

★ INSIDE: ASTRONAUT HERNANDEZ INSPIRES STUDENTS TO REACH FOR THE STARS ★

# LULACnews

Winter 2010



## The Campaign For HEALTHCARE REFORM AND IT'S *Impact on Latinos*

Also Inside:

HISPANIC WORKERS,  
HOMEOWNERS HARDER HIT  
THAN MOST IN RECESSION

The Impact of Foreclosures on Latinos

Walmart to Bring Financial Literacy  
to Latino Communities

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*LULAC National Board of Directors and staff in Los Angeles at the LULAC National Veterans Summit.*

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# LULACnews

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# A MESSAGE *From the President*



Photo by Luis Nuno Britones

Dear brothers and sisters of LULAC,

I hope you had a wonderful holiday season with your family and friends. I am grateful for the support and friendship you have provided my family and me throughout my tenure as LULAC National President. I pledge to continue working hard during my remaining six months as President to strengthen LULAC and improve the advocacy and services that we provide to the Latino community.

The beginning of a new year is the perfect time to rededicate ourselves to LULAC's noble mission of advancing the economic condition, educational attainment, political influence,

health, housing and civil rights of all Americans. I encourage all members to continue helping us to grow and strengthen our organization.

LULAC is committed to passage of health care reform. We dedicate this issue to that issue. We believe access to affordable and comprehensive health care is a right for all Americans, not a privilege. We urge Congress to do its best for Latinos and the nation as a whole. We will continue working to advance our healthcare goals.

We encourage Congress to support three critical provisions to ensure that healthcare reform serves the Latino community across the United States and includes citizens of its territories.

First, the legislation must cover the citizens of Puerto Rico and should include the House provisions giving Puerto Ricans access to the health insurance exchange by phasing-out caps on federal contributions to Medicaid, and phasing-in equal treatment of Puerto Rico by providing fair Medicaid and Medicare reimbursement rates.

Second, Congress needs to adopt the Menendez amendment to make it possible for states to provide Medicaid benefits to legal immigrants during their first five years in the country and allowing them to participate in Medicare and CHIP.

Third, there should not be any costly and ineffective verification requirements that prevent low income, elderly and minority citizens and legal residents from accessing healthcare services they rightfully deserve. Any health reform compromise must include these three provisions to secure our support.

Members of LULAC are responsible for improving our communities through activism and self empowerment. We have exciting events that you will not want to miss in 2010, including the LULAC National Conference and Gala, LULAC National Women's Conference and the LULAC National Convention in Albuquerque, N.M. I look forward to seeing you at these events!

I will continue working with all of you this year and in the years to come to help realize the promise created for our community by the founding of LULAC 81 years ago.

Yours in LULAC,

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

Rosa Rosales

National LULAC President

## Feature Story:

### The Campaign For Healthcare Reform and It's Impact on Latinos



#### 43 Million Uninsured Americans Need Coverage

LULAC hailed passage by the House of Representatives of the Affordable Healthcare for America Act by a vote of 220-215 in November as a major step toward insuring that ensure every American has access to affordable, stable, secure Healthcare coverage. It will make significant progress in improving the health status of Latinos and all Americans.

"The bill would provide coverage for 96% of Americans," said LULAC National President Rosa Rosales. "It offers everyone, regardless of health or income, the peace of mind that comes from knowing they will have access to affordable Healthcare when they need it. For the nation's long term economic strength and prosperity, it is essential to enact health reform that improves quality, reduces health cost inflation, and guarantees affordable coverage for all Americans."

President Rosales urged the Senate to pass similar legislation and that the House and Senate work out a final bill as soon as possible.

#### LULAC supports the House bill because:

1. It would make health insurance affordable and better. Through affordability credits, incentives for small businesses, a public option for the uninsured who cannot afford

*Continued on page 4.*



## Feature Story:

# The Campaign For Healthcare Reform and It's Impact on Latinos



private insurance, and other measures, the bill would ensure that almost all Americans and legal residents have access to health coverage. The bill improves existing coverage by strengthening consumer protections, such as barring insurance companies from discriminating against those with pre-existing conditions.

2. It would make significant steps towards ending minority health disparities. The bill would promote prevention, address the need for cultural and linguistic competency in healthcare delivery, and support the recruitment of more diverse health professionals.

## *LULAC Commends House Passage of Landmark Healthcare Bill*

3. It allows U.S. citizens living in Puerto Rico to participate in the insurance exchange and ensures that Puerto Rico receive its fair share of Medicaid funding, as Puerto Ricans contribute to Medicaid through their payroll taxes. Also, the bill treats legal immigrants fairly, recognizing that as taxpayers, they deserve the same access to affordability credits and the exchange as citizens.

LULAC joined with NHLA in launching the Latinos United for Healthcare campaign as a platform for Latino leaders to participate in the healthcare reform debate. The guiding principles of the coalition are to improve and make healthcare more affordable, end healthcare disparities and not permit discrimination in the care received by the individual or families.

Organizations also endorsing the legislation include AARP, American Nurses Association and the American Medical Association.

## Advocacy Day on the Hill In Support of Healthcare Reform

By Jacqueline Elliott, Program & Policy, LULAC

The LULAC National Board and other LULAC directors and visitors came together on October 1st for Fall Advocacy Day in support of health care reform. LULAC considers health care reform a top priority for Latinos and the nation, and through their various events, they made its opinion known. The day started with a White House briefing during which many White House personnel explained why health care reform is needed now, and offered insights into advocating its policy.

Following the briefing, the LULAC board attended a health care press conference and rally on Capitol Hill. Surrounded by supporters with signs promoting health care reform LULAC President Rosa Rosales, Executive Director Brent Wilkes and others expressed the urgent need for health care reform.

Keeping in the spirit of health care reform, a panel on the many aspects of health care accompanied lunch. Then the LULAC board attended meetings with various House Representatives, Senate Majority Leader Harry Reid, HHS Secretary Katherine Sebelius, and Attorney General Eric Holder. During these meetings, LULAC members discussed their concerns with the current health care system, and urged politicians to vote for reform. The lawmakers in exchange offered tips on how to mobilize and make known nationwide the benefits of health care reform.

This year's Advocacy Day successfully brought public attention to Latino support for health care reform. In addition, it equipped members from across the nation with the tools and knowledge to mobilize their own communities in support of this effort.



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## It's time for a Broadband Bill of Rights for Latinos

By Brent A. Wilkes  
LULAC Executive Director



Brent A. Wilkes

Universal broadband adoption is a key component of President Barack Obama's agenda. As his historic campaign demonstrated, a high-speed connection is a must-have tool for civic engagement in the 21st century.

For sure, broadband technology is the ticket to economic and personal advancement in the new millennium; it's creating jobs, helping to raise student test scores, delivering health care to underserved populations, reducing carbon footprints and providing the gateway to news and entertainment.

But for Latinos — the fastest-growing demographic in the U.S. — this digital revolution is dampened by the lack of its adoption. Just 37 percent of Spanish-dominant Latinos actually subscribe to broadband at home.

The Federal Communications Commission is now studying these issues and plans to report on a National Broadband Plan by February. Some are urging that the FCC not only focus on increasing universal broadband adoption but that it also revisit the open Internet rules that former FCC Chairman Michael Powell conceived in 2004 and which the FCC formally adopted in 2005.

These standards are intended to ensure that consumers can visit any legal Web site and use any legal online application such as YouTube. For the most part, broadband providers (the phone, cable and wireless Internet service providers or ISPs) have honored the policy. In fact, there are few instances today that critics can point to where ISPs have blocked or hindered a consumer from visiting a legal Web site or utilizing an application, and the open Internet rules have always prevailed whenever there was an alleged transgression.

But in deciding whether to supplement these open Internet rules with yet another layer of net-neutrality rules, the FCC should use caution. For sure, net-neutrality standards should protect against broadband providers engaging in anti-competitive behavior by blocking or inhibiting access to competing Web sites or content. But beyond that, online applications companies should not be able to exploit these rules for their own parochial benefit and, in particular, should not be able to use net-neutrality rules to shift the costs onto consumers for building broadband networks.

The rapid rise in online video is doubling bandwidth consumption every two years, and the FCC estimates that even if we could build our way out of the problem, it would cost \$350 billion. Broadband providers have two places to turn to help finance these costs: the Internet companies that make billions of revenue with applications that use and benefit from all the bandwidth, or consumers already struggling to make ends meet in a down economy.

Some net-neutrality advocates are arguing that the FCC should adopt rules that would insulate Internet applications companies from having to bear any of the burden of these costs. The result would mean a de facto regressive "broadband tax" on consumers. That would hit nonadopters in the Latino community and elsewhere particularly hard, since considerable data show that such cost-shifting onto consumers would deter adoption.

Net-neutrality rules should prevent broadband providers from engaging in anti-competitive behavior, but they should not be commandeered to insulate wealthy Internet applications companies from paying their fair share of the broadband bill. Any new rules must protect consumers both by ensuring their unfettered access and by shielding them from having to shoulder all the costs for faster broadband networks that our nation so badly needs. Such an approach will not please the special interests, but it will be a double win for consumers.

Wilkes is the national executive director for the League of United Latin American Citizens, the country's largest and oldest Hispanic organization.



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Photo by Paul Velezquez

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## LULAC Partners with Walmart to Bring Financial Literacy to Latino Communities

By Amanda Keammerer-Aderibigbe, National Community Relations Coordinator & Program Associate, LULAC and Jacqueline Elliott, Program and Policy, LULAC

Over the past year, LULAC and Walmart joined together to bring financial literacy workshops to local communities across the nation. Empowered with the knowledge that economic and educational opportunities create sustainable communities, Walmart and LULAC took action. Forming a partnership, LULAC and Walmart facilitated various workshops at the LULAC National Convention in July and at the LULAC National Veterans Summit in early December. In addition, workshops were held in Austin, San Antonio, and Phoenix throughout Hispanic Heritage Month, where predominantly Latino communities received invaluable information.



Amanda Keammerer-Aderibigbe, LULAC National Community Relations Coordinator & Program Associate, presents to a group of participants in Phoenix, AZ.

on how to stretch their dollars for immediate needs, as well as how to plan for long-term fiscal health. With the goal of teaching communities to utilize their income more effectively, each workshop took about 40 participants through the basics of financial literacy, including budgets, wants versus needs, and credit. The workshops



imparted valuable lessons about bargaining with credit card companies and banks, as well as to beware of credit repair clinics.

Many workshop participants left feeling empowered to take charge of their financial circumstances. The Financial Literacy series strengthened everyday people, demonstrating that financial education should continue throughout one's life and that, with the right tools, one can maintain financial stability in spite of hard economic times.

These sessions equipped Latinos with basic budget and credit management skills to assist them in tough economic times. These workshops came at a perfect time, as people begin to see their interest rates creeping up and outrageous charges applied to overdrafts.

The Financial Literacy Series educated people

## New Alliance Officers

LULAC National President Rosa Rosales congratulates the newly elected officers to the LULAC Corporate Alliance. Emilio Gonzalez Vice President, Public Policy & Strategic Alliance for Verizon is the new Chair Elect. The Chair Elect serves a one year term and ensures continuity of leadership and institutional knowledge. Mr. Victor Cabral, NBC/Telemundo is the current Chair.

