The LULAC News

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BUSH PROCLAIMS HISPANIC HERITAGE MONTH

Proclamation - September 20, 1991.

By the President of the United States of America

A Proclamation

her we speak of our Hispanic heritage, we speak of more than one particular set of customs and traditions. Indeed, the Hispanic American heritage can be traced back to many different lands — to places as far-flung as Cuba, Mexico, Spain and Peru. Nevertheless, Americans of Spanish and Latin American descent share a great sense of pride in the deep cultural and historical ties that exist between them.

Rich and varied, the Hispanic American heritage is as old as the story of America itself. Daring Spanish navigators who explored the New World nearly half a millennium ago were the first Europeans to establish settlements in what is now United States territory. In fact, by 1565—almost half a century before British colonists landed at Jamestown—the Spanish had established a permanent settlement at



Photo by: Luis Malpartida

Saint Augustine, Florida. Traders and missionaries followed in the wake of explorers such as Coronado, Ponce de León, and Alvar Núñez Cabeza de Vaca, helping to open the American Southwest to further settlement and development.

Making use of the land's resources through farming, ranching, and mining. Spanish peoples shaped much of the Western frontier. Thriving communities took root around many Spanish missions, and today cities such as San Diego, Los Angeles, San Antonio and Santa Fe continue to bear evidence of their celebrated past. However, over the years, Hispanic Americans have made vital contributions in communities across the country and in virtually every field of endeavor.

Today Hispanic Americans are our Nation's fastest growing minority. The number of Hispanics in this country grew by 53 percent during the past decade, up from 14.6 million to 22.4 million. This means that Hispanics now constitute about 9 percent of our population.

Many Hispanic Americans have come to these shores as immigrants, seeking better lives for themselves and their children. The achievement of these men and women indicate that they have not taken liberty for granted. Today Hispanic Americans are reaping the rewards of hard work: more and more are entering the political, social, and economic mainstream of American life.

Continued on Page 2

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WASHINGTON, D.C. 200

FRANK HUERTA PRESIDENT 3004 BAGEY

HOUSTON , TX 77006

Non Profit Organization U.S. Postage PAID Washington, D.C. Permit No. 998 To: My brothers and sisters in LULAC

I am sorry not to be able to attend the State Board meeting due to a most pressing, previous commitment. But nevertheless to represent me in the board is the Filipino Council's newly installed Deputy District Director, Mr. Luis R. Eugenio.

I would like also to take this opportunity to convey my deepest gratitude to those who had morally supported me, who stood by me, and have given me the benefit of the doubt of innocence until proven guilty.

My incarceration brought to mind that era of inquisition where the accusers found the accused guilty until proven innocent. Sad to say, I went through a mockery of American justice. However, I will have my day in court, and I am looking forward to it not only to clear my name but to justify your support.

Never in my wildest dreams would I encounter a most difficult test in my life; a test of endurance, not knowing what was ahead of me; to experience the humiliation of being paraded in chains and handcuffed from the detention center to the courthouse, two blocks away, then shackled and frisked for drugs, which had nothing to do with the charges thrown against me. The pain, the loneliness of separation from my family and friend; the mental and emotional torture of being thrown into solitary confinement after having been denied bail while my other co-defendants were set free.

I can go on and on to cite instances of violation of my human rights, and experience which makes me wonder how Hispanics, Asians and other minorities are treated in border crossings and bus depots; so now I understand and fully appreciate what we in LULAC are fighting for,

Hence, I wish to take this opportunity to extend my sincere appreciation for your support; for the many letters sent to senators and congressmen in Washington; and in our own district, questioning not my guilt or innocence, but the gross violation of my right to bail, and why was I placed in solitary confinement as if I was a common criminal, dangerous and a threat to society and national security; whereas, I have never done harm to anyone, not even in my thoughts; whose only 'deadly weapon' I carry around is my rosary which was even confiscated.

Why? Only because the INS wanted me to say things they only wanted to hear, and I could not for the love of Christ say anything, for there was nothing to tell. I cannot sell my soul to save my neck.

News of those letters and messages of support and prayers told to me by my lawyer and my family kept me going, and held my sanity intact.

I wish to thank our Executive Vice President, Ms. Sally Martinez for rallying to my support and for her presence during my pre-trial arraignment, and for all those who came on the day the court finally granted me bail.

And how can I forget the frustration, anguish and anxiety my family suffered to raise the money for bail. They had to beg and borrow for my freedom, and that was when I wished to die because I did not want to see them suffer on my account. But God was merciful; true friendships and relationships were tried and tested. Truly, the smell of freedom had never been sweeter. . . until it dawned on me that I would not want anyone to experience what I had gone through. So I made a promise, if it was the last thing that I have to do in this lifetime, that I would assist in the funding of the LULAC Defense Fund, to help, aid and assist LULAC members with bail money and legal representations to insure that their rights would be protected.

I pray for and I thank all those who silently offered me their prayers. And in my solitude, alone in that hole, I also prayed for those self-righteous people who had doubts in their minds and fear of involvement, to show more compassion and to uphold the very essence of what I believed LULAC is all about. . . the brotherhood of men that goes beyond color, creed or nationality.

I am deeply indebted, as I owe my freedom, to the unrelenting trust and support of our National President, Jose Velz; his wife, Linda, and the tireless, sleepless nights of our fellow LULACer, Armando Lopez and his wife, Gilda, in preparing all those position papers and motions for my defense.

Today, I am picking up the pieces where I left off. A long battle is ahead of me, but I know I am not alone, for I have my faith in God and the love of my family and friends, and most especially, I hope, the fraternal bond which we so proudly proclaim in LULAC.

Again, I thank you all.

Makesaras

Mila Del Rosario

District Director

Hispanic Americans are eager to enjoy the blessings of freedom and economic opportunity because many have known the bitter reality of life without them. As a Nation, we must keep faith with them and continue working to ensure equal opportunity for all of our citizens. With that in mind, last September I signed the Executive Order on Educational Excellence for Hispanic Americans. This order established a special Presidential Advisory Commission that will help to identify ways that the Federal Government can improve educational opportunities for Hispanic Americans.

The Congress, by Joint Resolution approved September 17, 1968, as amended by Public Law 100-402, has authorized and requested the President to issue annually a proclamation designating the month beginning September 15 and ending October 15 as "National Hispanic Heritage Month."

NOW, THEREFORE, I, GEORGE BUSH, President of the United States of America, do hereby proclaim the month beginning September 15, 1991, and ending October 15, 1991, as National Hispanic Heritage Month. I call upon the people of the United States to observe this month with appropriate programs, ceremonies and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this 20 day of September, in the year of our Lord nineteen hundred and ninetyone, and of the Independence of the United States of America the two hundred and sixteenth.

A New Challenge for Fanny

By: John Leyden

Fanny Rivera always has been good with numbers but her specialty is people.

That's why she got involved in the areas of personnel, civil rights and human resource management after earning two college degrees in mathematics.

This summer her efforts were rewarded when the Federal Aviation Administration (FAA) appointed her as Deputy Regional Administrator for its Western-Pacific Region. The appointment makes her one of the two or three highest-ranking Hispanic-American women in the 50,000-person FAA.

In her new position, Rivera is second-in-command of FAA activities in the states of California, Arizona, Nevada and Hawaii, as well as the Pacific territories such as Guam and American Samoa. The magnitude of the job is underscored by the fact that California is the nation's leading aviation center and the Pacific is the world's fastest growing air transportation market.

All together, the Western-Pacific Region operates 225 facilities spread out over 23 million square miles of land and water. Its 5,300 employees are responsible for providing a range of services related to flight safety including air traffic control, systems maintenance, airport development, pilot and aircraft certification, and civil aviation security.

Rivera views her new assignment as a "real challenge," but believes she has the background, training and skills to succeed. She particularly likes the diversity of the job, noting that it "involves the full scope of everything



Ms. Fanny Rivera, Deputy Regional Administrator of the FAA's Western-Pacific Region.

the FAA does." From that viewpoint, she added, it's "pretty exciting."

Although the FAA is considered primarily a "technical" organization, Rivera's approach to the job stresses the human dimension. "It's a very people-oriented job," she said. "Regardless of what technical issues may be involved you're always dealing with people and it's important how you convey information to them, how you negotiate with them and how you deal with them. In this area, I believe my human resources management background and other training will really be valuable to me."

The move to southern California also has involved a major lifestyle change for Rivera who was born in Manhattan and has spend most of her life in the New York City area. She's even overcome her initial apprehension about the high cost of living in the Los

Continued on Page 3

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Fanny Rivera (Continued from Page 2)

Angeles area and thinks she will be able to establish "a nice quality of life" for herself and her eight-year old daughter.

However, she notes that eightyear olds don't take much convincing when they are given access to a swimming pool, have the ocean close at hand and have the opportunity to visit attractions like Disneyland, Knott's Berry Farm and Universal Studios. In short, she said, "She likes it a lot."

Rivera began her Federal career in 1973 with the Office of Personnel Management (OPM) in the New York area after receiving a B.A. in Mathematics from Molly College on Long Island. She had tried teaching for a time — and believes that's one of her vocational strengths but found the experience unduly frustrating, perhaps because many of her students lacked her own strong sense of self motivation.

"I went into Federal service because I thought that would be something that would allow me to use some of my teaching skills," she added. "It hasn't worked; out that way - I've never actually held a position of teacher - but throughout my whole career I feel I've been involved in the similar process of conveying information to people."

After a year at OPM, Rivera received a fellowship grant from the University of Miami and returned to school for two years to earn a Master's degree in Mathematics. Although she chose not to

pursue a career in that field, she believes that educational experience has contributed greatly to her success as a government manager and executive.

"What mathematics does is teach you a discipline of mind — that is, how to think logically," she pointed out. "And that has helped me at every step of my career."

She spent the next 14 years in various specialist and management positions with OPM and the Defense Contracts Administration, taking time out in 1983 to give birth to her daughter, Glicer. In 1985, she went to work at FAA's Eastern Region headquarters in New York as assistant manager and, later, manager of the region's Human Resource Management Division. She later became the region's Civil Rights Officer.

"I thought FAA and the whole area of aviation would be an exciting field to go into," she added in recalling her reasons for joining the agency. Moreover, she liked the idea that FAA had a "clear mission" --- that is, ensuring air safety -and felt this would enhance job satisfaction.

"My experience has been that when an agency has a clear mission, like FAA, people are able to contribute and feel happier about what they're doing because they know exactly what it is they are working toward," she added. "With some agencies, the mission is less clear

Continued on Page 4

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Continued from Page 3

and that makes people feel hazier about what they're doing."

She moved to Washington in January 1989 as manager of its FAA headquarters Human Resource Management Division based on her outstanding performance in the Eastern Region. Two years later, was appointed to the post of Special Assistant to the Associate Administrator for Human Resource Management.

But those headquarters job titles tell only half the story because in 1990 she was selected for the agency's prestigious Senior Executive Service Candidate Development Program. That involved, among, among other things, a series of temporary assignments designed to broaden the participant's experience base.

One of her assignments was a tour as a legislative fellow in the office of Senator Harry Reid of Nevada, where she dealt primarily with issues concerning fair treatment of the elderly. She said it gave her "real insight" into the workings of Capitol Hill and increased her understanding of the intricate nature of the legislative process.

Among Rivera's personal and professional priorities in her new job is helping the agency realize its oft-stated goal of building a diversified workforce that reflects the composition of the civilian labor force by the year 2000. Hispanic-Americans are a particular concern because they represent only 3.7 percent of FAA's total employees, well below their population share.

Rivera certainly is well qualified to help with this effort based on her experience in human resource management and civil rights, as well as her work with the National Hispanic Coalition of FAA Employees.

"I've been very much involved with special emphasis recruiting as a part of my job," she noted. "But, aside from that, I've spend a lot of personal time, volunteer time, doing special emphasis work. It's something I plan to continue here in the Western-Pacific Region."

Essentially, Rivera sees these special emphasis efforts as a two-way street: The agency discovers good employees — women and minorities — who might otherwise have been overlooked and the employees, in turn, find rewarding careers doing important work.

Rivera, herself, is a shining example that women and minorities have an important role to play at FAA and she hopes her experience will serve as an inspiration to others.

"I feel extremely grateful and appreciative of the FAA and the support that they have given me as an Hispanic woman," she said. "I think that speaks very well for the agency. I also think it should inspire others to feel they, too, can get that same type of support if they're ready to take the risks and the responsibility for doing a good job. I'm not just a special case. I think I'm one of many people that are being supported by the FAA organization."

3 Texas Councils Sponsor 1991 Youth Retreat

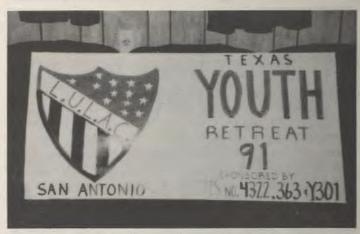
Gerardo J. Montanez

The Texas Retreat invited all LULAC youth from the State of Texas to participate in fishing, horseshoes, basketball and swimming at the Medina Lake Resort on August 17-18. Available during this event were two San Antonio Police Officers who offered insights on Policeman's occupation, personal achievements through education and spoke on the topics of teen pregnancy, drug abuse and gang violence. A question and answer session followed. Adult council members also offered personal experiences through education.

As the Retreat came to a conclusion, the youth hugged, exchanged addresses and promised to keep in touch and to meet again. Jose Gaeta, Texas Youth Director who was in attendance, invited all youth to come to Dallas for another retreat and to strengthen the leadership foundation already established. Also on hand was Deputy State Youth Director Joe Rodriguez and First Vice President for Youth National, Simon Gonzales.

Thanks to Socorro Montanez, President of Adult Council No. 4322, Mr. & Mrs. Sam Luna of Council No. 363 and Youth Council No. 301 of San Antonio for the food.

Although the Retreat 1991 is over, Youth Retreat 1992 will be developing. For more information or participation, write Gerardo J. Montanez, 318 Cupples Road, San Antonio, Texas 78237, or call at (512) 434-9492 after 5 p.m. (CST).



Official sign of Youth Retreat '91, Sponsored by Councils No. 4322, No. 363 and No. 301 of San Antonio, Texas.

