

LULAC



NEWS

Official Organ of the League of

United Latin-American Citizens

February 1979 \$1.00



National LULAC Week, Feb. 12-18, 1979

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OUR COVER

The logo depicting LULAC's 50 years of service to the Hispanic community of this country adorns the cover of the "rebirth" issue of LULAC News.

Commissioned by league president, Ed Peña, the logo was developed by SOL Associates, Inc., a Washington, D.C. bilingual, multimedia communications firms headed by Estevan Solis, president. The logo will be copyrighted by LULAC.

The central element of the logo is an eagle in flight set in red, white and blue with gold added to symbolize the golden anniversary of the league.

Mr. Solis says the eagle in flight was designed to show the roots of the Hispanic culture through the years and the "flight" which led to the creation of unity among Latinos today.

The red, white and blue colors were chosen in conformity with the league constitution and to signify the contributions made by Hispanics and league members to the development of the United States.

Leo Cardenas, league publicity director, says duplications of the logo in various sizes to be used in stationary, envelopes and publications of the council's choosing will be mailed during mid-February.

LULAC News

LULAC NEWS is the official publication of the League of United Latin American Citizens (LULAC), a non-profit organization. LULAC members and the general public are encouraged to submit articles and pictures. Deadline is the 15th of the month for the following month's publication. Please let us know if you want your pictures returned.

Submit articles to:

LULAC News
400 First St., N.W., Suite 716
Washington, D.C. 20001

Each magazine will be copyrighted. Permission to use articles from LULAC News may be obtained from LULAC News.

LULAC NEWS

THE MAGAZINE FOR TODAY'S LATINO

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ED PEÑA

EDITOR

LEO CÁRDENAS

ASSOCIATE EDITOR

GIL LOPEZ

POLO ADVERTISING GRAPHICS

APOLONIO J. AYALA

VOLUME L NUMBER 1 FEBRUARY, 1979

LULAC NEWS IS PUBLISHED MONTHLY BY LULAC PUBLICATIONS, 400 FIRST ST. N.W. SUITE 716 WASHINGTON, D.C. 20001 (202) 367-0934. ED PEÑA NATIONAL PRESIDENT. FOR ADVERTISING OR SUBSCRIPTION INFORMATION WRITE LULAC NEWS 400 FIRST ST. N.W. SUITE 716 WASHINGTON, D.C. 20001 (202) 347-0934.

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President's Message

On February 17, 1979, our beloved League will observe its golden anniversary of service to hundreds of communities throughout this nation.

No other Latino organization can boast of this length of service. No other Latino organization has touched the lives of so many of our people in the last half century.

Join with me for a moment and consider what would have happened in the last 50 years if there had not been a LULAC:

- Who would have taken up the fight to assure the inclusion of Hispanics injuries?
- Who would have cared for the thousands of low income families, who have lived in and continue to enjoy our many housing projects?
- Who would have provided the millions of dollars in scholarships and counseled the thousands of Hispanic students, who today enjoy economic stability because of their educational attainments?
- Who would have opened the doors to jobs and better employment?
- Who would have encouraged our people to exercise their voting rights and assisted them in the development of businesses in their communities.

I know the answer, and I am sure that you do too.

We all are proud of LULAC's mark in history and the contributions of people like you who volunteer of their time for the betterment of our brothers and sisters.

It is, therefore, a pleasure for me, on this our golden anniversary, to proclaim the week of February 12 - 18, 1979, as:

"National LULAC Week"

as a tribute to your efforts for our people.

Les deseo lo mejor de la vida hoy and siempre.

Ed Peña

Ed Peña
National President

A Note from the Editor

LULAC News is proud to announce the rebirth of the monthly magazine. LULAC News will be published monthly and will serve as the communication vehicle for all LULAC councils across the country. During our 50th anniversary, it is vitally important that a sense of enthusiasm for LULAC be communicated constantly to each member and to each potential member, as well as to the community at large. LULAC News will permit the exchange of ideas, the development of pride in our organization that will build a consistency of effort and enthusiasm in LULAC's advancing stature.

LULAC NEWS FORMAT

LULAC News will be structured editorially and graphically to spotlight the achievements of LULAC on an individual and council level. In particular, LULAC News will present such information in terms of "usefulness" value as well as for its "news value." LULAC News will use considerable graphics showing the special events of LULAC councils. Information about LULAC itself, its growth, its struggle, its successes, will be presented in LULAC News.

