

★ Inside: Highlights of the National LULAC Convention from Puerto Rico ★

LULACnews

Fall 2009



**Sonia Sotomayor:
First Latina Supreme Court
Justice is a Reality!**

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A MESSAGE *From the President*



Photo by Luis Nuhia Briones

I want to congratulate all of you for the successful National Convention in Puerto Rico which brought 25,000 participants, making it our largest convention yet. And congratulations to all the winners in our annual national officers' elections. I want to thank everyone who was involved.

This year's convention was an incredible event that energized our membership and the Hispanic community as a whole. The week-long convention marked LULAC's 80 years of service to the Latino community. LULAC was able to share our message of hope to members from throughout the country.

My sincere appreciation goes to our national staff and the volunteers who put in long hours during the past year to make the convention such a success. In addition, I would like to thank our many corporate sponsors. Without their tremendous support we would not have been able to produce such an amazing event. This year's corporate contributions were higher than any other year.

We want to praise President Obama for selecting and the U.S. Senate for confirming Justice Sonia Sotomayor to the Supreme Court. It is a tremendous achievement for the nation to have the first Latina to serve on our highest court.

During the coming year we will continue working on important issues to improve the lives of Latinos. A major goal remains passing immigration reform legislation that is fair and just.

As you read through the pages of LULAC News I hope you are inspired to continue LULAC's legacy of service to the Hispanic community. There are so many opportunities for service and advocacy that there is simply no excuse not to be involved. Whether it means calling your representative in Congress to support the health care bill or immigration reform.

We know we can count on you to recommit yourselves to the core objectives of LULAC. As you know, volunteerism can have a lasting impact on improving the lives of Latinos in this country. I salute all LULAC members, volunteers, and friends who take time out of their busy lives to help LULAC make a difference.

Please remain in contact with us by mail or e-mail throughout the year. We want to help you serve others in your community.

A handwritten signature in black ink that reads "Rosa Rosales".

Rosa Rosales
National LULAC President

Feature Story:

Justice Sonia Sotomayor Makes History As First Hispanic on Supreme Court



Justice Sonia Sotomayor was confirmed on August 6 and sworn in two days later inside the U.S. Supreme Court chambers as the nation's first Hispanic to sit on the high court. She pledged during a brief ceremony to defend the Constitution and uphold the law.

Justice Sotomayor, 55, is only the third woman in the court's 220-year history. She took the second of two oaths of office from Chief Justice John Roberts in an ornate conference room, beneath a portrait of the legendary Chief Justice John Marshall. Her left hand resting on a Bible held by her mother, Celina, Sotomayor pledged to "do equal right to the poor and to the rich." Minutes earlier, she took an oath in a private ceremony in the room where the justices hold their private conferences. The oath that Sotomayor took in private is prescribed by the Constitution and required of all federal officials. The second oath, taken in front of a television audience, is spelled out in the 220-year-old federal law that established the federal court system.

Sotomayor wore a cream-colored suit and her right ankle, fractured in a fall a couple of weeks after her nomination to the court, was unbandaged. About 60 guests included Justice Anthony Kennedy, White House counsel Greg

Continued on page 4.

Justice Sonia Sotomayor Makes History As First Hispanic on Supreme Court

Continued from page 3.

Cover photo by Rodney Choice, Choice Photography



National LULAC President Rosa Rosales and Supreme Court Justice Sonia Sotomayor.

Craig and other members of the Obama administration who helped prepare her for her Senate confirmation hearings, family and friends.

Photo by Paul Velázquez



Hispanics from around the country watched confirmation hearings via television.

Chief Justice Roberts said Sotomayor could “begin work as associate justice without delay.”

LULAC National President Rosa Rosales and LULAC National Executive Director Brent Wilkes were among those who attended a White House reception Aug. 12 for Justice Sotomayor hosted

by President Obama. Sotomayor has been a federal judge for 17 years. Obama nominated her in May to take the place of Justice David Souter after Souter announced his retirement. The Senate confirmed Sotomayor’s nomination by a vote of 68-31.



Sotomayor with Vice President Biden and President Obama at the White House.

Justice Sotomayor was born in the Bronx of Puerto Rican parents. Her father died when she was nine, and she was raised by her mother. She graduated with an A.B., summa cum laude, from Princeton University in 1976 and received her law degree from Yale Law School in 1979, where she was an editor at the Yale Law Journal. She was an advocate for the hiring of Latino faculty at both schools. She worked as an assistant district attorney in New York for five years before entering private practice in 1984. She played an active role on the boards of directors for the Puerto Rican Legal Defense and Education Fund, the State of New York Mortgage Agency, and the New York City Campaign Finance Board. Sotomayor was nominated to the U.S. District Court for the Southern District of New York by President George H. W. Bush in 1991, and her nomination was confirmed in 1992.

Sotomayor has ruled on several high-profile cases. In 1995, she issued a preliminary injunction against the Major League Baseball Commission which ended the 1994 baseball strike. On the Second Circuit, Sotomayor heard appeals in more than 3,000 cases and has written approximately 380 opinions. She has experience as a federal prosecutor and has over 17 years on the bench. Sotomayor has taught at the New York University School of Law and Columbia Law School.



Bettie Baca, Justice Sonia Sotomayor, Chief Justice John Roberts and Alex Rodriguez.

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Founded by LULAC and the American G.I. Forum in 1965

80th National Convention

By Josh Truppmann

Thousands of LULAC members from across the country joined a hefty constituency of local LULACers for the organization's 80th National Convention and Exposition in San Juan, Puerto Rico, July 13-18.

More than 25,000 participated in what LULAC National President Rosa Rosales called one of the organization's most exciting and successful gatherings. She was re-elected to a final term as National President at the LULAC General Assembly held at the conclusion of the convention on Saturday.

President Rosales and LULAC National Executive Director Brent Wilkes congratulated Convention co-Chairs Haydee Rivera, LULAC Puerto Rico State Director, and Elsie Valdes, Senior Advisor to the LULAC President, for helping make the convention such success. Many participants expressed their pleasure with the convention hotels, the transportation system, the impressive facilities at the San Juan Convention Center and the hospitality and friendliness of the residents of San Juan.

High-ranking administration officials who traveled to San Juan to participate in the convention included White House Director of Urban Affairs Adolfo Carrion, White House Director of Intergovernmental Affairs Cecilia Muñoz, White House Office of Environmental Quality Nancy Sutley, U.S. Secretary of Labor Hilda Solis, Environmental Protection Agency Administrator Lisa Jackson, Puerto Rico Governor Luis Fortuño, San Juan Mayor Jorge Santini among others.

The media in San Juan gave major coverage to the convention, including extensive live broadcasting of major events by Univision, Telemundo, WAPA Radio and Television and El Nuevo Dia. Much of the coverage was picked up by stateside media.

Notable events included a LULAC 80th Anniversary Celebration at the Puerto Rican Capitolio, a rally to support the confirmation of Judge Sonia Sotomayor to the Supreme Court, and events emphasizing service to the Latino community. Convention participants hear from outstanding speakers at more than 50 policy workshops, 15 banquets, a job fair, a three-day exposition and the annual Federal Training Institute.

Workshops at the convention addressed key topics such as immigration, civil rights, technology in the Latino community, the environment, the economy and healthcare.

One dynamic workshop, "Beyond Status: The Future of Puerto Rico," examined ways for Puerto Rico to move forward regarding political status. Environmental workshops, such as "Global Warming and its Consequence for Latinos," featured experts on green technology. Environmental experts suggested new



and Expo Deemed Major Success in Puerto Rico

ways for Latinos to improve the environment in their communities.

LULAC also held policy workshops on ensuring that Latinos are properly counted in the upcoming 2010 Census. In the past, minority populations have been undercounted. LULAC insists that Latinos must be properly counted to influence public policy.

Workshops stimulated discussions between panelists and participants and led to policy resolutions to advancement Latino issues. Expert panelists included high-

ranking Washington officials such as Lisa Jackson, Administrator of the Environmental Protection Agency; and Nancy Sutley, Chair of the White House Council on Environmental Quality.

Major participants from Puerto Rico included Kenneth McClintock, Secretary of State of Puerto Rico; Juan Carlos Puig, Secretary of the Treasury Department of Puerto Rico; Raul Gayá and President Elect of the Puerto Rico Chamber of Commerce.

Also, Juan Rodriguez, Under-Secretary of Education of Puerto Rico; Jose Rico, Special Assistant to the Assistant Secretary of Elementary and Secondary Education; Alma Riojas, President of MANA; Lucy Arce, Senate of Puerto Rico; Lisa Spickers, Puerto Rico Chamber of Commerce and Dolores Huerta, President of the Dolores Huerta Foundation. The policy workshops garnered support from LULAC members, the local Puerto Rican community and convention sponsors.

Special events that took advantage of this San Juan setting included a welcoming breakfast hosted by Mayor Jorge Santini-Padilla at City Hall, an opening reception at the historic Arsenal de la Puntilla in Old San Juan, a LULAC 80th anniversary celebration at the Capitol Building hosted by Thomas Rivera-Schatz, president of the Puerto Rico Senate, and an evening reception at the Trump International Golf Club.

