

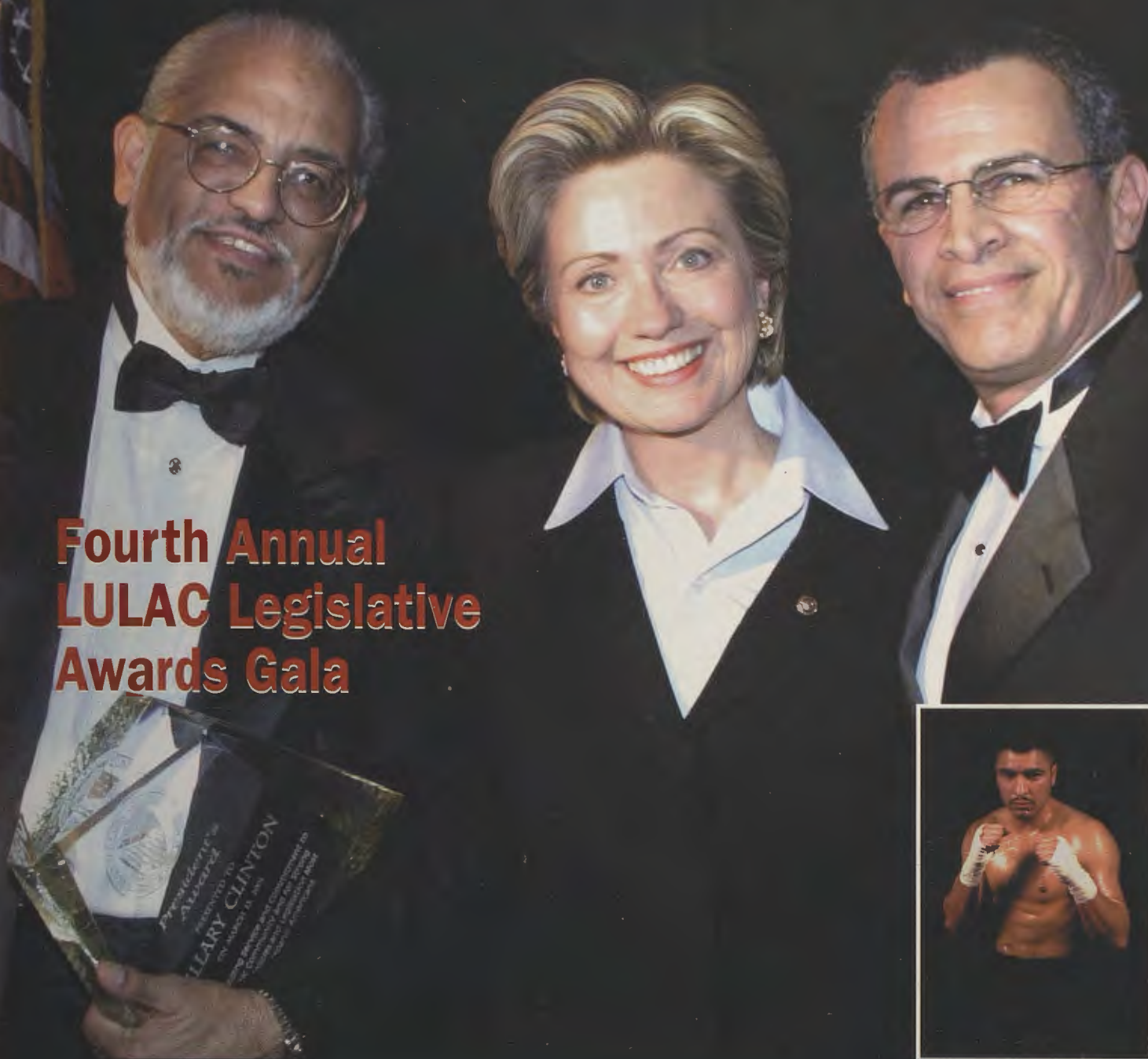
2001 LULAC National Convention Information

LULAC NEWS

League of United Latin American Citizens

May/June 2001 \$4.50

Fourth Annual LULAC Legislative Awards Gala



**John Ruiz: An Interview
With the First
Latino Heavyweight
Champion in History**

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LULAC NEWS

League of United Latin American Citizens

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Cover: LULAC National President Rick Dovalina, LULAC President's Award Winner Senator Hillary Clinton (D-NY), and *Resurrection Blvd.* actor and emcee Tony Plana at the 4th Annual LULAC National Legislative Awards Gala.

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President's Message

*D*ear Brothers and Sisters of LULAC:



It is time once again to prepare for the most exciting event in the Hispanic community, the **LULAC National Convention and Exposition**. This year's event will see us gather in one of the most exciting cities in the Southwest, Phoenix, AZ, for a week filled with celebrity speakers, important seminars and top-notch entertainment.

Our 72nd annual convention gives LULAC the exciting opportunity to address issues of critical importance to our community in one of the fastest growing Latino markets in America. You can expect to hear from cabinet secretaries from the Bush Administration, members of Congress, local elected officials, top academics, and respected business and community leaders.

We will form our new policy platform for 2002 and bring LULAC's issues to the forefront. Seminars and workshops will feature expert panelists addressing the issues that affect our communities the most, from human rights on the border to 2000 Census redistricting.

One of the highlights of the convention, as always, will be the LULAC elections, as our members gather from all over the 50 states and Puerto Rico to choose our national leaders. The LULAC Youth will conduct their own workshops and also elect their leadership.

The 2001 Exposition will be our biggest ever, featuring Fortune 500 companies, government agencies, colleges and universities, and others displaying their products and services while also recruiting new employees at our Job Fair.

Last but not least, you can expect to be thoroughly entertained throughout the convention as we travel to Phoenix's most exciting venues and bring together some of the best entertainment to keep you dancing, laughing and having a great time.

I personally look forward to this year's convention for several reasons. I hope to be elected to my final term as LULAC National President so that I can continue to represent LULAC nationally and lead the organization to new heights. I also look forward to the Phoenix convention because it grants us the unique opportunity to address the most important issues currently facing Latinos in the state of Arizona and nationwide.

I hope to see you all in Phoenix!

Sincerely,

Rick Dovalina
LULAC National President

LULAC Index: The Numbers Tell the Story

1	# of Latino Heavyweight Champions in History (John Ruiz)
20	Percent of New AIDS Cases Contracted by Latinos
52	Percent of Annual Earnings of Latinas vs. White Males
62	Percent of Annual Earnings of Latino Men vs. White Males
150	# of Homes LULAC Provided El Salvador Quake Victims
7,000	Participants Expected at LULAC Nat'l Conv. in Phoenix
\$215,000	Amount Raised by LULAC Relief Fund for El Salvador

Taking Steps Forwards

LULAC National Secretary Theresa Filberth recently completed graduate work and received her master's degree. She completed requirements for a Master's Degree in Occupational Technology from the University of Houston.

Although completing her first degree was no easy task in itself, Theresa's vision of a more difficult, higher degree was not within the scope of her immediate sights. However, four years ago a few key individuals encouraged Theresa to undertake the arduous task of being accepted into graduate school.

Theresa proceeded to study all summer preparing for the Graduate Record Exam (GRE) and took a course or two to raise her grade point average. Once accepted, Theresa took one class at a

time which eventually led to a successful completion of her degree this May 2001.

"You really have to set your goals, make yourself accountable to your own goals, and make adjustments where needed," she said. "Where ability may be insufficient, effort can make an astonishing substitute. And above all, never say never."

LULAC congratulates Theresa on her outstanding achievement!



Fourth Annual LULAC National Legislative Awards Gala

Celebrating 72 Years of Service to the Latino Community

"This was by far one of the best events I have ever attended in the city of Washington," said award-winning actor and Master of Ceremonies Tony Plana. "The script was superb and the program was both exciting and riveting."

The event referred to was LULAC's Fourth Annual Legislative Awards Gala held in Washington, D.C. this past March 13, 2001. Gathering hundreds of business and community leaders at the J.W. Marriott downtown, the ceremony awarded three outstanding national leaders who have worked throughout their careers on behalf of the Hispanic community nationwide.

"We hold this event to recognize and show our appreciation for those national leaders who go to battle day in and day out to improve the lives and conditions of the Latino community," said Rick Dovalina, LULAC National President. "We also make an attempt to call attention to some of the critical issues that currently face Hispanics on a daily basis."

This year's awardees included New York Senator Hillary Clinton, who received the LULAC President's Award. Empower America Director and former congressman

Jack Kemp, and California Congresswoman Loretta Sanchez were honored with LULAC National Legislative Awards.

The black-tie event was attended by members of Congress and the Congressional Hispanic Caucus, new members of the Bush administration, corporate executives, foreign ambassadors, and many Hispanic community leaders. Verizon Communications' Victor Cabral served as the Gala Chair.

President's Award

LULAC National President Rick Dovalina presented the prestigious 2001 LULAC President's Award to former First Lady and New York Senator Hillary Clinton (D-NY). Senator Clinton was honored for her work on behalf of children and families for the last thirty years.

"Latinos continue to be the highest percentage of the population without health insurance," said Dovalina. "During her term as the first lady, Senator Clinton worked tirelessly to improve access to healthcare throughout the country."

Sen. Clinton brought that commitment to the White House, where she led the fight for affordable health insurance for children

of working families, expanded child care and after school programs, made adoption easier, and increased support for children and families in the adoption and foster care system. She reiterated that platform to LULAC.

