

# LULACnews

Spring 2009

**Join Us in Puerto Rico for the  
LULAC 80th Convention**



**San Juan Mayor  
Jorge Santini and LULAC  
National President Rosa  
Rosales Welcome You  
to Puerto Rico!**



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# LULACnews

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# A MESSAGE *From the President*



Photo by Luis Nuño Briones

*President Rosales visits San Juan, Puerto Rico, site of the 2009 LULAC National Convention.*

Every four years our country experiences a new beginning with the inauguration of the President of the United States. Each presidential inaugural is a tribute to our democracy. This year's was especially inspiring because it marked not only the peaceful transfer of power from one political party to another, but also the inauguration of our first President from a minority group.

The election of Barack Obama to the highest office in the land is an inspiration to African Americans and all those from minority groups who for so long have felt that the presidency was beyond their reach. The pride which so many African Americans felt during the inaugural festivities in Washington, D.C., was shared by those of us in the Latino community who were privileged to be there and by all Americans of

good will.

President Obama faces many difficult challenges. Top among them is helping revive our ailing economy, a problem of particular concern to Latino Americans who are often on the lower rungs of the economic ladder and are among the first to feel the effects of an economic downturn. The new President also promises to take a fresh look at ways to improve the nation's education system, another key concern of Latinos whose children are more likely than most to be underserved in poorly functioning inner-city school systems. Educational advancement for Latinos, of course, has always been a major objective of LULAC and the LULAC National Educational Service Centers.

The new administration offers another opportunity to advance key legislative goals of our organization, including comprehensive immigration reform and the Development, Relief and Education for Alien Minors Act. Although the President and his legislative allies in Congress have expressed support for the goals contained in such legislation, final passage will not be easy and may not come as quickly as we would like. It will take sustained efforts by all of us in LULAC to advance these initiatives.

President Obama has listened to our plea for a stronger voice for Latinos in the federal administration. The appointment of Sen. Ken Salazar of Colorado as Secretary of Interior and Rep. Hilda Solis of California as Secretary of Labor are welcome steps in that direction. We regret that Gov. Bill Richardson of New Mexico felt compelled to withdraw his nomination to serve as Secretary of Commerce. All are friends of LULAC.

We also look forward to other appointments of Latinos to high posts in the new administration as sub-Cabinet positions are filled. Latinos strongly supported Obama on election day...more so than any voting block with the exception of African Americans. We expect that support to be reflected in the staffing of the new administration.

I want to extend a special thanks to LULAC members who helped boost the Latino vote to historic levels in the November, regardless of party affiliation. The 2008 election marks the emergence of Latino voters as a major force in national politics. For the first time Latinos turned out in numbers reflective of our percentage of the nation's voting-age population. Now we must strive to sustain this success and to make sure that our votes will never be taken for granted.

We will work with the new administration to revive our economy, improve education, protect the nation from threats from abroad, enhance our environment, enact badly needed immigration reforms and advance other goals of our community. Our annual Legislative Conference Feb. 10-12 was an important part of that effort. LULAC delegates met with their Congressional representatives and with administration officials to press our agenda.

All of us at LULAC look forward to an exciting though challenging year. Working together we can expect significant progress toward meeting many of our long-held goals.

Rosa Rosales, LULAC National President

## Feature Story:

### Latinos Gain Major Roles In Obama's White House



*Interior Sec. Salazar and Labor Sec. Solis.*

Latinos are playing a significant role in President Barack Obama's new administration, including heads of two Cabinet departments.

LULAC National President Rosa Rosales praised the prominence of Latinos at top levels in the federal government. She noted that Hispanic voters were significant to the President's election. "These selections demonstrate the political coming-of-age of our community," she said.

Prominent appointees include many long-time friends of LULAC. Among them are LULAC Legislative Award winners Ken Salazar, who is Secretary of Interior, and Hilda Solis, Secretary of Labor. A third Obama Cabinet appointee, Gov. Bill Richardson of New Mexico, withdrew his nomination for Secretary of Commerce.

Other high-level appointees include Adolfo Carrión Jr. of New York City, selected by the President to fill the newly created position of Director of Urban Affairs. Carrión, who was part of Obama's post-election transition team, was president of the National Association of Latino Elected Officials and a member of the New York City Council representing the Bronx. He has played a major role in working to revitalize the South Bronx and will advise the President on urban issues.

Additional notable appointees include Cecilia Muñoz as Director of Intergovernmental Affairs, Louis Caldera as Director of the White

*Continued on page 4.*

# Latinos Gain Major Roles In Obama's White House

*Continued from page 3.*

House Military Office, Moises V. Vela, Jr., as Director of Administration for the Office of Vice President Joe Biden, and Nancy Sutley as chair of the White House Council on Environmental Quality.

Former Colorado Senator Salazar won unanimous Senate approval Jan. 20 to be the 50th head the Department of Interior. He was a strong supporter of programs to boost renewable energy and to support farmers, ranchers and rural communities during his Senate tenure. "My roots in the West stretch back four centuries to when my ancestors first came to New Mexico," Salazar said in an address to Interior employees. He said his parents "taught us that we had to be responsible stewards of the water, soil and wildlife around us." Among his department priorities is reducing the nation's dependence on imported oil.

Ms. Solis, who was elected to the U.S. House of Representatives from California in 2000 and subsequently re-elected, will play a major role in planning and implementing the administration's economic recovery program as Secretary of Labor. The Los Angeles native served in the White House Office of Hispanic Affairs under President Clinton. She is the first Latino and the first woman to win the John F. Kennedy Profile in Courage Award from the John F. Kennedy Library. Her support for a bill that would make it easier for unions to organize sparked confirmation opposition from some Republicans.

Ms. Muñoz was a senior vice president for advocacy for the National Council of La Raza. She is the daughter of immigrants from Bolivia. As Director of Intergovernmental Affairs she will coordinate the administration's outreach and policies with state and local governments.



Photo by Luis Nuño Briones

*Cecilia Muñoz, Director, White House Office of Intergovernmental Affairs.*



Photo by Luis Nuño Briones

*Stephanie Valencia, White House Office of Public Liaison and Intergovernmental Affairs.*



Photo by Luis Nuño Briones

*David Medina, Deputy Chief of Staff, White House Office of the First Lady.*



Photo by Luis Nuño Briones

**Moises "Moe" Vela, Director of Administration, White House Office of the Vice President.**



*Adolfo Carrión, Director of Urban Affairs, White House.*



# LULAC Helps Sponsor Latino Inaugural Gala

## 2009 Latino State of the Union



(L-R) Sal Alvarez, LULAC Health Commissioner, LULAC Treasurer Jaime Martinez, Marie Martinez, LULAC VP for the Midwest Alicia Rios, LULAC Arizona State Director Ana Valenzuela, LULAC National President Rosa Rosales, LULAC VP for Women Regla Gonzalez, LULAC Chaplain Blanca Vargas and LULAC VP for the Northeast Toula Lugo Politis. Back Row: Michael Beck, Midwest Latino Editor.

A Latino Inaugural Gala Jan. 18 at historic Union Station in Washington, D.C., was more than a celebration to welcome the new President. Proceeds from the elegant star-studded event will be used to help promote establishment of a National Museum of the American Latino in the nation's capital.

Actress-singer Jennifer Lopez, her husband, singer Marc Anthony, "That '70s Show" star Wilmer Valderrama, "Ugly Betty" star Tony Plana and comedian George Lopez were among the Latino celebrities who joined the black-tie event in anticipation of Barack Obama's Jan.



