

LULACnews

Fall 2010

Margaret Moran Elected National President

Highlights of the Annual Convention



Belen Robles
1994 - 1998

Rosa Rosales
2006 - 2010

Margaret Moran
Current

Moving Forward:

Thousands Rally for Unity
Homebuyer and Financial Literacy Education
Proposal Writing Tips

Contents

Fall 2010

- Message from National President.....3
- Tens of Thousands Rally for Unity in D.C.....3
- LULAC Alliances Promote Homebuyer & Financial Literacy4
- LULAC's Our Voice, Our Choice Campaign.....5
- Latinos in the 2010 Elections.....5
- Ford Motor Company Fund Launch Education Initiatives.....6
- Department of Justice Worker's Rights Workshops.....6
- Reappointment Will Boost Hispanic Political Power.....7
- 2011 LULAC National Women's Conference.....8
- LULAC Mourns Passing of Civil Rights Trailblazer Obledo.....9
- LULAC Mourns Passing of Former President Hernandez9
- LULAC Continues Fighting for Immigration Reform.....10
- LULAC & the 2010 Census: Where Are We Now?.....12
- LULAC Congratulates New Corporate Alliance Officers.....14
- LULAC and AstraZeneca National Tour.....15
- Southwest Corner.....16
- San Antonio Council 2 Awards Rey Feo Scholarships.....16
- MODEL Mentoring: A Report From the Field.....17
- Youth and Young Adults Corner.....18
- Empower Hispanic America With Technology.....19
- Proposal Writing Tips.....19
- LULAC Working With Nigeria, India and Mexico.....20
- Humanitarian Award.....21
- Colorado State University-Pueblo Language Lab Dedication.....21
- 81st Annual LULAC National Convention & Exposition.....22

LULAC National President Margaret Moran is elected on Saturday, July 17th with more than 70% of the vote.



(L-R) Regla Gonzalez, VP Women; Dain Eric Moran, President Council 4482; Former National Presidents Oscar Moran & Rosa Rosales; Margaret Moran, National President; Theresa Filberth, former National Secretary; Luis Vera, General Counsel.

One-year subscription price is \$24. Single copies are \$4.50. LULAC members receive a complimentary subscription. The publication encourages LULAC members to submit articles and photos for inclusion in future issues. Once submitted, articles are property of the LULAC News and may be subject to editing. Advertising rates for LULAC News are available by contacting the LULAC National Office in Washington, D.C., at (202) 833-6130.

LULACnews

League of United Latin American Citizens

2000 L Street, NW, Suite 610 TEL: (202) 833-6130
Washington, D.C. 20036 WEB SITE: www.LULAC.org

National President

Margaret Moran

Executive Director

Brent Wilkes

Communications Director & Editor

Lizette Jenness Olmos

Contributing Editor

Kenneth Dalecki

Contributing Editor & Community

Relations Manager

Amanda Lee Keammerer Aderibigbe

Design & Layout

Luis Nuño Briones

National Officers

Margaret Moran

National President

Rosa Rosales

Immediate Past President

Roger Rocha

National Treasurer

Aaron Mann

National Youth President

Rolando Gonzalez

VP for the Elderly

Regla Gonzalez

VP for Women

Bertha Urteaga

VP for Youth

Manuel Rendon

VP for Young Adults

Mickie Solorio Luna

VP for Farwest

Maggie Rivera

VP for Midwest

Esther Degraives-Aguiniaga

VP for Northeast

Juan Carlos Lizardi

VP for Southeast

Sylvia Gonzales

VP for Southwest

Manuel Escobar, Esq.

National Legal Advisor

Luis Vera

Co-Legal Counsel

Ray Velarde

Co-Legal Counsel

Connie Martinez

National Secretary

STATE DIRECTORS

Ana Valenzuela Estrada
Arizona

Jose Gomez

Arkansas

Benny Diaz

California

Tom Duran

Colorado

Ada R. Peña

District of Columbia

José A. Fernández

Florida

Art Bedard

Georgia

Rosemary Bombela-Tobias

Illinois

Debra Gonzalez

Indiana

Gilbert Sierra

Iowa

Elias L. Garcia

Kansas

Rose Satz

Maryland

Cesar Martinez

Massachusetts

Ralph Arellanes

New Mexico

Ralina Cardona

New York

Jason Riveiro

Ohio

Ivonne Quiñones Lanzo

Puerto Rico

Joey Cardenas

Texas

Samuel McTyre

Virginia

Darryl D. Morin

Wisconsin

© LULAC National Office

LULAC News is published by the National Office of the League of United Latin American Citizens.

Cover design & picture: Luis Nuño Briones.

A MESSAGE *From the President*



LULAC Brothers, Sisters, Friends and Associates,

I am honored and humbled at the opportunity to serve as your 46th National President. Our message and campaign for a Greater LULAC resonated with the membership and resulted in a resounding victory.

Your elected leadership team has embraced our agenda and we are already witnessing significant strides in its implementation.

LULAC is many things to many people; but it is above all a united force in advocating for people from all walks of life across a broad spectrum of needs.

The privilege of serving your community is a responsibility that we have proudly borne as LULAC members for over 81 years. LULAC pride is alive and well as we welcome a significant influx of new and returning members to our ranks as well as memberships in heretofore unrepresented areas.

In the weeks and months ahead, we will be outlining some early results of our agenda for a Greater LULAC.

May God Bless You,

Margaret Moran
National LULAC President

"We must unite – that is what LULAC is all about. I want to see unity in this organization, bringing all our talent and leadership together to make a difference. At the end of the day, we are here for a common cause, to promote civil rights."

- Margaret Moran, National LULAC President

President Margaret Moran's vision for LULAC:

- Expand LULAC Councils in every university across the nation with a significant Latino enrollment to support their issues.
- Target growth of LULAC in under-represented areas.
- Support of comprehensive immigration reform with a path to citizenship, effective health care reform, the Dream Act, worker's rights and addressing social justice and human rights issues.
- Increase ongoing efforts for women's issues.
- Fund a mentoring program for LULAC youth and young adults.
- Expand financial resources and funding for new educational programs.
- Appoint regional LULAC leadership training coordinators.
- Establish regional summits for grassroots membership participation.
- Implement LULAC's five-year strategic plan.
- Engage members and listening to their ideas.
- Restore the LULAC reserve fund.
- Spearhead an aggressive LULAC building fund.

Feature Story:

Tens of Thousands at Rally for Unity in D.C.

By Lizette Jenness Olmos

LULAC National President Margaret Moran addressed thousands at the One Nation Working Together event in Washington, D.C. Rally organizers from diverse groups marched on Oct. 2 in a sign of unity. Thousands of people from all backgrounds, faiths, heritage, identities across America put aside their differences and came together as a united voice for jobs, justice and education. Committed to putting America back to work and pulling America back together, One Nation Working Together supporters marched to the Lincoln Memorial to refocus national priorities on investments in people.

"This is an unprecedented group of individuals who have come together because they see a need in our country," said President Moran. "We marched with trade unions, human and civil rights organizations, youth, students, faith groups, Latinos, African Americans, Native Americans, Asian Americans and everyone who has a stake in this fight for a better quality of life. We all assert our fundamental right to the American dream. We are holding our elected officials accountable."

To highlight the urgency of the One Nation Working Together movement, consider figures released by the Census Bureau that show one in seven Americans – that's 45.6 million people – live in poverty. It has increased for the third consecutive year. African Americans saw an increase from 24.7% to 25.85%, and Hispanics living in poverty jumped from 23.2% to 25.3%.

Representing the true majority in America, the One Nation Working Together movement aims to recommit every person in the United States to the principles that the nation was founded upon: life, liberty and the pursuit of happiness. This means that every person who wants to work should have a secure job with a livable wage, equal protections under the law, and access to excellent quality public education for all children, from pre-school through college or technical school and we must see passage of immigration reform.

One Nation Working together

More on Unity on page 10

LULAC Forms Alliances to Promote Homebuyer and Financial Literacy Education

By Ulises Gonzalez, LULAC Program Coordinator

The high rate of home foreclosures in the Latino community is destabilizing many families and communities. Many poorly prepared Latino borrowers accepted loans they could not afford. As foreclosure rates rise, many cities are left with vacant properties that negatively impact their tax revenues. It is imperative that we continue to educate the Latino community about financial literacy, the home-buying process, and economic opportunities available in the community.