"I want to pledge to you that as the senator from New York and as a



Photo by Luis Nolasco Briones

Congresswoman Loretta Sanchez (D-CA) smiles as she receives the 2001 LULAC Legislative Award.

United States Senator, I want to continue working for the goals that we set. I don't think any family should be denied healthcare and I want to work with you to ensure that every family has access to quality, affordable healthcare," she said.

She also discussed education and economic opportunity for America's children and said we must promote small business in the Latino community.

"We have to do more to lift up small business, which is the backbone of the Hispanic community in this country, and to recognize the accomplishments of our small businessmen and women, and our professionals in every walk of life," she added.

Sen. Clinton concluded by asking everyone present to continue working hard and said that she can be counted on as a strong voice for the community in the Senate.

"From our census, we now know that Hispanic Americans have moved to the forefront of leading the 21st century image of America. We must work so that every Latino child in New York, every Hispanic child in Chicago, every Chicano in Texas, every child, no matter who he or she is, can be told that they have a place at the table that is set by America. That should be our goal and that is what LULAC has stood for all of these years," she said.

National Legislative Awards

The evening's first legislative award was presented to Empower America Director and Founder Jack Kemp. A former nine-term congressman and Secretary of Housing and



Photo by Luis Nolasco Briones

LULAC National President Rick Dovalina bestows the 2001 LULAC President's Award on New York Senator Hillary Clinton.



Photo by Luis Nublo Briones

Empower America Director Jack Kemp receives his 2001 LULAC Legislative Award from LULAC Vice President for the Northeast Regla González.

Urban Development, Kemp was honored for his initiative in developing Enterprise Zones to promote home ownership and economic opportunity in low-income neighborhoods.

Kemp stated his support for an overhaul of the nation's immigration laws. He also discussed his past initiatives and talked about the importance of Latinos sharing in the American dream.

"We must not rest until there is more than twelve and a half percent of the American free enterprise system resting in the hands of those entrepreneurs and empresarios from Latin America who want a chance to build a



Photo by Luis Nublo Briones

Master of Ceremonies and Resurrection Blvd. actor Tony Plana tells one of the many jokes he shared with LULAC's distinguished audience at the J.W. Marriott Hotel.

business, to get access to capital, access to credit, access to education, and access to property," he said.

The second legislative award was presented to Congresswoman Loretta Sanchez (D-CA). She was awarded for her hard work and dedication to the Latino community in the House of Representatives, specifically on the Education Committee.

She opened her remarks by emotionally noting how much the award meant to her because it came from her own people.

"Sometimes we are hardest on our own. And when someone like LULAC recognizes the work I have been doing, it is with deep felt appreciation that I thank you," she said.

The congresswoman spent much of her time speaking with tears in her eyes as she recalled the difficulty of her childhood and the discrimination that her parents experienced throughout their lives.

"They always shielded us from discrimination," she said of her parents. "When my dad bought his first home in Anaheim, the neighbors next to him put up for sale signs. When I was a little girl going through school, my father would say 'you have to study hard and you have to get an education because I don't want them to say that you were a dumb Mexican.'"

She ended her remarks by mentioning how Latinos are still not represented at the table in many areas of society. "Being a congresswoman has allowed me to be a voice, not just among our own, but in a world that is still foreign to many of us," she concluded.

Other Highlights

The program featured several other highlights and prominent individuals. Gala Chair Victor Cabral, Vice President of International Policy at Verizon Communications, presented LULAC National President Rick Dovalina with a check for \$250,000.

"At Verizon we recognize the great work that LULAC does on a national level and local level," said Cabral, "and we commend the organization for its unwavering commitment and dedication to the Hispanic community."

The event was presided over by Tony Plana, a veteran actor who currently stars on the Showtime all-Latino series "Resurrection Blvd." Plana discussed the desperate need to achieve equality in the media arts industry and urged the audience to support "Resurrection Blvd."

"The Census just came out with the fact that we are 12.5 percent of the population and



Photo by Luis Nublo Briones

Verizon's Victor Cabral, Vice President of International Policy and the 2001 Gala Chairman, highlights LULAC's award-winning programs and achievements.

we're only represented (in the media) at one percent," said Plana. "It is an insult to our community that we're not included in the landscape of America on television."

El Paso congressman and chair of the Congressional Hispanic Caucus Silvestre Reyes (D-TX) lead the audience in the Pledge of Allegiance. The Air Force Honor Guard provided the presentation of colors and Congresswoman Grace Napolitano (D-CA) gave the invocation.

Ruben Barrales, President Bush's Director of Intergovernmental Affairs, introduced himself to the audience as a new Washingtonian and expressed his eagerness to work with LULAC and others on behalf of the Latino community. He also presented the LULAC Diversity Award to the U.S. Postal Service's Tirso del Junco for his lifelong efforts to increase diversity within the federal government and corporate America.



Photo by Luis Nublo Briones

Ruben Barrales, White House Director of Intergovernmental Affairs, with Illinois State Director Blanca Vargas.

Breaking Down Barriers: John "The Quiet Man" Ruiz Becomes the First Ever Latino Heavyweight Champion

On March 3, 2001, John Ruiz became the first ever Latino heavyweight champion of the world when he defeated legendary fighter Evander "The Real Deal" Holyfield in Las Vegas, NV. His unanimous decision victory avenged a previous loss to Holyfield eight months earlier and gained him the World Boxing Association belt.

Ruiz was born and raised in Massachusetts of Puerto Rican descent. He lived briefly in the town of Sabana Grande, P.R. as a youth and his mother currently resides there.

On May 3, 2001, the champ took some time out of his busy schedule to talk with LULAC Director of Communications Scott Gunderson Rosa.

SGR: What does it feel like to be the first Latino heavyweight champion ever?

JR: It's a great honor, not only just being the heavyweight champion of the world, but being of Latin heritage. It's something that I have always been proud of, calling myself Puerto Rican. It's something because I'm going to be part of boxing history and hopefully with me becoming the first one to win it, it can open the door for other Latinos to move up to the heavyweight division.

SGR: What type of hard work and training went into becoming the heavyweight champion?

JR: Running in the morning, weight training the afternoon and then training at night, it was like a whole day's job. I had to sacrifice because my dream was to become the heavyweight champion and finally it came through.

SGR: At what age did you start boxing?

JR: I actually started when I was seven years old. My step-father brought me up to the gym and I just loved it. I just wanted to keep going with it. By the age of twelve I was boxing all the time.

SGR: When did you realize you could make a career out of boxing?

JR: I used to have big dreams to become a

champion. At the time, when I started out my boxing career at the age of sixteen, I was weighing 178 pounds as a light heavyweight. I just wanted to box and make enough money to support my family.

SGR: Now that you have reached this milestone, what do you see in your future and what is the next step for John Ruiz?

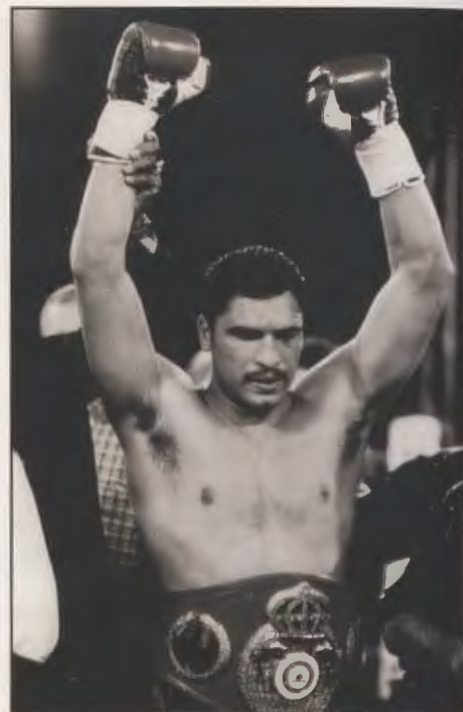
JR: The next step would definitely be to unify the heavyweight title. Right now I'll be fighting Holyfield again in China for the third time. After that fight, if everything goes well, Rahman (the WBC and IBF heavyweight champion) will take on the winner of that fight. Don King is working to see if Rahman will step up to the challenge.

SGR: What are some of the most important issues facing the Latino community as a whole throughout the United States?

JR: Myself personally, it was being raised in, I don't want to say poverty, but not having enough money. My parents had to work every moment they could to support the family. My mother actually raised us and we never saw her because she was always doing what she could to put food on the table. In my boxing career, I always noticed that there weren't too many Latinos in the higher weights, from light heavyweight to heavyweight. I was always one of a few and it seemed like they were always ignoring me. Maybe it was because of stereotypes, being a Latino. So that was something I had to overcome, that Latinos couldn't make it in the heavyweight division.

SGR: Do you think that is reflective of society overall and that the Latino community doesn't get the respect they deserve? We are lacking in political representation and we're not found in corporate boardrooms, what can we do to alleviate some of those problems from your perspective?

JR: It takes time. There hasn't been a Latino to even fight for the heavyweight title since 1972. It all takes times. Just like the situa-



tion with whites and blacks and the racism issues. I hope it doesn't take that long. People need to realize that it doesn't matter who you are or what race you come from, people are people, and you can do anything you want if you put your mind to it.

SGR: What efforts are you involved in within the Latino community as far as charity or anything that you would want people to know about?

