



# LULACnews

Autumn 2014

## CIVIL RIGHTS NEVER LOOKED SO GLAMOROUS

Jennifer Lopez at the LULAC  
National Convention

*The Season's Hottest Accessory*

## THE VOTER REGISTRATION FORM

The **5** Most Requested  
Latino Recipes

*App-ily Ever After*

Fall in Love with LULAC's  
Mobile App

## THE SECRETS BEHIND THE LATINO POWERHOUSES

What Top Advocates Should Never  
Leave Home Without

## YOGA BODIES

GET FIT THIS FALL AND START  
AT OUR LOS ANGELES  
HEALTH FESTIVAL

# *i n s i d e* *a u t u m n* **LULAC**news

## ON THE COVER

### 5 The LULAC Mobile App

Download the app to receive the latest resources and information from LULAC. Available for all devices.

### 10 An Ivy League Experience

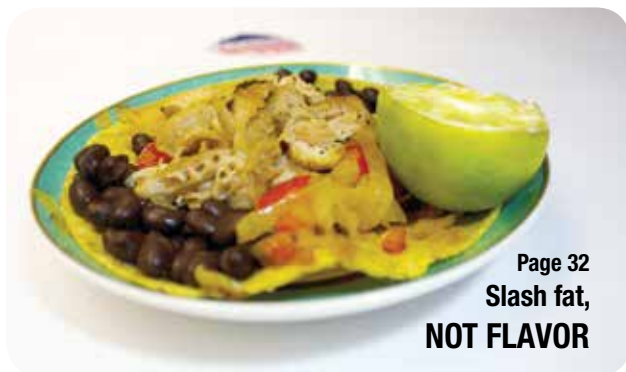
At Princeton, the LULAC National Youth Convention delivers high caliber college preparation and community service opportunities.

### 29 The Latino Electorate and the Midterm Elections

Why is voter registration and mobilization more important than ever? Here's the 101 on what members should do for the midterm elections considering the political climate.

### 30 The Advocate's Toolkit

What every advocate should have and do before throwing a successful advocacy or community service event.



Page 32  
**Slash fat,  
NOT FLAVOR**

### 34 Yoga for Diabetics

Special stances and stretches aren't only for keeping fit. Yoga mitigates the negative effects of diabetes. Learn two poses to decrease stress levels and ultimately lower blood glucose levels.

### 50 LULAC Feria de Salud Hits Los Angeles Again

More health exams, food, kids activities, and concerts than ever before in la Placita Olvera in California.

## ADVOCATES ISSUE

### 4 Latino Representation in the Federal Government

Written by Office of Personnel Management Director Katherine Archuleta for the LULAC membership.

### 11 Carolina Muñoz Retires as LULAC Fiscal Officer

With Carolina's retirement, LULAC loses much more than a trusted fiscal officer. We lose an admired and beloved member of the LULAC family.

### 18 Corporate Spotlight on Heart and Smarts

With charisma and a strong educational background, spunky Lillian Rodriguez Lopez of the Coca-Cola Company climbs the corporate ladder to company executive.



### 19 Corporate Spotlight: Faith and Family

Amidst the trauma of her young husband's sudden death, self-made woman Consuelo Rodriguez of Dell masters her career and family life.

### 20 The Impact of the LULAC Civic Engagement Campaign

LULAC mobilizes its grassroots network for immigration reform.

### 22 Young LGBT on the Fray of Academic Life

How do bullying and self-esteem impact how well LGBT high school students perform in school?

### 24 Your Neighborhood May Be Hurting You

Unveiling the truth of where you live and how it harms you and your children.

### 27 LULAC Members First to Act for Refugee Kids

Councils host donation activities around the country to help the unaccompanied child refugees.

### 36 The Window Farm Project

A Ford Driving Dreams Through Education grant winner, LULAC Queens Council #23047 grew a garden without soil and maintained individual websites to monitor plant growth for the ultimate STEM experience.





Photo by Luis Nuño Briones

# PAGE 6

convention

## 38 Back to School Guide for Parents

Maximize a student's potential to kick off the school year with a blast.

## 39 Albuquerque LNEC Center Drives Up Academic Success

In a low-performing school district, the education center continues its transformational work with students.



## 42 Few Latino Students in Gifted Programs

Latinos are only 3% of students in gifted programs. Can we identify the barriers in recognizing talented and deserving Latino youth?

## 44 Federal Diversity and Development

LULAC works with the OPM Director and the Department of Labor Secretary to increase employee training and development at FTIP.

# LULACnews

League of United Latin American Citizens

1133 19th Street NW, Suite 1000 TEL: (202) 833-6130  
Washington, D.C. 20036 FAX: (202) 833-6135



Scan the QR Code with your smart phone to ask a question about magazine content, advertising, or subscription. Email the editor directly at [JSapunar@LULAC.org](mailto:JSapunar@LULAC.org) or call at (202) 833-6130. Access past issues of the *LULAC News* at [www.LULAC.org/ln](http://www.LULAC.org/ln) or at the LULAC Archives at the University of Texas in Austin.



© LULAC National Office. The *LULAC News* is published quarterly by the national office of the League of United Latin American Citizens.



Photo by Luis Nuño Briones

## Making Latino Recruitment PRIORITY

*OPM Director Katherine Archuleta pledged to increase Latino diversity at the LULAC National Convention in New York. In addition, she joined LULAC as keynote speaker for the Federal Training Institute Partnership. This two-day program, offered to federal employees free of charge, includes plenary sessions, workshops, and executive coaching designed to enable government employees to enhance their leadership skills and develop the Executive Core Qualifications required for leadership positions and entry to the Senior Executive Service.*

*By Katherine Archuleta, Director of the U.S. Office of Personnel Management*

As the first Latina Director of the U.S. Office of Personnel Management, one of my highest priorities is to recruit a diverse Federal workforce. As part of that effort, I attended the League of United Latin American Citizens' annual conference. LULAC is the oldest and largest Latino civil rights organization in the United States. For 85 years, it has fought for civil rights, education rights, legal rights, housing rights, and employment rights.

LULAC shares OPM's goal of promoting a diverse and inclusive workforce. We both know how important it is to have a government that looks like and truly represents the people we serve. Americans benefit from the talent, the wisdom, the experience, and the insights of people from every community in our country.

We do a lot of great work with organizations like LULAC. Along with other Federal agencies, OPM is a partner in its Federal Training Institute, which helps to train and mentor the next generation of Latino leaders.

As part of the President's Management Agenda, OPM is placing a renewed emphasis on leadership pipelines. We want to ensure that all groups, including Latinos, are fully represented in the workplace. We are working on an onboarding program to make sure that new Senior Executive Service members have the support and coaching they need, not only when they first begin their assignment,

but throughout their tenure, and we are focusing on mentoring. Connecting with leaders in our own communities can give us the help and direction we need. We all need mentors and should strive to be mentors to others.

When I visit with these organizations and their members, I get the chance to do something I can't do anywhere else: Hear firsthand the perspectives I need to make our strategies the best they can possibly be. My commitment to a diverse and inclusive Federal workforce is unshakable. Together, we can make sure Latinos are represented at every level of Federal service, especially at every decision-making table.

—  
*Director Katherine Archuleta is a long-time public servant who has distinguished herself as a leader on human resources and management policy in a variety of senior positions in local and Federal government.*

*On May 23, 2013, President Obama appointed Director Archuleta to lead the U.S. Office of Personnel Management (OPM), the agency responsible for attracting and retaining an innovative, diverse and talented workforce to make the Federal government a model employer for the 21st century.*

*On November 4th, Archuleta was sworn in to begin her tenure as the 10<sup>th</sup> Director of OPM, and the first Latina to head this federal agency.*



**Download the LULAC Mobile App**

**ON**

**Android and Apple Devices**



**Events • Resources • Giveaways**

[www.LULAC.org/app](http://www.LULAC.org/app)



Delegates / Alternates

Delegat

85 Convention & Exposition



A photograph of a busy event booth. The booth has a blue backdrop with the text "Delegates / Alternates" repeated. Several people are gathered around a white counter, some looking at documents. The booth is decorated with numerous warm-toned, spherical pendant lights hanging from the ceiling. The overall atmosphere is professional and social.

tes / Alternates

Delegates / Alternates

# **Celebrating 85 Years of Service to the Latino Community**

**The star-studded LULAC National Convention featured Jennifer Lopez, Adrienne Bailón, Gina Rodriguez, Rita Moreno, Tito Nieves, Rosie Perez, Roberto Orci, Luis Guzman, Linda Nieves-Powell, and MALO.**





Photo by Luis Nuno Briones



Photo by Luis Nuno Briones



Photo by Luis Nuno Briones



Photo by Luis Nuno Briones

Full of exciting events and star power, the 85<sup>th</sup> Annual LULAC National Convention was hosted on July 9-12, 2014, in New York, a city renowned as a beacon of hope for immigrants nationwide. Boasting over 20,000 attendees, the convention rallied together a variety of people from different backgrounds for cutting-edge panels, workshops, and training on the issues that most affect the Latino community.

The city was the perfect backdrop for policy discussions. Latinos make up more than 27% of New York City's population, with 2,287,905 Latinos residing in the city. With more than 800 languages spoken, one cannot deny diversity's critical role in the city's prosperity. On Liberty Island, the Statue of Liberty stands proudly, representing the ideals that all Americans treasure most, and the ideals after which our organization is founded – democracy, freedom and opportunity.

The annual convention provides an opportunity for Latinos to celebrate our diverse culture. It is also an opportunity to learn about how we can overcome health, education, and economic disparities. We highly value the information and resources that community leaders, issue experts, and policy makers brought to our membership, which included Holocaust survivor and civil rights advocate Abraham Foxman, the national director of the Anti-Defamation League. We know that informative discussions on critical issues will bring positive changes in policies and regulations that impact our community. The panel on Puerto Rico's status, for example, provided a fruitful and passionate discussion that underscored the importance of electoral equality for American citizens that live in Puerto Rico. By constantly advocating on Capitol Hill, we are more likely to pass legislation that will grant suffrage to Americans that live in Puerto Rico, which Resident Commissioner Pierluisi discussed during convention.

On July 9, Deputy Secretary of Homeland Security Alejandro Mayorkas traveled to New York City to preside over a special naturalization ceremony at the LULAC National Convention. Seventy-five candidates from 33 countries, including one military candidate, became citizens. Present at the ceremony, U.S. Office of Personnel Management Director Katherine Archuleta encouraged the newly naturalized citizens to apply for federal employment using [www.USAJobs.gov](http://www.USAJobs.gov) because as citizens, applicants are eligible for more open positions than non-citizens.

The first Hispanic to hold the position, Director Archuleta also joined the participants at the Federal Training Institute and renewed her commitment to increasing employee development and diversity in the Federal government. This year, LULAC's Federal Training Institute celebrated its 40<sup>th</sup> year of serving Federal employees by continuing its rigorous curriculum for federal employee advancement.

During the convention, LULAC in conjunction with the Time Warner Cable Research Program on Digital Communications unveiled a white paper entitled "STEM Education: A Bridge for Latinos to Opportunity and Success," which explores how a high quality STEM education can be a powerful means to bridge the economic divide between Latinos and other demographic groups in America. The white paper is available at [www.LULAC.org/stem](http://www.LULAC.org/stem).

With topline talent, engaging workshops, and exclusive VIPs, next year's convention will be just as exciting as New York City! Join us in Salt Lake City, Utah, from July 7-11, 2015.





# LULAC

## MAKES HISTORY

CALL FOR SUBMISSIONS TO THE  
LULAC ARCHIVES



LLILAS BENSON  
LATIN AMERICAN STUDIES AND COLLECTIONS

The University of Texas at Austin is the designated repository for LULAC records. The LULAC Archives document the organization's profound achievements as the nation's largest and oldest civil rights, volunteer-based Latino organization.

Donate *LULAC News* magazines; local, district, state and national newsletters and other publications; scrapbooks and news clippings reporting on LULAC activities; bylaws and constitutions; convention program books; LULAC position papers and reports;

correspondence (ex: letters, emails, memos); photographs; audiocassettes; videocassettes; DVDs; CDs; and other audiovisual materials. The mailing address is The University of Texas at Austin, LLILAS Benson, Latin American Studies and Collections, SRH 1.109, 2300 Red River St., S5410, Austin, TX, 78712-1469 with phone number 512-495-4520.

An archivist at the LLILAS Benson Collection will organize donated material and can provide advice about proper storage and preservation of historical documents at home.

Your contribution will be a valuable addition toward documenting LULAC history.

# The Ivy League Experience at the LULAC Youth Conference

**Giving students a healthy taste of Ivy League coursework, college campus living, and access to distinguished faculty and prominent guest speakers is an indelible experience that positively impacts decision making for a fruitful future.**

*By: Karina Castellanos, Education and Youth Leadership Programs Coordinator*

## The College Access Module at Princeton University

- **130+ students in attendance**
- **50+ volunteers and mentors**
- **200 educational books donated by McDonald's**
- **Over \$4,000 given in opportunity drawings, gift cards, and other educational tools by youth sponsors**

Attracting talented Latino students from all corners of the country, the LULAC Pre-Convention is a dynamic pre-college summer program that takes place three days before the National Youth Convention. This year, the program celebrated its 10<sup>th</sup> anniversary by hosting over 130 LULAC Youth Members at Princeton University, the top research school in the nation.

During the program, Princeton undergraduate students and alumni described college entrance

and living to the high school students. Undergraduates encouraged the LULAC Youth to apply to the Ivy League school, noting that GPA and SAT scores are not the only application priorities, which the Princeton admissions office also reiterated in their exclusive presentation to the Youth. The Anti-Defamation League also offered bias and bullying response training to the conference attendees.

Students then volunteered with Friends of Hopewell Valley Open Space in an urban beautification project. Designed to foster environmental stewardship, the LULAC Youth cleared hiking trails of litter and repaired a broken bridge along a major hiking trail.

In addition, the LULAC Youth watched an exclusive screening of *Underwater Dreams*. Sponsored by Comcast/NBCUniversal/Telemundo, the film detailed the epic story of how the sons of undocumented Mexican immigrants built an underwater robot that defeated engineering powerhouse MIT in an academic competition. The subsequent panel provided a networking event for the students to engage with the film actors and producers.

## The Career Exploration Module in New York City

At the second component of the Youth Convention, which took place

- **200+ students in attendance**
- **80+ volunteers and mentors**
- **200 educational books donated by PepsiCo**
- **Over \$13,000 given in opportunity drawings, gift cards, and other educational tools by youth sponsors**

during the 85<sup>th</sup> Annual LULAC Convention in New York City, over 200 high school LULAC Youth from across the country participated in a four-day program that focused on career exploration, academic preparation, and leadership development. This year, students were mentored by top-level executives with diverse career paths from Google, Facebook, Macy's, the National Cable and Telecommunications Association, Cox Enterprises, TJX Companies, Inc., the National Park Service, the

U.S. Army, the U.S. Department of Defense, the U.S. Environmental Protection Agency, and others.

Students also experienced the *Nueva Latina Monologues*, a play which defines the cultural crossroads that many Latinas identify with, such as the blending of two cultures, balancing family expectations and traditions, sustaining language and breaking Latino cultural idiosyncrasies and stereotypes. Though we recognize that the Latino experience is widely varied, LULAC is proud to partner with P&G's *Orgullosa* to portray a positive image of the Latino family, ultimately allowing students to be proud of their identity and cultural background while embracing their American identity.

