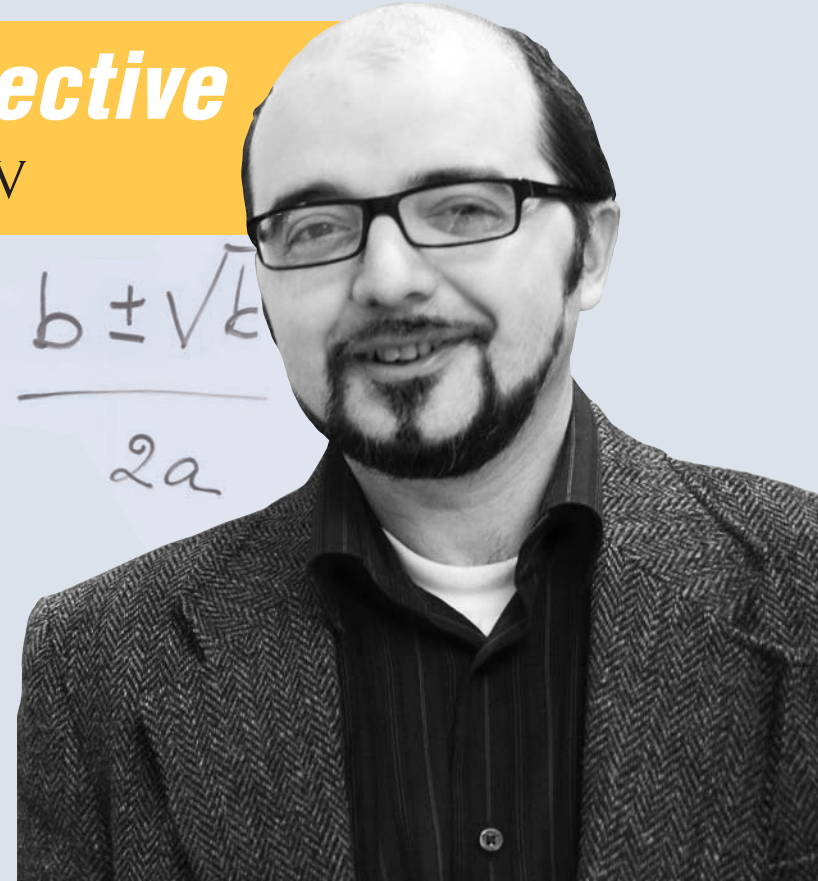


College Scholars (continued) social work interns, an undergraduate intern and a team of volunteers, closely monitors academic performance and provides guidance to students. Staff also provide in-depth assistance on the competitive internships, fellowships and study-abroad opportunities that are available to students who excel on campus. Students receive help with all aspects of career development including resume and cover letter writing, interview techniques, internship research and networking skills.

In the 2009-10 school year, 193 students enrolled at 92 institutions are participating in the College Scholars Program. In addition to one-on-one guidance, programming includes the Winter Retreat, where students explore study abroad opportunities, learn interviewing and networking techniques, and explore career ideas with professionals from various fields. For 12th grade Scholars, The Spring College Success Series serves as the launching pad for Scholars prior to college matriculation, providing them with strategies to ensure their academic success.

## A Teacher's Perspective

### Stoyan Stoyanov



#### "I'VE BEEN ENCOURAGED TO SEE THAT WE'RE MAKING A DIFFERENCE,"

says Stoyan Stoyanov, a math instructor in the SEO Scholars Program since 2005 who has been instrumental in developing the math curriculum. Stoyan teaches groups of about 15 students – the smaller SEO class sizes allowing him to give more individualized attention to student learning. "Our own assessments register significant improvements from year to year, and a lot of our students end up taking and performing well in math-related Advanced Placement courses, which helps increase their chances of getting into a better college."

"I see an increased confidence students have in their abilities. Especially as a result of the extra work in SEO, they tend to rise to the top of their classes in high school. We also see a change in the development of their work habits, their sense of responsibility."

Math instruction at SEO helps improve students' performance in math and math-related subjects and prepares them for the higher expectations of college-level coursework. Stoyan also describes how increased proficiency in math empowers students to pursue a range of careers. "Most students enter the Scholars Program with math skills well below those of their counterparts from more affluent schools, and low skills can translate into low interest in math and math-related subjects. We want them to better understand what skills are needed and to be equipped to pursue careers in physics, finance, business, etc. if they are interested in those fields."