JR: I do whatever I can to send the message out to follow your dream. I go to the schools and within the Latino community in my hometown of Chelsea (MA) and spread the message that you can succeed no matter where you live. Latino, white, black, it doesn't matter to me, I want to help everybody. My eyes are color blind and I do whatever I can to help.

SGR: What was it like going to the White House and meeting President Bush?

JR: It was great. It will never happen in my lifetime again. Taking my family to see the White House and the Oval Office was definitely an honor. Especially for my kids.

SGR: What type of conversation did you have with the president?

JR: He was mostly asking about the healing process and how long it takes for my eyes to get better after the match. He was concerned about boxing and he said he was a big Texas Rangers fan.

(continued on page 23)

LULAC Texas Celebrates Second Annual Awards Gala

Event Honors the Late Henry B. González

Texas LULAC held their Second Annual Awards Gala on March 30, 2001 in Austin. Texas Governor Rick Perry provided the keynote speech at the event honoring Texans who have worked hard on behalf of the Latino community in the legislative arena. This year Texas LULAC honored seven individuals.

The most prestigious of all the awards was the Texas LULAC Lifetime Achievement Award, presented to the late Henry B. González. His grandson, Henry B. González III, accepted the award on his behalf.

The long-time congressman from San Antonio was known to be unyielding in his belief that the needs of the people come first. His fame was marked by a 22-hour filibuster against segregation bills in the Texas Senate, as well as his work to repeal the poll tax. He was known as a strong advocate for small businesses, federal housing loans and laws, affordable housing for the poor and improving the banking industry.

Congressman Charlie González (D-TX), son of the late Henry B., offered a few words in his memory. "He would have said about receiving the LULAC Lifetime Achievement Award, 'I am being recognized for what I am supposed to do.' He was a public servant and he always thought he was doing his job. It is gratifying that he is being recognized for his work," he said.

Like all of the award recipients, Henry B. González reflects the ideals upon which LULAC was founded in 1929. In his honor, the Texas LULAC Lifetime Achievement Award was renamed the "Henry B. González Lifetime Achievement Award."

Awards were also presented to Texas Secretary of State Henry Cuellar, Texas State Senators Frank Madla, Jr. and Judith Zaffirini, Texas State Representatives Rene Oliveira and Dora Olivo, and René Lara of the Texas Federation of Teachers.

Cuellar received the Legislative Achievement Award. He served for fourteen years in the Texas House of Representatives before receiving his appointment by Governor Perry to become the state's third Hispanic secretary of state.

"To receive this honor from one of the most respected organizations in the country is truly a milestone in my career," said Cuellar.

"I thank LULAC for this award, but most importantly, for helping Hispanics succeed. They truly have made a difference in the lives of many people."

Senate Legislative Awards went to Sen. Frank Madla, Jr., and Sen. Judith Zaffirini. Madla, Jr. has served Texas for 28 years and is a dedicated advocate for access to health care, quality schools, and a healthy economic climate for Texans. Zaffirini is the first woman ever elected to the Texas Senate. A communications specialist, she focuses her time on health care, child welfare, environmental justice, border issues and education.

House Legislative Awards were given to Rep. Rene Oliveira and Rep. Dora Olivo. Oliveira is past chair of the Mexican American Legislative Caucus and a dedicated advocate for economic development, international trade and environmental protection. Olivo is a former classroom teacher and currently an attorney in a private practice. She is active in the community, working to increase voter participation in the Hispanic community.

René Lara received the Legislative Advocacy Award. A member of the LULAC Education Committee, Lara is a strong supporter of bilingual education and dual language programs, and a proponent of account-



Photo by Luis Nolasco Briones

Henry B. González III accepts the Texas LULAC Lifetime Achievement Award on behalf of his father, Henry B. González. The award was also renamed the "Henry B. González Lifetime Achievement Award."

ability from school districts for educational excellence.

"Truly I am grateful for LULAC's recognition of my efforts on behalf of teachers, school support personnel, and the children they serve," he said. "LULAC has made public education their priority and only by educating our children can we make Texas a truly great state."



Photo by Luis Nolasco Briones

L-R: Texas Secretary of State Henry Cuellar, Texas Governor Rick Perry, and Texas LULAC State Director Roman Palomares. Governor Perry was presented with a proclamation of cooperation in achieving the goals and addressing the needs of Hispanics in Texas.

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Edgewood School District Takes Charge with Help of NEA

In the early 1990's, the town of Edgewood sued the state of Texas for a more equitable statewide funding formula. At that time, nine of the district's 26 schools were labeled low-performing by the Texas Education Agency. After winning their case, Edgewood expanded and enhanced its educational programs, including implementing magnet programs in math, science and fine arts, and advanced placement programs in its high schools. By 1998, none of the schools in Edgewood were labeled low-performing, and three campuses were recognized for exemplary student achievement.

But just as the district achieved progress, the Children's Educational Opportunity Foundation of America (CEO), which has established voucher programs in 40 other cities, came into Edgewood and offered 1,000 "Horizon Scholarships" to selected students in the district. Each scholarship, good for ten years, is worth up to \$4,000 per student to attend area private schools.

"We started the school year in 1998 knowing nothing about the vouchers," said Diana Herrera, president of the Edgewood Classroom Teacher's Association (ECTA). "More than 800 of our kids weren't starting the school year with us because they had received selected 'invitations' to apply for vouchers to go to private schools. The district was looking at losing more than \$4 million in state funding because of students lost to the Horizon program."

That's when the National Education Association (NEA) stepped in. NEA is the nation's largest professional employee organization, representing more than 2.5 million elementary and secondary teachers, higher education faculty, education support personnel, school administrators, retired educators, and students preparing to become teachers.

NEA helped take the lead in working with the district to mobilize and educate Edgewood parents. They also started a letter-writing campaign to legislators and traveled to Austin, the state capital, with more than 100 parents to let the lawmakers know they were against vouchers in Edgewood and throughout the state.



NEA member Karen Rodriguez works with a student. Earlier this year, she helped stop legislation in Texas that would have funneled public tax dollars into private schools.

Memorandum of Understanding Between LULAC and NEA

□ LULAC and NEA will collaborate on planning for major gatherings such as annual meetings, regional conferences, selected state conferences and conventions. Activities resulting from this collaboration may include: conducting education workshops and issue sessions; providing panelists and speakers for workshops; exhibiting and disseminating NEA public education advocacy materials; and networking between key NEA and LULAC leaders and staff.

□ NEA may offer technical assistance and resources through its various public education advocacy programs—devoted to energizing communities in support of children and public education. Areas for assistance and resources could include: information about improving the performance of public education, legislative and policy issue alerts, and school assessment tools.

□ The web sites of NEA and LULAC will be linked to provide direct access to each

other's web site to glean policy and other information.

□ LULAC will participate as a co-sponsor at NEA-coordinated public education advocacy town hall meetings in selected communities. Other potential co-sponsors include ASPIRA, the National Association for the Advancement of Colored People, People for the American Way, and the Urban League.

□ LULAC will establish a cadre of individuals, knowledgeable on the educational needs of Hispanic American students, to be panelists/speakers or conduct workshops, upon request, at NEA or its conferences or meetings.

□ A joint effort will be initiated to encourage and facilitate collaboration between LULAC's state/local chapters and respective NEA state and local affiliates on public education advocacy initiatives.

By initially providing a Public Engagement Project, NEA took the lead in establishing a collaborative relationship with the school district. Together, they developed a common agenda to improve the quality of education for Edgewood students, to put students first in schools and communities, and to secure the future of public education so that all children have an opportunity to thrive and succeed.

"This whole voucher fight has made us stronger as a community," said Herrera, referring to their success in defeating all state-

wide voucher program proposals.

Today, six campuses in Edgewood are recognized by the state of Texas and the district dropout rate continues to decrease.

While the district has lost a substantial amount of money to vouchers, it has not had to consolidate programs. Nearly 50 children, dissatisfied with private schools, have returned to Edgewood schools. "One of the mothers who had taken advantage of vouchers for her two children came into my school with tears in her eyes," said Herrera. "She just kept saying 'It's good to be home.'"

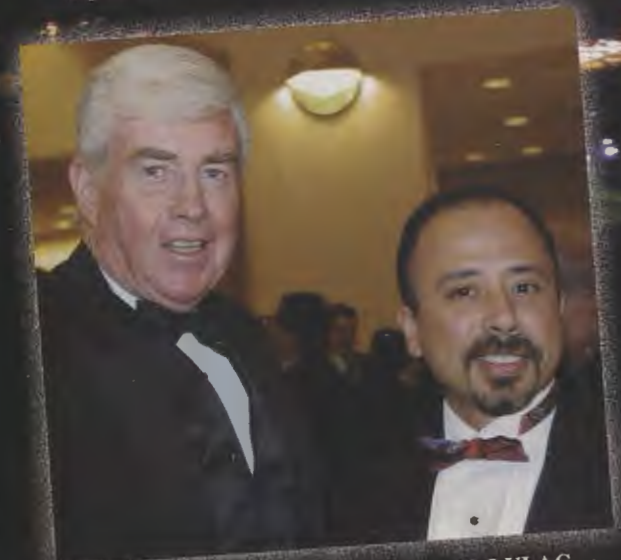
The 4th Annual LULAC National Legislative Awards Gala



Verizon's Victor Cabral presents LULAC National President Rick Dovalina with a check for \$250,000.