Mr. Jon Muñoz, Corporate Social Responsibility for Sprint Nextel Corporation is the new Vice Chair for Strategic Planning. This position has been established to help LULAC with its strategic planning process and assumes the Chair's responsibilities whenever Chair is not available. Mr. Muñoz will serve the remaining year of the vacated position. Mr. Richard-Abraham Rugnao, Public Affairs, Sr. Manager, Government Relations & Global Diversity, YUM! Brands Inc. is the Vice Chair of Public Relations.

President Rosales thanks all of the dedicated candidates and the participation of LULAC Corporate Alliance members who support LULAC's mission to advance the well-being of the Latino community. LULAC looks forward to working with our strong Corporate partners as we position the organization for another successful year in 2010 to empower Latino communities throughout the United States and Puerto Rico.

The mission of the LULAC Corporate Alliance is to establish and foster partnerships between corporations, the Hispanic community and LULAC. The Alliance will promote economic development initiatives as well as provide advice and assistance to the LULAC organization. Corporations participating in the Alliance will work with LULAC in developing national and community-based programs to address the needs of the Hispanic community and will work toward ensuring that the nation's future workforce obtains the necessary education and skills to keep America productive.



Victor G. Cabral  
LULAC Corporate Alliance Chair



Emilio Gonzalez  
VP, Public Policy & Strategic Alliance, Verizon



Jon Muñoz,  
Corporate Social Responsibility, Sprint Nextel



Richard-Abraham Rugnao,  
Public Affairs, Sr. Manager, Government Relations & Global Diversity, Yum!



# Understanding Your Health Care Plan

## Insurance Coverage May Affect Your Prescription Drugs

How well do you understand your health insurance plan? For many people, the different options, confusing terms, and endless forms can be confusing. It is important to understand how your health care coverage can affect you and your family. Here are answers to some common questions:

What are the major types of health insurance plans?

Most people enroll in a health insurance plan—also known as a managed care plan—through their employers. These plans are contracts between health care providers and medical facilities called the plan's "network" to offer care at reduced costs.

- Health Maintenance Organizations (HMO) usually only pay for in-network care. You choose a primary care doctor within the network who will coordinate your care.
- Preferred Provider Organizations (PPO) usually cover some of your care even if you go outside the network.
- Point of Service (POS) plans let you choose between an HMO or PPO each time you need care.

Other types of health insurance include Medicare and Medicaid, which are government operated plans for retirees 65 and older and for low-income individuals.

What is a prescription drug copay?

You usually pay a fee, called a copay, each time you pick up a prescription. Generic drugs are usually covered at what is called the Tier 1 copay level, which requires you to pay the lowest copay. Preferred brand-name drugs are covered at the Tier 2 level, which requires somewhat higher copays because these drugs cost more than generic drugs. Other brand-name drugs that are considered nonpreferred are covered at the Tier 3 level, which requires the highest copay.

How can I tell if my prescription drugs are covered by my insurance?

Most plans have a "preferred drug list," which typically includes both brand-name and generic drugs. It is important to talk to your doctor about what treatment option is most appropriate for your medical condition and to find out which prescription drugs are covered by your insurance. Some plans may not immediately cover a brand-name drug if a generic in the same class is available. For example, cholesterol-lowering drugs called statins are widely prescribed, and both brand name and generic statins are available. One of the commonly prescribed branded statins is CRESTOR® – and there is no generic version of CRESTOR, which has proven in adults to be highly effective along with diet at lowering bad cholesterol and has also been proven to raise good cholesterol. In fact, one study showed CRESTOR reduced bad cholesterol and raised good cholesterol significantly more than the generic statin simvastatin. CRESTOR has not been approved to prevent heart disease, heart attacks or stroke. It's important to remember that each patient is different. For some people, depending on their cholesterol levels, a generic statin may be appropriate. However for other patients, such as those with two or more risk factors for heart disease, including high blood pressure, obesity, smoking, or family history, a more effective therapy may be more appropriate. It is critical that patients work closely with their doctors, and ask questions about what therapy is best for both their medical and insurance needs. Once your doctor has determined the best medication for you, remember to make sure the drug recommended by your physician matches what you get at the pharmacy.

Statins aren't right for all patients with high cholesterol. For instance, CRESTOR is not right for anyone who has had an allergic reaction to it, or those with liver problems, women who are nursing, pregnant, or who may become pregnant. Doctors perform blood tests before and during treatment to monitor liver function.

Unexplained muscle pain and weakness could be a sign of rare but serious side effects and should be reported to your doctor right away. More common side effects can include headache, muscle aches, abdominal pain, weakness, and nausea.

Remember to talk to your doctor about your cholesterol. For more information about CRESTOR, the full Prescribing Information and the CRESTOR 360° support program, call 1-800-CRESTOR, or visit CRESTOR.com.

What if my medication is not on my insurance plan's preferred drug list?

If your doctor thinks you need a medication not on your health insurance plan approved list, he or she may request an exception by contacting your insurance company. Sometimes, your doctor may

not realize that a prior authorization from your insurer is required. Pharmacies, along with insurance companies, cannot change therapies without consent from the prescribing physician. If you receive a different medication, you may want to ask your pharmacist if you could get the medication your doctor selected if you obtained a prior authorization. If the answer is yes, you may want to place a call to your doctor requesting that he or she submit the appropriate paperwork so you can receive the medication your doctor prefers.

Is my insurance likely to cover CRESTOR if my doctor recommends it?

CRESTOR is reimbursed for 91.5% of member lives for commercial plans. Nearly 90.3% of Medicare Part D plans reimburse CRESTOR, and 38 out of 51 state Medicaid plans have CRESTOR on their preferred drug lists, so it is unlikely that your insurance will not cover CRESTOR if your doctor thinks it is the right medication for you.

What resources are available to help me pay for my medication?

Consumer savings programs are offered by pharmaceutical companies to provide free or low-cost medications to people who cannot afford their medicine. For example, AstraZeneca, the maker of CRESTOR, offers a program where CRESTOR costs no more than \$25 per month for eligible patients with commercial prescription drug coverage. That means that even if your commercial prescription drug coverage normally requires a copay of \$30 or higher for branded medications such as CRESTOR, if eligible, you can receive CRESTOR for no more than \$25.

You can learn more at CRESTOR.com.

For patients who require further assistance with the cost of their medicines, pharmaceutical companies and the government provide patient assistance programs. AstraZeneca has one of the most generous patient assistance programs in the industry. In 2008 alone, AstraZeneca helped more than 440,000 patients fill 2.7 million prescriptions – at a savings of \$612 million.

If you have questions about your health insurance plan, contact your insurance company. The customer inquiry number is usually on the back of your insurance card, and most insurance carriers also include information on their Web sites. If you have additional questions about your health insurance plan, contact your human resources department or health plan administrator. For more information about CRESTOR, visit [www.CRESTOR.com](http://www.CRESTOR.com).

### IMPORTANT SAFETY INFORMATION ABOUT CRESTOR:

In adults, CRESTOR is prescribed along with diet for lowering high cholesterol. CRESTOR is also prescribed along with diet to slow the progression of atherosclerosis (the buildup of plaque in arteries) as part of a treatment plan to lower cholesterol to goal. CRESTOR has not been approved to prevent heart disease, heart attacks, or strokes.

- CRESTOR is not right for everyone, including anyone who has previously had an allergic reaction to CRESTOR, anyone with liver problems, or women who are nursing, pregnant, or who may become pregnant
  - Your doctor will do blood tests before and during treatment with CRESTOR® (rosuvastatin calcium) to monitor your liver function
  - Unexplained muscle pain and weakness could be a sign of a rare but serious side effect and should be reported to your doctor right away
  - The 40-mg dose of CRESTOR is only for patients who do not reach goal on 20 mg
  - Be sure to tell your doctor if you are taking any medications
  - Side effects: The most common side effects are headache, muscle aches, abdominal pain, weakness, and nausea
  - Please see accompanying full Prescribing Information About AstraZeneca
- AstraZeneca is engaged in the research, development, manufacturing, and marketing of meaningful prescription medicines and in the supply of health care services. AstraZeneca is one of the world's leading pharmaceutical companies with global health care sales of \$31.6 billion and is a leader in gastrointestinal, cardiovascular, neuroscience, respiratory, oncology, and infectious disease medicines. In the United States, AstraZeneca is a \$13.5 billion dollar health care business.
- For more information about AstraZeneca in the US or our AZ&Me™ Prescription Savings programs, please visit: [www.astrazeneca-us.com](http://www.astrazeneca-us.com).
- CRESTOR is a registered trademark of the AstraZeneca group of companies.

Space paid by AstraZeneca

## Hispanic-American Astronaut Hernandez Inspires Students to Reach for the Stars

By Kenneth Dalecki

Jose Hernandez Moreno has come a long way in his 47 years... figuratively and literally. Few people has travelled as high and as far as the son of Mexican migrant workers. He has gone from a boyhood working in the produce fields of southern California to being an astronaut and honored guest of President Felipe Calderon at Los Pinos, Mexico's White House.

Through hard work, a supportive family and determination to reach his lofty goals, Hernandez has become a pioneering engineer and the nation's forth astronaut with Mexican ancestry. He recently traveled nearly six million miles orbiting the earth in the space shuttle Discovery and the International Space Station.

Hernandez, who was born in French Camp, Calif., did not learn English until he was 12. One of four children, Hernandez and his family spent much of their time traveling the California migrant worker circuit before settling in Stockton, Calif. When the harvest season ended in November, the family would return to Mexico until the cycle started again in March.

Hernandez realized his boyhood dream on Aug. 28, 2009, when he was one of seven astronauts aboard the shuttle Discovery as it roared into space from the Kennedy Space Center in Florida. Discovery linked up with the International Space Station and completed 217 orbits of the earth before landing at Edwards Air Force Base in California on Sept. 11.

His journey into space started in a sugar beet field in Stockton, Calif. While hoeing the field and listening to his transistor radio, Hernandez, a high school senior, heard the news that Franklin Chang-Diaz was the first Hispanic selected for NASA's astronaut corps. "I was already interested in science and engineering," he recalled, "but that was the moment I said, 'I want to fly in space.'"

To reach that goal, Hernandez focused on getting a good education. He graduated from Stockton High School and earned a masters degree in electrical and computer engineering at the University of California at Santa Barbara. He worked at the Lawrence Livermore National Laboratory where in 2001 he was selected for an outstanding engineer award. He worked as an engineer at the Johnson Space Center in Houston, Texas, before becoming an astronaut.

Hernandez credits his parents for much of his success, noting that they "put a lot of emphasis on education in spite of them having only a third grade elementary school education. During the school year, Monday through Friday, they would put us in school, and there were a lot of families that would typically pull the kids out of school just so they could help with the household income."

After applying to become an astronaut candidate for 12 years, he was finally selected in 2004. He met Chang-Diaz, the man who

inspired his career, during his interview with the board that helped select new astronauts. "It was a strange place to find myself, being evaluated by the person who gave me the motivation to get there in the first place," Hernandez says. "But I found that we actually had common experiences -- a similar upbringing, the same language issues. That built up my confidence. Any barriers that existed, he had already hurdled them."

Hernandez hopes his story will inspire others to reach for their dreams. "What I'm hoping to do is to empower especially the Latino community, the Latino students," he says. "I hope to spread that excitement about space, science and engineering and inspire others to follow their dreams by sharing my activities and interacting with my followers on Twitter," he says. His Twitter name is "@Astro\_Jose" and includes postings in Spanish and English. He was the first person to send a Twitter message from space in Spanish.