Some 100 exhibitors participated in the convention's annual exposition, which included health screenings and a Job Fair that generated considerable local participation.

The annual Federal Training Institute provided federal employees with training sessions to help them improve their job skills and advance their careers. Subjects ranged from employee recruitment to conflict resolution.

Former LULAC National President Eduardo Peña was honored with a special video recounting his many years of service in promoting the fair labor treatment of Hispanic Americans.

President Rosales thanked all the sponsors of the convention, especially Walmart, which was a Diamond supporter of the event.



Photo by Luis Nuno Briones

Elsie Valdes Ramos, Senior Advisor to the LULAC National President, addresses LULAC convention attendees.



Photos by Luis Nuño Briones & Paul Velazquez



Photos by Luis Nuño Briones & Paul Velazquez

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LULAC National meets with Corporate Alliance Board Members at LULAC National Convention in Puerto Rico.

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Manager-Federal Governmental Relations, Tyson Foods, Inc.

Ms. Ivelisse Estrada
Vice President, Corporate & Community Relations, Univision
Communications, Inc.

Mr. Emilio Gonzalez
Vice President, Public Policy & Strategic Alliance, Verizon

Mr. Roger Guzman
Senior Manager of Hispanic Markets, Walmart Stores, Inc.

Mr. Efrain G. Fuentes
Director, Diversity Programs, The Walt Disney Company

Mr. Mario Hernandez
Director of Public Affairs, Western Union

Personal Interaction Highlight For Walmart at LULAC Convention

By Roger Guzman, Senior Manager of Hispanic Markets, Walmart.

The national LULAC convention was a welcome opportunity for Walmart to build on our long, productive relationship with LULAC, especially as it applies to Walmart Puerto Rico. Renzo Casillo, national president for Walmart Puerto Rico, took the opportunity to meet informally with LULAC President Rosa Rosales and LULAC Executive Director Brent Wilkes. Casillo also attended the awards gala. We were pleased to sponsor two convention events where Walmart Puerto Rico executives were featured speakers. On Wednesday July 15th the convention delegates heard a presentation from José E. Casellas, Vice President and Chief Financial Officer, on the topic of "The Path To Financial Prosperity".

The following day the timely subject of healthcare coverage was addressed by José E. Arroyo, Vice President, Legal and Corporate Affairs. Throughout the convention associates from Walmart Puerto Rico staffed the Walmart booth in the convention hall. They enjoyed engaging in conversation with LULAC members from across the country and sharing some of Walmart's experience pursuing our mission of helping people save money and live better in Puerto Rico.



Business wins when everyone matters.

Diversity and inclusion are enduring values embedded into our culture. These values are fundamental to both our business and our mission of saving people money so they can live better.

At Wal-Mart, we continue to look for ways to diversify our business and team of associates to better serve our customers. With ideas like \$4 prescriptions, walk-in health clinics in our stores, and healthy eating choices in our grocery aisles, we are able to provide healthy living solutions.

We are proud of the strides we have made, but our journey is not over. With the help of our associates, customers, suppliers, and the communities we serve, we look forward to continuing our journey in being a true leader in all aspects of diversity and inclusion by offering programs that truly matter.



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AstraZeneca and LULAC Partner To Fight Coronary Heart Disease

Heart disease and stroke are the No. 1 killer of Latino/Hispanic Americans. LULAC, in conjunction with AstraZeneca, is working to address this serious problem by educating the Latino/Hispanic community about a leading cause of coronary heart disease and stroke – atherosclerosis. Atherosclerosis is the progressive buildup of plaque in the arteries and often shows no symptoms until the artery becomes completely blocked or severely narrowed.

LULAC has partnered with AstraZeneca and the US AGAINST ATHERO/JUNTOS CONTRA LA ATERO campaign, a national effort to raise awareness of atherosclerosis - a chronic, progressive disease.



A key component of the campaign is the Artery Explorer, a multisensory motion simulator that allows consumers to experience the stages of atherosclerosis. The Artery Explorer enables people to travel alongside red blood cells through the circulatory system, witnessing firsthand the difficulty these cells face when arteries are narrowed and blocked due to plaque buildup.

Last year the US AGAINST ATHERO campaign reached more than 79 million people, and we hope to make an even bigger impact this year through the JUNTOS Family Challenge, an effort to promote atherosclerosis and heart disease as an issue for the whole family. We are also encouraging everyone to make a commitment to heart health and sign up for the Athero IQ Program, an educational series that provides information about treatment options, questions to ask your doctor, diet and exercise tips, and important health facts about atherosclerosis.

We're hitting the streets, supporting the Artery Explorer as it travels nationwide to educate people about atherosclerosis. We encourage all LULAC members to come experience the Explorer firsthand in one of the following cities:

Phoenix, AZ	October 3 - 18
Las Vegas, NV	October 20 - 28
Houston, TX	October 31 - November 12
Dallas, TX	November 14 - 25
Miami, FL	November 30 - December 14

To learn more about the US AGAINST ATHERO campaign please visit www.athero.com or www.laatero.com. With your help we can make a difference in the fight against atherosclerosis!

Ford Helps Train Teachers for 21ST Century Workforce

With support from Ford Motor Company Fund and Community Services and Elk Grove California School Unified, more than 75 teachers participated in professional development sessions in August that focused on increasing their effectiveness at teaching 21st Century workforce skills.

The sessions were based on curriculum developed under Ford's award-winning Ford Partnership for Advanced Studies (Ford PAS) program and were provided by the recently launched Ford PAS Elk Grove Unified Resource Hub. Training classes were held at the Cosumnes Oaks High School Library in Elk Grove.

Teachers learned how to incorporate Ford PAS into their programs, including a new course on alternative energy and sustainability, "Working Toward Sustainability." They also heard from Northern California business leaders, who talked about what critical skills they look for when hiring for such industries as technology, alternative energy and health care.

"This training is an excellent example of Ford's investment in education, which is focused on helping schools improve their ability to produce graduates who are ready to compete in a global economy," said Jim Vella, president, Ford Motor Company Fund and Community Services. "We're excited to play a role in helping local educators and business leaders work together toward programs that will enhance the classroom experience for all students."

Ford PAS, an academic curriculum geared to career technical education, is being used in 60 schools in California. It prepares students for careers in high-wage, high-skills fields such as business, engineering, technology, alternative energy and global economics. The Ford PAS curriculum utilizes teacher professional development and networking between business partners, educators and students. It was developed by Ford Motor Company Fund and Community Services, the philanthropic arm of Ford Motor Company, in collaboration with Education Development Center, Inc.

"As a Ford PAS Resource Hub, Elk Grove Unified has the unique opportunity to work with educators across the nation to gain professional development that allows them to incorporate relevant 21st century skills that their students need to succeed in college and their eventual career," said Elk Grove Unified School District

Superintendent Steven M. Ladd.

Representatives from leading Northern California companies such as PG&E, Kaiser Permanente and Apple participated in a roundtable discussion with the teachers to help teachers reinforce the learning that takes place in the Ford PAS curriculum with how it relates to the real world.

"As a teacher, I strive to



incorporate the most effective tools in my classroom so that my students are ready and qualified to be productive in tomorrow's job market," said Rebecca Roush, a Ford PAS Elk Grove Unified District Trainer and teacher at Pleasant Grove High School. "Through this professional development, I'm excited to learn more about how I can achieve that goal."

As a part of the training, teachers participated in activities taken from the Ford PAS curriculum to learn how Ford PAS can be taught in the classroom. An example is "From Concept to Consumer" through which students develop a new consumer product and then describe its likely impact on society. Teachers also learned how to use the new Ford PAS sustainability course to teach about energy consumption and related fossil-fuel issues, including exploring potential alternative energy sources.

The Elk Grove Ford PAS Resource Hub will serve schools throughout the nation.



2009 LULAC/University of New Mexico Program

Latino Students Confront a Big Question: "How Will Today's Global Economy Affect Energy?"

By: Daniella Urbina

The League of United Latin American Citizens in conjunction with the University of New Mexico graduated 34 high school students from the UNM/ LULAC Summer Youth Leadership program, funded by the Department of Energy on August 3.

The students participated in training from July 21 to August 2 at the University of New Mexico in Albuquerque. The program, which began in 2007, aims to develop young Latino student leaders and prepare them for college. The Department of Energy granted LULAC \$154,833 to provide for the success of this program for the next two years.

"The DOE/UNM/LULAC partnership is an example of initiatives the DOE supports to encourage high school students to take leadership roles in the areas of mathematics, science, and technology," said Annie Whatley, Acting Director, Office of Economic Impact and Diversity, Department of Energy. "As participants in this program, students will be better prepared to enter the scientific workforce and contribute to DOE's energy mission."

"LULAC is very appreciative and thankful to the U.S. Department of Energy for their sponsorship of the Leadership Program held at University of New Mexico," said LULAC National President Rosa Rosales. "We would not have been able to have conducted this program without DOE's assistance and of course, our thanks as well, for the outstanding services provided to us from the University of New Mexico. Also, I congratulate all graduates, may you continue your education, and best wishes to all."