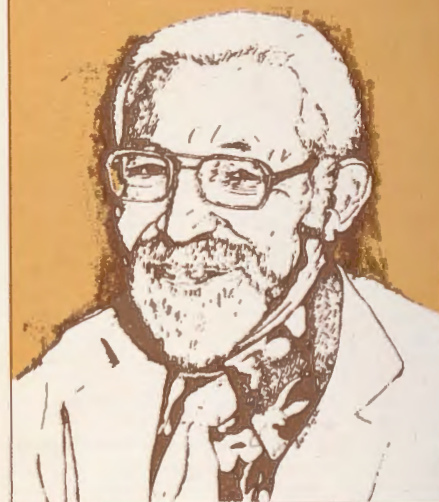
Community activities in which LULAC have been involved and will be involved will be published. In general, LULAC News will publish the problems, the progress, the plans in which LULAC members are involved.

The rebirth of LULAC News is only a beginning. We know for a fact, that this issue is very limited and that several states are mentioned only in the directory. **You can change that --** by sending us clippings, writeups and pictures of your activities. Without you, we can't make this, your publication, truly national. **Won't you help us.**

Leo E. Cardenas

Leo E. Cardenas
Editor

nuestra education



Dr. Homero Acevedo

\$200,000 Goal

1979 Scholarship Program to Assist 500 Students — a Venture into New Area's of the Nation

A goal of \$200,000 has been set for 1979 for the LULAC National Scholarship Fund.

Jose Longoria, director of the LULAC National Educational Service Centers which administers the scholarship program, said the 1979 effort is aimed at helping more than 500 students.

Mr. Longoria said contributions to the 1979 fund are expected from about 50 corporations. Through the early first phase of the 1979 effort, more than \$30,000 has been raised.

Major contributions to this year's program include the Columbia Broadcasting Corporation, Avon Products Foundation, Santa Fe Railway Foundation, American Broadcasting Companies, Inc., Memorex Corporation and the Shell Companies Foundation.

Guidelines and procedures for council participation in 1979 will be mailed in February.

Under the unique LULAC program, funds raised by local councils specifically for scholarships is matched on percentage basis by funds from the national program.

Created in 1975, the LULAC scholarship program has assisted more than 1,200 students with almost \$500,000 in aid.

Features of the 1979 program include an Expansion Incentive Program (EIP) under which LNSF hopes to award 20 per cent of all national funds to students in states in which there are no league councils. LNDG will be working with Hispanic groups in developing ad-hoc committees in pre-selected sites which have high Hispanic population.

The 1979 program also will feature a Young Leaders Scholarship (LYS) in which at least five \$1,000 scholarships will be awarded to individuals who have concerned themselves with the welfare of the greater Hispanic community and who have devoted their energies in a meaningful way to the solution of the community's educational and social problems.

Details of the LULAC scholarship programs are available from local councils or national headquarters: 400 First Street, N.W., Suite 716, Washington, D.C. 20001.

Deadline for submitting for national sharing funds is April 1, 1979.

A special scholarship aimed at encouraging Hispanic students to promote bilingual-bicultural education and counseling has been set up by a Denver council.

It is the "Dr. Homero Acevedo Scholarship" in honor of a LULAC member who devoted more than a quarter century of his life to helping Hispanic students.

The scholarship was set up by the Denver Southwest Denver Council 3016 shortly after the death of Dr. Acevedo last March. Dr. Acevedo was Chairperson of the Colorado LULAC Bilingual Board of Education and member of Council 3016.

A native of Laredo, Texas, Dr. Acevedo returned to his hometown following graduation from Houston University to counsel students on higher education. Believing in practicing what he preached, Dr. Acevedo obtained a doctorate at the University of Texas and at Walden University in Naples, Fla. in 1970. Dr. Acevedo went to Washington, D.C. to work with the U.S. Office of Education in the Urban-Rural and Equal Opportunity departments. He moved to Denver in 1976 as a branch chief of the U.S. Office of Equal Educational Opportunity.

In creating the Dr. Homero Acevedo Scholarship, members of the Southwest Council agreed that the scholarship will be awarded annually in his honor to deserving students who wish to continue in his work and creed that success can be achieved through education.

The Dr. Acevedo Scholarship will be administered by the Southwest Council Education Committee headed by Robert "Bo" Rodriguez. Donations to the Dr. Acevedo Scholarship may be sent to the LULAC State Office, 2460 West 26th Avenue, Suite 252C, Denver, Colorado 80211.