Students had the opportunity to explore Times Square, the Statue of Liberty, Ellis Island, and Jamaica Bay Wildlife Refuge thanks to the support of our partners at the National Park Service and the Fish and Wildlife Service. The 2014 National Youth Convention made history as one of the most successful youth events to date.



Left to right: The City of Immigrants welcomes the LULAC Youth; *Underwater Dreams* inspires students to explore STEM careers; students repair a broken bridge in New Jersey; Adrienne Bailón presents P&G *Orgullosa*'s *Nueva Latina Monologues* at the LULAC National Convention.



# After Nearly 60 Years of Service with LULAC, Carolina Muñoz Steps Down as Fiscal Officer

*By Brent Wilkes, LULAC National Executive Director*



This year, Carolina Muñoz will be retiring as LULAC's National Fiscal Officer. Carolina joined LULAC almost 60 years ago for altruistic reasons we don't often find – she wanted to be part of a community of Latinos that help one another build better lives. Neither power nor notoriety have fueled Carolina's affiliation but rather it has been a deep-seated commitment to volunteering her time in order to help her community prosper.

In 1957, Carolina first got involved with LULAC as a junior member – she was only

a teenager. Junior LULAC was the precursor to LULAC's current LULAC Youth and LULAC Young Adult initiatives. Each shares the same mission of providing academic support and resources to countless young people nationwide.

Carolina excelled as a Junior LULAC member and after graduating from Bowie High School, she joined the LULAC Ladies Council 335. This council was one of the first ladies councils and

later served as a template for similar councils nationwide. Carolina joined an elite group of 30 women, which would eventually grow to 100 members, a feat few other councils could boast. Together, these women broke the norms by championing the most pressing issues of the time, speaking out against segregation by fighting against poll taxes, organizing voter registrations, and fundraising for scholarships.

Carolina and her council raised funds in order to pay for poll taxes which marginalized Mexican Americans and disenfranchised their vote. The council also hosted voter registration drives and worked diligently to secure the Latino population as a political force in Texas. In addition, through volunteer-run programming and volunteer-led events, the members were instrumental in providing services to the poor, elderly, and children. In addition, Carolina helped to organize the annual Sweetheart Charity Ball which raised funds for the council's scholarship program. Through the program, talented student leaders were discovered and provided the resources that helped them become successful professionals.

Over time, as the council grew, so did the diversified approach to community service. When the Miss Texas Pageant needed chaperons, Carolina volunteered and became the contestants' support system, providing guidance to the contestants. Eventually, Council 335 helped to develop the LULAC National Women's Commission, of which Carolina still devotes her time and energy as a commissioner. It is without question that Carolina's commitment to LULAC before she became LULAC's Fiscal Officer demonstrates her unwavering effort to empowering others.

In 1977, Texas LULAC District IV launched Project Amistad, a nonprofit organization that serves the elderly and disabled community. Founded by LULAC leaders Lucy G. Acosta and

*Continued on page 51.*





Photo by Jefferson Moran



Whether she is breaking racial barriers in the entertainment industry or effectively building up the brand of one of her many businesses, there is no doubt about it: Jennifer Lopez is an international Latino superstar. Lopez recently introduced First Lady of the United States Michelle Obama at the 2014 LULAC National Convention Unity Luncheon in New York City, which was followed by a pre-screening of the docu-series, “Los Jets,” a project about immigrant soccer players, which she co-produced. As the docu-series tells each player’s story, the show shatters the stereotypes of the Latino community, illustrating the complexity of each situation.

Her impressive business acumen and international stardom make Lopez a role model not only for the Latino community within the U.S. but also for people across the globe. Her ability to effortlessly traverse the Spanish- and English-speaking worlds makes her universally relatable.

Jennifer Lopez is not only an ambassador but an entrepreneurial genius as well. She serves as an example that Latinas are leaders in the business sector. Today, Latina entrepreneurs start businesses in the United States at a rate six times the national average, being the fastest-growing segment among women-owned businesses. Jennifer Lopez is certainly no exception since everything she has touched since her acting debut in *Selena* has turned to gold.

In 2002, Jennifer Lopez joined forces with the international beauty company, Coty, to release “Glow by J. Lo.” The fragrance broke sales records and continues to be one of the most popular scents sold in the world today. She has since produced 18 successful fragrances over the past 10 years and was awarded the ACE Fashion Icon of the Year award in 2006 for her contribution to the fashion industry. Her cosmetic brand has generated nearly \$2 billion in retail sales in 25 markets worldwide.

She also cofounded Nuyorican Productions, a Los Angeles-based film, television, and new media division of Jennifer Lopez Enterprises. The network is credited for producing the critically acclaimed, groundbreaking hit ABC Family series “The Fosters,” which has won several awards including a GLAAD Media Award for “Outstanding TV Drama Series.”

Back in 2011, Lopez launched a fashion line, an unprecedented business venture which landed her at the top of the 2012 Forbes’s World Most Powerful Celebrities List. The affordable line of clothing, home goods, and accessories is a 20 year, multi-million dollar contract with Kohl’s, a thriving national department store chain with 1,160 stores in 49 states.

**“Being a member of the Latino community gives me strength, a strength which I draw from the cultural ties of my family.”**

Coming from the humble beginnings of a Puerto Rican home in The Bronx, she understands that it takes hard work and dedication in order to accomplish her dreams. Lopez’s story has been one that inspires, one that motivates the younger generation to invest a generous amount of effort into any endeavor.

It is a story identical to that of LULAC and the different struggles, roadblocks, and altercations that we have had to, and continue to overcome, in order to provide resources to the Latino community.

LULAC strives to work with the Latino community in order to gain the resources that empower people to push for the American


**“When I think of ways that I can lift up my community, I’m going to do it in the best way I know how – by making sure our stories get heard.”**



dream, a concept that Lopez has conquered gracefully. We are a voice for the Latino community, and it is imperative that our voice is heard in order to better serve the most vulnerable pockets of society.

In her introduction of the First Lady, Lopez conveyed that Mrs. Obama’s initiatives for pursuing higher education, promoting health, and combating childhood obesity were ideas that she and the Lopez Family Foundation strive for.

We feel honored to be recognized for our 85 years of service by wonderful role models like both Jennifer Lopez and Mrs. Obama, remarkable women who have both worked to secure their dreams. Through LULAC’s leadership, community service, and action we will do the necessary things in order ensure civil rights are not infringed.

A woman with dark hair, wearing a blue and white floral dress, is seen from the side, looking towards a large American flag that fills the background. The flag is slightly out of focus, with its red and white stripes and blue field with stars visible. A dark grey rectangular box is overlaid on the left side of the image, containing white text.

# **She Believes in LULAC**

## **High Praise for LULAC's Indomitable Spirit**

*Photo by Luis Nino Briones*





# “The work of pursuing your dreams is never finished, and it’s never going to be easy.”

By Matthew Wright, LULAC Corporate Communications Intern

These inspirational words were spoken by First Lady of the United States Michelle Obama to thousands of advocates at the 2014 LULAC National Convention Unity Luncheon in New York City in July.

Underscoring the importance of achieving the American dream through education, the First Lady cited the benefits of maximizing a child’s education, one of these key principles that defines us as an organization.

“The reality of today’s economy is that education is essential to getting a good job, so our young people must understand that a college degree or some kind of professional training is an absolute necessity,” said Mrs. Obama, whose parents encouraged both her and her brother to pursue their collegiate dreams.

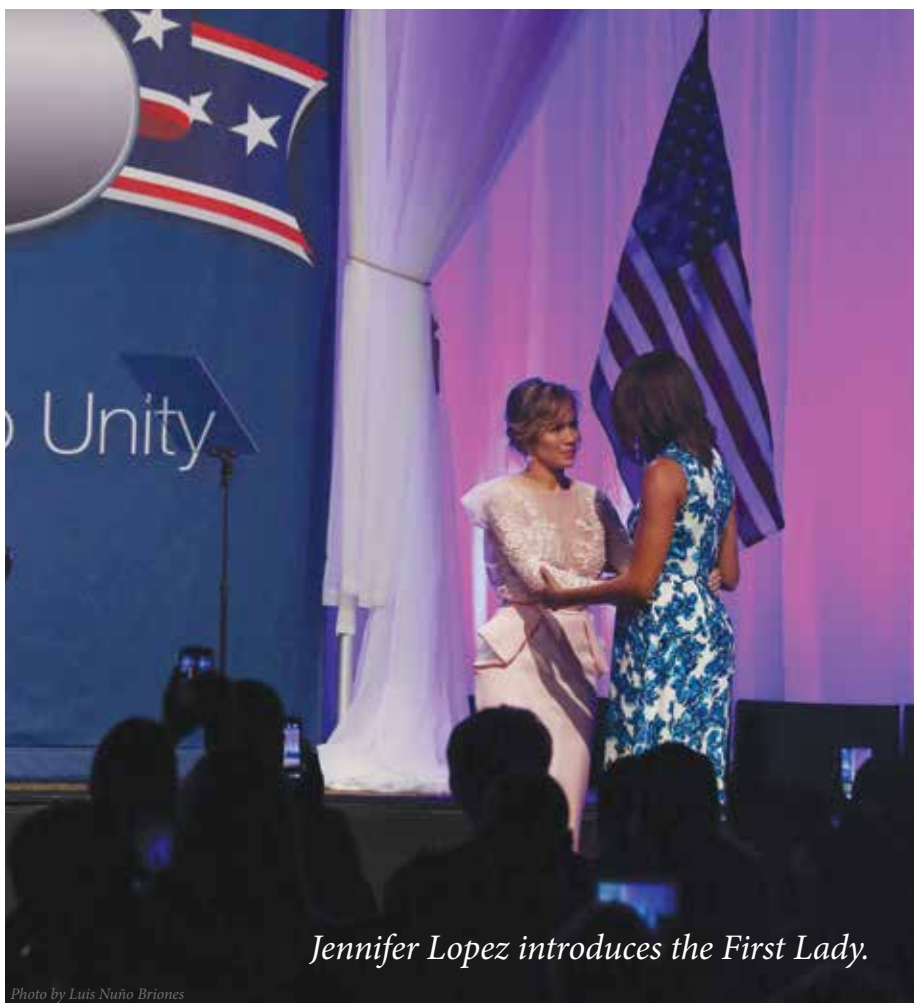
“Latinos are far more likely to drop out than their white counterparts,” she said, “And fewer than 15 percent of Latinos over age 25 have a bachelor’s degree – a rate that trails blacks, whites, and Asians.”

These statistics, along with countless others, all lead to one salient point: there is still a vast amount of work that needs to be done in order to increase the progress and welfare of the Latino community, and LULAC will certainly not rest its civil rights work until the playing field is equalized.

Nevertheless, the fact that the First Lady strayed away from the topic of immigration and chose to focus on education speaks volumes. It points to an understanding that *Latino issues* is not synonymous with *immigration reform*, but instead encompasses a whole range of issues, like mitigating health disparities, eliminating voter suppression and disenfranchisement, increasing broadband adoption, and advocating for equal rights and benefits for LGBT Americans.

Too often, the struggle of the Latino community is portrayed in the media with outbursts of disconnected insults thinly veiled as an “analysis” of the population as hooded persons sneaking over a border fence (often viewed through night-vision goggles), drug smuggling kingpins with pounds of cocaine creatively stashed inside the body, or as lazy people leeching government benefits from hard working Americans. The narrative in the media is beginning to shift, however, especially after the deciding power of the Latino electorate in the 2012 presidential elections.

As the First Lady pointed out, LULAC has long been a champion for equality and rights, particularly for education. She told the story of past LULAC President, Felix Tijerina (1956-



*Jennifer Lopez introduces the First Lady.*

Photo by Luis Nuño Briones

1960), who made great improvements in education reform when he convinced the State of Texas to fund a series of schools known as the “Little Schools of the 400.” LULAC’s education model as carried out in these schools then became the foundation for the Head Start program under President Lyndon B. Johnson.

With the creation of the LULAC National Educational Service Centers (LNESEC), we have been able to provide more than a million dollars in college scholarships to promising students every year. LNESEC has developed programs, scholarships, and centers that provide services to high-need Latino students at all stages of educational development. With over 500,000 students served, 150,000 students sent to college, and \$20 million in scholarships awarded, LNESEC changes lives and builds communities, one student at a time.

In addition to education programs, LULAC has continued working to increase employment opportunities and equality for the Latino community. As seen during convention, LULAC’s Federal Training



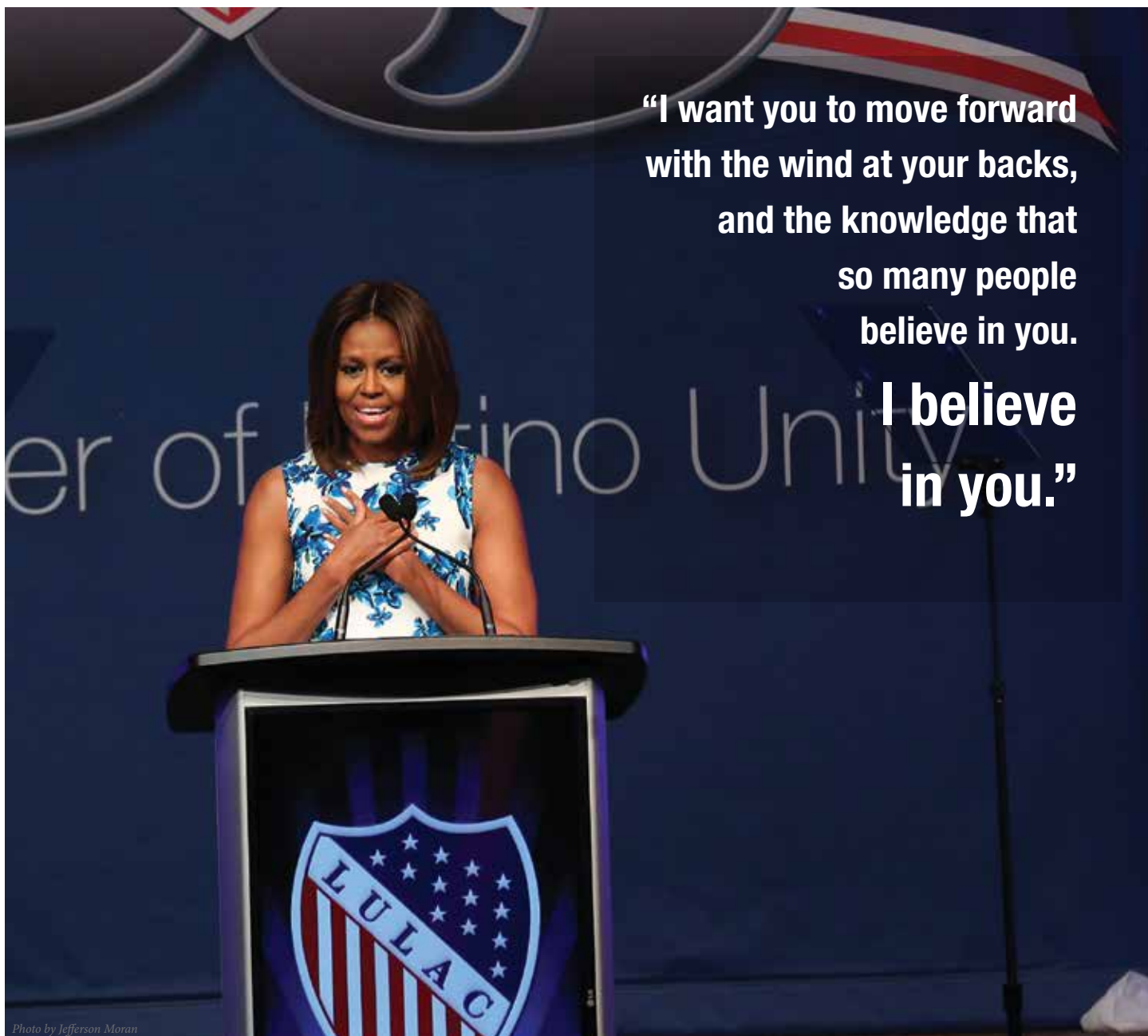


Photo by Jefferson Moran

Institute offered convention attendees an abundance of workshops to get the community more involved in federal employment. The FTI celebrates its 40<sup>th</sup> anniversary this year by expanding the federal diversity and inclusion initiative during Hispanic Heritage Month in Washington, D.C. Known as the Federal Training Institute Partnership, the FTIP provides a two-day OPM-approved training course designed to enhance federal employees' leadership skills and to develop the Executive Core Qualifications required for leadership positions and entry into the Senior Executive Service.