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UNTIL HEALTH CARE BECOMES A 'RIGHT' HISPANICS WILL SUFFER

By: Aida Giachello (Hispanic News Link)

The health outlook for Hispanics for the remainder of the 1990s is depressing. We are experiencing a chronic lack of access to health care on account of:

the high level of medical indigency and inadequate insurance,

lack of regular sources of medical care,

• shortage of bilingual and bicultural health professionals, and

drastic cuts in health and human services

programs, including Medicaid and Medicare.

Access is an indicator of the ability to obtain services for preventive and maintenance health care as well as for immediate medical needs. Access to in-patient care is also a concern in many cities. Many community hospitals serving low-income areas and traditionally providing charitable care to the poor have closed because of financial difficulties.

These problems are occurring at a time when Hispanic medical needs are becoming greater. There is a high prevalence of diabetes. Depression and other mental illnesses, substance abuse and alcoholism are all serious problems. Teen pregnancy, high infant mortality and low birthweight infants are particularly troublesome in the Puerto Rican community. In addition, Hispanics have a tuberculosis case rate almost five times greater than the rate among whites, and TB among Hispanic children has doubled in the past few years.

We are losing our children and adolescents to injuries and accidents and to violence in the home and on the streets. On top of all this, the HIV virus has spread so rapidly that AIDS is now the sixth-leading cause of death among Hispanics. It is the third among Puerto Ricans and the fourth among Cubans. Because of AIDS, TB, syphilis, gonorrhea, cervical cancer and other opportunistic infections and illnesses have increased considerably in the last five years.

Compounding matters more, Hispanics with the worst health status and poor access live in communities with high incidence of alcohol and substance abuse, serious social violence, the highest high school dropout rates and large numbers of unwed mothers and female-headed house-holds. All this suggests an association between poor health and poverty, both of which are products of institutional racism, classism and discrimination. Hispanics in this country have been held in low esteem, often segregated from the rest of society. Even though acculturation in the form of adopting the predominant behavior patterns and language takes place, structural assimilation — gaining access to institutions, including the medical care system — continues to be difficult.

The health care crisis, of course, isn't unique to Hispanic communities. Signs of trouble are everywhere. Hospital and physician fees are too high. There is unnecessary medication, overextensive testing, excess hospitalization,

clinical and administrative waste, fragmentation and poor coordination of services.

But Hispanics bear a dis proportionate burden. There is a shortage of physicians and other medical staff willing to work in medically underserved areas, where most Hispanics live.

Without radical reform, access to health care will be denied to more and more people. The federal government must recognize that health care is a right, not a privilege. Without good health, we cannot work, we cannot take care of our families and we cannot be productive citizens.

We have a big task for the 1990s. We must advocate for a universal system of health care that will deliver services with increased cultural sensitivity and competence — and without discrimination.

But it isn't enough just to guarantee access to medical care. Many health problems of Hispanics are caused by structural conditions in society. They include type and location of employment (especially the service industry), poverty and environmental and occupational hazards.

Long-term social and structural changes, such as increases in individual income and education, are essential. Hispanic leaders have to speak out. There is a need for grassroots organizing and coalition-building with other racial and ethnic groups. With unions, civic groups, health care providers and others, we must voice common concerns and make public officials accountable in addressing the needs not only of Hispanics but of Asian Americans, African Americans, Native Americans, the poor, elderly, women and children.

(Aida Giachello is an assistant professor of social work at the University of Illinois at Chicago and president of the Latino Caucus of the American Public Health Association.)

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By: John Walls and Sonia Washington Lubbock Avalanche Journal (Aug. 24, 1991)

State and national Hispanic leaders criticized state redistricting efforts and the 1990 U.S. Census count during a Friday news conference, and they praised Hispanic youths being honored at a scholarship banquet.

Rosa Rosales, Texas state director for the League of United Latin American Citizens, hailed district Judge Mario E. Ramirez's ruling on Thursday that Texas' boundaries for House, Senate, Congressional and Board of Education districts are unconstitutional.

The 1990 federal census, Ramirez said, is an inaccurate count of the Texas population, especially of Hispanics and blacks. He asked the state to redraw districts based on adjusted census figures that would compensate for the undercount.

Under one congressional redistricting plan put forth by lawmakers, Lubbock and Amarillo each wold have been split into separate congressional districts.

Several states and special-interest

groups have contended that the 1990 census inaccurately counts the population — especially minorities.

If minorities are undercounted, voting strength is diluted, representatives claim. Inaccurate census data hurt chances of minority representation, Ms. Rosales said.

"What we want is fair representation according to the population," she said. "We're very disappointed that a lot of the Hispanic population was not counted in the census."

José Velez, LULAC national president, said it may be necessary to sue the Census Bureau to get a fair count.

"In numbers is power," Velez said.

"And power, of course, at this time is still keptaway from us because of the fact that we have been undercounted."

Saying justice comes only from the courts, Velez vowed, "And that's where we are going to get it — in the courts by lawsuits against the census or against any injustice against our people."

LULAC was founded in 1929 to address injustices and to promote the cultural and economic welfare of the Hispanic community, LULAC officials said.

The league has spend millions of dollars in scholarships, but additional steps must be taken in pursuing its goals, Ms. Rosales said.

While addressing the annual scholarship recipients banquet hosted Friday night by LULAC Council No. 263, Velez urged students to be proud of their roots.

"You are our future leaders and fighters for our country," Velez told about 85 people attending the banquet at Lubbock Plaza Hotel. "It will be you who carry the banners and continue our battles and our fights for justice."

"Even though we still have discrimination, hopefully you will say 'I'm proud to be a Mexicano, Latino or Hispanic,'" he said. "LULAC has started something with you and will continue to be with you throughout your future, education and endeavors.

"If you want something, there's nothing that can stop you, and we'll help you."



HISPANIC HERITAGE AWARDS GALA RECEPTION AT THE OAS

Photos by: Luis Malpartida



Shiree Sanchez, Assoc. Dir., Office of Public Liasion The White House and Catalina Villalpando, Secretary of the Treasury



Rita Moreno and Carlos Lopez-Nieves, LULAC Puerto Rico



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and Rita
Moreno





Representative Ed Pastor, newly elected Congressman for the Arizona 2nd District to replace Morris Udall, addressed the LULAC Executive Board October meeting in Washington. He indicated that he has had a long-time relationship with LULAC in Arizona and hopes that LULAC will increase its membership in that state.

Pastor won 56 percent of the vote in a special election in September, becoming the first Hispanic in the U.S. Congress and joining 10 other Hispanic voting members in Congress. Pastor will have to face the electorate again in the fall.

CONGRESSMAN PASTOR ADDRESSES LULAC BOARD

By: Francisco Apodaca

Ed Pastor was born in Claypool, Arizona in 1943. He earned his law degree in 1974, and a B.A. in Chemistry in 1966, from Arizona State University, which has honored him with the Centennial Presidential Medallion Award in 1988 and as a distinguished alumnus of the College of Law in 1984. His career activities include serving as a Phoenix high school chemistry teacher, deputy director of the Guadalupe Organization, Inc., a staff member for former Governor Raul Castro, and member of the Maricopa County Board of Supervisors from 1977 till 1991. Pastor has been actively involved in numerous business, professional and civic organizations at the local and national level. Pastor is married to the former Verma Mendez, the Arizona State Director for Bilingual Education. They have two daughters, Yvonne and Laura.

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Virginia State LULAC and NAACP Hold Summit

Arlington, Virginia — On Wednesday, October 2, 1991 Hispanic and African American leaders of Virginia held a public meeting with over 100 representatives from African American, Hispanic and government officials attending the event. The summit was especially timely, since it was initiated to avert a potential disturbance such as the one in Adams Morgan earlier this year. A number of incidents have been cited recently where Hispanic and African American youth have clashed in the streets in Northern Virginia and tensions in the schools between these two groups are considered to be on the rise.

The purpose of the meeting was for leaders from the Hispanic and African American communities to promote better understanding and to identify potential areas of cooperation between these two groups. According to Andres Tobar, Virginia LULAC State Director, the agreement earlier this year between NAACP and LULAC to host such a meeting made it an instant success. "The message that is sent by this summit," stated Tobar, "is that African Americans and Hispanics are agreeing to work together to resolve a number of problems facing our respective communities."

Sam McTyre, LULAC Deputy State Director echoed the importance of the summit's implications. "African Americans are very concerned over the apparent displacement by Hispanics in a number of neighborhoods," stated McTyre. "What everyone must understand is that Hispanics are merely trying to find affordable housing and employment and are not trying to compete with African Americans in employment and housing."

Eduardo Berton, LULAC State Deputy Director for Young Adults in his presentation called attention to the rich diversity of the Hispanic community. He also called attention to the rising number of Hispanic gangs in Northern Virginia. "We must work with our youth so they learn how to work within the system," added Berton, "and we must discourage them from pursuing actions which have traditionally given gangs a negative image."

LULAC leader Dr. Emma Violand Sanchez gave an eloquent speech promoting unity. "It is not a matter of what are we going to do with the Hispanic or the African American problem," Violand said, "but rather, what are we going to do to solve our problems in the schools and in our community."

Maria Pinzon, Alexandria community activist, offered a number of recommendations in her presentation for potential cooperative activities. These included working together in youth activities, co-sponsor community and school presentations and in civic activities such as voter registration to foster greater understanding and cooperation.

In his concluding remarks, NAACP State President Jack Gravely stated, "when Hispanics represent 23% of the student population, Hispanics should have a Hispanic on the school board. It is not a question of which minority to have on the school board, they both should be represented."

The meeting was initiated by a letter from Virginia

NAACP President, Jack Gravely, to Hispanic leaders in Northern Virginia suggesting such a meeting. LULAC State Officers Andres Tobar, Sam McTyre and Eduardo Berton met with Gravely and other African American leaders to plan the meeting.

Both groups announced plans for subsequent meetings in the near future to discuss a number of activities for co-sponsorship.



(Front Row, L-R), Jack Gravely, NAACP State Pres.; Maria Pinzon & Dr. Emma Violand Sanchez. (Back Row, L-R), NAACP local lender; Andres Tobar, LULAC Va. State Director; Sam McTyre, Deputy State Director; Arlington NAACP President; and Eduardo Berton, LULAC Deputy State Director.

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D.C. HEP Council Announces Newly Elected Executive Board

The Washington Council of Hispanic Employment Program Managers (HEPM), an official organization of the United States Government, is proud to announce the 1992 recently elected Executive Board members. The new officers are:

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The Washigton Council of Hispanic Employment Program Managers was established to provide continuing consultations between Federal Government agencies and the Office of Personnel Management (OPM), regarding the development and initiation of strategies to ensure the successful implementation of programs aimed at improving the recruitment, retention, and advancement of Hispanic-Americans within the Federal Service.

For more information, contact: Hector Leyva (703) 787-1451 or Vie Tidwell (202) 447-7314.

CALIFORNIA STATE LULAC JOINS COALITION

By: Zeke Hernandez

California State LULAC joined a coalition of individuals and organizations in August and announced the filing of a voting rights lawsuit in U.S. District Court in Sacramento. The lawsuit seeks to stop any reapportionment efforts by the California state legislature, the counties and cities until the census undercount adjustment is made on the 1990 census.

The class action suit also seeks to statistically adjust the census to correct the undercount of minority residents residing in California. If successful, the lawsuit would require defendants to use the adjusted census figures to compensate for the undercount of minority populations.

Zeke Hernandez, California LULAC State Director stated, "The plaintiffs include LULAC members from throughout the state, they are: Shirley Castillo, Watsonville; Patrick Martinez, Monterey; Delores Marquez, San Jose; and George Marquez (LULAC State Deputy Director), Stockton. We view this as one step in an effort by state, county, and

LULAC is a member of a 22-county State Coalition on Hispanic Redistricting.

local officials to pay attention and to represent the needs of the growing Hispanic population in California."

LULAC is a member of a 22-county State Coalition on Hispanic Redistricting. In Orange County, the local committee will be meeting with attorneys soon to discuss the steps to be taken in a potential lawsuit which would prevent the Orange County Board of Supervisors from diluting the Hispanic population in the county. Regarding the efforts in Orange County, Hernandez states, "There have been members of the committee who have been intimidated by politicians seeking to protect themselves in their self-made political kingdoms. In today's society, politicians are elected to represent the concerns of people - not to take their jobs away, nor to defeat the aspirations of young individuals wishing to serve the public through elected positions."

According to the Census Bureau's unadjusted figures, minorities comprise 43% of this state's total population of 29.7 million. Latinos comprise 25.8% of the total; the Black population is at 7.4%; and Asian/Pacific Islanders comprise 9.6% of the state's population.

Plaintiffs in the suit include LULAC (League of United Latin American Citizens), MAPA (Mexican American Politi-

cal Assoc.), Coalition of Asian Pacific Americans for Fair Reapportionment, Comision Femenil, Filipinos for Affirmative Action, Coalition for African American Agenda, Sacramento Area Black Caucus, and individual minority voters.

The plaintiffs are being represented by the San Francisco Lawyers Committee for Urban Affairs, Asian Law Caucus, Inc., voting rights attorney Joaquin Avila, and MALDEF (Mexican American Legal Defense and Education Fund).

Two press conferences were held today. One press conference was held at 10 am in San Francisco and the other press conference was held at the MALDEF office in Los Angeles.

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We must trust Him and believe that His timing is best.
Be anxious for nothing, but with prayer, supplication and thanksgiving in your heart, the answer will come.

Then we will have learned endurance and confidence.

Take courage dear people, God's delays are not denials.

Your spirit prompted prayers will be answered.

Your National Chaplain, Elena Lopez

Richard Jose Bela Appointed Executive Director of HACR

Augustin Goytisolo, Esq., Chairman of the Board of the Hispanic Association on Corporate Responsibility (HACR), announced the appointment of Richard Jose Bela on October 15, 1991 as Executive Director of its organization. Goytisolo stated that the appointment signaled a decision by HACR to expand its future activities.

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The Board's president, Jerry Apodaca, former Governor of New Mexico, joined Mr. Goytisolo in the announcement, adding that the growth of HACR will require a full-time director as it prepares to address the role of the Hispanic community on today's economy.