The astronaut and his wife, Adela, and their children live in Houston. She runs a restaurant called the Tierra Luna Grill. In addition to his NASA duties, Hernandez helps raise money for scholarships and often visits schools to inspire young people to work toward their dreams. "I'm living proof that we live in a great country where the American dream can be realized," he tells students. "But you have to be willing to work and you have to get a good education"

On Nov. 18, 2009, President Felipe Calderon of Mexico hosted Hernandez at a reception in Mexico City at his official residence, Los Pinos. The meeting with Calderon was the highlight of a trip to Mexico that included media interviews and a visit to his parent's hometown of La Piedad in Michoacan.

The seven-member Discovery crew for the first time included two Americans with Hispanic heritage. John D. "Danny" Olivas of El Paso was a mission specialist on his second shuttle mission. He performed three space walks. There have been about a dozen astronauts with Hispanic heritage. Olivas' parents also inspired him to work hard on his education and set an example by both earning college degrees

later in life.

Hernandez was the flight engineer on his mission, monitoring the shuttle's systems to see that they were operating properly and directing fixes where necessary. He also operated the shuttle's robotic arm and helped colleagues put on their space suits for three space walks. He sat on the shuttle's mid-deck and had what he called "the best seat in the house" just behind the pilot.

NASA plans to retire the space shuttle fleet late this year so any near-term flights available to Hernandez will be flown on Russian rockets and would involve long-duration stays aboard the International Space Station.



Jose Hernandez

## Fuerza Unida: The Focal Point of Activism

### Honorable Recognition of Petra Mata

Fuerza Unida is many things -- a sewing cooperative, a food pantry, a women's learning center, a community center -- but most of all, it's a focal point of activism in San Antonio, Texas. Almost every vigil, protest, and march in San Antonio over the past 19 years has had the involvement of Fuerza Unida. The group's members have traveled the world telling their story.

Sparked by the abrupt closure of a Levi's plant, 17 Latina workers turned their outrage into a grassroots campaign against Levi's lack of corporate responsibility. On Jan. 16, 1990, Levi Strauss and Co. closed the doors of its South Zarzamora Street plant in San Antonio without notice, leaving 1,150 seamstresses out of work with a meager severance package.

Two days after the plant closing, the New York Times reported that Levi's was closing the plant because it "had decided to use less expensive contract labor in the Caribbean trade zone." It said the plant was due to close in April, giving the appearance that Levi's was complying with the law requiring a 90-day notice.

Petra Mata, co-director of Fuerza Unida and former Levi's employee, described the scene in Hilo de la Justicia, the organization's newsletter: "People screamed, cried, fainted. When you lose your job you feel like nothing but trash, a remnant, a machine to be thrown out." Some workers had been at the plant for 30 years.

Levi's, once the US's largest garment manufacturer, began off-shoring its plants in the 1980s. By the 1990s it had reduced its U.S. manufacturing by half, laying off tens of thousands of workers. In 2004 it closed its last U.S. plant. The Zarzamora Street operation was being relocated to Costa Rica, where workers earned as little as \$6 a day. Many Levi's contractors have been cited for violations of workers' rights.

When Ruben Solis of the Southwest Workers Union heard about the Levi's plant closing, he and others from SWU went to the Levi's plant to picket. Picketers urged the women who came for their last checks to do something.

Seventeen women agreed to meet weekly to plan their response to the closure. On Feb. 6, they formed Fuerza Unida and picketed another Levi plant in San Antonio and at local malls. They called for a just severance package and an end to off-shoring.

Viola Casares, co-director of Fuerza Unida notes that "we didn't know anything about organizing. I remember when we had our first protests we used to hide our faces behind the poster boards because we were nervous and embarrassed. But we were learning how to protest, how to speak out." The SWU worked with the Fuerza Unida and it filed a class action lawsuit against Levi's.

In April 1990 Fuerza Unida, now 600 strong, joined the Southwest Network for Environmental and Economic Justice (SNEEJ), a network of 50 grassroots organizations working on social and environmental justice issues.

In October of 1994, Fuerza Unida waged a 21-day "Fast for Justice" at Levi's headquarters in San Francisco. Though Fuerza Unida eventually lost its legal case against Levi's, it shared in the victory for other workers when the company adopted a more generous severance policy, citing the San Antonio workers' campaign as one reason for the change. Fuerza Unida got little support from traditional U.S. labor unions. UNITE and the International Ladies Garment Workers Union did not endorse the boycott because the women hadn't been unionized.

Fuerza Unida focused locally on establishing a sewing cooperative in 1996 to generate income and to provide jobs and training. Soon the Fuerza Unida became a drop-in community center, offering



*Petra Mata (left) and Viola Casares from Fuerza Unida explain the struggles of the former women workers at the Levis plant in San Antonio. They formed Fuerza, after their lay-offs, which acts as a co-operative that offers trainings to other women workers.*

information on labor and immigrant rights. Responding to the increasing poverty in the barrios of San Antonio, Fuerza Unida also established a food pantry.

In 1997 Levi's announced it was closing 11 US factories, laying off 6,400 garment workers. For the women at Fuerza Unida this was both a poignant reminder and another call to action. The women of Fuerza Unida traveled to Canada, Brazil, Cuba and South Africa, telling their story and arguing against the North American Free Trade Agreement.

Fuerza Unida remains active in the fight for social justice, immigrant rights, and workers' rights. Currently, Fuerza Unida is working with other organizations to pass a sweatshop free ordinance in San Antonio. It is working with the Southwest Network on a summer youth program, training young activists and organizers throughout the Southwest.



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LULAC National Vice President for Women Regla González invites you to attend the LULAC National Women's Conference in San Juan, Puerto Rico, to be held on April 9-10, 2010.

As LULAC celebrates its 81st anniversary fighting for civil rights, Latinas have made tremendous strides in holding positions of influence in American society.

We are confident that the future will see Latinas making greater inroads into the non-profit, public and private sectors of our country as our community begins to realize its full potential.

We look forward to seeing you there!

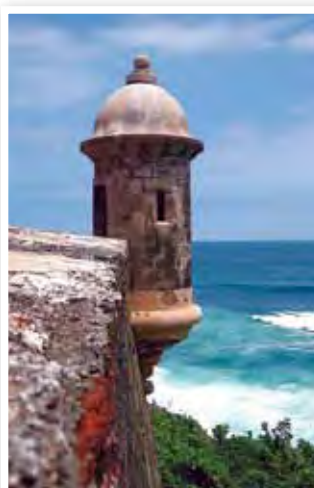


Regla González  
LULAC National  
Vice President for Women

## **The 2010 LULAC National Women's Conference**

*Save the Date!*  
**April 9-10, 2010**  
**San Juan, Puerto Rico**

*Passport is not required to fly to Puerto Rico*



## Hispanic Workers, Homeowners Harder Hit Than Most in Recession

By Kenneth Dalecki

Hispanic Americans are being especially hard hit by the nation's economic slump, suffering a higher than average unemployment rate which will take time to improve even after the recession is technically over. Hispanic homeowners also are being harder hit than most by the recession.

The stock market, which is a leading economic indicator, has recovered much of the loss it experienced in 2008 and suggests the economy is starting to recover. But unemployment, a lagging economic indicator, is likely to stay close to double digits for months as employers hold off on new hires until they are convinced that business is strong enough to justify increasing their staffs.

Latest available U.S. Bureau of Labor Statistics figures (December) put the unemployment rate for Hispanics at 12.9%, nearly 2.9% higher than the national average of 10%. The jobless rate was 8.4% for Asians, 9% for whites and 16.2% for blacks. But when the economy was roaring in 2006 Hispanic unemployment measured 4.9%, only 0.5% above the national average.

Job cuts were particularly pronounced in parts of the economy that employ a high percentage of Hispanics, including construction, food services and transportation industries. While federal spending on infrastructure projects such as roads and bridges may help, a major turn around in Hispanic employment in construction will require a rebound in the depressed housing industry.

Construction employment in December dropped by 53,000, which is less than earlier months. Losses averaged 67,000 in six months prior to October and 117,000 during the six months prior to that. Construction job losses since the recession started in December 2007 total 1.6 million. Housing stats declined 38.8% to 554,000 units in 2009.

Improvements in the home construction industry will play a key role in boosting the employment rate for Hispanics. At its semi-annual housing forecast conference in October, the chief economist for the National Association of Home Builders predicted that housing starts would start to grow in early 2010. But David Crowe also said starts won't reach normal levels (950,000 units) until the end of 2011.

Congress has extended and expanded a tax credit to help boost the housing industry. First-time home buyers can get a \$8,000 federal tax credit and home owners who have lived in their house for five years or more can get a \$6,500 credit on a new house. The credits are available to individuals making as much as \$125,000 and couples making \$225,000.

Lawmakers have also voted to extend federal unemployment benefits for the long-term unemployed to as much as 99 weeks for the jobless in hardest-hit states. Some 9 million unemployed are getting jobless benefits averaging about \$300 per week, about 5 million under state programs and 4 million under federal extensions.

Congress on Nov. 6 extended unemployment benefits for the fourth time since the recession started. Benefits for many are scheduled to run out in January unless Congress acts again to extend payouts.

Higher than average unemployment is nothing new to the Hispanic community. A U.S. Labor Department study released in September 2008 concluded that "blacks and Hispanics disproportionately suffer from serious labor market problems." And when employed they are more likely than whites or Asians to work in lower-paying occupations.

More than half of Hispanic men work in one of these job categories: Construction, natural resources, maintenance, production, transportation and material-moving occupations. And Hispanics, who comprise 14% of the U.S. workforce, held

a high percentage of jobs in ground maintenance (44%), housekeeping (40%), cooks (31%) and construction and mining (30%). In terms of industries, "Hispanic men were very heavily concentrated in construction," the study found. "Hispanics were more likely than other groups to be employed in the leisure and hospitality sector." Thus a downturn in any of these areas hit Hispanics especially hard.

The study found that historically the unemployment rate for

blacks has been double that of whites and the rate for Hispanics has hovered between the two. Once unemployed, Hispanics are the quickest to find new a new job. The median duration of unemployment for Hispanics in 2007 was 7.3 weeks. That compares to 11.1 weeks for blacks, 8.7 weeks for Asians and 7.9 weeks for whites.

Education is a major factor in determining employment and income levels. While educational attainments for Hispanics and blacks have increased, they still lag behind Asians and whites. Only 66% of Hispanics had completed high school in 2007 as compared to 90% for other groups. Some 15% of Hispanics had a college degree compared to 58% of Asians, 34% of whites and 24 of blacks.

The nation's financial crisis has heavily impacted new homeowners in the Hispanic community. Hispanic homeownership peaked at 49.8% in 2006, rising from 42.1% in 1996, according to the Pew Hispanic Center. But Hispanics were far more likely than whites to borrow in the higher-priced subprime market and were harder hit than most by the collapse of that market. Hispanic homeownership slipped to 48.9% in 2008 and is thought to have slipped further in 2009. (The homeownership rate in 2008 for whites was 74.9%, for Asians 59.1% and blacks 47.5%.)

The economic downturn is thought to have some impact on the decrease in border apprehensions by the Department of Homeland Security. Apprehensions, which peaked at 1.7 million in 2000, dipped to 724,000 in 2008, its lowest level since 1976. While increased border security accounts for some of the drop, immigration officials believe that the economic recession and lack of job opportunities also played a role in discouraging Mexicans and Central Americans from seeking work in the U.S.