Furthermore, LULAC hosted an exposition hall and job fair during the national convention, allowing the public to access different resources offered by companies both large and small. Toyota raffled off several child car seats and hosted "Abrochate a la Vida" car seat and safety demonstrations. Time Warner Cable hired for open professional positions after interviewing candidates at their booth. Richard Montañez of PepsiCo North America spoke to Latino youth and signed copies of his book *A Boy, A Burrito, and a Cookie* where

he shared how he rose from janitor to corporate executive.

**A**ll this work attempts to scratch the surface in obtaining a more even playing field for the disadvantaged. It will provide rights that will only make us stronger and more versatile in our abilities to prosper in our acquisition of the American dream.

The narrative shouldn't only consist of one chapter, that one section of immigration reform. The story should encompass the long road filled with the trials and tribulations of how we overcame the obstacles of obtaining all rights, whether they concern education, workplace equality, and more.

As seen in this year's convention theme, "The Power of Latino Unity," only by working together can we hope to obtain some form of clarity and progress into a more fruitful future.

**I first met Lillian Rodriguez Lopez over lunch at a noisy southern rib joint in Charlotte, North Carolina. Cheerily she regaled us with anecdotes of her journey into the city. Her friendly speech and animated gestures – I now know – masked the sacrifices and obstacles which would ultimately shape the successful life she leads today.**



*By Jossie Flor Sapunar, LULAC News Editor*

What was slated to be a ten-minute interview evolved into a forty-minute conversation, wherein she, though the Vice President of a top Fortune 100 company, unabashedly detailed the driving factors and challenges behind her success.

Born to Puerto Rican parents, Rodriguez Lopez would early on demonstrate the intelligence and discipline that characterizes her lifestyle. Her innately talkative nature highlighted the passion for learning that would foment admission into a highly-coveted gifted middle school program, an open classroom that allowed promising inner city children to learn at their own pace. She skipped eighth grade and was then awarded a full scholarship to a private high school in Brooklyn.

The daily three-hour commute to school and access to top-tier education provided young Lillian with a sense of responsibility and discipline rarely found in youth amidst the hedonism of the seventies.

Her academic career blossomed in high school, and, at 16 years old, she was granted a full scholarship to Fordham University, where she would graduate with a communications degree.

Since her graduation, she has worked for the media and health care industries, but it was during her seven-year presidency of Hispanic Federation that she most gave back to the Latino community. With Hispanic Federation, she acquired the skills that she would later use to advocate on behalf of the Latino community from within large and influential corporations.

Today, she is a rising star at the Coca-Cola Company, recently earning a promotion from Director of Latin Affairs to the prestigious vice president position in the Sustainability and Stakeholder Department in order to more fully champion the social commitments of the company. In her new role, she oversees all stakeholder, media, and issues relations for the North American continent. She develops and enhances strategic relationships to advance the issues of water, wellness, and women, which are integral to the company mission, while expanding the company brand. She serves both the Coca-Cola Company and the community by spearheading company initiatives to develop local parks, school gymnasiums, and health festivals.

With qualities not unlike these of Facebook's Sheryl Sandberg, Rodriguez Lopez continued her career while raising and caring for a bright child. Though a thriving professional woman, she never lost sight of the importance of coming home every night to enjoy the love of her daughter and the warmth of her family.

In that Charlotte restaurant, interwoven in the story of her lost luggage and haywire cab ride, she mentioned the daughter that stayed at home during the trip. In the journey's whirlwind of wrong turns, though, it was clear that she also encountered the right experiences.

## *The Coca-Cola Company*

**"The most valued experiences take sacrifice and discipline. The most harrowing experiences make us the most resilient, and that's what we have to learn from."**

**– Lillian Rodriguez Lopez on achieving a work-life balance**



### **Amidst the trauma of her young husband's sudden death, self-made woman Consuelo Rodriguez of Dell masters her career and family life.**

*By: Jossie Flor Sapunar, LULAC News Editor*

A career in accounting and finance – a stable world where one right answer existed – gave Consuelo Rodriguez confidence to wholeheartedly embrace leadership straight out of college.

With an undergraduate degree from the University of New Mexico and the Certified Public Accountant qualification complete, Rodriguez joined IBM after college and specialized in financial reporting and analysis, quickly ascending to a leadership role within the company's finance accounting certification. Over the course of 10 years, the stability of family life allowed her to embrace higher positions as they came. She had just given birth to her second child and her oldest was thriving, learning to read and spell at school.

#### **Pain and Confusion Shake a Stable World**

Her young husband's death was sudden and completely unexpected. The loss erased all the comfort and stability that marked Rodriguez's life up to that point. She had felt overwhelmed and struggled with her emotions. She had married the man that she had loved since high school, and, amidst the confusion, she felt like she was drowning as she searched her faith in God for a reason why he was taken.

Ultimately, though, she had to swallow her grief, and, knowing well that her children now depended on her as sole caretaker, Rodriguez trudged forward. She undertook first the most immediate actions, like buying groceries and making dinner, before examining her professional long-term plan. Looking toward the future, she realized that the rate at which she was ascending professionally was unsustainable for the new situation.

"I had risen to a point where the positions for which I was being considered meant moving to faraway places where I didn't have a support system like I did in Austin," said Rodriguez, reflecting on the situation. "I especially didn't want to leave my friends and family when I needed them most."

She was distraught to leave IBM after 10 years of managing the accounting and finance team, but she was dedicated first to her family. A friend referred her to Dell, Inc., which was headquartered in Austin and offered her the leadership opportunities that she was looking for.

She entered Dell in a finance controllership position, eager to prove her value to the company. Her comfort in calculations and productivity characterized her team as the company's elite. Known for her prowess in cutting costs and maximizing efficiency, she was quickly recognized for her innovation in the field.

She was so determined to continue the normalcy of her life that she labored on, making adjustments to her professional growth



**Consuelo Rodriguez  
Diversity Director  
Dell's Global Diversity &  
Inclusion Group**

plan only when it would affect the quality of care of her children. She would go to work and then travel home to make dinner and help with schoolwork. Only later in life would she realize that by thrusting herself in the busyness of her personal and professional life, she was best able to cope with the loss of her husband.

#### **Regrowth and Regaining Stability**

Time passed before she noticed that she was content in neglecting her personal needs for the wellbeing of her family. In fact, she quietly admitted during the interview, it never occurred to her to solicit paid help to care for the children since she valued personal accountability in raising them.

*Continued on page 51.*



# The Impact of the LULAC Civic Engagement Campaign Calling for Immigration Reform with Congressional Action

By *Sindy M. Benavides, LULAC Director of Civic Engagement Community Mobilization*

LULAC's immigration reform efforts are a grassroots engagement and mobilization campaign magnifying the voice of the community across the country and with Members of Congress. Our work is focused on increasing awareness of the political arena of immigration reform, having a dialogue with our community on their needs and recommendations, and elevating our voices with Members in the House of Representatives.

As a central component of the campaign, contact with Members of Congress – whether through in-district meetings, Capitol Hill meetings, phone banking, emailing, letter writing, or attending a town hall event – provides the avenue for constituents to directly express support or opposition to an important issue. Since LULAC's diverse membership lives across the United States and Puerto Rico, we can realize our hope to engage the majority of the membership in taking action and raising awareness in the community through mobilization.

Some of our campaigns have included our collaborative work with the National Hispanic Leadership Agenda (NHLEA), a coalition of 34 national Latino civil rights and advocacy organizations, through our Latinos United for Immigration Reform interactive campaign website. On this platform, people are able to identify, write to,

tweet at, and receive talking points to call Members of Congress! Another focus within Latinos United, our joint collaboration to host immigration town halls across the country, has organized more than 60 town halls, with 38 organized by LULAC members alone. For more information and to join our efforts online please visit [www.LatinosUnited.org](http://www.LatinosUnited.org).

We have also held petition drives which sent postcards to Members of Congress in support of immigration reform. Our two postcard campaigns, *I Voted for Immigration Reform* and *This Veterans Day Support Immigration Reform*, delivered more than 13,000 postcards to more than 518 Congressional offices, which translates to **97% of Congress members touched!**

In addition, in an unprecedented coalition, LULAC joined national Latino, Asian American, and Pacific Islander groups as well as labor and Evangelical leaders, to release the 2014 National Immigration Score Card that shows the cumulative calculated scores of all 435 House of Representatives members' stances on immigration-related legislation.

It's important that we continue to pressure Members of Congress in support of immigration reform. Now more than ever, it's important that our Members of Congress in the House of Representatives know that we will not back down and that immigration reform is necessary for our economy and country!

## TO HOST YOUR OWN ADVOCACY EVENT

1. **Research.** You may already know what issue you are passionate about and would readily get involved in creating change. If you don't, read through local news to understand the issues that are important to your community. Set up a meeting with your elected officials to see how your issue may impact others.
2. **Create a Team.** This may be friends or family or simply individuals who are interested in this issue. Check to see if there are upcoming meetings that you could attend to get familiar with other individuals who may already be deeply involved or simply have an interest in seeing change happen. Note that not everyone will have the same priority as you, and that is okay!
3. **Plan, Edit, Plan.** Sit with your team, and write down what you would like to see happen in the next 3-6 months. Be inclusive and listen.
4. **Implement!** Getting started is not easy. It takes work to get informed and engage others. Remember however that creating change in your community is worth it. We are all organizers in our own ways (think: organizing your church members for a food drive or organizing your friends and

family for your birthday). Once you have done the research, recruited the team members to get the work done, and have a plan that can help navigate your goals, you are ready to begin. It may be that your first step to implementation is having a coffee roundtable in your own community and building from that...or writing an op-ed letter. The most important thing in creating change is commitment and understanding what it is you hope to change no matter what may happen.

5. **Take a deep breath and ...start again.** It may be that the issue that you are most passionate about may be resolved in a few weeks or months. Remember to celebrate your achievement with your team and thank the community members who helped along the way. If however your issue persists even after the timeline you set (very likely, just look at immigration reform), don't despair. Take a deep breath, refresh and reset your thinking, and start again. This may require you to expand the network, to rethink your planning, and to let others take the lead. We know it will happen, and how soon it happens depends on the number of people still engaged and mobilizing.



Save the Date for the LULAC



February 10-13, 2015

Free  
Registration!



Apply for  
Travel Scholarship!

Legislative Training | Career Expo  
Leadership & Professional Development Workshops



Marriott Marquis, 901 Massachusetts Ave NW, Washington, DC 20001

[www.LULAC.org/Emerge](http://www.LULAC.org/Emerge)

**COLLEGIATE**

**LULAC**

ACADEMICS • ADVOCACY • ACTION

# LGBT Youth on the Margins

## Killing the Spirit Kills the Academic Potential

By Bryce J. Celotto, LULAC Education Programs Intern, and Matthew Wright, LULAC Corporate Communications Intern

For students such as Marisol Cervantes, a graduate of Borah High School (2012) in Boise, Idaho, identifying as both Latino and LGBTQ has presented several challenges when trying to acquire higher learning.

“The real stigma and difficulties I had as a queer Latina pertained more to my gender expression. During high school, I presented myself as femininely as possible, which confined me into a whole different closet,” she said, when asked about her experience seeking education.

Latino LGBTQ youth are not just being bullied for their sexual orientation and/or gender expression; their identities as Latinos are innately linked to additional bullying and stigma, increasing marginalization as their multiple identities intersect. This assault on their wellbeing provides a high barrier to education for LGBTQ Latino youth.

A 2012 report by LULAC and the Human Rights Campaign found that LGBTQ Latino youth are almost two times as likely as non-LGBTQ Latino youth to be excluded by their peers, verbally harassed, or physically assaulted at school.

The increased bullying and harassment, and in some cases violence, that Latino LGBTQ youth face leads to increased absenteeism, lower GPAs, diminished college aspirations, and ultimately decreases their chances of successfully completing their education. Additionally, students may be more likely to feel anxious or depressed because of the bullying and harassment that they face.

However, the struggle to attain family acceptance continues to be the most prevalent hurdle in the pursuit of education for LGBTQ Latino youth.

Concern about family acceptance is the top problem identified by participants in the study, and having their families accept and support them is a key change they wish for in their lives.

While the HRC report did establish that approximately 60 percent of LGBTQ Latino youth are out to their immediate family, slightly less than half of these same youth have an adult in their family they can turn to when emotionally unstable. This is in comparison to the 80 percent of their non-LGBT Latino peers who have such an adult.

When asked about family acceptance, Corey Yarborough, co-founder and executive director at the Hispanic Black Gay Coalition based in Boston, Massachusetts, stated “strong family values are at the cornerstone of the Latino community and family, so when youth face family rejection it’s hard to find reasons to keep moving forward.”

It is impossible to talk about the effects of family perception without associating faith with the scenario. According to the HRC, following African Americans, 70 percent of Latinos attend religious events.

The correlation between family and religion attests to the reason why most LGBTQ Latino youth fear they will not find familial

acceptance. They fear the conservatism, commonly perceived with displays of religion, as being a roadblock and debilitating for their lifestyle.

Despite the obstacles set forth for LGBTQ Latinos to overcome, there are viable solutions and opportunities for these students to partake in to alleviate the tension. “My high school, fortunately, had a very involved Gay-Straight Alliance that made me feel safer while there,” says Marisol, who went on



to graduate and is now a college student.

Marisol also serves her community and other LGBTQ Latinos by advocating on the local, state, and national level for LGBTQ Latino youth and suicide prevention programs.

GSAs (as gay-straight alliances are commonly referred to) are just one proven strategy that provides LGBTQ Latino youth a better chance at a quality education and a safe environment. LULAC youth councils, Familia es Familia, PFLAG National, GLSEN, and the Task Force are providing LGBTQ Latino youth with the sense of community, support and resources they need to overcome these obstacles and prosper.

These programs along with comprehensive education policy, inclusive curriculum, continued family acceptance, professional development for educators and school resource officers, community and church-wide diversity trainings, and other strategies will put our LGBTQ Latino youth on the right path to success, not only in front of a classroom, but also across a graduation stage and into new opportunities once unimagined.