Bela is a lawyer-businessman from San Antonio, Texas and a graduate of the University of Texas Law School. His career encompasses community development to minority business development. Bela resided in Washington, D.C. from 1966 to 1976 where he began working with President Johnson's War on Poverty and continued through President Nixon's Minority Business Enterprise Development Programs.

After 15 years in the private sector in Texas, Bela looks forward to returning to Washington, D.C. and again leading an effort to enhance the role of Hispanics in corporate America.

HACR is a national association established in 1985. It is composed of six national Hispanic organizations representing every Hispanic subgroup and geographic region. The members are: ASPIRA Association, Inc., American G.I. Forum, Cuban American National Council, Inc., LULAC, National Association of Hispanic Publications, National Council of La Raza and National Puerto Rican Coalition.

he end of World War II and the Korean Conflict had brought about many positive changes in America, but racial and religious prejudice against Mexican Americans prevented this group from sharing in the benefits of post-depression American society. Some public schools remained segregated, social services were very limited, and unemployment continued well above the national average.

The League of United American Citizens (LULAC), a civic organization, had worked valiantly since 1929 to improve social, economic and educational conditions in South Texas and other parts of Western America. Led by a small group of active professionals and supported by a growing cadre of civic-minded community people, LULAC sought to make a difference by operating a volunteer job counseling and job referral center in Corpus Christi, Texas.

The LULAC volunteer effort, however, was no match for the large numbers of unemployed people seeking help or for the institutional policies and practices of the times. A new optimism, inspired by the struggle by Black Americans for their civil rights, was spreading among young Mexican Americans. Fueled by a growing awareness and sense of pride in the rich Mexican American culture, this optimism was driven by a newly found hope of finally achieving equality in every sense of the word.

Armed with this new sense of purpose, leaders of LULAC made a request to the Department of the Navy for funds to support the job referral program in Corpus Christi, Texas, in early 1963. Although the request was rejected, a suggestion was made by Navy officials to submit the same request to the Department of Labor (DOL). A young and articulate Texas attorney, Roberto Ornelas, led the effort to fund the program. Supported by the legendary Texas judge, the Honorable Alfred Hernandez, LULAC continued its work in developing a program acceptable to the DOL.

After reworking the original proposal, a new focus had emerged. No longer was LULAC satisfied with merely providing job referral services. LULAC members reasoned that fundamental changes were necessary in order to promote meaningful and lasting progress for the Mexican American community. The result was a program designed to "assist the Texas Employment Service in developing new approaches to serving bicultural, bilingual populations." Proudly, the group submitted the proposal to the DOL.

However, officials within the DOL, who were unfamiliar with Mexican American constituents, argued that

SER's
25th
Anniversary

they did not want to support a number of organizations to represent the needs of the Mexican America community. They insisted that LULAC officials should join with another organization and form a united front to sponsor the project.

At this vital juncture, fate intervened. President John F. Kennedy was assassinated in Dallas, and the Vice President, a Former Texas Congressman, Lyndon Baines Johnson, became President of the United States.

Johnson, a former teacher, once had taught grammar school to disadvantaged Mexican children in South Texas. Thus, he was aware of the discrimination against Mexicans and was sensitive to their needs. Now indebted

to their political power, Johnson knew Mexican votes had made the difference in his election to the Congress. At last, LULAC officials realized that their efforts in past elections on behalf of Congressman Johnson might give them another opportunity.

After much deliberation with the membership, Dr. Hector Garcia, Founder of the American GI Forum (AGIF), a Mexican American veterans civic organization, agreed to co-sponsor the project. A consensus was reached in establishing a board of directors, calling for six members from each organization, with rotating chairmanships. Considerable thought went into the naming the new project. Ideally, the name should not be anything ethnic or radical which might raise concerns or suggest a new movement toward socio-political empowerment.

In view of the fact that the original project dealt with job referral, and that a popular program called "The Alliance for Progress" already existed, it was a natural extension of that theme to arrive at "Jobs for Progress, Inc." This has remained our legal name since first incorporated in 1965. And while somewhat suitable, this name did not relate at all to the Mexican American community. For all intents and purposes, "Jobs for Progress" might have been just another federal program designed to stimulate local commerce. A different name was needed - one that could be easily translated between English and Spanish and could be identified with by the Mexican Americans, as well as be symbolic of the mission and purpose of the new project.

Nineteen sixty-four was a memorable year on Broadway as the popular musical, "Man from La Mancha" and its theme song, "The Impossible Dream," took to the stage. Ornelas, the individual who has been credited for discovering the organization's name, saw the play and then suggested "to be" or "SER" was transposed into Service, Employment, Redevelopment, which was translated into Servicio, Empleo y Restablecimiento. The effect was imme-

Continued on Page 16

The History of SER: 25 years in the Making

Contined From Page 15

diate, and the name was readily accepted. Yet, the introduction of the popular name of SER began creating some amusing confusion.

Officially, the project was funded under the name of Jobs for Progress, Inc. With support from the White House, the DOL funded the new project at the level of \$50,000 to establish a regional office to be located in Albuquerque, NM.

Geographical limitations, however, encouraged the Board of Directors to relocate the regional office to Santa Monica, California, by December of 1966. Along with the move to California, the regional office received a substantially larger grant of \$2,000,000 under the Manpower Development Training Act (MDTA) to begin with the work of establishing programs. This effort required regional staff to visit communities and identify local LULAC councils and AGIF chapters to assist in the establishment of local SER Boards and new programs.

Awash in growing pains, confused over its new direction and struggling to meet DOL guidelines and timetables, SER was assigned Dr. Fred Romero, as its contract monitor. Romero assisted the young leadership in developing its overall strategy to establish new programs and became instrumental in keeping damaging internal conflicts in proper perspective to protest SER's potential for future federal funding. His advocacy enabled the new organization to develop an infrastructure and establish its policies and overall mission.

SER's funding called for establishing "demonstration" projects designed to create "new, bicultural approaches to job training programs." But SER's leadership wanted to accomplish much more. Slowly, a new direction and focus emerged, and a more ambitious, long-term goal was set that went beyond job training and education programs, seeking equal employment opportunities and affirmative action.

In 1967, the SER leadership proposed to develop a national organization, comprised of hundreds of local affiliates that would dedicate themselves to becoming "a catalyst for positive socio-economic change that would oppose all artificial barriers to achievement."

SER staff worked under considerable strain to operate job training programs to meet local needs. In general terms, SER services provided job referral and placement, classroom instruction, job coaching and counseling.

By this time, funding for SER had increased to nearly \$16,000,000 annually, and many SER programs were developing solid reputations for sound job training activities. A pattern was set, and by following the example of the older programs, the focus was placed on coordinating training activities with local adult schools, community colleges, skills centers and other established employment programs then

operated by local and state agencies.

The primary concern was focused on developing culturally sensitive curricula to teach limited English speakers; upgrading job descriptions to enable low-skilled workers to qualify for better jobs; and establishing outreach strategies to recruit more eligible applicants to fill SER classrooms. With this agenda, SER was well on its way toward making permanent changes in the delivery of job training services to the Mexican American community. More importantly, however, SER was taking the first deliberate steps toward establishing its legitimacy as a player in the great "War on Poverty"

SER's Agenda: develop culturally sensitive curricula; upgrade job descriptions; and establish outreach strategies — all which legitimize SER as a player in the "War on Poverty"

And yet, there remained a void.

In 1970, Rick D. Sanchez, then the interim Executive Director of Santa Monica Bay SER, thought about filling an obvious need to develop job opportunities for SER's class-room training graduates. He reasoned that training people for jobs was only half the task. SER had to actively promote its training program among local employers to develop jobs, and also among local corporations to create a corporate support group that could generate additional support from the private sector and provide creditability of competence.

Sanchez decided to use the same approach used by

Continued on Page 17

CORNING INCORPORATED

Houghton Park Corning, New York 14831 Continued From Page 16

the founders of SER in naming this new corporate group. It had to be nonthreatening, relate to Mexican Americans and appeal to both the majority as well as the Mexican American community. Keeping these parameters in mind, Sanchez decided upon the name, "Amigos de SER," which led to the first informal Amigos gathering of founding members: Howard Lockwood, Lockheed Aircraft; Joe Angelo, Bank of America; Fernando Guzman, Wells Fargo Bank; Dave Davidson, Northrop Aircraft; Dave Barclay, Hughes Aircraft; John Sheffield, Attorney; and Mel Davis, TRW. Thus began the Amigos de SER.

The election of Richard Nixon in 1972, led to dramatic changes in federal policies and funding. Many community based organizations did not last the funding and policy transition. However, most SER programs did survive. A deep sense of loyalty to SER and its mission had developed, and each director know that good survival skills were critical to continuing operations. Knowing that each local situation was impacted by many factors, and that size was not important - survival became the key. After enjoying a few years of nurturing by SER National, the local offices had sound management and accounting systems in place and had learned to deal with local political factions.

Thus, when the transition took effect, local programs were well positioned to continue their work in delivering job training services. The new funding situation also created significant changes within the SER network.

Suddenly, each program had to stand on its own merits and had to compete with other local groups for funding. The realization that the National office would no longer provide financial support, gave each local program a new sense of empowerment, pride and confidence to be a member of the "Familia SER."

By June of 1972, the local Amigos de SER had increased in number. Sanchez understood the tremendous potential offered by the Amigos de SER on a local and a national level. In January of 1973, Sanchez outlined a general plan to involve major corporate representatives in an effort to assist SER National in developing a long-range strategy to provide SER staff with management training. Additionally, these representatives would help provide contacts with officials in Washington, D.C.; promote the SER job training agenda; reach out to the Mexican American university community; and establish a SER National Institute for Job Training Policy & Research to be located in the nation's capital.

The SER National Board of Directors then began to work hand-inhand with the founding organizations and with the Amigos de SER to achieve what is today known as the most comprehensive and cost effective national employment and training organization, the beginning of SER-Jobs for Progress, Inc. This was the history of 25 years of service to the Hispanic community. May SER continue to build on the past for a more promising future.

"The History of SER: 25 Years in the Making" was adapted from "The Nobel Cause: The History of SER" written by Rick D. Sanchez, Executive Director of Hawthorne SER and Founding Member of the Amigos de SER.

SILVER CITY LULAC COUNCIL'S STUDENT OF THE MONTH PROGRAM

School visits were planned the first week of September to Silver, Cobje and Chife High Schools to get the 1991-92 program going Counselors in each high school are asked to suggest studenis to receive fullique 8006 Studento the Month recognition on a scheduled monthly basis. Criteria used in selection will be leadership qualities and personal citizenship as well as general academic achievement. Ms. Linda Miller, Director. Chamber of Commerce. has again pledged the Chamber's support of this program, and each student will be recognized and asked to speak at a luncheon meeting of the Chamber.

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Articles and Photos!

KELLY BIAS SUIT COULD SPARK A TIDAL WAVE

By: Vaughn Hagerty • San Antonio Light

\$500 million lawsuit alleging Kelly Air Force Base officials discriminated against Hispanic workers in promotions could trigger a flood of similar court actions against the federal government, civil rights leaders said Monday.

The lawsuit, originally brought by Manuel and Jesse Muñoz and later joined by more than 1,000 workers at the Air Logistics Center at Kelly, is the largest class action suit ever brought by Hispanics and the first pitting the ethnic group against the Air Force, said José Velez, national president of the League of United Latin American Citizens.

U.S. Magistrate Robert B. O'Connor is to determine whether the case, filed in 1985, qualifies for class action during a hearing scheduled for 10 a.m. August 28.

"This is a public message to the U.S. government that the Hispanic community is not going to sit back and face years and years of discrimination," Velez said at a downtown news conference.

Velez and other LULAC leaders hinted that similar suits may be brewing against the local office of the Department of Housing and Urban Development and at other local, state and national agencies.



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In a similar 1988 lawsuit, a federal judge ordered the FBI change promotion practices after finding "systematic discrimination" against Hispanic agents.

Manuel Muñoz said the Kelly suit was seeking similar judicial intervention, in addition to recoupment of lost wages totalling "more than a half billion dollars" for employees he says were unfairly passed over for promotions,

Of the 15,556 civilian workers at Kelly, 9,510 are Hispanic.

Manuel Muñoz, employed at Kelly since 1959, saidhe had not been promoted above the civil service ranking GS-11, a white-collar position, since 1969.

Velez described the GS-11 ranking as a "brick wall' for Hispanics seeking to rise in civil service, saying few Hispanics at Kelly had risen above that grade.

Kelly officials declined comment on the allegations, referring inquiries to the Justice Department.

Justice Department spokesman Joe Krovisky said of the 3,485 civil service employees at Kelly who are at grade GS-11 or above, 1,691 are Hispanic.

Krovisky said, "The Justice Department is comfortable with the government's position that it (discrimination) doesn't exist (at Kelly).

A suit against Kelly AFB that plaintiffs contend could cost the government \$500 million for alleged discrimination against Hispanics won support Monday from the nation's largest Hispanic-rights organization.

José Velez, national president of the League of United Latin American Citizens, said the league would support plaintiffs in the suit, which he called the largest class-action suit involving alleged job discrimination against Hispanics, during a news conference at Asadero Cafe, 201 W. Travis St.

Manuel Muñoz Jr., a Kelly AFB employee who filed the lawsuit in 1985, said it originally was filed on behalf of more that 1,000 civil service workers at Kelly. He said Monday that number has grown to include from 3,000 to 4,000 employees.

Reached in Washington, spokesman Joe Krovisky of the U.S. Department of Justice said it is the government's position that the suit should not be certified as a class-action suit.

A hearing on whether the law suit can be certified class-action has been rescheduled for 10 a.m. August 28 before U.S. Magistrate Robert B. O'Connor.

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1992 Nominations Open for Maryland Women's Hall of Fame

he Maryland Commission for Women (MCW) and the women legislators of Maryland are seeking 1992 nominations of outstanding women in Maryland for in-



Photo by: Luis Malpartide

duction into the Maryland Women's Hall of Fame. The deadline for the nominations is December 6, 1991.

