

**THOSE TRAINED TO LEAD,  
ARE NOW LEADING.**

**Our Alumni**

FLA Alumni have excelled academically, becoming lawyers, judges, engineers, business executives, and leaders within their communities. These alumni were injected with the FLA's mission and many are currently serving as FLA board members and officers.

Heliodoro Moreno, Jr.  
Board President



Helio was a FLA delegate in 1997 and a facilitator at our Youth Leadership Conference in 2001. He honorably served in the United States Marine Corps for five years, serving a tour in Iraq and Afghanistan. He received a bachelor's degree in Political Science from the University of Northern Iowa in 2007. In 2011, He received a juris doctor from California Western School of Law in San Diego, and is currently an immigration attorney in the Bay Area.

Jessica Rojas  
Board Vice President



Jessica was born and raised in Pittsburg, CA. She attended levels 1-3 FLA leadership conferences since 1994. She joined the board of directors and became a staff trainer from 2003-2008. Jessica received her BSW in 2002, and then her MSW in 2005. She works in her home town as the Program Director of School Based Services in Contra Costa

County for a mental health nonprofit that serves over 450 students a year from grades K-12.

**WHY SHOULD YOUR CHILD JOIN FUTURE  
LEADERS OF AMERICA?**

It is difficult to ignore the incredible challenges youth face on a daily basis. A much more complex issue to contemplate is the reality that we have an obligation to provide opportunities for our youth to succeed. Statistics show that the teenagers who participate in student activities are less likely to become a problem at home, in school or on the street.

Through our leadership training we hope to challenge your child in such a way that he/she will continue to strive for higher goals and continue a path to excellence. The program will help develop self-confidence, self-esteem, and valuable leadership skills. Your child will discover not only what it means to be a student leader but how to be a responsive citizen as well.

Once you child successfully completes the program, he/she will be a "Future Leader" and will be eligible for all FLA programs throughout high school and college. Your child will have access to a student network of over 10,000 alumni willing to offer mentorship through high school and college careers. You child will have the opportunity to travel throughout California and attend university seminars at such prestigious universities as UCLA, UC Berkeley and Stanford, and meet nationally recognized leaders. The opportunities abound for you in FLA are endless. Take the challenge and apply today!

**2020 YOUTH LEADERSHIP CONFERENCE  
JULY 26, 2020 – JULY 31, 2020  
CAMP CONCORD, SOUTH LAKE TAHOE  
VISIT OUR WEBSITE FOR THE  
APPLICATION!  
[www.FLAEASTBAY.org](http://www.FLAEASTBAY.org)**



**Our History**

FLA, East Bay has served over 900 students since it began operation in the East Bay in 1991. Several of the program's alumni have excelled academically, becoming lawyers, judges, engineers, business executives, and leaders within their communities. These alumni have credited the program as key to their development, drive, and success in becoming successful leaders both professionally and within their communities.



640 Bailey Road #227  
Pittsburg, CA 94565  
[www.flaeastbay.org](http://www.flaeastbay.org)

## Future Leaders of America, East Bay Area, Inc.



Future Leaders of America, East Bay Area, Inc. is an alumni and volunteer driven four-level leadership development program that advocates academic excellence, cultural pride, positive role-modeling and leadership to Latino youth. The goals of the program are for students to build self-esteem, to excel in secondary education as well as achieve a post-secondary education, become involved in extracurricular activities and emphasizing the importance of community involvement.

### FLA East Bay's Founder

#### Ruben Rosalez



In 1991 Ruben Rosalez, who participated in the 1982 inaugural conference in Southern California, came back home to Pittsburg, California and established the East Bay Area Affiliate of FLA. Ruben currently works for the United States Federal Department of

Labor. Ruben knows the role that FLA has played in his own success and is now sharing that with others. Ruben is now leading a new group of FLA alumni with the resurrection of FLA East Bay Area. Those trained to lead are now leading.

### Level I

The program begins with the six-day entry Level I Leadership conference for 30 to 80 eighth and ninth graders in a camp setting. The 2020 youth leadership conference will be held from July 26, 2020 through July 31, 2020 at Camp Concord in South Lake Tahoe. The conference is designed to motivate students to excel in secondary education through various workshops on various topics, including public speaking, a four-year high school plan, assertiveness, brain storming, college entrance requirements, goal setting for home school, and the community. FLA East Bay builds self-esteem through cultural arts where students receive a historical backdrop and get an introduction to teatro, baile folklorico, murals, poetry and folk singing. The Level I Conference also begins to plant the seeds for leadership with such workshops as What Makes a Leader, parliamentary procedures and community leaders panel where leaders from the community discuss their life experiences and challenges they have overcome. This gives the students an up-close look at role- models that resemble themselves.



### Level II

The entry level program is not sufficient to maintain the high levels of confidence the Level I participants have when leaving the Level I Leadership Conference, therefore FLA provides follow-up Level II University Seminars held at California Campuses throughout the academic year. These workshops reinforce their new skills, introduce them to the University of California system, and acquaints them with the function and design of a major university. Some workshops include requirement for admission, financial aid, Equal Opportunity Program, student activities, a university panel of college age Future Leaders who discuss their major, and as well as their experiences and challenges they have faced at the university level. Campus life and additional topics leading to a degree are also explored. FLA graduate students return as trained facilitators, conference leaders and volunteers a means of strengthening and continuing their involvement in the program.

**EMPOWERED TO LEAD...**

**THE FLA WAY!**