

LULAC 2001 Convention Moves to Phoenix! Details Inside

# LULAC NEWS

League of United Latin American Citizens

January/February 2001 \$4.50



# RESURRECTION. BLVD.

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# 2001 LULAC National Convention Moves to Phoenix, Arizona

The LULAC National Executive Board announced December 2, 2000, that the 72nd LULAC National Convention will be held in Phoenix, AZ. The new dates are June 3–June 9, 2001.

The convention was originally slated to be held June 24–June 30 in San Juan, Puerto Rico. The decision, supported unanimously by both the Puerto Rico and Arizona state boards, was made in order to allow for the completion of better and more suitable facilities in Puerto Rico. San Juan will now be the site of the 2003 convention, the year originally granted to Phoenix.

“Phoenix is a great city with a growing Latino population,” said LULAC National President Rick Dovalina. “The membership can look forward to an exciting week at one of the best facilities in Arizona.”

The Phoenix Civic Plaza Convention

Center, also known as the “Gathering Place of the Southwest,” will host the event. At the heart of downtown Phoenix, the Center features 375,000 square feet of comfortable meeting and special event space.

The Center has previously hosted such prestigious events as the NBA All-Star Jam session, NFL Super Bowl Players Party, and Major League Baseball’s Expansion Draft. It will provide the opportunity for LULAC to have their largest exposition and job fair ever.

The Hyatt Regency Phoenix, located directly across the street from the Convention Center, will be the official hotel of the 2001 LULAC National Convention. It is one of the city’s finest places to stay and rooms will be available to convention participants at the rate of only \$59 per night.

Less than five minutes from the freeway and only 10 minutes from Sky Harbor

International Airport, the location couldn’t be better. The LULAC National Convention will be located directly across the street from the homes of professional baseball, basketball and hockey teams. If your tastes run more cultural, you’ll find history and science museums, the downtown theater district, restaurants, shops, and a 24-screen movie theater complex, all within easy walking distance.

The City of Phoenix boasts a unique mix of traditions. Its roots lie in the cultures of ancient Native Americans like the Hohokam and Anasazi, with contributions from Spain, who made what is now Arizona a Spanish province in 1821. With an increasing Asian-American population and the contributions of African-Americans now being recognized, the rich cultural mix found in Phoenix will provide an exciting venue for LULAC’s 72nd National Convention.



# President's Message

Dear Brothers and Sisters of LULAC:



As the new year begins, we can look back on another successful year for LULAC. There has been much to be thankful for this past year. We had one of the best national conventions in the League's history, we continued to grow our membership, and we were the first Latino organization to present President Clinton with an award at the White House. But there is still much left to do before we bring in the New Year.

## The Elections

The Latino community played a major role in determining the winners of local, state, and national elections. Early exit polling showed that Latinos made up seven percent of the voters this year. That is a jump of two percentage points from 1996 and confirms what we have been saying all along—Latinos are here to stay and we are a force to be reckoned with.

President-elect George W. Bush garnered a much larger share of the Latino vote than Bob Dole in 1996. LULAC expects Bush to be responsive to Hispanic issues and we look forward to a successful working relationship with the new administration.

I would like to send out a special thanks to all of the LULAC members who worked so hard to drive Latino turnout at the polls. Your efforts to register new voters, inform the community of the importance of voting, and increase turnout, certainly made the difference in this election. Let's use this momentum to continue the League's strong record of working for the community.

## Latino Immigrant and Fairness Act

After much wrangling and a Presidential veto threat, up to a million longtime immigrants will be allowed to stay in the country under a compromise Congress approved December 15, 2000. The letter and spirit of the legislation passed was not that hoped for in the

Latino and Immigrant Fairness Act.

The broader amnesty requested by President Clinton's administration and key Democratic sponsors, including a change in registry date to 1986 and NACARA parity that would have granted permanent residency for people from Guatemala, El Salvador, Honduras and Haiti who fled political persecution in their country of origin, were soundly rejected.

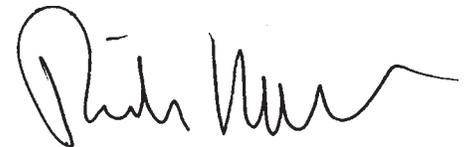
Nevertheless, the final outcome was not a total fiasco. Thousands of immigrants here in a temporary, but vulnerable temporary status, will be allowed to apply for permanent status. Many of these people have been waiting up to 20 years. The bill passed grants court hearings to about 150,000 immigrants who arrived before 1982 but were denied amnesty for green cards under Immigration and Naturalization Service decisions that have since been overturned. A 1996 law prevented appeals in these cases despite the mistakes.

In addition, the legislation revives a federal program that will allow approximately 200,000 immigrants with work permits to pay a \$1,000 fine to complete their applications for permanent residency. Otherwise, they must return to their homelands to complete paperwork for green cards, then wait three to ten years before returning to the U.S. Although the legislation passed does not meet all of our expectations, it does at least provide relief to many who have been waiting in legal limbo for so many years. LULAC will continue to advocate for an immigration policy that is just, sensible, and respectful of the many contributions made by immigrants to the United States.

I want to take this opportunity to once again say "thank you" to every member of LULAC for a great year 2000. LULAC continues to assert itself as the leading Hispanic organization working on behalf of the Latino community, and that is all because of you. Your hard work is leading the way for the next generation of Latino leaders to become successful.

I look forward to the beginning of another historic year for the League of United Latin American Citizens.

