

Chrysler Financial



New Mexico
Workforce Connection

NORTHERN AREA

SER National and Chrysler Financial Launch SER Progreso Luncheons to Bridge Financial and Technological Divides for US Latino Families

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Santa Fe, NM. May 30, 2007. To help Latino families better plan for their financial futures, SER Jobs for Progress National, Inc. and Chrysler Financial have forged a financial partnership. This venture has resulted in a series of 10 dual-language luncheons and five career fairs to help bridge financial and technological divides for US Latino families.

Daniel Gomez, Chief Policy Analyst for SER National-Washington DC, states, "SER is in a landmark position to leverage an innovative financial literacy curriculum. Our hats go off to Chrysler Financial for helping SER National to ensure language and unfamiliarity with technology are no longer barriers to financial success."



The first New Mexico SER Progreso Luncheon was held at the New Mexico Workforce Connection's Santa Fe One Stop on May 24. Presenters from Charter Bank and First National Bank of Santa Fe were available to answer investment questions and to present current job openings for those interested in pursuing a career in banking. Those in attendance were able to learn more about banking and investment options available to them and to have their questions answered by experts in the field.



Mr. Gomez presented SER National's Financial Literacy E-Center at the luncheon to show New Mexico residents how they can access information online to address their ongoing banking and investment needs. This bilingual E-Center was created in English and Spanish by Chrysler

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For more information on the next SER Progreso Luncheon or to learn more about the Financial E-Center, please call (505) 473-0428 or visit www.ser-national.org.

About SER Jobs for Progress

SER Jobs for Progress is a private, nonprofit, 501(c)(3) corporation. SER was established in 1965 to address the ongoing employment and economic concerns and inequities among Hispanics in America. For more than 40 years, SER has played a key role in the nation's workforce investment system and is recognized by the US Department of Labor as the “premier community based organization, serving the employment needs of the Hispanic Community.”