(L-R) Celebrities Jennifer Lopez, Marc Anthony along with Congressional Hispanic Caucus Chair Rep. Nydia Velasquez (D-NY).

20 inauguration.

LULAC was part of a coalition of Hispanic organizations that sponsored the gala to highlight the growing importance of the Latino community in American politics. "Not until this election did we really understand what we could do," Valderrama said with reference to the high turnout and strong support Latino voters gave to Obama.

LULAC National President Rosa Rosales and other LULAC officers rubbed elbows with the celebrities, members of Congress and other Latino celebrants in the elegant 100-year-old beaux-arts train

station and retail complex which was extensively refurbished in the late 1980s.

"Since Latinos marched across the U.S. back in May of 2006 we have felt a great coming together of our community. There was no better way to demonstrate that solidarity than through the historical turnout of Latino voters on Election Day," said Rosa Rosales, National President of the League of United Latin American Citizens, one of the co-hosts of the Latino Inaugural Gala. "Now, before beginning the hard work of advancing the issues and interests of Latinos and all Americans, we should relish in our moment to celebrate."

David Archuleta, a runner-up in the "American Idol" competition, started the official program singing "The Star-Spangled Banner." Other entertainers included singer Lila Downs from Mexico and actresses Rosie Perez and Angelica Vale.

Co-sponsors of the gala included Voto Latino, the Congressional Hispanic Caucus Institute, the National Association of Latino Elected and Appointed Officials, the Congressional Hispanic Leadership Institute, the DNC Hispanic Caucus and the National Council of La Raza.

Corporate supporters included AT&T, Western Union, Comcast, DirecTV, Prudential, Time-Warner, Anheuser-Busch, Microsoft, IBC Bank and Kraft.

New York Governor David A. Paterson with LULAC National President Rosa Rosales.



Rep. Luis V. Gutierrez (D-IL.) with Secretary of the Interior Ken Salazar.



# Latino Agenda Gets New Impetus At LULAC National Gala and Annual Legislative Conference

LULAC leaders took the case for Latino issues to Congress and the new administration of President Obama Feb. 10-12 in their annual legislative conference in what National President Rosa

Rosales called “and exciting recommitment to achieving a better life for Latinos and all Americans.”

The week’s events included policy meetings on Capitol Hill and in the White House, an immigration summit and recognition of four prominent legislators for their contributions to improving the lives of Latinos.

LULAC was joined by leaders of other Hispanic organizations in a meeting with White House officials, including Tina Tchen, Director of the Office of Public Liaison, and Cecilia Muñoz, Director of Intergovernmental Affairs. Attendees discussed issues of major interest to Latinos, including economic recovery, immigration policy, efforts to reduce the Latino school dropout rate and helping finance higher education.

A LULAC-sponsored Immigration Summit conference included an update on efforts to win congressional approval of a comprehensive immigration reform bill and the DREAM Act to help immigrant children attend college.

Los Angeles Mayor Antonio Villaraigosa and New Jersey Sen. Robert Menendez brought attendees to their feet with rousing speeches after being honored at the 12th Annual LULAC National Legislative Gala. Also honored were Texas Sen. Kay Bailey Hutchison and Secretary of Labor Hilda Solis.

“It is astounding to think back on how much things have changed since LULAC was created in 1929,” LULAC Executive Director Brent Wilkes said in welcoming gala guests at the J. Willard Marriott Hotel. Although more needs to be done, he noted LULAC’s growth and success in helping Latinos achieve fair and equal treatment.

Telemundo’s award-winning news anchor and director of public

affairs Jose Diaz-Balart was the lively gala master of ceremonies.

President Rosales cited the award winners for “standing up for justice and fairness for the Hispanic community.” Mayor Villaraigosa and Sen. Hutchison received LULAC

Legislative Awards and Sen. Menendez and Secretary Solis were given President’s Awards.

LULAC officials helping present the awards were Vice President for the Farwest Angel Luevano, California State Director Argentina Luevano, immediate past president Hector Flores, Vice President for the Northeast Toulia Politis, Vice President for the Midwest Alicia Rios, National Vice President for Women Regla Gonzalez, Puerto Rico State Director Haydee Rivera and Vice President for Young Adults Michelle Pelayo.

President Rosales thanked the gala’s corporate sponsors, including Ford Motor Company, AT&T, Southwest Airlines, ExxonMobil, Comcast Corporation, Univision Communications and Verizon Communications.

Other sponsors were Amgen Inc., BlueCross BlueShield Assoc., the Coca-Cola Co., Home Box Office, Miller Brewing Co., the Procter & Gamble Co., Shell Oil Co., Sprint Nextel Corp., Bank of America, Google Inc., National Education Assoc., Tyson Foods Inc., American Federation of Teachers, MasterCard, SEIU, Telemundo, and TracFone Wireless.



(L-R) LULAC National President Rosa Rosales, LULAC Puerto Rico State Director Haydee Rivera, LULAC National Vice President for Young Adults Michelle Pelayo, Secretary of Labor Hilda Solis.

Photo by Luis Nuño Briones



(L-R) LULAC National President Rosa Rosales, AT&T Assistant Vice President for External Affairs Susan Santana, Los Angeles Mayor Antonio Villaraigosa, LULAC California State Director Argentina Luevano and LULAC VP for the Farwest Angel Luevano.

Photo by Luis Nuño Briones



Puerto Rico President of the Senate Tomas Rivera Schatz with LULAC Puerto Rico State Director Haydee Rivera.

Photo by Luis Nuño Briones



(L-R) LULAC National President Rosa Rosales, President of Ford Motor Company Fund and Community Services Jim Vella, Texas Senator Kay Bailey Hutchison, and Immediate Past President of LULAC Hector Flores.

Photo by Luis Nuño Briones



(L-R) LULAC VP for Women Regla Gonzalez, LULAC VP for the Midwest Alicia Rios, Senator Robert Menendez (D-NJ) and LULAC National President Rosa Rosales.

Photo by Luis Nuño Briones





Photos by Luis Nuño Briones



# Photos from the LULAC Women's Conference 2009



Photos by Luis Nuño Briones

## Southwest Corner

### Texas Gala Recognizes Teacher

The Texas Gala was held in Austin, Texas. The event on March 31 drew 350-400 people. Keynote speakers included Isabel Verver, (1st teacher of the Little School of 400 in Texas to teach Hispanic preschoolers 400 English words to prepare them for school. This program became the model for Headstart during the Johnson administration), and Texas LULAC State Director Joey Cardenas and former State Senator Gonzalo Barrientos was the master of ceremonies.



Photos by Luis Nuño Briones

LULAC National President Rosa Rosales; Isabel Verver, the first teacher of the school of 400 words, and Texas LULAC State Director Joey Cardenas, III.

### Arkansas LULAC Young Adults Meet National Board

University of Arkansas students and members of Young Adult Council 761 joined the National Board during its February meeting in Northwest Arkansas. "These are outstanding and talented young

adults who will lead our great organization some day. Our future will be in good hands!" said Ray Mancera, LULAC National Vice President for the Southwest.



Jose Luis Aguayo, Isaac Cortes, Fernando Garcia, Jaime P. Martinez, Ana Aguayo, Ray Mancera, Rafael Arciga, Javier Ortiz, and Alejandro Aviles.



L-R) New Mexico Governor Bill Richardson in Albuquerque, New Mexico with LULAC New Mexico State Director Pablo Martinez discussing new law (HB428) prohibiting racial profiling and the creation of the Department of Hispanic Affairs.