Drawing this connection is certainly relevant to Stoyan, who in addition to teaching math at SEO, is currently a Ph.D. candidate in political science at Columbia University. A key part of his studies involves building mathematical models, which are heavily used these days in political science and topics like game theory.

Overall, with the substantial commitment the Scholars Program requires, Stoyan recognizes how hard SEO students are working to succeed. "Choosing to spend the extra time, to sacrifice, is a hard choice," he says. "SEO represents a motivational support system that constantly reinforces that choice."

## Call for Internship Opportunities

Does your company or organization have a need for a motivated college intern?

SEO helps its College Scholars find, apply and prepare for summer internship opportunities that help them gain valuable career experience in their fields of interest. In the summer of 2009, 67 College Scholars held internships or attended academic programs at competitive colleges.

Organizations hosting interns included the Bravo Channel, the Fresh Air Fund, HBO, the Manhattan District Attorney's office, Morgan Stanley and NYSE Euronext. If you have an opportunity in which SEO College Scholars may be interested, or would like to explore possibilities for setting one up, please contact Ays Necioglu, Assistant Director, SEO College Scholars Program, at [anecioglu@seo-usa.org](mailto:anecioglu@seo-usa.org) or **646.435.9554**.

## SPOTLIGHT ON A MENTOR

Octavio Lepe '06



SEO alumnus Octavio Lepe found himself in a position to help, and he's taking full advantage. A graduate of the University of California - Riverside, Octavio was an SEO Career Program intern in 2006 and now works in wealth management at UBS. He began mentoring three Scholars Program 11th graders – Manuel, Marzan and Johan – in September 2008 through SEO's Adopt-a-Junior program, devoting time on Saturdays. He then stayed on for their senior year, during which he's helped them revise college essays and scholarship applications, as well as conducting mock interviews to help them prepare.

Looking at his mentees over the past year and a half, Octavio has witnessed a clear improvement in their individual writing and problem solving skills, but he also points to the strong teamwork they have developed. Their work together is paying off: so far two of Octavio's mentees have earned full-tuition Posse Foundation scholarships to attend Babson College. "Four years ago, it wouldn't have even crossed their minds that they'd be considering all these top schools – and getting in!"

"Helping is contagious," he says. "For me, it started with SEO and other people helping me. That created a really strong sense of giving back. When I asked one of my mentors how I could repay him, he said, 'When you are in a situation to help someone, do it and do it better.' I give the same message to my mentees."

As for this mentor's pride in his students, "It's been unreal. Especially when you get to you know a kid's personal story, seeing the impact that SEO has had on his life, how it's catapulting him to the top."

Octavio also brought on three friends to be mentors for other SEO Scholars, and receives great feedback from all of them. "I think it's definitely important for SEO alums and other professionals to be involved as mentors. It gives students a sense of continuity. They get a view of what's coming down the road, of where you can be."

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## BOARD ON THE MOVE

**Glen Capelo** is now Managing Director at Broadpoint Descap, the Research, Sales & Trading division of Broadpoint Gleacher.

**Gilbert Andrew Garcia, CFA**, was Chairman of Houston Mayor Annise Parker's 2009 campaign and is now Co-Chairman of her transition team.

SEO welcomed **Steven Wolfe Pereira** to the Board of Directors.

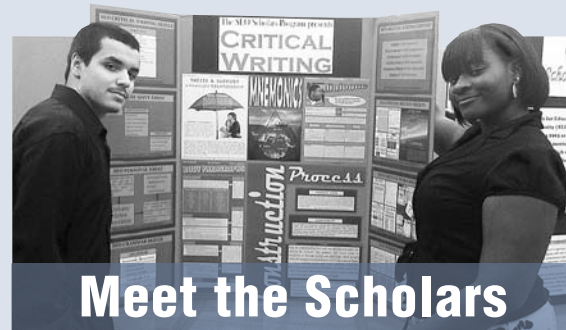
#### OPPORTUNITY KNOCKS CONTRIBUTING WRITERS AND EDITORS

Jon Feldman / Eric Goldsborough / Kierstyn Thayer

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### New Scholars Program Director

SEO is excited to announce that Millie Hau was hired in November 2009 as the Director of the Scholars Program. Millie began her career as a middle school English teacher in Japan as part of the Japan Exchange and Teaching (JET) Program followed by a Fulbright Teaching Assistantship in Korea. After attending graduate school, she taught in a NYC public school and then moved into education administration as Associate Dean/International Student Advisor at Berkeley College. Her next two positions were as an educational consultant for Houghton Mifflin and Harcourt School Publishers. As a consultant, she worked with teachers and administrators to ensure effective implementation of instructional materials. Most recently, Millie was with Wireless Generation and Kaplan K12 Learning Services. In both companies she was responsible for the marketplace success of educational software and print materials in English Language Arts, mathematics and college entrance exams. Millie holds a BA from Bucknell University and an MA from Columbia University's Teachers College.