## The Impact of Foreclosures on Latinos

By Jose Garza  
Director of Housing Services



LULAC and the William C. Velasquez Institute sponsored a congressional briefing on the impact of the housing crisis on

Latinos and African Americans. Dr. Raul Hinojosa, UCLA, presented a white paper titled, "The Continuing Home Foreclosure Tsunami: Disproportionate Impacts on Black and Latino Communities." The study documents that Latinos and blacks have been more severely hurt by foreclosures than any other group in our country, have experienced the

largest loss of wealth in modern history and that this threatens the nation's economic recovery.

**My presentation focused on the direct impact foreclosures have had on Latinos. I discussed the PEW Hispanic Center's study that revealed the following:**

- Almost one-in-ten (9%) of Latino homeowners missed a payment or could not make a full payment;
- 30% received a foreclosure notice in the past year;
- 62% of Latino homeowners say there have been foreclosures in their neighborhood over the past year;
- 36% say they are worried that their own home may go into foreclosure; and
- This figure rises to 53% among foreign born Latino homeowners.

It was pointed out in the presentation that in 2006 21% of whites got high cost mortgage loans compared to 42.3% of Latinos and that approximately 1 in 12 mortgages to Latinos ended in foreclosure. It is estimated that Latinos will lose between \$75 billion and \$98 billion from sub-prime loans taken during the last eight years. The briefing also pointed out that the majority of Latinos are renters and that one in five foreclosures involved borrowers who did not live at the address of the foreclosed property. Therefore, once again Latinos have a higher probability of being evicted than other groups.

A couple of the solutions that were

discussed have come into fruition. The Protecting Tenants in Foreclosure Act, part of the Helping Families Save Their Homes Act affords some protection to tenants from immediate eviction. If a renter has a lease he/she must be permitted to occupy the property until the end of the lease and at minimum the renter must be given 90 days notice prior to eviction. The issue is that this information needs to be disseminated to both landlords and tenants. The Federal Tax Credit for first time homebuyers has been extended for another year. President Obama signed the "Worker, Homeownership and Business Assistance Act of 2009" into law, extending the First Time Homebuyer tax credit that was set to expire on December 1, 2009. The tax credit is allowed in full (\$8,000) for those with income up to \$125,000 or \$225,000 if married and filing jointly. The tax credit is reduced for taxpayers with an income between \$125,000 and \$145,000 or \$225,000 and \$245,000 if married and filing jointly. The tax credit is not available for taxpayers with income higher than \$145,000 or \$245,000 if married and filing jointly. To take advantage of the tax credit you must be locked into a contract to close, before midnight April 30, 2010 and closing must occur before midnight June 30, 2010.

**Other recommendations discussed by the panel were:**

- Expand the eligibility requirements for the Making Home Affordable program to target borrowers who are at most risk for foreclosure or who are likely to vacate the house because of pronounced negative equity;
- Reform bankruptcy laws to enable restructuring of mortgage terms to discourage default or flight;
- Underwrite Fannie Mae and Freddie Mac mortgages to allow private sector refinancing at 4.5% interest rate;
- Develop and implement bilingual and culturally sensitive training programs for First Time Home Buyers, Foreclosure Prevention and Financial Literacy;
- Increase the profile of housing counseling agencies in Latino communities;
- Increase the number of bilingual and bicultural counselors and;
- Increase the affordable housing stock for both the rental and homebuyer markets.



## LULAC Furthers Efforts to Reform High Schools to Meet Challenges Facing Hispanic Students

By Iris Chavez, LULAC Education Policy Coordinator

The Campaign for High School Equity and LULAC are working to ensure that high schools prepare every student for graduation, college, work and life. CHSE is a diverse coalition of national civil rights organizations representing communities of color focused on high school education reform.

Many of LULAC and CHSE's education policy priorities received national attention in late 2009 through Recovery and Reinvestment Act programs administered by the Department of Education and renewed focus on efforts such as the Common Core State Standards Initiative to create common academic standards across all states. Some \$350 million in federal stimulus money has been earmarked to promote common standards.

### Expanded Learning Time

Poor schools and high dropout rates put many Latino students at a disadvantage throughout their lives. Educators and policymakers can provide students with supports and opportunities that go beyond the traditional school day. Latino high school students are at the greatest risk of dropping out, becoming teen parents and engaging in "risky behavior."

Research suggests that participation in expanded learning programs reduce problems linked to low academic achievement, including low expectations by teachers, student alienation from school, lack of enrichment activities, poor quality education and lack of a structured and supervised environment during critical hours after school.

High-quality, expanded learning opportunities—including programs sponsored by schools, community-based organizations (CBOs), working alone or in partnerships—are vital to reversing the achievement and graduation gaps between minority and white high school students. Expanded learning opportunities can equalize educational opportunities, curb dropout rates and prepare all students for college and careers.

Ways for local, state and federal policymakers and educators to ensure that Latino high school students have access to high-quality expanded learning opportunities include:

- Equitable distribution of expanded learning opportunities among elementary, middle and high schools. Increased funding for middle and high schools provide older youth with more expanded learning opportunities.

- Using innovative practices and partners, not the same models as elementary-level programs, to focus on high school students.

- Complementing and enhancing what students are already learning in school, while helping students explore beyond the school day curriculum and pedagogy.

- Finding ways to expose young people to the world beyond their

immediate environment, raising their expectations and helping them improve their lives and their communities.

### The Academic Common Core Standards Movement

Under the 2002 federal No Child Left Behind (NCLB) law, every state and school receiving federal funding was required to develop and implement standards for each core academic area. In theory, these standards were to be rigorous in every state. But many educators have voiced concerns about a wide variability in state standards. They fear some areas have lowered expectations for student achievement to meet the Adequate Yearly Progress requirements of NCLB. They worry that many content standards are "an inch deep and a mile wide" in an effort to meet standardized tests. In addition, many state standards have little or no relevance to what students need to know to be successful in college or in the workforce.

The Common Core Standards (CCS) initiative is particularly important for LULAC, because Latino students are disproportionately impacted by low academic standards. Performance on the National

Assessment of Educational Progress (the Nation's "report card"), shows the challenges faced by Latino high school students. They have made no significant gains in reading and math since the early 1970s and have made little progress since 2004 in closing the achievement gap between black and Hispanic students and their white peers. Almost all states employ standards and assessments that are less rigorous than NAEP. The CCS initiative was launched to address these concerns.

There are many potential benefits for states that adopt common standards now being developed. But LULAC

recognizes that there are potential negative consequences for Latino students which will need to be addressed through state and national advocacy efforts. Potential benefits include:

- Standards, curriculum and assessments aligned across states and schools. That would help students who move frequently between schools and states.

- Resources to create high-quality assessments to accurately measure student achievement.

- The alignment of skills and knowledge to what it needed for success in college or the workforce.

- An opportunity for states to include locally relevant standards in memorandums of agreement, including the incorporation of Latino history and culture.

As the process of developing, adopting and implementing Common Core Standards moves forward, the Latino community needs to ensure that its experiences, needs, requests and ideas are included and properly addressed by educators and policymakers. LULAC will not continue to allow Latino students to be underserved by the U.S. education system.



## 4th National Latino Veterans Summit Meets in Los Angeles

Photo by Luis Naito Briones



American GI Forum National Commander Francisco F. Ivarra, Department of Veterans Affairs John U. Sepulveda, Assistant Secretary, Office of Human Resources and Administration participates in the ribbon cutting ceremony along with COL Kevin Driscoll and LULAC National President Rosa Rosales.

The Department of Veterans Affairs, Department of Defense Joins LULAC in Supporting the 4th Annual Hispanic Veterans Summit.

LULAC in partnership with the U.S. Department of Veterans Affairs and the Department of Defense held the 4th Annual 2009 LULAC Veterans Summit in Los Angeles December 3-5.

"LULAC's Veterans Summit addressed issues of critical importance to U.S. veterans and their families in a state with over 13.2 million Latino residents. Speakers included cabinet secretaries, political leaders, government experts, local elected

officials, and respected business and community leaders," said LULAC National President Rosa Rosales.

Keynote speakers included John U. Sepulveda, Assistant Secretary, Office of Human Resources and Administration and Steve L. Muro, Acting Under Secretary for Memorial Affairs at the U.S. Department of Veterans Affairs.

The Veterans Summit took place at the Biltmore Hotel in Los Angeles.

Attendees participated in two days of cutting edge seminars, conference break-out sessions, job

and health fairs and clinics including interactive informational displays.

"This is about doing what is best for those who serve this country and using every federal, state and community asset to do it," said LULAC National Executive Director Brent Wilkes. "We're proud of the people and the organizations who have stepped up to make sure everyone who bravely and

courageously served this country gets the services they deserve."

The free two-day expo showcased services, education and employment opportunities and resources to start your own business. The job fair featured top companies and federal agencies looking to hire.



Photo by Luis Naito Briones

(L-R) Los Angeles Mayor Antonio Villaraigosa, Louis Caldera, Senior Fellow at the Center for American Progress, Department of Veterans Affairs John U. Sepulveda, Assistant Secretary, Office of Human Resources and Administration, Mario Marsans, LULAC Special Projects Coordinator, Brent Wilkes, LULAC National Executive Director and LULAC National President Rosa Rosales.

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# Santana A. Morin

Jan 18, 1938 - Jan 19, 2010

By Hector Flores

Former LULAC National President

Santana A. Morin, LULAC Wisconsin State Director, Darryl D. Morin's Dad passed away on Jan. 19, 2010. His family and friends gathered in Cotulla, Texas the weekend of January 22-24th to bid their final farewell to a father, brother, grandfather, friend and boss.



Mr. Morin is survived by his wife Haydee; three children, Violet M. O'Brien, Darryl Morin and Orlando Morin and four grandchildren, Brittany and Christopher O'Brien and Nathaniel and Mathew Morin. Also surviving are his brother and business partner Leopoldo Morin; three sisters, Cruz, Ofelia and Sylvia, many nephews and nieces, son-in-law Bobby O'Brien, daughters-in-law Angela and Lisa Morin, sister-in-law Ofelia Morin and brother-in-law Joe Fonseca.

A standing room crowd participated at a rosary and celebration of his life at Peters Funeral Home in Cotulla, Texas on Jan. 22. Many local family, friends and associates as well as many former Tejanos joined the celebration from many parts of the country. Father Francisco Stodola officiated.

A High Mass was held at Sacred Heart Parish Church on Saturday morning and grandchildren Brittany and Christopher O'Brien sang and played a duet of "What a Wonderful World." Santana's daughters-in-law and nieces and sisters read the Biblical Passages. Darryl Morin spoke about his father's dreams to improve his status in life, help his family, educate his children and set the right example for them and others.

His brother Polo, family members and close friends participated in a final salute to Santana by filling his grave with the red soil of La Salle County where Santana had labored in its fields growing up.

## HERITAGE CORNER

### U.S. Congressional Medal Earned by Veterans Born in Mexico

by Francisco "Paco" Barragán

It is worth remembering the values and backgrounds of our veterans, especially those of our Congressional Medal of Honor recipients.