# LULAC Corporate Alliance Members

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**Ms. Patricia J. Richards**, Manager, Supplier Diversity  
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**Mr. Jon Muñoz**, Corporate Social Responsibility,  
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**Mr. Ed Nicholson**, Manager, Multicultural Community  
Relations, Corporate Public Relations, Tyson Foods, Inc.

**Ms. Ivelisse Estrada**, VP, Corporate & Com. Relations, Univision Communications Inc.

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

**Mr. Roger Guzman**, Senior Manager of Hispanic Markets, Wal-Mart Stores, Inc.

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

**Mr. Mario Hernandez**, Director of Public Affairs,  
Western Union.



*LULAC National meets with Corporate Alliance Board Members at Verizon offices in Washington, D.C.*

The LULAC 2008 Democracy Initiative in partnership with Comcast and Wal-Mart, engaged LULAC Councils and their corresponding communities in an historic fashion. The LULAC 2008 Democracy Initiative was not only crucial for increasing the number of immigrant and Latino voters in 2008, but also

emphasized connection between positive public policy, civic participation, and voting on local communities. The voter outreach program coordinated a cadre of LULAC state voter registration project directors, regional LULAC coordinators, LULAC National Educational Service Centers and LULAC community technology center staff, as well as other Latino service organizations and student groups to execute door to door activities, online campaigns, and cultural and community events to mobilize new Latino Voters. Utilizing the LULAC's extensive grassroots network, we leveraged on-the-ground voter registration, get-out-the-vote efforts, poll monitoring, social networking online voter registration applications, and state-of-the-art online advocacy tools to distribute voter registration PSAs, targeted voter registration alerts, and hotline numbers to register 50,000 eligible Latino voters. Wal-Mart also headed the innovative partnership of encouraging store managers to allow non-partisan LULAC voter registration drives in front of local Wal-Mart stores. LULAC thanks Comcast and Wal-Mart for their generous support and look forward to a continued partnership as LULAC continues to be a leader among Latino grassroots civic engagement initiatives.





## Midwest Corner

### Tyson Foods, LULAC Fight Hunger With Efforts in Ohio and Arkansas

**L**ULAC and Tyson Foods have joined forces in their continuing commitment to fight hunger in America.

In February, Tyson donated more than 15 tons of protein to the FreestoreFoodbank of Greater Cincinnati and another 15 tons to the Northwest Arkansas Food Bank in Springdale, Ark.

The donations are part of a one-million pound, three-year commitment by LULAC and Tyson Foods to fight hunger. "With the current economy, many families throughout the region are turning to local food banks for help," said Jason Riveiro, LULAC Ohio State Director, at a donation ceremony in Cincinnati. "LULAC is committed to helping our families in Cincinnati, and through our partnership with Tyson we are honored to be able to address the hunger issues caused by these hardships."

"Donations of poultry and other high-protein foods are especially valuable as they allow us to provide our clients with more healthy, nutritious options," said John Young, president and CEO of FreestoreFoodbank. "This significant donation will help us feed our many hungry neighbors in the region during the harsh winter months and difficult economic times." FreestoreFoodbank serves more than 160,000 low-income persons in 20 counties in Ohio, Kentucky and Indiana.

Raul Lagos, manager of multicultural community relations for Tyson Foods, said the contributions "build on our three-year commitment to address the issue of hunger in the Hispanic community." He said "Tyson Foods understands that often Hispanic families face language and cultural barriers when they are at risk for hunger and seeking assistance. We are

committed to providing nutritious meals to families who are looking for help."

"We believe LULAC Councils from around the country can be catalysts in creating connections between agencies that feed the hungry in Hispanic communities and the local food

banks," Ed Nicholson of Tyson said at a donation ceremony in Springdale. LULAC National President Rosa Rosales commended Tyson for its efforts in Arkansas, noting that nearly 15% of the state's population is hungry every day.

"At the Northwest Arkansas Food Bank we provide low-cost food to hundreds of pantries and agencies that are on the front line of hunger relief," said the bank's executive director, Marge Wolfe.

Since 2000, Tyson had donated more than 54 million pounds of protein to anti-hunger programs, including nearly 12 million pounds last year.



(l-r) Jason Riveiro, Ohio State Director; Raul Lagos, Tyson Foods; Cincinnati Mayor Mark Mallory; Dan Lincoln, President Cincinnati Convention and Visitors Bureau.

### University of Phoenix/LULAC Scholarship Awarded to Oscar Rios



(L-R) Trinidad Alfaro, Indiana LULAC State Director; Oscar S. Rios, Jr., University of Phoenix/LULAC Scholarship Recipient; Alicia Rios, LULAC National Vice President Midwest Region.

### Thank you, Alicia Rios



*Vice President for the Midwest Alicia Rios finishes four, one-year terms of service to National LULAC. Thank you.*

Photos by Luis Nunez Briones



LULAC National President Rosa Rosales and LULAC National Executive Director Brent Wilkes join Ed Nicholson of Tyson, at the donation ceremony in Springdale, Arkansas along with Food Bank Executive Director Marge Wolfe.





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## Farwest Corner

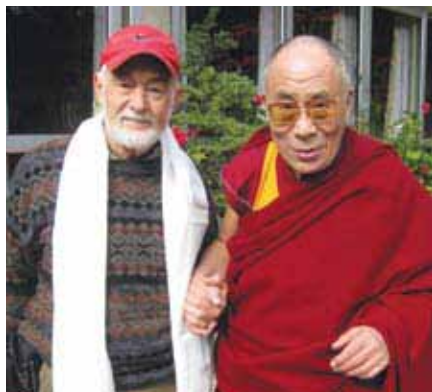
### LULAC Members Meet With the Dalai Lama

His Holiness the Dalai Lama recently received two LULAC members at his home in Dharmasala, India, at the base of the majestic Himalayan Mountains.

The Dalai Lama was given information about LULAC, micro credit and village banking. He blessed LULAC International Relations Chair Dr. John David Arnold and India associate member Dr. Harjit Singh. He placed a silk shawl around their necks as a memento of their visit.

The much-admired Dalai Lama rarely grants meetings at his private residence for security reasons. The occupation of his homeland of Tibet by China forced him into exile. His present host city and monastery is a renowned center for yoga, meditation, music and spirituality.

There are now 12 LULAC associates in India. Visit [www.freetibet.com](http://www.freetibet.com) for more details.



*Dr. John David Arnold joins hands with Dalai Lama at his residence in India.*

## Southeast Corner

**Save the Dates: July 13-18**

### LULAC National Convention & Exposition Set for the Puerto Rico Convention Center

More than 15,000 persons are expected to attend the second-ever LULAC National Convention in Puerto Rico, the predominantly Spanish-speaking self-governing U.S. territory rich with sunshine and Hispanic culture. The 80th annual convention and exposition will be held July 13-18 in San Juan, the capital and second-oldest European-founded city in the Americas after Santo Domingo.

The meeting will attract government, business and community leaders and LULAC members from across the U.S. "Reaching New Frontiers: Expanding the Latino Agenda" will be the theme of the event, which will also host the Federal Training Institute (FTI) and its intensive career development program for public sector employees.

Top members of President Barack Obama's administration are expected to highlight the list of speakers at the convention breakfasts, luncheons and dinners. Obama attended the League's 2008 convention in Washington, D.C., as the Democratic presidential nominee, as did GOP nominee Sen. John McCain.

"Our convention and exposition will be of great importance for both LULAC and the future of Hispanic Americans in the U.S.," said LULAC National President Rosa Rosales. She noted that LULAC delegates will elect their national leadership and set LULAC's policy priorities. "The convention also serves to build our relationships with influential public and business leaders and, through the FTI, advance Latino leadership in the public sector."