### Meet the Scholars

On October 21, 2009, nearly 60 visitors attended SEO's "Meet the Scholars" event, hosted by Davis Polk & Wardwell. SEO alumni and others got a chance to speak with students and learn more deeply about their academic and leadership development experiences in the Scholars Program.

If you are interested in seeing the Scholars Program in action during its Saturday Academy classes, we welcome you to contact Kierstyn Thayer at [kthayer@seo-usa.org](mailto:kthayer@seo-usa.org) or 646.435.9565 to discuss a visit!

### New Partners in Global Corporate Leadership Program

SEO's Global Corporate Leadership (GCL) program continues its steady growth: MMC (Marsh & McLennan Companies) and Moody's Corporation have joined as partners in New York!

MMC is the premier global professional services firm providing advice and solutions in risk, strategy and human capital. SEO alumna Leiti Hsu of MMC was instrumental in

helping bring together MMC and SEO. The company is taking interns in summer 2010 in three of its businesses: Marsh, Mercer and NERA Economic Consulting within Oliver Wyman.

Moody's is an essential component of the global capital markets, providing credit ratings, research, tools and analysis that contribute to transparent and integrated financial markets. Moody's will also host three SEO interns this summer.

These companies join current GCL partners AXA Equitable, EMC2, Cardinal Health, IBM, Johnson & Johnson and Xerox.

### ADAM KARR '92 HONORED AT NATIONAL PHILANTHROPY DAY

On November 16, 2009, SEO board member Adam Karr (SEO '92) was among those honored as New York's great philanthropists at "National Philanthropy Day" in New York, which recognizes the importance of philanthropy and those who have made outstanding commitments to their communities. Adam is Managing Director of Orbis Investment Management (U.S.), LLC and a Director of Orbis Investment Management Limited. In 2005, he was elected to the SEO Board of Directors where he leads the development of SEO's investment strategy on the board's finance committee. Adam has become an essential part of the SEO family and he is a lead supporter, both individually and through Orbis Investment Management, of The Campaign for SEO, the SEO Scholars Program and the SEO Annual Awards Dinner. Currently, Orbis Investment Management is underwriting the development of a comprehensive curriculum for SEO Scholars students which focuses on intensive academic preparation for admission and success at competitive colleges.

Adam recognizes the importance of providing opportunities to underserved young people. He and his wife, Tonia, have created and endowed the Karr Family Scholarship Fund at Stanford University and the Karr Scholars Fund at Northwestern University to provide financial aid for African American and minority students interested in teaching at inner city schools. In addition, they have created the Karr Family Fellowship at Harvard Business School to help fund HBS students from economically disadvantaged inner city environments.



## SEO-U: EDUCATING THE PIPELINE



**SEO-U** was created in 2006 as a pipeline initiative to offer preparatory support and guidance to underclassmen that are interested in SEO internship areas, specifically Asset Management, Global Corporate Leadership, Investment Banking, Investment Research, and Sales & Trading. The program is designed to bolster participants' candidacy for the Career Program through training and educational resources, experiential learning and mentoring/networking opportunities.

Since it began, 1,361 students have participated in SEO-U. Participants are 33% more likely to be admitted into the SEO Career Program than non-participants.

The SEO-U curriculum is quite extensive. Students attend specialized webinars that train them on the industry area of their choice, virtual finance training via Zoologic on topics ranging from Cost of Capital, Cash Flow Analysis to Currency Swaps and Fundamentals of Economic Indicators. Students also participate in the SEO-U virtual StockTrak competition. Additionally all participants are provided mentors and receive career development

training on topics including networking and soft skills, resume and interview prep and professionalism. The SEO-U program culminates in "SEO-U Day," a day-long workshop that provides opportunities to network with SEO partner companies, alumni, staff and other SEO-U participants.

"As a sophomore, I completed the SEO-U program, which helped me prepare for the rigorous interview process I was about to face in my junior year. SEO provided resources that helped me get an edge as a finance applicant."