The Maryland Women's Hall of Fame was established in 1985 as a permanent recognition of the significant contributions of Maryland women throughout history. Up to five women are inducted annually. The Hall of Fame is currently in the Maryland Law Library in Annapolis, Maryland. As engraved plaque and information about the honorees can be found there. The 1992 inductees will be announced at the Maryland Women's Hall of Fame Induction Ceremony in March 1992.

Anna Rosario, LULAC member and the 1992 chairperson of the Annual Maryland Women's Hall of Fame, encourages nominations of Hispanic candidates to the Women's Hall of Fame.

For additional information regarding nominations for the Maryland Women's Hall of Fame, contact the Maryland Commission for Women at (301) 333-0054.

COUNCIL NO. 301

On September 14, LULAC Youth Council No. 301 participated in a local parade celebrating the Diez y Seis. Also participating were 1991 National LULAC Women's Hall of Fame Award recipient, Ms. Isabel Mendez of Council No., 282, 1991 Sweetheart Queen of Youth Council No. 301 Ms. Renee Sosa, members of Dallas Youth Council No. 273 led by Javier Alvarado, President, and Deputy District 15 Director for Youth, Mr. Gerardo J. Montanez,

While riding in the decorated trolley sponsored by Mi Tierra Restaurant, Early Years Learning Centers and LULAC Council No. 363 of San Antonio, Youth members waved to the crowd assembled and praised each Police Officer who directed trafficalong the 3-mile route.

As Youth Council No. 301 President, Mr. Gabriel Valenzuela stated, "We are here to enjoy ourselves and to let our people know we exist and want to help our community."

Also participating in this festive event was Ms. Brianna Lisa Hinojosa, National Youth President.

Anna Rosario



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MALDEF Sues Calif. State Legislature for Census Adjustment

(Los Angeles, August 19, 1991) A coalition of Latinos, Asians and Blacks throughout California this morning announced the filing of a voting rights lawsuit which seeks to prevent any reapportionment or redistricting efforts by the state legislature, counties, cities and other local advisory commissions, until an adjustment is made on the 1990 census count. The suit, which is being filed in U.S. District Court in Sacramento, charges that the use of unadjusted figures would violate the legal and constitutional rights of minority voters in California.

"The unadjusted census data for California shows a severe and unacceptable undercount of minorities, and use of inaccurate data means that minorities from the outset will be excluded from representative government," says Richard Fajardo, attorney with the Mexican American Legal Defense and Educational Fund. "We are telling state legislators that they have an obligation to use adjusted figures whether or not they receive the data from the U.S. Census Bureau." Fajardo says legislators have indicated a willingness to use adjusted data if they receive it from the Census Bureau, but he says the state has its own capability to compile adjusted data for reapportionment and redistricting. Late last week, the Bureau was ordered by U.S. District Court to provide the state legislature with the adjusted figures, but to date has not done so.

According to the Census Bureau's unadjusted figures, minorities comprise approximately 43% of California's total population of 29.7 million. Latinos stand at 7,687,938 or 25.8% of the total; the Black population is 2,208,801, or 7.4%; and Asian/Pacific Islanders total 2,845,659 or 9.6% of the state's population.

"California has the largest share of the national undercount of all the states at 21.4%," says Leo Estrada, well-known demographer and expert for the plaintiffs. Estrada

points out that the 21.4% undercount rate represents 11 million people missed in California. "The undercount falk disproportionately upon the Latino, Black and Asian comminities, with people of color representing roughly 25% of the overall U.S. population, but accounting for nearly 60% of the people excluded from the 1990 census," Estrada says. Nationally, Latinos were undercounted at a rate of 5.2%, Blacks at a rate of 4.8% and Asians at a rate of 3.1%.

Plaintiffs contend that the undercount dilutes the voting strength of Asian/Pacific Islander, Black and Latino in violation of the "one-person, one-vote" principle guaranteed by the Voting Rights Act and by the California and U.S. Constitutions, and illustrated by these facts:

- In the last 20 years, California has elected two Blacks and one Asian to statewide office.
- Of the 120 members of the State Legislature, only 10 are Black, 6 are Latino and none are Asian.
- Of the 45 members of Congress from California, only four are Black, three are Latino and two are Asian.
- Of the 2861 elected representatives to Calfornia city councils, county boards, and state officials, only 216 or 7.6% are Latino; 87 or 3% are Black; and 46 or 1.6% are Asians.

Plaintiffs in the suit include League of United Latin American Citizens (LULAC), Mexican American Political Association (MAPA), Coalition of Asian Pacific Americans for Fair Reapportionment, Comision Femenil, Filipinos for Affirmative Action, Coalition for an African American Agenda, Sacramento Area Black Caucus, and individual minority registered voters.

Plaintiffs are represented by the San Francisco Lawyers Committee for Urban Affairs, Asian Law Caucus, Inc, voting rights attorney Joaquin Avila, and MALDEF.



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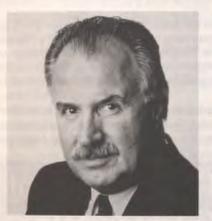
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1991 HISPANIC HERITAGE AWARDS

Washington, D.C. — The exemplary achievements of Hispanics in leadership roles in Education, Leadership and Arts was recognized on Monday, September 16, 1991 at a gala celebration and awards reception at the Organization of American States (OAS) Building in Washington, D.C.

Recipients of the 1991 Hispanic Heritage Awards, a highlight of National Hispanic Heritage Month (September 15 - October 15) are New York



Joseph A. Fernandez

Chancellor, Mr. Joseph A. Fernandez; Florida Judge, Margarita Esquiroz; and, the internationally known conductor of the Dallas Symphony, Eduardo Mata.

The presenters for this year's awards are: Mr. David Kearns, Deputy Secretary for Education, advisor to the Secretary of Education on all major program and management issues; Mr. Henry Cisneros, former mayor of San Antonio, Texas, the nation's ninth largest city and recipient of many national leadership awards; and Tatiana Troyanos, a leading artist at the Metropolitan Opera since 1975 and one of the leading vocal artists in the world today.

Rita Moreno, the Chair of the 1991 Hispanic Heritage Awards and a 1990 award recipient herself, upon announcing the awardees, said: "Over the years I have had the good fortune to be the recipient of many awards ... each of

these awards have great significance, but there are a few, a special few, that are especially meaningful to me. One of them is the Hispanic Heritage Award ... Not only does it represent the accomplishments of a lifetime ... but it is awarded by fellow Hispanics: the people who are best able to understand the problems and the occasional heartbreaks that we, as a community and as a minority group, have to overcome. Thus, the award signifies perseverance as well as ability and community service ... I am delighted to be a part of the Hispanic Heritage Awards and look forward to my role as a presenter this year."

1991 marks the fifth anniversary of the awards hosted by Dr. Pepper/ Seven-Up Companies, Inc. The Chairman and Chief Executive Officer of Dr. Pepper/Seven-Up Companies, Inc., John R. Albers, sponsor of the gala awards ceremony, said, "Leaders like Mr. Joseph Fernandez, Margarita Esquiroz and Eduardo Mata, are the role models of today and the promise of tomorrow, key threads in the fabric of our American Heritage. That fabric includes the indelible marks of Hispanic achievement. Dr. Pepper/Seven-Up Companies, Inc., along with our distinguished presenters, Mr. David Kearns, Mr. Henry Cisneros and Ms. Tatiana Troyanos is pleased to honor those who deserve our proudest salute."



Margarita Esquiroz



Eduardo Mata

Mr. Joseph A. Fernandez, from New York, has dedicated his career to innovations in educational policy. He has introduced school reform initiatives to give parents, teachers and administrators decision making authority on issues ranging from curriculum to budget.

Margarita Esquiroz, a Cuban born legal secretary turned judge, is one of three Hispanics among the 57 circuit judges in Dade County and the first Hispanic woman elected judge in Florida. Ms. Esquiroz is involved with many women's groups in her community.

World renowned conductor, Eduardo Mata, has received Grammy nominations for two of his recordings. Born in Mexico, he has been the music director for the Dallas Symphony Orchestra since 1977. He has received numerous awards from his native country including life membership in the prestigious Colegio Nacional, one of the greatest honors in Mexico's intellectual and scientific community.

The Hispanic Heritage Awards presentation is held yearly during Hispanic Heritage Month to honor Hispanics across the U.S. who have demonstrated exceptional leadership in different fields. The nominating committee is composed of leaders of thirty major Hispanic organizations from across the U.S.

LULAC COUNCIL 11041 SCHOLARSHIP AWARDS

By: Margarita Collantes

With great pride the LULAC Council 11041 congratulates this year's recipients of its 1991 Scholarships.

AUDRY CAUSILLA Peabody Conservatory, John Hopkins \$500

AMANDA FERNANDEZ American University \$500

LUIS LUCERO American University \$500

CARMEN OCASIO Strayer College \$500

CHRISTOPHER SALGADO Georgetown Univ. Medical School \$500

WILLIAM TREJO
Univ. of the District of Columbia
\$700

JENNIFER WARD University of Maryland \$500

On Sunday, September 15, 1991, these students were presented their scholarships by the Honorable Congressman Esteban Torres at an awards ceremony and reception at the home of Mr. & Mrs. Jess Quintero of Camp Springs, Maryland. This year's applicants ranged in disciplines from music to medicine. Two of the seven recipients, Amanda Fernandez and Christopher Salgado will use their scholarships to pursue graduate degrees in International Affairs and Medicine, respectively. At the other end of the spectrum, Jennifer Ward will be a first semester freshman majoring in biology at the University of Maryland. Audry Causilla, also a freshman, will continue pursuing the fine arts and perfecting her skill as a trained pianist at the Peabody Conservatory of Music. Carmen Ocasio, will continue taking classes in education and hopes to be one of tomorrow's educators. William Trejo and Luis Lucero will continue their education in the arena of business management and policy.

The LULAC National Scholarship Fund was established in 1975 in an effort to provide funds that would assure opportunities in postsecondary and graduate education for Hispanics. Through the combined efforts of local LULAC chapters, the business community, Corporate America and the LULAC National Educational Service Centers; funds raised by local councils have been matched by Corporate funds. This year, LULAC council 11041 scholarship funds were matched by the Johnson and Johnson Family of Companies and the Digital Equipment Corporation. The availability of such finds have enabled some students to escape from the main stream "vocational" track and enter the "college bound" track. For others, the scholarship assistance has provided funds for furthering their graduate education. Through the combined efforts of LULAC coun-



(L-R) Jess Quintero, Asst. for Inter-governmental Affairs; Irma Valencia Robison, Council 11041 President; and Congressman Esteban Torres

cils, LNSF has awarded more than \$1.5 million dollars to over 10,000 students.

These students are pursuing degrees in areas which have historically been and continue to be under represented by Hispanic. Council 11041 and the Hispanic community acknowledge and congratulate all the recipients and wish them success in pursuing their journies through academia and in the development of their careers.

We, the Hispanic community, must continue to be active in the educational movement. Our community must work together to convert today's "minority generation at risk" to tomorrow's multicultural generation of leaders."

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LULAC's Mario Obledo Keynote Speaker

Attorney Mario Obledo, past national LULAC president, former California secretary of Health and Welfare, and holder of many other significant positions, was the keynote speaker at the third annual LULAC installation dinner/dance at Paine's Restaurant in August.

Robert Flores, reporter for KCBA Channel 35 TV, was master-of- ceremonies.

Zeke Hernandez, state LULAC director, and Mickie Solorio Luna, state director of youth, installed the adult and youth officers, respectively.

Among those invited were U.S. Representative Leon E. Panetta (D-Monterey), Assemblyman Rusty Areias (D-Los Banos), state Senator Henry J. Mello, city and county officials.

Latino veterans of the Persian Gulf were honored. A color guard, accompanied by members of the Baler Drum Brigade, opened the ceremonies.

The evening started with no-host cocktails at 6, continued with the dinner and program from 7, and was followed by dancing to the music of Los Latinos de John and Natalie Pulido until 1 a.m.

Born as one of 12 children in San Antonio, Texas, Obledo was five in 1937 when his father died. He attended public schools in San Antonio and served in the Navy in the Korean War. He earned a bachelor of science degree in pharmacy at St. Mary's University, San Antonio, and earned his doctor of jurisprudence degree there.

Obledo was a co-founder of MALDEF (Mexican American Legal Defense and Educational Fund), which he served as president and general counsel, and the National Hispanic Bar Association. He is the current chairman of the National Rainbow Coalition, which seeks to unify various ethnic, racial and religious groups into a political force in America.

As secretary of the state of Health and Welfare, Obledo supervised the largest agency in California state government, encompassing 11 departments, 45,000 employees and 500 programs in its \$14 billion annual budget, larger than the individual budgets of 46 states and many countries of the world. He was instrumental in bringing thousands of Hispanics into state government work and, as past national president of LULAC,

he greatly extended the influence of that organization.

Obledo, who maintains his office in Sacramento, has been a faculty member at Harvard Law School and has among his more than 1,000 awards, the Distinguished Urban Service Award from the Urban Coalition and the Hubert Humphrey Award from the American Pharmaceutical Association.

He lists consultant after his titles of attorney and pharmacist and is a consultant in labor law, personnel management, federal and state equal opportunity compliance laws and regulations, civil rights matters, community and public affairs, government relations, health planning organizations, environmental health issues, state and federal legislative and administrative advocacy and Western Hemisphere trade.

Thought for the day ...

Be happy and optimistic; God is within you.

Don't be like those who are stubborn and think that God is far away, seated on a throne of gold.

It's nothing like this.

Don't look for him in the clouds, or among the stars - so high that you won't find him.

He is within you and he talks to you silently, through your conscience.

Try to find him, living with purity of heart and loving all like you love yourself.

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SPIRITUAL REVIVAL BEGINS TO SPREAD IN CUBA

By: M. Peregrin (Hispanic News Link)

R eligious freedom is one of the very few reforms Fidel Castro's hardline Stalinist government has been willing to grant. In February, Cuban evangelical churches were allowed to host a small group of visiting Canadian pastors. Then the Cuban government allowed State-run radio to broadcast an Easter mass for the first time since the 1960s.