Delegates will address issues fundamental to the Hispanic American community, including immigration, education and health care reform, civil and women's and labor rights and efforts aimed at boosting the U.S. economy. The 80th convention comes at a time when a new federal administration, elected with strong support from Latino voters, is formulating and advancing its policies, many of which are expected to be more sympathetic to the Latino community.

Hundreds of public and private entities will feature their products and services at the exposition in the convention center, the largest and most technologically advanced in the Caribbean, boasting nearly 600,000 square feet of space.

As with previous conventions, the 2009 meeting will include college and career fairs open to all; a three-day Youth Conference that will feature delegates from across the U.S. and a four-day Young Adults Conference. Youth and young adult delegates will improve their leadership skills and provide community service while in Puerto Rico. The three-day Career Fair, which is expected to draw more than 200 companies, is expected to draw strong attendance due to the strained economy. Representatives from dozens of top-flight colleges and universities are expected to have attendants at the College Fair.

It is fitting that such a historic convention takes place in the Commonwealth of Puerto Rico, for the island is the first U.S. territory that had a Spanish presence, which became permanent in 1508.

In addition to business, those attending the LULAC Convention will be able to enjoy the historic and picturesque city of Old San Juan, which is across the Bay of San Juan and within sight from the convention center in San Juan. Old San Juan features romantic colonial streets and houses, fine restaurants and bars, and monuments to the city's Spanish past.

Prominent among those are Old San Juan's forts, such as the famed San Felipe del Morro Castle, which guarded the entrance to San Juan Bay, and San Cristobal Castle, another well-preserved marvel of Spanish military architecture. Beyond the city are Puerto Rico's beautiful beaches, clear and warm waters and shady palm trees.

Some convention attendees will extend their stay in Puerto Rico to explore the island's many other attractions, including tropical rain forests, scenic lighthouses, mountains caves and springs.



# *Driving a Brighter Future*



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# Profile:

## Mary Espiritu



**Q: Where were you born?**

A: San Antonio, Texas.

**Q: How long have you been involved with LULAC?**

A: 18 years.

**Q: Who do you admire most?**

A: Rosa Rosales.

**Q: Who is your mentor?**

A: My mother was my mentor.

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

A: Seeing Belen Robles and Rosa Rosales in action.

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

A: Lack of higher education.

**Q: What was your most memorable LULAC moment?**

A: When LULAC elected their first woman president, Belen Robles.

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

A: I am the Women's Deputy for LULAC District 15, and the President of IMAGE de San Antonio. I have been honoring "Outstanding Hispanic Role Models" for the past 12 years.

**Q: What is an important leadership characteristic?**

A: Being assertive, having goals and reaching them.

**Q: What do you do when you are not working for LULAC?**

A: I am a mentor. I help people prepare resumes, fill out applications for employment and help them prepare for effective job interviews. I have also sponsored seminars to help enhance and advance the careers of Hispanic employees.

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

A: The election of Barack Obama as President of the United States.

**Q: What are you most proud of accomplishing?**

A: Being installed into the National Hispanic Women's Hall of Fame in 1982, and when Senator John Tower (D-TX) entered the event into the U.S. Congressional Record of the United States and 10 years later into the San Antonio Women's Hall of Fame. I am known as the "madrina" in San Antonio because I help people when they ask for assistance.

**Q: What is your message to those reading this?**

A: Always help those who need you. Be a madrina or padrino to those who ask for your assistance. It doesn't cost you anything to help them. Remember, there is room at the top for everyone.



# Profile:

## Argentina Dávila-Luévano



Photo by Luis Nuño Briones

**Q: Where were you born?**

A: I was born in Diriamba, Nicaragua, Central America.

**Q: How long have you been involved with LULAC?**

A: I have been in LULAC since 1995. I served as treasurer for the San Jose LULAC Council in 2002. I was a founding member of the first Contra Costa County in California. LULAC Council 3071 and my first role was that of vice president for women. The following year I was appointed California LULAC secretary for two years and I was elected deputy state director for women. In 2007, I was elected California LULAC state director and am currently serving my second term.

**Q: Who do you admire most?**

A: Hillary Clinton for her tenacity, stamina and ability to withstand the scrutiny of a man's world.

**Q: Who is your mentor?**

A: My mother, Aura Marina Rocha, for her ability to stand up to injustice and immigrating with two young daughters to the land of opportunity. She was the one who taught me, "yes you can."

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

A: LULAC is the vehicle that provides opportunities to voice concerns and solutions to various problems impacting the Hispanic community.

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

A: We do not have enough women and Latinas in positions of power. Their presence would effectuate change and address the areas of education, health care, employment and comprehensive immigration reform.

**Q: What was your most memorable LULAC moment?**

A: My most memorable moment is meeting with presidential candidates and having the opportunity to question them on their plan to correct the underrepresentation of Hispanics in government and also in the private sector.

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

A: In my capacity I have helped raise significant funds for the women's issues forums, the women summits and five LULAC state conventions. I have promoted the building of youth and

young adult development and programs. In 2006, I was selected to the LNEESC board and I was reappointed in 2008. I was also appointed to the LULAC National Women's Commission. I am currently focused on getting two AT&T Adelante educational grants and one youth Pell grant for the state. I was so happy to be a part of the reopening of our LNEESC center in East Los Angeles and extending four new LULAC districts in Los Angeles, Fresno, Morgan Hill and Contra Costa County in California.

**Q: What is an important leadership characteristic?**

A: The ability to mobilize, to be a voice for the downtrodden and hold legislators accountable to the people.

**Q: What do you do when you are not working for LULAC?**

A: I am in LULAC 24/7 and then some. However I do try and relax, get exercise, focus on health and nurture our grown children: Jeff, Joel, Tanya, Gabriel, Marisol and grandchildren: Marina, Lori Ann, Salena, Stephen, Jeffry, Timmy, Tyler, Bailey and Elijah.

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

A: Overriding personal life struggles and helping to advance the development of California LULAC youth and young adults.

**Q: What are you most proud of accomplishing?**

A: I am most proud of obtaining the 501(c)(3) federal tax exempt status for the California LULAC Institute, bringing unity and addressing the aims and purposes of that organization.

**Q: What is your message to those reading this?**

A: Perseverance! Together we will overcome.

# Profile:

## Edna E. Canino



**Q: Where were you born?**

A: I was born in Falfurrias, Texas, in 1938.

**Q: How long have you been involved in LULAC?**

A: I have been an active member of LULAC for 36 years...since 1973.

**Q: Who do you admire most?**

A: I admire all leaders who pursue the goal of making this a better world by promoting education, health and economical security for our Latino communities. Of course the leaders that I admire the most are my LULAC leaders.

**Q: Who is your mentor?**

A: My first mentors were my parents, who sacrificed so that my sister and I could pursue a formal education. They instilled in us that hard work, honesty, humility, faith in God and helping others are strong characteristics of being a good citizen.

**Q: What made you become involved with LULAC?**

A: I grew up receiving an education in Falfurrias, Texas.

I was penalized many times by my teachers because I spoke Spanish to my friends during recess. Living in a small community close to the border of Mexico (Reynosa, Mexico), the border patrol frequently stopped us when we went to visit my grandmother. Also, as a Falfurrias High School band member, many times I returned to our hometown without eating during our travels to and from football games because restaurants would not serve "Mexicans."

My husband, Robert, and I, became followers of Dr. Hector P. Garcia, founder of the American GI Forum, a veteran's organization created to stop discrimination against Latino veterans of World War II. Following our participation with the American GI Forum, in 1973, we became active in LULAC because we learned that LULAC had a long history of addressing the adverse treatment and conditions Latinos confronted. During my years with LULAC, I have proudly held offices at all levels...local, state and national.