Working toward economic recovery and reaching financial security requires partners working together. LULAC economically empowers Latinos, including partnerships with Bank of America and Ally Financial on two financial education campaigns.

LULAC and Bank of America Homeownership Workshops

The LULAC and Bank of America Homeownership Workshop series are free community events that prepare families for home ownership. Families seize the opportunity to get information about the process and requirements of purchasing a home. Workshops have been held in Chicago; New York; Washington, D.C.; and additional workshops are planned for Rio Grande Valley, Texas; Atlanta, GA; Las Vegas, NV and other cities still to be determined.

If you have any questions about LULAC homeownership workshops, please call Ulises A. Gonzalez at 1-877-LULAC-01 or e-mail him at: UGonzalez@LULAC.org.



Housing Workshop in Chicago

LULAC and Ally Financial Literacy Workshops

LULAC's partnership with Ally Financial Smart Edge aims to educate the community on financial topics such as credit, budgeting, financing an automobile purchase, home loans and savings. The program provides an updated financial curriculum made available to LULAC technology centers and LULAC councils.

LULAC and Ally Financial provides for a \$400 stipend for each properly conducted session that is at least one hour and has at

least 30 participants. To receive funding participating councils must follow instructions outlined in the agreement. So far in 2010, LULAC councils have conducted more than 26 sessions in more than 10 states reaching more than 780 participants. Target cities include Dallas, Detroit, Minneapolis, Philadelphia, Salt Lake City, Charlotte, N.C., and Jacksonville, Fla. Ally Financial provides bilingual booklets for all participants. Contact Ulises A. Gonzalez, Program Coordinator, at the LULAC National Office for training dates and agreement forms, 202 833-6130 (UGonzalez@LULAC.org).



Ally Financial Workshop at National Convention in Albuquerque, N.M.

Housing and Urban Development News

Congress and the Obama Administration have allocated funds and implemented programs to address the mortgage crisis, transform public housing, and create communities of the future. National housing programs include:

- "Making Home Affordable Program" is designed to help families at the point of losing their homes by modifying their mortgages.
- The Sustainable Communities Initiative is a request for \$150 million for a new Department of Housing and Urban Development initiative to integrate transportation and housing decisions to maximize choices for residents and businesses, lower transportation costs and promote more sustainable development.
- Choice Neighborhoods: Transforming public housing will remain a central objective of this program, but the \$113 million provided in its first year is far below the nearly \$700 million a year appropriated for a similar program in the late 1990s. The U.S. Department of Education has recently announced a companion grant program called **Promise Neighborhoods**. It is modeled on the **Harlem Children's Zone**, which seeks to coordinate a broad range of social and educational activities all within a neighborhood.

LULAC's Our Voice, Our Choice Campaign

By Anita Lederer, Voter Engagement Fellow

Comcast provided funding for a Voter Engagement Fellow for the 2010 midterm elections who coordinated the efforts of LULAC National across 22 states. LULAC's Our Voice, Our Choice Campaign began in 10 states, and then increased to another 12 by the end of the voter registration period. The Our Voice, Our Choice Campaign ended up registering over 10,000 individuals to vote.

The 2010 midterm elections matter to the Latino population. Midterm elections often signify a low voter turnout among the general population. As the fastest growing minority population, it is important to ensure that Latinos are taking an active part in the electoral process and participate in every election. Through the generous funding of Comcast, LULAC was able to ensure that Latinos across the U.S. could be active in the 2010 election.

Since its founding, the League of United Latin American Citizens has been dedicated to ensuring that Latinos are registered and vote. In the past, Latinos have faced various forms of voter discrimination, such as voter intimidation, poll taxes, English tests, and more. LULAC councils have fought hard to ensure that Latinos have the right to vote.

In 2010, LULAC National recognized the importance of Latinos being active in a midterm election. The campaign included various technology centers and Latino fraternities and sororities. These volunteers ran a solely grassroots-based campaign and were dedicated to ensuring that members of their communities would be engaged in 2010.

LULAC National would also like to thank the American Federation of Teachers for providing a generous donation for our Get Out the Vote efforts. These efforts were targeted towards Latinos in Florida, Texas, New Mexico, Nevada, California, and Arizona. These states all had momentous Latino voter turnout.

The choices of Latinos were loudly heard on Election Day in various key races, such as California and Florida. Without the hard work and dedication of our committed volunteers, we could not have ensured that Latinos would have exceeded the 2006 midterm elections.

LULAC National would like to thank the following partners:

Election Protection and Brennan Center for Justice

Sponsors:

Comcast and the American Federation of Teachers

LULAC State Voter Registration Coordinators:

Richard Estrada, LULAC Arizona

Fidel Acevedo, LULAC Texas

Amelia LaGuerre, LULAC New York

Patricia Kraker, LULAC Wisconsin

John Ramos, LULAC Ohio

Latinos in the 2010 Election

By Anita Lederer, Voter Engagement Fellow

Latinos came out and made a difference in this election. According to the Pew Research Center, 64% of Latinos voted for Democratic candidates down from 69% in the 2006 midterm elections. More than 19 million Latinos were eligible to vote in this election more than any other previous election. Therefore, Latinos did not maximize their voting power to the greatest extent. We must continue to register Latinos to vote and push them to become more politically focused.

It is estimated that about 42% of eligible voters turned out in 2010, which is very high for a midterm election. Latinos overall represented 9% of the turnout across the US, but in some key states Latino turnout made the difference. In California, about 22%, more than one in five voters, were Latino. This made a major difference and led to victory for Jerry Brown and Barbara Boxer, where Latino voters gave these candidates over 60% of their vote. Latinos are a significant component of the California electorate and will continue to grow proportionately within the state. In Nevada, Reid won 68% of the Latino vote; which accounted for about 14% of the total electorate. The Latino vote really mattered in such a close and important race.

The Latino voters made a significant impact on electoral outcomes, without them, the political map would look very different. It is essential that Latinos continue to be active in politics and understand their rights as voters. Latinos must advocate for the issues that affect them and ensure that politicians listen to their needs. LULAC councils will continue to be active in their communities to ensure that the Latino voice is heard even louder in 2012.

SAVE THE DATE

2011 LULAC National Convention & Exposition

June 27-July 2, 2011
Duke Energy Convention Center
Cincinnati, OH

www.lulac.org



LULAC and Ford Motor Company Fund Launch Driving Dreams Education Initiative

By Ulises Gonzalez, LULAC Program Coordinator

The nation's high school dropout rate is of utmost concern, and the problem is especially severe among minorities. Nearly 45% of Hispanic students do not complete high school on time. Compared to other ethnic groups at the national level, Latinos have alarmingly lower rates of educational attainment.

Understanding the important role LULAC councils play in communities nationwide, Ford Motor Company Fund offers LULAC councils an opportunity to develop local projects to promote high school dropout prevention in Latino communities.

Ford Driving Dreams Through Education is a program developed by the Ford Motor Company Fund in partnership with LULAC. The initiative funds 10 local initiatives to address the dropout problem. LULAC councils will provide extracurricular activities, tutoring, and mentoring to students to stimulate academic achievement and high school completion.



Immediate Past LULAC National President Rosa Rosales congratulates representatives of Ford Motor Company Fund grants at LULAC's National Convention in Albuquerque, New Mexico.

Forty-six councils submitted proposals, and after a competitive review by educational experts, 10 councils were selected to implement their solutions. Experts indicate that local ideas are essential to address a dynamic problem such as the high school

dropout rate. LULAC and the Ford Motor Company Fund congratulate grant recipients:

- Cesar E. Chavez Council #1086, Mesa, Ariz.
- Council #1083, Phoenix, Ariz.
- Council #2055, Salinas, Calif.
- Council #147, Santa Ana, Calif.
- Council #19002, Midwest, Okla.
- Central Texas Council #4734, Temple, Texas.
- Collin County Council #4537, Plano, Texas.
- Greater Houston Council #4967, Houston, Texas.
- LULAC Council for Justice, Equality and Business Development #4782, Farmers Branch, Texas.
- Council #326, Milwaukee, Wis.

For additional information on this program, please contact Ulises A. Gonzalez at UGonzalez@LULAC.org.

LULAC and the Department of Justice Worker's Rights Workshops

By Ulises Gonzalez, LULAC Program Coordinator

The Department of Justice, Civil Rights Division, Office of Special Counsel for Immigration Related Unfair Employment Practices (OSC), awarded the Immigration Related Employment Discrimination Public Education Grant to LULAC. This grant has strengthened LULAC's capacity to conduct public education workshops and inform the general public about the employment provisions in the Immigration Reform and Control Act of 1986 (IRCA).