# LULAC Equality Project Is a “HERO” for LGBT Equality



*By David M. Pérez, LULAC Director of Development*

This year LULAC Houston leaders Baldomero Garza, LULAC Vice President for the Southwest and Steven Vargas, Special Assistant on Diversity and Inclusion to LULAC VP of the Southwest invested in taking LULAC's support of the lesbian, gay, bisexual, and transgender (LGBT) community to the next level. On January 30, LULAC members co-hosted the Unión=Fuerza Latino Institute at the Creating Change Conference that provided media, fundraising, and community organizing skills training, issue-based presentations, and networking opportunities to over 250 LGBT Latinos. A result of this convening in Houston was the creation of a new LULAC Houston LGBT Council #22256 and a beautiful partnership with Human Rights Campaign (HRC) leaders in Houston, including Melissa Vivanco.

LULAC leaders in Houston garnered support to send a co-signed letter with HRC to Mayor Annise Parker advocating for a broad and inclusive Houston Equal Rights Ordinance (HERO) proposal. In May, the HERO proposal introduced in Houston City included language to provide strong city protections against discrimination in

employment, housing, and public accommodations on a number of bases, including sexual orientation and gender expression.

On May 13, Steven Vargas, President of LULAC's newly formed LGBT Council #22256, testified before the Houston City Council to endorse HERO. On May 28, the ordinance passed by a vote of 11 to 6. As he voted, Houston Council Member Larry Green thanked LULAC and the NAACP for their support of the ordinance. HERO will protect all residents and includes protection from discrimination on the basis of sexual orientation and gender identity, as well as on the basis of sex, race, color, ethnicity, national origin, age, familial status, marital status, military status, religion, disability, genetic information, and pregnancy.

On August 4, 2014, another victory for equality was achieved when City Attorney David Feldman announced that the opponents of the Houston Equal Rights Ordinance failed to gather enough signatures to create a fall ballot measure to repeal the act. LULAC is proud to have partnered with the Human Rights Campaign to support fair workplace equality for all Houston residents.

Cities and counties across the country have ordinances prohibiting discrimination on the basis of sexual orientation and gender identity. To find out more about what cities are doing to support their LGBT residents and visitors, check out HRC's Municipal Equality Index at [www.hrc.org/municipal-equality-index](http://www.hrc.org/municipal-equality-index).

If you are interested in learning more about the legal protections for LGBT people in your state and how to become supporters for equality, LULAC's partner is available to provide educational presentations. To schedule a training with Lambda Legal, contact David M. Pérez at the LULAC National Office at [DPerez@LULAC.org](mailto:DPerez@LULAC.org).

The LULAC Equality Project is an initiative to foster dialogue and understanding between LGBT and Latino communities. With the generous support of the Gill Foundation, LULAC has invested in training and tools to equip LULAC leaders in Houston and San Antonio to advocate for social and economic protections for LGBT residents.



## Attend the *Unión Equals Fuerza: LGBT Latino Institute* on February 5, 2015!

### LULAC Co-Hosts National LGBT Latino Advocacy Training

Join 200 LGBT Latinas/os and allies for the only annual national gathering organized by and for our community. This bilingual and culturally competent space will host life changing conversations, emerging and innovative policy discussions, and skills training to advance LGBT Latina/o activism and celebrate our rich cultural traditions. Declare your interest and sign up to join the planning committee at [www.UnionFuerza.org](http://www.UnionFuerza.org). LULAC is a founding co-host of this 3<sup>rd</sup> annual training, which takes place during the National Conference on LGBT Equality: Creating Change, which will gather over 4,000 LGBT advocates from February 4-8, 2015.



## Your Neighborhood May Be Hurting You

Today in the United States, Latinos are disproportionately affected by several respiratory complications, most notably asthma. A contributing factor of this trend is that Latinos often live near power plants, which are the leading source of carbon emissions. Power plants continually release toxins and pollutants that have known negative health effects and worsen air quality, which directly harm the communities in the surrounding areas. By residing near power plants, Latinos find themselves in regions with the worst air contamination, leaving them vulnerable to respiratory complications and even premature death.

*By Ashley Olmeda, LULAC Federal & Health Affairs Intern*

Non-nuclear power plants emit small particle pollution, sulfur dioxide and nitrogen oxide, which are known to cause or exacerbate lung and heart disease. Microscopic particles are easily inhaled and enter the lungs, causing respiratory and cardiovascular problems. An estimated 56,000 tons of particle pollution, 471,000 tons of sulfur oxide, and 428,000 tons of nitrogen oxide are released by power plants each year.

Short-term exposure to all three of these contaminants heightens an individual's vulnerability to heart and lung diseases, airway inflammation, and asthma symptoms. Airway inflammation makes airways swell, leaving less space for air to reach the lungs, making it significantly harder to breathe.

Long-term exposure to particle pollution is linked to lung defects, blood clots, increased blood pressure, and premature death. Long-term exposure to sulfur dioxide and nitrogen oxides can cause the development of emphysema, bronchitis, and heart disease and lead to increased hospitalizations and premature death.

Exposure to such air toxins detrimentally affects a person's health. Asthma victims must purchase expensive medications and frequently go to the hospital in order to manage their condition. In fact, Hispanic children are about twice as likely to be hospitalized for asthma as non-Hispanic children. Children and adults with asthma miss school and/or work days, making it harder to keep up with their peers and

hindering their performance. The effects of these three pollutants are not minor. Inhalation of small particles of sulfur dioxide and nitrogen oxides causes up to 6,600 premature deaths, 150,000 asthma attacks in children, 3,300 heart attacks, 2,800 hospital admissions, and 490,000 missed school and work days annually.

Power plants are distributed near urban areas to serve their greater power needs, but unfortunately, Latino families are also highly concentrated in urban centers where it is easier to access employment, public transportation, public services, and cultural and linguistic adaptation. Due to this, 70% of Hispanics in the United States live in areas that do not meet federal air quality standards. In effect, 15% of Latinos live near a power plant and a nearly 40% live within 30 miles of a power plant. Also notable, Latinos are almost twice more likely to live in counties with unhealthy levels of particle pollution.

Avoiding inhaling unhealthy air is difficult and moving to a new home is probably not a feasible option, but the Environmental Protection Agency (EPA) just released a guidance for carbon pollution standards which will regulate these emissions (<http://www2.epa.gov/carbon-pollution-standards/clean-power-plan-proposed-rule>). To learn more about the relationship between asthma and air pollution visit [www.LULAC.org/asthma](http://www.LULAC.org/asthma).

*Ashley Olmeda serves as the Federal & Health Affairs Program intern for the LULAC National Office. Photo courtesy of Martin Nikolaj Bech/ Flickr.*



# We can stop HIV



I talk to my daughter about HIV to protect her.



My mom talks to me about HIV because she cares.



My dad told me HIV affects more Latinos than we think.

It's not easy to talk about HIV, but we should.



## one conversation at a time

Get the facts and tips on how to start your conversation at [www.cdc.gov/OneConversation](http://www.cdc.gov/OneConversation)



## The Border Children Relief Project Dispelling the Rumors about the Child Refugees

By Christopher Peña, LULAC Education Policy Fellow

The influx of unaccompanied minors from Central America to our border has escalated into a humanitarian crisis. The government's attempt to address this issue has made the situation for these children more difficult. Some government leaders have fueled various misconceptions which understate the humanitarian crisis and hinder access to the care, resources, and asylum that these scared children deserve. If we were to believe what these leaders were saying, we'd view the mothers and children as law-breakers that threaten our national security with crime and disease. Perceptions like this couldn't be further from the truth, and by raising national awareness, we can demand that the children receive the care and protected status that they deserve.

### Myth #1: They're all *illegals*.

Illegal immigration implies that these children are violating U.S. law, entering the country without government authorization. On the contrary, migrant children are actually participating in a legal process by exercising their right to seek asylum, a form of U.S. humanitarian protection offered to children who are victims of crime and persecution in their home countries.

These children have the right to solicit asylum in the U.S., a request that has grown by 712% the last 5 years among children from Guatemala, Honduras, and El Salvador. Data from the UN Office on Drugs and Crime (UNODC) shows a positive correlation between the level of violence in Central American countries and the number of immigrants fleeing those countries. Importantly, countries with less violence have less migrant children coming to the U.S. Our border crisis is not caused by individuals looking to sneak in and go unnoticed; it is fueled by child victims who fear for their lives.

### Myth #2: They're a *national security threat*.

In her statement against granting bond for a refugee mother and child, a Department of Homeland Security attorney successfully argued that the current "mass migration" crisis has been "recognized as a national security threat by the [attorney general] ... [and] it will encourage human trafficking." Furthermore, in a 2014 CNN interview, U.S. Representative Michelle Bachmann (R-Mn.) has referred to the child refugees as "invaders [that are] penetrating and coming across America's southern border."

These associations hold no place in reality. A recent Pew Research Center study has found that children 12 and under are the fastest growing group of unaccompanied minors at the border.

These are melodramatic allegations of risk. By equating children with terrorists, we are setting them up to receive the same treatment,



Governor Rick Perry (R) deployed the National Guard on the U.S.-Mexico border weeks after the surge in border crossings of unaccompanied children. Since October, 63,000 children have crossed.

which, in essence, compromises their due process and sentences them to death.

### Myth #3: They're bringing over *diseases*.

Congressman such as Phil Gingrey (R-Ga.) perpetuate the myth that these children are a public health threat. "Many of the children who are coming across the border also lack basic vaccinations such as those to prevent chicken pox or measles. This makes Americans who are not vaccinated – and especially young children and the elderly – particularly susceptible."

The facts, however, say otherwise. The United Nations Children's Fund and World Health Organization indicate that 93% of children from Honduras, Guatemala, and El Salvador are vaccinated for chicken pox, measles, and other infectious diseases – a rate higher than that of the United States.

Additionally, the U.S. Department of Health and Human Services screens all child migrants for disease. Those who show any sign of disease are quarantined, thereby minimizing any threat to the general public.

These misconceptions condone the current government's fast track to deportation. We need to urge government leaders to stop deporting the refugee children and grant them the fair and just treatment they deserve. They are young, they are scared, and they are most in need of our sympathy, understanding, and protection.

*Christopher Peña served as the Education Policy Fellow for LULAC during the summer. He is a 5<sup>th</sup> year PhD student at the University of Texas Southwestern Medical Center at Dallas. As a native Texan, he graduated Summa Cum Laude with a Biology degree from UT San Antonio. National Guard photo by Jim Greenhill/U.S. Army (released).*



# The Border Children Relief Project

## LULAC Members First to Take Action for Relief to Unaccompanied Kids

LULAC announced during the summer its intent to collaborate with partners such as Tyson Foods to provide aid for thousands of migrant children who fled Central America to save their lives from violence and homicide. LULAC has activated its network across the country to host donation drives of food and critical items in key cities including Los Angeles, Houston, Miami, New York, and Washington, D.C. Through mobilization efforts across the country, LULAC and its volunteer-led councils are providing outlets for communities and local civic and economic leaders to assist in border crisis relief. Members met with, called, emailed, and tweeted to Congress during the August recess to tell them that deporting migrant children and DREAMers is not acceptable. In addition to calling, councils mobilized their communities to generate a series of donation events nationwide. As the *LULAC News* goes to press in the midst of National Activation Month, the extensive preliminary reports indicate that members are highly passionate about the issue and have consequently generated a full fledged response to provide the children with donations of material goods and pro bono legal counsel.

### Texas Mobilizes for the Children

LULAC Texas councils in Laredo have been actively helping the border children at the bus station in the city and working with Catholic Charities to collect and distribute needed supplies. Members have also helped the children contact their loved ones and place these minors in safe living conditions.

North Texas Collegiate LULAC has also been working to find ways to help the border children. Members have been in direct contact with Judge Clay Jenkins and County Commissioner Elba Garcia who have been keeping them informed of their visits with the Administration and key agencies on the progress of relocation.

In Collin County, a small but loud opposing faction has worked to pass a resolution preventing any border children from entering the county. The Collin College LULAC members attended the county commissioners' meeting and responded directly to the officials in favor of receiving the children and emphasized the members' ability to provide for their physical needs.

In August, the Texas-based non-profit Hope for Peace and Justice hosted ImagiNATION: Immigration, an immigration symposium in Dallas designed to increase education about, and create dialogue around the current state of immigration in the United States. An important theme of the event – which featured panelists such as undocumented Pulitzer Prize winning journalist and immigration rights activist Jose Antonio Vargas, LULAC National Executive Director Brent Wilkes, and other national organization leaders – is the plight of the refugee children who have arrived in Dallas and the surrounding public discourse.

LULAC councils are also hosting donation drives at local community colleges and have teamed up with the *Si Se Puede* network to receive donations every weekend. The donations are then passed onto the children who have been relocated to Texas.

High school students in LULAC Youth Council 1083 have sought



Photo by Luis Nuño Briones

*The Dallas panel addressed the realities and challenges of immigrants, the local housing and care of refugee children, education, and detention center conditions.*

permission from the ELSIK high school administration to sponsor a food drive where all collected goods would be taken to the Houston Food Bank.

### Iowa LULAC Spearheads Statewide Initiative with Davenport Mayor

In Iowa, LULAC Council 10 is working with Davenport Mayor Bill Gluba to organize a community-wide effort to assist the Central American children. The members have been transporting refugee children and their mothers to various locations in the Midwest for court appearances. They are also organizing a relief fund to finance legal counsel, which 70-90 percent of children lack. According to Syracuse University's Transaction Records Access Clearinghouse, which tracks immigration court statistics, between 2005 and 2014, nearly half of unaccompanied children with legal representation were allowed to remain in the U.S. In only 10 percent of cases in which a child was not represented by counsel did a judge allow him or her to stay. Legal counsel is critical for the safety of the children.

### Housing and Services to 600 in Southeast U.S.

The Church Region *Sureste Hispana de Dios* provided housing and services to over 600 undocumented Central American children, of which 300 will be housed in Florida and 300 will be housed in Puerto Rico. They will ultimately be reunited with their families but received temporary housing, legal advice, and medical assistance until their status is determined.

The LULAC faith-based community in Puerto Rico and Florida also met with and contacted Latino members of Congress, Resident Commissioner Pierluisi, and the U.N. Commission on Human Rights to raise their concerns on the refugee situation in Central America.



## Congress Should Not Turn Its Back on Voting Rights

BRENNAN CENTER  
FOR JUSTICE

at New York University School of Law

*By: Nicole Austin-Hillery  
of the Brennan Center for  
Justice*

This year commemorated the 49<sup>th</sup> anniversary of the signing of the Voting Rights Act, a pinnacle of civil rights legislation, which ensured that every citizen could freely cast a ballot. Unfortunately, it looks as if, for the first time in nearly five decades, Americans will go to the polls in November without a key protection under the VRA, which the U.S. Supreme Court gutted last year in *Shelby County v. Holder*. Now more than ever, it's worth looking back at how far our nation has come on voting discrimination and race, and how we can move forward together to ensure equality and justice for all.

The America we knew in 1965 was vastly different than the one we know now. The civil rights struggle showed our country through a black and white prism. President Lyndon Baines Johnson spoke of this race divide when he signed the VRA, which made it illegal for states to discriminate based on race in voting.

"The stories of our Nation and of the American Negro are like two great rivers," he said, "flow[ing] through the centuries along divided channels." Only after the Civil War, Johnson remarked, did the two rivers begin "to move toward one another." And a century later, the VRA would allow the two currents to "finally mingle and rush as one great stream across the uncertain and the marvelous years of the America that is yet to come."