Jose Ruano of Miller Brewing Co. with Alma Riojas Esparza, CEO of Mana, A Latina Organization.



Legislative Award Winner Jack Kemp with LULAC Texas Executive Director Dr. Vincent Ramos.



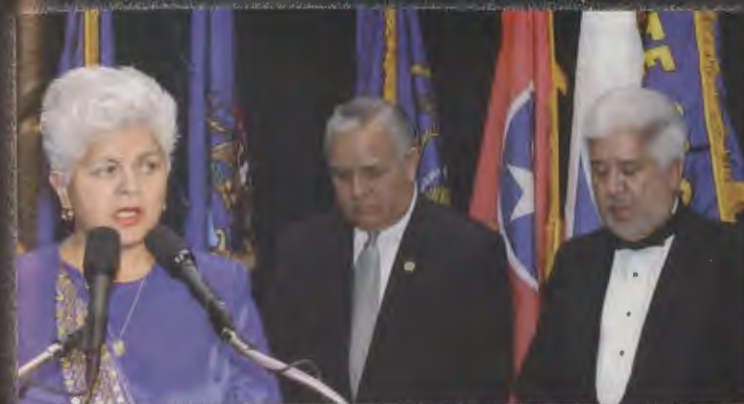
LULAC National Treasurer Hector Flores with New York Senator Hillary Clinton.



Verizon's Victor Cabral with Legislative Award Winner Loretta Sanchez (D-CA) and emcee Tony Plana.



LULAC Chief of Staff Louis Adame, Latrese Gunderson Rosa, Director of Communications Scott Gunderson Rosa, and National Executive Director Brent Wilkes enjoy a moment at the post-Gala reception.



Congresswoman Grace Napolitano (D-CA) provides the evening's invocation.



LULAC Special Events Coordinator Javier Cuevas with Congresswoman Loretta Sanchez (D-CA).



LULAC National President Rick Dovalina, Citizens Educational Foundation's Herb Brown, and Lisa Dovalina at the pre-Gala reception.



Lisa and Rick Dovalina, emcee Tony Plana, LULAC New Jersey State Director Peggy Anastos and former White House Director of Intergovernmental Affairs Mickey Ibarra.



Mayte Ashby of the Federal Aviation Administration, LULAC National Vice President for Women Damaris Sifuentes, and Melisa Morales of Georgetown University.



Rafael Garcia of Philip Morris, Congressman Joe Baca (D-CA) and actor Tony Plana.

The Evening in Pictures

All Photos by Luis Nuño Briones

Member Profile

Air Force Reserve General Jose Portela

José Portela is an Air Force Brigadier General in the Air Force Reserve Command at Robins Air Force Base in Georgia. He works as a Line Check Captain for US Airways and is currently president of LULAC Council 3023 in Dallas, TX.

General Portela also serves as the Local Guidance Committee Chairman for the Air Force Reserve Command Human Resources Development Council. He granted the LULAC News an exclusive interview while traveling to Washington, DC on May 9, 2001.

LN: What motivated you to join the Armed Forces?

GJP: What motivated me to be in the military is very simple, I wanted to be a pilot since I was a little boy and that's why I pursued it. The Air Force was a way to become a pilot, so I joined after going to college and I was fortunate enough to become a pilot.

LN: What made you decide to continue in the military as a career instead of pursuing other interests?

GJP: Actually I'm now in the Air Force Reserve. After four and a half years of active duty, I pursued the reserves at that time. For instance, I was flying an airplane called the Seafire, which was the largest airplane in the world at the time. I was a young man, I was 23, and I had the privilege of flying that airplane. So I decided to pursue an airline career in the civilian world. I currently work for US Airways. The reason why I also pursued the reserve, even though I do it at an economic detriment, is because I'm very grateful to this country. If I had not been trained by the Air Force, I wouldn't have this wonderful job I have on the outside. Now that I'm a General, I have another agenda. I want to let other Hispanics know that they can make it. I made it and I know that the Air Force Reserve and the Air Force welcome them. It makes me proud to serve my country and I'm giving back some of what they gave me, because I would have never had this opportunity if it wasn't for the Air Force.

LN: LULAC has been working with the Air Force for quite some time now, how did you get involved?

GJP: I initiated a council and I did that so that I could get more into the inside of LULAC. In turn, when I did that, I was able to recruit more Hispanics for the reserves and

then we started to go to the national conventions. This will be my third or fourth convention and we take our recruiters and every year we get a little bit bigger. This year we are going to showcase the Air Force Reserve, the active duty Air Force and the Air Force National Guard at what we'll call the LULAC Air Force Base, as part of the exhibition. This is the highest level of participation LULAC has ever had and I think it's great that the Air Force is going to be there. In addition to that, the Air Force Reserve Human Resources Development Council also meets with Women in Aviation once a quarter and we just attended their convention. So we are targeting minority and female groups that are highly underrepresented in the Air Force and our goal is very simple. This is the greatest democracy in the world, we believe in equality; therefore, what we want to do for our country is make sure that the best can rise to the top, that's what it is all about. So that's why I believe we have gotten from zero Hispanic generals in the Air Force Reserve to two generals who are Hispanic.

LN: At last year's convention, you were on the panel regarding opportunities for Hispanics in the Armed Forces. This year we are repeating that panel. Do you see this as becoming a fundamental component of the LULAC conventions in the future?

GJP: Absolutely. My understanding is that it was received well by the LULAC Youth last year and they liked it and they wanted to have it again. It's a privilege for me to talk to the future of our country, which is what young men and women are, regardless of race or ethnicity. It would be foolish not to think of the future, because the young people are the future. One of my most pleasurable things to do in the military is to talk to our youth.

LN: How do we reach out to parts of the Latino community that do not take the initiative and become active in society?

GJP: Listen, as Hispanics we have a problem. We are not united; we are a very divided group, unlike other groups that stick more together and have focused agendas. We need to cut this out. I don't care if you are Mexican American, Cuban American, Colombian or Puerto Rican. You call yourself Hispanic or Latino, whichever way you want it, but the point is that's what you are. Individually, we



lose, united we win and I think that's one of the reasons why we are not properly represented as compared to other minorities, because we are not so united.

LN: How do you see LULAC as an organization trying to unify the Latino community? Can we do it? How are we doing so far? What's your perception?

GJP: The truth is that LULAC is a wonderful organization; it's doing great things for Hispanics and that's why the Air Force Reserve and I chose to work with LULAC. They have a future. My only wish with LULAC is that they need to make it easier for people to join. They need to amend the constitution in my own opinion, so that more people can join different chapters and have one voice, because there are certain restrictions that I have been told go back to way in the past, so they are hard to change. We want to make it as easy as possible for everybody to join. LULAC is here to stay, I think it has done great things in the past and it will continue to do better things in the future. We want to make it now available to all Hispanics and I'm not sure that we as members have made it that easy for everybody to join and it's in our best interests to have as many members as possible.

LN: What would you say throughout your years in the military would be the high point of your career? What was the one moment that stands out for you the most?

GJP: My dad died about 2 years ago. Before he died he was able to fly with me, with my airline and come to Washington with me and my mother. He stayed with me and he was able to see what I did.

Arizona Holds 12th Annual Youth Leadership Conference

On March 14-15, 2001, Arizona LULAC Council 1057 held its 12th Annual Youth Leadership Conference at Pima County Community College's West Campus. The conference drew over 5,700 6-12 grade students from all over Arizona.

This year's theme was "Empowering Our Youth for the New Millennium." LULAC Vice President for the Far West Richard G. Fimbres, founder of the Youth Conference and a Pima College Governing Board Member, directed and facilitated the program.

Several key LULAC members such as Arizona State Director Mary L. Fimbres, Ana Estrada, Teri Martinez, Mary Leonardi, Arlene Lopez, Enrique Gomez, Jade Stokes, Alberto Soto, Annabelle Nunez, Alma Yubeta, Adrian and Natalia Arroyo, Fran Embry-Senechal and Dr. June Webb Vignery played a part in making the event a success.

The purpose of the Youth Conference has always been to motivate students to realize that education is the key to success and that they need to stay in school. Since the conference was first held in 1990, organizers have seen positive results. In the last five years, 100 percent of Upward Bound seniors have graduated and more than 85 percent have enrolled in college.

Among the key speakers at the conference were Alfred Ramirez, Executive Director of the National Community for Latino Leadership, and Brigadier General Billy Cooper, US Army Recruiting Command. They both gave motivational speeches to the students regarding staying in school and staying away from drugs, gangs and smoking. They pointed out the importance of developing educational programs that support Hispanic children.

This year's conference featured Pima County Community College's first Agreement Signing Ceremony. Brigadier General Billy Cooper and Chancellor Robert D. Jensen made a commitment to continue supporting community efforts to assist minority students who wish to attend college.

The U.S. Army Parachute team "Golden Knights" gave a demonstration during the conference. The mayors of Tucson, South Tucson and the Pima County Board of Supervisors proclaimed the week as Youth Leadership Week in honor of the event.

The conference wrapped up with its Annual Educators Banquet. The Banquet is where Council 1057 raises their funds to support Pima College's Hispanic Student Endowment Fund, Roskrue's Young Readers Program, LNEC's Scholarship Program, the Manny Alvarado Scholarship Fund, Sunnyside Neighborhood Association's All-American Awards Dinner, Miracle's Basketball Team Sponsorship, FBI Community Service Award Luncheon and their annual Food Basket and Christmas Party Programs.