IRCA initiated employer sanctions for knowingly hiring undocumented workers, establish the I-9 employment eligibility verification process, and created the OSC to enforce anti-discrimination provisions. The U.S. Government Accountability Office's (GAO) Report (1990) found a common pattern of discrimination against citizens/legal workers, persons who appear foreign, and persons with foreign accents. The report indicated that "19% of employers (891,000), hiring 6.8 million workers per year, began discriminatory practices and only Asians and Hispanics were

harmed by implementation of the 1986 law" (U.S. Department of Justice, 2010).

In efforts to inform Latino workers about their rights and employers about their responsibilities, LULAC and local organizations have co-hosted workshops in various cities throughout the United States. Four workshops have taken place in the following four cities: Brick City, NJ (May, 2010); Albuquerque, NM (July 2010); Boston, MA (August, 2010); and Chicago, IL (Nov 2010). The last workshop of these sessions will take place in Miami, FL during January 2011.

If you have been discriminated against because of your national origin, citizenship, or immigration status, please call the worker toll free hotline for help at: 1-800-255-7688. If you are an employer and have any questions please call the employer hotline at: 1-800-255-8155.

For more information on these workshops please contact Ulises Gonzalez at (202) 833-6130 or email at him at: UGonzalez@LULAC.org.

States With High Hispanic Populations Will Gain Political Power in 2012 After Census and Reapportionment

By Kenneth Dalecki

Census numbers used to determine how many seats each state will have in the U.S. House of Representatives in the coming decade will not be released until December, but it is clear that states in the South and Southwest will continue to gain while those in the Northeast and Midwest will lose political clout in Washington.

Population estimates made by the Census Bureau in December, 2009, are not likely to change much when the official 2010 Census figures are released late this year. It is possible, therefore, to predict with some confidence how the 435 seats in the House of Representatives will be apportioned among the states.

Most states will see no change in the number of representatives they sent to Washington because their populations have increased since 2000 in proportion to the overall increase in the nation's population. But a few states have significantly increased their populations while a few others have lost or barely grown over the last 10 years.

Of special interest to Hispanics is the fact that states with high Hispanic populations will be among the gainers in representation in Congress. That should make issues of importance to the Hispanic population more prominent in political debates in Washington.

Texas, the birthplace of LULAC, will see the biggest gain in representation with at least three more seats being added to its already large 32-member House delegation. Only California, which will likely keep its current 53 seats, is larger. The biggest loser after the 2010 reapportionment will be Ohio, which is projected to drop two members from its 18-member House roster.

Growth states likely to add one seat each are Arizona, Florida, Georgia, Nevada, South Carolina, Utah and Washington. Those expected to lose one seat each are Illinois, Iowa, Louisiana, Massachusetts, Michigan, New Jersey, New York and Pennsylvania. All other states will likely stay as-is.

Three states ranked in the top 10 for Hispanic population (Texas, Florida and Arizona) are likely to gain a total of six seats after reapportionment while three others (New York, Illinois and New Jersey) will lose one representative each. California, which has the nation's highest Hispanic population at just over 12 million, will have gained more than three million residents between the 2000 and 2010 Census, but it will retain 53 representatives because its growth has kept pace with the nation as a whole.

The total number of representatives in the House was set by Congress at 435 in 1911. Dividing the total U.S. population in 2010 by 435 means that each House member will represent about 710,000 persons after reapportionment compared to about 650,000 after the 2000 Census.

Of the eight states likely to gain representatives, five voted for Sen. John McCain in the 2008 presidential election and three voted for President Obama. The five that voted for McCain will add a total of seven seats while those voting for Obama will add three. Among

the nine states likely to lose at least one representative, all but one (Louisiana) voted for President Obama. Pro-Obama states will likely lose a total of nine seats and gain three. That means GOP-leaning states will gain six votes in the Electoral College, which determines who wins the presidency.

Congressional and state legislative district lines will have to be redrawn for elections in 2012 after final 2010 Census numbers are released to reflect population shifts within the states.

The Nov. 2 election determined which party will control the reapportionment process in most states. Commissions in 13 states handle redistricting, but only seven of those are relatively independent from the governor and legislative leaders.

In most states lawmakers battle over district boundaries to gain maximum advantage for their party. Whichever party dominates the statehouse will try to create as many "safe" districts for their party as possible. The result is often wildly irregular districts, some of which have been successfully challenged in court. Such gerrymandering has resulted a preponderance of districts that are safe for both parties, adding to polarization and gridlock in Congress.

Prior to the midterm election, Democrats controlled both houses in 26 states and Republicans controlled 13. In eight states Democrats had the majority in one chamber and Republicans the other. One state (Nebraska) has a nonpartisan chamber and two states

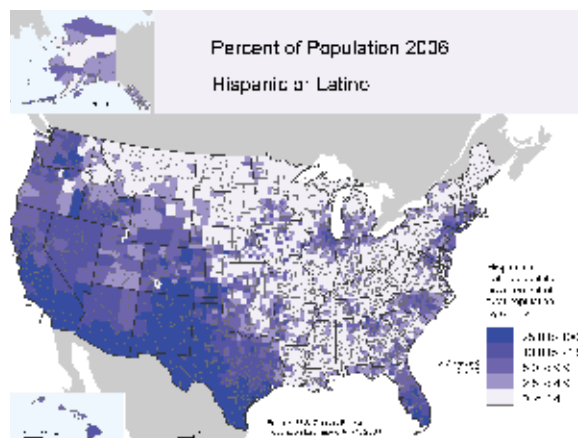
have one split chamber.

As a result of the election Republicans will control at least 19 state legislative bodies that currently have a Democratic majority. Not since 1928 have Republicans held as many state legislative seats as they will next year having added 690 seats to their column on Nov. 2. In addition to winning majorities in states in which they had been in the minority, Republicans added substantially to their ranks in states where they were already in control. For example, the two-seat pre-election GOP majority in the Texas state House will grow to a 26-seat majority as a result of the election.

A ballot measure approved in California will also help the GOP by taking away from the Democratic-controlled statehouse and governorship the power to redistrict. Proposition 20 gives redistricting authority to an independent commission, thus trimming what would have been a major Democratic advantage. The legislature is under Democratic control and the governor-elect, Jerry Brown, is also a Democrat.

Close elections left control over four legislatures up in the air as of press time, including New York where the Senate control remained in play. Democrats will retain total control over redistricting in New York.

Governors, largely through their veto power, also have a major influence on redistricting plans. Before the Nov. 2 election there were 28 Democratic governors and 22 Republicans. Republicans won 23 of the 37 gubernatorial seats in play on Nov. 2. Republicans won gubernatorial races in 10 states that had been held by Democrats.





Photos by Luis Nuño Briones

Save the Date

2011 LULAC National Women's Conference

Chicago, Illinois

April 8-9, 2011

For more information please contact:

Rose Mary Bombela-Tobias

Illinois State Director

(312) 666-2514

IN MEMORY OF **MARIO OBLEDO**

LULAC Mourns the Passing of Civil Rights Trailblazer Mario Guerra Obledo

By Lizette Jenness Olmos

LULAC mourns the passing of a great leader, Dr. Mario G. Obledo, who died Aug. 18 in Sacramento, Calif., at the age of 78. His wife, Keda Alcalá-Obledo, was at his side.

Known as the “Godfather of the Latino Movement,” Obledo held local, district, state and national offices at LULAC including the position of LULAC National President from 1983 to 1985. He was a leader of the Latino community for more than 50 years.

“Mario Obledo was a champion of civil rights and a trailblazer for the Latino community,” said LULAC National President Margaret Moran. “His tremendous leadership and uncompromising defense of the Latino community is legendary. Under his leadership, LULAC grew into a progressive force for change...a legacy of advocacy that we carry on to this day.”

Obledo was one of the co-founders of the Mexican American Legal Defense and Education Fund, and served as its President and General Counsel until 1973. Under Obledo's leadership, MALDEF's funding level and full-time staff grew dramatically as he opened new offices in Denver, San Francisco, and Washington, D.C.

In 1975, Obledo was appointed Secretary of Health and Welfare for the state of California by Gov. Jerry Brown, a position he held until 1981. In this capacity, he was instrumental in bringing thousands of Hispanics into state government which he believed to be the greatest accomplishment of his life.

