



Pathways for Career Success

**FOR IMMEDIATE RELEASE**

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**PSJA Student becomes National  
Scholarship Recipient**

**LUBBOCK, TX (12/1/11)** -- CEV Multimedia, a producer of Career and Technical Education (CTE) multimedia materials, today announced Micah Robles as the December recipient of CEV's national scholarship program, CTE Student of the Month Club. Robles received the large \$500 check during a surprise ceremony held at his high school among his peers.

Robles, a senior at Pharr-San Juan-Alamo (PSJA) High School in Pharr, TX, was nominated by Javier J. Saenz, Director of Career and Technical Education at PSJA ISD. Saenz, also a graduate from PSJA High School, has known Robles for the past eight years when he began as a junior FFA member. He says Robles shows a high degree of integrity, honesty, character, and has a strong work ethic.

"This scholarship could not have gone to a more deserving student," Saenz said. "I am so proud to see his hard work recognized. He gives me hope for the future that there are good people becoming the next leaders of our community."

Robles currently serves as FFA president at the district and local level. As a district officer for the past two years, he has planned and led District Leadership events for all FFA chapters in the area. He has received the Lone Star Farmer Degree and also the Reserve and Grand Champion Poultry at the South Texas Agricultural Roundup (STAR) show. He says his involvement in FFA has taught him important life lessons that have prepared him for his future college career and beyond.

"I've made the FFA motto a way of life. Learning to do, doing to learn, earning to live, and living to serve," Robles said. "I believe if you hold true to these words, it sets up the foundation of having a successful life."

No stranger to community service, every year Robles volunteers at the St. Mark's Pumpkin Patch, Vacation Bible School, Special Olympics, Tim's Coat Drive, PSJA Beef Syndicate, and the St. Mark's Food Pantry. He is currently



*From left to right: Dr. Virginia Richter, Area Administrator; Mr. Ed Blaha, PSJA High School Principal; Romeo Robles, Ag Science teacher and father; Mrs. Janet Robles, Mother; Micah Robles, recipient; Bobby Ledbetter, CEV Curriculum Sales Consultant; Javier J. Saenz, CTE Director and Nominee; Mr. Jose Garza, Assistant Superintendent for Curriculum and Instruction.*

servicing his third year as a first baseman on the varsity baseball team, and also serves as a Senior Class Officer and was selected Most Spirited Senior by his peers.

Robles is a member of the National Honor Society and will graduate high school under the Distinguished Achievement Program with more than 30 college hours under his belt. Robles plans to follow in his parents' footsteps and attend Texas A&M University where he plans to focus his study in Poultry Science.

Teachers can visit [www.cevmultimedia.com/cteclub](http://www.cevmultimedia.com/cteclub) to nominate their outstanding student to receive the CTE Student of the Month scholarship. Announced at the beginning of each month, winners will be a "spotlight feature" on the CEV website for the duration of their reign.

Winners are selected based on involvement within high school organizations, service within their community and other accomplishments they have received as a student. Eligible students must be either a high school junior or senior, and must have participated in a CTE student organization for at least two years.

**About CEV Multimedia:**

CEV specializes in providing quality curriculum and educational resources for several major subject areas: Agricultural Science & Technology, Family & Consumer Sciences, Trade & Industry, Business & Marketing and Career Orientation. CEV is dedicated to paving the way for students and educators by providing pathways for career success.

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