The Voting Rights Act was designed to help African Americans in the South participate in our democracy. But in the 50 years since, it has been modernized to include many more citizens who need our help, just as Johnson and Congress intended. It was expanded to include Latinos and helped protect them from restrictive voting and redistricting maneuvers. It now includes Native Americans, and has helped protect polling places on tribal lands. And it also safeguards Asian Americans, who can receive ballots in their native language in states across the country.

America is no longer made of two great rivers, flowing along divided channels. We are now a grand delta flowing into the great American ocean.

And just as our country is more racially diverse now than it was 49 years ago, it also faces more expansive challenges. I was reminded of

this during a visit to the newly-minted National Center for Civil & Human Rights, where I saw how the freedoms and protections that were of concern to 1965 America have expanded to include so many other fundamental issues.

Our criminal justice system houses 25 percent of the world's prisoners, despite having only 5 percent of the world's population. People of color are much more likely to fall victim to this system of mass incarceration. Our education system routinely fails inner-city and rural kids, who are poorer and more diverse than the rest of the country. And while same-sex marriage victories have swept through courtrooms across the nation, discrimination is still a serious problem in the LGBT community.

The link between civil and human rights — a nexus that was practically foreign 49 years ago — is now undeniable. Voting rights is the glue that holds that bond together.

If we are to remain and grow as a democracy, we must continue to strengthen and expand the voting franchise. Only by allowing myriad voices to speak out at the ballot box can we begin to solve the vital human rights challenges facing America today.

The Voting Rights Act has never been a partisan issue. It passed by a wide margin and was last reauthorized in 2006, nearly unanimously.

But Congress has failed to move forward on a bill to help modernize and strengthen it in the wake of last year's Supreme Court ruling. The Voting Rights Amendment Act was introduced in January by Rep. Jim Sensenbrenner (R-Wis.) and Sen. Patrick Leahy (D-Vt.). The Senate held one hearing on the measure, but the House has failed to act.

In signing the VRA 49 years ago, LBJ explained how the Civil War marked a promise that was never fulfilled. "Today is a towering and certain mark that, in this generation, that promise will be kept," he said.

A generation later, our nation is in danger of renegeing on that promise.

*Nicole Austin-Hillery is the director and counsel of the Washington, DC, office of the Brennan Center for Justice at NYU School of Law. The Brennan Center for Justice is a nonpartisan law and policy institute that seeks to improve American systems of democracy and justice.*



# Harnessing the Latino Electorate in November

## Looking to the Midterm Elections



**All 435 voting seats in the United States House of Representatives will be up for election in 2014. Lower midterm electoral turnout means every vote has more value. Vote on November 4, 2014!**

By *Sindy Benavides, LULAC National Director of Civic Engagement and Community Mobilization*

During this midterm election year, all 435 seats in the United States House of Representatives and 33 of the 100 seats in the United States Senate will be contested. Other races include 38 state and territorial governorships, 46 state legislatures (except Louisiana, Mississippi, New Jersey and Virginia), four territorial legislatures and numerous state and local races. Your vote always matters but it matters even more during a midterm due to the drop in voter turnout that usually takes place in a non-presidential election year!

Voter turnout regularly drops in midterm elections and has done

important that we show up at the polls and cast our ballot.

There is a great deal at stake. For years (decades, really), we have been organizing and pushing for immigration reform to pass in Congress, and now we know that both Congress and President Obama have purposely failed to pass immigration reform. Congress has denied the vote that would provide a common-sense solution that benefits all Americans, while the President in signing to pass

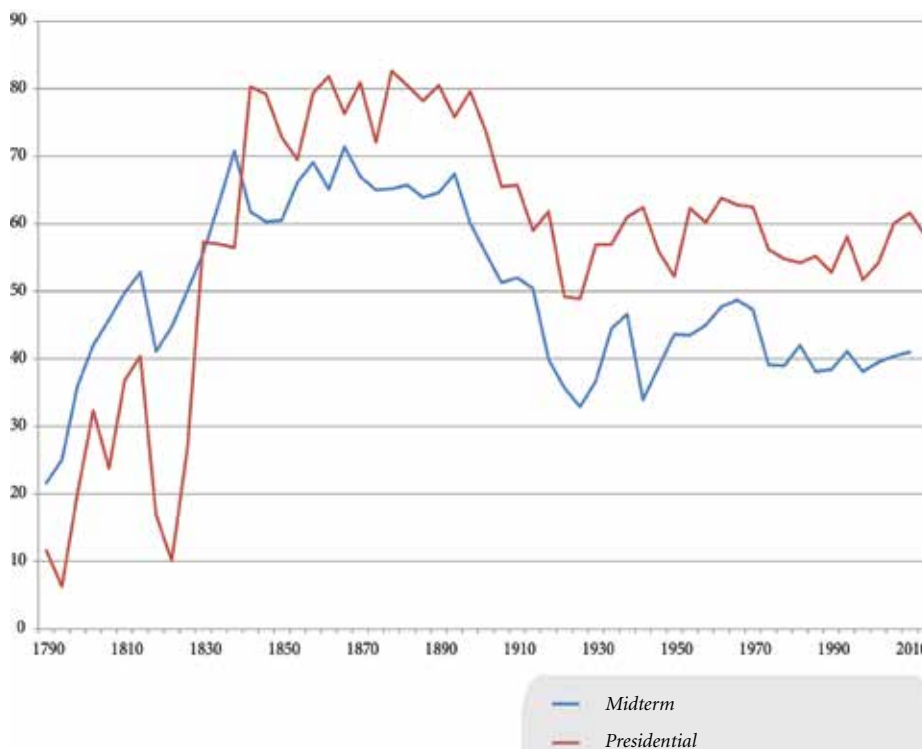
**Comcast**

**NBCUniversal**



LULAC is grateful for the support of Comcast/NBCUniversal/Telemundo, without whom our civic engagement campaign would not have been possible.

### National Voting Eligible Population Turnout Rates



Source: *Vital Statistics of American Politics* (CQ Press, Stanley and Niemi, eds.)

executive action that would grant protection from deportation for millions. We know from looking at history – the fight for women’s suffrage, civil rights, and fair wages – that change does not happen overnight. However, what we have to do in every election cycle is tell our elected officials that we are *presente* and that we will hold them accountable for championing – or failing to champion – the issues that are most important to us.

Electoral turnout means that we as Latinos are relevant and influential in electing candidates who have our interests at heart. We may not be a huge voting bloc in all 435 congressional districts, but remember that we may be critical in swinging an election. And we have learned over the years that **every** election matters! When thinking about winning an election, it comes down to this simple formula: 50% + 1 vote = winner. If on Election Day the candidate has not secured one more vote than his opponent, then he or she loses.

That’s why we need each of you to call your friends and family and remind them that we must vote in this election. Not voting takes us out of the picture and gives permission to Members of Congress to push our issues aside and simply do nothing or vote against our interests.

### Get Involved

Get involved by organizing a volunteer-led voter registration drive or mobilization activity! Get trained and receive materials (shirts, banner, stickers, pens, forms). For more information, please contact Sindy M. Benavides, Director of Civic Engagement and Community Mobilization, at [SBenavides@LULAC.org](mailto:SBenavides@LULAC.org) or (202) 833-6130.

so since the 1840s, and many researchers are trying to understand why. Although some may question the importance of their vote in the midterms (thinking fueled by the “Is it that important really?” mentality), I would urge all eligible registered voters to reconsider their decision and vote. In an election where the national general election voting-eligible population turnout rate is lower than during presidential election years, every vote has more value. It’s even more

# GET ORGANIZED

## In Just...



**Sixty seconds, half an hour, an afternoon, LULAC shows you how to make organizing your community manageable.**

Whether you are aiming to participate in a day of service or attempting to mobilize for a petition to your Member of Congress, there are endless things you can accomplish no matter how much time you have. Here are several activities that you can engage in, regardless of deadline or time constraints.

### **If you have one minute:**

On the run, with little time to spare? Tweet your Members of Congress and inform them on what you, as a constituent, think is important to address. Most Members of Congress have easily accessible Twitter handles, which you can find at [www.LULAC.org/advocacy](http://www.LULAC.org/advocacy).

This ensures that you direct your conversation with the communications staff person in the congressional office. Contacting both the communications and policy staff person diversifies the audience, which provides the opportunity for the member of Congress to hear about the issue from different sources.

### **If you have five minutes:**

Donate to the Border Children Relief Fund at [www.LULAC.org/relief](http://www.LULAC.org/relief) to help finance relief efforts taking place nationwide. All donations are tax deductible.



## **PREP CHECKLIST**

Doing these easy steps before you tackle the harder ones will make organizing so much easier.



Think Ahead - Remembering to brand the event will help raise awareness of the organization's activities and volunteering.

Include strategically placed signage with the LULAC shield and your council name on the podium, presentation, sign in table, and step-and-repeat banner wall behind the speakers.



## If you have 30 minutes:

Have clothes that you have outgrown and no longer need? Why not take them to your local Goodwill and donate them to the less fortunate. Don't know where your closest center is? Visit the website (<http://www.goodwill.org/locator>) to find the one nearest to you.

## If you have an hour:

**Meet with your Member of Congress** – Most congressional members require you to schedule an appointment ahead of time with a written request either by fax (which is faster) or by mail. However, some members of Congress do offer “walk-in” meeting times so be cognizant of those hours. Go online to find your representative's contact info and availability or visit [www.LULAC.org/advocacy](http://www.LULAC.org/advocacy).

**Drive people to polls** – Be a good neighbor, and offer to drive eligible voters in your community to their polling place this upcoming election.

**Tutor** – Nothing says helping others more than volunteering your time to help the youth of your community with their studies. Most libraries and schools offer some sort of tutoring program that you can be a part of.

## If you have a day:

There is so much you can get done in a day! Meet with friends, walk around, and pick up any litter you see in the streets. Go to a park, and make sure that it is safe for your kids, and that their isn't any glass or dangerous objects laying around. Mobilize the youth so that they can learn and do service for their neighborhoods.



## What else can you do in a day:

**Feed the hungry** – head over to a soup kitchen and volunteer for the day. Over 46 million people utilize feeding programs across our nation – that is 1 in 7 people who

need your effective organizing skills.

**Phone bank** – Do you love talking to people on the phone? Then use your talents and go to phone banks in hopes of motivating and informing others about Election Day and voter registration deadlines and processes.

**Register people to vote** – Get eligible voters election ready and

have them register to vote or update their registration if they have changed addresses or gotten married. Each state has specific deadlines and restrictions to follow so make sure to strictly adhere to all state and federal electoral laws when registering eligible voters.

## If you have a week:

Are you or your council hosting a noteworthy event and have the media interested? Take a week to practice for the real interview by preparing talking points and hosting mock interviews. Figure out who in your council is the strongest, most personable spokesperson to put your best foot forward in the media. Get ready to be heard!

## If you have 2 weeks:

Words serve as a powerful inspirational tool; take two weeks to write, review, and submit an opinion-editorial (op-ed) on the issue. The usual op-ed length is 750 words, so make sure to have a sound argument with a human face.



## If you have a month:

**Organize a town hall** – by requesting and scheduling in-district meetings with your federal elected officials, you can have an open dialogue with your representative where

you can express community support, share individual stories, and raise issue awareness. Ultimately, the town hall provides a setting for you to mobilize the community to take action (such as phone banking their federal elected officials, doing in-district visits, etc.).

**Coordinate a food drive** – You can get multiple people together to donate food for a cause. Many food banks are always looking for donations from people so that they can provide meals to those with less resources.

**Organize a community watch** – Make your homes safer by getting the neighborhood on board for creating a watch group. Monitor and potentially reduce crime so that your children can enjoy being outside, knowing that they are a lot safer.

Whatever it is, you can definitely find different opportunities to engage and make an impact on the community that you love. May you venture out, and lend your services to others so that you can make your surroundings a better place.



**Recruit Volunteers** - there are a lot of moving parts associated with organizing an advocacy or volunteer event, such as the logistics, media and community outreach, fundraising, and post-event follow up. Get helpers to commit to one component of the event to alleviate the workload on any one person.



**Check the Weather** - will your event take place outside? Have you considered alternate locations in case of inclement weather? Do you have the appropriate signage and alert system to direct attendees and reporters to the inclement weather location?



**Take Pictures** - During your event, use a high-resolution camera to produce print quality photos, which is at least 300 dpi. Photos should include branding (*is there a LULAC shield showing?*); attendance (*crowd with speaker*); action (*town hall vs. round table discussion*); and VIPs (if any). Please send your photos to the *LULAC News* editor and local newspapers for magazine consideration!

# The Benefits of Yoga for Diabetics



*By Deborah Charnes, Principal of The Namaste Counsel*

Disparities in access, quality of service, and the burden of chronic diseases are especially troubling for the Latino community. According to the Centers for Disease Control, Hispanics are almost twice as likely as non-Hispanic whites to be diagnosed with diabetes, and one in four Americans living with diabetes are undiagnosed. Most alarming, Latinos are 50 percent more likely to die from diabetes than non-Hispanic whites.

While we can't pinpoint why more Latinos suffer from diabetes, we can address blood sugar management. Through LULAC's *Latinos Living Healthy* initiative, we want to slash the numbers of type 2 diabetes, cardiovascular disease, related renal failures, neuropathies, amputations, and loss of life.

No one likes needles, and no one likes diets. Yet needles and diet are essential tools for many who are unable to control their blood sugar levels. We're not talking ten days on an antibiotic, or giving up candy for Lent, but constant injections, finger pricking and restricted food intake which can be depressing and stress provoking.

While yoga does not replace insulin or oral medications, it is one of the best antidotes for stress, and stress aggravates the blood sugar level. Yoga incorporates bodywork, meditation, breathing exercises, chanting, and ultimately changing one's lifestyle, which doctors say is essential for treatment of type 2 diabetes.

"If you only address physicality, you won't reach the cause," said Chase Bossart, co-director of Yoga as Therapy North America at a workshop on diabetes. "Yoga Therapists can train people to alter their lifestyles to help them with specific issues, and at the same time, help them to have a healthier mind/body/soul for longer term."

Gary Kraftsow, author of *Yoga for Wellness*, adds, "A personal (yoga) practice will enable you to break unconscious and self-destructive behavioral patterns and establish new ones that will lead

to positive change. The basic principle of yoga *cikitsa* (therapy) is that diseases are symptoms of imbalance; and therefore, the orientation of yoga *cikitsa* is to restore balance."

Among a recent study of overweight seniors, those practicing yoga were nearly 20 pounds lighter. This is significant since just a five percent loss in body weight can improve blood sugar levels.

Yoga therapy is a holistic customized approach under the guidance of a qualified yoga therapist and a general practitioner or endocrinologist. The following are four simple exercises for diabetics.

1. Walk outside, 10-15 minutes daily. Use walks to connect with nature or a loved one.
2. Breathe in bed. Feel your tummy rise and fall as you inhale and exhale. Count each breath for five to ten minutes nightly before sleep, or during interrupted sleep.
3. Eat mindfully. Count your carbs (less than 50 grams per meal) and skip high glycemic foods. Reduce or eliminate animal fats, including meats, cheese and butter. Use cinnamon instead of sugar in coffee, oatmeal, smoothies or other foods.
4. Twist\* your body in both directions, five to ten minutes daily. (See sample photos.)

\*Contraindicated for pregnant women, herniated discs or other spinal injuries.