Sincerely,



Rick Dovalina  
LULAC National President

## LULAC Index: The Numbers Tell the Story

1.5	Percentage of Hispanic CEO's in Fortune 500 Companies
3	Percentage of Hispanic Actors on Major Networks in Primetime
6.4	Percentage of Hispanics in the Federal Workforce
7	Percentage of Hispanic Voters in 2000 Presidential Election
8	Number of Newly Elected Hispanics to State Legislatures
13	Percentage of Hispanics in Overall United States Population
38	Percentage of Hispanic Vote for President-elect George W. Bush

# New Latino Series Holds Groundbreaking Potential

As we continue to push the major television networks to include Latinos in their programming, one network on cable television has stepped up to the plate. Showtime's new original series *Resurrection Blvd.* features an all-Latino cast and a Latino producer.

The series is based on the happenings of the Santiagos, a proud family whose hopes and dreams are rooted in the world of professional boxing. They live in a modest single family home on Resurrection Blvd. in contemporary East Los Angeles.

Roberto, a widower, is the patriarch who works in an auto repair shop while he trains his middle son Carlos, a top-ranked boxing contender. Roberto is aided by his oldest son Miguel, a former boxer. Alex, the youngest son, is a pre-med student at UCLA; sister Yolanda works at a law firm in Beverly Hills; and Victoria, the youngest child, is a high school student who hangs out with the wrong crowd.

Roberto's brother, Ruben, is a brain-addled ex-boxer who doesn't speak. His sister-in-law, the enthusiastic Bibi, has kept the

Santiago household in order since the death of Roberto's wife.

*Resurrection Blvd.* represents a serious attempt to portray Latinos in everyday life. And as most Latinos know, we haven't been so lucky in the past. The majority of roles available for Latinos are portrayals of criminals, servants, gang members, and other negative and stereotypical characters.

**"We're showing a cross-section of what Latinos are, as opposed to just all the stereotypes we've been seeing for so long."**

- Nicholas Gonzalez, who plays Alex Santiago on *Resurrection Blvd.*

The cast and producers have come together proudly to bring a show to the American public that accurately reflects Latino life in this country. The cast is especially proud of the show and feels a great sense of gratitude for being able to play such important roles on the series.

"I have a master's degree in theater, and most of the Latino roles I have auditioned for,

I was *too* educated for," said Mauricio Mendoza, who plays Miguel. "I always didn't speak 'street' enough or I didn't look like a thug. This was the first role in my entire career that when I finished auditioning, I knew I wanted to be a part of this."

Tony Plana, who plays Roberto, was brought to tears when describing his feelings on the show. "You have no idea what it's like to spend over twenty years acting and never get to work with your own people," he said. "This project makes me feel so proud, to come to work everyday with my fellow Latinos."

Michael DeLorenzo, who plays Carlos, is the most well-known actor on the show. He also feels that an all-Latino series was long overdue and believes that the cast takes extra pride in their work on *Resurrection Blvd.*

"I think the thing that attracted a lot of us to this project was that it wasn't just a story about a Latino family, it was a story about a family that just happened to be Latino," he said. "What we as actors want to do, we don't want to play a *Latino*, we don't want to play a *Latino* boxer, we want to play a boxer, a father, a real three-dimensional full-fleshed human being."

The show first premiered on June 26 and airs every Monday at 10:00 pm. December 4 will begin the second set of episodes to run thru February.



## Community Must Help to Increase Viewership of First All-Latino Drama Series

There has been considerable concern about the fact that Latinos are underrepresented in film and television productions behind and in front of the camera. LULAC is proud to support a series of this caliber that in both respects is running counter to that trend.

We want *Resurrection Blvd.* to succeed and have a long run on Showtime. To make this a reality, we need your help, not only to spread the word among your friends and family, but also to increase viewership throughout the Latino community.

As the first Latino drama series, *Resurrection Blvd.* establishes the benchmark that other major networks will use when deciding what new shows to produce for

their primetime slots. If we as Latinos fail to make the show a success, it is highly unlikely that any other network will attempt to broadcast dramas or sitcoms featuring Latino families any time in the near future.

LULAC understands that Showtime is a premium cable television channel that many members of the Latino community may not be able to afford. However, Showtime has assured us that they are only looking to increase viewership among those already subscribing to their channel.

According to Showtime, less than three percent of Latinos currently subscribing regularly watch *Resurrection Blvd.* LULAC and other community groups will be leading the way to help increase this number to ensure

the show is renewed for additional seasons.

Please help to spread the word to those you know who have the Showtime channel in their household, and if possible, arrange small viewing parties at these homes so that everyone can see this exciting new show.

Some have said that the show doesn't relate to them because it is based on a Mexican-American family in East Los Angeles. As a community, Latinos must set aside these differences and embrace *Resurrection Blvd.* for being *Latino*.

If we can make this series successful, it opens the door for other, more targeted Latino shows in the future. We know that with your help, we can make *Resurrection Blvd.* the "hit" it deserves to be.