A key ingredient to the success of



Brigadier General Billy Cooper receives an award from Pima County Community College Chancellor Dr. Bob Jensen.

LULAC programs in Arizona has been the significant support of the business community. Special thanks for this year's conference goes to Clarence W. Dupnik, Sheriff of Pima County; Richard Miranda, Tucson Police Chief; Barbara LaWall, Pima County Attorney; Diane Bissell, Raytheon Missile Systems; Major Kate Johnson, US Army Recruiting Command; George Steele, Marshal Foundation; Patrick Yalung, Wells Fargo Bank; Mort Grayam, Walgreens; Ned Norris, Desert Diamond Casino; Tracy Smalling, Pizza Hut of Arizona; Mary Dunkel, Pepsi Cola; Shirley Villegas and Dan Eckstrom, South Tucson's Weed and Seed Program; Michael Chihak, Tucson Citizen; Gannett Communities Fund; and Dr. Bob Jensen and Dr. Craig Washington from Pima County Community College. Without their help and support, this year's conference would not have been a success.



Alfred Ramirez, Executive Director of the National Community for Latino Leadership, addresses a capacity crowd at the Youth Leadership Conference.



LULAC member Ana Estrada, National Vice President for Far West Richard Fimbres and Arizona State Secretary Mary Leonardi were all instrumental in the success of the 12th Youth Conference.



Texas Holds Symposium on Redistricting

LULAC, along with MALDEF, NALEO, and the William C. Velázquez Institute, held a Redistricting Symposium on February 17, 2001 in Austin, TX. The event focused on providing resources to Latino communities throughout Texas in order to support the creation of fair districts.

"We know that we need to have the new districts drawn up fairly so that Latino representation is maximized for the next decade," said LULAC National President Rick Dovalina. "I'm proud that LULAC is participating with a group of distinguished organizations to achieve that goal."

The event highlighted the new partnership between the sponsoring organizations and featured workshops that addressed the following: legal and technical aspects of reapportionment and redistricting; technical training on the use of redistricting computer software; census, voting and socioeconomic databases for use in drawing districts; network publication and websites; advocacy training and initiatives; and litigation support and analysis.

"Latinas in Action" Women's Conference Held in San Antonio

LULAC National Vice President for Women Rosa Rosales conducted the 2001 "Latinas in Action" Women's Conference in San Antonio, TX on March 23-24, 2001. The event was held downtown on the campus of the University of Texas-San Antonio with the kickoff reception at Sea World San Antonio.

The conference was divided into four seminars, with each focusing on a different topic important to Latinas. The first seminar discussed access to education and the importance of getting a college education. It also brought up various points regarding why many Latinas do not attend college, including beliefs that money is not available, that their grade point average is not high enough, and lack of role models.

Developing the next generation of Latina leaders was the topic of the second seminar, which led into the luncheon at the Radisson Hotel. Local Univision Anchor Jackeline Cacho served as the emcee, while



Speakers at the Redistricting Symposium included Antonio Gonzalez, President of the William C. Velázquez Institute; Al Kauffman, Regional Counsel, MALDEF; Roman Palomares, Texas State Director; and Hector DeLeón, Regional Director, NALEO.



North Texas LULAC leaders at the Redistricting Symposium. L-R Standing: Texas State Rep. Domingo Garcia; Dr. Ed Rincon; M. Rincon; Council 100 President Joe Campos; District 3 Director Adrian Rodriguez; LULAC National Treasurer Hector Flores; and Texas State Director Roman Palomares. Local LULAC members are seated.

Texas State Senator Leticia Van de Putte provided the keynote address. She discussed how important it is for young Latinas to have positive influences and said that setting goals is a must if you want to succeed.

The afternoon seminars started with a discussion of Latinas in the workforce. Key points included dressing for success, having a great attitude, marketing yourself, and networking. The important topic of quality childcare was also mentioned.

The final workshop of the day addressed the many health challenges facing the Latina community. Panelists urged participants to always address their health problems in a timely manner and not allow minor situations to become major, thus preventing you from working and completing other important daily functions. Diabetes among Latinos and teenage pregnancy were other health issues discussed in the workshop.



News From Around the League



South Bay Latino Chamber of Commerce Makes History

The South Bay Latino Chamber of Commerce, established by LULAC members, made history this past February when they signed a Memorandum of Understanding with the Small Business Administration (SBA). The agreement calls for the SBA to help provide long overdue resources to the Latino business community in the South Bay region of Los Angeles.

The Chamber of Commerce was created by Candy Saenz, California District 7 Director and members of the LULAC Lennox Council. "We saw a need to fill a void and address the underrepresentation and lack of resources that Latino businesses had in our area," said Saenz.

The signing of the memorandum was followed by a banquet that was attended by over 150 local community leaders. Congressman Xavier Becerra presented a certificate from the House of Representatives and discussed the possibility of international trade for local business owners.

SBA's Los Angeles Regional Director Alberto Alvarado also spoke along with LULAC National Treasurer Hector Flores. The event was presided over by KTLA's sports anchor Claudia Trejos.

South Bay Dinner Event

Right: Executive Director and Founder of the South Bay Latino Chamber of Commerce Candy Saenz (left) presents U.S. Small Business Administration Los Angeles Regional Director Alberto Alvarado with an award.

Middle: Long Beach LULAC member Cheryl Jurgensen, South Bay Latino Chamber of Commerce Legislative Affairs Director Trini Jimenez, and Long Beach Council President Anna Gallegos-Brannon enjoy a moment together.

Bottom: Alberto Alvarado, LULAC National Treasurer Hector Flores, KTLA Sport Anchor Claudia Trejos, and Candy Saenz.



LULAC National Treasurer Hector Flores at the Zapatista Rally in Mexico's Zocalo. The EZLN is seeking civil rights for Mexico's Indian population.

AIDS in the Barrio

By Gabriela D. Lemus, Ph.D, Director of Policy and Legislation

HIV has disproportionately impacted Latinos since the beginning of the AIDS crisis in the early 1980s. Sadly, close to twenty percent of current new AIDS cases occur in the Latino population, despite the fact that Latinos represent only 12.5 percent of the overall population.

As such, to help address this problem in the Latino community, LULAC is co-chairing the Hispanic Track of Advance SAFE Alliance of the XAIDS Act NOW! Partnership Council. This alliance is charged to mobilize leaders from voluntary, civil rights, corporate and philanthropic institutions to advance community support of early testing, improved access to prevention and healthcare in our communities.

The XAIDS Act NOW! Partnership Council was convened by the Centers for Disease Control (CDC) and influential public and private sector leaders to mobilize and encourage sectors traditionally not associated with HIV and AIDS to participate in the fight against this epidemic.

LULAC along with other national organizations that serve the Hispanic community in the U.S. such as NALEO, the National Latina Health Network and many others, will work together to mobilize Latino leadership in our communities to fight HIV and AIDS.

In the 1980s, the U.S. HIV epidemic was no longer one that primarily impacted white gay men. In 2000, we witnessed an expansion to a more diverse population than ever before. Although African Americans face the greatest HIV and AIDS infection rate – accounting for 55 percent of new infections – Latinos are increasingly being impacted as well. In 1999, Latinos contracted approximately 20 percent of all new HIV infections. Latinos in the Northeast, Puerto Rico, and Florida have been most impacted and are at greatest risk of infection.

In late 1997, HIV was the leading cause of death among Latinos in the United States but was no longer in the top ten causes of death nationally or for whites overall. Due to this disproportionate impact, the Henry J. Kaiser Family Foundation administered a survey to gain an understanding of how the Latino community perceived the HIV/AIDS phenomenon.

The survey discovered that

there was a set of important issues that made addressing HIV/AIDS among Latinos particularly challenging, primarily the breadth of diversity within Latino communities. A direct correlation was established between the many points of origin from which Latinos come from and the attitudes, knowledge, and risk behavior they demonstrated.

These unique patterns create challenges in the creation of HIV prevention services, which must be finely tailored to each culture to be most effective. The CDC has been extremely conscious in how it supports communities to enable them to deliver STD prevention information and treatment programs, to reduce the vulnerability to HIV infection.

Current Profile of New AIDS Cases

Like men overall, Latino men are most likely to be infected through sex with other men (36 percent in 1998). In comparison to white men, injection drug use accounts for a greater proportion of new cases among Latino men, particularly in the Puerto Rican subgroup located in the Northeast and Chicago area (11 percent compared to 29 percent).

In comparison, Latinas are more likely to be infected through heterosexual contact than white women (44 percent compared to 38 percent in 1998). Injection drug use accounts for approximately 28 percent of AIDS cases among Latinas, in comparison to 35 percent for white women.

The impact of HIV/AIDS on the Latino population varies by region and by their place of birth. According to the CDC, of reported cases of AIDS in 1998, 56 percent were among Latinos born in the United States, including 27 percent of Latinos born in Puerto Rico. One in ten were among those born in Mexico, 7 percent were born in Central and South America, and 2 percent among those

born in Cuba. Twenty-two percent were among whose point of origin was unknown. In a study published by the American Journal of Public Health (1999), most Latinos living with HIV in the United States were infected in this country.