Obledo served as chair of the National Rainbow Coalition from

1989 to 1993, and he was co-founder and President of the National Hispanic Bar Association. He is also a co-founder of the Southwest Voter Registration Education Project and he served on the Martin Luther King Jr. National Holiday Commission. Obledo was the Founder and President of the National Coalition of Hispanic Organizations.

His accomplishments in law, advocacy and civil rights were recognized in 1998 when he received the Presidential Medal of Freedom Award, this country's highest civilian award, from President William J. Clinton.

Obledo was also the recipient of the OHTLI award, the highest award bestowed by Mexico on a foreigner. He held a Bachelor's Degree in Pharmacy from the University of Texas at Austin and a Doctorate of Jurisprudence from St. Mary's University in San Antonio. Dr. Obledo received an Honorary Degree of Doctorate of Jurisprudence from the California State University, Sacramento in May 2010 and was a faculty member of Harvard School of Law.

Dr. Mario G. Obledo was married to Keda Alcalá-Obledo and resided in Sacramento.



IN MEMORY OF **ALFRED HERNANDEZ**

LULAC Mourns Passing of Former LULAC National President Alfred J. Hernandez

By Lizette Jenness Olmos

LULAC mourns the passing of the 30th LULAC National President Alfred J. Hernandez, a longtime community activist and served as LULAC President from 1965-1967.

A former judge, whose political voice and influence spanned some 50 years and stretched from Houston's near Northside to the White House, Hernandez passed away on Sept. 4. He was 93.

“Hernandez — the first Hispanic to take the bench in Houston — was a driven activist determined to improve life for others, namely those of Mexican and Latino heritage,” said LULAC National President Margaret Moran.

“He was a quiet man with a forceful voice, who represented Mexican-Americans well,” VP for the Southwest Sylvia Gonzales said. “He was a great role model who understood that change required work and determination.” Where there was an issue, march or strike devoted to Mexican-Americans in Houston or elsewhere in the nation Hernandez was likely involved.”

When he joined LULAC in 1944, he considered it “an apostolate.” Sitting in his downtown Houston law office, he recalled, “The people in LULAC at that time were very dedicated and had no personal gain in mind. They were devoting their efforts, energy, money and many times risking their lives to better conditions and situations of the Mexican Americans in this nation.”

Imbued with that sense of commitment, Hernandez held many LULAC offices as the years went by - President, Secretary and Treasurer of Houston LULAC Council #60, State Director in Texas and National Legal Advisor for a number of National Presidents.

He was the leading activist among LULAC National Presidents. He helped organize the Selma (Texas) action that began, wrote Jose A.

Chacon, as a labor strike that turned into a protest march and ended in a confrontation with Texas Gov. John Connally on a highway near New Braunfels, Texas. He was the president who brought LULAC closer to the activism prevalent in that era. The highlight of his militancy for Hispanic rights was a memorable evening spent in the White House with President Lyndon B. Johnson and several other Hispanic leaders. Hernandez was also instrumental in assisting Felix Tijerina with the Little School of 400, the precursor to the Headstart program.

Born in Mexico City, Hernandez came to the United States at age four, enlisted in the Army after graduating from high school, and saw military action in Africa and Europe during World War II. He became a naturalized citizen in 1944 while serving in Italy. Returning home with the rank of Technical Sergeant, he took advantage of the GI Bill and enrolled at the University of Houston. He received his law degree from South Texas College of Law in 1953.

Because he served as a local judge in Houston for a time, he was still called “judge” by all who knew him, although he had long since returned to the practice of private law. When his eyesight began to fade and, fearing that he would one day have to stop practicing law, he established a restaurant in downtown Houston specializing in Mexican food.

Judge Hernandez married Minnie Casas and had two sons and one daughter - Alfred Jr., John Joseph, and Anne Marie.



LULAC National President Margaret Moran Addressed Hundreds of Thousands at the One Nation Rally in Washington, D.C.

supporters and marchers demanded from political, business and civic leaders a plan for a new economy based on secure jobs, justice and quality public education. This plan includes at least one million new jobs including green jobs, extended unemployment support, paid sick days and family leave for all workers, fixing the broken immigration system, extending civil

family.

- A fair chance for everyone to live the American dream. Every American, regardless of race, class, gender identity, sex, sexual orientation, religious background, beliefs or heritage can have the opportunity to fulfill his or her potential and live in dignity.
- Excellent quality education from pre-



LULAC National Board members with LULAC National President at the One Nation March in Washington, D.C.

and human rights protections to all, ending racial profiling, curbing re-segregation attempts, completing the promise of health care reform with a public option, and ensuring that all people have access to affordable, high quality public education from pre-school through college.

We the Americans of One Nation Working Together pledge as our goals:

- Good jobs: One million new jobs now. Jobs where each voice and lifestyle are respected. Every working American is able to share fairly in the wealth he or she helps create, is able to live in a safe community and to care for her or his

kindergarten through college that is accessible and affordable to families.

- An America that works for us all: So that no matter what happens, the basics of life— food, shelter, medical care and education -- are never denied.

“With this march on Washington, we are serving a notice to Congress,” said President Moran. “We will march now and then take that to the voting booths on Election Day. We need and expect leadership to overcome this country’s urgent challenges. We in One Nation Working Together are stepping up.”

LULAC Will Continue Fighting for DREAM Act and Comprehensive Immigration Reform

By a vote of 56 to 43, on Sep. 21 the Senate failed to pass the National Defense and Authorization Act, blocking consideration of the DREAM Act.

“The time to enact the DREAM Act as well as comprehensive immigration reform is now,” said LULAC National President Margaret Moran. “The military, immigrant families and Americans from around the country

are pulling for the DREAM Act. Passing this important piece of legislation is critical to get our nation

moving forward and we cannot afford to wait any longer.”

All Republican senators and two Democratic senators failed to support this measure. Arkansas Democratic Sens. Blanche Lincoln and Mark Pryor voted with Republicans. Majority Leader Harry Reid also voted to block the bill in a procedural move that allows the defense bill to be revived later.

The DREAM Act provides a path to citizenship for young undocumented immigrants if they were in the country before age 18 and have been in the U.S. for five years before enactment of the law.

“Young people who came here as children with their parents should be allowed to contribute to the only country they have known by attending college, joining the military and continuing to be productive members of society,” said President Moran.

LULAC will continue meeting with senators on both sides of the aisle to get this important piece of legislation passed.





LULAC National Legislative Conference and Gala



February 9-10, 2011

JW Marriott: 1331 Pennsylvania Ave., Washington, DC 20004

Phone: 202-393-2000



Legislative Conference and Awards Gala Brief Schedule

Wednesday, February 9, 2011

9 am to 12 pm Issue Panels

12 pm to 1:30 pm Policy Luncheon

Thursday, February 10, 2011

9 am to 3 pm LULAC Board & Members-
Visit Capitol Hill

Awards Gala - Black Tie Event

6 pm Cocktails

7 pm Awards

8 pm Dinner

More information:

www.lulac.org

202-833-6130

LULAC & the 2010 Census: Where are we now?

By Amanda Lee Keammerer Aderibigbe, LULAC National Community Relations Manager

What did the 2010 Census mean to the Latino community? For some it was a chance to be counted, sending a message about the need for better schools, more teachers, more conveniently located grocery stores and additional emergency services. For others, it was a chance to speak up for a forgotten neighborhood, young children, or families living in the shadows. The census brought us together to show who we are as a community, what we need, and where we need it the most.

As the oldest and largest Hispanic membership-based organization, LULAC worked closely with the U.S. Census Bureau to reach out to all Latinos. Along with Telemundo's Hazte Contar Campaign and NALEO Educational Fund's Ya Es Hora! Campaign, LULAC worked to ensure that every Latino resident in the U.S. and Puerto Rico was aware of the decennial count and understood its importance. The work of LULAC and other Latino non-profit organizations was helped by Spanish-language media, such as Telemundo and Univision.

Even with collaboration and communication within the Latino community, LULAC recognizes that Latinos faced many obstacles in counting all Hispanic residents. Some persons tried to discourage Latinos from filling out census forms by stating that only citizens could participate. LULAC worked hard to dispel this myth by noting that the Constitution states that all residents of the U.S. must participate in the census.

Others insisted that information provided was not confidential and would be shared with landlords and housing authorities, U.S. Immigration and Customs Enforcement, welfare offices, or the Department of Homeland Security. LULAC assured respondents that their personal information was confidential. Also, any personal information provided in the census can never be shared with other government agencies.