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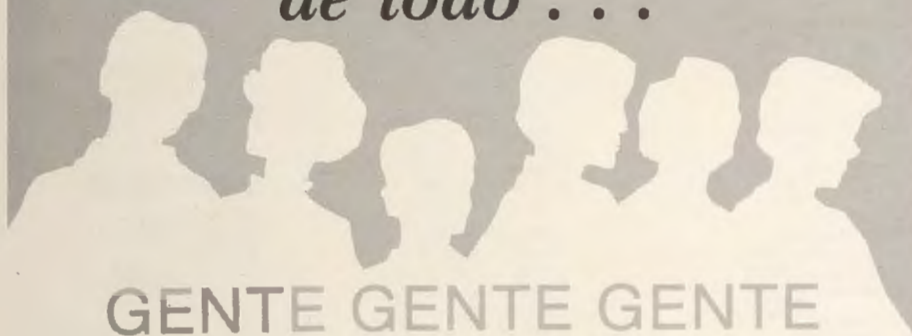
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un poquito de todo . . .



• en la Nacion

President Jimmy Carter and the nation's First Lady were among those in attendance of the Washington premier of "The Children of Sanchez," a film based on the Oscar Lewis book about a poor Mexico City family. The film had four special premiers for the benefit of the Mexican American Legal Defense and Educational Fund (MALDEF)... other showings were in Dallas, Los Angeles and San Francisco.

• that midair collision between an airliner and a small plane in San Diego last fall claimed the life of Valerie Kantor, a former MALDEF board member.

• en New Mexico

Congratulations to Lee Leyba, New Mexico state director and his staff, for the excellent magazines they have put out. Los felicitimos.

• John P. Gallegos, President of Council No. 35, heads the planning for the New Mexico state convention, which will be held this year in Sante Fe on May 24-27. Santa Fe Council No. 33 is host for the council.

• Don Gonzalez is the president of New Mexico's newest council, No. 8030, in Grants. Mr. Gonzales may be reached at 1500 Third Street, zip 87021. The new council was chartered at the October National Executive Board meeting. Helping in the organizing were Raul Dominguez, Eloy Gonzales and Rudy Bessera.

• Senor Leyba and his staff moved into new quarters at 500 2nd Street, N.W. in Albuquerque in November. This also is the same address and new home for the New

Mexico office of the LULAC Educational Center. LNESCDirector Rudy Bessera says plans are underway for two more centers.

• State officers of LULAC and the American G.I. Forum have been working on a new SER project for the City of Grants, New Mexico. The proposal will be to train and assist unemployed and unskilled New Mexico citizens to enter well-paid occupations for which there is presently much demand and little supply.

Several meetings have taken place with more being planned with all the mining corporations in the Grants area.

Mr. Joe Morin, Program Planning Specialist from Austin, Texas, and Mr. Ray Sena, Rockwell Executive on loan to SER in Los Angeles, CA, are spearheading the project.

• en Colorado

The Greater Denver Council NO. 3011 will be the host for the state's Mid-Year Conference to be held at the Continental Hotel at Interstate 25 and Speer Blvd. Chuck Gomez, state director, says the conference will be used to plan the remainder of 1979 year of league activities.

• The Colorado state convention will be held in Denver on May 4-6 at the downtown Hilton Hotel. It will include an exhibit by private industry and government with a salute to LULAC's fifty years of community service.

• en California

SACRAMENTO, Calif. --A massive voter registration drive aimed at substantially increasing the voting power of the Hispanics in the nation has been unveiled here by the president of the largest

Hispanic organization in the United States.

"The greatest contribution that the Hispanic community can make is to be heard--and we intend for that voice to come through the ballot box," said Mr. Eduardo Pena, newly-elected president of the League of United Latin American Citizens (LULAC).

At a press conference in the State Capitol, Mr. Pena, a Washington D.C. attorney, said LULAC's number one priority will be to "at least double the number of Hispanic registered voters in the United States." In California, the drive is to register 1,000,000 Hispanics.

Mr. Pena said preliminary discussions have been held with officials of various Hispanic coalitions throughout the United States and with the Southwest Voter Registration Program in an effort to pool all available resources. "We intend to use all of the current techniques and procedures already established and place appropriate materials in the hands of all our councils in the nation for this project," said Mr. Pena. LULAC, which is observing its 50th year of service, has local councils in more than 25 states and a membership over 100,000.

