

MAP Engineering Services

David Aragon

Community Involvement and Accomplishments



Map Engineering Services
dba Management Alliance Programs (MAP)
Member of the parent company the SITE Group

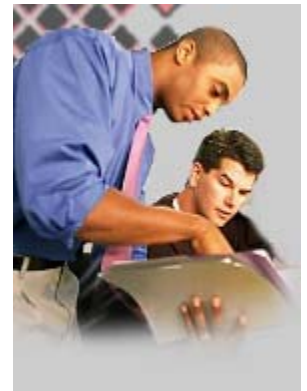
David Aragon and his company's commitment to minority community development and supplier diversity initiatives are comprehensive and ranges from mentoring minority business owners to financially contributing to educational, business, and orphanage causes.

Business Achievements

The SITE Group is the parent company of MAP Engineering Services and is consistently ranked in the top 200 of the Fortune 500 of Hispanic owned companies. Under David's ownership and leadership, it has grown from a small local engineering services firm to a well respected staffing organization serving clients internationally in China, United Kingdom, Denmark, Canada and South America.

Started in 1988 as a minority-owned company initially specializing in engineering, technical and professional contract placements, starting in 1991 the company expanded to offer temporary staffing for skilled, semi-skilled and administrative positions.

Today, the Company draws from over 100,000 engineering, IT, and administrative professional resumes to offer clients qualified applicants from local communities as well as from across the globe. Over fifty service and recruiting representatives are available to fill both permanent and temporary positions for clients quickly and effectively.



The company also routinely spends over 70% of its own procurement budget with other Minority Business enterprises.

Workforce Diversity

As a rapidly growing staffing and technical services firm, the challenge of recruiting a diverse workforce became readily apparent for both the Company and its clients. David noted the obvious; historically the majority of engineering and technical professionals were not people of color. However, David knew that investments in employee diversity and ultimately supplier diversity programs would benefit both his own company as well as his clients.

Recognizing the historical challenges, David Aragon set out to become an expert at diversity recruitment to help clients meet their own workforce goals while also helping to create new opportunities for minority and disadvantaged workers in local communities.

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During the past several decades he has successfully created a vast network of organizations, schools, colleges, public agencies, and Internet resources to address this challenge.

He led by example by locating his recruitment and company offices in culturally diverse areas of Milwaukee rather than follow other firms moving out of the city to more trendy suburban business parks.

The results were immediate and powerful. As one example, in 2000 an office located in a semi-distressed area of Milwaukee placed over 7,000 workers with 80% of those being people of color. Without these placements, many of these workers would have lost the opportunity to enter higher paying career fields outside of their immediate neighborhoods.

Over the years through all of the Company's divisions, well over 100,000 workers have been placed into well-paying engineering, technical, and administrative positions with many of these individuals coming from urban centers.

A key part of this success is a result of David's insistence on building and maintaining his own diverse internal staff of bilingual recruiters to assist in the placement process. Company operating procedures and brochures are produced in both English and Spanish to recruit a diverse pool of candidates for clients and also for internal staff positions.

Community Leadership

As a community leader, David helps set the bar by contributing an average of 10 to 12 hours per week to various organizations and initiatives. While quick to step forward to serve in leadership roles, David believes in leading by following the servant-leadership model where credit is focused on results and the individuals benefited rather than on advancing his own agenda or profile within the community.

Thus, while the list of his leadership roles is extensive as shown by the examples below, those seeking to understand what drives David Aragon will discover more from the scarcity of news items covering his own achievements than from the few that spotlight his involvement.

Hispanic Chamber of Commerce of Wisconsin (HCCW)

Since 1988, David has served as Chairman of the Board three times including the current 2010 Board. He has served at least 10 years in other executive positions while also ensuring his Company is a continuous sponsor of HCCW events and initiatives.

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One of these initiatives is the Phillip Arreola Education Fund that David promotes, fund raises for, and makes major contributions personally towards. The scholarship was initially started by Philip Arreola who served as Milwaukee police chief from 1989 to 1996. Mr. Arreola decided to donate his salary from teaching part-time at Milwaukee Area Technical College and Marquette University to help attack the persistent dropout problem among minority youth in the community.

The scholarship also includes a mentoring component that benefits recipients by pairing them with a past scholarship graduate or successful professional. Since being founded in 1993, the fund has awarded nearly a half a million dollars in scholarships made possible because of major ongoing contributors and supporters like David Aragon.

For some students, without the scholarship, a college education would not have been possible. One example is Elsa Mercado who was a 2007 scholarship recipient and a law student that also worked as a peer mentor at her university. As quoted in a local newspaper, she said:

"There's no way my parents could afford to pay for college. They do very hard physical labor. My mom works as an assembly line worker and my dad is a machine shop operator. My parents wanted a better life for me and my siblings. Without the chamber, I wouldn't be here and I wouldn't have the chance to better myself."