*Elise Polezel, SEO-U '07, Career Program '08*

Recent alums can help out by mentoring SEO-U participants. The SEO-U alumni mentor component is a guided program that provides participants with first-hand guidance from an emerging professional. If you are from the SEO Career Program class of 2007 or later and are interested in volunteering please email [seu@seo-usa.org](mailto:seu@seo-usa.org).

### ALUMNI ENTREPRENEURSHIP PANEL

A virtual Entrepreneurship Panel was held on December 8, 2009 for SEO alumni, who called in from around the country. The panelists offered real talk, real experiences, and honesty about the challenges and rewards of being entrepreneurs. The panel featured James Gutierrez (SEO '98), Chief Executive Officer of Progress Financial, LaMarr Jones (SEO '97), Chief Executive Officer of ELJAY Pictures Entertainment, and Julie Li (SEO '00), VP of Brand Solutions at AdNectar, who moderated the discussion.

They stressed a variety of factors critical to success as an entrepreneur, including sales skills, industry knowledge and research, being smart about how (and how not) to rely on family and friends, creating an advisory board, creating a life plan, and most of all...passion, passion, and more passion for what you're doing to help get you through the many ups and downs.

"I found the discussion to be very productive for those exploring entrepreneurship as a potential career path," said Vernon Beckford (SEO '02). "The speakers provided a great deal of feedback on challenges they have faced and lessons learned throughout the process."

Thanks to our panel and special thanks to Shana Alford (SEO '98) and Chioma Duru (SEO '03) for their efforts in coordinating the event!

### SEO LAUNCHES HOUSTON CORPORATE LAW PROGRAM

#### Welcomes New Partners

SEO is pleased to announce that the Corporate Law program will place its first interns in Houston this summer! Vinson & Elkins joins SEO as the founding partner of the Houston program. Akin Gump Strauss Hauer & Feld, which participates in New York and Washington, DC, will also host SEO interns in Houston.

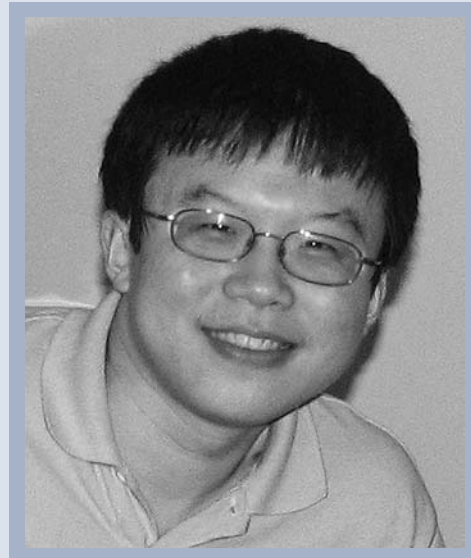
The Corporate Law program is also excited to welcome Jones Day and WilmerHale both as new partners in New York and Washington, DC.



### Kassie Seetaram, Remembered

SEO expresses its sadness on the loss of Kassie Seetaram, who tragically passed away on Saturday, January 23, 2010. Kassie was a wonderfully vital part of the SEO family during the past decade, as Vice President of Finance and Administration at SEO, and most recently as Chief Financial and Administrative Officer of the Edwin Gould Foundation, SEO's close partner. His leadership, integrity and wise counsel helped shape SEO in many important ways, and his genuine kindness and friendship will be greatly missed. Our thoughts are with his family – his wife Adriana, and children Victoria, Heather, Shara and Bobby.

## Spotlight Long Long '05



Five years after his internship at IBM as a member of SEO's inaugural Global Corporate Leadership (GCL) class, Long Long reflects on the opportunities it opened and the multi-faceted experience he has gained in his early career.

"The training, mentoring and networking were beyond anything I had imagined," he says. Along with the week-long GCL Institute, his group of twelve interns got to meet and learn directly from senior executives of Fortune 500 companies about management skills, strategy and lessons from their own career paths. "What also really struck me about the summer was the camaraderie we developed, and how much SEO and IBM went out of their way to make the summer exciting, memorable and educational."

After graduating from Washington University in St. Louis, Long joined IBM full-time and in four short years has held a number of different financial roles in several groups in IBM. The rotational program has allowed him to understand IBM through various angles, from the company balance sheet to specific product groups. "It's essentially a personalized, informal career plan with the goal of exposing a GCL alum to all the facets of corporate finance in IBM, to help build a solid foundation for the long term."