---  
*Deborah Charnes is the owner of The Write Counsel, a strategic public relations consultancy serving non-profits dedicated to improving our communities. A contributing author of two university textbooks, she contributes to a travel blog on [mysa.com](http://mysa.com) and publishes her health and wellness blogs at [www.TheNamasteCounsel.com](http://www.TheNamasteCounsel.com). She became a Registered Yoga Instructor shortly after being diagnosed with pre-diabetes and is completing her Yoga Therapy certification.*





# Latino Recipes for the Calorie Conscious



## Seared Scallops with Italian Salsa Verde

### Los Ingredientes

1/3 cup coarsely chopped parsley  
Grated zest of 1 lemon  
1 fat clove garlic, minced  
1 tablespoon capers, drained, rinsed, and coarsely chopped  
1 pound scallops, dried well and seasoned with salt and pepper

### La Preparación

In a small bowl, combine the parsley, lemon zest, garlic, capers, salt, pepper, and olive oil. Stir well to combine and taste for seasoning. Allow to sit at room temperature for 15 minutes. In the meantime, coat the bottom of a heavy skillet with olive oil. Carefully add the dry scallops in a single layer well-spaced. Cook until golden on both sides, 2-3 minutes each side. Serve the scallops immediately with the salsa verde spooned over it.



## Mexico City Shrimp with Chipotle Mojo

### Los Ingredientes

2 heads of garlic, cloves crushed  
1 1/2 cups extra-virgin olive oil  
1/4 cup fresh lime juice  
1 chipotle in adobo sauce, minced  
2 pounds shrimp, shelled, de-veined

### La Preparación

Preheat the oven to 325°. Combine the crushed garlic and olive oil with a pinch of salt. Bake for about 30 minutes. Stir in the lime juice and bake for about 15 minutes more. Pour the garlic and oil into a small saucepan. Add the garlic and pepper and keep warm. In a large skillet, heat 2 tablespoons of the garlicky oil from the *mojo*. Add the shrimp, and cook over moderately high heat, turning once, until golden, about 3 minutes.



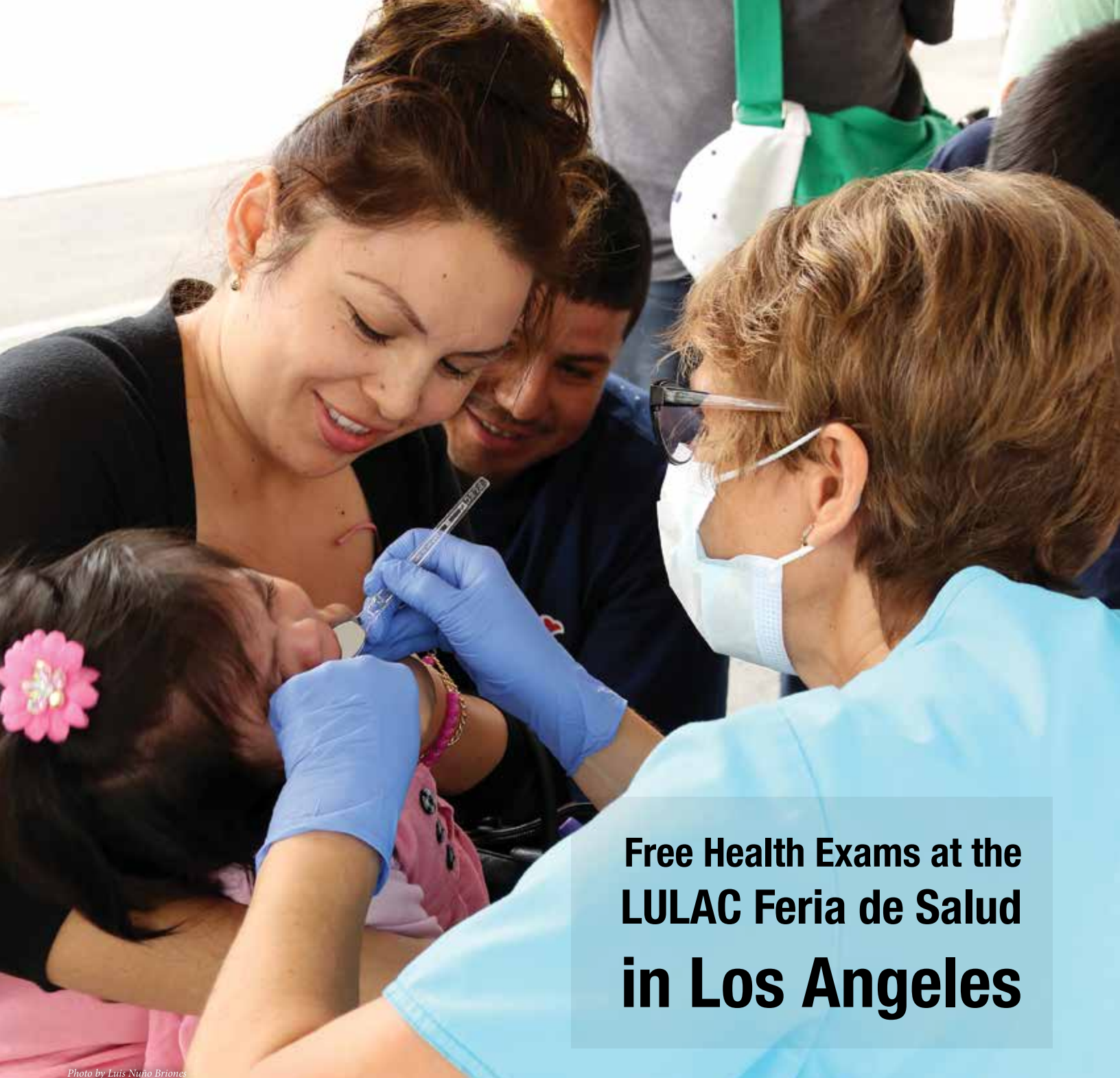
## Pollo Sabroso de Horno Peruano

### Los Ingredientes

6 medium chicken thighs, bone-in, skin on  
1 tablespoon vinegar  
2 teaspoons soy sauce  
1/2 tablespoon sazón seasoning (1 packet)  
1/2 teaspoon garlic powder  
1/2 teaspoon oregano

### La Preparación

In a small bowl, stir together the vinegar and soy sauce. Rub over chicken and turn to coat. In another small bowl, mix together the sazón, adobo, garlic powder and oregano. Season thighs with the mixture; let chicken marinate at least 20 minutes but preferably overnight. Broil, bake or grill until chicken is cooked through.



## Free Health Exams at the LULAC Feria de Salud in Los Angeles

Photo by Luis Nuño Briones

By Declan Kingland, LULAC Health Program Coordinator

After a successful Latinos Living Healthy *Feria de Salud* last year at Placita Olvera and el Pueblo Historical Monument, LULAC is going back to Los Angeles on September 21, 2014 for another day geared towards improving the health and wellbeing of the Los Angeles community. Last year, more than 16,000 people joined us for a day of health screenings, healthy messaging, and free entertainment. The event was able to take place thanks to the generous contributions of our sponsors, which include presenting sponsor the Walmart Foundation, official festival airline Southwest Airlines, and additional sponsors AARP, City of Hope, California Endowment, Nielsen, Anthem Blue Cross WellPoint

and the American Red Cross.

As a major component of the *Latinos Living Healthy* Initiative, the LULAC National *Ferias de Salud* work to connect individuals with the information and resources necessary to make healthy lifestyle choices in an effort to eliminate the health disparities that the Latino community faces.

Latinos often lack equal access to health resources and services, and this is especially true in the Los Angeles area, one of the key reasons why LULAC decided to bring the health festival back to downtown Los Angeles. According to the 2010 U.S. Census, California accounts for more than a quarter (28%) of the total Hispanic population in the United States, and Los Angeles





Photo by Luis Nuño Briones

*A Los Angeles resident receives free blood glucose and hypertension screening from local Walmart pharmacists at the LULAC health festival. The pharmacists gave participants access to low-cost prescription insurance.*

County, with 4.7 million Latino residents, has the highest number of Latinos in a single county in the entire United States. Furthermore, East Los Angeles County is 97% Latino, which is the highest percentage of Latino concentration for any U.S. city. With this dense Latino population it is clear that any condition that affects the general Los Angeles population affects the local Hispanic population.

Los Angeles County faces many obstacles that create health disparities. Nearly 20% of the population has household incomes below the Federal poverty level and more than half of residents spend more than 30% of their incomes on housing. Because of this, nearly 17% of households in the county who have an income less than 300% of the Federal Poverty Level rely on food stamps. Their budgetary constraints are further compounded by environmental health issues. More than one out of four days of the year in Los Angeles County has air quality that is considered unhealthy. Unsafe environmental conditions may contribute to the fact that less than 30% of children get the recommended amount of exercise each week.

Additionally, more than 30% of those residing in Los Angeles County are food insecure, meaning that they lack reliable access to affordable, nutritious food, a key part of ensuring that an individual is consistently able to make healthy eating choices. Only 16% of adults in the area eat five or more servings of fruits and vegetables a day; more than half of children and more than 35% of adults eat fast food at least once a week; and nearly 40% of children drink at least one soda or sweetened drink a day.

Individuals also struggle with acquiring insurance for health services, a necessity for regularly accessing preventative care. As of last year, more than 54% of Latinos in the Los Angeles area did not have health insurance, while the figure for the Los Angeles area as a whole is only 28%, a difference of 26 percentage points. Also concerning is that dental insurance rates are very low in Los Angeles County with only 22% of young people and 52% of adults without dental insurance. It is no surprise therefore that nearly a third of Los Angeles residents cite difficulties in accessing medical care.

This year, LULAC will expand the festival by providing additional free health services including flu shots and screenings for diabetes, blood pressure, cholesterol, osteoporosis, dental care and HIV/AIDS. In addition, live cooking demonstrations will occur throughout the day and several different sports drills will be held on site. Information for various local health resources and assistance programs will help connect attendees with preventative care and vital health services that they will be able to access year round. Last year, more than 95% of festival participants expressed their intent to change their lifestyle as a result of the festival in all areas of health including nutritious eating using healthy food and cooking practices, physical activity, and getting regular screenings and preventative care. This year we look forward to providing the Los Angeles community with vital health information and resources and continuing our great public reception and impact.

Another component of this year's FERIA de Salud will be the

*Continued on page 50.*



# The Window Farm Project

## Ford Driving Dreams through Education Grant Winner Highlight

By Gabriel Roldos of LULAC Queens Council #23047

LULAC Queens Council #23047 is proud to receive a renewal of the Ford Driving Dreams Through Education grant from Ford Motor Company Fund to empower Latino students in Queens, New York, to graduate from high school.

"This grant demonstrates confidence in our work to address the dropout rate among Hispanic students," said Sylvia Mata, President of LULAC Queens Council #23047.

During the 2013-2014 academic year, the council served an average of 20 students four times a week. With monthly field trips to museums, colleges, and universities, it hopes to motivate students to graduate from high school by presenting diverse career paths that require a higher education.

LULAC Queens Council serves Queens County, where almost half of the population is foreign born, 37 percent (840,000) is Hispanic; 11.9 percent (265,500) of this population lives below poverty level, and the median household income is \$48,000 a year.

Many of these Hispanic families have children who do not continue their education beyond high school to earn a college degree.

Moreover, many of the students do not even finish high school. Of the more than 20,800 students who entered the 9th grade in 2008, 63.6 percent graduated on time last year, down from about 65 percent in 2011, as figures released earlier this week by the state education department show.

Although Latinos are the fastest growing minority group in the United States, they experience some of the highest rates of economic disadvantages and low educational attainment. Very few Latino students receive postsecondary STEM degrees. Due to this disparity, LULAC Queens Council designed the Window Farm Project, detailed below, to address this issue.

Designed by the LULAC Queens Council, the program provides activities that go beyond the high school curriculum and introduced the groundwork for technical careers in this demanding competitive workforce. The quality of the future U.S. labor market will depend, to a great extent, on technicians with skills in informational technologies, nutrition, agriculture, electrical engineering, web development, and design.

## The Window Farm Project

By the LULAC Queens Council 23047



### Indoor Hydroponic Garden

In groups, students use recycled materials to make an indoor hydroponic garden, which allows plants to grow without soil. Each student then grows a different type of plant for the rest of the school semester in the hydroponic garden.



### Basics of Electronics

As an incentive for progress on each website page, students are rewarded for their research and dedication to the program with different kits, like solar panel kits and irrigation kits. The students are excited to receive the electronics kits because they can be taken home as a display of their hard work.



### Website Maintenance

Students are taught basic computing systems design in order to create and maintain the website that will showcase their plant's progression. As their plant grows, they are responsible for posting plant-related research and development on their page.



## 2014-2016 Grant Awardees

Council #2848 of Anaheim, California, is working with 120 students to combat high school dropout rates by retrieving dropouts and giving them a web-based curriculum to work off of in order to graduate high school.

Council #44040 of South Jordan, Utah, will provide college preparation classes, after school mentoring, and parental engagement programs to ensure youth graduate on time.

Council #334 of Milwaukee, Wisconsin, is exposing youth to professional mentoring, networking, and community service projects.

Council #4968 of Houston, Texas, is encouraging secondary school completion and post-secondary education by providing services such as tutoring and homework help and is also helping students complete a college degree or post-secondary certificate.

Council # 5238 of Chicago, Illinois will provide mentoring, field trip opportunities, college campus visits, academic support and leadership training to 25 high school students.

Council #5284 of Chicago, Illinois, is working with 25 middle school students, focusing on STEM education, tutoring, and homework services to improve their chances of graduating high school and to reduce rates of juvenile delinquency and youth gang involvement.

Council #23048 of New York

Council #21006 of Silver Spring, Maryland, is providing a life-skills curriculum.

Council #950 of Atlanta, Georgia, is strengthening the reading, writing, math, and science skills of students by identifying their individual needs and tracking their progress over time.

Council #5001 of South Bend, Indiana, will provide academic support, enrichment, leadership, social skills, recreation, and parental support to students and their families who often live below the poverty line.

## Physical Computing



In after school electronic engineering classes, the students assemble their kits. The classes expose students to the world of physical computing, where micro controllers work with other electronic components that compute inputs of sensors, and control lights, motors, or other devices. The student in the photo is holding up a solar panel that she built.

## Intermediate Level Electronics



The final electronics project is to make an intermediate level electronic component that uses a thermometer, a humidifier, and a light sensor to automate the irrigation of the plants in our hydroponic system and regulate when the grow lights must be on. The Queens student pictured is soldering a solar panel.



By the end of the school year the students have a window farm installation, pictured above, with grow lights, a blog that documents the experience, and the skills that will serve as the foundation for a STEM career.



# Help Your Children Reach Their Potential This School Year

By: Sabrina Ferguson, LULAC Education Policy Intern

**T**he start of school is an exciting time, full of possibilities for each child. While teachers are preparing for their new students, let's see how you as parents can help your child reach his/her fullest potential.

First, let's look at what the experts say. With children spending 70% of their day outside of school, the Parent Teacher Association (PTA) emphasizes the importance of parental involvement in a child's education. Parent-child engagement leads to numerous benefits including higher grades, better attendance, lower rates of drug abuse, decreased rates of suspension, increased motivation, and increased self-esteem. In fact, a significant predictor of whether a student will be academically and socially successful in school is their parents' high expectations (Reynolds, et, al.). While participation in your child's school is very important, the most effective way you as a parent can help your child succeed is to work with his/her learning activities at home:

## What you can do at home



Establish a routine at home. Set firm times for homework completion, dinner, and bedtime will help your child's mood and focus. Check homework every night.