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

A: The economic crisis is having a catastrophic effect on all residents and citizens. The second most important issue adversely affecting Latinos is the lack of immigration reform, an extremely critical situation to our Latino community. Raids and deportations are conducive to unlawful profiling and harassment of all Latinos, whether documented or undocumented.

**Q: What was your most memorable LULAC moment?**

A: When all of my family was actively involved in LULAC at the same time. Robert was a state LULAC officer and assistant to the National President; our older son, Robert, was Vice President of the Southeast; John, our youngest son, was State Director of Florida; and I was the Florida Legal Advisor. It was a thrill to have full and active family involvement in LULAC.

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

A: I am presently chair of the LULAC National Census Committee. I am very enthusiastic and proud of chairing this Committee. LULAC is participating as a partner with the U.S. Census Bureau to assist in

obtaining a true count of all persons in this country. LULAC can be instrumental in identifying Latinos in hard-to-count pockets of the population, and informing Latinos about the importance of being counted. LULAC is also able to identify qualified Latinos to be employed by the Census Bureau in its decennial management and other positions, and increase Latino employment in the Census' permanent offices.

**Q: What is an important leadership characteristic?**

A: Good leaders must have a commitment to the goals and mission of their responsibilities, plus assertiveness and mutual respect for their peers and persons with lesser capacity and professionalism. Good leaders must show appreciation and give proper recognition when due.

**Q: What do you do when you are not working for LULAC?**

A: I enjoy reading and learning how to be efficient in all the Internet operations. However, I always relate them to LULAC. It is actually difficult to do any activity without one way or another involving LULAC.

**Q: What had the biggest impact on you in 2008?**

A: One of the biggest events for me was being appointed by President Rosales and ratified by the LULAC National Board to be Chair of the LULAC National Census Committee. Another was being elected as a consultant to the Institute of Mexicans in the Exterior (IME) in Miami, Florida.

**Q: What are you most proud of accomplishing?**

A: I am most proud of accomplishing my legal profession, currently being a licensed attorney in Texas and Florida, in spite of initially encountering adversities. I am also proud of having instilled in our sons, Robert and John, the importance of a formal education. Robert is a regional attorney for the U.S. Equal Employment Opportunity Commission, and John works for the U.S. Census Bureau.

**Q: What is your message to those reading this?**

A: My message is to always be optimistic and ready to help others less fortunate than yourself. To all those who have achieved a comfortable economic and/or a professional level, please utilize those resources to help our Latino communities. To everyone, join this great organization LULAC and help increase its membership.



# Profile: Roberto E. Canino

**Q: Where were you born?**

A: I was born in 1935 in Vista Alegre, Rio Piedras, Puerto Rico.

**Q: How long have you been involved in LULAC?**

A: I have been a member since 1973.

**Q: Who do you admire most?**

A: I depend on and admire our Heavenly Father, who has guided me throughout my life.

**Q: Who is your mentor?**

A: To name a few, Dr. Hector P. Garcia; the Past National Presidents of LULAC, the Bonilla brothers; Hector M. Flores; and our National President, Rosa Rosales.

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

A: When I arrived in Texas to attend the University of A & I in Kingsville, Texas, I observed rampant discrimination against Mexican Americans in all aspects of their daily lives. I set out to take positive steps to increase the Mexican Americans voter participation in order to address and fight discrimination. In the early 1960s in Austin, Texas, I co-organized Political Association of Spanish Speaking Organizations, and a few years later became a co-founder of Citywide Committee of Individuals & Organizations for Human Rights, a tri-ethnic human rights organization, with Dr. Joseph P. Witherspoon and Mario Obledo, Past National President of LULAC. Later, I joined the American GI Forum, and served as its District VIII Director for Central Texas. In 1973, I joined LULAC, which was created in 1929 and had a history of human and civil rights accomplishments. I eagerly joined, knowing that I would be able to pursue my goals and mission of improving the educational, economic, health and other conditions of our Latino population.

**Q: What do you think are the most important issues affecting Latinos today?**

A: I believe that one of the most important issues is the exclusion and blockage from power and the treatment of the majority of Latinos as second class citizens. Immigration raids, deportations, and separation of families of our undocumented brothers and sisters, plus unlawful profiling and hate crimes against Latinos.

**Q: What was your most memorable LULAC moment?**

A: My appointment by LULAC National Past-President, Hector Flores and reappointment by President Rosa Rosales to the position of International Ambassador for Latin America and the Caribbean. Another memorable LULAC moment was when my wife, Edna, and son Robert and I each received the LULAC Presidential Medal of Honor at the Florida State Convention in Orlando.

**Q: What other activities are you involved in?**

A: I am presently Florida State Treasurer, but my favorite participation is as International Ambassador to Latin America and the Caribbean. I am a consultant and liaison between our LULAC councils, state and national officers and consuls from Latin America and the Caribbean, with whom I keep continuing communications.

**Q: What is an important leadership characteristic?**

A: Having high self-esteem and a strong conviction to lead courageously without fear is a very important leadership

characteristic.

Also, appreciation and recognition of achievers for their good deeds and to encourage persons who experience a non-successful attempt not to feel discouraged but to try harder until they do succeed.

**Q: What do you do when you are not working for LULAC?**

A: Very seldom do I participate in activities outside of LULAC. I enjoy music, traveling, public speaking and political activities. This past year, I enrolled in Florida International University and successfully completed a full-time course in international Latin American relations.

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

A: The unexpected recognition Edna and I received during the 80th Anniversary Celebration of LULAC at the Hilton in Austin, Texas, Feb. 26, 2009. The emcee, former Texas Sen. Gonzalo Barrientos, said that Edna and I had been trail blazers for Latino elected officials in Travis County, Texas. Sen. Barrientos said that we had been the shoulders for others who followed.

**Q: What are you most proud of accomplishing?**

A: My first proud accomplishment was in the mid-1960s when I helped organize the Valley Farm Workers march for minimum wages in Texas, plus my participation in the elections in Crystal City when Latinos for the first time elected an all-Latino City Council with Juan Cornejo as their mayor. Other proud accomplishments have been organizing LULAC councils in Florida and Puerto Rico. I am also very proud of having a family of professionals, including my wife, Edna, and my son, Robert, who are both attorneys specializing in civil rights, and my son John, who works in a supervisory capacity in a federal agency.

**Q: What message do you have for those reading this?**

A: To continue supporting LULAC by promoting its name, positive image, deeds and mission, and creating new councils all over this country. Also, to educate your children to always be proud of their heritage and national origin, and to encourage the promotion of their culture and original language. Always be and think positive and face the world with a smile.



# Profile:

## Pablo Martinez



Photo by Luis Nuño Briones

**Q: When and where were you born?**

A: I was born in Fallbrook, Calif., on Jan. 9, 1965.

**Q: How long have you been involved with LULAC?**

A: Since 1981.

**Q: Who do you admire most?**

A: My parents, Miguel and Jessie Martinez, plus Albert Armendariz, Sr., and Gen. Lazaro Cardenas. In LULAC, Ruben Bonilla, Tony Bonilla, William Bonilla, Mario Obledo, Oscar Moran, Henry Martinez and Manuel Marquez.

**Q: Who is your mentor?**

A: In LULAC, Henry Martinez and Manuel and Vera Marquez. In New Mexico LULAC, it is Lee Leyba. Max and Connie Martinez have helped in my endeavors. In my life and career, Benny Aguilar, Robert Portillos, former New Mexico Secretary of Youth Authority, and Lawrence Tafoya, former Warden and Deputy Director of the New Mexico Juvenile Justice Division.