This year's program theme, "How Will Today's Global Economy Affect Energy?" brought to light critical issues affecting America, encouraging the students to derive creative solutions for today's ailing economy and energy crisis. Students had the opportunity to learn leadership skills by educating themselves on economic and energy issues that impact the entire community. The program provided leadership training, tutorials, guidance, counseling and cultural/social enrichment activities.

"The two week leadership conference focuses on preparing our young Latina and Latino students for the future. It not only gives them leadership training, but gives them tutorials, guidance, counseling and cultural/social enrichment activities. The students that have attended the University of New Mexico leadership training come back more determined to pursue higher education," said Berta Urteaga, LULAC VP for Youth.

The program culminated in professional research presentations, highlighting the students' work. Immediately following was the UNM/LULAC Leadership program graduation ceremony where the students celebrated their great achievements over the past two weeks. Keynote speakers were Dr. Eliseo Torres, Vice President for Student Affairs, UNM; Jessica Martinez, LULAC National Youth President;

Lawrence Roybal, Executive Director, ENLACE New Mexico; and Professor G. Dana Brabson, UNM Chemistry Department. Student speakers included Dylan Mata- Lovato, Judith Mayorga, Sergio Ramirez and Yhaira Arguello.

"As National LULAC Youth President and a proud Lobo, I am elated that this leadership program has been a continuous success. The students were constantly challenged by learning what the college environment is like through various workshops and lectures. I hope that through this program they take what they learn and continue with their education to ultimately improve their community," said National Youth President Jessica Martinez.

LULAC wants to thank the support of the local councils, LNESEC centers and parents for sponsoring the students' attendance at the program. In its first year, 26 high school Latino high school sophomores and juniors from across the country with scholastic potential participated in the week-long training. Over the past two years, this number has increased, and next year will accommodate even more students.

2009 graduates:

Cynthia Alvarado, Alsip, IL
Valerie Arellanes, Albuquerque, NM
Yhaira Arguello, San Antonio, TX
Erica Baca, Albuquerque, NM
Atlantida Banda, San Antonio, TX
Samantha Benitez, El Paso, TX
Clarisa Bermejo, Milwaukee, WI
Monica Calderón, South Bend, IN
Christina Coriz, Albuquerque, NM
Armando Davalos, Albuquerque, NM
Jennifer Dorado, North Liberty, IN
Jacqueline Ferrer, Milwaukee, WI
Raid Hill, Albuquerque, NM
Dylan Mata Lovado, Colorado Springs, CO

Judith Mayorga, Colorado Springs, CO
Taylor McCue, Albuquerque, NM
Anthony Nevarez, San Gabriel, CA
Karla Ochoa, Albuquerque, NM
Mariana Peralta, Tucson, AZ
Sergio Ramirez, Corpus Christi, TX
Metzli Rivera, Houston, TX
Lesly Ruelas, Albuquerque, NM
Tiffany Ruiz, Milwaukee, WI
Zachariah Salazar, Raton, NM
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James Sanchez, Chicago, IL
Emilio Sanchez, Davenport, IA
Miguel Santos, South Bend, IN
Lorena Santos, Kenosha, WI
Nancy Santos, Kenosha, WI
Perla Torres, Chicago, IL
Esmeralda Treviño, El Paso, TX
Karissa Vasquez, Albuquerque, NM



Our Families, Our Futures: The 2010 Census and LULAC

by Amanda Lee Keammerer

With President Barack Obama as the nation's first African-American Commander-in-Chief, and Judge Sonia Sotomayor as the U.S.'s first Hispanic Supreme Court Justice, many wonder: what's next? For those who did not vote in the presidential election of 2008, and for all of us who are not elected officials in the U.S. Congress, your chance to be counted as an important part of the United States is here.

Census Background

April 1, 2010 – Census day – is less than a year away. By participating in the 2010 Census, Latinos and Latinas choose to stand up and be counted, which not only lets the nation know that we live and work here, but also ensures that federal funds will go to our nearby schools and hospitals. Filling out a census form is safe, important, and the law. By law, any and all information provided will be kept confidential by the United States Census Bureau.

For example, there is no question on the census form about legal status in the United States. Whether a resident is undocumented or a long-time citizen does not matter. Anyone and everyone who lives in the United States needs to fill out a census form for their entire household, especially those who live in hard-to-count areas or who are considered hard-to-count populations.

One example of a hard-to-count area is an apartment building in an urban area. Many residents are scared to share exactly how many people live in one apartment because they fear eviction by a landlord or fines for violating a building code. However, not counting every person in a household directly leads to an undercount for that area, and, eventually, a shortage of resources too.

Examples of hard-to-count populations in the U.S include: Hispanics, African-Americans, Asian Americans, Native Americans, the homeless, the poor, children, those who do not speak English, renters, people living in large households, and individuals whose homes are being foreclosed. According to the NALEO Educational Fund, the historically undercounted groups are left out of the census because of their lower education levels, distrust or fear of the government, misunderstanding the importance of the census, and lower response rates for

mailing back census forms in lower-income areas. This shows how absolutely crucial it is for all of us to be counted in the 2010 Census. We need to ensure that we have the necessary amount of resources to provide for our safety and education now, but also to guarantee that our particular needs are included in future plans and programming.

Census 2010: Politics and Money

In fact, because the decennial census count is connected to politics and money – two huge areas of contention in the U.S. – an accurate census count does not simply benefit individuals themselves. Hospitals, businesses, mayors, governors, and teachers need realistic numbers to ensure proper funding, political representation, and fair district boundaries. The final 2010 Census count of the U.S. population will determine budgets across the country, from non-profit organizations basing their grants on census numbers, to Fortune 500 companies who adjust their advertisement campaigns according to where their targeted populations reside.

In terms of politics, Dominic Pulera writes:

"Overall, ten U.S. House seats shifted from the Northeast and Midwest to the South and West after the Census of 2000. Four states (Texas, Florida, Arizona, Georgia) gained two seats, while California, Colorado, Nevada, and North Carolina gained one each. Meanwhile, New York and Pennsylvania lost two seats apiece, and eight states – Connecticut, Illinois, Indiana, Michigan, Wisconsin, Ohio, Oklahoma, and Mississippi – each lost one. The new census figures also affect the allocation of federal funds among the states, as well as the distribution of funds within states."

After viewing the high turn-out among Latino voters during the 2008 presidential election, congressional representation will more than likely shift across the country once again. Filling out the 2010 Census form will show where Latinos and Latinas are moving and growing, as well as where our needs are greatest, allowing for further resources to be allotted to our communities and more proportional representation in Congress.

2010 Census Form

Finally, because the census form is the shortest one ever, all of us can surely find about 10 minutes to complete it within

our busy schedules. The census questions include:

- A. **10 questions for the head of household, such as:**
 - a. The total number of people in house/apartment/mobile home
 - b. Any additional people not included in the question above
 - c. Who owns the house/apartment/mobile home
 - d. A telephone number in case someone cannot read the handwriting on the form
- B. **7 questions for all others living in the household who are not the head of the household**
 - a. First and last name
 - b. How you are related to the head of the household
 - c. Gender
 - d. Age and date of birth
 - e. Hispanic origin (Are you Hispanic? NO or YES with ONE of the following: Mexican, Puerto Rican, Cuban or ANOTHER where you can write in another ethnicity, such as Guatemalan or Venezuelan)
 - f. Race (Hispanic origins are not races in this census)
 - g. Do you live somewhere else sometimes? Ex: college, military, vacation home, jail, nursing home

This is what will be on the census form; it is up to all of us to feel comfortable and confident enough to stand up and be counted for ourselves, our families, and our neighborhoods. If any step of the process is confusing, the League of United Latin American Citizens is here to help you along the way.

LULAC and the 2010 Census

The League of United Latin American Citizens is proud to partner with the United States Census Bureau to ensure an accurate count of all Latinas and Latinos through the 2010 Census. LULAC is also a proud national partner of the Ya Es Hora: Hagase Contar campaign, along with national organizations such as the NALEO Educational Fund, MALDEF, SEIU, Mi Familia Vota, and others. By collaborating with national media partners, religious groups, local governments,

Continued on page 15

Continued on page 14

Latino and multicultural organizations, and local LULAC councils, LULAC is sharing information and resources about the 2010 Census, educating the Latino community about the importance of filling out the census form and encouraging everyone to return their forms prior to the April 1st deadline.

Through these partnerships, LULAC aims to assist the Census Bureau in achieving an accurate 2010 Census count of all Latinos and Latinas in the United States, as well as to lower the undercount of hard-to-count populations and hard-to-count areas. However, we cannot do it alone.

We support everyone who chooses to stand and be counted through the upcoming 2010 Census; we also encourage all to join us in our fight to ensure proper funding distribution and proportional congressional representation for our families and our communities.

If you would like to know more about LULAC's 2010 Census projects, please contact Amanda Keammerer, Community Relations Coordinator & Program Associate, at the LULAC National Office by phone 202-833-6130 or by e-mail AKeammerer@LULAC.org.