All Census Bureau employees are required to take an oath to protect Census data confidentiality with a punishment of jail time and a fine for violations.

Some within our own Latino community insisted on boycotting

the census until there is comprehensive immigration reform.

LULAC refused to participate in such demonstrations and instead encouraged all immigrants to be counted.

Now we expect data provided in the census to make a difference by ensuring that our congressional representation is proportional and that communities receive much-needed federal funds according to who is living in our neighborhoods. Census results will affect our daily routine – from bus schedules, classroom sizes, to the number and location of businesses, hospitals, police stations, fire trucks, banks, parks, bike trails, sidewalks, and playgrounds. We remain confident that we will see positive changes in our neighborhoods because of our census participation.

The Census Bureau will conduct three major quality assurance operations and other processes to ensure that the census proves an accurate and complete picture of everyone living in the U.S. Thus the 2010 Census process is not over.

Through December, the Census Bureau will process information it has received since May 2010. National and state population counts must be delivered to the President by Dec. 31, 2010. The new population count means that some states will gain and others will lose seats in the House of Representatives. By March 31, 2011, the Census Bureau will release data to help states redraw congressional, state and local legislative district boundaries.

LULAC eagerly awaits the release of data this December. We know that our community's numbers will speak volumes, announcing our diversity and strength to corporate America, to the federal government and to our fellow Americans.

We are especially grateful for the leadership of our Immediate Past LULAC National President Rosa Rosales, National Executive Director Brent Wilkes, Edna E. Canino, Chair of the LULAC National

Census Commission, along with her committee and the entire LULAC National Board. You have truly made a difference in our nation.

United States Census 2010



U.S. Census Bureau presenting the Partnership Award to LULAC, (L-R) Brent Wilkes, LULAC National Executive Director; Rosa Rosales, Immediate Past National President; David Donovan, Assistant Division Chief, Public Information Office, U.S. Census Bureau; and Sara A. Rosario Nieves, Diversity Program Coordinator, U.S. Census Bureau.

25 YEARS POWERING HISPANIC INCLUSION



Join Us in the Nation's Capital
to Celebrate Our Milestone
25th Anniversary
on Advancing Hispanic Inclusion
in Corporate America.

Annual HACR Symposium
May 2-3, 2011 | Washington, DC
www.hacr.org

LULAC Congratulates Newly Elected Corporate Alliance Officers

LULAC National President Margaret Moran welcomes the new officers to the LULAC Corporate Alliance. The LULAC Corporate Alliance, an advisory board of Fortune 500 companies, works to strengthen partnerships between Corporate America and the Hispanic community. The role of the advisory board is to support the strategies, goals, and mission of LULAC and advocate on its behalf.

Corporations participating in the Alliance will work with LULAC in developing national and community-based programs to address the needs of the Latino community and ensure that the nation's future workforce obtains the necessary education and skills to keep America productive. President Moran is excited to work with our key corporate partners as we continue to expand LULAC's community-based programs in economic empowerment, education, advocacy, housing, health, immigration, and civic engagement with over 880 LULAC councils, 60 community technology center partners, and 17 LULAC National Educational Service Centers (LNEC) locations. Each newly appointed officer will serve a term of two years.

LULAC Corporate Alliance Executive Committee

Mr. Emilio Gonzalez*LCA Chair*

Vice President, Public Policy & Strategic Alliance, Verizon

Mr. Jon G. Muñoz*Vice Chair, Strategic Planning Committee*

Senior Manager, Inclusion & Diversity, Corporate Responsibility Sprint Nextel Corporation

Ms. Angelina Ornelas*Vice Chair, Finance Committee*

Vice President, Business Development Manager, Neighborhood Lending, Bank of America Home Loans

Mr. Richard Abraham Rugnao*Vice Chair, Public Relations Committee*

Public Affairs Sr. Manager, Government Relations & Global Diversity, Yum! Brands Inc.

Mr. Fernando R. Laguarda, Esq.*Vice Chair, Policy Committee*

Vice President, External Affairs and Policy Counselor Time Warner Cable

LULAC Corporate Alliance Members

Mr. John Hoel

Vice President, Federal Government Affairs, Altria Group, Inc.

Mr. Juan Rios

Manager, U.S. Hispanic National Organizations American Airlines

Ms. Margarita Flores

Sr. Director, Community Relations, Anheuser-Busch, Inc.

Ms. Norelie Garcia

Associate Vice President, Public Affairs, AT&T, Services Inc.

Mr. Tom Leibensperger

Director, Advocacy, Office of Policy and Representation BlueCross BlueShield Association

Ms. Andrea Marquez

Manager of Diversity & Multicultural Relations, Burger King Corp.

Mr. Victor G. Cabral, Cabral Group**Mr. Rudy Beserra**

Vice President, The Coca Cola Company

Ms. Susan Gonzales

Vice President, Comcast Foundation

Senior Director, Federal and External Affairs, Comcast

Ms. Virginia Sanchez

Vice President, Corporate Relations, Diageo North America

Mr. Leonard James, III

Corporate Policy Advisor, Exxon Mobil Corporation

Ms. Lynn Quigley

Manager, Community Relations

Ford Motor Company Fund & Community Services

Mr. Brad Shaw

Senior Vice President, Corporate Comm. & External Affairs

The Home Depot

Ms. Benita Stanley- McGlashan

Corporate Inclusion & Diversity Specialist, JCPenney

Mr. Peter Villegas

Vice President, Senior Manager, Office of Corporate Responsibility

JPMorgan Chase

Mr. Gus Viano

Director of Diversity & Inclusion, McDonald's Corporation

Mr. Jose Ruano

Manager, Multicultural Relations, MillerCoors

Ms. Nilda Gumbs

Senior Director, State & Local Government Affairs

National Cable & Telecommunications Association

Ms. Ivette Fernandez

Director, Advocacy & Professional Relations, NE Region

U.S. Public Affairs & Policy, Pfizer Inc.

Mr. Albert Collazo

Hispanic Alliance Development

Pharmaceutical Research and Manufacturers of America (PhRMA)

Ms. Felisa Insignares

Multicultural External Relations, The Procter & Gamble Company

Mr. Brian K. Hall

Supplier Diversity/Diversity Outreach Specialist

Shell Oil Company

Mr. Alex Lee Franco

Mead Johnson Nutrition, Region State Govt. Affairs Manager

Southern and Western States

Ms. Christine Ortega

Corporate Community Affairs, Southwest Airlines

Ms. Nora Venegas

Director, Federal Governmental Relations, Tyson Foods Inc.

Ms. Ivelisse Estrada

Senior Vice President, Corporate and Community Relations

Univision Communications Inc.

Mr. Roger Guzman

Senior Manager of Hispanic Markets, Walmart

Mr. Efrain G. Fuentes

Director, Diversity Programs, The Walt Disney Company

Mr. Mario Hernandez

Director of Public Affairs, Western Union

LULAC and AstraZeneca's Us Against Athero: Artery Explorer National Tour

By Amanda Lee Keammerer Aderibigbe, LULAC National Community Relations Manager

Do you know what questions to ask your doctor about atherosclerosis? Do you know what atherosclerosis is? Since 2009, LULAC has teamed up with AstraZeneca to assist with Hispanic outreach for their US AGAINST ATHERO (UAA) National Campaign. The UAA campaign is a national effort to spread awareness of atherosclerosis, a life-threatening disease. LULAC engages our membership, as well as Latino communities across the U.S., to become active ambassadors of healthy heart information. By promoting awareness of key heart health issues, LULAC is working hard to ensure that all members understand what atherosclerosis is and to empower Latinos to take their health into their hands from their homes, to their kitchens to their doctor's office.

This is where LULAC encourages you to become involved with AstraZeneca's UAA campaign. Atherosclerosis is the progressive buildup of plaque in your arteries, which causes your arteries to harden. It can start early in life and become much worse over time, blocking the flow of blood to your brain, heart or other parts of your body and leading to a heart attack, stroke or other athero-related conditions. LULAC is passionate about spreading awareness with AstraZeneca, as this disease is often silent, showing no visible signs or symptoms. However, AstraZeneca utilizes a fantastic Artery Explorer to get the message across about athero and inform

our community about health factors that can contribute to the development of athero.