Latinos of Puerto Rican origin were most likely to have been infected through injection drug use, while Latinos originating in Mexico, Central and South America, and Cuba were more likely to have been infected through sex with other men.

Attitudes, Knowledge, and Information Needs

The Kaiser Family Foundation study reported that Latinos clearly see the impact of AIDS on the nation and in local communities. Half of the surveys were administered in English, and half were administered in Spanish. Of those surveyed, nine in ten Latinos said that AIDS is a major threat to public health in the United States. In effect, one in two surveyed said that it was the most urgent health problem in the country today in comparison to a few years ago.

One particularly interesting outcome of the survey was that there appeared to be a correlation between language and attitude. Latinos surveyed in Spanish tended to express a greater sense of urgency about AIDS. Kaiser discovered that those Latinos interviewed in Spanish were more likely to say that the country was losing ground in the battle against the disease, in comparison to English speakers. Part of the problem might be that access to information and prevention initiatives is limited to English materials.

Overall, Latinos are concerned that their children might become infected and have expressed that they would like to see greater access to information educating them about the disease and how to prevent it.

LULAC has taken a positive step in preventing the transmission of HIV/AIDS by providing its leadership and direction to serve as a partner in the XAIDS Act NOW! National

Partnership Council, an initiative to mobilize Hispanic community leaders to advance support of early testing, and address improved access and linkages to appropriate prevention services and healthcare issues at the local, state, and national levels.

For more info on the XAIDS Act Now Partnership, contact Evelyn Rodriguez at HMA Associates (202-342-0676).



A Partnership to Fight the Epidemic

Pay Equity Tops Priority List for Hispanics

LULAC Recently Elected to Serve on Board of Pay Equity Group

In a recent poll conducted by *Lifetime Television* and the Center for Policy Alternatives, working women ranked equal pay as a top priority for Congress in 2001. Ninety-one percent (91%) of Latinas said equal pay and benefits for women should be one of the top policy priorities in the United States.

Perhaps that is because wage discrimination affects Hispanic women and men more than any other category of Americans. In fact, the issue is so compelling that the National Hispanic Leadership Agenda recommended further action on pay equity issues in its Public Policy Agenda for 2000.

Achieving fair pay for Hispanics continues to be a struggle for America. The problem is complex. Sometimes, Latinos don't receive equal pay for doing the same job as their white non-Hispanic counterparts, or they are denied the opportunity to earn more. On a broader level, because socialization in America is not free from sex or race bias, we

continue to wrestle with stereotypes about women and people of color – including stereotypes about what kind of work is appropriate for women and the importance of their jobs.

While earnings statistics don't tell the whole story, they are an important indicator of the progress we have made in wage parity and in economic opportunity. Overall in 1999, the median annual earnings of year-round, full-time working Hispanic women were only 52% of white men's earnings. The ratio for Hispanic men was 62%. The wage gap translates into a lack of economic purchasing power that leaves the Hispanic population particularly vulnerable to substandard living conditions, lower educational outcomes and diminished health status.

Everyone has a role to play in achieving economic justice for all Americans. LULAC recently was elected to serve on the Board of Directors of the National Commit-

tee on Pay Equity (NCPE), a coalition of 80 organizations dedicated to achieving fair pay for all Americans. NCPE and LULAC are committed to helping legislators, policy makers, employers and individuals understand how they each can play a role in ending wage discrimination. For example, employers can look at their payrolls through the gender and race lens and eliminate any bias. Legislators can strengthen existing fair pay laws, adequately fund enforcement agencies, and protect affirmative action. Policy makers can develop initiatives that ensure equal footing when it comes to education, hiring practices, childcare and more. Individuals, too, can hone their negotiating skills and research competitive rates of pay for their position and industry.

In the meantime, LULAC members can urge their federal and state representatives to support legislation that addresses wage inequities. The Fair Pay Act (S. 684/H.R. 1362) and the Paycheck Fairness Act (S. 77/H.R. 781) have been introduced in Congress, and fair pay legislation has been introduced in 34 states.

Working together, we can ensure that all Americans get the respect that comes with a fair paycheck.

Trip to Mexico Awaits Winners of Children's Art Contest Sponsored by Verizon, Mexican Government

Children to be Selected for October Trip to Mexico City

Dallas - Young artists will compete for a trip to Mexico City in the third annual "Este es mi Mexico" art contest sponsored by Verizon and the Mexican government. Elementary-school children are invited to create their vision of Mexico.

"Verizon is helping us celebrate the beauty and wonder that is Mexico with the help of American school children," said Angela Ruiz of the Mexican Secretary of Foreign Affairs office.

"Seeing Mexico through a child's eyes always offers a fresh and interesting perspective. We look forward to hosting the winners in October and showing them Mexico City, the pyramids, museums and Chapultepec Park with Maximilian's Palace."

Verizon is promoting the contest at 45 Verizon PhoneMarts® in Texas and California and through its Spanish-language maga-

zine, *La Voz de la Plaza*. *La Voz* is distributed by Verizon Select Services, a subsidiary of Verizon Communications Inc.

Art contest entries are being accepted at the 42 U.S. Mexican Consulates around the country through May 31. Fourteen winners will be announced July 31.

They will be awarded a full five-day, four-night trip to Mexico along with a parent or guardian. The young artists will meet Mexican President Vicente Fox and be introduced at a press conference in Mexico City.

"Verizon hopes to forge a close relationship with our neighbor to the south and Americans of Mexican descent through the art contest sponsorship," said Ed Miller, Verizon Director of Long-distance Diversity Marketing.

"We've been overwhelmed each year by requests from the Hispanic community for the calendars. Verizon is proud to help promote

the contest and the children's artwork through our PhoneMarts."

Winning entries from last year's contest included the native beauty of its landscape and people. The winning works are showcased in a 2001 calendar that hangs in the 42 U.S. Mexican Consulates and in many Verizon PhoneMarts, for new long-distance customers.

More than 8,000 children entered the contest last year.

Verizon Communications (NYSE:VZ) is one of the world's leading providers of communications services. Verizon companies are the largest providers of wireline and wireless communications in the United States, with nearly 109 million access line equivalents and more than 27.5 million wireless customers. Verizon is also the largest directory publisher in the world. A Fortune 10 company with approximately 260,000 employees and more than \$65 billion in annual revenues, Verizon's global presence extends to 40 countries in the Americas, Europe, Asia and the Pacific. For more information on Verizon, visit www.verizon.com

2001 LULAC National Convention Workshop Descriptions

The LULAC National Convention is fast approaching. In order to help you prepare for the convention, we have provided a description of all of the seminars that will take place during the LULAC portion of the week, Wednesday June 6—Friday June 8, 2001 in Phoenix, AZ.

Death in the Desert: Immigration and Public Safety on the U.S.-Mexico Border

The increased emphasis on enforcement of the U.S.-Mexico border since 1995, when Operation Guardian and Operation Gatekeeper began, has contributed directly to hundreds of immigrant deaths each year. U.S. border policy has forced undocumented immigrants to cross into the United States through very dangerous territories. Approximately 230 Mexican immigrants died crossing the border in 1999, while a total of almost 500 have perished since 1995. Likewise, border violence has also increased as anti-immigrant vigilantes take the law into their own hands. This panel will examine U.S. border policy, its implications for the border region, and the efforts of the Mexican and U.S. governments to address these problems.

Increasing Latino Access to Capital on the U.S.-Mexico Border: Infrastructure and Economic Development

The population along the border grew exponentially since the last census and border counties and municipalities now have some 10.6 million residents. With the implementation of the North American Free Trade Agreement (NAFTA), there has been a major increase in bilateral trade, most of which is carried along the border by trucks. Yet, the poorest region of the United States is along the border with Mexico. Economically, the border region continues to decline relative to the overall border-states and residents are not benefiting from a fair distribution of wealth.



Minimum wages are eight to ten times higher and municipal budgets are up to 50 times higher in the United States. This seminar will examine the needs of Latino stakeholders along the border, and assess what it takes to create a sustainable and responsible border economy and infrastructure that provides all residents a satisfactory quality of life through enhanced employment, education, and business opportunities.

Health and Environment: Creating a Sustainable Future for the Border Region

Currently, the border environment is at risk. The situation will deteriorate significantly in the future if population and economic growth continue at present rates without significant changes in regional development. By 2020, business as usual will bring:

- Greater traffic congestion
- Poorer air quality and attendant human health effects
- Water shortages
- Increasing numbers of endangered and threatened habitats and species
- Hazardous and solid waste disposal crises
- Sewage infrastructure shortfall
- Contaminated beaches and oceans

This seminar will seek bilateral solutions to bi-national problems with increasing transboundary effects. Today, border communities face significant environmental problems related to rapid population growth and the lack of public financial resources to meet expanding infrastructure needs. The

combination of economic, population, and urban growth have consumed significant amounts of natural resources causing serious pollution of water, soil, and air resources, as well as related health consequences.

Fighting the Epidemic: Drug Abuse and HIV/AIDS in the Barrio

HIV has disproportionately impacted Latinos since the beginning of the AIDS crisis in the early 1980s. Close to twenty percent of current new AIDS cases occur in the Latino population, despite that Latinos represent only 13 percent of the overall population. We are also witnessing an increase in substance abuse that is contributing to the HIV/AIDS problem. This seminar seeks to create awareness about these difficult and sensitive topics while searching for ways to reduce AIDS transmission and reduce drug abuse in the Latino community.