I believe many of our veterans, whether U.S.-born, or foreign-born, were driven by the following values:

**Flag** - Respect for the Flag which represents the contributions and selfless sacrifices of other veterans and their families, our families, and our dedicated citizens, in both wartime and peacetime;

**Fidelity** - Being loyal to our country, our constitutional values and principles of Life, Liberty, Justice, and Equality, for all; even when our great nation has not lived up to the spirit of its own principles; and loyalty in attending to the needs of those who have served;

**Faith** - Nurturing our personal faith and moral compass, in communion with brothers and sisters in arms, our members and our community; and creating an environment where people can freely practice their faith or beliefs.

**Family** - Showing love, respect, honor and gratitude for our families, and for the families of those who sacrificed their lives for our life, freedoms and basic human rights.

**Friendship** - Remembering that veterans are a community of friends with unbreakable bonds, forged in battle and service to nation.

The Congressional Medal of Honor, which is the nation's highest military honor given by the President of the United States on behalf of the Congress, is awarded to a member of the Armed Forces who distinguishes him- or herself by gallantry and intrepidity at the risk of his or her own life above and beyond the call of duty while engaged in an action against an enemy of



the United States.

This highest of honors has been earned by 43 Hispanic/Mexican-American Veterans. Four of these were born in Mexico.

Staff Sergeant Marcario (January 20, 1920-December 24, 1972), born in Villa de Castano, Mexico, received the award for his heroic actions as a soldier during World War II (WWII);

PFC Silvestre S. Herrera (July 17, 1917 – November 26, 2007), born in Camargo, Chihuahua, Mexico, received the MOH for his heroic actions during WWII in Mertzwiller, France. He was authorized to wear both the Medal of Honor and Mexico's Order of Military Merit (Orden de Merito Militar 1a clase). Former President Dwight Eisenhower also received the Orden de Merito Militar on August 17, 1946.

LCpl Jose Francisco Jimenez (March 20, 1946 – August 28, 1969), born in Mexico City, who attended schools in Morelia, Michoacán, received the MOH for his heroism as a U.S. Marine in South Vietnam in August 1969.



## Smart Edge: GMAC/ LULAC Financial Literacy Initiative

By Elizabeth Garcia, Program Manager and Policy Analyst, LULAC

In 2010, LULAC and GMAC will continue expanding their partnership to provide the Latino community with financial literacy skills. The program focuses on budgeting, credit, mortgages, banking, and automotive loans. The LULAC National Office and GMAC will continue training local members to conduct seminars in their respective cities. In 2008 and 2009 LULAC Councils conducted more than 200 sessions in more than 10 states helping more than 7,000 community members receive the training. Local councils received a small stipend for their support of this initiative.



LULAC council in Houston hosts Smart Edge session.

The LULAC National Office will continue offering this program for local Councils. Trainers will continue offering advice to attendees on personal financing. Participants may seek information from trained GMAC and LULAC representatives. Workshops will be hosted in local colleges, community centers, churches and businesses.

"LULAC and GMAC continue to be great partners, with the shared goal to educate and empower the Latino community across the nation," said National President Rosa Rosales. For additional information please contact Elizabeth Garcia, LULAC Program Manager & Policy Analyst, at [egarcia@lulac.org](mailto:egarcia@lulac.org) or at 202-833-6130 ext. 14.

## Comprehensive Immigration Reform Bill Unveiled With More Than 90 Co-Sponsors

More than 90 members of the U.S. House of Representatives have signed on as co-sponsors of a comprehensive immigration reform bill (H.R. 4321) introduced Dec. 15 by Rep. Solomon Ortiz, D-Texas.

LULAC National President Rosa Rosales praised sponsors of the bill for "working with a coalition of diverse groups to finally get this legislation passed." She said the bill "presents a solution to our broken immigration system that we as a nation of immigrants can be proud of." President Rosales urged action on the legislation, titled the "Comprehensive Immigration Reform for America's Security and Prosperity Act," early in 2010.

Congressional groups joining in support of the bill are the Hispanic, Black, Asian Pacific American and Progressive caucuses. President Obama has pledged to support comprehensive immigration reform, as have Democratic leaders in Congress. Reform efforts during President George W. Bush's tenure failed due in part to opposition within his own party.

Rep. Ortiz' bill would establish an earned legalization program for undocumented immigrants who have not committed a serious crime, pay a \$500 fine, meet English, civics and health requirements and "demonstrate contribution to the United States through employment, education, military service, or voluntary or community service," unless they are minors. Persons covered by the bill would include those in the country as of Dec. 15, 2009.

The legislation includes provisions designed to improve border security and enforcement, including more training and equipment for border security personnel, increasing the number of port entry inspectors and greater information sharing between state and federal agencies. It would also prohibit the use of the military in non-

emergency border situations and improve conditions for detainees.

Families with children would not be separated "except in exceptional circumstances." Workers retaliated against by employers after the workers assert their labor rights would be granted temporary visas and work authorization. The bill would preempt any state or local law that discriminates against an individual based on immigration status, eliminates a one-year



Photo by Luis Nario Briones

deadline for seeking asylum and authorizes federal courts to review the decisions and practices of the Department of Homeland Security.

Ortiz' legislation would also prohibit creation of a national identification card, broaden judges' discretion in immigration cases and create a temporary visa program for 100,000 persons "from sending countries of unauthorized immigration to the United States to be distributed on a percentage basis through a lottery system." Lottery winners would be admitted to the U.S. as conditional residents and would be able to apply for permanent residence after three years. This temporary visa program would last for three years.

The House Judiciary Committee has primary jurisdiction over the bill, which also was referred to eight other committees with responsibility for some aspect of the proposal.

Sen. Charles Schumer, D-N.Y., said he is ready to introduce a companion bill in the Senate when President Obama requests it.

## Funding Education in Tough Times

By Jason Resendez, National Resource Development Coordinator

***"We know that education is everything to our children's future." President Barack Obama***

L NESC is a fierce advocate for underprivileged youth throughout the US, providing access to education and equality of opportunity for every child in our community is at the heart of our mission. Across the country, the cost of college tuition is rising now 6.5 percent since 2008-averaging \$26,273 a year for private college tuition. At the same time, requests for federal financial aid have risen 15%, totaling \$84 billion dollars in 2009.

With the cost of education rising along with the number of students in need of financial aid, LNESC' efforts are essential to the educational empowerment of the Hispanic community. The inability to pay for college is a popularly cited reason why Latino youth decide not to pursue higher education, and the current economic downturn further exacerbates this phenomenon.

In an attempt to alleviate the tremendous financial burden college has come to represent for some families, LNESC, in partnership with our trusted partners, operates a variety of scholarship programs. LNESC has given out over \$15 million to almost 27,000 students in its 37 year history. Our oldest scholarship program, the LULAC National Scholarship Fund (LNSF) is carried out in partnership with LULAC Councils throughout the U.S. Through its network of councils, LULAC raises funds from communities across the country. In turn, each dollar raised by the councils is matched at a percentage by corporate contributions.

In 2008, over 1,025 students received money through LNSF. Together with 83 councils and dozens of corporate partners, over \$630,000 was distributed to deserving students.

This year, LNESC has worked tirelessly to identify and cultivate relationships with corporate partners while navigating the tough economic landscape. With the help of dedicated corporate sponsors like P&G, the Ford Motor Company, Wal-Mart, and HSBC, LNSF was able to sustain its



Photo by Paul Velazquez

LNESC Board Chairman Roman Palomares, LULAC National President Rosa Rosales, LNESC Board Members Alicia Rios and Berta Urteaga, LNESC Executive Director Richard Roybal with Procter and Edgar Sandoval, General Manager of North America Marketing at Procter & Gamble

funding, giving out approximately \$630,000 to 900 talented and passionate students. Thanks to the efforts of 67 LULAC Councils and our corporate sponsors, LNSF is helping to fund the education of students attending some of the most prestigious universities in the US, including: Georgetown University, Columbia University, University of Texas at Austin, and the University of Chicago.

Just as President Obama stated, "education is everything to our children's future" and in turn, is the key to the future of our communities. For this reason, LNESC works to increase access to education and the funds that make it possible. The LULAC National Scholarship Fund is a vital component of this mission, and we are always looking for new partners to help make the dream of higher education possible for millions of underprivileged youth throughout the US.

Interested LULAC Councils and corporate sponsors please contact Jason Resendez, LNESC National Resource Development Coordinator at [jresendez@lnesc.org](mailto:jresendez@lnesc.org) for more information on how to get involved with our scholarship programs.



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

## MillerCoors Líderes Unveils Its 2009 Líder of the Year

Lizette Jenness Olmos of LULAC Named 2009 Líder of the Year

MillerCoors announced December 4, 2009 that its Líder of the Year is Lizette Jenness Olmos. She was chosen through public vote on the MillerCoors Líderes website from among this year's 12 nominated Líderes. The announcement was made during a reception held at the MillerCoors headquarters in downtown Chicago, among local Hispanic community leaders.

"Lizette's dedication inspires those around her, and she proves that one person can make a significant difference," said Joedis Avila, Multicultural Relations Manager for MillerCoors. "Through the MillerCoors Líderes program, we hope to raise awareness about the important work and contributions Hispanic leaders are making in their communities."

As Líder of the Year, Jenness Olmos is being featured in print advertising recognizing her achievement. Her organization, LULAC, will also receive a \$25,000 grant to develop and implement a leadership program in partnership with MillerCoors.

"I am deeply honored to be named the MillerCoors 2009 Líder of the Year," said Jenness Olmos. "I hope that by receiving this recognition I will inspire future generations to reach for their aspirations and continue to work toward the advancement of the Hispanic community."

As the largest and oldest Hispanic organization in the United States, LULAC advances the economic condition, educational attainment, political influence, health and civil rights of Hispanic Americans through community-based programs.

During her time at LULAC, Jenness Olmos has been passionately committed to the advancement of the Hispanic community by



(L-R) Steven Woodward, Chief Human Resources Officer, MillerCoors; Joedis Avila, Multicultural Relations Manager, MillerCoors; Lizette Jenness Olmos, MillerCoors 2009 Líder of the Year; Rick Gomez, vice president, Coors Family of Beers.

working on major issues, including health care, immigration, education, hate crimes and discrimination. An energetic and courageous activist, Jenness Olmos' dedication to the Hispanic community bolsters LULAC's core values.

Since 2006, Líderes has highlighted the achievements of a diverse group of respected national and local leaders within the Hispanic community, and provided helpful online resources on leadership topics. In addition, the program has hosted a series of workshops across the country, where participants were provided the opportunity to network and explore themes related to leadership.

Líderes has also showcased national and local leaders in the Hispanic

community through advertising campaigns portraying the diverse demographics represented in the U.S. Hispanic community, celebrating its leadership, biculturalism and bilingualism.

The 2009 MillerCoors Líderes ads featured 12 Hispanic leaders selected by Hispanic national and local non-profit partners and organizations to help identify community leaders who represent the values of their organizations and the communities they serve. The public was invited to participate in the selection of the candidates by casting their vote for the 2009 Líder of the Year on [www.MillerCoorsLideres.com](http://www.MillerCoorsLideres.com).

In 2008, Lupe Barrera, Board Member of the National Latino Peace Officers Association, was named MillerCoors Líder of the Year. In 2007, Lillian Rodríguez López, president of the Hispanic Federation, received the honor. For more information on MillerCoors Líderes, please visit [www.millercoorslideres.com](http://www.millercoorslideres.com).