During the early years of the Revolution, many of the nation's Catholic clergy were deported. Baptist pastors who continued preaching in underground "house churches" were arrested or sent to agricultural labor camps. Cubans who attended church risked losing their jobs and being treated as dissidents.

In 1991, restrictions remain. Home gatherings of more than seven people require a permit. Distribution of Bibles must be confined to officially sanctioned church grounds. Nevertheless, the future of Cuba's churches looks promising.

During the Pan-American Games a new era of freedom to worship was inaugurated when an international Christian Conference was allowed to deliver 2,000 pounds of paperback New Testaments and short gospel tracts to evangelical churches. Not only did the Cuban government permit evangelical pastors to accept and distribute the Bibles, but State television covered the events in a positive light.

Until recently, Cubans report, the Bibles might have been confiscated and burned. One elderly Baptist, who continue distributing religious literature secretly during the worst years of religious persecution, smiled as she reminisced. "They sent me out to the fields to do the hardest labor, but I didn't care. Myworkis God's work, not theirs."

Since the 1960s, public celebration of religious holidays has been prohibited. Revolution Day (July 26) officially replaced Christmas and Easter as the island's most festive holiday. Now, with church doors finally allowed to open under careful government scrutiny, the Cuban people are responding dramatically.

Cubans who spot a foreigner carrying a Bible are likely to ask where one can be obtained. One middle-aged Cuban followed a foreigner into a hotel, offering to trade cigars for a Bible. A taxi-driver asked for a Bible in place of a tip.

Teenagers are flocking to Cuban churches by the thousands. A participant in the recent conference noted that joy substitutes for comforts at church camps, where facilities are primitive and food scarce.

"They gave me bread with ketchup for dinner," the stunned visitor reported. "They said, 'This is what we eat.'"

The teenagers wear T-shirts bearing the message, "Sonri'e, Jesus te ama ... Cuba" (Smile, Jesus loves you ... Cuba) without fear of overt reprisals.

"Religious persecution persists," a young Cuban noted, "but in a very subtle form. If you wear a crucifix or attend church, you don't stand a chance of getting the better jobs."

Nevertheless, evangelical churches are now regarded as grass-roots institutions, churches "of the people," not associated with the former wealth and power of the Catholic Church during colonial times. In Cuban Baptist churches, the altars are stark, the walls bare except for colorful murals of Cuban landscapes: azure skies speckled with tropical clouds, royal palms and emerald green sugar cane fields traversed by a river ending in a waterfall. The songs are contemporary and hopeful.

Conference participants from Mexico, Argentina and other nations reported that Baptist Church services they attended in Cuba drew crowds so large that teenagers were peering in through windows. When a pastor asked if anyone would like to step forward to know Jesus, the pews emptied. Everyone went forward. Gospel singers from Mexico led the congregation as everyone sang "Juntos Otra Vez" (Together Again) and "Señor, Ilumina a Cuba" (Lord, Illuminate Cuba).

According to conference organizers, it was the largest international event of its kind to be hosted in Cuba in three decades. Religious freedom is one of the topics which has been opened for discussion at the upcoming Communist Party meeting in October. In Cuba, reforms seem likely to begin at the spiritual rather than the economic level.

A hotel maid explained it to a conference participant, "You have to have faith in something."

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For information about these programs, please call Ms. Donna Rees at the Office of Continuing Education at 538-6127. For more information about Western, contact Gloria, Elaine, Mike or Caryl in the Admissions Office at (505) 538-6106 (local), 1-800-872-9668 -(in-state), or 1-800-222-9668 (out-of-state). Please call between 8:00 am and 4:30 pm Monday - Friday.

n September 26, 1991, Roy P. Benavidez, the last recipient of the congressional medal of honor, visited St. Louis to give a speech at the Army Record center. LULAC members gave a small reception in his honor that same day and Roy asked us to tell his story.

The Medal of Honor is the highest award America gives to a member of the military, during time of war, who has risked his life against incredible odds to save his fellow man. Such a man is MSG. Roy Benavidez, "The Bravest of the Brave" a Hispanic American from Texas, the recipient of the last Medal of Honor.

On May 2nd, 1968, Special Forces Sergeant Benavidez voluntarily boarded a helicopter, armed with only

his Bowie Knife and a bag of medical supplies, to retrieve some secret material, and to come to the aid of his 12 Green Beret comrades who were surrounded by over 350 of the enemy. As he jumped from the chopper in as open field in Cambodia, he was shot through the right calf. Another bullet pierced his left high. The force spun him around and he took two more hits in his right buttocks. His face was covered with blood from wounds made by shards of metal, grenades

THE
LAST
MEDAL
OF
HONOR

and mortar rounds. He cut his hands while trying to wipe the blood from his eyes to call in air strikes on his own position. While trying to lift a fallen comrade to his shoulders, he took yet another round from an AK-47 in his lower right back. The bullet, a tumbler, missed his heart by millimeters, and exited under his left armpit. He was clubbed behind the head by an enemy rifle butt, bayonetted in his right arm, took another rifle butt in the face that

snapped his jaw and cracked teeth. The enemy came across with a bayonet a second time sawing

Continued on Page 27

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(L-R) Francisco Linan, President of Council 9601: Roy Benavides, recipient of Congressional Medal of Honor; and Eileen Wolfington, Vice President of Council 9601 (Kirkwood, MO)

the Green Beret's left arm to the bone. Sergeant Benevidez won this hand-to-hand fight by killing his adversary with his Special Forces Knife. Still, he bandaged and positioned his wounded comrades; killed two of the enemy with a hand grenade blast, shot two more with his AK-47 and was finally pulled into the extraction chopper, still firing at the enemy while holding his intestines in his hand. The battle lasted six hours. Roy rescued 17 men, the classified material, the helicopter crewmen, and 3 NVA he loaded by mistake.

His book, The Last Medal of Honor, is a unbelievable true story told in vivid detail by bestselling author, Pete Billac. There are 80 photographs and a chart showing the Sergeant's wounds. It is action-packed without containing one obscene word. Roy continually travels speaking at schools, veterans hospitals and military installations. Never before in the history of Medal of Honor recipients has there been one who has done so much for his country during and after any war than Roy Benavidez.

To order your personally autographed book, The Last Medal of Honor, along with a copy of the Presidential Citation, send \$14.00 by check or money order to: SWAN PUBLISHING, 126 Live Oak, Suite 100, Alvin, Texas 77511. Or call, 1-800-933-3939.

Article written by Francisco S. Linan, President Kirkwood, MO LULAC Council 9601.



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Hispanics in the '90s: Federal Default Increases Families' Education Burden

By: Blandina "Bamba" Cardenas Ramirez (Hispanic News Link)

ver the course of the next decade, this country will direct much of its rhetoric, if not its resources, to the issue of education reform. The crisis in U.S. education will not be called a Hispanic crisis, but there is very little doubt that the educational fate of our children will hang in the balance and that the economic fate of the country is a stake.

Unfortunately, the policy response to that educational crisis, which in many ways is all about us, continues to be formulated with little input from Hispanic educational, political or community leadership.

For well over a century, Hispanics in this country have attempted to be heard, with some success, through a variety of legal, political and information-based strategies.

For at least the next several years, however, it seems that educational policy-making may indeed shift to the local level, if only as a result of defaulted leadership at the national level. If that is the case, it is urgent that local education advocates clearly understand the context in which they must exert influence. First it is essential that we understand the severity of the educational failure visited upon our community. Because we are growing so rapidly in population, it is

easy to be fooled by the increased numbers of successful Hispanics.

In 1979, for example, we produced 462 doctoral degrees. The 1989 figure was 570. Clearly a numerical increase, but one hardly consistent with the rate of population growth in the '80s. In 1979, the percentage of Hispanic male high school graduates enrolling in college was 33.7%, but by 1989 the rate was 27.9%.

Second, that failure is not happening to somebody else's child in somebody else's school district or in somebody else's college. It is happening to our children in our schools, colleges and universities. The college participation rate for all Hispanics is approximately 15%, down from a high of 21% in 1974.

Third, educational reforms must be based on an accurate definition of the educational problem. When misguided educational reforms fail, taxpayers may lose money, but families and communities lose their children and their future. Reforms that have political or ideological appeal will not address the fundamental issues of inequality and incompatibility that continue to harm Hispanic students.

Continued on Page 29

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USDA Symposium to Seek Improved Recruitment of Hispanics

Washington, D.C., The U.S. Department of Agriculture will hold its sixth regional Hispanic Employment Program Career Symposium in Mayaguez, Puerto Rico to recruit potential employees of Hispanic heritage. The career symposium will be held on November 20 at the University of Puerto Rico, Mayaguez Campus, Mayaguez, Puerto Rico.

"Throughout the nation we see a growing pool of Hispanic talent — a resource of intellectual young people," said Associate Deputy Secretary Charles R. Hilty. "Our aim is to maintain a competitive edge for U.S. agriculture in this rapidly changing world; therefore, we must tap these pools and attract the brightest and the best people to careers in agribusiness and agriscience."

The recruitment symposium is part of USDA's Hispanic Employment Program (HEP). HEP's goal is to increase the percentage of Hispanics employed by USDA. Its overall aim is to establish contacts between USDA and sources of job applicants, including

Continued From Page 28

Fourth, money alone will not solve our educational problems, but neither will rhetoric alone.

Finally, educational success for Hispanics will be directly proportional to the strength of the educational expectations that Hispanic set and maintain for themselves. If we buy into lowered expectations, we offend our children at the very core of their being and tacitly support the continued inverse relationship between the rhetoric of educational reform and the resources of educational reform.

The intellectual and educational competition facing the children of the next century is hardly discernible to those of us in the baby-boom generation. Holding ourselves and our political and educational leaders accountable for how well we equip priority.

(Blandina "Bambi" Cardenas Ramirez, a member of the U.S. Commission on Civil Rights and a former vice president at Our Lady of the Lake University in San Antonio, serves as director of the American Council on Education's Office of Minorities in Higher Education.) placement officers at universities, colleges, and high schools.

The symposium will be attended by USDA officials, representatives of universities, local Hispanic community leaders, and Hispanic advocacy groups.

For additional information contact: Vionnette Tidwell, Department of Agriculture, Washington, DC (202)447-7314 or Wanda Marrero, Forest Service, Puerto Rico (809) 766-5335.



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HISPANIC CAUCUS GALA DINNER

Photos by: Luis Malpartida



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Congressman Salomon Ortiz and wife and Rudy Becerra from Coca-Cola Co.

Randi Belcher-Torres, Dir. of PR of Hispanic Magazine and Coronel Gil Coronado





Elaine Torres, Council of La Raza and her finance

LNESC OBTAINS \$6.8 MILLION GRANT

Washington, DC — The LULAC National Educational Service Centers (LNESC) has successfully obtained a 3-year \$6.8 million dollar grant from the Department of Education to continue operating its network of 15 educational counseling centers located throughout the country. LNESC has proposed to fund 16 centers at a budget of \$2.29 million per year for three years. The Department of Education awarded a grant to fund 10 centers at a budget of \$2.278 million per year for three years. This represents an increase of almost \$500,000 per year over the previous three year grant which had expired June 30, 1991. LNESC's New Haven center was not refunded and may be forced to close.

LNESC's grant is part of the Department of Education's Talent Search program designed to assist youth to graduate from high school and enroll in college. During the last grant period, LNESC serviced over 49,000 students under this program alone. LNESC counselors assist high school students in selecting appropriate post-secondary institutions, applying to those schools, and obtaining financial aid for their educations. In addition, the centers provide academic and career counseling to under classman and middle school students.

The additional monies awarded to LNESC under the new grant will go toward the new middle school initiative of the Talent Search program. In an effort to reduce the high dropout rate and low college going rate of disadvantaged youth, LNESC will provide motivational counseling to small groups of middle school students identified as at risk.

Anita Del Rio, LNESC's chairman, stated that the middle school initiative will allow the organization to address the causes of low Hispanic college enrollment directly. "LNESC has long recognized the need to prepare students for college right from the start," said Ms. Del Rio. "LNESC's middle school initiative will get students thinking about the future when there still is time to help them become adequately

prepared for college."

In addition to its Talent Search counseling program, LNESC administers the LULAC National Scholarship Fund, the Hispanic Leadership Opportunity Program, Young Readers, the LULAC Washington Youth Seminar and many other educational programs. Established by LULAC in 1973, LNESC has assisted over 280,000 students, and sent on to college, and awarded \$7.5 million in scholarships to over 11,000 recipients.



1991 LNESC Washington Youth Seminar Participants

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The nomination of Clarence Thomas to the U.S. Supreme Court brought attention to the important issue of diversification of the judiciary in this country.

It is extremely important that our courts reflect the demographic realities of our multicultural society. Today Latinos and other minorities are conspicuously missing from the bench at every level.

Latinos bring unique life experiences and perspectives to the courts, providing important insight and constructive dialogue on issues pertaining to the violation of civil and constitutional rights, national policy and law—issues of critical importance to Hispanics and everyone else. They also help determine an effective course of action for those who look to the courts as the final redress for wrongs committed against them.

In this country we live under the rule of law, laws that are many times interpreted and implemented through the actions of courts. Decisions handed down by the U.S. Supreme Court, the highest court in the land, dramatically affect our daily lives, but state courts, which deal with local or regional conflicts, are equally important. Thus, the

> Hispanics in the '90s: Without Court Diversity, Justice is Unfulfilled Promise

point of view of Latino jurists and other minorities is needed at all levels of the judiciary.

During the 1990s, we must work to improve Latino representation on the judiciary. We must speak with our elected officials about the appalling underrepresentation of Latinos on the courts and voice displeasure at the lack of real movement in naming Latinos to judicial positions.

We must urge our governors, senators and the president to work aggressively to diversify the courts, the branch of government that most represents access to justice and equality under the law.

Article written by Antonia Hernandez (Hispanic Link News Service)

(Antonia Hernandez is president and general counsel of the Mexican American Legal Defense and Educational Fund, headquartered in Los Angeles.)



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HISPANICS IN THE '90s: ART PROVIDES THE CATALYST FOR CHANGE

BY: José Antonio Burciaga

"Candil de la calle, oscuridad de la casa" (Candle of the street, darkness of his home).