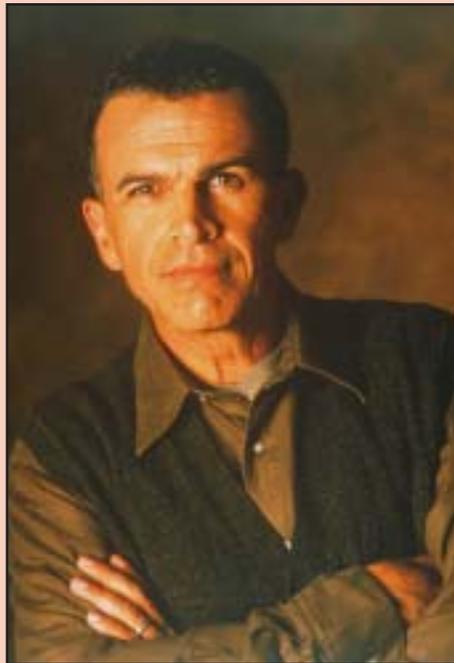
# The Cast of RESURRECTION<sup>BLVD.</sup>

## TONY PLANA as Roberto Santiago

Tony Plana has starred in more than 30 feature films, including "JFK," "Salvador," "An Officer and a Gentleman," "Nixon," "Lone Star," "Three Amigos," "Born in East L.A.," "El Norte," "187," "Primal Fear," and the soon-to-be-released "Picking Up the Pieces," co-starring opposite Woody Allen and directed by Alfonso Arau.

Plana also recently co-starred opposite Bob Hoskins and Nestor Carbonell in the Showtime Original Picture "Noriega-God's Favorite," and played a recurring role on Steven Bochco's "City Of Angels."

His other television credits include "Sweet Fifteen" and "Drug Wars: The Camarena Story." He also co-starred with the late Raul Julia in the award-winning docudrama "The Burning Season: The Life and Death of Chico Mendes." Plana starred in the recurring role of the district attorney in Bochco's acclaimed series "Murder One," as well as on "The Drew Carey



Show."

Plana is the recipient of two NOSOTROS Golden Eagle Awards for his

outstanding work in film and television, as well as five Los Angeles Dramalogue Awards for Theater.

Trained professionally at the Royal Academy of Dramatic Art in London, the Cuban-born Plana has appeared on Broadway in "Zoot Suit" and in "The Boys Of Winter," as well as in countless productions both off-Broadway and in regional theater.

Plana is the co-founder and executive artistic director of the East Los Angeles Classic Theater Group. This group specializes in the development of literacy through the performing arts. Plana has directed Shakespearean productions set against such distinct tableaux's as an Andean-Spanish Conquest "Midsummer Nights Dream," a Zoot Suit-styled "Romeo and Juliet," a Salsa musical version of "Twelfth Night," and a Mariachi "Much Ado About Nothing."

Plana just completed directing his first film for Showtime, "The Little Mermaid," starring Edward James Olmos, Maria Conchita Alonso and his *Resurrection Blvd.* co-stars Marisol Nichols and Nicholas Gonzalez.

## ELIZABETH PEÑA as Bibi

Elizabeth Peña first gained the attention of moviegoers with her role of the sultry maid in "Down and Out in Beverly Hills." She is perhaps best known for her starring role in John Sayles' "Lone Star," for which she received an Independent Spirit Award as well as a Bravo Award in 1997 for Best Actress in a Film.

Peña recently completed roles in Miramax's "The Impostor," opposite Gary Sinise and Madeleine Stowe, as well as the independent feature "On the Borderline." She also co-starred alongside Jackie Chan and Chris Tucker in the worldwide hit feature film "Rush Hour."

Peña made her feature film debut in "El Super," followed by the critically acclaimed "Crossover Dreams" opposite Ruben Blades. Some of her most memorable performances include the jilted Rosie in "La Bamba," the pregnant Marissa in Steven Spielberg's production of "Batter-

ies Not Included," and Jezebel in Adrian Lyne's hallucinatory thriller "Jacob's Ladder." She has co-starred in the critically acclaimed "The Waterdance" opposite Eric Stoltz and



Wesley Snipes, and appeared as the marine veterinarian who comes to the aid of a gentle killer whale in "Free Willy 2." Additional feature film credits include "Across The Moon," "Dead Funny," "Blue Steel," "Vibes," "Times Square" and "They All Laughed."

On television, Peña played Jinx, a recurring role on the last season of "L.A. Law," in addition to starring in the title role on the sitcom "I Married Dora."

Other television credits include "Borderline," the Michael Mann Emmy Award-winning "Drug Wars: The Camarena Story," SHOWTIME's "Aldrich Ames: Traitor Within," episodes of SHOWTIME's "The Outer Limits," and "Dead Man's Gun," as well as the Emmy-winning "The Second Civil War" with Beau Bridges, and the miniseries "The Invaders."

In 1993, Peña produced and directed "Celebrando La Diferencia," a Latino literature series for children, with Richard Dreyfuss, Alfre Woodard and other celebrity readers.

## **MICHAEL DELORENZO as Carlos Santiago**

Michael DeLorenzo is an actor of exceptional range and talent and continues to prove himself in film, theater and television.

DeLorenzo is best known for his starring role as Detective Eddie Torres in the television drama series "New York Undercover," for which he received a 1996 Bravo Award for "Outstanding Actor in a Drama Series."

He also co-starred in the Showtime Original Picture, "The Wall," for which he received an ALMA (American Latino Media Arts) award nomination for Best Actor.

His feature film credits include Rob Reiner's Oscar-winning "A Few Good Men," with Tom Cruise and Jack Nicholson; Gregory Nava's critically acclaimed "Mi Familia"; "Somebody To Love," starring opposite Rosie Perez;



"Judgment Night," co-starring with Emilio Estevez and Cuba Gooding Jr. and directed

by Stephen Hopkins; and "Diggstown," with James Woods and Louis Gossett, Jr.