## LULAC former President Ed Peña Honored by CHCI Board and Members of Congress



(L-R) Hon. Ruben Hinojosa, (D-TX), Ada Peña, Hon. Nydia Velasquez (D-NY) and Chair of CHCI, Ed Peña, former LULAC National President, Hon. Jose Serrano (D-NY), Esther Aguilera, CHCI Executive Director, Luis Campillo, Mickey Ibarra and Associates, and former Congressman Robert Garcia (D-NY)

"It was a great honor for me to serve as General Counsel for the Caucus during these 30 years working closely with all of the CHCI Board Members to build this great organization. CHCI has helped great leaders in the community," said LULAC National President Ed Peña.





# Toula Politis Lugo

## Leadership Profile:



**Q: Where were you born?**

A: I was born in Feb. 15, 1955, in Greece.

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

A: I believe about 15 years.

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

A: I admire my father. Being an immigrant and 45 years old when he came to the United States, he had to overcome a lot of obstacles. I remember he worked 18 hours a day to support the family and send my sister and myself to school. Now he is 84 and still works.

**Q: Who is your mentor?**

A: My parents. They taught me the value of education, hard work and honesty.

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

A: My best friend Regla Gonzalez. She called me one day and said I had to go to her house for a meeting and that she was going to form a council for LULAC and I should get involved. Being married to a Puerto Rican for 30 years now, my daughter was born in Puerto Rico and I lived there for more than eight years I fell in love with the culture and its people. So I got involved and became part of the

Hispanic community. I always say that I am a Puerto Rican by osmosis!

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

A: Immigration is number one. Education, health and housing follow.

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

A: When I became part of the National Board. It gave me the opportunity to see LULAC up close as an organization.

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

A: Boston councils, apart from being very involved with our community, our primary function is to give scholarships. Our members are very dedicated and have a lot of passion. I am proud to say that we have raised more than \$120,000 in scholarships.

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

A: Honesty, courage to do what is right.

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

A: Real estate development and managing my family's business. Having a law degree helps a lot.

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

A: Well, the year just started. I can say that the last month's biggest impact on me was my daughter's graduation as a registered nurse. That made me very proud.

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

A: First and most is my daughter. She is intelligent, beautiful, kind and a LULAC member since she was 12 years old. Second is obtaining my Law degree and license as a lawyer from the InterAmerican University of Puerto Rico.

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

A: Follow your principles and do what is right and just.

# Jorge Rivera

## Leadership Profile:



*Jorge Rivera with the President of Honduras Pepe Lobo.*

**Q: Where were you born?**

A: In San Pedro Sula in Honduras

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

A: I have been involved in LULAC for two years as a council president. I have been involved as a volunteer of LULAC for eight years.

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

A: LULAC National President Rosa Rosales for her courage and how she helps all the councils nationwide to resolved the immigrant's problems, and Gil Cerda from Dallas, Texas, because he was the person when I opened the council said he was with me to fight for the civil rights of immigrants.

**Q: Who is your mentor?**

A: Gil Cerda, Richard Sambrano and Jose Lagos. I met Jose Lagos in Washington, D.C. in 1990 when he was working with the Honduran community. In that time LULAC had a protest in Washington. I admired him because he was working to get a permit for the Hondurans which he finally obtained in 1997. The permit is now known as the TPS, Temporary Protective Status. I saw his hard work and valiant efforts. My other mentor is Richard Sambrano because he is a person who fights for civil rights and I have not seen another like him who works so hard for the undocumented immigrants. Richard has been with me in the Irving council working so we can stop the deportations in Irving. He is an admirable person for the work he does for LULAC.

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

A: I got involved in LULAC because it is an organization that is

most recognized for fighting since 1929 to the present day for the immigrants and making sure that people do not lose their rights. LULAC is a strong and powerful organization.

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

A: Immigration and civil rights

One of the most important issues affecting Latinos is racial profiling and undocumented immigrants not having the necessary documents and getting held up by ICE. We are also finding that the civil rights of individuals are being violated and we need to look for ways that LULAC can help.

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

A: My most memorable moment is opening the office for the Council in Irving and to be able to help undocumented and documented immigrants who are being deported in Irving. That is when LULAC started working hard with the Irving councils in the community.

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

A: I have worked in family violence prevention and immigrants and undocumented and immigration reform working hard for immigration reform. I have also gotten involved in my council with various people that are running for different political positions.

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

A: The importance is to have a great record and to be a humble person, listen to others and be a person who is available when the community needs help.

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

A: I am a family man. I have LULAC in my heart and I always have to work for LULAC and also give time for my family and children Jorge Andres Rivera, Beverly Jasmine Rivera and my wife Nelly Fedelena Rivera.

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

A: What most impacted me was to help 27 undocumented immigrants whose company did not want to pay them. They were Mexican, Salvadorians, Honduran and Guatemalan. When the owner realized that they were undocumented he had them working month to month and did not pay them. He ended up paying \$65,000 for all the workers. This has been the biggest impact that got me to work for LULAC. I also helped to get an undocumented from jail due to ICE in December 31, 2008.

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

A: Helping the Honduran, Savadoran, Nicaraguan communities with civil rights issues and filling out their forms is work that I am most proud of accomplishing.

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

A: My message is to get involved with LULAC and with other LULAC councils. To the young adults, my message is organize your councils because only by being in LULAC will you be able to have more power to fight for your rights and those of others.

## Spain and Japan Hear About LULAC Others Expand

In Nagoya, Japan, in December a presentation was made to the Nagoya Rotary International Club regarding the micro credit efforts of LULAC associates in Owerri, Nigeria. They will jointly apply to Rotary Foundation to capitalize the loan funds in Nigeria so it can become a micro credit bank.



*Japanese Rotary Collaboration with Micro Credit program with LULAC Associates Nigeria, Africa*



*Medical Student in Madrid, Spain, Cesar Rodriguez pledges to organize associate councils*

Spain is the latest hot spot for LULAC International Associates membership drive. Cesar Rodriguez Beas a Mexican medical exchange student recently signed up and has pledged to enlist nine more members to form an associates group in Spain.

## LULAC Humanitarian Award Funds Go to Haiti Relief Effort



*Press conference in Tucson on Haiti relief by LULAC Adelante and PPEP TEC Charter High School students. The LULAC donation bought the Haiti people sleeping bags, bottled water and diapers etc*

The LULAC Humanitarian Award Fund raised funds for World Care Haitian relief efforts. Also, the LULAC Adelante America youth councils of PPEP TEC Charter High Schools in Southern Arizona, opened up their 11 campuses as drop-off points for humanitarian aid. The relief supplies were taken to World Care for immediate delivery to Haiti. Rosa Rosales, LULAC National President, authorized \$5,000 from the John David Arnold Humanitarian Fund which went to World Care.



*Outreach Mexican Orphanage for abandoned deported children*

Mexico Associate Council #1 continues its collaboration with Arizona Council #1088 to provide used vans for transporting deported homeless children along the border region. Three Mexican towns with shelters, Imuris, Magdalena, and Caborca, were given 15-passenger vehicles modified with wheelchair lifts. Each van was loaded with educational, art supplies, clothing, and Christmas gifts for the children.

Our Africa LULAC micro credit program in Nigeria is growing with 250 borrowers and no delinquencies. In India, Dr. Harjit reports another successful India PolioFree Day with over 1000 polio vaccines administered by local LULAC associate members.



## Keeping Count; Why the Census Matters to Latinos

By Patricia Guadalupe

**I**t is the largest peacetime mobilization in the United States: the decennial count of the nation's population.

Every Census is used to apportion House seats and distribute nearly \$450 billion in federal dollars. And it misses millions of Latinos and other people of color. That means big money losses.

Ironically, the Census Bureau has acknowledged for the first time an overcount of 1.3 million people in 2000, largely due to duplicate counts of more affluent non-Hispanic whites with multiple residences. However, 4.5 million were missed, mostly African Americans and Latinos. In counting the Latino population this time around, the Census and Latino community leaders want things to be different.

This year's count is being called by the Census Bureau its first "Latino Census." Thousands of bilingual forms will be mailed out to residences in communities with large Latino populations---about 13 million households.

"We have an extensive and integrated campaign with many partners in the Latino community," says Raúl Cisneros, chief of the Census 2010 publicity office. "We are making every effort to make sure everyone participates. While in the past most households received a short-form questionnaire and some received a long form, this Census will be a short-form questionnaire, asking only name, sex, age, date of birth, race, ethnicity, relationship and housing. The more detailed questions are now part of the American Community Survey, which is sent to a percentage of the population on a rotating basis. The idea, Census officials say, is to make the process as quick and simple as possible to ensure as accurate an account as possible.

"For every one percent who does not fill out the questionnaire, we have to spend \$80 - \$90 million to go out and talk to them," says Cisneros.

For Latinos in particular, the Census is extremely important not just because the government wants to know how many people live in the country. "Simply put," says Juan Andrade of the U.S. Hispanic Leadership Institute, "it's a matter of money. For every million people not counted, that represents a loss of \$10 billion. That's billion with a B."

Several Latino groups are "partners" with the Census Bureau for the 2010 Census, including the National Association of Latino Elected and Appointed Officials (NALEO) and their *Ya Es Hora, Hágase Contar en el Censo 2010* (It's Time to Be Counted in the 2010 Census) bilingual publicity campaign.

"Ensuring our nation's second largest population group is fully counted is critical to recognizing our nation's diversity and to building future political strength," said NALEO executive director Arturo Vargas. "Latinos are the nation's second largest and fastest-growing population group, and the 2010 Census cannot be successful without the full participation of every single Latino resident."

While that campaign is underway, the big publicity push will come early next year on all fronts, says Fernando Fernández, of the advertising firm D' Expósito & Partners in New York, one of the agencies handling publicity aimed at the Hispanic community.

"We're going to be television, radio, print. [It's] an all-out effort to tell the community how important it is to participate in the Census. Making sure we have as many Latinos counted as possible is a mission for us."

The campaign is called *Para Progresar, Lo Tenemos que Enviar* (To Get Ahead we Have to Send it In).

"The ones that speak English the least are the ones who need to know the most about the importance of the Census," says Fernández, who adds the campaign will have different music styles and messages to appeal to the variety of groups within the Latino community.

The Census Bureau has taken pains to ensure respondents that any information gathered is only for the agency's use. "We take confidentiality very seriously. We cannot share this information with anyone," says Cisneros.

Census efforts at counting the population is already made difficult by the soft economy, particularly in areas hit hard by foreclosures.

Census Director Robert Groves says the agency expects some of the questionnaires to be mailed out to empty homes in areas hard-hit by the housing crisis, including Arizona, Florida, California and Nevada – coincidentally where large numbers of Latinos reside.

Groves adds the agency is also aware of the extra effort it will have to take to count former homeowners now living with friends or relatives, and to count those who lost their homes and are now newly homeless or living in less traditional housing, such as RVs. Surpassing or even matching the mail-back response of 67 percent in 2000 may be difficult this time around, he says.

"I think this Census is a harder job for us," Groves recently told reporters in Los Angeles. The cost of undertaking a nationwide count is projected to be \$14.7 billion, more than double that of 2000. The agency has earmarked several hundred million dollars for outreach to Latinos and other minorities, but many recession-weary local communities are dealing with a lack of funding for the census. California, for instance, will spend a fraction of what it did in 2000 for Census outreach---\$2 million compared to almost \$25 million.

A study by the Washington-based Pew Charitable Trusts finds that many cities where residents are considered at "high risk" of being missed in the Census count are struggling with a lack of funds.