Mr. Pena said California was picked to launch the voter registration drive because it has the largest number of Hispanics. He said while the drive will make concerted efforts in the Southwest, "we will touch every state in the Union." Mr. Pena was accompanied by LULAC's national vice presidents, Frank Galaz of Inglewood, California, and Leo Cardenas of Denver, who also serves as national press officer.

PROPOSITION 13

Mr. Pena said that LULAC leadership also will be paying special attention to the effects of Proposition 13. "We want to make sure that any cuts in services will be administered in an equitable manner--and to that end I have asked LULAC council members in California to monitor any cuts in services, particularly for the Hispanic community."

BAKKE DECISION

On the recent Bakke decision, Mr. Pena said LULAC also will act as a "watchdog" with a monitoring arm to assure that "advances made in the last decade are not eroded by misinterpretations of the recent U.S. Supreme Court ruling." "We feel that the ruling can serve to strengthen affirmative action programs," he said. Mr. Pena urged state and federal agencies which enforce affirmative action programs to issue new and stronger guidelines to insure adequate weight is given to race and ethnic origin in conformance with the Supreme Court decision.

Golden Anniversary Convention

It's June 12 - 17 in Houston

Council No. 60 of Houston is the host of the Golden Anniversary National Convention. Information on the convention may be obtained from: LULAC Council No. 60, P.O. Box 38491, Houston, Texas 77088, telephone AC 713 869-5975.

Registration for the convention will be \$20, which will include the Presidential Banquet set for Saturday, June 16. The total convention package will be \$65 and include Get Acquainted Party, \$6 on June 13; Party Under the Stars with the Stars, \$8, June 14; lunch, \$6, Friday, June 15; Baile de Esperanza, \$9, Friday, June 15; lunch, \$6, Saturday, June 16.

Angel Abita is the executive chairperson of the 1979 convention. Other convention chairpersons include M.V. Cavazos, David Adame, Ellis Barrera Jr., Joe Trevino, and Joel Lara. The Special Projects committee members are Chet Bushnell, John Ramirez, Arturo Ascension, Rev. James Novarro and Toby Hernandez.

Reservations at the Shamrock Hilton may be made at P.O. Box 2848, Houston, Texas 77001. Rates are singles, \$28; Doubles, \$38; Triples, \$39; Suites, \$80 and \$120.

TENTATIVE AGENDA

LULAC Golden Anniversary National Convention, June 12-17, 1979
Shamrock Hilton Hotel, Houston, Texas

Tuesday - June 12

1 p.m. - 5 p.m. Registration begins.
(Exhibits set up)

Wednesday - June 13

9 a.m. - 4 p.m. Registration & Exhibits
9:00 a.m. • Golf Tournament, Hermann Park
• Tennis Tournament, Shamrock Hilton
9:30 a.m. Press Conference on Hispanics by LULAC
10:30 a.m. • LULAC National Executive Board Meeting
• Hispanic Employment Program Seminar
12:30 p.m. Lunch on your own
1:00 p.m. Tours
7:00 p.m. Get Acquainted Party - Emerald Room, Shamrock Hilton

Thursday - June 14

7:30 Breakfast Sponsored by the LULAC National Education Service
(To make all the arrangements: Joe Longoria, Executive Director, LNEC, telephone 1-800-424-9526).
9 a.m. - 4 p.m. Registration & Exhibits & Tours
10:00 a.m. • Official Opening of Convention - Grand Ballroom
• Appointment of Committees
12:00 Noon Lunch on your own
1:30 p.m. Seminar: (In the General Assembly area - Grand Ballroom)
Health
2:30 p.m. Housing

Saturday - June 16

9 a.m. - 4 p.m. Registration & Exhibits & Tours
8:30 a.m. LULAC Business
A keynote address on LULAC 50th Golden Anniversary
Interim Report of Credentials Committee, Rules, Laws, Reports of National Officers.
10:00 a.m. Seminar: Womens Affairs
12:00 Noon Lunch (Theme to be determined)
Emerald Room
(Registration to end either at Noon or at 4 p.m.)

2:00 p.m.

LULAC BUSINESS

Final Reports of Credentials, Rules, Laws & Nomination of National Officers & 1982 Convention Site

5:00 p.m.

Business must finish no later than 5:00 p.m.

6:30 - 9:00 p.m.

Presidential Banquet - Grand Ballroom

• Convention Keynote Speaker
• Major Awards: Council of the Year, Man of the Year and Youth Awards

9:00 p.m.