His other notable screen credits are Michael Ritchie's "The Couch Trip," with Dan Aykroyd; Joan Freeman's "Satisfaction," with Justine Bateman and Julia Roberts; John Flynn's "Best Seller," with James Woods and Brian Dennehy; and Sidney Poitier's "Fast Forward."

DeLorenzo also starred as Alex Torres in the television series "Head of the Class," and in episodes of "A Different World," "Miami Vice" and "Crime Story."

His stage performances include such productions as the Broadway revival of "West Side Story" and "Stand Up Tragedy" produced at the Mark Taper Forum, for which he received a Dramalogue Award as Best Actor.

Born and raised in the Bronx, DeLorenzo is the second of four children and attended New York's famed High School of the Performing Arts.



## **DANIEL ZACAPA as Tio Ruben**

Daniel Zacapa's feature film credits include "The Odd Couple II," "Up Close and Personal," "Phenomenon," "Seven," "The Sandlot," "Tequila Sunrise," "Boulevard Nights," and Werner Herzog's "Aguirre: The Wrath Of God."

On television, Zacapa has guest-

starred on such series as "The Practice," "NYPD Blue," "Seinfeld," "JAG," and "Star Trek: Voyager." He appeared in the cable films "Grand Ave." and "Witness Protection," opposite Forest Whitaker.

He is a 1998 ALMA (American Latino Media Arts) Award recipient for Best Supporting Actor for his role in "Foto Novelas," a PBS drama directed by Carlos Avila ("Price of Glory").



## **RUTH LIVIER as Yolanda Santiago**

Ruth Livier was born in Guadalajara, Mexico, where she began performing in local government-sponsored theater while in her early teens.

Livier's feature film credits include a co-starring role opposite Dennis Hopper in "Bad City Blues," directed by Michael Stevens and recently screened at the AFI Film Festival. Her other film credits are "The Last Flight," "Matters of Consequence," "Hash Browns," "A Death in

Bethany," and "My Father's Love."

On television, she has had recurring roles such as Joy Taylor (Jenny Garth's half sister) on "Beverly Hills 90210," as Katrina Herrera in Jerry Bruckheimer's "Soldier of Fortune," and as Kim in "Weird Science." She has guest-starred on "Becker," "NYPD Blue" and "The Pretender."

Her extensive theater credits include productions with The South Coast Repertory Theater, The Long Beach Opera Company,



The Mark Taper Forum, and the East LA Classic Theater.

## NICHOLAS GONZALEZ as Alex Santiago



Nicholas Gonzalez makes his television series debut in Showtime's *Resurrection Blvd.* A native of San Antonio, Texas, Gonzalez graduated from Stanford University. He spent two terms at Oxford University in England researching English literature and poetry.

Gonzalez made his stage debut in a one-man show titled "Gas," by award-winning playwright Jose Rivera, and continued to perform in plays at theaters in the San Francisco Bay area.

His television credits include "Dharma and Greg" and the popular "Undressed" series for MTV. He won the part of Castro's son opposite Joe Mantegna in the film "My Little Assassin."

Gonzalez was recently cast opposite his *Resurrection Blvd.* co-star Marisol Nichols, in the Showtime Original Picture For All Ages, "The Little Mermaid," directed by Tony Plana.



## MARISOL NICHOLS as Victoria Santiago

Born and raised in Chicago, Illinois, Marisol Nichols studied drama at the College of Dupage in Chicago. She was discovered by talent scouts in Chicago and moved to Los Angeles to star in the network series "My Guy."

Nichols co-starred with Chevy Chase in the popular feature film "National Lampoon's Vegas Vacation" as his daughter Audrey Griswald. Her other feature film credits include "Scream 2," "Mafia," "Bowfinger," and "Can't Hardly Wait," with Jennifer Love Hewitt.

On television, she has guest-starred on such series as "ER," "Diagnosis Murder," "Boy Meets World," "Malcolm and Eddie" and "Cybill."

Nichols co-starred with Shannon Doherty in the television film "Friends 'Til the End." Most recently, she completed a starring role opposite Edward James Olmos, Maria Conchita Alonso, and her *Resurrection Blvd.* co-star Nicholas Gonzalez in the Showtime Original Picture For All Ages, "The Little Mermaid."



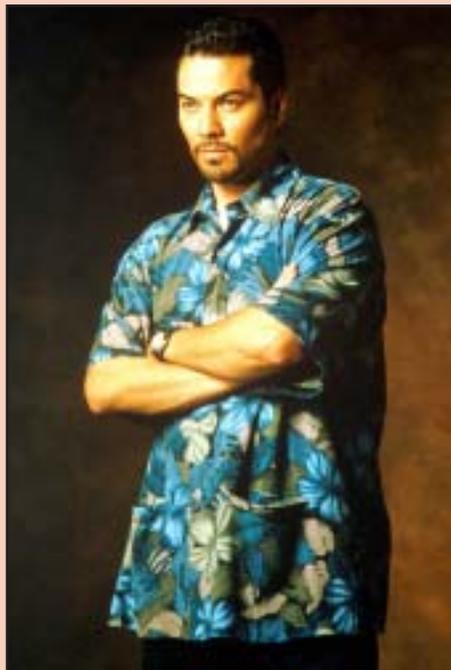
## MAURICIO MENDOZA as Miguel Santiago

Mauricio Mendoza was born in Davis, California, of Colombian parents who returned to Colombia when he was three years old.