Adelante America Mentors Students

By: Raquel Vazquez

Over the last year LULAC and LNEC have conducted the Adelante America Program with sponsor AT&T, mentoring Latino high school students with the goal preparing our students for college and workforce readiness. In 2009, LULAC announced the launch of this program and ever since, it has been a great success. AT&T provided a \$1 million grant over a two-year period to create a positive, educating environment that motivates students to complete their high school education. This initiative guides Latino students to provide them with a positive alternative to gangs, violence, and dropping out of school.

LULAC and AT&T have a history of accomplishments in the Latino community beyond the Adelante Program. Since 2004, the AT&T Foundation has committed a total of \$2.5 million to LULAC's Empower Hispanic America with Technology initiative to establish the nation's largest Latino network of 57 technology centers housed under LULAC and affiliate community based non-profit organizations. The centers utilize the community technology labs to provide free educational and employment training to local Latino communities across the United States.

Adelante American Programs will be conducted at the following LULAC National Educational Service Centers (LNEC) locations: East Los Angeles, CA; Pueblo, CO; Chicago, IL; Philadelphia, PA; and El Paso and San Antonio, Texas; at the following LULAC councils in: Antioch, CA; San Benito County, CA; and Tucson, AZ; as well as with our community partners in Wallingford, CT; Orlando, FL; South Bend, IN; Holland, MI; and Toledo, OH.

Adelante America centers across the country have already reported stories of success with the Latino high school participating in the program. La Casa de Amistad has numerous events planned, including a community service project, career development seminars, a student-run leadership conference, and a tutoring and mentorship program. The center at LAUP in Holland, Mich., hosts workshops on topics such as college preparation, financial aid for college, peer mentoring, and plans several field trip visits to colleges, museums, and local government sites. This center also invites parents and motivational speakers to encourage students to pursue a positive, promising future.

This program will continue to make a big difference in the lives of several Latino students across the country and we look forward to reporting to our membership its positive impact. For additional information please contact Elizabeth Garcia, LULAC Program Manager & Policy Analyst at egarcia@lulac.org or at 202-833-6130 ext. 14.

LULAC Prepares For Health Care Reform With AARP Partnership

By Raquel Vazquez

In 2008, LULAC joined a partnership with AARP for their "Divided We Fail" campaign. Divided We Fail (DWF) unites the community towards a goal that all Americans should have access to affordable, quality healthcare and peace of mind about their future long-term financial security.

In order to mobilize our membership and the public to demand solutions, LULAC initiated an effort conducting town-hall meetings and events to facilitate dialogue. In addition to our town halls LULAC mobilized street teams in various cities in order to collect over 6,000 signatures in support of health care reform; this helped AARP reach its goal of submitting one million signatures to the President on his first day in office. LULAC signed on to the campaign with the commitment to demand that our new President prioritize healthcare.

LULAC hosted various community forums on healthcare across the nation – in Texas, Arizona, California, and Illinois. Through roundtables and panel discussions, participants engaged in dialogue regarding Social Security, medical care, affordable prescription medicine and financial security.

On September 17, 2008, President Rosa Rosales kicked off the first successful town-hall meeting at the Guadalupe Theater in San Antonio with approximately 100 LULAC and AARP community members in attendance. On March 18, 2009, we hosted over 50 community members who attended the Tucson Public Forum; guest speakers included the local Councilman Steve Leal and County Supervisor Ramon Valadez. On March 28th, we had over 75 community members join our very successful Sacramento Forum, which featured a keynote address from Anna Escobedo Cabral, former U.S. Treasurer. Our final DWF community forums took place on May 13, 2009 at the Olympic Theater in Cicero, IL. Additionally LULAC held two joint workshops with AARP at our 2008 and 2009 National Conventions; over 600 individuals participated in this year's event.

All of these events demonstrated how important healthcare is to our community, and through the partnership with AARP, LULAC has been at the forefront of the community conversation regarding this priority issue. The continued support from local LULAC councils, State Directors, and Vice Presidents has made this initiative a success.

For additional information please contact Elizabeth Garcia, LULAC Program Manager & Policy Analyst at egarcia@lulac.org or at 202-833-6130 ext. 14.

Profile: Richard Sambrano



Q: When and where were you born?

A: October 17, 1934

Q: How long have you been involved with LULAC?

A: About 25 years

Q: Whom do you admire most?

A: Those LULAC leaders that are committed to fight injustices including such people like Pablo Martinez, Rosa Rosales, Joey Cardenas, Jaime Martinez and Ed Elizondo. And of course former LULAC presidents such as Belen Robles, Rick Dovalina and Hector Flores.

Q: Who is your mentor?

A: All of the above. But then, my mother, brothers and sister as well.

Q: What made you want to get involved with LULAC?

A: My strong belief in its mission, goals and objectives – insuring the political, educational, social and economic equality of Latinos. The goal of eliminating prejudice and removing barriers based on ethnic discrimination through democratic processes. I was motivated to join because I wanted to meet the challenges of the day while remaining true to its mission.

Q: What do you think is one of the most important issues affecting Latinos today?

A: Lack of representation of Hispanics on school boards, commissions, city councils and corporate boards. Other issues include the Hispanic student drop out, law enforcement and education.

Q: What was your most memorable LULAC moment?

A: Opening the first box of the LULAC Civil Rights Manual. I was privileged to have chaired the task force that developed the manual. The manual is being used throughout the country not only by LULAC but many other organizations and individuals to address education, employment, immigration, voting rights and housing issues.

Q: What are the activities that you are involved in?

A: I am presently serving as the National LULAC Civil Rights Commission Co-Chair and Deputy District Director for the Elderly. In those positions I assist in the resolution of disputes and conduct train-the-trainer activities throughout the country.

Q: What is an important leadership characteristic?

A: Set the example by doing. Do not ask anyone to do something that you are not willing to do yourself.

Q: What do you do when you are not with LULAC?

A: Watch CNN, Fox and MSNBC to stay up with the issues.

Q: What has been the biggest impact on you this year?

A: My biggest impact has been dealing with health challenges. I recently received a pacemaker and defibrillator implant and am going through chemotherapy to address cancer discovery.

Q: What are you most proud of accomplishing?

A: Heading the task force that developed the LULAC civil rights manual and resolving a number of significant disputes throughout the country. I have been the recipient of numerous awards including the state and national civil rights awards as well as the Attorney General of the United States Award for my work in civil rights.

Q: What is your message to those reading this?

A: Do not take things too seriously. Do not worry about those things that you cannot do anything about and do the best you can with those that you can make a difference.

Profile: Margie Aguirre



Q: When and where were you born?

A: I was born April 9, 1953 in Jalisco, Mexico. I'm Mexican-American. My father was born in the U.S. in a mining town near Phoenix, Ariz., called Sonora in 1917. My mother was born in Monte Escobedo, Zacatecas, Mexico. I was a two-year old immigrant who chose to become a U.S. citizen as an adult. I am a LULAC patriot of America with civil rights.

Q: How long have you been involved with LULAC?

A: I've been involved with LULAC for over 20 years.

Q: Who do you admire most?

A: There are many people whom I admire so it is difficult for me to select but I have an interest in the life of Albert Einstein, so I've collected books about him and his work. Einstein was a man with a creative mind, a genius and a unique humanitarian with a vision to explain the universe. I often think about how he used his imagination and then scientifically configured his theorems. I have also had an interest in the life of Pope John Paul II. I recently read a book of his insightful poetry.

Q: Who is your mentor?

A: My earth mentor is someone that I have never met. I follow the wisdom and advice of an author and Christian spiritual advisor by the name of Joyce Meyer. He has an early morning program that my husband and I watch as we dress for work. I have a greater consoling spiritual mentorship from the Holy Spirit revealed through a devotion to Our Lady of Guadalupe. My husband and I are Guadalupanos.

Q: What made you want to get involved with LULAC?

A: I learned about LULAC from my husband Cory Aguirre, an attorney. I actually became involved in LULAC because it was an avenue to help other Latinos and became much more suitable than the simple protesting I had done for the Chicano Movement. Student activism was replaced by the opportunity of practicing leadership in our Mexican American community in scholarship fundraising and in support of a campaign to elect a Latina Congresswoman of Mexican descent and a dear friend, Loretta Sanchez. I am forever proud of my participation in Loretta's endeavor to represent us in Congress. She is a person that is also forever with me in spirit and in my heart.

Q: What do you think is one of the most important issues affecting Latinos today?

A: The most important issue of course is immigration reform. So

many need to become legalized in the immigration system. They need LULAC to advocate a change that will allow them to exist openly in our American society. Education can be less of a financial burden to many Latinos through such measures as the Dream Act and immigration reform that grants some sort of provisional status.

Q: What was your most memorable LULAC moment?

A: Making my acceptance speech in deep gratitude of the LULAC Presidential Citation given to me by the great LULAC patriot of America and great lady, National LULAC President Rosa Rosales.

Q: What are the activities that you are involved in?

