



Dr. Mark Hanson accepts the U.S. Department of Commerce, **Service Firm of the Year** award, on behalf of Heartland Coalition on October 26, 2012.

*“As the Heartland Coalition enters its 15th year of service in San Diego County, we are pleased to announce our expansion of services into Arizona, Nevada, Illinois, Florida and Alaska with projects in career and community development, sustainable housing, clean energy, green manufacturing, and on-line journalism. The Heartland Coalition continues to generate high road, win/win partnerships that create good jobs, capable employees, and sustainable communities. It’s been my honor to serve this amazing organization alongside our many volunteers, employees, and partners for so many remarkable years. Heartland’s future is bright and we will continue to serve wherever we are needed.”*

Mark N. Hanson, Ph.D.,  
President and Executive Director,  
Heartland Coalition



Over the last 15 years, The Heartland Coalition has provided services to more than 2,500 members of the San Diego community in the areas of job readiness, job training, scholarship programs, public art, disaster recovery, home ownership and green building resources.

We welcome your ideas and your support. For more information on how to join Heartland’s commitment to creating better communities, please reach out to one of our project contacts listed below.

Mark Hanson, Ph.D.  
President of the Board/Executive Director  
markhanson@heartlandcln.org

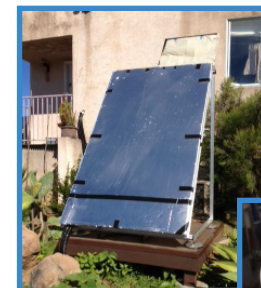
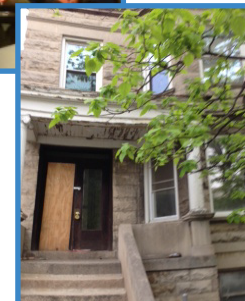
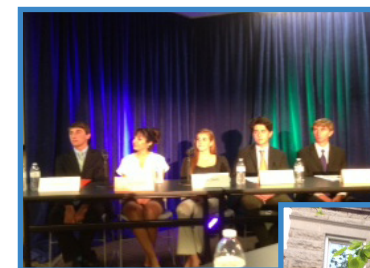
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Please view the HC website for details on each program: [www.heartlandcln.org](http://www.heartlandcln.org)



Shown above, the interior of Heartland’s newest venture in the area of economic development and job creation: a custom automotive and design center in El Cajon, California.



Shown above in descending order: Heartland’s 2013 Project Achieve Scholarship Winners, A Chicago Residence Ready for a Heartland Coalition Energy Makeover, A Solar Thermal Demonstration Unit that was Donated to the Heartland Youth-

Build Charter High School, Vehicles on Display in Heartland’s Job Creation Manufacturing Plant and Students Attending the SDG&E-Sponsored Summer Engineering Camp at San Diego State University.



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## Our Mission

The mission of the Heartland Coalition is to serve low-income residents with projects in the areas of career and community development, housing, healthcare, environmental protection and clean energy, disaster relief, education, and public art.



*Heartland's construction volunteers at the site of a "Heartland Sustainable Housing" renovated home.*

## Our History

The Heartland Coalition began in 1997 as a volunteer effort to effect positive change in the Renewal Communities of San Diego County. The first project, Project Destination, focused on assisting high-risk youth learn construction skills through the process of rehabilitating run down properties. In the early years, Heartland partnered with the San Diego - Imperial Counties Labor Council, the San Diego Foundation, and Price Charities to train residents for construction jobs through the Joblinks component of Project Destination; which conducted 28 Joblinks classes resulting in hundreds of students being placed in jobs.

By July 2003 the Heartland Coalition was a volunteer organization with no paid staff: the

58 volunteers and 85 business and community partners had served 748 clients as of July 1, 2003. As of 2012, the Heartland Coalition has served more than 2,500 clients, has hired many employees, and has launched a successful housing rehabilitation program across the nation.