When he returned to California, Mendoza studied musical theater at the United States International University and received his master's at the University of San Diego Professional Actors Training Program.

He made his feature debut in the CD-ROM game, "Wing Commander IV." On television, Mendoza was a series regular on "Angeles," a Sony/Tri-Star/Telemundo co-production. He also co-starred on the "Babylon 5" series and "Vital Signs."

His feature film credits include "Rhapsody on Rails," "Mala Sangre," "Un Tiempo Atras," and most recently, "Blow," starring Johnny Depp.



## DENNIS E. LEONI

Dennis E. Leoni is the executive producer, writer and creator of *Resurrection Blvd.* He was born in Tucson and attended the University of Arizona. After graduating, he started his show business career working as an actor and a stuntman.

Moving to Hawaii, he eventually left acting and started a production career on the

landmark series, "Hawaii Five-O."

He later wrote his first screenplay and moved to Los Angeles. Leoni began writing episodes for several series, including "Covington Cross," "McKenna," "Raven" and "The Commish." He makes his series producing debut on *Resurrection Blvd.*

# 2000 LULAC Washington Youth Leadership Seminar

This past October, 38 outstanding Hispanic high school students from around the United States and Puerto Rico arrived in Washington, DC, to participate in the 17th Annual LULAC Washington Youth Leadership Seminar (WYS). The WYS is an annual program of the LULAC National Educational Service Centers, Inc.

Each August, students submit an application and essay for an opportunity to be selected to attend the three-day leadership seminar. The WYS is designed to provide the student with the opportunity to witness firsthand how our national government works and to explore current issues we face as a nation. This year's theme, "Economic Empowerment: The New Civil Rights Agenda," generated great enthusiasm among the students.

Various speakers on the topic included Brent Wilkes, LULAC Executive Director, George Muñoz, President of the Overseas Private Investment Corp., Anna Escobedo Cabral, President of the Hispanic Association on Corporate Responsibility, and Theodore Wartell, Small Business Administration Director of Policy.

Participants were fortunate this year to attend various events of the U.S. Hispanic Chamber of Commerce's National Convention. The students also attended a day-long seminar on Youth Entrepreneurship presented by Juan Casimiro, Executive Vice President at YoungBiz.com.

The WYS was a great success and the students enjoyed their time in the nation's capital. The following Position Paper was developed the first night of the seminar after intensive discussion. The students adopted the following positions as representative of their views on Economic Empowerment:

- **Financial Literacy:** Given that financial literacy is a vital skill for all Americans, schools should begin instructing students in sound money management in elementary school and continue on through college. Course topics should include budgeting, using banks, saving and investing, credit, purchasing a home, and starting a business. Mock commerce programs such as "exchange city" should be incorporated by all schools. Communities should ensure the availability of free or low cost adult financial programs with government support.

- **Tax Policy:** Our nation's tax laws should remain progressive. Capital gains and large inheritances should be taxed at higher rates than income from wages. Any changes in our nation's tax policy should be designed to reduce the income gap between the wealthy and the working poor.

- **Charity:** Individuals who have succeeded financially should support programs that help those who are less fortunate. Tax laws should be modified to encourage true charitable activity (e.g. mentoring programs for low income kids). A tax deduction for



Rocio Quijada models the official 2000 WYS uniform at Juanita's Mexican Restaurant.

volunteer work should be considered.

- **The Role of Government:** We support the expansion of programs like empowerment zones, the New Markets Initiative, America's Private Investment Companies, and First Accounts. Regulatory agencies should work to eliminate discrimination in hiring, pay, promotion, and contracting.

- **Job Training:** Federal and state governments should continue to expand job training opportunities and enhance them to include training for mid-and-upper level positions. Training stipends should be considered to increase participation.

- **Technology:** Given the strong emphasis on information technology skills in today's economy, we support the E-Rate and other public/private programs that increase access to computers and the internet for Hispanic communities. We believe the E-Rate program should be expanded to include non-profit organizations that deliver technology programming to underserved communities utilizing expert volunteers.

- **Access to Capital:** We support public/private programs that provide capital to communities that have traditionally been underserved.

- **Mentoring:** We call for an increase in mentoring programs that pair successful business executives with young entrepreneurs and students to provide a role model that is often lacking in low income communities.

- **Motivation:** Finally, we call on schools, non-profit organizations, businesses, and government to encourage and motivate students and families to grow wealth in low-income communities.



Students of the 2000 LULAC Washington Youth Seminar at the U.S. Capitol Building.



Students from Arizona stand together outside Union Station.



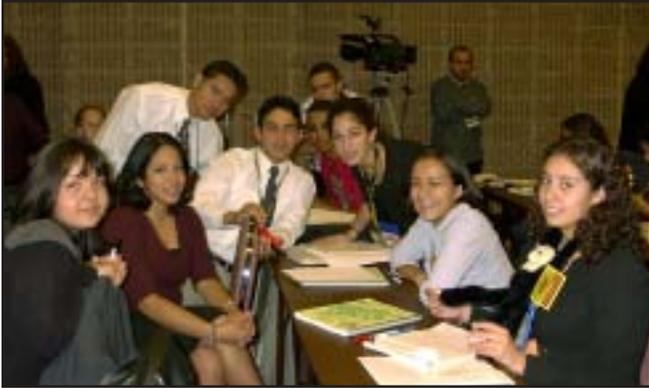
Everyone piles on the the DC Metro to get around town.