A: I am the Chair of the National LULAC Task Force to Address Global Warming and Its Impact on the Health and Employment of Latinos. Global warming caused by intensely penetrating rays of the sun has caused farmworkers to suffer and die as they work in the field and orchards to harvest the produce for our national banquet. Our present and immediate goal is to provide suitable work attire for farmworkers. This task force will draw from the expertise of those who work in science and technology to design and manufacture this attire that health centers will distribute. I am also involved in trying to ban cars that run on engines that greatly pollute the air and cause global warming. The Obama administration and legislative branch of government is headed in the right direction on this matter.

Q: What is an important leadership characteristic?

A: God given courage to stand for what is right and merciful.

Q: What do you do when you are not with LULAC?

A: I write music and plays and produce digital videos of short stories about Latinos, write poetry and engage in graphic design and in making drawings with colored pencil of the image of the Holy Spirit as a dove. My life is dedicated to inspirational work that complements the work that LULAC does to help others live a good life.

Q: What has had the biggest impact on you this year?

A: Seeing the effects of global warming become more apparent as we live each day conscious of what pollution does to the quality of our lives; the quality of our air and our water supply. Some are dying working in the fields because we live less and less protected by the ozone layer that is thinning from pollution caused by such things as carbon dioxide.

Q: What are you most proud of accomplishing?

A: I am most proud of completing and publishing my research work, a book titled LULAC PROJECT: PATRIOTS WITH CIVIL RIGHTS, Early History of the the League of United Latin American Citizens in California (1929-1957) and Gonzalo MÈndez et al. vs. Westminster School District of Orange County et al. This book documents the history of how National LULAC came to California, how councils there were organized and the accomplishments of LULAC in civil rights, especially in education. My work, for example, documents the organizing role of LULAC in the Mendez v. Westminster desegregation of schools case of 1946 and a precursor to Brown v Board of Education of 1954. I am thankful for the participation of many in this important research project, including all plaintiff families and the families of Thomas Estrada, William Guzman, Frank Palomino, Lorenzo Ramirez, and numerous LULAC organizers and members.

Q: What is your message to those reading this?

A: Put God in the picture of your life and you will live according to the principles and spirit of LULAC.

T. Don Hutto Residential Center Will No Longer Detain Children

By Lizette Jenness Olmos

LULAC praised President Barack Obama for moving families out of a detention center in Taylor, Texas, in August.

LULAC and several organizations and coalitions mounted a campaign advocating the removal of children from the Hutto Detention Center. National President Rosa Rosales toured the facility last year and was appalled that the children were wearing orange prison uniforms and had limited educational and recreational opportunities.

“Children should not have to endure confinement in a prison,” said Rosales. “Now that this long-overdue decision to end the detention of families at Hutto, we commend the President for his humane actions. We hope this is a more humane and fair approach in keeping with our American values.”



In addition, LULAC National Office, MECA, Grassroots Leadership, Bob Libal, ACLU of Texas, Amnesty International, Brown Berets of San Antonio, PODER, Free the Children, Political Asylum Project of Austin, Casa Marianella, Sin Fronteras of Houston, Southern Human Rights Organizers' Network, Texans United for Families, Women's Commission for Refugee Women and Children, LULAC councils that passed resolutions at the LULAC National Convention, LULAC Texas Councils, and many others who worked hard to stop children from being housed in a detention center.

“We would like to see the Hutto detention center closed,” said Jose Orta, LULAC President Council 4721. “We are still pushing for that. This was a small victory and we will continue to push for



She noted that many individuals merit thanks for the change at Hutto, including:

The University of Texas School of Law, Immigration Clinic and Professor Barbara Hines, who worked with the Hutto immigrant families. They spent innumerable hours building their cases and then asked the ACLU to help the Immigration Clinic file the law suit against the government. Also, LULAC Council President Jose Orta, Council 151 in Houston; Marcelo Tafoya, LULAC Council 402; Maria Elena Castellanos and Jaime Martinez, LULAC National Treasurer.

immigration reform.”

Orta, who has led vigils and protests against the detaining of children at Hutto, said “the facility will no longer be used to house children, but the facility will still stay open. We need to take our victories as we get them, but pretty much, I was pleased. I am still contemplating; the devil is in the details. We just have to wait and see what the details will be.”



Pioneer LULAC Organizer Val Hernandez Wins Long-Delayed Honors in Cicero, Ill.

By Ascension Hernandez

On June 23, 2009, Town President Larry Dominick and the Town Trustees of Cicero, Ill., honored five Cicero residents; one of whom was my brother, Valeriano "Val" Hernandez. The Atrium of the new Cicero Town Hall Complex was dedicated in Val's name for his service to the community. Val, a rolling mill operator, was killed in an industrial accident at Western Electric 48 years ago. The oldest of six brothers and three sisters born to Eufemio Hernandez and Trinidad Noceda, he was born in San Antonio, Texas, on December 14, 1919. He left a wife and four children.

His family picked cotton in the valley of South Texas. They were 1913 immigrants from Mexico who eventually found employment with the Atchison, Topeka and Santa Fe Railway. The Hernandez family settled in Topeka. Eufemio built and maintained railroad tracks in and around Topeka.

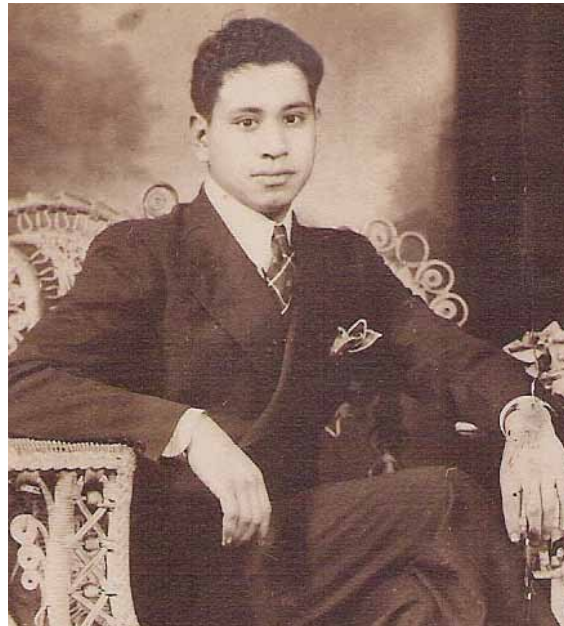
During the Great Depression, Don Eufemio, a shoe maker from Leon, used his skills to provide for the family and neighbors. This was a second job since he only worked three days a week at the Santa Fe. Val was raised in the Bottoms, a Mexican colonia in East Topeka. He attended Catholic schools and was a folkloric dancer in Mexican fiesta programs that were fund-raisers for Our Lady of Guadalupe Parish. He joined the U.S. Marine Corps and during World War II and served with the First Marine Division in the Pacific Theater.

After the war he returned briefly to Topeka, Kans., and then moved to Chicago, Ill., where he lived close to his cousins from the Severino and Lasara Noceda families in the Halstead/West Taylor Street area. Val worked in restaurants, hotels and as a bartender. He was known for mixing an excellent dry martini. Val used his Marine Corps and social contacts to help members of the Chicago Mexican community find jobs, housing, food, the basic needs.

In the early 1950's he met Pauline Mojica, one of five sisters from the first Mexican American family to reside in Cicero. Family members worked for the Burlington Railroad and lived in a railroad car. When Val and Pauline married (his second marriage), they bought a two-story wood-frame home at 5316 West 26th St. and raised two boys, Charles and Stephen. Val was a booster of small businesses near his home; Helen's Bakery (kolaches), Cicero Food Fair, Palace Hardware, Dula's Drugstore, Matt Brothers and others. Val wanted a solid Catholic education for his boys; with a college degree the educational objective. A very budget-minded Pauline helped Val's vision become a reality. Both sons earned college degrees and have made positive contributions to their communities.

Val connected with LULAC and on Sept. 30, 1956, the first LULAC Council (#288), was organized and chartered in Chicago

at the Hotel Shoreline. The banquet and dance event was reported in *NOTICIAS*, a Spanish language weekly. In 1956, Val organized LULAC councils in the Midwest. By 1957, he had organized councils in Illinois, Indiana, Iowa and Wisconsin and made contacts in Kansas. At the 1957 National LULAC convention in Anaheim, Calif., LULAC was officially recognized as a national organization with its expansion into the Midwest.



Val Hernandez

I was stationed at Camp Pendleton, Calif., and Val invited me to attend my first National LULAC convention that year. My Marine Corps buddy, Bobby Lopez of Baytown, Texas, a nephew of Tony Campos, a National LULAC official, went with me. Val was appointed National LULAC Organizer at the convention. He was given a plan to expand the League on the East Coast. This objective was met with the organizing of LULAC councils in Elizabeth, N.J., in October 1958, and Buffalo, N.Y., in March 1959. Val remained active in LULAC until his untimely death in November 1960 at the age of 40. I attended his wake in Cicero where LULAC members from throughout the U.S. paid their final respects with wall-to-wall flowers, some with the LULAC shield. Breath-taking, for an old country boy from Topeka. My impressions of Val...he was a very proud U.S. Marine, rough-talking, no nonsense, get-the-job done type

of person. He was ethno-centric to the extent that he knew racial discrimination and wanted every Mexican (Latino) to succeed in their personal endeavors. Val was social networking way before it became cool. A dapper dresser, he traveled extensively yet he never owned an automobile.