Express high but realistic expectations. Set goals that consider your child's age and maturity. Praise your child as they work towards and accomplish the goals.



Model self-discipline, hard work and a joy of learning. Your children watch your example! You can model the message that achievement comes through hard work.



Encourage reading and writing. Reading and writing with your child and individually will help develop a love of learning. It is also very important to have discussions about what has been read or written.

## What you can do with school



Communicate with your child's teacher. Communicate with their teacher will help you know your child's academic strengths and needs. He or she will have many ideas about activities you can do at home.



Check your child's backpack and folders. Many times graded papers, newsletters, and other informational memos get lost in the backpack. Check the backpack at least once a week to make sure you're up-to-date on what's going on at school.



Volunteer. All schools are in need of parent volunteers! They may need help in the library, in a classroom, or for an event. Ask your child's teacher about what the school needs.

For additional ideas, check out the U.S. Department of Education website ([www2.ed.gov/parents](http://www2.ed.gov/parents)), PBS ([www.pbs.org](http://www.pbs.org)), and The Parent Teacher's Association ([www.pta.org](http://www.pta.org)). For activities for younger students, check out Scholastic ([www.scholastic.com](http://www.scholastic.com)), [www.readwritethink.org](http://www.readwritethink.org), [www.funbrain.com](http://www.funbrain.com), and <http://www.sciencemonster.com/>.

Parents can find activities for older students at <http://illuminations.nctm.org/>, National Library of Virtual Manipulatives (<http://nlvm>.

[usu.edu/en/nav/vlibrary.html](http://usu.edu/en/nav/vlibrary.html)), Biointeractive (<http://www.hhmi.org/>), and the Nobel Prize education page <http://www.nobelprize.org/educational/>.

Many more resources are available online, so talk to your child's teacher to find out about more!





Photo by Luis Nuño Briones

# GENERATING SUCCESS

**In 2012, 74 percent of New Mexico's high school seniors graduated in four years, up 15 percentage points from 2007 when 59 percent graduated on time.**

*By John Moya, Albuquerque LNUESC Director*

New Mexico has often ranked at the bottom of education lists, yet this year an *Education Week* report released data that shows New Mexico's high school graduation rate has increased more than any other state between 2007 and 2012. With its longstanding service and programs, the Albuquerque LNUESC Center has consistently worked with high school students to increase the graduation rate, pursue postsecondary education, build healthy bodies, and receive digital literacy training.

## Guidance Counseling

Until 2006, the center's flagship program was TRiO Talent Search, which provides academic, career, and financial counseling, encourages high school graduation, and facilitates access to postsecondary education. The TRiO Talent Search program has helped thousands of local students access higher education and receive leadership training.

## High School Graduation

Since the days of Talent Search, the center has evolved over the years. The leading program at the Albuquerque Center is now TRiO Upward Bound, which focuses on student success from the time they are accepted into the program to the time they graduate from high school. The program provides instruction in math, laboratory science, composition, literature, and foreign language. Central to the program success, students also receive guidance counseling; their parents/guardians also meet with program staff to receive updates on their child's progress.

## Mentoring

In 2013, the Albuquerque LNUESC Center was awarded the Ford Driving Dreams through Education Program Grant to provide

a two-part mentoring program to at-risk students. College-aged mentors help with homework and improve the academic skills of the participants throughout the year. Monthly, local LULAC council members provide mentoring during the Upward Bound Saturday Academies. These two elements provide students with an additional support system to make sure they do their best in school. Youth who meet regularly with their mentors are 46% less likely than their peers to start using illegal drugs and 27% less likely to start drinking (Public/Private Ventures study of Big Brothers Big Sisters).

## Health Education

For the past three years the center has been working on an integrated evidence-based Latino youth and parent intervention to address high rates of teen pregnancies. The *More than a Dream...Salud y Éxito* program is in its final months of recruiting eligible families. In the next 18 months the Albuquerque Center will help young teens make healthy choices and overcome challenges as they deal with their changing bodies, changing relationships, and peer pressure.

## Digital Literacy

In September the center will launch the fifth year of Comcast Digital Connectors. During the school year, participants will attend class after school and learn different aspects of computers along with software applications. As part of the program each student is required to complete community service hours which includes teaching members of the community basic computer skills. To reward the students for their commitment, Comcast provides each graduate with a laptop computer.

The proudest moment for me came this May, watching our first Upward Bound cohort graduate from college. Our work with local students will continue its dedication to the community until the 74 percent graduation rate reaches an outstanding 100.



# Learning Activities Parents Can Do with Children At Home

*Adapted from the Parent-Teacher Association (PTA) by Sabrina Ferguson, LULAC National Education Policy Intern*

## For Children Ages 2-6

- Place alphabet magnets on your refrigerator or on another smooth, safe metal surface. Ask your child to name the letters she plays with and to say the words she may be trying to spell.
- Make an alphabet book with your kindergartner. Have her draw pictures (you can help). You can also cut pictures from magazines or use photos. Paste each picture in the book. Help your child to write next to the picture the letter that stands for the object or person in the picture (for example, B for bird, M for milk, and so on).
- Read rhymes to your child. As you read, stop before a rhyming word and encourage your child to fill in the blank. When she does, praise her.
- Throughout the day, find ways to let children practice using arithmetic skills. Ask, for example, "How many magazines came in the mail?" "How many more letters will we need to get to have 10 letters?"
- Read stories to your child. This very important activity helps your child learn that words are made of letters, how to respond to punctuation, and it increases vocabulary.

## For Elementary School Aged Children

- Introduce fractions by cooking with your child. Have them measure out  $\frac{1}{2}$  a cup of flour,  $\frac{3}{4}$  cup of water, etc...
- Play sorting activities. For example, they could sort socks by color, style, or size while helping you with laundry. They could also sort their toys but size, function, or age.
- Make a book. Give your child some paper and markers or crayons. Invite her to write a story about a favorite activity, for example, playing at the park. First, talk with her about what she did. Then help her put each activity into the story. Use words like begin and end. Once she's done, let her decorate the pages.
- When you go to the store, have them estimate how much everything will cost. Make it into a game, seeing how close they can get to the total each time you go to the store.
- Reading aloud is still a great way to help your child succeed!

## For Middle and High School Aged Children

- Discuss the books they are reading and the information they are learning at school.
- Limit television viewing and computer time on school nights. When they do watch television, encourage educational programs.
- They will have more projects and tests, so they will need guidance to organize their materials and manage their time.
- Provide educational experiences. Many organizations provide free museum tours and informational events. Attending these events will keep learning fun.

## For All Children

- Borrow books from your local library. Public librarians can suggest book titles that are appropriate for your child's age and reading level. In addition, most libraries offer Spanish-language books for parents that want to read to their children in their native language.
- When they're young, go to the children's section and spend time with your child reading and selecting books to take home and put in her special place. You might even have a box or space just for library books, so that they don't get mixed up with your child's own books.
- As they grow, go to the appropriate section and provide suggestions. Your child's teacher will likely have suggestions for books that your child will find interesting. Encourage your child to read a few pages in the book rather than simply judging the book by its cover.



# driving a brighter future

Ford Motor Company Fund

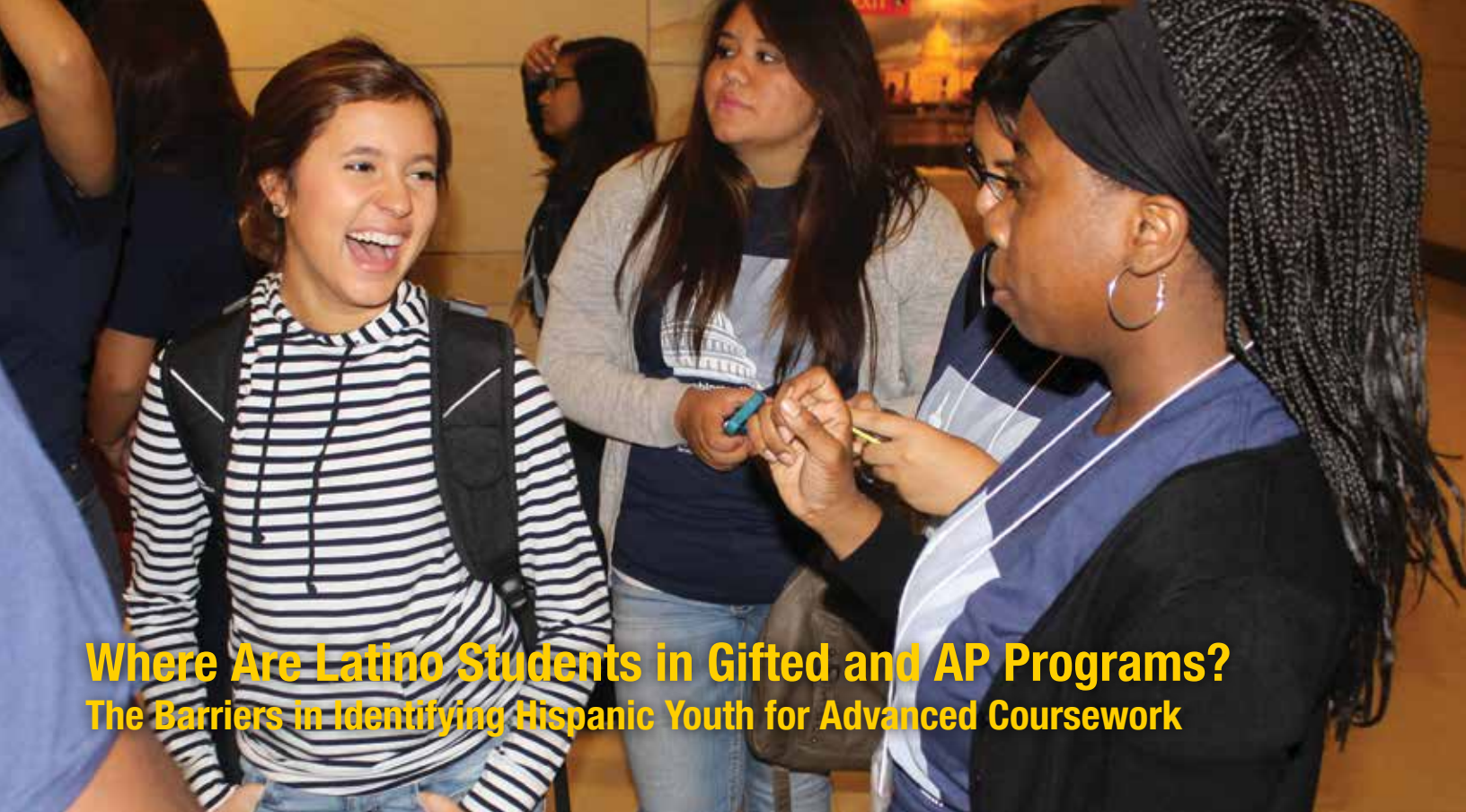


Ford salutes the 2014 winners of the Ford Driving Dreams Through Education Program.

Anaheim, CA – LULAC Council #2848  
Atlanta, GA – LULAC Council #950  
Chicago, IL – LULAC Council #5238  
Chicago, IL – LULAC Council #5284 – LNESE  
Houston, TX – LULAC Council #4968 – LNESE

Milwaukee, WI – LULAC Council #334  
Provo, UT – LULAC Council #44040  
Queens, NY – LULAC Council #23047  
Silver Spring, MD – LULAC Council #21006  
South Bend, IN – LULAC Council #5001





## Where Are Latino Students in Gifted and AP Programs? The Barriers in Identifying Hispanic Youth for Advanced Coursework

By: Sabrina Ferguson, LULAC National Education Policy Intern

When one looks into gifted and advanced placement classrooms of the country's public schools, one does not see a reflection of the diversity of the United States population. Almost a quarter of students in public schools are Latino, but the population is significantly underrepresented in gifted and advanced placement (AP) programs. According to the National Association of Gifted Children, a gifted program is defined as a program "with a specific process for the identification of a group of students who are provided educational options in ways that differ from regular classroom curricula and/or instructional practices."<sup>1</sup>

Latinos only comprise three percent of students in gifted programs.<sup>2</sup> On the other hand 7.5 percent of White, 10 percent of Asian/Pacific Islander and 3.5 percent of Black students are in gifted programs. As is the case with many educational issues, the cause behind the underrepresentation of gifted Latino students is varied and complex. More than half of the culturally and linguistically diverse (CLD) students who are not identified experience challenges in the identification phase of the gifted programs.<sup>3</sup> Since the availability of gifted programs varies widely, and identification procedures can be culturally biased, supportive parents, teachers, and administrators are key in determining whether a student will be adequately challenged in school.<sup>1</sup>

### Standardized Assessments

Admission and identification vary slightly from one district to another but are typically determined by a student's performance on an IQ test or other standardized tests, grades, teacher recommendations, and parent referral.<sup>4</sup> Many times, questions on standardized tests are culturally biased towards a North American, middle class Anglo-American student.<sup>5</sup> In other words, a young Latino student from a low-income household may not understand a story about attending an American football game as well as a student who was raised in the United States simply because their experiences differ – not because their reading ability is lacking. Those students who cannot relate will subsequently answer the football question incorrectly on the standardized test. CLD students have particular difficulty demonstrating their true abilities on standardized assessments while their academic language abilities develop.<sup>6</sup>

### Teacher Recommendations

Teacher recommendations are a critical element in the identification of gifted and AP students. Many times, culturally and linguistically diverse (CLD) students display gifted abilities in a different way than their native born peers. A Latino student may

1 "Frequently Asked Questions about Gifted Education." *National Association for Gifted Children*. Web. 15 Aug. 2014. <<http://www.nagc.org/resources-publications/resources/frequently-asked-questions-about-gifted-education>>.

2 Kohler, A., Lazarin, M., (2007) "Hispanic Education in the United States." *National Council of La Raza Statistical Brief*. 8, 1-16

3 Ford, D. Y., Grantham, T. C., & Whiting, G. W. (2008). "Culturally and linguistically diverse students in gifted education: Recruitment and retention issues." *Exceptional Children*, 74(3), 289-306.

4 Forsbach, T., Pierce, N. (1999) "Factors Related to the Identification of Minority Gifted Students." Paper presented at Annual Conference of the American Educational Research Association (Montreal, Canada, April 19-23, 1999)

5 Brice, A., & Brice, R. (2004). "Identifying Hispanic Gifted Children." A Screening. *Rural Special Education Quarterly*, 23(1), 8-15

6 Butler, F. A., & Stevens, R. (2001). "Standardized assessment of the content knowledge of English language learners K-12: Current trends and old dilemmas." *Language Testing*, 18(4), 409-427. doi:10.1177/026553220101800406



## Impoverished Students Even Less Likely to Gain Access

Poverty is yet another significant contributing factor to the underrepresentation of Latino students in gifted and AP programs. Since poverty is such a complex issue, we chose to focus on the issues surrounding gifted student identification for the main article.

Living in a low-income household means more than just having limited discretionary income. Those in low-income households experience reduced or nonexistent levels of health care, limited dietary options, limited exercise, and an academic achievement gap (Brooks-Gunn & Duncan 1997). Hillary Clinton once wrote that “Studies have found that by age four, children in middle and upper class families hear 15 million more words than children in working-class families, and 30 million more words than children in families on welfare” (Bergland, 2014). This is due, in large part, to children in low-income household spending limited time with their parents on cognitively stimulating activities than children in middle and high income households (Bhattacharya 2010). The result, the child must play catch up in school. Additionally, schools with high rates of poverty have fewer available resources for teachers and students (Luebchow 2009). They generally have older technology and curriculums along with fewer curriculum specialists and support staff. Since there is no federal mandate for gifted and AP programs, such schools also have limited, or no, gifted and AP programs (NAGC).