Presidential Ball & Extravaganza - Emerald Room

Sunday - June 17

8:30 a.m.

• Election of 1982 National Convention Site
• Amendments & Constitution Committee Report
• Resolutions
• Election of Officers (proposed: Secret Ballot)
• Good & Welfare of the League

12:00 Noon

Convention Adjourns

3:00 p.m.

National Executive Board Meeting

Thursday - June 14

3:30 p.m.

**Committee Reports General Assembly - Grand Ballroom

5:30 p.m.

Business Convenes

7:30 or 8:00 p.m.

Party Under the Stars With the Stars

Friday - June 15

9 a.m. - 4 p.m.

Registration & Exhibits & Tours

8:30 - 10 a.m.

Seminar on the Administration of Justice

10 a.m. - 12:00 Noon

LULAC Business Either
• Reports of National Vice-President of Youth, National President of Youth & Reports of State Directors.

12:00 Noon

Founding Fathers Lunch Emerald Room*
Sponsored by LULAC Council No. 60
Chairman of the Lunch, Judge Alfred J. Hernandez, with the co-chairmanship of John J. Herrera. This lunch will include Past National President & Distinguished Members.

2:00 p.m.

Seminar: Inflation & Energy

4:00 p.m.

LULAC Business
• Reports on LULAC NESC, LULAC National Foundation

5:30 p.m.

Business Convenes

7:30 p.m. or 8:00 p.m.

Baile De Esperanza



National officers being sworn in are, from left, Ed Pena, president; Leo Cardenas, southwest vice president; Leo Miranda, eastern seaboard vice president; Frank Galaz, far west vice president; and Jesse Ramirez, midwest vice president.

Photo by Esteven Solis

The observance of the League of United Latin American Citizens (LULAC) 50 years of community service will get underway in grand style in the league's founding city of Corpus Christi.

All of the festivities will be part of National LULAC Week, February 12-18, as proclaimed by President Jimmy Carter and the league president, Ed Pena.

Included in the celebration will be the filming of LULAC activities in Corpus Christi for airing in the popular program, "Siempre en Domingo," which is seen over the SIN network in the United States and Latin American countries.

National LULAC Week also will feature a two-day symposium on February 14 and 15 on some of the issues and programs LULAC and the Hispanic community will be facing in the next 50 years.

Speakers for the symposium at the University of Corpus Christi include:

- Honorable Leonel Castillo, Commissioner of Immigration and Naturalization Service on "The Alien Issue."
- Dr. Jose Cardenas, IRDA, San Antonio; Dr. Juan Soliz, president of National Association for Bilingual Education; and Dr. Juan Flores, Assistant Superintendent for Multicultural Education, Dallas ISD, on "Bilingual Education."
- County Judge Jose Angel Gutierrez, Crystal City, Texas, on "International Political Arena."
- Mario Obledo, California Secretary of Health and Welfare and Maurice Ferre, Mayor of Miami, on "Domestic Political Arena."
- Dr. Phillip Ortego of Our Lady of the Lake College, San Antonio, and Dr. Arnold Vento, Director of Center for Mexican-American Studies, University of Texas, Austin, on "Hispanics and Higher Education and the Professional Schools."
- Dr. Juan Luna, Mexico City, Tinker Chair nominee, University of Texas, Austin, on "El Mexico Indigena."

The LULAC National Executive Board will meet on February 16 and 17. Meetings also will be held for the board of directors of the LULAC Foundation and the LULAC National Educational Service Centers.

A banquet honoring William Bonilla, former league national president, will be held on Saturday, February 17.

All of the events will take place at the Hilton Inn, at IH 37 and Corn Products Road.

Chairing the committee that is coordinating all the events in the founding city is Tony Bonilla, who traveled to Mexico to obtain the special filming and Corpus Christi appearance of Raul Velasco, known as Mexico's "Mr. Ed Sullivan."

The week-long events also will include the annual observance of "Noche Mexica" by Council No. 12 in Laredo, Texas on Saturday, Feb. 17. This year, Council 12 will honor Mexico's famed comedian, "Cantinflas," who has confirmed his appearance in the border city.

Symposium in Founding City
to look at LULAC's

the next 50 years

PAST 50

years of LULAC LEADERSHIP



BEN GARZA

First President General of LULAC
Corpus Christi, Texas
1929-1930

Ben Garza was one of the founders and the first President of The League of United Latin American Citizens.