Val was the original Mexican-American grassroots community organizer and activist in the early Chicago Latino barrio with an emphasis on "American." Mayor Daley's office asked him to be a planner and interpreter for the Pan-American games. He was a friend of U.S. Sen. Paul Douglas, and was involved in John F. Kennedy's presidential campaign. But mostly he was in his element when helping folks get jobs and helping LULAC organize councils to accelerate the process of Latino success.

The town of Cicero paid Val a great tribute, albeit 48 years after his death, by dedicating a section of its Town Hall Complex in his memory. A sincere thank you from the Eufemio Hernandez's extended family. To me, Val received a community Congressional Medal of Honor from Cicero.

In 1970, when I returned to Kansas City and fulfilled one of Val's dreams: A LULAC council in his hometown of Topeka. I organized LULAC councils in Kansas, Missouri and Nebraska to continue Val's unfinished business.

He was a brother I hardly knew but dearly loved. He was an old school, traditional LULAC member...a doer not a poser.

Little-Known Assistance Program Helps Low-Incomers Cut Phone Costs

The Federal Communications Commission and the Hispanic Association on Corporate Responsibility estimate that Latino households spend \$8 billion a year on telephone services. That's about \$833 per phone user.

Two little-known programs, LifeLine and Link-Up, can be a great benefit to low-income Latinos, or anyone who may need assistance paying their phone bills. Lifeline provides discounts on telephone service to income-eligible customers and Link-Up lowers the cost eligible consumers pay for setting up new phone service.

The programs now include prepaid wireless phone service as well. This is great news for the Latino community because Latinos are nearly twice as likely to buy pre-paid wireless phones as are Anglo Americans, according to a 2002 CPR Group survey. Access to these services allow Latinos to keep in touch with family members in the U.S. and abroad, find and keep job opportunities and take care of health care and emergency needs.

Lifeline is now offering SafeLink Wireless, a program that provides customers in select states with free prepaid wireless TracFone phones, plus a set number of free minutes every month. Wireless phone benefits include voice mail, caller ID, call waiting, roll-over minutes and nationwide long distance calling. They can call 60 countries, including Mexico, Spain and many South American countries, with no additional charges.

This program is available throughout the U.S. and its territories. But eligibility varies by state. Call your public utility commission, your phone company, or the FCC to determine the particular criteria for your state. If you have access to the Internet, you can look up the qualifications for your state or territory at www.usac.org/li/lowincome/eligibility/default.aspx.

Consumers may be eligible if they participate in any of the following assistance programs: Medicaid, Supplemental Security Income, Low-Income Home Energy Assistance, Federal Public Housing Assistance, food stamps, Temporary Assistance to Needy Families, the National School Lunch Free-Lunch Program, or Bureau of Indian Affairs Program.

Consumers may also be eligible for these benefits if their household income is below 135% of the federal poverty level. That amount is \$14,621 for an individual and \$29,768 for a family of four in most states.

Safelink Wireless is now available in parts of Alabama, Connecticut, District of Columbia, Delaware, Florida, Georgia, Massachusetts, Michigan, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Tennessee, Virginia, West Virginia and Wisconsin. It will soon be offered in Arizona, Illinois, Kentucky, Missouri, Puerto Rico, Texas and Washington. Visit www.safelinkwireless.com or call 1-800-977-3768 to learn more about enrollment.

Only about a third of those eligible for Lifeline service are using the program to help pay for their telephone services. States with the highest participation rate, 50% or more, include California, Colorado and Oklahoma. But less than 20% of those eligible in some states, including Florida and New Jersey, are in the programs. To learn more, visit www.lifeline.gov or call 1-888-225-5322.

LULAC Member Wins Award From U.S. Commerce Department

LULAC member Theresa Alvillar-Speake was honored by the U.S. Department of Commerce at an awards dinner Aug. 28 in Washington, D.C., for her leadership in significantly enhancing the development of diversity in the economy.

Ms. Alvillar-Speake was given the Ronald H. Brown Leadership Award by the department's Minority Business Development Agency. The award is named after President Clinton's Secretary of Commerce. Sec. Brown died in a plane crash while on a mission in the Balkans.

Ms. Alvillar-Speake began her career at the Fresno, Calif., region in 1972 as the Administrative Assistant at the National Economic Development Association (NEDA), a national non-profit organization responsible for promoting minority business development. She started her own non-profit organization, NEDA San Joaquin, to open doors for women, people of



Theresa Alvillar-Speake

color, veterans, and small and minority businesses. She currently serves on more than 10 community organizations and groups.

She was appointed by President George W. Bush as Director of the Office of Minority Economic Impact and Diversity at the U.S. Department of Energy (DOE) in 2001. As the first Hispanic ever to head the office, she provided guidance and direction to the Secretary of Energy on the impact of energy policies, procedures and programs on minorities, minority institutions and minority businesses. During her tenure the department increased awards to minority firms to \$1.4 billion in 2008.

Ms. Alvillar-Speake also served as the Associate Director for Program Development at MBDA and instituted policies and procedures designed to increase outreach to the minority business community.

WOMEN'S CORNER

Photo by Paul Velazquez



2009 Women Commissioners, High Tea Hall of Fame Award Recipients, First Lady of Puerto Rico and Secretary of Labor Hilda Solis.

Secretary of Labor Hilda Solis paid tribute to Latinas at the 6th Annual Women's Hall of Fame Pinning Ceremony and High Tea reception during LULAC's 80th Convention in San Juan, Puerto Rico. The event recognized the advances by Latinas.

Secretary Solis spoke at the convention's Women's Luncheon and the High Tea reception. LULAC National President Rosa Rosales cited Secretary Solis as a prime example of the progress Latinas have made in the U.S. "Secretary Solis recognizes the important role the Latino community plays in our economy and understands the contributions that Latinas have made throughout our history," she said.



Photo by Paul Velazquez

VP for Women Regla Gonzalez, The Dolores Huerta Foundation, Dolores Huerta, Sec. of Labor Hilda Solis and LULAC National President Rosa Rosales.

Photo by Luis Nuno Briones



2009 Women Commissioners

"We want to congratulate all of the awardees," said LULAC Vice President for Women Regla Gonzalez. "We were delighted to have had the First Lady of the Capital City of San Juan Mrs. Irma Garriga addressing our group."

Hall of Fame Inductees:

Elvia Hernandez • Argentina Davila-Luevano • Lupe Gutierrez
• Bettina Rodriguez Aguilera • Debra Gonzalez • Ana Elba
Guererro • Osiris Cespedes • Dora Hidalgo • Herlinda Garcia.

Justice Sonia Sotomayor
with LULAC VP for
Women Regla Gonzalez
at a barbecue at Milton
Academy for Council
12113 to raise funds
for the Young Adults
scholarship fund.



San Benito Council Raises Funds For Latino Scholarship Program

LULAC National President Rosa Rosales joined celebrants at the 19th Annual Hispanic Women in Action Reception Aug. 29 in Hollister, Calif., sponsored by San Benito County LULAC Council 2890. She joined keynote speaker, California State Sen. Gloria Romero of East Los Angeles and San Gabriel Valley, in supporting the scholarship fundraising reception which to date has raised some \$150,000 for local Latino high school graduates to attend college.

"It was a beautiful experience with many elected officials in attendance and promoting the importance of getting a good education," said LULAC National President Rosa Rosales. "The message was a call to action. The San Benito council wants more Latinos in elected office."

Sen. Romero commended the council for its community efforts. She chairs the Senate Education Committee and the Budget and Fiscal Review Subcommittee on Education. The native of Barstow, Calif., is a graduate of California public schools and has a doctorate in social and personality psychology from the University of California at Riverside.

The evening reception, which attracted attendees from the Central Coast and Bay Area, honored Anita Canul Franchi, Assistant Superintendent for Educational Services in the Hollister School District, as recipient of the council's Woman of the Year Award. She was cited for her leadership and for inspiring other women and young people.

The council also paid tribute to local cancer survivor Kathy Sheridan and memorialized Amelia Castillo, who died of cancer last year.



Mickie Luna, President, San Benito County LULAC; Senator Gloria Romero and Rosa Rosales, National LULAC President.

LULAC, Bank of America Join Forces to Boost Hispanic Homeownership

By Jose Garza, LULAC Director of Housing

The Latino community has fallen behind the rest of the country in accumulating wealth and assets. As much as 50% of Latinos have no bank account, only 46.1 % are homeowners compared to 68.3% for the nation overall, and Latinos have lower incomes than any other group in the country.