John Garza of Pinnacle West Capital Corp. and Fred Gutierrez of LNESc in Houston present Christina Aguilar of Laredo, TX, with a certificate of participation.



LULAC National Executive Director Brent Wilkes addresses the students at the LULAC National Office.



Students participated in the U.S. Hispanic Chamber of Commerce's Youth Entrepreneurship Seminar.



LNESC Executive Director Richard Roybal gives Liberato Jimenez of Santa Paula, CA, a certificate of participation.



Students celebrate their achievements at the Awards Breakfast.



Students give a presentation to Overseas Private Investment Corporation President George Muñoz at the OPIC board room.

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*The League of United Latin American Citizens  
and its Corporate Alliance  
cordially invite you to attend*

◆  
*The Fourth Annual  
LULAC  
National Legislative Awards Gala*

*Celebrating the 72nd Anniversary of LULAC*

◆  
Hosted By  
Giselle Fernandez (Access Hollywood) & Tony Plana (Resurrection Blvd.)

Awards Recipients include:  
Senator Hillary Clinton (D-NY) (invited)  
Congresswoman Loretta Sanchez (D-CA)  
The Honorable Jack Kemp

◆  
*J.W. Marriott Hotel  
1331 Pennsylvania Avenue, NW  
Washington, DC*

*Tuesday, March 13, 2001*

*6:00 pm Cocktails  
7:00 pm Awards  
8:00 pm Dinner  
9:00 pm Entertainment*

◆  
*For more information, please call (202) 833-6130*

*Black Tie*



2001 LULAC National Legislative Awards Gala

SPONSORSHIP AGREEMENT

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## LULAC National Board Marches for Immigrants' Rights in Washington, DC

On Saturday, October 14, the LULAC National Board adjourned from their board meeting and took to the streets of the nation's capital. They marched over two miles to show their support for immigrant and Latino rights in this country.

"We felt that we needed to have a presence at this important event," said Rick Dovalina, LULAC National President. "Since we were already meeting in Washington, it gave LULAC and the national board an opportunity to make a difference."

The march coincided with what was supposed to be the closing days of the 106th Congress, where critical immigration legislation was still pending.

## California LULAC Educational Foundation Holds 10th Annual Achievement Awards

On August 19, 2000, the 10th Annual Young Hispanic Academic Achievement Awards were held in Anaheim, CA. The awards recognize and present scholarships to 26 deserving students for higher education.

"Our youth are the future leaders going into the new millennium," said Vera Marquez,



LULAC National President Rick Dovalina, surrounded by members of the LULAC National Board, speaks to supporters at the National March for Latino, Labor and Immigrant Rights.

Chairperson of the California LULAC Educational Foundation. "We must continue our efforts to make sure that through education and preparation, students achieve their highest potential."

Since 1991, the Foundation has distributed over \$138,000 to 219 students who have used the money to attend 38 different colleges and universities. Almost two out of every three awardees have been women.

## Border Summit Held in Arizona

Arizona and National LULAC partici-

ated in *From Border to Border: Building a Human Rights Movement*, December 8-10, 2000, in Tucson. The event gathered immigrant, labor, environmental, indigenous, human rights, faith-based, peace and justice, and civil rights groups to create a grassroots plan focusing on human mobility and just and peaceful borders.

LULAC National President Rick Dovalina gave the keynote address and encouraged participants to work together.

## Other News

Longtime LULAC member Lydia Gonzalez of Garden City, KS, was inducted into the Mid-American Education Hall of Fame on October 7, 2000. She is the first Hispanic ever to be inducted....

LULAC Council 4606 of Arlington, VA, recently launched its new website at [lulac4606.org](http://lulac4606.org). The site provides information about the council, its members, and programs and activities that they sponsor....

LULAC Council 5226 of South Chicago, IL, held their inauguration dinner on November 10, 2000. The keynote speaker was LULAC National Treasurer Hector Flores.....

Washington, D.C. has a new LULAC council, #11111. Carlos Zapata, council president, has already initiated several community service projects, including serving Thanksgiving dinner to the homeless, and organizing a Christmas toy drive for local Hispanic children.



(L-R) LULAC members Daniel and Manuel Escobar, and Mickie Lopez join LULAC National Treasurer Hector Flores, LNESCE Executive Director Richard Roybal, Texas District 15 Director Henry Rodriguez, Texas Deputy State Director Margaret Moran, and LULAC member Angie Garcia in the first meeting to establish a new LNESCE center in San Antonio.

# News Briefs

## ABC Offers "World News Tonight" in Spanish

ABC News "World News Tonight with Peter Jennings" became the first and only major national broadcast news program available in Spanish when it began providing simultaneous Spanish interpretation of the broadcast on the Secondary Audio Program (SAP) channel on Monday, October 2. The broadcasts are available to U.S. Latino households in 38 markets.

"This is something we have wanted to do for a long time," said Peter Jennings. "We hope that those who speak primarily Spanish will get a broader view of the world by having access to our broadcast."

SAP is an additional audio channel that can be received by all viewers with stereo television sets in markets where SAP programming is available.

## Texaco Havoline Targets Hispanics with Spanish-Language Website

Texaco Havoline has launched a Website in Spanish to better target and enhance its service to Hispanic consumers. By visiting <[www.havoline.com](http://www.havoline.com)> and clicking "En Español," consumers can view information in Spanish about Texaco Havoline products, which are designed to provide outstanding performance and protection for passenger cars, SUVs, mini vans and light pickup trucks.

