



GIVING BACK DURING A PANDEMIC, SAC ALUMNI FRED FLORES FINDS FULFILLMENT IN UNEXPECTED WAYS

Starting from humble beginnings, Fred Flores, President & CEO at [North American Staffing Group, Inc.](#) and [Medica Talent Group, Inc.](#), can be described as one of the most down-to-earth people one would meet, and reflects the passion shared by Santa Ana College (SAC) donors. As a SAC alum, Flores is honored to come full circle with his alma mater and not only partner with the college to support the community through COVID-19 testing, but be in a position where he can make a meaningful contribution for students. His recent reconnection with his alma mater has led to him jumping in head-first with a \$20,000 donation to the SAC Foundation's *Raising the Game* campaign.



Fred Flores with Santa Ana College Nursing Students.

Flores grew up in a heavily Latino populated area of Placentia and started working at the age of fourteen. He carried several part-time jobs throughout his academic career and pushed through the challenges of living in a low-income area by tapping into his undeniable drive to succeed beyond his circumstances. He started his academic journey in the community college system, enrolling at Fullerton College and later attending SAC where he was able to transfer to UC Irvine. Flores later began working in Human Resources for the County of Orange, where his love for workforce development took full flight. After trying and failing to start his business three different times, Fred learned that if you fall down, again and again, you have to get up each time in order to be successful. He opened North American Staffing Group, Inc. in 2000 and has never looked back. His organization was named the third fastest-growing Hispanic-owned company in the nation in 2005 by The Hispanic Business Magazine, and Flores was recognized as one of the top 100 people to watch by The Orange County Register, which in turn made him hold himself accountable to the success tied to that recognition.

As his business ventures grew, Flores' love for helping people grew as well. He reconnected with SAC in 2020 when the COVID-19 pandemic hit and the demand to administer testing was in full swing. The college opened the campus to its community and Fred and Medica Talent Group, Inc. worked with the college to provide COVID-19 testing for more than 36,000 community members in one of the hardest-hit areas during the pandemic. "There was a need to get more people tested for COVID-19, and SAC helped fill that need in the most accommodating way possible. I was also able to work directly with SAC Nursing students and see firsthand the talent and the need that these students have. The ability to partner with my alma mater meant so very much, and it only made sense to give back to a place that has given so much to so many people, including me," says Flores.

That connection to the college coupled with seeing the work SAC did to help people in the community stay safe during the pandemic inspired Fred to make his first significant \$20,000 contribution to the SAC Foundation. The funding will be allocated toward much-needed scholarships and academic resources to help students fulfill their educational goals. "I want to reach as many students as possible. It's about helping to mentor and guide students toward their career paths," explains Flores, who specifically has a passion for helping Latino students succeed.



Fred Flores, President and CEO of North American Staffing Group, Inc. and Medica Talent Group, Inc.

The partnership with SAC is one that Flores did not expect after all these years, but explained that the need to provide as many critical services and opportunities for students and the community during this pandemic was evident. As part of his passion to help others, Flores also helps support vaccination sites in Los Angeles and has created a strong workforce pipeline initiative that strengthens the alliances he is making with community colleges and educational institutions for students to gain employment in and after college during the pandemic.

“Having Fred Flores jump on board to not only partner with us to provide COVID-19 testing for the community, but also make a significant impact through a major gift to the SAC Foundation’s *Raising the Game* campaign, means a great deal to all of us. His donation will help our students reach their academic and career goals, and the college as a whole. Fred truly embodies what we hope for our students. He is a successful, driven businessman who continually strives to do more for others and is always seeking ways to give back,” said Dr. Marilyn Flores, Interim President at Santa Ana College.

As an avid supporter of education and workforce development, Fred Flores continues to push through the challenges of the high unemployment rates and is working to educate students on how to thrive in the workforce beyond their circumstances. Flores focuses on the human connection and the need for interpersonal skills among students. He works to stay active as a mentor and advocate of all things student success. As a SAC donor, he is looking forward to getting involved in the professional development initiatives that the college has to offer and serve as a role model for future entrepreneurs. In addition to being a philanthropic champion for SAC, Flores wants to partner with the college to assist with job placement opportunities for students as well as host speaking engagements for career training. Despite the

hardships that the pandemic has caused for students, Flores commends those who have carried on and rose to the occasion by staying motivated and engaged with their education remotely. That is the very tenacity and determination that has carried Flores through the challenging times in his life.

As Flores reflects on his background and drive to help others, one thing always remains the same: his true passion to contribute to students to success by sharing his story and providing meaningful mentorship. "If people are willing to listen, I'm willing to share," Flores says. "I'm looking forward to strengthening my partnership with SAC and making it a tradition for years to come."

For more information about the Santa Ana College Foundation, its mission and how you can donate, visit rtgcampaign.org or sac.edu/foundation or call the SAC Foundation office at (714) 564-6075.



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