Homeownership is the primary vehicle for wealth accumulation, especially for moderate and low income workers. It is well known that housing affects individuals, families and communities. There is a direct correlation between homeownership and children's physical health, social and emotional functioning and cognitive development. Homeownership leads to self-sufficiency and provides a sense of control and self-esteem. It leads to equity and financial stability, thereby improving the quality of life for Latinos and stabilizing of our communities.

It is imperative that Latinos be encouraged and educated to purchase and maintain a

home. One step to boosting the level of Latino homeownership is to conduct First Time Home Buyer Workshops (HBE). They give participants the skills, knowledge and confidence

needed to qualify for, select, finance, buy, maintain and keep a home.

In addition, LULAC will strive to connect potential buyers with certified housing counselors who are bilingual and bicultural to be a neutral trusted advisor. The goal of counselors is to create a partnership among real estate agents, lenders and buyers to ensure that buyers are served fairly and effectively. To this end LULAC National is involved in collaboration with the Bank of America, community based housing organizations, and **LULAC councils to focus on:**

- 1 Providing knowledge and skills to Hispanic families and individuals seeking to purchase a home for the first time.
- 2 Educating the Hispanic community on foreclosure prevention and loss mitigation resources.

LULAC's key responsibilities are to:

- 1 Identify local market HBE classroom locations that are centrally located and accommodate at least 40 participants.
- 2 Conduct an eight hour HBE class utilizing an approved LULAC curriculum. The class will be coordinated and supervised by a certified HBE counselor and a second counselor will be available as backup.
- 3 LULAC council members will assist in marketing the program locally.

The Bank of America's major responsibilities are:

- 1 Designate cities and states for the HBE classes.
- 2 Provide funding.

- 3 Provide a local Bank of America mortgage loan officer to speak at the HBE class.

The first HBE class will be held in Houston to test and refine the curriculum that will be used in the rest of the country. This is a small but significant step LULAC is taking in partnership with the Bank of America to invest in America's housing and in strengthening our communities.



Photos by Luis Nunez Briones

Rain of Gold coming to HBO

"THE LATINO ROOTS!"

Publisher's Weekly

Victor Villaseñor's Acclaimed Best Seller

"RAIN OF GOLD" chronicles three generations of a Latino family and will soon be a miniseries on HBO.

"GRAND AND VIVID."

New York Times

"A TRIUMPH!"

USA Today

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Co-President HBO
HBO 1100 Avenue
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New York, NY 10036

EMAIL:
Ashley.Covarrubias@hbo.com
(Richard Plepler's assistant)
Rain of Gold in the subject line

WITH COPIES TO:

ADDRESS:
Kary Antholis
President, HBO Miniseries
2500 Broadway, Suite 400
Santa Monica CA 90404

EMAIL:
Nica.Ferguson@hbo.com
(Kary Antholis' assistant)

Michael Lombardo
President, Programming Grp.
2500 Broadway, Suite 400
Santa Monica CA 90404

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Go to www.victorvillaseñor.com to stay in the loop and get updates from Victor.

LNESC MODEL Program: “Mentoring Opens Doors for Emerging Leaders”

Matthew Kamenski, LNESC Special Programs Coordinator

Merriam-Webster’s Collegiate Dictionary defines a “mentor” as “a trusted counselor or guide.” While these words may seem simple, the effect a mentor can have on a young student can be profound. Latino youth in the U.S. often struggle to find their way in a challenging environment. The LNESC MODEL Mentoring Program was established to provide students with much-needed positive role models.



Houston mentoring program at Deady Middle School, (L-R) Cristina Velazquez and Natalie Garcia.

Office of Safe and Drug Free Schools for seven programs at school-based sites in seven cities. LNESC then received a second grant in 2008 from the Department of Justice’s Office of Juvenile Justice and Delinquency Prevention to expand the program to seven additional schools. Both are \$1.4 million grants aimed to helping under-served youth in grades 4-8 improve their behavior and school performance.

LNESC staff has recruited volunteer mentors who commit one hour each week for one year to work with an elementary or middle school student. Program activities include board games, sports, reading, performing community service and

MODEL is an acronym for “Mentoring Opens Doors for Emerging Leaders.” LNESC has mentoring programs in 14 schools in Pomona and San Francisco, Calif.; Colorado Springs, Colo.; Kansas City, Mo.; Dallas and Houston, Texas and San Juan/Bayamon, Puerto Rico.

LNESC received its first mentoring grants in 2007 from the Department of Education’s



San Francisco mentoring program at Thomas R. Pollicita Middle School, (L-R) Noah Brown and Alyxier Jared (AJ) Lozendo.

helping with schoolwork. The program also offers tutoring services for students who need help in certain subjects and group workshops to focus on issues such as the dangers of gangs, life skills lessons and job preparation.

In the Dallas area, MODEL serves Bowman Middle School and W.E. Greiner Middle School. Otis Gray, Mentor Recruitment Coordinator for the program at W.E. Greiner, says the program gives children “the idea that somebody else is there to look out for them.”

MODEL is designed to serve 50 students at each school. Students and their mentors are also offered educational field trips, including visits to colleges and museums. The program is looking for more mentors. Just one hour a week can make a profound impact on a student’s life, and can have lasting benefits for the mentor as well. If you live in or near any of the participating cities and are interested in becoming a mentor, please e-mail Matt Kamenski, LNESC Special Programs Coordinator, at mkamenski@lnesc.org.



To learn about our programs visit us at www.LNESC.org or call for information at 202.835.9646

Richard Roybal, Executive Director | 2000 L Street, NW, Suite 610 | Washington, DC 20036

México LULAC - LULAC Associate Mexico #1



Arizona Tree of Life volunteers cheer the orphans in Imuris Sonora Mexico

LULAC Mexico #1 has had up to 90 associate members. There are media reports that there are recurring abandoned children deported by the “Migra” in Mexican towns along Arizona border. The council main thrust has been to enlist LULAC Arizona and other NGO’s to help children in the “albergues” or shelters. Recently, there are an estimated 40,000 abandoned children in the US/Mexico border region because of the deported. These associates are in their 4th year of operation.

India LULAC – First Year



Ana Valenzuela, Arizona State Director pins Dr. Harjit Singh

Last December the first LULAC Associate group was formed in Punjab State home of the Sikh people. Dr. Harjit Singh recently visited Tucson, Arizona, where LULAC Council 1088 and the Arizona State LULAC Board hosted a luncheon for him. A topic of interest was for LULAC youth to participate in Humanitarian Youth Camps in India during the Christmas Holiday. India has 12 associate members to date. Their project is focused on education, health, and polio vaccinations of rural farm worker students.

LULAC West Africa – Nigeria



In 2008, the first LULAC Associate Group was set up with 15 members in the City of Owerri, Nigeria.

Ms. Sharon Navarro Valentino was the first representative of the Nigeria council. In July 2009, Dr. Arnold provided associate memberships and group leadership training. The most recent LULAC training was held in July and the National President Rosa Rosales and National Executive Director Brent Wilkes accompanied by satellite phone. The associate members greeted them by chanting “All for one – one for all” and “Si Se Pudo!” The humanitarian project is to help the deaf and mute school obtains electricity and repairs the broken toilets for the students to have appropriate facilities.

His Royal Highness King Eze Dr. Emma Umez-Eronini Duruaku III Ugbele I of Awo Mbieri Ancient Kingdom Imo State – Nigeria and the Queen Ugoeze’ Patience Umez-Eronini met with LULAC International Relations Chair Dr. John David Arnold. The meeting took place in Kingdom Royal Palace in Owerri, Nigeria. Both the King and Queen were given a copy of the LULAC News and information on the history of the organization. The King and Queen became LULAC associates in Owerri, Nigeria. The King appointed Dr. Arnold as his kingdoms personal representative which is ceremonial in nature.



The kingdom has over 620 years of rich history including being instrumental in the British leaving his homeland of Nigeria. The King is a world renowned scholar and humanitarian, which operates his own hospital for the indigent.

“In honor of Senator Ted Kennedy legacy, pass health care reform”

By LULAC National President Rosa Rosales

This week we witnessed the passing of our beloved friend Senator Ted Kennedy who was a champion for the voiceless.

Thirty-nine years ago, Senator Kennedy introduced his first bill to overhaul our nation's broken healthcare system and provide affordable coverage to all Americans. Health care reform was referred by Senator Kennedy as the cause of his life and today we are closer than ever to achieving his dream. As the Senator stated time and time again, ‘we believe that access to healthcare should be a right — not a privilege — in this country.’ Thus to honor his wish we shall pass health care legislation this year.

Let us continue his cause. Let us take action this year to pass healthcare reform. And let us make Kennedy's vision for America a reality.

Reforming health care in this country is an urgent matter. For decades, we have endured a broken system that restricts and denies coverage when individuals need it most, leaving many of us one illness away from bankruptcy. Today, over 46 million Americans do not have health care coverage. More than 30% of Latinos are uninsured.

Our current flawed broken health care system leaves tens of millions of Americans without coverage, resulting in poor health and substandard levels of service. If we don't take the necessary actions to reform the system while we have the chance, it will be a long time before the opportunity arises again. We have a choice: We can use this crucial time to shape workable health care reform proposals for our families, or we can waste it away by caving to the disruptive behavior of those who will never support reform.