The Artery Explorer is a state-of-the-art, multisensory, bilingual, motion simulator that helps people visualize athero. Inside the Artery Explorer, folks will experience a virtual ride through the arteries, a cross between a stationary roller coaster and a video game. Along the way, people are confronted by common risk factors for athero, such as LDL (bad) cholesterol, high blood pressure, and smoking. The virtual experience ends with a head-on collision with a blood clot, leaving a lasting impression with all who ride the Artery Explorer.

Interested in learning more? LULAC encourages you to contact Amanda Keammerer, LULAC National Community Relations Coordinator & Program Associate, by phone 202-833-6130x17 or by email at AKeammerer@LULAC.org. For more information about the Artery Explorer and how your local council can share healthy heart information with others in your community, please visit www.LULAC.org/programs/health/AstraZeneca and check the LULAC National Events web page to track the Artery Explorer across the U.S.: www.LULAC.org/events.

Broadband for America is proud
to partner with LULAC to empower
Hispanic America with Technology



Sylvia Gonzales, Vice President for the Southwest, has been busy working towards the public defenders program at the Harris County District Attorney's Office, a program beneficial to persons who need legal service in Harris County. She has also signed up to become a Symbolic Godparent in the Houston United Coalition for Padrinos and Madrinas Campaign for children being affected by a broken immigration system.



Sylvia Gonzales and Johnny Mata talking to Univision about the new Public Defenders Section with the Harris County District Attorney's Office.

Jodi Perry, our former Texas Deputy State Director for Women, has been invited to the U.S. Department of Labor's breakfast honoring Latinas in public service. Jodi also attended the Congressional Hispanic Caucus Institute and NHLI graduation ceremony.

LULAC Council 402 President Carmen Nuncio reported that more than \$100,000 in scholarships had been awarded to students in the Houston area.

U.S. ARMY and local San Antonio LULAC Council #2 banquet and awards event for Hispanic Heritage Month.



LULAC National President Margaret Moran and the award recipients.

San Antonio LULAC Council 2 Awards Scholarships

One hundred and sixteen students received college scholarships from the LULAC Council No. 2 Rey Feo Scholarship Committee at a ceremony Aug. 6 at the McAllister Auditorium of San Antonio College.

"This year's class of 116 Rey Feo Scholarship recipients will each receive a \$1,500 award to be used at a college or university of their choice," said Tom Sandoval, chairman of the scholarship committee. "Students who maintain a 3.0 grade point average or better may reapply for their second, third and fourth years of study. This would bring the value of their scholarship award to \$6,000. Scholarship funds pay for books and tuition."

LULAC Council No. 2 raises scholarship funds through donations to the Rey Feo candidate program. No government or other public funds are involved.

"These students are really into their studies, and they have bright futures ahead of them," said Council President Phillip Reyes. "Sixty-one of the scholarships are for students who are working on their second, third or fourth year of college. The top 25% have an average grade point average of 3.8."

LULAC Council No. 2 has provided scholarships to needy students since 1947. The Rey Feo Scholarship Committee has awarded nearly \$4 million in scholarships since 2000 to students from San Antonio and the greater Bexar County area.

Scholarship applications are screened by a committee, which considers student grades, financial needs, school counselor evaluations, recommendation letters and community service. The committee also considers whether the student is from a single parent home and would be the first generation in his or her family to attend college.

Baltazar "Walter" Serna, a prominent San Antonio attorney,

presented the awards. Mr. Serna headed scholarship fundraising efforts as Rey Feo, LXII, an honorary title. He was assisted by his queen, Jaz Spring Muckleroy, the 2010 La Reina de la FERIA de las Flores. Program guests included LULAC National President Margaret Moran and officials from local LULAC offices, the Rey Feo Consejo Educational Foundation, San Antonio College and state, county and city offices. Refreshments were donated by the San Antonio Coca-Cola Bottling Company.

The scholarship program has helped more than 3,000 students. Each year, the RFS, Inc. and the Consejo Real de Reyes Anteriores (consisting of former Rey Feos) selects two prominent business leaders to compete for the prestigious title of Rey Feo. The candidate raising the most money during the months of May through October during the FERIA De Las Flores event is declared next years Rey Feo, with the runner-up serving as the crown designate for the following year. Each candidate must raise a minimum of \$150,000 to qualify, with more than 85% of the money raised spent on scholarship awards benefiting San Antonio area youth. Normally more than 60 high schools participate. During his reign, Rey Feo and his court visit elementary schools

to encourage thousands of young people to stay in school, respect teachers and parents, be good citizens and urge them to pursue a higher education.

"I want to thank the people of San Antonio who make this program possible by attending our functions and supporting our Rey Feo candidates and programs," Sandoval said. "Without them, we would have very little to help these students."

Rey Feo Scholarship, Inc., is federally trademarked to LULAC Council No. 2, and it is a tax-exempt non-profit educational program. For more information on the Rey Feo Scholarship Programs, contact Pete Martinez at 210-260-5941 or 210-403-9001.



Margaret Moran, National LULAC President; Aaron Seaman, Rey Feo Entourage; Laura Flores, National LULAC Women's Commission; Amy Ahrens Zingery, Executive Assistant to National LULAC President.

MODEL Mentoring: A Report from the Field

By Jason Resendez, LNESC National Resource Development Coordinator, and Gina Lopez, Program Coordinator, LNESC Pomona

Over the past two years, LNESC has embarked on a new and important initiative: mentoring. Through the Departments of Education and Justice, LNESC runs 14 mentoring programs throughout the U.S. and Puerto Rico, serving about 700 disadvantaged youth with one-to-one mentoring.

LNESC's Mentoring Opens Doors for Emerging Leaders (MODEL) Program leverages LNESC's strong community connections to bring together local volunteers and middle and elementary school students who can benefit from personal attention in and out of the classroom. Through a diverse curriculum of tutoring, cultural activities and educational field trips, the MODEL program helps build participants' self-worth and academic ability, resulting in happier and smarter youth. To give readers a better sense of the MODEL program, the national office asked Gina Lopez of the LNESC Pomona, Calif., office to provide a rundown of the MODEL program this year.

It's 8 a.m. on a Saturday and the entrance of Philadelphia Elementary School in Pomona is lined with anxious elementary and high school students. Rather than sleeping in, watching television or playing video games, participants in the Department of Education's mentoring program are waiting for a school bus. Today, mentoring will be taken outside of the

classroom as students attend a UCLA- sponsored college fair and football game. During this field trip, students and their peer mentors from Garey and Diamond Ranch High School will gather information about the University of California's admission process.

In prior events this year, mentoring program participants visited the California Science Center and the University of California, Riverside. Other activities included a school sponsored pizza party at the end of the spring semester and an ice cream social to welcome students to the start of a new academic year. School activities covered topics such as respect, future goals and steps needed to be a successful student. Students and mentors use team building skills to make a program banner that will be showcased in the classroom. These



(L-R) Roman Palomares, LNESC Chairman; Alejandra Vegas, P&G's Director of Multi-Cultural Business Development Organizations, North America; Rosa Rosales, Immediate Past LULAC National President; Tracy Ronning, Senior Community Affairs Specialist, Target Corporation and Richard Roybal, LNESC Executive Director.

activities help forge a lasting and positive relationship between mentors and students.

The Pomona program provides services to 48 students with 47 mentors. Bryan Lopez, a peer mentor and senior at Garey High School, says: "I decided to be a mentor because I realized that a world of knowledge must be opened in a child's mind...their future must be prepared even at such a young age. The mentoring program is important to me because it allows me to be part of this process by helping them any way I can." When asked what they think about the mentoring program students often use words such as "it is fun", "awesome" and "cool." Jadon Cima, a fifth grader, declared "the program is tight!"



Puerto Rico Mentoring program.



(L-R) Roman Palomares, LNESC Chairman; Michael Alvarez, Shell Oil Company, Workforce Development Lead; Rosa Rosales, Immediate Past LULAC National President; Richard Roybal, LNESC Executive Director.



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

YOUTH & YOUNG ADULTS CORNER

By Tanya Kalya Loya, LULAC Youth & Young Adults Outreach Fellow

Berta Urteaga Re-elected as National Vice President for Youth



Photo by Luis Nuno Briones

A long-time advocate for empowering Latino youth, Berta Urteaga is ready to take on her last year as National VP of Youth. Mrs. Urteaga has played a key role in making the

LULAC youths programs and conventions stand strong today. She is the founder of the pre-convention events that take place at the national convention every year.