Such will be the epigraph to this president's term in office as he sets the tone for the nine years leading up to the 21st century. A new world order while his home will continue in disarray.

Nothing expresses our concerns, hopes, nightmares and dreams better than a centuries-old dicho or new art as reflection of reality. Poetry, murals, paintings, essays, novels, dances, art performances and films are catalysts for change.

This country has grown cynical, immunized to feelings by an ever-present news media and a national fear of sentimentality. We need aesthetic and soul expression of what is really taking place and its effect on our youth, a synonym for our "future."

Without artistic expression, our voices are muffled and garbled. Many times, our youth find

their only emotional release through graffiti or violence.

But this is not to condemn graffiti. Some of it has aesthetic value — or at least a message. We might learn something and help our youth if we read and study it, rather than erase or paint over it.

Artistic expression should not be a school treat on Friday afternoons if everyone has behaved and if time and supplies are available. It is not something to be token-funded during Hispanic Heritage Month or every Cinco de Mayo.

Art is not so much entertainment as it is a nutrient or our whole and our soul. It is what gives us strength and hope.

Art is a celebration of who we are — a vibrant people with sentiment, color and poetic expression.

Our art and culture will conquer oppression, but only if we understand it and its value.

(José Antonio Burciaga is a writer and artist based at Stanford University. Hispanic Link News Service)

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HISPANIC HERITAGE MONTH: BOOTSTRAPS AND CULTURAL TIES

By: Antonio Rigual Hispanic Link News Service

he advent of Hispanic Heritage Month has me thinking. I'd like to be a bootstrap and pot salesman.

Judging by all who claim to have pulled themselves up by their very own set, bootstraps are selling especially well these days. And I'm sure I could make a living selling pots to melt people in.

Curious, isn't it, how the bootstrap and melting pot business seems to grow in direct proportion to the rise of multiculturalism and ethnic pride in our communities and on college campuses?

Columnists, government officials and legislators, among others, are advancing with new vigor the argument that there is something quite disturbing—even dangerous—in Hispanics' and others' insistence on retaining their cultural heritage.

Historian Arthur Schlesinger Jr. wrote in a recent Time magazine essay that "... the cult of ethnicity has unhealthy consequences. It rejects the historic American goals of assimilation and integration ..."

In the past, groups of many heritages managed to have the best of both worlds.

"Authorities" an Americanism claim that the fabric that binds us requires a social cohesion made possible only by assimilation. Thus they set what I call the "Un-American Trap."

To advance their position, they claim: "America is the land of liberty and justice for all." "Work hard and you can be anything you want." "You don't succeed by having things handed to you; you pull yourself up by your bootstraps."

Are these people right? Well, yes and no.

The United States has not always been the land of liberty; and justice for all. In fact, for portions of our population there was no liberty or justice for almost 200 years, not even in theory. There was slavery first, then segregation. Some would say that for our poor and homeless, there is no liberty or justice even today.

As important as hard work is, it doesn't guarantee economic survival, let alone success. Most of those who spend their lives rising at dawn to sweep the streets or scrubbing office bathrooms all night have a difficult time catching even a glimmer of the American Dream. Safety nets, provided by manufacturing jobs a generation or two ago for those lacking education, are in shreds.

Schlesinger went on in his essay: "In an excess of zeal, well-intentioned people seek to transform our system of education from a means of creating one people' into a means or promoting, celebrating and perpetuating separate ethnic origins and identities."

All of a sudden, we have a host of either/or issues. If you celebrate your heritage, you are not a good American.

Continued on Page 36



(Bootstraps and Cultural Ties, continued from page 35)

In the past, groups of many heritages managed to have the best of both worlds. Melting pots back then must have been full of holes to allow so many Polish, Italian, Irish and other ethnic juices to flow through. So why can't Latinos do the same?

I am not an ardent champion of quotas. I believe all individuals, regardless of ethnic or racial background, should have equal opportunities for education, jobs, housing, health care and so on. We must pursue equality as a goal. But the fact is that at no time has opportunity been equal. Not for blacks, not for women, not for Hispanics.

The playing field is not even. Hispanics have been among those given the uphill side and a head wind. In theory, the field will even itself out if left alone. In fact, if we don't take

stronger action to level that field, the entire nation will suffer economically as well as socially.

The greatest leveler of any playing field is education. Through equal educational opportunity, we can make all the boots in this country come with bootstraps.

When that happens, when we stop trying to melt people in pots, only then will we see Hispanics lifting themselves up.

(Antonio Rigual, founding president of the Hispanic Association of Colleges and Universities, nowheads San Antonio-based Rigual & Associates, a Hispanic-focused consulting firm in education, work-force diversity and philanthropy.)

The LULAC News Wishes all LULAC members and their families a Merry Christmas and a Happy New Year!

Remember, Please don't drink and drive.

Executive Order on Educational Excellence for Hispanics - A Lazarus Type Reappearance

By: Francisco Apodaca

n September 16, the U.S. Education Secretary Lamar Alexander announced the appointment of John Florez as executive director of the White House Initiative on Educational Excellence for Hispanic Americans. Since the executive order was signed by President Bush in September 1990, creating the President's Advisory Commission for Educational Excellence for Hispanic Americans, it has been moribund. No visible

activity has taken place.



John Florez

Florez left his position as deputy assistant secretary for employment and training for the Department of Labor to assume his new functions. In his new position, Florez will coordinate the activities of the Advisory Commission and serve as the federal representative to the commission.

On September 19, Presi-

dent Bush announced the appointment of 17 persons to serve on the commission. Announced appointments are: Andres Bande, commission chairman and president of Ameritech International Inc. in Chicago; Guadalupe Quintanilla, commission vice chair and assistant vice president, University of Houston; Nancy López, profes-

sional golfer from Georgia; Diana Natalicio, president of the University of Texas, El Paso; Raúl Yzaguirre, president and CEO of the National Council of La Raza in Washington, D.C.; Robert Miranda, president and CEO of Miranda Strabala & Associates in Santa Ana, California; Lyn Ziegenbein, executive director of the Peter Kiewit Foundation in Omaha, Nebraska; Peter George Mehas, California State Board of Education member; Gloria Gonzales Roemer, vice president and co-owner of the Roemer Oil Company in Denver; Peter Coors, president of the Coors Brewing Company in Golden, Colorado; Ernest Drew, president and CEO of Hoschst Celanese in Summerville, New Jersey; Donald Greene, president of the Coca-Cola Foundation in Atlanta; Jacinto Pablo Juárez, vice president for instruction at Laredo, Texas, Junior College; Yvette del Prado, vice president for education and public affairs, Tandem Computers, Cupertino, California; Tania Seale, American history instructor at Miami Senior High School in Florida; Carol Pendas Whitten, program analyst for the National Commission on Migrant Education in Bethesda, Maryland; Rose del Castillo Guilbault, editorial and public affairs director

Continued on Page 38

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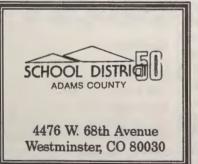
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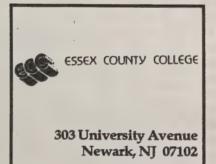
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Continued From Page 37

John Florez

for KGO-TV in San Francisco.

Florez said, "I am only a catalyst" for this initiative. It must be an integral part of America 2000 national education goals which establish that by the year 2000:

 All children in America will start school ready to learn.

 The high school graduation rate will increase to at least 90 percent.

3. American students will leave grades four, eight, and twelve having demonstrated competency in challenging subject matter including English, mathematics, science, history, and geography; and every school in America will ensure that all students learn to use their minds well, so they may be prepared for responsible citizenship, further learning, and productive employment in our modern economy.

 U.S. students will be first in the world in science and mathematics achievement.

5. Every adult American will be literate and will possess the knowledge and skills necessary to compete in global economy and exercise the rights and responsibilities of citizenship.

 Every school in America will be free of drugs and violence and will offer a disciplined environment conducive to learning.

Florez, who has an extensive background in migrant education, day care, and head start, and has served on innumerable boards concerning edu-

cation, employment, youth and health issues, is enthusiastic about his new challenge. He says that Hispanics from throughout the U.S. have to grab at this initiative to expand their opportunities and improve their available schooling. Hispanics have to participate in this program at all levels. We, as Hispanics, have to make an effort to participate and compete intentionally. We are able to do so and the proof is that many Hispanic parents work two jobs, just to provide for their children and give them opportunities. Our biggest barrier to overcome is the building of accountability measures. We need statistical data on Hispanic participation rates in federal education programs.

As stated by Florez, the thrust of the program will be to empower parents and local schools to make changes. The key for success begins with an investment in early childhood motivation and opportunities and continues with their schooling at all levels. "We should identify schools which may adopt the program. Our interest is the empowerment of people to begin projects; to do things with people instead of for people.

LULAC Councils are encouraged to participate in this program with their local schools. Interested persons desiring additional information may write to John Florez at the U.S. Department of Education, Room 2149, 400 Maryland Avenue, S.W., Washington, D.C. 20202.

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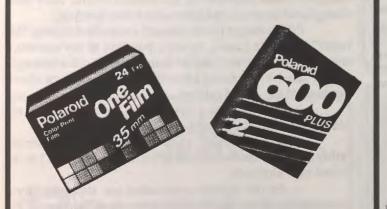
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DAILY LIFE IN CUBA — STILL WATCHING, STILL WAITING

By: M. Peregrín (Hispanic Link News)

In Cuba life centers around the perpetual search for food, combined with a seemingly endless vigil, the wait for change.

The question asked within every Cuban home is, "What will happen next?" With the advent of perestroika and glasnost in the Soviet Union, Cubans have lost access to a steady supply of Russian wheat, petroleum and other basic necessities.

Daily life is plagued by anxieties reminiscent of primitive hunting societies. "What will happen to us?" a young mother asks as she stirs a pot of black beans. Only one burner of her antiquated stove is functional. She turns to her husband and says, "When are you going to look for a stove?"

He throws his hands up in dismay and begins to enumerate all the neighborhoods he has already covered in search of a stove.

The pretty woman turns back to me and says, "Put a stove inside a balloon and send it to me from the United States. Send it sailing across the sea." Her hands are lifted, holding an imaginary balloon. Suddenly, we hear a cry from the neighbor's roof. "Come," she says, and we rush out onto a terrace.

"Malanga!" the neighborhood shouts. "There's

malanga on the street!"

My friend and her husband rush about, making preparations for his descent onto the street to make a black market purchase. Then she tells me in a hushed voice. "The baby doesn't have food." Her husband returns breathless, lugging a cloth sack loaded with starchy potato-like tubers. "We mash it and feed it to the babies," they explain.

"And if you're caught?" I ask, knowing that in the early years of the revolution they might have

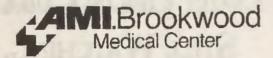
risked imprisonment.

"They charge you a fine," the husband shrugs.
"Now the peasants come into Havana with food to sell.
It is the only way."

"What luck!" his wife says, beaming. "Malanga!"

— Later, on the patio of my hotel, a maid approaches me. She sits next to me and begins to recite her officially mandated lines. "Cuba is paradise," she says, waving her hand as if gesturing toward the horizon.

Continued on Page 40



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Continued From Page 40, Daily Life in Cuba

— A handsome man in his 30s shows me his ration booklet. "This is all I have ever known," he says. "You came out of an airplane, but you might as well have come out of a spaceship, walking upside down. That's how different our experiences of life have been."

Then he begins to ask me a series of questions about daily life in the United States. Is it true that anyone who wants a gun can buy one? What about crime? Drugs? AIDS? I try to

answer truthfully.

— "There are problems everywhere," I say. Bad things can happen anywhere."

"Here," he says, "when bad things happen they are kept secret. You won't read about them in the newspaper."

— A young woman tries to pay me a compliment. "You seem half-Communist," she says. I forget my manners and retort, "Not me. I need freedom of speech and freedom of the press." Her jaw drops and her eyes expand. "Can you really write about anything you want?" she asks wistfully. "Can anybody write?"

I nod. "Here," she says, "you have to be in the Writers

Union, and that is practically impossible."

— Cubans cannon sell their houses," an official guide explains. So they come to this park to try to trade for a bigger house or a house closer to their work. Usually there are two or three hundred people here trying to trade their houses."

—I walk along the beach. A soldier is stationed on the sand. Cubans on the beach have been warned not to talk to foreigners. As I pass little groups of teenagers, they point at my camera, silently indicating that they would like me to photograph them. I comply, realizing that the photographs will prove their existence to the outside world. They float along the shore in shiny black inner tubes, waiting.

One teenager points toward a ramshackle tent. "Mi casita" (my little house), he says, pointing at my camera. I snap a photo of the tent, and he thanks me. Another teenager tries to shush him, casting a horrified glance over one shoul-

der toward the armed soldier.

— On a crowded guagua (bus) a young man asks me

to smuggle a letter to Miami.

—On a quiet street, a shy teenager asks me to call her father in California and tell him she is fine, but she can't make phone calls anymore.

— An old woman approaches me, supported by a homemade wooden walker. "Pray for my son," she says. "He left in 1980 and we have not heard from him yet." She writes his name. I take the slip of paper and promise to pray for Reginaldo Rivera Camejo, whose mother is waiting.

— "My daughter is on vacation from school," a middle-aged woman says, "I wish you could meet her, but she has to spend two weeks of her one month vacation doing volunteer work in the fields." The woman rolls her eyes to make sure I understand that refusing to do "volunteer" work could cause serious problems.

Continued on Page 41

Continued From Page 40

— I listen politely as an official government tour guide asserts that Cubans are all one big family. "We help each other," the guide insists.

Later, a young Cuban woman tells me that she is afraid to talk to her sister who is "muy comunista" (very Communist).

"I don't know about my cousin," a man says. "He might be a member of the party. I don't talk to him much."

Watch out for the taxi drivers," a woman advises. "Some of them are members of the party. They're watching you."

"How do you tell which ones?" I ask.

By her look I can see that my question has been foolish.

"No," she shakes her head, "you can't. There's no way to tell."