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

A: The late Henry Martinez approached me to form a Youth Council in Stanton, Calif. We reactivated Youth Council 29. We wanted to help change the status quo and improve the living and social conditions of Latinos at all levels of our American society.

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

A: The empowerment, visibility and upward mobility of our community as a whole. Both political parties have taken us for granted and we need to vote and make significant inroads in attaining economic development and political influence to make the necessary changes we so yearn for.

**Q: What was your most memorable LULAC moment?**

A: Becoming National Youth President and receiving the "Ohtli Award."

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

A: New Mexico LULAC State Director, civil rights, legislative issues effecting Latinos in New Mexico, and building a new consortium on border issues. I have been working with state and federal officials to make changes and improve living conditions for Latinos. Also, I have worked with the Mexican government to advocate for immigrants living abroad.

**Q: What is an important leadership characteristic?**

A: Honor, integrity, loyalty, commitment, pride, duty and leading by example. Never ask anyone to do what you are not willing to do.

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

A: I am a retired corrections administrator. LULAC has filled the void after retirement. Now, I volunteer exclusively for LULAC. I am also involved in local, state and national political campaigns.

**Q: What has had the biggest impact on you in 2008?**

A: Receiving the "Ohtli" Award. It has not only humbled me, but has given me more motivation to work harder for our community. I have rekindled years of working with the Mexican government and establishing collaborations with other Latino and minority organizations.

**Q: What are you most proud of accomplishing?**

A: Development of partnerships, positive visibility in New Mexico with respect to civil rights and advocating for the immigrant community. Assisting with the office of the New Mexico governor in obtaining funding for LNESD and establishing partnerships with other civil right organizations, public and private sectors. And fighting to preserve Olvera Street (Placita Olvera) in 1990, when I resided in California.

**Q: What is your message to those reading this?**

A: I encourage new and old members to read the LULAC Code. This is just as relevant today as it was when our founders authored it. It will inspire one to continue the struggle of our forefathers and it truly exemplifies what LULAC is all about.



# Profile: Lupe Torres

**Q: When and where were you born?**

A: I am a “baby boomer” born and reared in San Antonio, Texas.

**Q: How long have you been involved with LULAC?**

A: Since 1972.

**Q: Whom do you admire most?**

A: My mother and step father who were caring and hard working individuals who saw the importance of educating all their children and instilling a strong sense of volunteerism and community service without expecting anything in return.

**Q: Who is your mentor?**

A: As a young woman growing up with a mother, who was not only a successful businesswoman, but also a community organizer, “neighborhood midwife and faith healer,” I would have to say she was the major influence in my life.

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

A: After graduating from St. Mary’s University, I started working for a community development corporation called The Mexican American Unity Council. It was also during the era of President Johnson’s “War on Poverty” and Hispanics saw this time as an opportunity to make a difference in their neighborhood. It was at this time that I met LULAC members who were in the forefront of many of these ventures to improve the quality of life in the barrios. I was inspired to help start a women’s council and LULAC Council 648 was born. I have been a member of LULAC since and continue to devote many hours to its mission.

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

A: The high school drop-out rate and teen pregnancy consequently causing many more Latino families to live in poverty and putting these young adults at high risk.

**Q: What was your most memorable LULAC moment?**

A: I guess I have to say when National President, Rosa Rosales, achieved the position of LULAC’s national president after not giving up on her dream and sharing her dream with the rest of us.

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

A: Besides my involvement with my council’s LULAC fundraising projects, I get involved with programs that will help improve the quality of life for Hispanic families. A major project I am currently coordinating is an annual educational conference for families with loved ones with mental illness, intellectually challenged persons and those with chemical addiction disorders. Recently I have been involved with a veterans’ coalition whose mission is to ensure veterans and other military families in San Antonio can access all the needed services they need and deserve, whatever their need, and with San Antonio the distinction of truly being “Military City, USA”.



**Q: What is an important leadership characteristic?**

A: I believe being a good listener and having vision.

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

A: When not working on a LULAC project, I spend time with my family members and friends. I come from a large family and there is always a birthday, wedding, or anniversary to celebrate. I also make time to visit my Marine son and my two beautiful granddaughters in California, I catch up on reading materials looking for scholarship monies, catch up on current events, and help with church events.

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

A: I believe the spiraling economy has made me take a reality test about what the future holds and the impact it has had on Hispanic families trying to educate their children, but staying optimistic as a new administration unfolds its stimulus plan and what it will mean for our children’s future.

**Q: What are you most proud of accomplishing?**

A: I am most proud of having helped raise funds for hundreds of high school students to further their education with scholarships to great colleges and universities throughout the United States. Also, helping found an organization to empower public housing residents with a vision of hope and self-reliance, through job opportunities, which has allowed them to realize the American dream of home ownership with a high rate of success.

**Q: What is your message to those reading this?**

A: Reach out to our Hispanic young and do not give up on them because they will be our future for better or for worse. Be a positive role model and help others unconditionally. Have a sense of humor and do not take yourself too seriously. Be humble but strong in your convictions and make a difference wherever you can. Live the LULAC motto: “All for One - One for All.”

## Interns in D.C. Office Gain Experience And Contribute to LULAC's Mission

By: Rosio Vielma

LULAC's national office has seen many talented students from across the country come through its doors. They have proven to be dedicated, enthusiastic and hard-working additions to the organization's professional staff.

Interns during the winter, 2008, term played a huge part in the success of the annual Legislative Gala in Washington, D.C. They were able to work with Latino leaders in Congress cited by LULAC for their contributions to the Latino community.

Prior to the historic 2008 presidential election, LULAC interns worked hard to boost Latino voter registration and turnout at the ballot box. In addition to voter registration efforts, intern Callum Rowe from the University of California at Santa Cruz worked with LULAC Executive Director Brent Wilkes and Communications Director Lizette Olmos on gathering facts an Op-Ed for publication in the Wall Street Journal.

Intern Geraldo Marquez from the University of California at Los Angeles helped work with some 400 Floridians who traveled to Washington to urge the Democratic National Committee to recognize the state's Democratic primary results even though the voting technically violated party rules. He also helped the staff start several new programs focusing on health care, financial responsibility and leadership development.

LULAC's summer interns got to help organize the annual LULAC National Convention and Exposition, which took place in Washington and featured appearances by presidential candidates John McCain, Hillary Clinton and Barack Obama. In addition to working on the convention, they continued with voter registration efforts and helped develop joint programs with AARP. They also helped bring over 200 students to Washington as part of LULAC's youth leadership program.

Fall interns continued the year-long voter registration campaign which proved so successful on election day. After Obama's election, they helped draft letters of recommendation for highly qualified Latinos for positions in the new administration. They also worked closely with LNES on its youth diversity initiative.

Executive Director Wilkes and National President Rosa Rosales credited interns with contributing to the success of the many events in 2008. Internships provided an ideal setting for students who want to have a great experience in Washington while working to make a difference for a great cause. The LULAC experience is a stepping stone for future careers and a worthwhile addition to graduate resumes.

Past interns Elizabeth Garcia, Mario Marsans, David Perez and Amanda Keammerer are now part of the LULAC professional staff because of their personal commitment and exceptional work and contribution to the organization. LULAC welcomes interns who are ready to follow in the footsteps of interns who have made a difference in the national office and the Latino community.

For more information, contact Elizabeth Garcia at [egarcia@lulac.org](mailto:egarcia@lulac.org).