"Programs such as these really push the students to want something more from themselves," Berta said. Pre-convention consists of the youth participating in a three day leadership program the exposes them to a university setting of team building, creative insights, and etiquette. Next year's pre-convention location has yet to be determined. "We want to make sure the university we choose is right for the youth."

UNM Pre-Convention Program

LULAC youth members arrived at the University of New Mexico for a pre-college leadership experience that gave them more than they bargained for! Upon arrival they participated in an ice breaker that improved team building skills and put a healthy competitive edge in place. Pre-convention/pre-college activities throughout the week included a leadership program with retired General Edward Baca one of the first three-star Hispanic generals.

An etiquette dinner taught youth what utensils and manner to use while participating in professional and formal dinners. Ninety-one youth participated in the pre-convention events. Students came from Texas, New Mexico, California and Illinois. Next year's youth pre-convention/pre-college events will take place in Cincinnati, Ohio.

Aaron Mann Elected 2010 LULAC Youth President



Photo by Luis Nuno Briones

Albuquerque, New Mexico— After a full week of leadership programs, workshops, and sightseeing the LULAC youth were ready to vote in their new leadership. With four

candidates campaigning for the office of LULAC Youth President, tensions ran high. Aaron Mann, 16, of San Antonio, Texas, triumphantly came out on top. His goals for the year are to establish a strong foundation based on "Communication -- making sure that everybody is keeping in contact." In that respect, Aaron has asked all of the Youth board to create free Oovoo accounts (online video chat) allowing the board, who come from different parts of the country, to see each other during their weekly meetings. Taking the task as National President head on, Aaron recently created a group on Facebook called LULAC YOUTH DIRECTORY. It is a group where the youth input their contact information and can view other youth's information. It is also a group where councils may post and see what events are taking place with other youth councils. His second focus for the year is to place a stronger emphasis on the availability of scholarship opportunities in LULAC and across the board. "Our next video conference topic is going to be just that. I want to discuss with the rest of the board ideas and brainstorm on how we can make this happen because when we communicate and collaborate things get done!" Aaron wants to continue Dream Act efforts and continue the immigration reform initiatives. He feels that getting the youth involved in their communities will build character and responsibility. "Community service was one of my platforms when I was running for National Youth President and it's something I strongly believe in."

McDonald's and Walmart Take the Stage

McDonald's and Walmart took the stage at the 2010 National Convention



Photo credit: McDonald's

Gus Viano, Director of Diversity & Inclusion, McDonald's Corporation speaking to the LULAC youth.

in Albuquerque, N.M. They showcased presentations on what it means to brand oneself and how to dress for success. McDonald's and Walmart have been long time contributors to LULAC events and play key roles as advocates of the organization.

Yum! Hosts Career Workshops

Richard Rugnao, Senior Manager, Government Relations & Global Diversity, at Yum! Corporations, hosted a career workshop for LULAC young adults at the 2010 National Convention. The panel consisted of young professionals.

Yum! has contributed to the funding of the first ever Youth and Young Adults Fellowship that was established in June 2010. LULAC National hired Tanya Kalya Loya to the position "We are extremely grateful to Yum! for playing such a key role in engaging Latino youth and young adults in our communities," said Tanya Kalya Loya.



Empower Hispanic America With Technology

By Dahida Vega, LULAC Program Coordinator

LULAC has been active in making technology accessible and providing the necessary training for advancement of the Hispanic community for nearly 40 years. LULAC understands that a broadband bill of rights is a critical part of closing the digital divide. Broadband is a term used to describe a network that transmits a multiple range of signals at a faster speed than a dial-up connection. In an effort to improve Latino access to technology, LULAC, along with other civil rights, labor and environmental organizations, sent a letter to Congress this summer urging legislation that clarifies the Federal Communications Commission's authority concerning open internet.

Since 2004, LULAC has partnered with the AT&T Foundation to launch our Empower Hispanic America with Technology Initiative and establish the nation's largest Latino network of technology centers. These centers are housed under LULAC and community based non-profit organizations.

This year LULAC is proud to present new and continuous partnerships which include Time Warner Cable, Comcast Foundation, Broadband for America, The Procter & Gamble Company and the AT&T Foundation. With the new additions to our technology network, LULAC and its partners will refresh nine existing technology centers and open three new technology labs. In the past six years, LULAC's network of technology centers has grown to 60 affiliate sites in 27 states.



In 2009, LULAC took another step as a leading force providing broadband access for Latinos and in a coalition with leading civil rights organizations applied for the U.S. Department of Commerce, National Telecommunications and Information Administration's Broadband Technology Opportunities Program (BTOP) grant

under the American Recovery and Reinvestment Act. In 2010, LULAC was awarded \$370,000 over two years to fund a broadband adoption program for underserved Latino communities that will include a major public service announcement campaign and 10 local youth programs. This fall, LULAC will implement the new digital connectors program in 10 of the partner technology sites. The Digital Connectors program will focus on empowering low-income minority high school students with technology. The program will run for one academic year and focus on weekly

technology training with a strong emphasis on community service. These students will serve as community ambassadors of the broadband opportunities.

A new study by the Joint Center for Political and Economic Studies has reported that low-income neighborhoods rely heavily on public institutions such as community centers to access the internet. With this in mind, LULAC continues to Empower Hispanic America With Technology, and bridge the digital divide one community at a time.

For questions or comments please contact Dahida Vega at DVega@LULAC.org

Proposal Writing Tips for LULAC Councils

By David M. Pérez, LULAC Director of Development, and Raquel Mata, LULAC Development Specialist

Tip #1: Tailor the Proposal to Your Audience

Tip #2: Emphasize Differential Advantage

Tip #3: Frame the work as expansion or innovation

Tip #4: Tell a Good Story in a Single Paragraph—with a protagonist, a goal, and obstacles to overcome

Tip #5: Use Relevant Data for Impact

Tip #6: Be Specific and Describe What the Resources Will Do

Tip #7: Address Long-Term Effects and Plans for Sustainability After the Grant Ends

Tip #8: Create a Cohesive Timeline of Activities that Includes Start and End Dates

Tip #9: Write with a Concise, Journalistic Style-avoid jargon, clichés and euphemisms



LULAC Working with Nigeria, India and Mexico

By Dr. John David Arnold - LULAC International Relations Chair

Nigeria

LULAC International Relations Chairman Dr. John David Arnold presented the first international LULAC Presidential Award to Queen Patience Eronini in honor of her husband, the late King Emmanuel Eronini, at the Royal Palace of the Awo Ancient Kingdom in Owerri, Nigeria, in June.



In the picture are Dr. Eronini, Queen Patience Eronini and Dr. John David Arnold.

Also present was Dr. Chief Eronini, brother of the late King. The award from LULAC National President Rosa Rosales was accompanied by a letter of condolences on the King's death in January. The King was among the first LULAC Associates in Africa, as are his widow and brother.

A picture of the King receiving his LULAC pin was displayed at his funeral. The LULAC Presidential Award recognizes the King's life-long commitment to education, hospitals and schools for the indigent and farm workers. He was a renowned medical doctor.

Nigerian students receive LULAC Adelante Greetings

Deaf and mute students in Owerri, Nigeria, received three tri-fold posters of pictures and messages from Adelante students from PPEP Tec charter high schools in Arizona. A video conference phone link was held between LULAC Arizona and Nigeria LULAC youth leaders.

Mexico

Sonora Guillermo Padres, the Governor of Sonora, Mexico, and his wife became LULAC Associates at a ceremony in Guaymas, Mexico.

They joined during the presentation of a handicapped accessible van donated by U.S. LULAC members. The van will be used to transport the developmentally disabled who receive therapy at a dolphin marine aquarium.

Assisting in the presentation were Maryta Acosta, LULAC Associate Mexico #1, Oscar Rene Tellez Leyva, LULAC Associate member and Marina Director, and Dr. John David Arnold, LULAC International Relations Chair.



Governor and First Lady of Sonora, Mexico, become LULAC Associates.



Leticia Amparano (right) with colleagues and LULAC International Relations Chair John David Arnold.

Leticia Amparano, who in 2008 was the first recipient of the John David Arnold LULAC Humanitarian Award, has become head of Sonora State Mental Health Services. As a state lawmaker, she has championed legislation to protect women from domestic violence and help the handicapped. Leticia is one of the first LULAC associates in Mexico and embodies the LULAC spirit of "All for one – One for all."