LULAC supports the public option and studies have found it to be cost effective for all taxpayers since it lowers the cost of subsidies while preserving private coverage for most people. The public option is not the downfall of health care, as some would have you believe. Rather, it is what will end the insurance companies' monopoly and control over our individual health.

The public option is central to real healthcare reform. Reform that lowers costs and ensures all Americans get the quality and affordable healthcare. LULAC supports healthcare reform legislation that includes a public option. As National President of LULAC, I look forward to working with my colleagues to develop comprehensive legislation that allows all Americans to choose the healthcare plan that's right for them and their families.

We are open to bipartisanship on legislation that results in concrete action and solutions. The basic principle of any bipartisan solution must be to ensure that health care is about the individual. We can achieve this through a public option.

The Latino community cannot afford to go another year without health care reform. Every day whether it's the graduate student who can't afford to pay for coverage or the homeless mother and her two children that are going from one relative's home to another, we must ensure that all Americans have access to coverage. A public plan option has the potential to promote competition, help bring down costs and increase coverage for all Americans.

Senator Ted Kennedy has been supporting health care reform since 1967. Therefore, let's support Senator Robert C. Byrd in naming the current health care legislation in honor of Senator Ted Kennedy. The bill will bear his name in honor of his commitment to insuring the

health of all citizens.

The League of United Latin American Citizens advances the economic condition, educational attainment, political influence, housing, health and civil rights of Hispanic Americans through community-based programs operating at more than 700 LULAC councils nationwide.

Healthcare Reform Proposals Outline of Major Bills and Proposals

1) The House Democratic Bill

- Approximately 94 percent of non-elderly U.S. residents will be covered (an increase from the current 81 percent).
- The plan will cost about \$1.5 trillion over 10 years.
- Revenue-raisers will include new income taxes on singles earning more than \$280,000 per year and couples earning more than \$350,000 per year.
- \$500 billion cuts in Medicare and Medicaid.
- Requirements: Individuals must have insurance or pay a tax penalty of 2.5 percent of income. Employers must provide insurance to their employees or pay a penalty of 8 percent of payroll.
- Individuals and families with an annual income up to \$88,000 for a family of four will receive subsidies to help them purchase coverage.
- A new Health Insurance Exchange will be created to assist individuals and families decide on health insurance.
- A standard benefits package would include preventive services, mental health services, oral health and vision for children. Out-of-pocket costs will be capped.
- The plan is government-run and public, made available through insurance exchanges run by the secretary of Health and Human Services.
- By 2013, Medicaid will cover all non-elderly individuals with an income up to \$14,404.

2) The Senate Health, Education, Labor and Pensions Committee

- Approximately 97 percent of Americans will be covered.
- The plan will cost about \$615 billion over ten years (not the complete estimate – it is only a part of a larger Senate bill).
- The Senate Finance Committee will determine the funds of the plan.
- Requirements: Individuals must have insurance or pay a penalty tax. Employers who don't offer coverage will pay \$750

Healthcare Reform Proposals Outline of Major Bills and Proposals

per year per employee without coverage. Smaller businesses (with 25 persons or less) are exempt.

- Subsidies will be available to families with an income less than \$88,000 per year.
- Health plans must offer a benefits package (what it will consist of is currently undetermined).
- The new public plan would compete with private insurers.
- Individuals and small businesses will be able to buy insurance from American Health Benefit Gateways.
- Would create a new voluntary insurance program with a modest daily cash benefit to disabled people to stay in their own homes, rather than going to nursing homes.

3) Bipartisan “Group of Six” – Six Senators on the Finance Committee

- 97 percent of documented Americans would be covered.
- Would cost approximately \$1 trillion over 10 years.
- The plan would be funded by cuts to Medicaid and Medicare, a tax of 35 percent on high cost health insurance policies, \$90 billion of revenue will be obtained by taxing health insurance companies on policies valued \$25,000 or more.
- Requirements: Individuals are required to get coverage. Employers are not required to provide coverage, but would face a penalty based on how much the government would pay for individual coverage.
- Subsidies would be provided to families earning no more than \$66,150 per year.
- The government will not enforce benefits.
- This plan is the only bipartisan plan. Republicans are not in favor of a government-run plan. The compromise would include nonprofit member-owned co-ops to compete with private insurers.
- State-based exchanges will provide assistance with choosing health insurance.

4) House Republicans

- There are no estimates provided regarding how many people will be covered.
- The cost of the plan is also currently unknown.
- The House GOP does not propose any new taxes, but will reduce Medicare and Medicaid.
- No requirements for individuals or employers.
- Tax credits would be offered to “low- to modest-income” Americans. Assistance would be offered to low-income retirees.
- The benefits package includes that children remain covered

under their parents’ insurance through age 25.

- No government-run public plan is proposed.
- No purchasing exchange is proposed.

5) The Obama Administration

a) Obama’s Campaign Proposal

- All children and many now-insured adults would be covered.
- The cost is approximately \$1.6 trillion over 10 years.
- There would be cuts on the healthcare system and raised taxes on households with an annual income of \$250,000 or more.
- Requirements: Parents must provide insurance to their children. Employers of large businesses would have been required to provide coverage to their employees.
- Subsidies would have been given to low-income Americans.
- A new National Health Exchange would be created to assist Americans in finding insurance plans to purchase.
- The plan would have been government-run and public.
- Medicaid eligibility would have been expanded.

b) Progress so far:

- On February 4, 2009, President Obama signed the Children’s Health Insurance Reauthorization Act, which provides healthcare to 11 million children (4 million were previously uninsured) www.healthreform.gov/forums/features/index.html.
- On February 17, 2009, President Obama signed the American Recovery and Reinvestment Act (ARRA), which “protects health coverage for 7 million Americans who lose their jobs through a 65 percent COBRA subsidy.” The ARRA utilizes \$19 billion in computerized medical records; \$1 billion for prevention and wellness; \$1.1 billion for medical research; \$500 million for training in healthcare for doctors and nurses.

2009 National LULAC Youth Convention Reviews Key Issues

By Daniella Urbina

Amidst the excitement of the 2009 LULAC National convention in San Juan, Puerto Rico, the LULAC Youth met to partake in their own celebration of LULAC's 80th anniversary. From Saturday, July 11th to Saturday, July 18th, LULAC Youth members from around the country participated in a series of panels and activities targeted at bringing our youth community closer together and educating them on issues ranging from healthy living to identity and leadership.

This year's youth program was coordinated by National Vice President of Youth, Berta Urteaga, and LULAC National Policy Analyst/ Program Manager, Elizabeth Garcia. In addition to attending workshops such as *Healthy Living For Youth* (sponsored by US Dept of HHS), *The College Experience* (Hosted by LULAC National Interns), *Authentic Identity of Latino Youth* (Sponsored by McDonalds), *Career Planning*, and *Google 101* (sponsored by Google), these students also participated in several important activities which included a tour of the Northeast Ecological Corridor (Sponsored by the Sierra Club) where they learned about the importance of conservationism on the island.

Most importantly, the LULAC Youth National Convention gave



National Youth President
Jessica Martinez



the Youth the opportunity to meet new members and gather with those from other parts of the country who only have the opportunity to meet during this annual event. During this powerful networking opportunity, the LULAC Youth passed several resolutions and elected their new board members.

The week culminated with the Youth Awards Banquet, where the Youth recognized their outstanding members and celebrated their success throughout the year. Keynote speaker Wilmer Valderrama, Actor, delivered impressive remarks regarding his struggles and ambition to succeed, empowering the audience to strive for success in everything they do.

After yet another successful Youth National Convention, LULAC would like to congratulate the new board. We look forward to another year of growth in our youth community.

2009-2010 LULAC Youth Board Members:

President: Jessica Martinez

Treasurer: Alyssa Quiñones

VP of the Southwest: Steven Astorga

VP of the Far West: Michael Ramirez

VP of the Northeast: Roxanne Gonzalez

VP for Young Women: Lesly Ruelas

Texas Upward Bound Students Visit N.Y., Appear on CBS News

Twenty-eight students from San Antonio's Thomas Edison High School Upward Bound group appeared on national television Aug. 11 while in New York City while participating in a cultural and educational trip funded by LULAC National Education Service Center and the U.S. Department of Education. The appearance came when students visited the CBS News Early Show Plaza.

Upward Bound is a national college prep program that began helping high school students in the 1960s. At LNEC-San Antonio, Upward Bound works with Edison High School students 9th to 12th grade to prepare them for college.



Trip participants visited New York universities, historical sites, museums, famous parks, and the financial district. They learned about the immigrants who enriched the city's history and cultural diversity by visiting the Statue of Liberty, Ellis Island, Chinatown and Little Italy. They also toured the United Nations headquarters building.

The trip included stops at CBS Morning Show studio, Wall Street, and The Tommy Hilfiger Tour, which included a meeting with a designer.

The excursion marked the end of the six week summer component for the Upward Bound program. Prior to the trip students took college-level courses at Northwest Vista College.



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