**Cecilia Chavarria**  
Policy Intern  
UC Santa Barbara



**Callum Rowe**  
Policy Intern  
UC Santa Cruz



**Gerardo Marquez**  
Policy Intern  
UC Los Angeles



**Amanda Keammerer**  
Programs and Policy  
Intern Smith College



**Paulo Martinez**  
Policy Intern  
East Carolina University



**Ashley Ramirez**  
Media Coordinator Fellow  
New Mexico State University



**Mario Marsan**  
Special Events Fellow  
University of Maryland



**Hugo Cabrera**  
Policy and Communications  
UC Berkeley



**Marisol Pineda**  
Policy, Program and  
Communications Intern  
UC Santa Cruz



**Maria Orozco**  
LNEC/ LULAC Intern  
Santa Clara University  
UC Santa Cruz



## LNESC Young Readers Program Gives Latino Pupils Early Boost

By Matthew Kamenski

Latino students in the United States have long faced obstacles and disadvantages from a young age when it comes to reading, particularly for those who have trouble understanding English. An inability to read can be crippling for a child, and instilling a love of reading can be crucial to a child's development. The LULAC National Educational Service Centers have diagnosed this problem, and have offered the Young Readers Program as a way to help young children with their reading skills from the very beginning of their education.

Funded by Verizon, Procter & Gamble, and General Motors, the LNESC Young Readers after-school program now operates at 17 elementary schools in 15 cities nationwide. Each program site consists of 20-30 students in kindergarten to second grade. They meet for twice a week for an hour and a half each period for the entire academic year. The students proceed through an innovative reading curriculum with fun activities designed to improve literacy and promote the love of reading. The program also provides the students with snacks, T-shirts, and a field trip.

Christine Barrantes has taught the Young Readers program at Mendenhall Elementary School in Plano, TX since 1998, and has noticed a big difference since the program has shifted from meeting once a week on weekends to twice a week after school. She said that the students' English fluency rate is improving at a much faster rate, and that the consistency of the twice a week program is a big plus. "The students absolutely love the program and are so excited that they get to come twice a week," she said. "Every Monday and Wednesday as I walk down the hall, I always have smiling students running up to hug me and confirm that we are meeting after school."

"I would like to thank Verizon, Procter & Gamble, and General Motors for their continued support in making this a successful program," said Richard Roybal, LNESC Executive Director. He hopes that Young Readers continues to make a positive impact on young children's lives around the country.

LNESC currently operates Young Readers programs at the following locations: Phoenix, AZ; Tucson, AZ; Pomona, CA; Los Angeles, CA; Miami,



*LULAC Ohio state leadership and representatives from LULAC National Educational Service Centers (LNESC) and Procter & Gamble, with students and teachers from the Young Readers program at Academy of Multilingual Immersion Studies (AMIS) in Cincinnati, OH.*

FL; Tampa, FL; Boston, MA; Albuquerque, NM; Cincinnati, OH; Philadelphia, PA; Arlington, VA; Corpus Christi, TX; Dallas, TX; El Paso, TX; and Plano, TX.



*Young Readers students from Los Angeles, CA.*



To learn about our programs visit us at [www.LNESC.org](http://www.LNESC.org) or call for information at 202.835.9646

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

## Election Results for 2008 Confirm: Latinos Emerge as Bigger Player



Photo by Luis Nuño Briones

Rep. Nydia M. Velázquez (D-NY), Chairman of the Hispanic Caucus Institute

By Kenneth Dalecki

The 2008 election was historic for more than the election of the first African American to the presidency. It also marked the emergence of Latinos as a far more important voting constituency. For the first time, Latinos turned out in proportion to their eligibility as voters...a development sure to increase their political clout in local, state and national elections.

LULAC joined with other Latino advocacy groups in working to dramatically increase voter registration and turnout in 2008. Those efforts proved more successful than even many optimists had expected.

"We are truly gratified by the strong increase in voter participation among Latinos, regardless of their political affiliation," said LULAC National President Rosa Rosales. "It means that our political leaders must and will play closer attention to the issues that matter most to our community."

According to exit polls, Latino voter turnout soared 50% between 2004 and 2008...from 6% of the electorate in 2004 to 9% in 2008. That compares to a 5% drop in white voter participation, a 1% increase among African Americans and no change for Asian Americans. For the first time, Latino Americans lived up to their potential in voting booths around the nation. Although Hispanics comprise about 15% of the overall population, they are about 9% of the eligible voting population.

Latinos, particularly first-time and younger voters, were energized by the candidacy of Barack Obama. Some 76% of Latinos aged 18 to 29 voted for Obama. That compares to 63% for Latinos aged 30 to 44, 58% for those 45 to 64 and 68% for those 65 and older. Only African Americans, 95% of whom supported Obama, gave the Democratic candidate more support than did young Latino voters.

Overall, 67% of Latino voters supported Obama; 31% voted for McCain and 2% supported other candidates, according to exit polls conducted by Edison Media Research and published by CNN. Latino women were slightly more supportive of Obama than were men...68% and 64%, respectively. "This represents a consolidation by the Democrats of one of their core constituencies, but not in any dramatic fashion," Rhodes Cook, a veteran vote analyst, told *LULAC News*.

Cook noted that as a percentage of the vote, Democrat Al Gore did just as well among Hispanics in 2000 as Obama did in 2008, winning 67% of the Latino vote.

An analysis of voting trends among Latinos shows that it is "a demographic in play and in flux," said Cook, who provides political analysis at [www.rhodescook.com](http://www.rhodescook.com). Recent Republican presidential candidates have garnered as much as 40% of the Latino vote (George W. Bush in 2004) and as little as 21% (Robert Dole in 1996). Thus the Latino vote is "a prize to be won," said Cook.

Latinos proved especially helpful to Obama in several important "swing" states previously won by the GOP, including Florida, Colorado, New Mexico and Nevada. They also helped boost his big majority in such states as New Jersey and California.

Although Democrats are optimistic about solidifying the Latino vote for their party, there is no guarantee that they will do as well in future elections among Latinos as they did in 2008. But having strong support among young Latinos is a potential plus, Mark Hugo Lopez, associate director of the Pew Hispanic Center, told *LULAC News*. He notes that voters often stick with the party they first identify with, so support for Democrats among young Latinos "may be strong into the future." He noted that some Latinos who voted Democratic in 2004 could, as they have in the past, shift their support to Republicans or become independents.

One thing is certain: Latinos will play an increasingly important role in future elections even if they are not as energized as they were in the 2008 election. Lopez said about 2 million more Hispanics join the ranks of eligible voters every four years, more than any other minority.

The Latino voter helped Democrats increase their majority in the Senate. In Colorado, Latinos voted by a margin of 63% for Democrat Mark Udall, who won with about 53% of the overall vote. In New Mexico, Democrat Tom Udall cornered 70% of the Latino vote compared to about 61% of the overall vote. In Virginia, Latinos voted 71% for Democrat Mark Warner, who got 65% of the overall vote. In New Jersey, 82% of Latinos voted for Democrat Frank Lautenberg, who got 57% of the overall vote. Most Latino voters in Texas were disappointed: They voted by a margin of 61% for Democrat Rick Noriega, who got only 43% of the overall vote against John Cornyn.

Latinos were in the political mainstream on major state ballot initiatives. In California and Florida, Latinos voted in the same proportion for a ban on gay marriage as did the voters as a whole...about 53% in California and 63% in Florida. Latinos proved slightly more conservative than voters as a whole in California on the issue of parental notification before a minor can have an abortion. Latinos voted in favor of parental notification by a margin of nearly 54%, but the initiative was narrowly rejected by voters overall. Like most voters in Arizona, Latinos voted against a business-friendly proposition involving sanctions against employers who hire illegal aliens. Voters overall rejected the proposal by 60%; Latinos by 56%.