"Don't be afraid of the police in a blue uniform," a young man tells me. "They're harmless. It's the plain-clothes secret police you have to be afraid of."

"You can't trust anyone, not anyone at all," another

man says, "not even family."

By now I realized that the dwindling transportation system limits visits between family members, and the deteriorating phone system limits calls. Fear limits conversation. I try to imagine Latin American without family gatherings, without family gossip, without family support.

Suddenly I recognize the expression I have seen on so many Cuban faces. Along with exhaustion, anxiety and fear I am seeing a deep and pervasive loneliness.

(M. Peregrin is the pen name of a writer who visited Cuba during the Pan American Games).

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FREE TRADE WITH MEXICO: GOOD, BAD AND UGLY

By: Francisco Garcia Hispanic Link News Service

The free trade pact, which has won praise from the United States and Mexico, is now practically a reality. But critics and supporters as well have expressed their concerns about its consequences for both U.S. and Mexican workers.

When the pact is finally signed, it is expected that many U.S. factories will be moving south to benefit from lower labor costs. This, trade supporters say, could translate into lower consumer prices here.

Critics, on the other hand, say that factories abandoning the United States rob U.S. workers and ruin the environment.

One could be swayed one way or another, depending on how well each argument is presented. A good exampple showing what could happen is the Green Giant, a food processing plant that moved from Watsonville, California to Irapuato, Mexico.

The good: When the Green Giant Plant moved in 1983, it created 850 newjobs in that hot, Central Mexico valley city of about half a million people. The workers, mostly women, are seen going in and out of the plant wearing hairnets and nice, clean uniforms. Working for Gigante Verde, as the plant is known in Irapuato, workers can make \$4.50 U.S. dollars per day. That's 50 cents more than any other local food plant. Besides

Gigante Verde, Del Monte, Birds Eye and Simplot plants have settled down there.

The Gigante Verde plant offers a benefit package that includes an extra month's pay each December, required by Mexican law.

Workers get free transportation to and from work. They don't get a vacation, but they do get a "pay differential" in cash. Employees get free life insurance that pays \$600 in case of death. The company has a full-time doctor to treat employees.

A press release from the Pillsbury Co., which owns Gigante Verde, praises the company for its "fair wage ... excellent working conditions and genuine regard for employee health and safety."

The bad: For many Gigante Verde workers, the "fair" wage, just a few cents above the going rate, is barely enough to survive. With his paycheck, Juan Rea Vasquez, a janitor at the plant profiled in California's San Jose Mercury News, lives in an 8-by-10 one-room a stucco home that he shares with six people. The little house is in a rancho, a compound of about six small homes built in a dusty hillside a half-hour from the plant. He doesn't own a car or any other transportation.

Juan and his family can only afford chicken or pork once a week. The rest of the time they are limited to eggs, chiles and beans. Water comes from a pipe outside. None of the houses in the rancho have drainage systems, so a steady stream of raw sew-

age spews from each house into the unpaved street.

"We live day to day with a little handful of corn from the countryside and the clothes we are wearing," said Vasquez's mother, Felipa.

"Of course, we want more money," she related in the Mercury News.

The ugly: When Green Giant left Watsonville, 850 workers lost their jobs. So far, the city has lost 2,000 food-processing jobs and two of seven plants. So many plants from all over the United States have moved to Mexico that today 40% of the frozen vegetables sold here are produced there by U.S. firms.

So if you really want to picture what the free trade pact will look like, just imagine thousands of Juan Vasquezes working for peanuts for U.S. companies while thousands of John Smiths here sit idly because they no longer have jobs.

An no matter how cheap those Mexican imports will be, the unemployed workers here won't have enough money to buy them.

(Francisco Garcia writes for the International Media Syndicate and is an editor for the San Jose Mercury News. Hispanic

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Hispanies in the '90s: New Political Challenge: Exercising Power

By: Andres Hernandez (Hispanic Link News Service)

Hispanics are in the midst of profound change. Perhaps where these changes have been most profound is in our political participation. We are making the transition from political powerlessness to political power.

Backed by an increasing base of voters, a growing body of elected officials and the development of sophisticated research and advocacy capabilities, the Hispanic community has within its reach the opportunity to exercise effective political influence.

The emergence of this clout is most evident in the large increases in the number of Hispanics registering to vote and actually voting. From 1980 to 1990, Hispanic registration grew by more than 2 million, for a 67% increase. During this same period, registration for the nation as a whole was up only 13%.

A similar pattern was evident in voter turnout. There were 618,000 more Hispanic votes cast in 1988 than in 1984. Among non-Hispanic voters, there were actually fewer citizens voting in 1988 than had voted in 1984.

Concurrent with the Hispanic voting surge has been a dramatic increase in the number of Hispanic elected officials. In 1976, there were a few more than 2,000. Now they exceed 4,000. With the redistricting that is taking place, Hispan-

"How do we mobilize political clout to make real changes in the lives of our people?"

ics will double their congressional strength over the next year and more than double the number of other elected officials over the next 10 years.

These trends all point to a momentum toward a greater participation in the political process that should, if we continue doing the hard work of organizing and mobilizing,

continue into the next decade.

The critical question for the Hispanic community in the first decade of the 21st Century will be, "How do we mobilize political clout to make real changes in the lives of our people?"

As we move into that era, the struggle, and therefore, our thinking and actions, must reflect this new reality. Now that Hispanics have acquired some measure of political power, our challenge becomes that of exercising power.

Hispanic leaders and institutions must now devote their minds and energy to the exercise of power. The struggle of the last 20 years has been about accessing the system. The struggle for the next years will be about accountability. The fight will be to hold accountable systems, institutions, politicians and leaders who are making decisions that determine how Hispanics will live.

Hispanics have fought and continue to fight to be part of the system. Now we need to begin making the system work.

(Andrew Hernandez is president of the Southwest Voter Registration Education Project in San Antonio.)

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Latinos Not Likely to Shatter Glass Ceilings Soon

By: Teresa Puente (Hispanic Link News Service))

Glass ceilings, those barriers to upper management recently rediscovered by U.S. Secretary of Labor Lynn Martin, aren't likely to be shattered by Latinos or Latinas soon.

"It's going to take at least a generation if not a lifetime for change to happen," says Marc Ortiz de Candia, head of de Candia International, a Hispanic consulting firm in San Francisco that presents Fortune 500 companies seminars on diversity.

There must be "a lifetime commitment to change within themselves and to change the system," he says.

Sonia Maria Green, manager of Hispanic marketing at Avon headquarters in New York, describes the glass ceilings as "polyurethane," a plastic product that can be seen through but cannot be broken. Green, a National Hispanic Corporate Council board member, adds, "Oftentimes, it becomes so frustrating for Hispanics that there is no other alternative but to look for another job."

Figures from a variety of sources contacted by Hispanic Link support their gloomy prediction:

• An Equal Employment Opportunity Commission tabulation of companies with more than 100 employees showed that in 1989 Latinos were 6.5 percent of workers, but only 2.8 percent of officials and managers and 2.4 percent of professionals.

 A 1990 report by the Philadelphia management consulting company Towers Perrin surveyed about 650 major corporations and found 42 per-

Continued on Page 47

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915 Riverside Drive Gassaway, WV 26624 cent conducted minority recruitment, 29 percent trained managers to value diversity and 12 percent trained minorities to supervise.

• The typical respondent to a Korn/Ferry International survey of senior executives at Fortune 500 companies in 1989 was 52, white, Protestant and male. Hispanics were 0.4 percent, compared with 0.1 percent in 1979.

Maggie Peña, president of the National Society of Hispanic MBAs and a former video distribution manager at Paramount Pictures in Los Angeles, says awareness and commitment happen only in affirmative action departments, but should be in each division. She emphasizes, "Change needs to come from the top."

Green, one of eight Latino managers at Avon, suggests, "Top management needs to hold middle management accountable for results."

The "glass ceiling" study released last month by the U.S. Department of Labor randomly and confidentially selected nine Fortune 500 companies for review. It found that of about 4,500 managers at the executive level, 6.6 percent are women and 2.6 percent minority. The study did not break out Hispanics, blacks, Asian Americans or Native Ameri-

"The figures ought to be broken down so we know exactly who they are serving," says Gil Chavez, president of the Association of Hispanic Federal Executives, founded to address the low number of Latinos in the federal government. Chavez notes that of the 7,000 people in the Senior Executive Service about

100 are Hispanic, and less than 10 percent of those are Latinas.

Cuban-born Cari
Dominguez, recently nominated assistant secretary for the Employment
Standards Administration at the Labor Department, says the initiative
was more of a fact-finding effort. "As
we continue to finesse and develop
these efforts, we can look at a breakdown."

The department's report noted that problems were found at all nine corporations. Secretary Martin says all agreed to attack the problem and none risked losing their federal contracts. The report suggest an award program to recognize businesses that make effective efforts to encourage equal opportunity.

Many criticize it for restating the obvious. "When are we going to stop dancing with the data?" says de Candia. "The Department of Labor ought to hold people accountable."

Leonard Pfeiffer, a partner at executive search firm Korn/Ferry International, disagrees. "It brought the issue further out of the closet and stamped it with federal approval."

Peña says Hispanics must get involved in public policy and confront companies and CEOs. She adds, "The Department of Labor should set an example for the federal government and other employers."

Two of the labor department's 13 appointees who require Senate approval are Hispanic. Besides Dominguez, Julian De La Rosa serves as its Inspector General.

(Teresa Puente, based in Washington, DC, is a reporter with the national newsweekly Hispanic Link Weekly Report.)

Mad-Dogging and Hispanic Individuality

By José Armas - Hispanic Link News Service

The Hispanic youths looked up at me as I drove through their barrio recently, but instead of just giving them a glance as I normally would, I confronted their looks. That simple act caused one kid to run into the street yelling. Another made an obscene gesture at me. I could have avoided the incident — but had insisted on testing the culture.

Later I talked to Lawrence, a young friend of mine who belongs to a gang. Although this courteous and soft-spoken boy has been in "bout four or five fights this year," he doesn't consider his group troublemakers. His gang is more like a fraternity of friends who hang out together to "do fun things more than trouble things."

We got to discussing how Hispanics view themselves today and it was a page out of the cultural lessons I had learned long ago.

At one point he told me, "Everyone knows that the way you look at somebody can mean trouble."

As a kid, I learned that showing a lack of respect was one of the worst things you could do to someone. There are looks that acknowledge respect, that show deference, or that connote lack of respect, issuing a challenge or call for confrontation.

Lawrence explained that most fights begin without a word. They begin

Continued on Page 48



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4705 Old Highway 37 Lakeland, FL 33813 with a look that even has a name of its own — "mad-

dogging."

How important is that look? Lawrence reminded me that the 13-year-old girl fatally stabbed by another Chicana recently was triggered by maddogging. A newspaper account verified that maddogging or "dirty looks ... reportedly sparked the dispute."

To someone outside the culture it may seem bizarre that a Latina teenager can lose her life because of a look. This may seem trivial to Anglos who don't place much importance on the concept of respect for the individual. But in our culture, it means everything. There is little value on things outside the individual — youths or adults, males or females.

In the early 1970s, Don Porath wrote an essay contrasting individuality within Anglo and Chicano culture. He wrote that an individual in Anglo society has value based on a hierarchy. You're on a ladder all your life; sometimes climbing, sometimes stationary, sometimes slipping. In the society, your worth is

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John Brown E & C P.O. Box 1432 Stamford, CT 06904 measured in relationship to someone else who is either above or below you. Respect for you as an individual is substituted by worth determined by your ranking.

Respect for the individual is of little value in Anglo society. Anglo status is determined by the ability to beat, outdo, outshine or outsmart another—

or how much money you have.

On the other hand, the value of the individual in Hispanic culture has a distinct character. In Hispanic culture, the moment you are born, you are someone. You are a unique entity in the circle of other unique entities. And because there is an endless supply of uniqueness in the world, you need not compete for your individuality. You only have to discover its nature. The Chicano requires no other person to develop or to be measured against.

The individual is central to Hispanic culture and demands uncompromising, a non-negotiable acknowledgement for that individuality, always. Mexican hero Benito Juarez said it more poignantly, "El respeto al derecho ajeno es la paz" (Respect for

others is the basis of peace).

Many problems arise when people do not understand or acknowledge this individual value system. This is just one reason why teachers are not communicating effectively with our kids in school and why law enforcement officers are unable to stop the growth of violent gangs in our communities.

For an instant, I tried to ignore what I knew. Lawrence reminded me gently but impatiently, "You

shoulda known better."

(Jose Armas writes a weekly column on Hispanic issues for the Albuquerque Journal)

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he addition of 9 million people over the last decade to the ranks of U.S. Hispanics will create reverberations throughout society and its institutions for years to come, but political and educational institutions are where the effects will be most profound, according to Latino experts.

Increasingly, Hispanics are spilling out of geographic regions where they typically have settled and lived. Particularly in the Southwest, this movement is chipping at their insularity and has quickened the spread of Latino cultural characteristics to non-Latino groups.

Hispanic numbers ballooned from 14.6 million to

23.6 million during the '80s. Half of the increase was due to births and half to immigration. The record pace sent everything from courts to health-care delivery institutions scrambling for ways to accommodate the new residents.

Projecting through the '90s, Leo Estrada, a UCLA professor recognized as one of the nation's leading authorities on demographics and redistricting, says, "The impact will be felt most quickly in the political system, where Latino size and concentration will come together to give us new districts or give us a greater voice."

Rafael Valdivieso, vice president at the Hispanic Policy Development Project, agrees that growth will have an impact "right away" through redistricting efforts. "But there could be some fallback," he cautions, because so many

Hispanics currently are ineligible to vote because of age or citizenship status."

Nonetheless, he expects to see the "wave" of Latino state legislators and local officials build throughout the '90s.

Valdivieso observes that historically Mexican Americans in particular have had a low rate of naturalization. But he credits the increasing number of naturalization drives put on by Latino organizations with starting to change that.

"Now it's not so much "Let's get people to register (to vote)' but to become naturalized," he says.

Looking at education, Estrada projects, "The trend toward (school) overcrowding will continue at least another decade. Non-U.S.-born Latinos will continue to be a challenge to school systems."