What can you do to aid students in poverty? Contact your representative to express your support of an increased minimum wage. Latinos experience disproportionately high rates of poverty; as a result, an increase in the minimum wage would greatly benefit the Hispanic population.

not want to openly exhibit their intellectual abilities, so that they don't stand out among their peers; but a teacher may misinterpret this as having a lack of understanding.<sup>7</sup>

Likewise, students may have exceptional abilities in math while their English reading and writing abilities are still developing. Their excellence in one area, instead of both, may deter some schools from identifying them for gifted programs. It is important for teachers, school staff, and administrators to be well versed in cultural difference as they related to learning styles so that all students are properly challenged.<sup>7</sup>

Many Latino students face additional social and cultural challenges related to gifted programs. Research by Walker and Pearsall found that a frequent concern among minority students in gifted programs was that they would not fit in as “the only Brown kid in class.”<sup>8</sup> Latino students who chose not to participate in gifted programs were concerned that they could not handle the work load or that it was not appropriate for them to perform better than their “own people.” The same study found that, due to these concerns, a significant determining factor in a Latino student's participation in gifted or AP programs was teacher encouragement and support. Cannon found that some high schools in southern Texas where Latino students were underrepresented in AP courses were not actively encouraging students to enroll in advanced courses.<sup>9</sup> This illustrates the need for schools to examine their practices and ensure that teachers

7 Morgan, H. (2010) “Improving Schooling for Cultural Minorities: The Right Teaching Styles Can Make a Big Difference.” *Educational Horizons*, 88(2), 114

8 Walker, S. A., & Pearsall, L. D. (2012). “Barriers to Advanced Placement for Latino Students at the High-School Level.” *Roeper Review*, 34(1)

9 Cannon, M. (2011) “View from the Border: Removing Barriers for Urban Gifted Students.” *Gifted Child Today*, 34(1), 26

have the tools, training, and authority to identify students who display gifted traits and actively recommend them for the appropriate programs.

## Parental Support

Although a parent's involvement in gifted identification varies from school to school, parents play an important role in a student's identification for gifted programs. In certain districts, parent referral is an aspect of the identification process but parents in other districts are not required to be involved in the process. Similarly, parents at some schools actively lobby teachers and administrators to include their children in preferred programs and have their children study prior to taking the relevant tests. In other schools, parents are not as active in the pursuit of gifted programs. Parents must know how their particular school operates so their child has equal opportunity to be involved in the gifted program, if appropriate. Once a child is in a gifted program, parents must understand how to help their child persevere through the considerable amount time and effort that must be invested. Supportive parents are essential factors in a student's success with rigorous coursework.<sup>8</sup> It is important for parents to be well informed about the identification and participation aspects of gifted programs so increasing numbers of Latino's participate in gifted and AP programs.

## Recommendations

There are several actions that can be taken by parents and advocates. The following are suggestions for parents to take that will capitalize on their child's abilities:

*Continued on page 48.*



# Federal Training Institute Partnership

Department of Labor Secretary Thomas E. Perez and OPM Director Katherine Archuleta Join LULAC in Addressing Diversity and Hispanic Representation in the Federal Workforce

Photo by Luis Nuno Briones





# WI-FI SIN LÍMITES.

Chevrolet Cruze del 2015 - la primera y única compañía automotriz en ofrecer Wi-Fi 4G LTE<sup>1</sup> en sus autos, camionetas y crossovers. Ahora puedes hacer tu trabajo incluso fuera de tu trabajo.




Connected by  4G LTE

FIND NEW ROADS<sup>™</sup>

<sup>1</sup> Wi-Fi disponible, requiere dispositivo compatible, servicio activo a OnStar y plan de datos. Visita [onstar.com](http://onstar.com) para detalles y limitaciones del sistema.

CHEVROLET





**We can do more to ensure  
that all hired working people  
are able to climb ladders of  
opportunity and reach for the  
AMERICAN DREAM**

*Photo by Luis Nuño Briones*

*By: Sara E. Clemente Sosa, LULAC Director of Federal Affairs*

LULAC kicked off Hispanic Heritage Month by hosting the Federal Training Institute Partnership (FTIP) at the U.S. Department of Labor. The FTIP is a partnership with Federal Agencies and LULAC. It was created in May 2013 when Federal spending cuts suspended critical education and outreach programs. LULAC advocated for congressional action while simultaneously creating a no cost Senior Executive and Leadership Development training program to address the lack of Hispanics in leadership positions within the Federal government.

OPM Director Katherine Archuleta addressed the participants during the FTIP opening plenary where she stated, "I think there is really a commitment by not only this President and me but the Department heads too, to really make government reflect the nation's changing population."

Director Archuleta continued by saying, "As we take a look at the Federal workforce and how it can look like the America we serve,

we need to be sure that we are reaching out as far and as wide as we possibly can."

Attendees benefitted from plenary sessions, workshops and executive coaching designed to establish them as competitive candidates for selection into leadership positions within the Federal government.

Secretary Thomas E. Perez was the keynote speaker at the closing event where he indicated, "As a nation, we can do more to lift workers up and to ensure that all hired working people are able to climb ladders of opportunity and reach for the American dream."

LULAC is committed to ensuring that the Federal government understands that the Hispanic population is not seeking preferential treatment but an equal opportunity. Together we can more effectively foster a more diverse and highly trained Federal workforce to address the needs of our community.

We are grateful for the sponsorship and support that has allowed us to expand the FTI by establishing the FTIP.





*Photo by Luis Nuño Briones*

**Federal employees were placed on various training tracks to maximize their skill levels and prepare them for future leadership positions.**



*Photo by Luis Nuño Briones*

**During the Senior Executive Service Coaching (SES) Session, Federal GS-15 employees participated in a speed-mentoring process which provided critical insight about the SES preparation and selection process.**

# Where are the Latinos in the Gifted and AP Programs?

*Article Continued from Page 43.*

- **Reading** — Encourage reading! Students identified as gifted read an average of one hour more per week than students who are not identified as being gifted.
- **Screen time** — Limit the time spent in front of the television. Students who watch less than 4 hours of television per day are twice as likely to be identified for gifted services.
- **High expectations** — Hold high expectations of children. Students who have parents with high expectations are five times more likely to be identified as gifted due to increased motivation, self-esteem, and guidance.

Advocates can contact local representatives and school board members with the following policy suggestions:

- **Assessment** — Require schools to use a variety of assessments to evaluate whether a student exhibits gifted traits. Teachers could use authentic assessments and gather data over time in portfolios.<sup>10</sup> Schools will need to consider the additional time investment that will be required of teachers with these evaluative methods.
- **Eligibility** — Schools should have multiple sources of information to determine a student's eligibility for gifted services. Input should be considered from a number of teachers, the parents, guardians, and/or various assessments.<sup>11</sup> Using different methods of identification will reduce unintentional cultural biases and will allow for the consideration of multiple intelligences.
- **Adult support** — Teachers and additional school staff must actively encourage Latino students to participate in gifted programs and advanced placement classes. A supportive community that expresses support and promotes communication was found to be a primary factor in increasing Latino engagement in advanced coursework.<sup>8</sup>
- **Coursework** — Urge schools to design instruction to support academic language learning. Highly intelligent CLD students frequently struggle to improve their reading ability while they are learning complex, academic English at the same time. Schools must provide high-quality opportunities for CLD students to learn academic language.<sup>11</sup>

*Sabrina Ferguson is a special education teacher who served as LULAC's summer education policy intern. She is completing a master's degree in education policy at the University of Pittsburgh and plans on utilizing her experiences to improve learning opportunities for all students, particularly special education and Latino students.*



## The Social and Cultural Isolation Felt by CDL Students

Since an element of participation in a gifted program involves student choice, we must examine how students impact their own participation in gifted programs. Studies have found that students have concerns about social expectations, their own abilities, and the relevancy of the program. Many Latino students who choose not to participate in gifted programs feel unwelcome in a class of mostly White and Asian students. Students have also expressed concern that they do not have the ability to perform satisfactorily in advanced courses. Additionally, many students stated that they don't feel the need to participate because they don't have plans to attend college or don't think they'll have the funding to attend college. Schools need to be aware of these concerns and target these students for encouragement and support. Students who feel these insecurities need parents and teachers who will push them to challenge themselves academically.

<sup>10</sup> Callahan, C. (2005) Identifying Gifted Students from Underrepresented Populations. *Theory into Practice*, 44(2), 98-104

<sup>11</sup> Lesaux, N., Rangel, J. (2013) Focus on Higher-Order Literacy Skills. *Education Digest*, 79(4), 41-46



# CAUGHT IN A PAYDAY LOAN TRAP?

THE LEAGUE *of* UNITED LATIN AMERICAN CITIZENS  
& THE CENTER FOR RESPONSIBLE LENDING  
are conducting a

## PAYDAY LENDING STORY COLLECTION PROJECT

If you are a payday loan borrower caught  
in a cycle of debt or a predatory loan,  
we can help bring your story to the  
attention of the U.S. Consumer  
Financial Protection Bureau.

Contact Ulises Gonzalez, Senior Community Development Manager,  
UGonzalez@LULAC.org, (916) 551-1330

# La Sonora and Jose Jose Sing at Festival with 13,000 Attendees

## *Continued from Page 35*

Healthy Communities workshops that will be conducted during the months following the festival to continue the health messaging in a more personal setting. During these workshops, instructors will provide training on healthy cooking, eating, shopping on a budget while keeping nutrition in mind, ways to fit physical activity into a busy schedule and more information from the Bodyworks toolkit which was produced by the Office of Women's Health of the U.S. Department of Health and Human Services. Please look for information about these ongoing workshops at the

LULAC booth at the *Feria*!

For more information or to view a gallery of photos from our most recent *Ferias de Salud* in Los Angeles or the District of Columbia, please visit [www.LULAC.org/feria](http://www.LULAC.org/feria). We look forward to seeing you there!



Photo by Luis Nuño Briones



Photo by Luis Nuño Briones



Photo by Luis Nuño Briones



Photo by Luis Nuño Briones

From left to right, top to bottom: (1) Sponsored by AARP, LULAC offered a free Zumba class at which the first 100 participants received a free party pack with neon shirt, water, granola bar, and prizes. (2) Also free were the live bilingual cooking demonstrations that featured local celebrity chefs from popular Los Angeles restaurants. (3) Grammy-winning singer Jose Jose sings his hit *El Triste* to thousands of fans. After his performance, he signed autographs and took pictures with his fans for over four hours. Thank you, **Southwest Airlines**, for being the official event airline and for flying out *El Principe de la Canción*! (4) In the last picture, children received free educational health messaging in the LULAC Latinos Living Healthy coloring books, which they colored at the health festival when not playing hockey or dancing Zumba.

**Walmart** 

With Walmart's support, LULAC's Latinos Living Healthy program can provide Latinos with easier access to nutritious food and healthy living.



## LULAC Trailblazer Retires This Year

*Continued from Page 11*

Alfredo J. Jacques, Project Amistad protects the elderly and disabled from abuse, neglect, and exploitation by providing protective services, medical transportation, and emergency food, shelter, and utility assistance. This program spoke directly to Carolina's commitment to the disenfranchised, and she became heavily involved. When coupled with her thirty years of involvement with LULAC local leadership tapped her to serve as Project Amistad's chairperson.

During the 1980s and 90s, because of consistent growth, LULAC National's need for a fiscal officer became clear. Carolina's decades of work with the organization, her understanding of the inner workings and structure, and her real life experience as a fiscal agent, made Carolina the natural choice to take on the role as LULAC National Fiscal Officer.

Initially, Carolina's time dedicated to LULAC's financial and budgetary management needs was volunteered, but as the organization experienced sizable growth in both membership and programmatic work, the hours she worked grew longer. Carolina was forced to choose between her full-time profession and her volunteer position with the organization she loved. Ultimately, she followed her passion and accepted a full-time position as LULAC's Chief Fiscal Officer in 1998.

For almost 20 years, LULAC has flourished under Carolina's sound fiscal guidance. It is not an overstatement to say that Carolina's moral compass is beyond reproach. Under her leadership, all levels of the organization have always been held to the highest of ethical standards. She has mastered the complex accounting and fiscal reporting processes that are integral to supporting LULAC's passionate membership. Carolina's long-term budgetary planning and cost management have helped to make LULAC the multi-million dollar organization it is today.

With Carolina's retirement, LULAC loses much more than just a trusted fiscal officer. We lose an admired and beloved member of the LULAC family. Carolina's commitment and work ethic are unparalleled. Carolina is an institution within LULAC as she is an intrinsic part of our identity for what we do for our community.

Albert Einstein said that one should not strive to be a success but rather to be of value. Carolina's value to LULAC cannot be measured and her retirement is a true loss. As her husband, Joe Muñoz, said recently, "Carolina has been married to LULAC for far longer than she's been married to me." It is without question that Carolina will be missed every day, but we are happy to know that our loss will be her family's gain as she will undoubtedly now devote her time and energy to her husband, Joe, and three sons, Danny, David and Donald, and seven grandchildren. May God keep the Muñoz family safe, and take care of Carolina for years to come. Thank you, Carolina, for all that you have done to make LULAC a success. We hope to keep making you proud.

## The Corporate Spotlight

*Continued from Page 19*

The ease with which she mastered her professional responsibilities, however, led to a tedium that would manifest itself to a productive end: she volunteered for the Dell employee resource group, which sought to identify and develop employees with promising leadership skills. She helped enrich the nascent group and created a thriving development module that now boasts of cultural competence education, leadership training, and employee coaching and mentorship opportunities for the traditionally underserved and underrepresented.

What she considered a volunteer position, company leadership considered invaluable strides in an untrod direction. Once Dell witnessed the impact on employees, she was swiftly offered a position on the Global Diversity and Strategy team.

"I was elated at the opportunity but uncertain since all my professional training focused on accounting," Rodriguez recalls. "I agreed to join the diversity team, but the head of accounting had to agree that I could return to the department without any hesitation should I decide to return."

The finance controller position that the Accounting CFO reserved for Rodriguez has remained vacant, though, since she has since thrived in her new role. She now serves as the Diversity Director for Dell's Global Diversity and Inclusion group. She is responsible for cultivating relationships with external partners that align to Dell's diversity strategies. Under her leadership, Dell has been successful in increasing employee engagement across the globe through strong employee resource groups and driving programming across their global business units.

She has also been a member of the Corporate Advisory Board (CAB) for the National Society of Hispanic MBAs (NSHMBA) for more than 10 years, having just finished a two-year term as the CAB Board Chair. Her leadership has helped to advance NSHMBA's mission across Central Texas and the U.S., while serving to meet Dell's diversity mission of employment inclusion and development.

As her professional life settled, her home life balanced as well. Her children became teenagers, and, as they grew more independent, Rodriguez was able to invest in herself again. She spends time with friends and met love. She omits personal details about new husband, but it's clear from the quiet song in her voice that the strength that has characterized her life has been renewed by the relationship.

The Future of Mobility is

- clean
- smart
- connected
- intuitive
- and very
- very cool



Toyota is proud to support the League of United Latin American Citizens.  
When good ideas are shared, great things can happen.

[www.toyota.com/USA](http://www.toyota.com/USA)

©2014



**Let's  
Go  
Places**