"This new site is similar to, but not an exact translation of, the official Texaco Havoline Internet site we launched in May," said Peggy Montana, vice president of marketing for the lubricants division of Equilon Enterprises LLC, which manufactures and markets Texaco Havoline products. "While the products and services offered are the same, our Hispanic advertising agency, Lopez Negrete Communications, worked with us to develop the new site to offer specific information about market promotions and community events of particular interest to Hispanic consumers."

"We decided to introduce a Texaco website for those who prefer Spanish because it's just good business to tailor your message to your market," said Louise Nemanich, president of Equilon Lubricants. "This version of our website connects with an audience that is rapidly growing in size and importance, an audience we want to reach."



## LULAC Boston and 7-Eleven Get Out the Vote

Above: The community comes together to increase voter registration outside a Boston 7-Eleven store. The group included LULAC VP Regla González, Massachusetts Secretary of State Bill Galvin, 7-Eleven representatives, and LULAC volunteers.

Left: González, Galvin, and 7-Eleven Store Manager Paul Marino prepare to register people to vote.



Community leaders in Boston surround Boston Pops Conductor Keith Lockhart and Guest Conductor Charles Floyd after a July 9th concert. The group included members from Upham's Corner Health Center, the Boston Foundation, Massachusetts State Senator Diane Wilkerson (far left), and LULAC VP for the Northeast Regla González (second from right).

# Don Carlos Romero-Barceló

## A Lifetime of Achievement and Dedication

lection Day represented the end of an era in Puerto Rican politics as long time activist Carlos Romero-Barceló was defeated in his re-election bid for Resident Commissioner of Puerto Rico in the United States House of Representatives.

Romero-Barceló began his first four-year term in the U.S. House of Representatives in 1992 and was re-elected in a landslide to a second term in 1996. He was the only member in either chamber of the 106th U.S. Congress to have been a two-term Mayor (1968-1976), a two-term Governor (1976-1984) and State Senator (1986-1988).

On taking office in 1993, Romero-Barceló and the other delegates were given limited voting rights in the House that were to be in effect when the House met as the Committee of the Whole. But that voting privilege was rescinded in 1994 when the Republican Party won a majority of seats.

In spite of the voting restriction, Romero-Barceló achieved incredible results. By drawing on his vast experience of over 30 years in public service, his intimate knowledge of the political process, his friendships built and nurtured during his tenure in Puerto Rico's top elective positions, and his years of experience in Washington, he greatly surpassed all expectations.

Since his arrival in Washington in 1993, Romero-Barceló achieved not only great progress for diverse sectors of Puerto Rico, but also the most dramatic increase in the appropriation of federal funds to the island. In six years, from fiscal year 1992 through 1999, there has been a funding increase of more than \$4.6 billion, from \$8.3 billion to \$12.9 billion. The increase is reflected in all the principal aid programs such as Medicaid, Nutritional Assistance Program, Medicare and education, where the increases have been unprecedented. He has also worked tirelessly for Puerto Rico's veterans.

The Resident Commissioner, who has been at the forefront of the efforts to get the Navy to curtail its activities on the island of Vieques since 1977, garnered bipartisan support in Congress for President Clinton's directives to the Navy and Department of Defense on the use of the Vieques live fire range. At Romero-Barceló's urging, members from both sides of the aisle defeated proposed amendments aimed at derailing the process

of implementing the Presidential Directives.

He served on the House Committee on Resources, where he was the Ranking Member of the National Parks and Public Lands Subcommittee - the highest-ranking position ever attained by a Resident Commissioner from Puerto Rico - and was a member of the Fisheries Conservation, Wildlife and Oceans Subcommittee. Romero-Barceló also served on the House Education and Workforce Committee where he sat on the Subcommittees of Early Childhood, Youth and Families and Employer-Employee Relations.

His political career began in 1968, when he was elected Mayor of Puerto Rico's capital city of San Juan and then re-

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***“Vamos al encuentro,  
vamos al encuentro, con  
Carlos Romero-Barceló”***

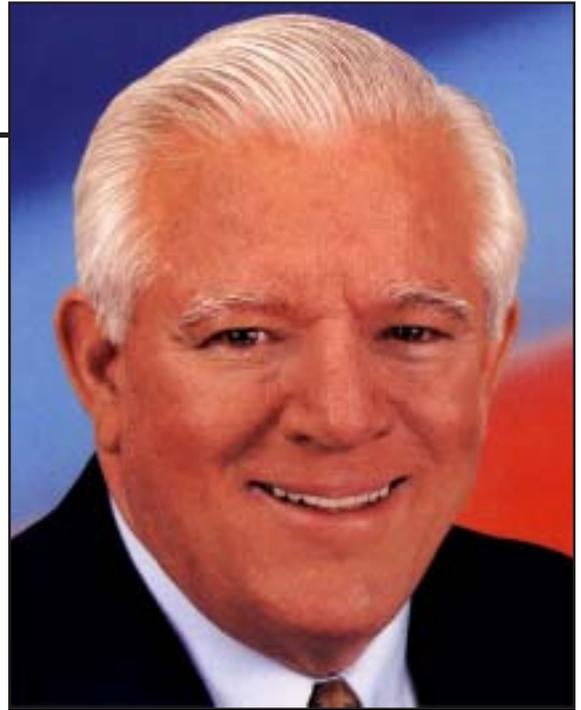
***-lyrics to the famous jingle used in  
the 1980s campaigns for Governor***

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elected in 1972. During his tenure he focused on modernizing and improving the operation of the city's government and he began laying the groundwork to obtain federal minimum wage benefits for Puerto Rico's work force. In 1975 Romero-Barceló was the first Hispanic mayor to become President of the National League of Cities, the most influential of all municipal organizations in the United States.