While demographers have been predicting since 1980 that Hispanics will likely overtake blacks as the largest minority group by the year 2010, Valdivieso says this will occur among "youth populations" by the close of this century. He questions the ability of the educational system to absorb and adequately serve the surge in Hispanic children, specifically those whose primary or sole language is Spanish.

Leading the way in growth are Salvadorans, Colom-

bians, Dominicans, Guatemalans and other Latino nationalities the Census Bureau calls "other Hispanic." They grew 67% to 5.1 million in the last decade, often choosing to settle in locales outside the traditional destinations of California and New York. Puerto Ricans are venturing farther west outside their New York stronghold. Mexican Americans are moving east from California and south from Chicago. Cuban Americans are making their way to New York and California.

"One of the characteristics clear to us now is that the decade of the '80s was one of immense movement. People moved from the North to the South, from cities to suburbs, state to state and region to region," Estrada says.

He says this leads to less segregation

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Nation

Hispanics

in the

'90s:

among Latinos but many times creates new barrio areas. This gradual spread, says Valdivieso, has caused Latinos, particularly in urban centers, to "realize that you have

Continued on Page 50

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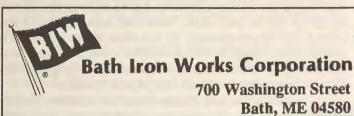
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BEHIND THE PUERTO RICAN NUMBERS, A HISTORY AND A HOPE

By: Louis Nuñez (Hispanic News Link)

The 1990 decennial census reveals some significant trends about Puerto Ricans residing in the 50 states:

• There are more Puerto Ricans in the U.S. — 2.7 million vs. 2 million — a 35% increase in 10 years.

 New York City, with only a 4% increase in its Puerto Rican population in the past decade, has lost its drawing and holding power.

• Puerto Ricans are becoming attracted to small and middle-size cities. A ribbon of them trail from New England through the mid-Atlantic region and into Ohio.

• Puerto Ricans are also responding to the lure of the West and the South. In Florida, their numbers increased 158% from 95,802 to 247,010; in Texas their population nearly doubled; in California their population grew 36%

But for other significant messages, one needs to read between the lines. As a Puerto Rican who grew up in New York, my perspective is seasoned by half a century of being there.

Continued on Page 51

Continued From Page 49

to use other words than Chicano, Puerto Rican, or Cuban American when you describe Latinos. There's the actual sense that there are other groups."

Estrada says the blurring of geographic boundaries has caused Latinos to "become more knowledgeable about each other, more accepting. More attention is being given to crossover events and issues."

Hand in hand with the growth and spread of Hispanics, agree Valdivieso and Estrada, is the "Latinoization" of non-Hispanic cultures.

"It has gone beyond the curiosities to a greater recognition of Latino characteristics. Bilingualism and multiculturalism are likely to be looked at positively," Estrada says.

Valdivieso notes the growing number of non-Hispanics whose children are learning Spanish. He points to the widespread interest in Hispanic cultural traits in the Southwest.

(Article written by: Félix Pérez, of Washington, DC, is editor and publisher of the national newsweekly Hispanic Link Weekly Report)

Growing up in the South Bronx after World War II, I witnessed a migration of Puerto Ricans from the island that dwarfs the 35% population growth of the '80s. In 1940, 70,000 Puerto Ricans lived on the U.S. mainland. Nearly 90% of them called New York City home.

Just a decade later, four times that number were there.

In that postwar era, a newcomer without knowledge of English and little or no work experience could find employment fairly easily in the garment industry or in a restaurant. Between 1945 and 1965, more than 1 million came to the mainland.

Looking out from the windows of our walk-up apartments onto streets already plagued by drugs and gangs, my friends and I still had an optimistic view of our future. Unfortunately, I don't think Puerto Rican teenagers growing up in my old neighborhood today have similar hopes and aspirations.

Many families are leaving New York because of the dramatic decrease in the number of entry-level factory jobs. And like many other New Yorkers, they are escaping the city because of crime, drugs and the high cost of living.

One might view the spread of Puerto Ricans to smaller cities as a positive development. Our overconcentration in cities such as New York and Chicago has exacerbated the interconnected problems of poverty, AIDS, low educational achievement and teen-age pregnancy we are facing.

Puerto Ricans flowing into cities such as Rochester, N.Y., Hartford and Bridgeport, Conn., and Lawrence and Springfield, Mass., are finding more opportunities to enter the economic mainstream, advance educationally and become involved in the political process.

Many now living in Florida, Texas and California are middle-class professionals residing in suburban communities, rather than concentrated in big-city barrios such as those in the Northeast.

We are on our way to becoming a national community. With the industrial states of the Northeast and Midwest still experiencing serious economic difficulties, this is a plus.

But we are still overwhelmingly an urban people. Our fate is inextricably bound up in the economic health of the nation's urban centers. A decade ago, New York City housed 43% of mainland Puerto Ricans compared to 33% now. That's still 896,763 people, and the city will no doubt remain a vital port of entry for those among the island's 3.4 million inhabitants who seek new opportunities here. I don't want to see Puerto Ricans abandon older neighborhoods like the South Bronx.

In the minds of many people, the South Bronx is synonymous with homelessness, crack and burned-out tenement buildings. While parts of it are in worse shape than some Third World cities, in other neighborhoods housing is being rehabilitated and new businesses are opening. A growing number of Puerto Ricans in New York are being elected to political office and entering the middle class, becoming social workers, school teachers and electricians.

In the '90s, we must support private-public partnerships and federal policies that will work toward rescuing the cities by helping them cope with crime, unemployment and malfunctioning health care systems.

In the '80s, the federal government was only a junior partner in that battle. This has to change — for the benefit of Puerto Ricans and for all other Americans as well.

(Louis Nuñez is president of the National Puerto Rican Coalition, an organization that analyzes and advocates federal policies that benefit Puerto Ricans.)

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VISIT THE SOUTH WEST:

Rotten Peach Street, Sawdust Estates and Other Attractions

By: Clyde James Aragon Hispanic Link News Service

acationers who visit my home state of New Mexico or other parts of the great Southwest this fall will quickly notice how everything has developed a Spanish touch.

It's like all the people who name things got together and said, "Hey, the conquistadors came through here. Let's name something after what their horses left behind."

That's how we got a place like Horseshoe Creek.

Take street names. You can't miss running into Pájaro Olvidado Lane, Camino de la Monja Distraida and Calle de Durazno Podrido. (Fortunately, most tourists can't read Spanish. Such streets - Forgotten Bird Lane, The Nun Who Strayed Road and Rotten Peach Street

- lose a bit of their charm in translation.)

Southwestern land developers go crazy trying to give a rustic, Hispanic feel to their properties with melodious deed titles such as Rancho de los Techos Quemados y las Matas Secas, Tierra Querida y Arenosa and Pueblo Aserrín Estates del Norte. They don't know what the words mean - can't pronounce them, even - but they definitely want that Spanish feel to the land. (Even though, in this case, they mean Scorched Roofs and Dried-up Plants Ranch; Beloved Sandy Land; and North Sawdust-Town Estates.)

Another area where Spanish runs riot is in restaurants. Food, especially Mexican food - especially the

kind I eat - is given strange and tonguedefying names, probably so that after you've given your order, your mouth is so dry you simply must have a Fanta or a Sprite.

Little Richard has been doing TV commercials lately for Taco Bell, hawking, I think, their Macho Salada Grande, their Taco Gigante and their Nuevo Tapatío Burrito Sabroso y Sin Gas. (The last one translates loosely, the Delicious New Guadalajara Burrito That Won't Repeat on You.)

The effect Spanish has a Little Richard is startling. He starts the commercial singing falsetto and his voice gets deeper and deeper until, at the end,

Continued on Page 53



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U.S. Media & the Latino Community

By Octavio Emilio Nuiry Hispanic Link News Service

R enewed interest in the U.S. Latino community has reopened an old debate: Do mainstream newspapers, magazines and television networks, with their collective power to shape public opinion and influence policy, provide a balanced view of Spanish-speaking Americans?

My view is, whether purposely or inadvertently, the media have failed to do so in at least

three ways.

First, media coverage of Latino issues, from education and immigration to political representation, systematically highlights the negative aspects of Hispanic America while obscuring the positive contributions. Dropouts and illegal immigrants have been the regular focus of news stories since the early 1980s, while expanding political and social achievements and the rising economic influence of Hispanics have gone largely unreported.

The second media offense is more subtle. Objective journalism requires language that is impartial. But much of mainstream commentary on the Latino community is laden with special terms spiked with double standards. Non-Hispanic whites, for example, go to college, join fraternal groups and climb the corporate ladder. Latinos drop out, cruise in gangs and sell drugs. The United States has a government and a security apparatus. Latin America has dictatorial regimes and goon squads. Our leaders are crafty politicians; theirs are macho, cunning, authoritative caudillos — or worse.

Obviously, the two cultures are not alike, but such bigotry is incompatible with objective analysis. Despite the nation's ethnic and racial

Continued on Page 54

Continued From Page 52

he sounds like the late Sen. Everett Dirksen.

The restaurants out there also go for Spanish titles, mainly so that tourists don't think they're in Italy or Denmark. Here we have restaurants like La Fajita de Adobe Duro, Casa Comelón, Andy's Cervecería y Frijolada and the well-known El Patio de la Grasa Contenta. (Courtyard of Contented Grease? Spanish/English dictionary, anyone?)

Food really does bring out the creative muse, and nowhere is this more evident than in salsa, a condiment that has risen to celebrity status. It's been known for entire families to be

named after a salsa of one sort or another.

The Jet Set munches on Salsa de Jalapeño, Salsa de la Cabra Espantada, Salsa de Abejas y Alacranes, Salsa de Palo Rojo, Salsa de Albóndigas en Vinagre, Salsa de Mentiras y Naranja, Salsa del Hombre Sudado, Salsa de Hormigas con Arroz. (For those who forgot their tourist guidebooks, I recommend Surprised Nanny Goat Salsa or Sweaty Man Salsa).

If you're like me, your stomach is probably rumbling uncontrollably and you can't wait to get a plate of nachos.

One place where Southwestern Spanish went unused was in our recent war with Iraq. If, instead of calling the whole thing Operation Desert Storm, we'd named it something impressive and ominous like Operation Queso Condenado, Cocido en Aceite Bien Caliente, y Presentado en un Plato de Oro, (Operation Condemned Cheese, Prepared in Boiling Oil and Servved on a Gold Plate), if it has been named something like that, Saddam Hussein would have immediately turned to his adviser and said, "Tariq, surrender." And Tariq would have said, "You or me?"

At any rate, take notice that Spanish from out this way is spreading to other states, much like South America's killer bees. Don't be surprised if you pay a vacation visit to Valley Forge one day and find that its name has been changed to El Valle de los Soldados Fríos — the Valley of the Cold Soldiers.

(Clyde James Aragon, of Albuquerque, NM, is a free-lance writer.)

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155 N. Lake Avenue Suite 1100 Pasadena, CA 91101 diversity, mainstream media consistently distort the view of Latin American culture by creating false stereotypes and negative images. In 1990, for example, the influential historian Arthur Schlesinger Jr. joined the chorus, warning that "multi-culturalism" will erode the "transformative" quality of the United States and create, instead of unity out of diversity, a new Tower of Babel. The new ethnic assertiveness by "foreigners," Schlesinger fears, is an assault on Western culture. The media published his bigoted essay widely and uncritically.

But in this nation of immigrants, who is the "foreigner" is debatable. People of Spanish descent discovered and colonized much of North America in the 16th Century — nearly 115 years before the first English colonist arrived at Jamestown in 1670. "Historically, Hispanics have enriched the national landscape, contributing at all levels culturally, intellectually, in the workplace and on the battlefield," former San Antonio Mayor Henry Cisneros writes.

Finally, there is the media's habit of lumping together all Latinos into the narrowness of the "melting pot" concept. Newspaper and television reporters portray newly arrived Latino immi-

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grants as poor, uneducated, unskilled lumpen.

But the vast majority of today's Latino immigrants — from Mexico, Cuba and other Central and South Americans nations — come here for the same reasons your grandparents came: Opportunity! We are never lumpen. Poor, sometimes; uneducated, perhaps; unskilled, maybe - but lumpen, never! On the contrary, we tend to be aggressive, driven people, too proud to accept a handout.

How can we correct the image of the U.S. Latino? Publishers and broadcasters pride themselves on putting the spotlight on the ills of society. They are quick at exposing police brutality, racism and other unfair practices.

But when it comes to covering minority communities, most publishers and broadcasters are concerned with sensationalism. They focus on Latin criminals, drug addicts, ethnic festivals and newly released statistics on rising Latino poverty, unemployment or dropouts.

They need to make their news stories as diverse as the people who live in their cities. They need to purge themselves of bigoted stereotypes. They need to hire more Latino reporters, editors and managers.

According to the American Society of Newspaper Editors, Latinos represent only 2 percent of the newsroom professionals on daily newspapers. Yet, at 22 million, Latinos constitute 9 percent of the U.S. population.

The solution, if there is one, requires not only new information but common sense and fairness. Common sense would tell us that the U.S. Latino community, even by conservative estimates, will become the largest minority in the country by the year 2000 — just nine years away. Fairness would dictate that our true Founding Fathers should be respected and praised — not maligned.

Both approaches have been lacking in the media's thinking about Spanish America. Even President George Bush has noted, "The Hispanic culture is our culture, too."

(Octavio Nuiry, a former New Orleans Times-Picayune columnist, is an account supervisor with Ad Rendón of Newport Beach, Calif. Hispanic Link News Service)

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MEMORANDUM

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FROM: Jose Velez - National President

DATE: November 15, 1991

SUBJ: National Membership Assessment

At the National Board Meeting held in Washington, D.C. on October 19, 1991, Mr. Rafael Acosta, Southwest Vice President and National Fund-Raising chairman presented to the full National Board a resolution for a one-time assessment of \$4.00 per member (see attached letter). The motion on the resolution was made, seconded and unanimously passed.

Article XIII - Financial Provisions, Section I - Revenue Sources, Subsection d, paragraph (1) (page 50) of the LULAC Constitution and By-laws states:

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