Educational Commitment

Because David recognizes the importance of higher education in building strong communities, he contributes to other scholarship programs as well.

Evans Scholarship Fund

He is an annual contributor to the Evans Scholarship Fund which provides full tuition and housing college scholarships for golf caddies. This Western Golf Association sponsored program is one of the nation's largest privately funded college scholarship programs. Since 1930, more than 9,000 deserving young caddies have earned their college degrees through Evans Scholarships. Today, 865 caddies attend college as Evans Scholars.

In addition to the tuition benefits of the program, the fund helps coordinate internship opportunities between students and alumni working in industry. To foster academic and personal achievement, Evans Scholars live together in a Scholarship House while attending college.

Partly based on financial need, the magnitude of the full tuition scholarship is life changing for some recipients. One Evans Scholarship recipient was featured in the 2008 ESPN story quoted below.

Prayers answered with an Evans Scholarship for caddies



By Gene Wojciechowski
ESPN.com
Archive

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You don't know Kawthar Rkein. Neither did I until the 17-year-old caddie walked into a packed ballroom, stepped behind a wooden podium and, as her legs shook uncontrollably, began a 12-minute interview session that one way or another would literally change her life.

Not much was at stake. Only an academic scholarship to such high-priced universities as Northwestern, Illinois, Michigan, Wisconsin or, in Rkein's case, Marquette. Maybe that's why Sandra Rkein, a single mom who supports her two daughters and her own mother on a cleaning woman's wages, has been praying to St. Jude so much.

St. Jude -- patron saint of the hopeless.

So on the morning of Dec. 11, Kawthar Rkein, her knees knocking, stood in front of more than 100 Evans Scholars selection committee members at a suburban Chicago country club and told her story. She talked about the three ethnic youth clubs she joined at high school, just so she could meet different kinds of people ... about the money she saved from caddying that she used to pay for school books ... about the honors courses she loved ... about her lifelong dream to go to college. Nobody had time to ask her about her work as a soup kitchen volunteer.

Rkein's tiny but confident voice only cracked once -- when she talked about her mom.

"My mom," she said, taking a deep breath, "is amazing."

So was Rkein and the other 19 finalists who took turns speaking to that selection committee earlier this month on a bitterly cold day at River Forest Country Club in Elmhurst, Ill.

[+] Enlarge



Courtesy of WGA/ESF

Kawthar Rkein speaks at the podium in front of the Evans Scholars selection committee.

Kawthar Rkein said she could "barely breathe" as she drove home to open the WGA letter. It didn't help that her mom kept telling her on the cell phone, "You better hurry up. You better hurry up."

Just before Rkein opened the letter, her mom said, "Either way, we'll still love you."

Then ...

"I am pleased to advise ..."

Screams of joy. Hugs. Tears. Smiles.
Kawthar still can't quit smiling.

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Mexican Fiesta Education Fund

David is also a financial contributor and supporter of the Wisconsin Hispanic Scholarship Foundation (WHSF) which was founded to encourage and support educational programs and events that provide a better understanding of Mexican/Hispanic culture.

Some examples of scholarship recipients benefited by this program are shown below.



Miguel Gamez graduated from the UW-Madison in Medical Microbiology and Immunology and is currently completing his residency as a physician in family medicine at St. Luke's Medical Center. He has been a scholarship recipient of the Wisconsin Hispanic Scholarship Foundation for many years.

Carmela Alvarado is a graduate of Cardinal Stritch University with a Bachelors Degree in Elementary Education. She is currently employed by MPS and teaches Kindergarten at Milwaukee Spanish Immersion School. Her future goal is to obtain a Master's Degree in Educational Leadership. Miss Mexican Fiesta 1999 and since then she has been a scholarship recipient and Volunteer, now she is one of the Coordinators of Miss Mexican Scholarship Pageant.



Diana Sida is a graduate of Marquette University with a Bachelor's Degree in Advertising and a Minor in French. She is currently working in the Advertising Department of Kohl's Department Stores headquarters. Board Member of the Wisconsin Hispanic Scholarship Foundation, Inc. and volunteer of Mexican Fiesta.

Ismael Cardenas is a graduate from Marquette University with a Bachelor Degree in Finance. He is currently working at Catholic Knights. He has been a volunteer of Mexican Fiesta and a scholarship recipient for many years.



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Business Mentoring and Sharing

David devotes part of his time mentoring local minority business owners with startup, management, and expansion issues. This includes introducing them to one another to explore potential teaming opportunities on larger projects and also to trust worthy professional service providers such as CPA's, attorneys, and bankers.