Ben Garza was a truly great leader who unselfishly devoted his lifetime to helping his country and its people. Ben is best remembered for his statesmanship in creating better understanding between members of the Anglo and Spanish communities.

Mr. Garza was at the head of a group known as Council No. 4 of the Order of Sons of America which merged into what is now the League of United American Citizens.

This historic event took place at Corpus Christi on February 17, 1929.

One of the outstanding achievements of his administration was the formation and adoption of the constitution and bylaws which govern LULAC. It was during his administration that the Box Bill was introduced in Congress. Accompanied by J.T. Canales and Alonzo S. Perales, he journeyed to Washington, D.C. to refute the discriminatory charges that had been leveled by the author of the Box Bill against Latin Americans. A monument in his memory has been erected at Corpus Christi, Texas, to commemorate the work of a truly great leader who had special concern and an infinite capacity for love for the less fortunate. Ben Garza stands as a model for all LULAC members who would live their lives with vision, understanding, compassion, wisdom and confidence in the human spirit. "He whose inborn worth his acts command of gentle soul, to human race a friend," is written in the monument in Mr. Garza's honor in Corpus Christi. He died in 1937.



ALBERT ARMENDARIZ

25th Anniversary President
El Paso, Texas
1954-1955

Albert Armendariz was the President of The League of United Latin American Citizens during the league's 25th anniversary.

A practicing attorney in El Paso, Texas, he was President of the local council for one term and National Vice-President for two terms. He was Vice Chairman of the Community Chest Drive in El Paso for 1952-53; Chairman of the Citizens Committee on Juvenile Delinquency, member of the Sanitation Board for 1952-53. He was appointed by Governor Shivers to the El Paso County Parole Board.

Albert Armendariz is characteristic of the high caliber of men that LULAC has always attracted to its highest position of Presidency. The roster of its past presidents include judges, outstanding attorneys, educators and professional people of note.

Mr. Armendariz's greatest achievements were in the area of organization and installation of new councils. LULAC is much indebted to the efforts and sacrifices of men like Mr. Armendariz. It was this spirit of courage, tenacity and self-sacrifice which today is known as the "LULAC Spirit."

At the 25th Anniversary Convention, Mr. Armendariz praised LULAC for its wonderful record of accomplishments for the past quarter century. In his keynote address to the Silver Anniversary Convention he extolled LULAC to continue its work for the cause of peace, understanding and unity and to continue its work in promoting education and fostering goodwill among all peoples.



EDUARDO (Ed) PENA

50th Anniversary President
Laredo, Texas
1978-1979

A Washington, D.C. attorney and long-time community leader is the President of the League of United Latin American Citizens (LULAC).

On its observance of the League's GOLDEN anniversary, Eduardo (Ed) Pena, former Director of Government Employment at the Washington office of the Equal Employment Opportunity Commission (EEOC), was elected to head LULAC at the 49th Annual League convention in Las Vegas, Nevada on June 25, 1978.

A member of LULAC for the last 12 years, Mr. Pena has served as chairman of the National Service Employment Redevelopment (SER), Jobs for Progress manpower program, and the LULAC National Centers. He has served as a legislative assistant to U.S. Senator Birch Bayh and counsel to the Senate Labor Committee.

A native of Laredo, Texas, the new LULAC head and his wife, Ada, have two children, Celinda Marie, 16, and Eduardo III, 10 years old.

Mr. Pena said his administration will concentrate efforts immediately to alleviate the high tension which exists between law enforcement officers and members of the Hispanic community.

Mr. Pena is working with the U.S. Attorneys throughout the United States, and Attorney General Griffin Bell, to assure that the civil rights of Hispanics are not violated. Another top priority area of Mr. Pena is voter registration. "We, in the Hispanic community, plan to be heard loud and clear in the ballot box, and the only way we can do this is by registering a large number of our people," he said.

Are your dues paid? New invoicing system in effect

All dues for all LULAC members for 1979 are now due.

That's the reminder from Pete Tover, National Treasurer, and Daniel Iregui, head of the LULAC National Data Processing Center (LNDPC).

Ed Pena, national league president, also reminded league members that Amendment No. 2 to the league constitution which was passed at the 47th annual convention in Galveston, calls for the expiration of dues on the 31st of December each year and yearly dues on the 1st of January of each year. The amendment further says:

"National dues are payable for 12 months in advance if a member is renewing membership, or for a pro-rated portion of the calendar if coming from a new member."