Currently Long is on an international assignment in the Asia Pacific region with the internal audit group. Each month he travels to a different place where IBM operates, immersing himself in growth areas and learning different ways of critical thinking and analysis. "From my experiences, I've learned how to manage projects, how to look at the big picture, and how to move beyond presenting simply data to presenting a 'story.'"

Long also underscores how the SEO alumni network within IBM has become a great resource, and the increased "recognition of the SEO brand and the preparation and skills that SEOers have. It gives you a leg up."

The day after graduating from SUNY Stony Brook, Vanessa Cheris began her experience in an exciting new SEO Philanthropy program area — a partnership launched in 2009 with Teach For America that placed students throughout the organization's headquarters. Vanessa was one of 18 SEO interns working on Teach For America staff teams, including Admissions, Human Assets, Marketing, Diversity and Inclusiveness, and Public Affairs.

Vanessa delved into a special project on the Growth Strategy & Development team, researching and reporting on new revenue potential through corporate matching gift programs, a valuable incentive that helps donors maximize their charitable contributions. SEO interns also got exposure to the organization's senior management through seminars and a lunch with Teach For America President Matt Kramer.

"The SEO preparation and training was very helpful to me in being successful," Vanessa says. "The entire summer experience with SEO and Teach For America fueled my personal and professional development. I had a great opportunity to learn a lot from experienced professionals. And being part of the SEO Philanthropy program class and working with other passionate people was a great experience."

The program is designed so that high-performing interns will be well-positioned to apply for full-time staff positions or apply to teach through the corps. After the summer, Vanessa joined the Human Assets team, which attracts, engages, develops and retains diverse talent for the organization. In her role, she helps liaise with clients in Teach For America regions across the country, and helps support her team in overseeing administrative tasks, operations and logistics.

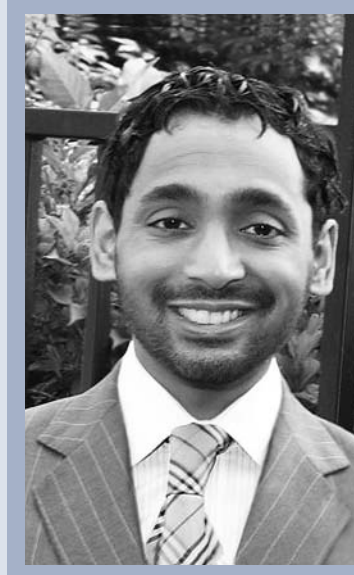
"In my full-time role, they put a lot of emphasis on professional development, with different mechanisms to help map out my career trajectory and develop me in my current role. I'm really learning how to work and think strategically in everything I do."

## Spotlight Vanessa Cheris '09



Teach For America gave Vanessa the opportunity to take the passion and energy she has for eliminating educational inequities and apply it to her daily work. "One major thing I've learned," she says, "is that it doesn't matter where you're working in the organization. You can always link your work to our goal of closing the achievement gap. Everyone here is striving to achieve the vision that one day all children will have the opportunity to attain an excellent education. It is great to be a part of such a strong movement with such a well-run organization."

## Spotlight Atit Jariwala '01



While developing and investing in real estate, Atit Jariwala wanted to do the same with people. So the 2001 SEO alumnus started a tutoring program to help kids from his St. Louis area high school get into a good college and open their eyes to the options that a lack of successful role models often obscured. With colleagues and friends, Atit built upon that program and founded a nonprofit called Opening Doors to Prosperity, which forges community partnerships and helps people in need acquire internships, job training and skills for sustainability.

Atit has accomplished a lot since SEO helped launch his career. "SEO was invaluable to me," he says. "Entering the summer, I didn't know as much about how to act and interact, but by the end I was really good at it. The mentoring, seminars, training, networking and substantive work experience gave me a huge advantage during the summer and when I started full-time."

After a few years in investment banking, Atit joined Gemini Real Estate Advisors and founded their hotels department, growing it to over 174 corporate and hotel-based employees and acquiring about \$700 million in total property assets. Today he runs Bridgeton Holdings, investing largely in real estate. He has leveraged his professional resources and engaged friends and colleagues as volunteers in Opening Doors' work.

Along with two fundraisers his organization held that partially benefited SEO, Atit initiated a new scholarship with the SEO College Scholars Program. He and other Opening Doors members will raise funds and award five scholarships to students working in unpaid internships in nonprofit, government or advertising, enabling them to pursue their fields of interest without the financial constraints of an unpaid summer.