One notable change in Latino voting patterns took place in Florida, where the Latino vote went 57% to Democrat Obama as opposed to the 56% Latino vote for Republican Bush in 2004. Factors thought to play a role in the big swing include an increase in the heavily Democratic Puerto Rican population around Orlando and increases in Democrat-leaning voters originally from Central and South America. Cuban Americans, who traditionally vote heavily for the GOP, also lowered their percentage of support for the Republican Party in 2008.



## Obama Inspires LULAC Volunteers in East San Jose, Calif.

By Nancy Pelayo

President Obama called on Americans to use the Martin Luther King Day holiday as a time to serve our communities. On Jan. 19, Michelle Pelayo-Osorio, LULAC Vice President for Young Adults, Walter Osorio, LULAC Evergreen Council President, and some 20 other volunteers met at the parking lot of the National Hispanic University in San Jose, Calif., for a day of service to help clean up the neighborhood.

"It is so nice to see that the community came out and help us be a part of change," Ms. Pelayo-Osorio said. "This neighborhood is in need, and there are plenty of hands today to make a difference. I truly didn't expect so many volunteers." Mr. Osorio said he and his wife "were inspired to play a part of history, especially on this holiday. Organizing the Martin Luther King Jr. service day will now be part of my family's tradition."



LULAC volunteers in San Jose, Calif.

## 2,000 Students Attend LULAC Youth Conference

Some 2,000 middle and high school students in Pima County, Ariz., were encouraged to stay in school and received information about college at the 20th Annual LULAC Youth Leadership Conference in mid-March at the Pima Community College.

Conference co-chairman Javier Herrera said it was the largest turnout ever for the three-day event that included a career fair and workshops on the importance of education, safety in and out of school, HIV/AIDS prevention and the effects of drug abuse.

San Antonio's international recording artist Patsy Torres and her motivational troupe Positive Force Tour performed at the conference and encouraged students to stay in school and continue their education beyond high school. "She touched on so many things, from relationships to drugs to losing someone to suicide, and many of these kids can relate to those situations," Herrera said.

Some 90,000 students in Arizona, New Mexico, Texas, California and Mexico have participated in LULAC Youth Leadership conferences since 1998. Combating the high dropout rate among Latino high school students is a major goal of LULAC.



Arkansas Gov. Mike Beebe speaking about the state's DREAM Act before a coalition by the Razorback Young Adult Chapter #761 from the University of Arkansas, Fayetteville.



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National President of LULAC Rosa Rosales & Alejandro Castro



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## Immigration Reform

Immigration Reform in 2009 LULAC is committed to comprehensive immigration reform in 2009. LULAC needs your help to bring justice and dignity to all immigrants. LULAC members visited their representatives during the April recess and invited them to join our cause. Additionally, LULAC held immigration marches in 10 cities on May 1. We engaged in massive letter writing and call-in campaigns to let our elected officials and President Obama know we demand solutions this year. President Obama reiterated his commitment to comprehensive immigration reform in his last press briefing.

Your action is incredibly important and we are all in this fight together. If there is any additional information the LULAC national office can provide that will help make you with advocacy outreach please feel free to call (202) 833-6130 and speak with Elizabeth Garcia ([egarcia@lulac.org](mailto:egarcia@lulac.org)) or Chris Espinosa ([cespinosa@lulac.org](mailto:cespinosa@lulac.org)) or on help with press related matters please contact Lizette Jenness Olmos at [ljolmos@lulac.org](mailto:ljolmos@lulac.org).

For more information please visit: <http://lulac.org/immigration.html>.



## PHOTOS FROM AROUND THE LEAGUE



(L-R) Bottom Row: Elia Mendoza, Special Assistant to the President, Amparo Ortiz, KWEX, Univision, LULAC National President Rosa Rosales, Margaret Moran, Former VP for Women. Top Row: Ernesto Gomez, President of Centro del Barrio, George B. Hernandez Jr., President and CEO of the University Health System, Martha Tijerina, "First Lady of Spanish Television, KWEX Univision," Linda Rivas, CEO for SER, U.S. Army Ret., General Alfred Valenzuela, David Soto, Community Activist.



LULAC National Representatives with LULAC National President Rosa Rosales meets with Puerto Rico government officials in preparation of the LULAC National Convention July 13-18th.



LULAC National President Rosa Rosales in Laredo to help LULAC Council #7 with its voter registration and citizenship awareness drive. Top: Ramiro Saucedo Jr., Patty Valero, Roland Gonzalez, Cande Rodriguez, Arnold Garcia. Seated: Elia Mendoza and LULAC National President Rosa Rosales.



President Rosa Rosales installed the new officers of LULAC Council 4943 in Irving, Texas.



Cicero, Chicago and other suburbs received LULAC council 5211 of Cicero in the amount of \$12,750. We would like to thank the following corporations, Giordano's Pizza Inc. and Pepsi whose sponsorship supports education.





# **80<sup>th</sup> LULAC** National Convention & Exposition

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# 2009 LULAC National Convention Rules

The following rules were approved by the National Board of Directors.



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 stand up, show of hands, or roll call 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 where candidates are running unopposed their elections will be combined and held by acclamation. 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 a two-thirds vote to overturn any ruling made by the National Legal Advisor.

13. The order of elections shall be as follows and will be conducted after resolutions/amendments are voted on.

- |                          |                         |
|--------------------------|-------------------------|
| 1: National President    | 2: Southwest VP         |
| 3: Southeast VP          | 4: Northwest VP         |
| 5: Northeast VP          | 6: Farwest VP           |
| 7: Midwest VP            | 8: VP for the Elderly   |
| 9: VP for Women          | 10: VP for Young Adults |
| 11: VP for Youth         | 12: Treasurer           |
| 13: 2012 Convention Site |                         |

14. First reading of all Constitutional Amendments and Resolutions will be presented immediately after the Assembly is convened.

15. The presentation of Constitutional Amendments from the floor shall not be allowed. Discussion on Constitutional Amendments shall be limited to three speakers for and three speakers against with each speaker having two minutes.

16. All resolutions must be type written and submitted in the form provided for in the LULAC website and submitted by a local council in good standing. Approved State resolutions must be submitted to the National Office within five days of passage. 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 two speakers for and two speakers against with each speaker having two minutes. A speaker must announce if he/she is speaking in favor of or against the resolution in question.

17. Resolutions from the floor shall be accepted. The resolution from the floor must be type written and submitted by using the form provided in the LULAC website and signed by the total registered delegation of the offering council. The written resolution from the floor must be presented to the Resolutions Committee and the State Director or his/her designee must be notified. The Resolution Committee Chair shall read the resolution in its entirety and call for a vote. The same time limit, number of speakers, and announcement as in rule 16 shall apply to this rule.

18. Any issue not covered by these Convention Rules will be determined by the proper provisions within the LULAC National Constitution, By-Laws & Protocol, and Robert's Rules of Order (revised), in that order.

19. These adopted 2009 Convention Rules may be changed by a two-thirds vote of the assembly.

20. Delegates, alternates and guests must maintain proper decorum at all times. Whistles are not allowed. Individuals intentionally disrupting election proceedings as determined by the Convention Chair will be expelled from the floor.

21. Any individual who uses profanity, verbally threatens or attacks another member on or near the voting floor will be removed from the voting floor and charges to expel the member for "actions contrary to the principles of LULAC" will be brought against the member by the presiding officer at the next National or Executive Board meeting.



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