The Pew study found that of the eleven major cities that had undercounts of residents in 2000, only five---Baltimore, Houston, Los Angeles, New York and Phoenix---had allocated public funds to census outreach, and even then at "sharply lower" levels than in 2000. Los Angeles, for example, has allocated just \$770,738, half of what it

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had in 2000. The report mentions that Chicago, which missed more than 30,000 residents in 2000 and had spent more than \$1 million in city funds ten years ago, has allocated nothing this year.

But the fly in the ointment is the issue of immigration and what activists say is the decidedly anti-immigrant atmosphere that has of late gripped the political scene in the nation's capital.

Republican senators David Vitter of Louisiana and Robert Bennett of Utah sponsored legislation that would require the Census to include a question about a person's citizenship status.

Vitter says the way the Census is done now, particularly the apportionment of congressional seats, it shouldn't include people who aren't citizens and can't vote.

"If the current plan goes through, the inclusion of non-citizens toward apportionment will artificially increase the population count in certain states and will lately result in the loss of congressional seats in other states," he said. "This is a real concern for Americans across the country who want to see apportionment fairly applied."

Latino legislators call the proposal a political ploy masquerading as an attack on the community.

"Since the very first Census count in 1790, we have included citizens and non-citizens alike, and presidents from both parties have repeatedly upheld the importance of counting each and every person living in the United States," says Rep. Nydia Velázquez (D-N.Y.) "The Census," adds Rep. Charlie González (D-Texas) "is too important to be used as a political football. This amendment would undermine the results of the entire Census and could even prevent the Department of Commerce from meeting its deadlines for completing the process."

In recent congressional testimony, Census Director Robert Groves said Congress had time to review the questionnaire well in advance and said nothing. Any changes now would throw everything into disarray and add unnecessary costs to the process, he told legislators.

"I can say with absolute confidence, that if we add a question to the Census questionnaire at this point, we will not deliver the reapportionment counts in 2010 in time [as required by law], and we will not provide the date for redistricting."

This is what happens, some legislators say, when a contentious issue such as immigration is used by opponents to foment fear for purely political purposes.

"This issue is not about immigration reform, it's about ensuring that the Census has an accurate account," says Rep. Barbara Lee (D-Calif.), chair of the Congressional Black Caucus. "Scare tactics will only serve to skew the census data and drive more people not to participate. The Census is mandated by the Constitution and we cannot allow lawmakers to use divisive tactics to scare people into not participating. It is too important and there is too much at stake."

Historians put out that while the word "citizen" is mentioned in other parts of the Constitution, it was purposely left out by the constitutional framers mandating a count of the entire population.

NHL's Andrade says it is hate mongering elevated by the 2001 terrorist attacks, even though it is well-known that none of the 9/11 attackers was Latino or entered the country through the southern border. "We are equating illegal immigrants with terrorism and exploiting anti-immigrant sentiments.

Under federal law, Congress has to review any changes or additions

to Census questions at least three years in advance of a Census.

"This is nothing more than a cynical ploy to further divide the country and to pander to the voices of intolerance," says Rep. Lacy Clay (D-Mo.), chair of the House Subcommittee on Information Policy, Census and National Archives.

"Of course this doesn't take into consideration that 400 million forms have already been mailed out. The whole thing would have to get started all over again and there would be little chance to reach that the mandated deadline to turn in the census results to the president," says Gloria Montañó Greene, director of the Washington office NALEO.

Andrade adds that the consequences of this type of amendment would be devastating to the Latino community. "Already we're dealing with many Latino residents who are reluctant to fill out the form for fear that information will be turned over to the authorities. That attitude is around even with the Census assuring the community it won't use the information against them and they still don't fill it out. Imagine if this amendment passed."

You would be "crazy" to fill out the census form if there's an immigration question included, says Brent Wilkes, Washington director of the League of United Latin American Citizens (LULAC). "There then would be no guarantees that it wouldn't be used as an enforcement tool." Wilkes says he doesn't understand why some legislators would be supporting such an effort. "They're shooting

themselves in the foot. They're saying, sure, okay, take away seats from my state, don't count the people in my state, don't tell me where they are, and take away any money we would get. The undercount already is a problem and here we have people conspiring for an even greater undercount. It's insane."

Further complicating matters is a call for a boycott by the Rev. Miguel Rivera of the National Coalition of Latino Clergy and Christian Leaders. "If Congress is interested in having our community, then they're going to have to give us immigration reform. What happens now is they ask the community to come out of the shadows and be counted and then nothing happens," says Rivera.

Joining in the boycott effort is the California-based Mexican American Political Association (MAPA) and the Hermandad Mexicana Nacional. They want all immigrants to boycott the Census until comprehensive immigration reform passes. "If we cannot count on the government, why are we going to get counted?" says MAPA and Hermandad president Nativo López.

Most Latino leaders say a call for a boycott is ridiculous.

"You know what? Miguel Rivera is a liar and somebody who is hurting the community with this," says LULAC's Wilkes "His idea is absurd and playing into the hands of the anti-immigrant community. And he's making up stuff about who he really represents. He is a coalition of one. A one-man show out for himself... And the mainstream press takes [the call for a boycott] seriously because they don't know he is not really representing us. They don't investigate and look into who he really is and what he's really representing."

MAPA's López has not been without controversy. He faces four felony charges of voter fraud over allegations he registered to vote in one county while living in another – charges he says he intends



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to fight in court---and allegations in the past that he registered new voters before their citizenship was finalized. Additionally, prosecutors several years ago alleged López had used federal education grants to pay the mortgage on the Hermandad headquarters. Hermandad paid a \$600,000 settlement without admitting wrongdoing.

A search of Rivera's group on GuideStar.org, which tracks non-profit organizations and their finances, turned up nothing.

"These are the people who are supposed to be representing the Latino community? Who are supposed to be taken seriously with this boycott? It's very unfortunate," says Wilkes.

Further exacerbating the problem is the federal government's decision on whether or not to halt immigration raids during the count. The U.S. Commerce Department has said it would not seek a halt to the raids as it did in the 2000 Census.

"Our job is to count every resident once, and in the right place, and that's what we do," said spokesperson Nick Kimball. "All the information the Census Bureau collects is protected by law and will not be shared with any other agency. Neither the Commerce Department nor the Census Bureau will ask DHS to refrain from exercising their

lawful authority." In 2000, immigration officials informally agreed to stop any raids during the census count. The department's current decision is a departure not only from its stance in 2000, but also two years ago, when the department asked the Department of Homeland Security to stop raids until after the 2010 Census. That request was rejected by the then-Bush administration.

Even when the raids were suspended, it that Latinos were undercounted by almost 3 percent in 2000.

"Imagine what the undercount would be with the raids continuing this year and



2010 CENSUS: IT'S IN OUR HANDS

with something like the Vitter amendment, says NHLI's Andrade. "It would be disastrous. We're calculating a loss of \$100 billion over ten years. It's almost like they want to completely discount us. If we're not included in the count, no one knows we're here, and that deprives us not only of federal dollars for our community, but of representation in the legislature. This is specifically being orchestrated against us. But that's why we can't afford to withdraw from the process." Several current members of Congress, including Hispanic Caucus chair Velázquez and other legislators of color were elected are reapportionment specifically created so-called "majority-minority" districts.

Andrade adds he is disappointed with the relative silence of some Democratic members of Congress who promised greater attention to the Latino community once Democrats gained a majority in Congress.

"We have people who are scared of their shadows. It takes more than a D by your name to be a Democrat," adding his frustration is also aimed at the White House.

"It's open season on Latinos and we're not getting the level of leadership coming out of them on some of these issues like the immigration raids during the census or amendments that seek to leave some many of us out. Where is the White House on all that? It is very disillusioning to see this. We want and deserve stronger leadership, and we have to become a big enough risk for these politicians so that they can't ignore us even if they wanted to. We have to get to the point where we can tell them, hey, we're not going to be committed to keeping people in office if they aren't going to work with us and to our benefit. That's why it's so important to ensure we are all counted in the Census."

Patricia Guadalupe is the editor of *Hispanic Link*.

This article is reprinted from the January 2010 issue of *LATINO*. For back issues or to order a free subscription, visit [Latinomagazine.com](http://Latinomagazine.com).

## PHOTOS FROM AROUND THE LEAGUE

### U.S. Latino Leaders Educational Seminar in Israel



(First Row, L-R) Miguel Santiago, Trustee, Los Angeles Community College District, Arturo Vargas, Executive Director NALEO, Mario Diaz, President, Mario E. Diaz and Associates, Sal Rivera, Partner, Rivera, P.C., Van Ornelas, Director of Public Affairs, Arizona State University at the Polytechnic Campus, Lorena Chambers, CEO, Chambers, Lopez and Giatan, Tom Sawicki, Director of Programming (AIPAC/Israel), Lizette Jenness Olmos, LULAC National Director of Communications.

(Second Row, L-R) Rey Colon, Alderman, City of Chicago, Alex Padilla, Senator, California State Senate, Andrew Baldonado, Vice President, Anhauser Busch, Peter Villegas, Vice President, JP Morgan Chase,

Ruben Alvarez, Co-Founder, The Molera Alvarez Group, Andres Ramirez, Senior Vice President, New Democratic Network, Adelita Grijalva, Tucson Unified School District School Board Member, Jeff Mendelsohn, AIPAC National Outreach Director, AIPAC/Washington, DC.

This last fall, AIEF hosted its Educational Seminar in Israel for Hispanic Leaders – elected officials, political leaders and activists who want to deepen their understanding of Israeli society and the US-Israel relationship.

The trip departed late on Sunday, December 6, 2009, and returned on Monday, December 14, 2009, providing seven incredible days dedicated to learning about Israeli society and politics while walking in the land of the Bible.

"The trip to Israel was a once in a lifetime experience and one of the most meaningful trips of my life. The program is intense and educational. It was spiritual and a life-changing moment," said LULAC National Communications Director Lizette Jenness Olmos. "We left Israel with a greatly enhanced understanding of the history and people of Israel."

During the mission participants saw and experienced some of the most important religious and political sites in Israel while participating in a series of meaningful discussions with a wide variety of government officials, military personnel, academics, community activists and journalists.



## University of Phoenix and LULAC Partner to Promote Education Among Hispanics

LULAC and University of Phoenix have partnered to award 25 scholarships to exceptional members of the Latino community who have demonstrated a commitment to their communities through leadership, volunteerism and/or professional development.

The program will enable 25 students to complete an undergraduate or masters degree program of their choice



through University of Phoenix. Recipients will receive full-tuition scholarships.

Launched in May 2008, the goal of the program is to help those who might otherwise be unable to attend college and fulfill their dreams of attaining a higher education. Access to higher education through University of Phoenix is critically important to minority students, who are an increasingly proportion of high school graduates yet are historically under-represented in traditional four-year colleges and universities.

The first year of the program saw more than 150 scholarship applications. At least one applicant from each LULAC region was awarded a scholarship.

"Through our partnership with LULAC, we are seeking to reach individuals who are looking to improve their lives, but do not have the financial means or do not know the educational options available to them," said Dr. Bill Pepicello, president of University of Phoenix. "For more than 30 years, we have been helping people improve their lives through education. LULAC is a perfect partner to fulfill our mission – having been committed to providing educational opportunities for Hispanic youth, men and women, since their founding in 1929."