Atit's perspective on philanthropy is a great one. "Helping someone else is absolutely the best gift that you yourself can receive," he says. "I've been fortunate in my career to have operated profitable enterprises and enjoyed success, but I have learned that the satisfaction of buying a new car or home wears off pretty quickly, while the satisfaction of teaching a person a unique skill, getting them a job and really making a difference in their life is infinite!"

## SEO LAUNCHES ALTERNATIVE INVESTMENT FELLOWSHIP PROGRAM

*On the evening of October 26, 2009, more than 100 staff, alumni and partners gathered to formally kick off the SEO Alternative Investment Fellowship Program (AIFP), an educational program for recent graduates from groups under-represented in financial services.*

*SEO is very pleased to recognize Kohlberg Kravis Roberts & Co. (KKR) as founding partner for the Fellowship program and TPG's leadership in partnering with SEO to make it an industry-wide initiative. On the 26th, we were fortunate to be joined by Henry R. Kravis, Co-Chairman & Co-CEO of KKR, and Rick Schifter, Partner at TPG, who both spoke of their firms' enthusiasm for the new program. SEO Chairman Walter K. Booker, SEO President William Goodloe, and SEO '97 alumnus Tyson Pratcher, Assistant Comptroller at the New York State Office of the Comptroller, also addressed the group and discussed what an important milestone it was for the organization.*

*The aim of the Fellowship is to educate young professionals on various aspects of the alternative investment industry and to strengthen fellows as candidates for positions in the sector. Opportunities could include working with stand-alone alternative investment firms or within investment banking. The Fellowship provides year-long training, as well as exposure to the decision makers at participating partner firms. Fellows continue to work full time in their current analyst positions during the fellowship period. Fellowship program activities are designed to not conflict with work commitments.*

## Emerging Managers Event

On October 13, 2009, SEO, BAML Capital Access Funds (within Bank of America Merrill Lynch) and Parish Capital Advisors co-hosted *Opportunities for Emerging Managers*. The panel discussion and networking event helped SEO alumni and other attendees learn about specific opportunities for accessing capital in the private equity space, including the New York State Common Retirement Fund Pioneer Program and the Illinois Teachers' Retirement System and the New York City Pension Funds Emerging Managers Programs.

Panelists discussed their program goals, manager criteria and investment processes. The panel included Joseph Haslip, Assistant Comptroller for Pensions at the Office of the New York City Comptroller, SEO '97 alumnus Tyson Pratcher, Assistant Comptroller at the New York State Office of the Comptroller, and Jose Feliciano of Clearlake Capital Group. Moderating the discussion was SEO board member and alumnus Steven Wolfe Pereira SEO '94, SVP, Managing Director at MV42 / MediaVest Multicultural.

SEO would like to thank Edward Powers, Managing Director of BAML Capital Access Funds, and Tracy Harris, Managing Director of Parish Capital Advisors, LLP, for co-hosting the event.



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## SEO 2010 ANNUAL AWARDS DINNER

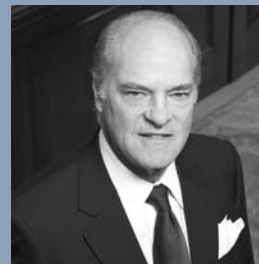
### Tuesday, April 6, 2010

The Waldorf-Astoria, NYC

Dinner Chair

**Henry R. Kravis**

*Co-Chairman & Co-CEO*  
Kohlberg Kravis Roberts & Co.



Honoring

**Russell L. Carson**

*Co-Founder, General Partner*  
Welsh, Carson, Anderson & Stowe

**Mario L. Baeza**

*Chairman & CEO*  
The Baeza Group, LLC

**Carla A. Harris, SEO '82**

*Managing Director*  
Morgan Stanley

## WEDNESDAY, APRIL 21, 2010 ALTERNATIVE INVESTMENT CONFERENCE

On the afternoon of April 21, 2010, SEO is holding its First Annual Alternative Investment Conference. The half-day forum is open to SEO alumni and minority professionals interested in networking and learning more about opportunities within non-traditional finance sectors. The event is part of SEO's growing activity in the alternative investment arena, which includes the new Alternative Investment Fellowship Program launched in the fall of 2009.

Registration and details at  
[www.rgameetings.com/seo10/](http://www.rgameetings.com/seo10/)



**SEO WINTER 2010 NEWSLETTER**