From Migrant Farm worker to Stanford Doctorate Graduate

Dr. Celestino Fernández, originally from Michoacán, Mexico, and raised in a farm worker immigrant family in California, found success through education. Besides receiving his Ph.D. in Sociology from Stanford, he has served as the Chancellor of the University of Arizona's new campus, and later wrote the on-line graduate curriculum for the University of Phoenix.

He has made his mark as champion of "choice" in education and on-line learning. He now serves on the University of Phoenix Board of Directors and the boards of several on-line charter schools.

Dr. Fernández has provided guidance for at-risk students in charter schools and a high school equivalency program for farm worker adults in Arizona and California. He was awarded the 2010 LULAC John David Arnold Humanitarian Award sponsored by K-12 Inc.

Since 1976, Dr. Fernández has served as professor of sociology at the University of Arizona where he also has served in several administrative positions, including as the University's first Vice President for Undergraduate Education and as the founding Executive Vice President and Provost of Arizona International College. He teaches courses and conducts research on issues pertaining to culture and diversity. Prof. Fernández received both his M.A. and Ph.D. degrees in sociology from Stanford University. During 2000-2001, Dr. Fernández served as an American Council on Education (ACE) Fellow.

Dr. Fernández has published some 40 articles and book chapters

on topics ranging from education to automobiles and from Mexican immigration to the social meaning of Mexican musical genres such as corridos (ballads). His most current work involves the preparation of a book on the history and culture of mariachi music.

Prof. Fernández is deeply involved in providing service at all levels – local, state, and national. He currently serves as Past President of the Board of Directors of La Frontera Center (a behavioral health agency) and as Chair of the Board of Directors of San Miguel Catholic High School. Dr. Fernández also serves on the board of directors of PPEP-TEC Charter High School, Arizona Virtual Academy, Los Angeles County Online School, the Tucson International Mariachi Conference, and on the Economic Security Advisory Council.

Dr. Fernández has received wide recognition for his work. He was honored by the American Association for Higher Education for his "Distinguished Leadership in Higher Education" and by the Governor of Arizona for his commitment to "quality and excellence." He also received the "Distinguished Alumni Award" from his undergraduate alma mater, Sonoma State University. Dr. Fernández has even been the subject of a couple of songs and two book chapters. In 2007, the University of Arizona named him "Distinguished University Outreach Professor" in recognition of his "exceptional outstanding service to the community, state, and nation."



Dr. Celestino Fernández receiving the 2010 LULAC Humanitarian Award.

Colorado State University-Pueblo Language Lab Dedication

Colorado State University – Pueblo President Joe Garcia, John L. Garcia Sr., and Mildred (Millie) Garcia, members of LULAC Washington, DC Council 11041, are joined by Judy Roybal, wife of LNEC Director Richard Roybal and member of the foreign language department, at the dedication of the John L. Garcia Jr. Language Center, named for the late older brother of President Garcia on August 12, 2010.

John L. Garcia Jr.'s passion for art and zest for life will forever be a part of the educational experience for students at Colorado State University-Pueblo. Students studying foreign languages will share in Garcia's life every time they enter the language center that now bears his name and is home to a variety of his artwork. Although the late artist had no connection to the university or language lab, Alegria Ribadeneira, Acting Coordinator of the Foreign Language Department, said students will be able to find inspiration

through his creations for years to come.

The Learning Lab features tables for group studying, a couch and chairs for individual studying, and computer stations and video equipment where students can watch movies or other visual presentations. Pictures with various pieces of Garcia's artwork adorn the bright yellow-and-blue walls, offering a sampling of his artistic abilities.

CSU-Pueblo President Joe Garcia said his brother would have been pleased. "He was a humble person who I think would be embarrassed about all this, but he would be pleased to see a place where students could come together and talk and learn. That would mean a lot to him.

John Garcia Sr. thanked the university community for honoring his

late son through the naming of the lab.

Joe Garcia was recently elected Colorado's Lieutenant Governor.



Colorado State University – Pueblo President Joe Garcia, John L. Garcia Sr., and Mildred (Millie) Garcia, members of LULAC Washington, DC Council 11041, are joined by Judy Roybal, wife of LNEC Director Richard Roybal.

Albuquerque Hosts 81st LULAC National Convention & Exposition

By Tim McCormick

Thank you to all who supported the 81st Annual LULAC National Convention & Exposition in Albuquerque, N.M. During the week of July 12, LULAC hosted 20,000 attendees of all ages and backgrounds.

LULAC welcomed elected officials to address the membership, such as Richard J. Berry, Mayor of Albuquerque; Bill Richardson, Governor of New Mexico; Diane Denish, Lieutenant Governor of New Mexico; Senator Jeff Bingaman of New Mexico; Congressman Martin Heinrich NM-1; Congressman Joe Baca CA-43; and Congressman Ben Ray Lujan NM-3.

Additionally, the LULAC membership welcomed several appointed officials including Secretary of Labor Hilda Solis; Secretary of Interior Ken Salazar; The Honorable Rosie Rios, U.S. Treasurer; John Berry, Director of the U.S. Office of Personnel Management; and Tom Perez, Assistant Attorney General of the U.S. Department of Justice, among many others.

Also in attendance as speakers were General Ricardo Sanchez, retired, U.S. Army; Cris Abrego, TV producer and writer; Paul Rodriguez, Latin King of Comedy; Barbara D. Gervin-Hawkins, Executive Director, George Gervin Youth Center, Inc; and Laffit Alejandro Pincay, Jr., retired jockey.

Expert panelists included Lisa Pino, Deputy Administrator, SNAP, FNS, USDA; Dr. Alfred Vigil, New Mexico Secretary of Health; Frances Ashe-Goins, Office on Women's Health; Dr. Garth Graham, U.S. Department of Health and Human Services; and Dolores Huerta, Civil Rights Leader, among many others.

Exciting performers entertained the LULAC Convention attendees, such as Native American dancers, Ballet Folklorico, Mariachi Nuevo Mexico, and Al Hurricane at the New Mexico Celebration, as well as Latin Breed and Paul Rodriguez at the Comedy Show to benefit the LULAC lawsuit against Arizona SB 1070. Ending the week with the annual Concierto de la Gente, LULAC and the Albuquerque community danced to the music of Ozomatli, Cristian Castro, Pee Wee and others.

Capping off an outstanding week of events, policy workshops, and performances, the LULAC membership voted for their new 2010-2011 LULAC National Board.

Margaret Moran, LULAC National President

Aaron Mann, LULAC National Youth President

Berta Urteaga, LULAC National Vice President for Youth

Roger Rocha, LULAC National Treasurer

Regla Gonzales, LULAC National V.P. for Women

Manuel Rendon, LULAC National V.P. for Young Adults

Rolando Gonzalez, LULAC National V.P. for the Elderly

Esther Degraives Aguiñaga, LULAC Natl. V.P. for the Northeast

Juan Carlos Lizardi, LULAC National V.P. for the Southeast

Sylvia Gonzales, LULAC National V.P. for the Southwest

Maggie Rivera, LULAC National V.P. for the Midwest

Mickie Solorio Luna, LULAC National V.P. for the Farwest



All photos by Luis Nuño Briones

PHOTOS NATIONAL CONFERENCE



All photos by Luis Nuño Briones



U.S. DEPARTMENT OF
ENERGY

**Office of Environmental
Management**

**THE WORLD'S LARGEST ENVIRONMENTAL
CLEANUP OF ITS KIND**



The **Rocky Flats Plant** was a United States nuclear weapons production facility near Denver, Colorado that operated from 1952 to 1992.



In July, 2007, The United States Department of Energy transferred nearly 4,000 acres of land on the Rocky Flats site to the US Fish and Wildlife Service to establish the Rocky Flats National Wildlife Refuge. Today the Rocky Flats National Wildlife Refuge includes burgeoning grasslands and wetlands and home to an abundance of wildlife.



**WHY YOU...NOW?
BECAUSE OUR COUNTRY NEEDS YOU.**

EM operates the world's largest nuclear cleanup program. This effort involves two million acres of land located in 34 states and employs more than 30,000 federal and contractor employees, including scientists, engineers, and hazardous waste technicians.

EM's ultimate goal is to complete the safe cleanup of the environmental legacy brought about from the five decades of nuclear weapons development, production, and Government-sponsored nuclear energy research.

SAFETY IS OUR FIRST PRIORITY

To learn more about EM and its work, please visit the EM website at:
WWW.EM.DOE.GOV

EM *Environmental Management*

safety ♦ performance ♦ cleanup ♦ closure

U.S. Department of Energy is an
Equal Opportunity Employer.