Maintaining Culture, Tradition, and Language in 21st Century U.S.A.

As we enter this new century, we are witnessing the largest influx of immigrants into the United States since the early 20th century. Many tensions have arisen as new population groups and native groups are encountering renewed backlashes on their civil rights. Language has been a particularly sensitive issue as it so often embodies elements of nationalism. The recent legislation passed in Arizona banning bilingual education attests to this phenomenon. The question becomes, how do we maintain our culture, tra-

ditions, and language as we integrate into American society?

FAQs and Answers on Immigration Processing

This workshop will be sponsored by the Immigration Naturalization Services, Community Relations Program. Its purpose is to help LULAC council members be better immigration advocates. The workshop will cover recent immigration legislation - the LIFE Act - passed in December 2000. The INS will provide background information on the new visas created by the LIFE Act, and provide information on the options available to immigrants for regularizing their documentation.

Smart Money Management: Expert Advice on Purchasing and Investing

Hispanic leaders have increasingly focused on financial empowerment as the next step in the struggle for equality. In this panel, financial experts will outline a basic course in money management including investing, using credit wisely, and making sound purchasing decisions. Topics to be covered include everything from buying a home or a car to investing in the stock market. Participants will be provided with a curriculum that can be used to encourage their communities to use money wisely.

Latinos and the Civil Rights Movement in Historical Perspective

Panel participants will discuss various aspects of the fight for civil rights by U.S. Hispanics, from the past to the present. They will examine the history of the GI Forum, the 1960s civil rights struggle, and specifically the role of Mexican-Americans.

Hispanic Workforce: Underrepresentation, Accountability, and Corporate Responsibility

Currently, the Hispanic population numbers close to 40 million. The Hispanic community is by far the fastest-growing consumer segment in the United States. Estimated Hispanic purchasing power for 2001 is approximately \$560 billion. Responsible corporations, according to HACR's mission statement, "endeavor to include Hispanics in employment, procurement, philanthropy, and corporate governance." As Corporate America sets out to recruit a multicultural workforce, Latinos need to ensure that they are supporting diversity. This seminar will examine the

challenges to and rewards of a fully engaged Hispanic corporate workforce, as well as the role and power of Hispanic consumers in holding Corporate America accountable to the community.

Grassroots Political Organizing: Census Results, Redistricting, and Leadership Development

The Census results released this year demonstrate an enormous increase in the Latino population across the country. This demographic growth carries with it the implications for political empowerment and economic development. Redistricting has become one of the foremost issues on the new civil rights agenda and carries implications related to representation across the country. More Latinos are needed to run for office. This seminar brings together experts on the census and civil rights leaders fighting for fair redistricting efforts, as well as leadership development specialists to discuss the political future of Latinos in the 21st century.

The Next Generation of Media and Entertainment

This plenary session will review the programming practices of major media companies and assess the impact this programming has on the Latino population and the general public's perception of Latinos. Media CEO's, programming executives, Latino media experts and celebrities will review Latino representation and portrayal in the media industry. Panelists will then work with the audience to develop a set of strategies that will increase the representation of Latinos in the media and improve their portrayal.

Education Crisis: Sí Se Puede

It is estimated that one in three Hispanics drop out of high school—2.5 times the rate for blacks and 3.5 times the rate for non-Hispanic whites. Yet, by the year 2030, Latinos will account for 25 percent of the total school population and by the year 2006, there will be a shortage of 3.3 million workers with college-level skills in growth areas such as management, health-care, and other professional areas. What types of innovative community-based programs are in place to counteract the devastating Hispanic dropout rate? What types of partnerships have been built and should be built to intervene before it is too late? What can LULAC members do through their councils to have an impact?

How do we get parents more involved in their children's academic life to ensure positive achievement?

Women's Rights: The New Age of Latina Empowerment

As the 20th century came to a close, it became obvious that Latinas were increasingly at the forefront of the success stories. Yet, they have had to overcome much, including problems like domestic violence. Latinas have the dubious distinction of having the largest dropout rate in the nation. This seminar examines how Latinas have overcome these barriers and created inroads for themselves and for those young Latinas who are following in their footsteps. We will examine methods of empowerment and leadership development focusing on the unique issues Latinas face in terms of gender and ethnicity.

(continued from page 10)



SGR: What was it like going back to Sabana Grande in Puerto Rico and how do you feel about comments made that you aren't Puerto Rican enough because you were born and raised mostly in the U.S.?

JR: It was a great feeling going back. Old memories came up of playing in the streets there and in the park. Every time I go there it's like going home and I never want to leave.

But being Puerto Rican is in your blood and in your heart. All my life I've always felt that I'm Puerto Rican and I love my Puerto Rican flag. It hurt for me to hear somebody say I wasn't Puerto Rican enough and it shocked me a little bit.

SGR: Any last words for LULAC members around the country?

JR: We always support ourselves, that's the good part. I want to say to all Latinos "thank you," that I appreciate the support. They know how hard it is to come from the streets and the projects. It has been great and with all the negatives and people who said I couldn't accomplish anything, the support has really meant a lot to me.

2001 LULAC Convention Rules

2001 LULAC National Convention

Richard Fimbres, Convention Rules Chairperson

These 2001 Convention rules were approved by the National Board of Directors during its February meeting.

1. Only delegates, or alternates replacing a delegate, wearing their certified badges, will be allowed in the voting section. All other persons shall be seated in an observation area designated by the Credentials Committee. The only exception to this rule shall be to accommodate a physically challenged delegate or alternate who desires to be seated in a special area.
2. A member in good standing has the right to ask that non-members be removed from the election area. This shall include the news media.
3. An Election Judge shall be appointed by the National President to conduct the elections.
4. The Election Judge shall appoint a Time Keeper and three Official Counters for all elections.
5. Elections shall be by roll call standup vote. The head of each delegation shall announce his/her council's vote and the Election Judge shall repeat the vote to the floor.
6. No delegate or alternate may have more than one vote in any one election.
7. Voting in absentia shall not be allowed.
8. A candidate not previously announced, as per the LULAC National Constitution, may run from the floor provided that a written certification endorsement by the total accredited delegations of a minimum of five councils, including the candidate's home council, is made to the Election Judge prior to the time of nominations for the office in question.
9. Each candidate has the right to appoint one counter. However, the only official count for any election shall be that recorded by the three Official Counters.
10. Each candidate shall have five minutes for speeches which shall follow the closure of nominations for the office in question.
11. In elections in which more than two candidates are involved, and no one receives 50 percent plus 1 majority of the certified votes, the two candidates receiving the highest number of votes shall immediately go into a runoff. No speeches shall be allowed in runoff elections.
12. Challenges to any election must be issued to the National Legal Advisor immediately after the outcome is announced and before another election has begun. It shall take, as per Robert's Rules of Order (revised), a two-thirds vote to overturn any ruling made by the National Legal Advisor.
13. The order of elections shall be,
 - National President
 - Southwest Vice President
 - Southeast Vice President
 - Northeast Vice President
 - Farwest Vice President
 - Midwest Vice President
 - Vice President for the Elderly
 - Vice President for Women
 - Vice President for Young Adults
 - Vice President for Youth
 - Treasurer
 - 2004 Convention Site
14. The presentation of Constitutional Amendments from the floor shall not be allowed. Discussion on Constitutional Amendments shall be limited to ten minutes for each amendment with three speakers for and three speakers against.
15. All resolutions must be in written form and submitted by a local council in good standing. The Resolutions Committee shall read the resolved portion of each resolution and make its recommendation to the assembly. Discussion on each resolution shall be limited to ten minutes with two speakers for and two speakers against. A speaker must announce if he/she is speaking in favor of or against the resolution in question.
16. Resolutions from the floor shall be accepted. The resolution from the floor must be in written form and signed by the total delegation of the offering council. The written resolution from the floor must be presented to the Resolutions Committee. The Resolution Committee shall read the resolution in its entirety and call for a vote. The same time limit, number of speakers, and announcement as in rule 15 shall apply to this rule.
17. Any issue not covered by these Convention Rules will be determined by the proper provisions within the LULAC National Constitution, By-Laws and Protocol, and Robert's Rules of Order (revised) in that order.
18. These adopted 2001 Convention Rules may be changed by a two-thirds vote of the assembly.

LULAC National Awards

LULAC within its membership will bestow seven national awards presented during the Presidential Banquet at the LULAC Convention. These awards are the highest honor bestowed by LULAC and are given to those individuals whose achievements and community service most exemplify the ideals of the League. The recipients of these prestigious awards are selected by an awards committee which is appointed by the national president. The awards committee reviews the nominations of LULAC Councils and selects the recipients based upon established criteria.

The Awards

The following awards have been established by the awards committee and will be presented at the convention:

- Man of the Year
- Woman of the Year
- Council of the Year
- Raymond Telles Award for Education
- Felix Tijerina Award for Service to the League
- Aztec Award for Civil Rights
- J.C. Martinez Award for Membership and Expansion
- Cesar Chavez Award for Leadership and Community Service
- Dr. Anita Del Rio Award for Latina Leadership and Women's Advocacy

Criteria for Council of the Year Award

1. Council must be chartered and in good standing in the League.
2. Council must have been awarded Council of the Year at the District and State levels.
3. Council must have sponsored a LULAC Youth Council in the past year.
4. Council will receive special consideration for participation in the LNEsc scholarship program.
5. Council must have participated in humanitarian and civic causes that have made an impact on LULAC and the community.
6. Council must have proof of all LULAC and community-related awards and recognition it claims, i.e., newspaper clippings, scrapbook, award letters, etc.
7. Council must have letters from its District and State Directors certifying that it was selected at the respective conventions.
8. The period of consideration for Council of the Year shall be one year prior to the National Convention. Achievements and activities prior to the period for which the nomination is made will not be considered.