"We are thrilled to be partnering again this year with the University of Phoenix in order to bring opportunities for education to our communities," said LULAC National President Rosa Rosales. "University of Phoenix's mission to provide accessibility to higher education has made it one of the largest single university systems serving our community, with almost 40,000 Hispanic students enrolled in their degree programs."

Recipients of the scholarships were notified by the University of Phoenix in November 2009.

University of Phoenix is constantly innovating to help students balance education and life in a rapidly changing world. Through flexible schedules, challenging courses and interactive learning, students achieve personal and career aspirations without putting their non-academic lives on hold. As of mid-2009, 420,700 students were enrolled at University of Phoenix, making it the largest private university in North America. University of Phoenix serves a diverse student population, offering associates, bachelor's, master's, and doctoral degree programs from campuses and learning centers across the U.S. as well as online throughout the world.

Scholarships cover tuition and fees for one bachelors or masters degree program. Recipients are assigned to a scholarship graduation team to help with enrollment and scheduling and to provide guidance throughout their program.

**The University of Phoenix LULAC Scholarship recipients for 2009 are:**

<b>Gladys Jones</b>	Arlington, VA
<b>Christopher Martinez</b>	Jersey City, NJ
<b>Gloria Florez</b>	North Plains, OR
<b>Marucci Guzman - Beard</b>	Orlando, FL
<b>Ramon Rodriguez Nieves</b>	San Juan, PR
<b>Marisol Rodriguez</b>	Tampa, FL
<b>Judith Anglade</b>	Novato, CA
<b>Irma Reynoso- Nunez</b>	Hollister, CA
<b>Miguel Zazueta</b>	Tucson, AZ
<b>Silvia Andrade</b>	Campbell, CA
<b>Marvin Andrade</b>	Los Angeles, CA
<b>Jessica L. Gonzalez</b>	Gardena, CA
<b>Angela Serda</b>	Glendale, AZ
<b>Raquel Teran</b>	Phoenix, AZ
<b>Jose Sotelo</b>	San Luis, AZ
<b>Beronica Machado</b>	Tucson, AZ
<b>Jason Duron</b>	Yuma, AZ
<b>Maria Garcia</b>	Madison, WI
<b>Cruz Elia Arellano</b>	Garden City, KS
<b>Lisa Veronica Quinones</b>	Berwyn, IL
<b>Rosantina Blanco</b>	Webster, TX
<b>Feliberto Valdez, Jr.</b>	Corpus Christi, TX
<b>Elizabeth Marin</b>	El Paso, TX
<b>John Moya</b>	Albuquerque, NM
<b>Michelle Cammack</b>	San Antonio, TX

## LNESC Washington Youth Leadership Seminar

By Ericka Pilecki, Policy & Advocacy, LULAC

From September 30 to October 4, 2009, fifty-six high school students from around the country flew to the nation's capital, to attend the LNESC Washington Youth Leadership Seminar where they participated in various political events. The

students also encountered many new opportunities to understand the working of our political system.

With the Health Care Reform focused agenda, students were encouraged to develop questions and opinions around this issue through critical thinking and analyses. These students had a very broad experience from asking United States House representatives their political stances, to questioning conservative insurance companies, to attending a White House policy briefing and participating in a press conference.

Fully engaged and energized, this diverse body of students not only dove into the Health Care Reform debate but also participated in tours of historical buildings.

Alongside the students, LULAC National Board and LNESC Board members participated with the students and national business protocol. Each member attended certain events with the students while engaging in business meetings throughout the weekend.

The four days ended in fun with a banquet on Friday night where program staff presented the students with awards and a student dance the following night. Apart from the huge events, the board members and youth listened to a talk from movie director Gregory Nava and visited the national monuments to wrap up their trip.

Overall, the Washington Youth Leadership Seminar provided critical thinking skills and exposure to political and cultural awareness, experienced only in Washington D.C. Walking away with a new approach to national issues, these students were given a new perspective on life.

We would like to thank our sponsors Walmart and the U.S. Army for their generous support.



Photo by Luis Nolasco  
National Youth Board in Washington D.C. with Director Gregorio Nava

## Yum! Brands Sponsors New LULAC Youth Website

LULAC along with Yum! Brands officially launched a new interactive website for the LULAC youth.

"The youth represent LULAC's next generation of members," said Richard-Abraham Rugnao, Public Affairs, Senior Manager, Government Relations and Global Diversity, Yum! Brands. "Yum! has been a sponsor of the Youth and Young Adults efforts at the LULAC National level and will continue to support opportunities that equip our young Latino leaders with skills they need to succeed."

"We want to thank Yum! Brands which has provided us with an important advocacy tool," said LULAC National Youth President Jessica Martinez. "We have demonstrated that we are young leaders who continuously make a difference. LULAC Youth Councils have been active in promoting and addressing issues that have an impact in the Latino community. We are more than just in the training ground, we are already working in unity to make a positive change."

The LULAC youth web site is interactive and offers outreach tools for new youth membership recruitment.

### Some of the features of the web site include:

- Highlights LULAC Youth History
- Provides an updated LULAC Youth Calendar and photo gallery of past events
- Includes information about upcoming leadership and educational programs
- Links to LULAC social networking sites including: Facebook, Myspace, LULAC, YouTube channel and LULAC mobile alerts
- Outreach tools for new youth membership recruitment
- Valuable research materials

Please visit the LULAC Youth web site at [www.lulac.org/youth.html](http://www.lulac.org/youth.html).



LULAC Youth Website Sponsored by Yum!

## SAVE THE DATE

The Youth Board will be meeting for our National Board meeting in San Antonio Feb 12th! Please mark your calendars.



## *Southeast Corner*

### **Achievements 2009**

**At the LULAC Puerto Rico Council President's General Assembly**

Following our vision of creating a government that serves its people, and guided by the basic principles of a progressive democratic society that works with honesty, diligence, openness and integrity, the secretary of the Department of Labor and Human



*Secretary Miguel Romero at the Council President's General Assembly*

Resources (DLHR), the Hon. Miguel Romero, proudly presents the DLHR's achievements for 2009, on his speech as a keynote speaker last November 2009 at the LULAC Puerto Rico Council President's General Assembly.

Over the past 12 months, the DLHR has set forth a wide-ranging reform of the unemployment benefits system aimed at improving the processing time of all claims presented, as well as the help extended to beneficiaries, all while fostering the reintegration of the unemployed into the working force. Likewise, several quality

### **Puerto Rico State Convention**

**June 12, 2010**

**San Juan, Puerto Rico**

improvement programs have been lined up to enhance government services by elevating the level of professionalism of our public servants via advanced preparation and instruction.

Additionally, the DLHR promoted and will continue promoting alliances between the public and private sectors to offer labor retraining for displaced workers who wish to learn different skills needed in other areas of higher demand for employment. Among other similar measures, the Express Program for Law 7 Government Employees [Programa Expreso para Empleados Gubernamentales Ley 7 (PEEG)] was created. This initiative provides a center to expedite all Unemployment Insurance benefits to all government employees displaced during the year.

Concurrently, and looking to achieve a viable consolidation of its undertakings, the DLHR launched and continues working on an in-depth analysis of the workings of the organization and its different agencies in order to strengthen areas of greater demand, avoid duplicity of tasks, increase efficiency and effectiveness, and generate greater savings of public funds.

As such, our Department of Labor and Human Resources is thereby establishing a solid foundation on which to continue building an even better agency that will serve to improve the quality of life of our workers, who are the true engine of the socioeconomic development of Puerto Rico.

This orientation to the LULAC Councils Presidents in Puerto Rico adds to efforts made in the summer during the 2009 LULAC National Convention, through the Job Fair which have enabled LULAC Puerto Rico can take clear and accurate information to councils, communities and the people in general. This as part of joint efforts between LULAC Puerto Rico, private companies and government agencies.



*LULAC Puerto Rico Council Presidents with the Puerto Rico Secretary of Labor Romero*



# 2009 LULAC National Convention in Puerto Rico Lays the Groundwork for Expanding the Latino Agenda



Photo by Paul Velázquez

▲ LULAC National President Rosa Rosales, Puerto Rico Governor Luis Fortuno and LULAC Puerto Rico State Director Haydee Rivera

By Elsie Valdes Ramos, Senior Advisor to the LULAC National President

The successful LULAC National Convention reached new heights with an attendance of 25,000 reaching new frontiers and being considered as one of the best conventions in LULAC history.

We achieved the encounter of South American and Caribbean races fused into one with United States citizens and immigrant residents in search of the American dream.

The mission and vision of LULAC

was emphasized in the events and workshops about the importance of the public policy issues of LULAC on behalf of civil rights and the common services to the Latino communities.

The integration of federal agencies, municipal and state government, private enterprises, non-profit organizations, religious and civic entities, and above all the associates of LULAC, demonstrated the core of LULAC. The participants felt pleased with the achievements reached during the event.

We sowed the bases for the growth that will help us advance and permit us to build new programs looking to expanding our borders.

We call on our higher power to help guide our LULAC National President and Board of Directors to be able to continue guiding our leadership and to see us in unity at the 2010 LULAC National Convention in New Mexico.



Puerto Rico Senate President, Thomas Rivera-Schatz, LULAC National President Rosa Rosales, and Department of Veteran Affairs for Diversity and Inclusion, Deputy Assistant Secretary Georgia Coffey.

## Midwest Corner

The LULAC State of Illinois gave a donation of \$2,152 to aid victims of hurricane Ida in El Salvador during the Thanksgiving holidays. With the assistance of the General Counsel of El Salvador, the donation was distributed to the victims lacking shelters, clothing and water.



(L-R) Caroline Sanchez Crozier, IL State Director, Jose A. Valdes, President Seniors Council 5004, Patricia Maza-Pittsford, Hon. Counsel General of El Salvador, Estelle Michopoulos, IL State Treasurer; Banca Vargas.

LULAC National Vice President Maggie Rivera with Esperanza Velasquez, IMC Health Program Director and LULAC Council #5260 Member.



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## Southwest Corner

LULAC National Vice President of the Southwest Sylvia L. Gonzales represented LULAC at the Anti-Defamation League/Latino Summit in Israel Dec. 6-13.

The summit included seminars explaining the culture and governments of the region. "It was quite an experience, the rich history of that country," she said. "The people are so faithful and loyal. Being in the holy sacred places where Jesus lived was an emotional and spiritual experience which I will never forget."

Gonzales has been working with the Anti-Defamation League (ADL) for six years. Founded in 1913 by the Independent Order of B'nai B'rith, the ADL works to stop defamation of the Jewish people



LULAC National VP for the Southwest Sylvia L. Gonzales attends the Anti-Defamation League's Latino Submit in Israel.

and secure justice and fair treatment for everyone.

Summit participants included a diverse group from all over the U.S., including San Diego, Chicago, New York, Boston and Austin, Texas. Participants from Austin included U.S. Rep. Mike Martinez and City Councilman Eddie Rodriquez.

**Texas State Convention**  
**June 2-6, 2010**  
**Austin, Texas**

## Northeast Corner



LULAC National President Rosa Rosales awards Julie Santos, Immigrant Midwest Commissioner, the Presidential honor in Cicero on September 26, 2009



Regla Gonzalez, LULAC VP for Women with Janet Collazo Executive Director of Alianza Hispana



LULAC Boston youth organize an event for Census 2010. Fill out your Census 2010 forms and get them in by April 1st



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