He is regularly invited to be a guest speaker and panelist for diversity business related topics and events.

An upcoming example is Manpower's 2nd Annual City of Milwaukee Emerging Business Enterprise Sustainability Conference on May 21, 2010. This timely conference will help emerging businesses learn from successful business owners the steps necessary to survive over the long-term market cycles.

Milwaukee Metropolitan Association of Commerce (MMAC)

The MMAC established The Business Council (TBC) to facilitate the growth of ethnically diverse-owned businesses in the Milwaukee area. As a current and past Board member of the TBC, David works firsthand helping to improve the climate for minority-owned companies in the community.

One key initiative is the MMAC Supplier Diversity Module which matches ethnically diverse businesses with large corporations to help build a broader pool of qualified ethnically diverse suppliers. Recruitment of corporate participants now includes nationally recognized names such as Harley-Davidson Motorcycle Company, Manpower, Miller Brewing Company, Rockwell Automation, and AT&T.

The number of ethnically diverse businesses benefiting from this initiative is nearing twenty and in 2007 alone the program generated \$35.7 million in new spending with ethnically diverse firms with a six-year total of \$86.1 million in new corporate diversity supplier spending.

Collaboration Between Resources

David has used various opportunities to help build stronger ties between minority business associations, chambers of commerce, and community leaders with the goal of leveraging strengths to achieve together greater results. This includes introductions between organizations, fostering collaboration, and participating in events and initiatives.

He is considered a resource for the American Indian Chamber of Commerce of Wisconsin, the Hmong Chamber of Commerce of Wisconsin, and the African American Chamber of Commerce of Greater Milwaukee as well as the Wisconsin Women's Business initiative Corporation (WWBIC).

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At WWBIC he also served as a board member and continues to make contributions to the organization's initiatives. WWBIC is unique in that it is able to make micro-loans of up to \$100,000 to emerging businesses that otherwise would be considered 'un-bankable'. WWBIC is a nonprofit, statewide, economic development corporation with an emphasis on helping low-wealth individuals, women, and people of color.

WWBIC past achievements over the past 21 years include directly financing more than 880 businesses, assisting in the creation of 2,900 jobs statewide, lending nearly \$16 million to small business owners, and serving more than 31,500 individuals.

An example of the new startup businesses made possible by WWBIC is Marcia Bacon's Steady Freight Transportation. When Marcia Bacon's father entered college, he was denied dorm privileges because he was African American. After fighting this, he received permission to live and study in a room under the stairwell. Instead of being angry, he continued to work toward his goals. The family chose to honor their father and grandfather by naming their new business "Stairwell Enterprises, LLC."



With WWBIC loan and business assistance, Marcia purchased the truck that they use to transport freight under the name Steady Freight Transportation throughout the United States. The business employs Marcia, her husband Raymond, and sons Edward and Marc Brown.

As a WWBIC board member and continuing on after his term ended, David helps connect minority organizations and entrepreneurs to this invaluable business resource.

Business and Personal Influence

A valuable contribution David has made over the years is working to help other companies and institutions develop their supplier diversity programs and diversity employment practices.

As an advisory board member of Community financial Bank & Trust and board member of the Liberty Mutual Insurance Group, he fostered and strengthened these organizations' involvement in minority communities by helping connect or increase their involvement in minority Chambers and ethnic events.

His experience and influence in community and diversity issues are routinely sought after by public officials and other organizations attempting to tackle difficult challenges.

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Milwaukee Area Workforce Investment Board

The Milwaukee Area Workforce Investment Board, Inc. (MAWIB) works in partnership with local leaders from government, private industry and labor to develop workforce solutions that meet anticipated regional economic development needs. Employers are offered specialized training programs and innovative human resource services while job seekers obtain the resources for them to keep pace in today's job market.

Because of David's extensive experience in workforce development, the Mayor of Milwaukee appointed him to the MAWIB Board help develop workforce policies and help provide oversight of the local workforce investment system.

The MAWIB annually assists thousands of job seekers, including youth, low-income unemployed adults and those displaced from their current employment due to layoff with skills training and job search assistance.