*Robert Kennedy Jr. gave the keynote address at the second annual "Forging a Sustainable Future" event at San Diego State University. Other speakers and panelists included three members of Congress, local officials, military representatives and experts from around the world.*

## Heartland's Commitment to Community Sustainability

Since 2007, Heartland's UnitedGREEN division has implemented a series of sustainability symposia including ones at UCSD, the Scripps Institution of Oceanography, Qualcomm corporate campus, and San Diego State University. These events are now continuing with 1-day seminars throughout San Diego County covering water conservation, sustainable living, renewable energy, and creating green jobs and business. For more information visit:

<http://heartlandcln.org/county-wide-forging-sustainable-solutions-seminar-series/>

## Our Projects

The Heartland Coalition and its various divisions currently operate the following programs:

- Heartland Coalition Illinois: Creating Sustainable Housing and Economic Development
- Project Awareness: East County Magazine (Heartland's media division)
- Heartland Sustainable Housing
- "Forging Sustainability Solutions" (county-wide seminar series)
- Program HEART (homeowner assistance)
- Project HealthWork
- Project Renaissance (public art)
- Project Achieve (academic achievement programs for at-risk youth including the new Heartland YouthBuild Program)
- Project Restoration (disaster recovery)
- Project GreenSmart (Green technology including the SDG&E sponsored "Smart Building Technology" program)



*Shown above, guests arriving at Heartland's "Living Green at the Blue Sky Ranch" East County Event, September 29, 2012,*





**Heartland Coalition**  
Advancing Sustainable Communities

*Celebrating 15 Years of Service to the San Diego Community  
Heartland was named the 2012 U.S. Department of Commerce Service Firm of the Year*

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#### Primary Contact

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November 4, 2012

For Immediate Release

Regional nonprofit, Heartland Coalition, is recognized by the United States Department of Commerce's Minority Business Development Agency.

Submitted By I.C. Jimenez,

**Heartland Coalition** received the prestigious "Service Firm of The Year" award in a luncheon ceremony at Etiwanda Gardens in Riverside, CA on October 25, 2012. The award, given by the Minority Business Development Agency, recognizes individuals and organizations that have demonstrated leadership and commitment in advancing minority business enterprises. The MBDA theme for this year is "Build it here-sell it everywhere."

In accepting the award, **Dr. Mark Hanson**, President of the Board, Heartland Coalition, emphasized that "it takes the highest level of community collaboration and a team effort to create sustainable solutions." Dan Sieu, President of SCCGP, who presented the award said Heartland Coalition was selected in recognition and gratitude for creating so many jobs in construction and manufacturing in Nevada, Arizona, and California. Mr. Sieu also commended Heartland for its work in economic development and especially for its work with incubator companies, both for-profit and non-profit.

Other recipients honored in various categories included Clem Zirola Jr., President, First Mortgage Corporation, "Finance Champion of the Year"; Edward Shin, President, NongShim America, Inc. "Minority Manufacturer of the Year", Michael R. Peevey, President, California Public Utilities Commission, "Distinguished Supplier Diversity Award."

Additional awardees included Son Nguyen, Founder & President Veterans Associations of Real Estate Professionals, "Veterans Advocate of the Year and Beverly Kuykendall, President & CEO, Federal and Commercial Contracts, Inc. "MBDA Person of the Year." The award for "Green Organization of the Year" went to Timothy P. White, Chancellor, University of California Riverside, who was recently named as the next Chancellor of the statewide University of California System.

(continued)

[www.heartlandcln.org](http://www.heartlandcln.org)

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The many dignitaries in attendance included David Honda, MC and Chairman of So Cal Corporate Growth Partners (SCCGP); Alicia Villarreal, Regional Representative, U.S. Secretary of Labor; Fred Latuperissa, Regional Director U.S. & Foreign Commercial Services, U.S. Department of Commerce; Congressman Joe Baca; and representatives from U.S. Small Business Administration and the Los Angeles Mayor's Office.

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Shown above, Dr. Mark Hanson, President of the Board, Heartland Coalition, receives the "Service Firm of the Year." Photo Credit, Ignacio Jimenez.

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