Mr. Iregui explained that:

- Information issued earlier that called for payment of dues on a quarterly basis for new members was erroneous. "Please return to the monthly pro-rated basis for new members," he urged.
- The Membership Register which was sent to Council treasurers on January 2, 1979 must be forwarded to LNDPC by March 31, with one full year's payment for all 1979 District, State and National dues. The same deadline applies to the submittal of the annual Charter Fee. All State and District dues received at LULAC National will be forwarded back, in bulk, to the respective Directors within 30 days.
- A confirmation of Payment and Delegate-Count Letter will be issued to each Council upon receipt of the dues and Charter Fee. This letter will confirm receipt of such payment and officially designate the number of

delegates and alternates commissioned to each Council as of the date on which the last paying member submitted dues. Copies of the letter will be sent to District and State Directors with the corresponding reimbursement for District and State Dues.

- All new members will receive an initiation package which contains a LULAC Constitution and By-Laws, pin, decal emblem, membership card, LULAC History Booklet and the latest issue of the LULAC News. The Manual explains how to process new members so that they can receive their initiation package.

A Council Treasurer/Secretary's Manual has been mailed to all treasurers and secretaries. If the manual has not been received by February 15, please contact the LULAC National Data Processing Center (LNDPC) immediately.

Political Unity

A group of Hispanics interested in improving the political representation of Latinos has united under the banner of Hispanic American Democrats (HAD).

The group held its organizational meeting at the Democratic Party's mid-year conference in Kansas City.

Members and supporters of HAD will meet in Denver on March 3-4 to continue work on the group's structure and goals for the 1980s when Hispanics are expected to be the largest minority group in this country.

David Lizzarraga of Los Angeles was elected temporary chair of the group, which also named a 37-member steering committee of community, legislators, businessmen and businesswomen from several states.

Headquarters for the new organization is 1902 R Street, N.W., Washington, D.C. 20236 with regional offices in Bronx, N.Y., Los Angeles and Coral Gables, Florida.

A HAD representative said that one of the group's priorities is to improve the Hispanic political representation, which is only about 1 per cent in the nation.

LULAC has joined eight other organizations to provide the Hispanic perspective to the reauthorization of the Higher Education Act.

Representing the league will be Jose Longoria, executive director of the LULAC National Educational Service Centers.

ZAZUETA RESIGNS

Search on for new SER Director

A nationwide search is underway for an executive director of SER (Service, Employment, Redevelopment), Jobs for Progress, the largest and oldest employment and training organization in the United States.

The search was started upon the resignation of Ricardo Zazueta, who resigned to take a position working directly with Governor Bruce E. Babbitt in Zazueta's home state of Arizona.

LULAC is one of the two sponsors of SER with the American GI Forum.

Applications for the executive director's post are being accepted at SER's national office at 9841 Airport Blvd., Suite 1020, Los Angeles, California 90045.

Victor Munoz has been named acting executive director. Persons wishing additional information may contact Mr. Munoz at 213/649-1511.