Local Involvement

Locally David has been committed to various initiatives to improve the community and provide opportunities for disadvantaged individuals or youth. His contributions go to help support organizations including:

- **Detour Inc**
Detour is a 501(c)(3) public charity focused on helping local youth develop to become a positive and productive addition to the community they live in. David's donations help this group continue their work.
- **Penny Pinchers**
David's donations help this program continue assisting single mothers and homeless families meet their daily needs with monetary assistance and advice.
- **Juvenile Diabetes Research Foundation (JDRF)**
The Juvenile Diabetes Research Foundation is the worldwide leader for research to cure type 1 diabetes. David has been a regular contributor to this organization which is the worldwide leader for research to cure type 1 diabetes. Since 1970, the JDRF has awarded more than \$1.4 billion to diabetes research, including \$101 million in 2009. In 2009, JDRF funded research projects in 22 countries throughout the world, including more than 40 human clinical trials.
- **Habitat for Humanity International**
As a regular contributor to Habitat for Humanity, David is helping support volunteers build and rehabilitate simple, decent houses for homeowner (partner) families. This is not a giveaway program with families required to make a down payment and monthly mortgage payments as well as invest hundreds of hours of their own labor (sweat equity) into building their Habitat house and also the houses of others.

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Community Workforce Development

Likewise, David has spearheaded innovative training programs to meet employer workforce requirements while also creating higher paying job opportunities for local communities.

One example was a training program developed with the Milwaukee Area Technical College (MATC) to teach entry level workers the skills required for hand-soldering electronic circuit boards. This skill came in demand ironically because of a rapid conversion by large manufacturers to newer automated soldering machines. While faster and more efficient, the machines were unable to solder larger or more intricate components resulting in the need for skilled hand soldering workers.

David's company worked created the training curriculum and paid for the training of 60 individuals who graduated and were placed in this high-tech industry. Of those 60 individuals, 85% of them were people of color.

Professional Affiliations and Development

Helping promote professional associations is important to David as shown by his company's past and present affiliation with the organizations listed below. This commitment to professional development includes covering the costs of continuing education and training for Company employees.

- National Society of Black Engineers (NSBE)
- National Black MBA Association (NBMBA)
- Society of Hispanic Professional Engineers (SHPE)
- Black Data Processing Association (BDPA)
- National Society of Black Telecommunications Professionals (NABTP)
- American Indian Science & Engineering Society (AISES)
- Society for Advancement of Chicanos & Native Americans in Sciences (SACNAS)
- Women of Color in Technology (WOC)
- National Society of Hispanic MBA (NSHMBA)
- Society of Woman Engineers
- Society of Black Engineers
- Latpro.com- recruitment and jobs for Hispanics
- National Association of Black Accountants (NABA)
- Asian American Certified Public Accountants
- Association for Women in Computers

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Social Involvement

Other activities and contributions made by David reflect his broad vision of being socially involved in local and international concerns.

Living Hope International

Living Hope International (LHI) is a non-profit organization dedicated to rescue at-risk children and offers missionary training and support in Mexico. Their child sponsorship program provides shelter, food, clothing, and education for children in Esperanza Viva Youth Homes in Matamoros and Puebla.

David is an ongoing benefactor helping to make LHI's orphanage building project a reality. The new building's objective is to create an integral ministry community of refuge and restoration for children, youth, and families.



Other Involvement

- Governing Council of United Way
 - Past Participant on Wisconsin Governor's Council of Hispanic Affairs
 - Participant on Various City of Milwaukee Mayor Office Urban Development Projects
- Overall David's involvement has been focused on developing employment strategies including fostering new MBE entrepreneurial startups and attracting quality employers to distressed communities.

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Financial Commitment

David Aragon's contribution to minority supplier, workforce diversity, and community development is reflected in his financial impact in education, business, and social these areas.

Personally over the years, he has donated in the neighborhood of \$100,000 towards organizations helping to improve these areas.

Additionally, he has overseen approximately \$500,000 in donations and contributions made by his company to these causes.

Likewise, he has been a key fund raiser and promoter on numerous projects including the Hispanic Chamber of Commerce of Wisconsin's new headquarters building. This new facility allowed the chamber to host events onsite and provide a professional environment for members to meet and attend classes and workshops.

Awards

David's servant-leadership style of participation rarely allows for awards highlighting his personal or business contributions to MBE development or workforce diversity improvements in the community. The few awards that have been given over the years were initiated by others without request of David Aragon himself. The purpose has been to highlight him as a role model and example for other MBE owners and leaders in the community of how one person can make a difference.

As Dr. Floyd Rose of the Wisconsin Supplier Development Council recently stated, "David does not just talk, he actually tries to do something."

Below is a list of awards earned over the years in recognition of the Company's contributions and leadership role.

- Wisconsin Supplier Development Council
2010 Supplier of the Year Award
- Milwaukee, Wisconsin
The Business Council's "TBC Community Advocate of the Year" -- 2008 Award.
- Hispanic Business Magazine
Ranked 129th among the Top 500 Largest Hispanic-Owned Businesses in 2002
- Hispanic Chamber of Commerce
1991 Hispanic Business of the Year.
- Wisconsin Minority Supplier Development Council
Travers Bell Jr. Award of Merit