Criteria for Man of the Year Award

1. Nominee must be a member of a chartered LULAC Council in good standing in the League.
2. Nominee must be in good standing in the League.

3. Nominee must have been selected as Man of the Year at the Council, District, and State levels.
4. Nominee must have contributed talent, skills, and time to the betterment of LULAC and the community.
5. Nominee must provide proof of involvement in LULAC and the community, including newspaper clippings, award letters, etc.
6. Nominee must have letters from his Council President, District, and State Directors, certifying that he was selected at their respective conventions.
7. The period of consideration for Man of the Year shall be one year prior to the National Convention. Achievements and activities prior to the period for which the nomination is made will not be considered.

Criteria for Woman of the Year Award

1. Nominee must be a member of a chartered LULAC Council in good standing in the League.
2. Nominee must be in good standing in the League.
3. Nominee must have been selected as Woman of the Year at the Council, District, and State levels.
4. Nominee must have contributed talents, skills and time to the betterment of LULAC and the community.
5. Nominee must provide proof of involvement in LULAC and the community and include newspaper clippings, scrapbook, award letters, etc.
6. Nominee must have letters from her Council President, District and State Directors certifying that she was selected at their respective conventions.
7. The period of consideration for Woman of the Year shall be one year prior to the National Convention. Achievements and activities prior to the period for which the nomination is made will not be considered.

Criteria for LULAC Special Awards

- Membership
 - Loyalty
 - Service
 - Achievements
 - Awards
 - Contributions
 - Leadership
 - Recognition
 - Actions
 - Projects
 - Accomplishments
 - Volunteerism
1. Any LULAC member in good standing is eligible to be nominated for a LULAC Special Award.
 2. Any member of LULAC can nominate a LULAC member for a LULAC Special Award.
 3. Nomination and questionnaire forms must be submitted to the LULAC National Office prior to the National Convention.

LULAC National Youth Awards

The following point system has been developed to assist in the evaluation of each nomination in the following categories:

YOUNG MAN AND WOMAN OF THE YEAR

- 0-10 points A. LULAC offices held during the year at the Council, District, State, or National levels.
- 0-10 points B. LULAC awards and/or recognition received during the year.
- 0-10 points C. Attendance at LULAC meetings and special events/programs.
- 0-10 points D. Attendance and participation at District, State and National Youth Conventions.
- 0-10 points E. Community volunteerism and recognition.

COUNCIL OF THE YEAR

- 0-10 points (1) Attendance and participation at Youth Conventions, including District, State, and National levels.
- 0-10 points (2) Hosting District, State and/or National Youth meetings and conventions.
- 0-10 points (3) Attendance and supporting other Youth Council events, projects and/or programs.
- 0-10 points (4) LULAC Community awards and/or recognition.
- 0-10 points (5) Community projects and/or involvement.
- 1 point for every new member (6) New membership enrollment.
- 1 point for every new member (7) Scholarships awarded.
- 5 points for every office held outside of the council

ADVISOR OF THE YEAR

- 0-10 points A. Contributions to the Youth Council
- 0-10 points B. Assistance in the Youth Council's community involvement.
- 0-10 points C. Guidance in starting new projects.
- 0-10 points D. Assistance in membership recruitment and expansion.
- 0-10 points E. Assistance in youth projects on the District, State, and National levels.
- 0-10 points F. Other youth related positions (elected or appointed) on the District, State or National level.

NATIONAL LULAC SWEETHEART & MR. LULAC

Each candidate must meet all of the standard requirements. In addition, a personal resume must be submitted and each candidate must be prepared to undergo a panel interview. The panel will be comprised of 5 judges who will then select the National LULAC Sweetheart and Mr. LULAC winners.

2001 SCRAPBOOK COMPETITION

Any Youth Council participating in the National Convention may submit a scrapbook of their activities during the past year for competition. Their activities and contributions must exemplify the mission and goals of the League of United Latin American Citizens.

The scrapbook can include newspaper articles, pictures, letters, awards, commendations, all of which demonstrate the activities undertaken by your Youth Council.

Adult advisors (whose councils are not participating) will judge the entries in the categories listed below.

Scrapbook Award Criteria:

Content; Creativity/Originality; Impact/Contribution to the Community;

Number of Activities/Events Undertaken During the Year; and Number of Youth Members Involved in the Activity/Event.

Bring your Council's pictorial history which shows your council in its most positive light. This is the time to brag about your Council's leadership and humanitarian endeavors. Please plan to submit your entries for judging early on Thursday. Awards will be presented during the Youth Banquet on Thursday night. Recognition will be given in the standard 1st, 2nd, and 3rd Place categories.

LULAC Helps Put Up Homes in El Salvador

LULAC, along with the United Salvadoran Communities of Washington, DC, have helped to deliver and construct over 150 new homes to residents of El Salvador who lost their homes in the earthquakes this past January and February. Members of the coalition, comprised of 19 organization, went to El Salvador March 25–April 13, 2001 and put up 50 new homes that had been constructed in Maryland and shipped to El Salvador.

LULAC Virginia State Director Walter Tejada was part of a group that went to Canton Buenos Aires, Usulután, San Agustín and Canton Agua Agria and Canton Tecoluca, Guadalupe, San Vicente.

Over \$215,000 has also been gathered by the LULAC El Salvador Relief Fund, with more money still coming in. To date, the money has been used to purchase another 100 round houses that were put up in four areas through Project Roundhouse. The International Development Initiative and their spokeswoman Elizabeth Dole have helped with the project.

With help from the OAS and Siman, a local department store chain who provided trucks, the houses were delivered from the docks in San Salvador to the needy areas mentioned above.



Above: LULAC Virginia State Director Walter Tejada stands with a lucky young lady in front of her new home in El Salvador.

Below: Workers from the United Salvadoran Communities of Washington, DC construct new homes to replace those that were wiped out by earthquakes earlier this year.



Book Review

BACK IN PRINT: TEJANO HISTORY DESCRIBED FROM A UNIQUE ANGLE

In 1930s Texas, neither Tejanos nor women had much of a voice. But Elena Zamora O'Shea, a descendant of one of the old Spanish land-grant families in South Texas, found an ingenious way to publish her region's history and help Mexican Americans know their proud heritage.

In *El Mesquite*, first published in 1935 and long out of print, O'Shea, a long-time schoolteacher, tells her story from the perspective of an ancient mesquite tree, under whose branches much history had passed. Now, with new introductions by Leticia M. Garza-Falcón and Andrés Tijerina, *El Mesquite* can again inform readers of the way of life that first shaped Texas.

"This book represents an important link in a group of works by Tejanos of the 1930s who wrote a whole body of history and folklore of the nineteenth-century Tejano ranch-

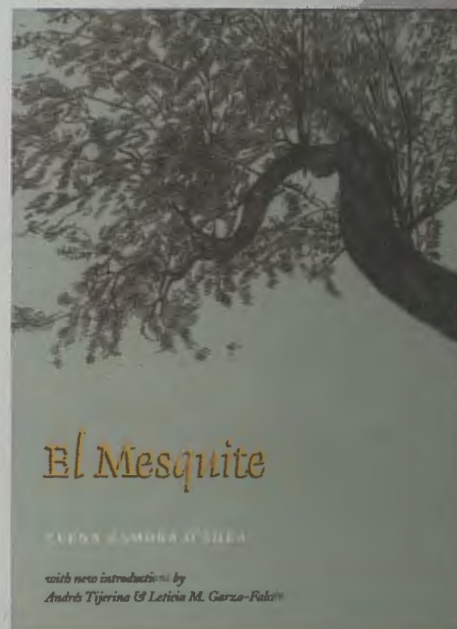
ing frontier," Tijerina writes in his introduction. "In many ways, these writers were limited in the degree of boldness with which they could criticize the dominant Anglo society that they were facing in the 1930s."

Through the voice of the gnarled old tree, O'Shea tells South Texas political and ethnographic history, filled with details of daily life such as songs, local plants and folk medicines, foods and recipes, relationships between the landowners and settlers, and the Tejano ranch vocabulary. In doing so, O'Shea raises issues of culture, discrimination, and prejudice she could not have addressed in her own voice in that day.

José E. Limón of the University of Texas says *Mesquite* "narratively guides us through a considerable amount of Texas history" and calls the book "engaging, lively at moments, serious at others and well-written."

About the author: Elena Zamora O'Shea (1880–1951) was born at Rancho La Noria Cardenena near Peñitas, Hidalgo County, Texas.

El Mesquite is available at stores or di-



rect from Texas A&M University Press (800-826-8911, M-F 8-5 CT; secure online ordering at www.tamu.edu/upress). For more information, contact Wendy Lawrence at 979-458-3982 or wjl@tampress.tamu.edu.

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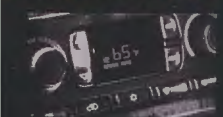
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