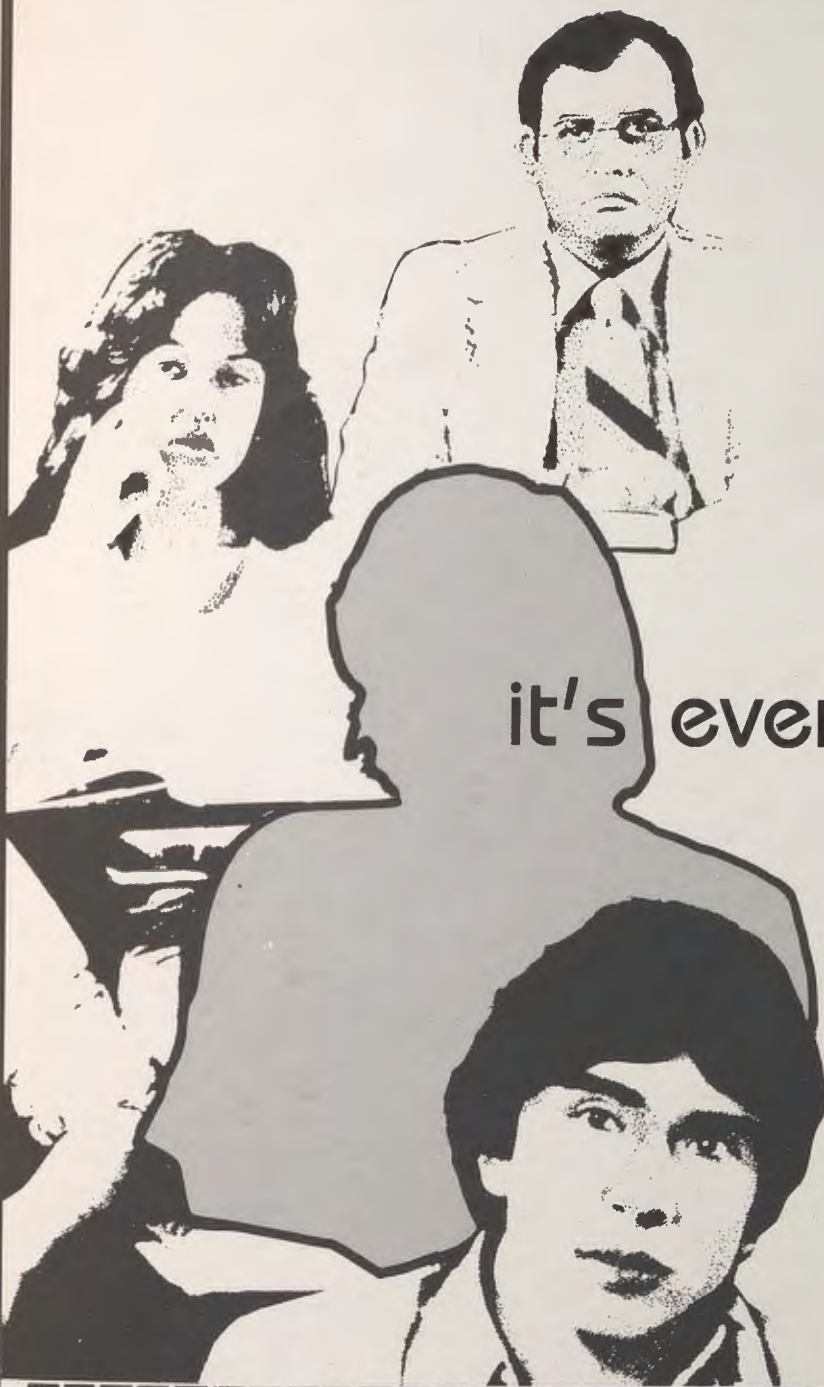
Zazueta had served as a national leader with SER for seven years. During that time, Zazueta helped shape SER from that of a regional program to one of national prominence. When Zazueta joined SER in 1972, it had a funding level of only \$10 million for 15 projects. It has since grown to over 100 projects with a total funding level of \$45 million.



Zazueta's tenure has been oriented to actively increase recognition for community-based organizations (CBO's) in the United States. SER has achieved the distinction of being the most cost-effective program operating today in the nation.

Zazueta also was credited for rallying for legislative recognition of SER, and achieved specific mention in the federal Comprehensive Employment and Training Act (CETA) of 1973, the Youth Employment Demonstration Projects Act of 1977, and the 1978 CETA Reauthorization as a viable and demonstrable service deliverer.

Zazueta opened and formed a close liaison with business and industry through the formation of a unique business advisory council called the Amigos de SER. Current participation claims over 150 representatives from the country's most noteworthy corporations.

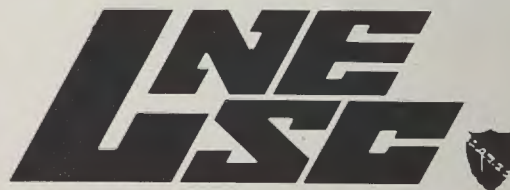


When a Hispanic student
doesn't go to college, he
loses \$6,200 a year . . .

. . . and you lose a poet,
a doctor, a teacher, a
community leader.

it's everyone's loss!

Who cares enough to do
something to prevent it?



LNESC is a national network
aimed at increasing the number
of Hispanics in postsecondary
institutions through counseling
and retention.

NAME (please print)

ADDRESS

CITY STATE ZIP CODE

ORGANIZATION (if any)

Enclosed is my contribution of (check one)

- ☐ \$100 Amigos de LNESC
☐ \$25 Family or Organization
☐ \$15 Individual
☐ Other (Fill in the amount)

Checks may be made payable to LULAC National
Educational Service Centers, Inc. or LNESC.

All Contributions are tax deductible

**LULAC NATIONAL EDUCATIONAL
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400 First Street N.W., Suite 716/Washington, D.C. 20001
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¡Salud!



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