In 1976, Romero-Barceló was elected to his first term as Governor of Puerto Rico, where he embarked on a successful campaign to gain extension of the federal minimum wage for Puerto Rico's workers. He also tackled the tax code, bringing relief to the island's middle and working classes, engineered improvements to industrial tax incentives and bolstered the island's educational, medical, recreational and sports facilities with an overall infrastructure improvements program.

As a member of the National Governor's Association, Romero-Barceló sparked a lasting friendship with then fellow Governor Bill Clinton of Arkansas. In 1983, he was elected to preside over the Southern Governors Association.



Throughout his life, Romero-Barceló has crusaded tirelessly for the rights of Puerto Rico's disenfranchised American citizens, leading the fight to achieve equal participation in the federal programs and services available to all Americans. He has waged and won battles in Congress and campaigned for statehood on the stages of three political status plebiscites held on the island.

In 1989, Romero-Barceló was elected for a second time in his political career to lead the New Progressive Party, whose principal goal is to achieve statehood for Puerto Rico. In his capacity as party president, he led the statehood delegation before the U.S. Congress in 1989-1991 while political status legislation was under consideration. Romero-Barceló was at the forefront of status legislation in the Congress during his term as Resident Commissioner.

A native of San Juan, Romero-Barceló graduated from Philips Exeter Academy in 1949. He earned his B.A. in Political Science and Economics from Yale University in 1953 and earned his law degree from the University of Puerto Rico in 1956. He was admitted to the Puerto Rico and Federal Bars upon receiving his law degree and practiced law as a trial lawyer, mostly in federal court, for twelve years before running for Mayor of San Juan.

Romero-Barceló is married to the former Kate Donnelly of Long Island, New York. He has four children - Carlos, Andrés, Juan Carlos and Melinda - and five grandchildren.

# LULAC and Texas Mourn Former U.S. Representative Henry B. González

Longtime Texas politician Henry B. González died on Tuesday, November 28, leaving the State of Texas without one of its most courageous fighters for the common people throughout this century.

González served in Congress for 37 years representing San Antonio. He won his seat in a special election in 1961, becoming the first Hispanic Congressman from Texas. He went on to become an icon of the Mexican-American community, championing affordable housing for the poor, as well as chairing the powerful House Banking and Urban Affairs Committee where he promoted banking legislation that favored consumers and the underprivileged.

“Henry B’s commitment to the Mexican American community in Texas was unmatched by any other politician in his day,” said Rick Dovalina, LULAC National President. “He laid the groundwork for much of what our community has today and LULAC will always be indebted to him.”

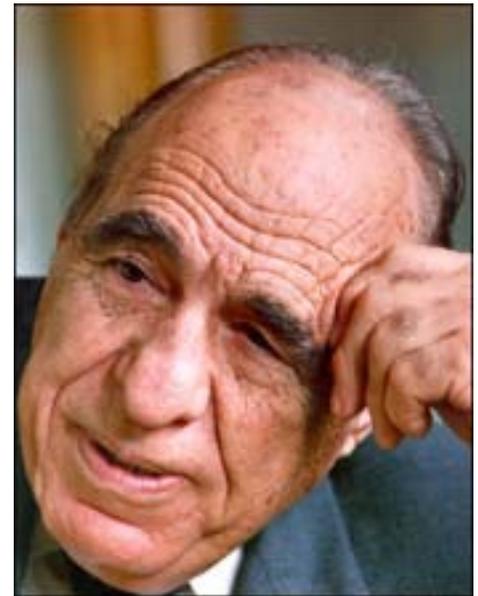
González was a political pioneer who

among his many accomplishments led the fight against corruption in the savings and loan industry. He fought against the illegal use of American-backed loans to Iraq prior to the start of the Persian Gulf War, earning him the prestigious John F. Kennedy Profile in Courage Award in 1994.

“The departure of Congressman Henry B. González has left a void in our communities that will not be filled in our lifetime,” said Oscar Morán, LULAC Past National President, “but he has left a well-lit path for all of us to follow and our nation is a better place because of it.”

González was born in 1916, to parents recently emigrated from Mexico. He earned his law degree and then helped his father, managing editor of a Spanish-language newspaper, run a translation service.

He developed a long list of firsts when it came to a Hispanic in Texas politics. He was the first Hispanic elected to the San Antonio City Council and the Texas State Legislature. He also was the first Hispanic to



run for statewide office when he unsuccessfully ran for governor and for the U.S. Senate in the late 1950s and early 1960s.

Henry B. finally decided to call it quits in 1998 citing health problems and the need to spend more time with his family. His son and former judge, Charles González, won his vacated seat that November.

“Henry González was one of a kind,” continued Dovalina. “He will truly be missed by LULAC, Texas, and all who had the opportunity to be touched by his life.”

difference for our community now, we could reach out to hundreds of thousands of more Hispanics if each member brought in just one additional member. Let us dedicate ourselves to spreading the good work of the League to new communities and to others who are in need of our services. Let us increase our strength as we move into a crucial period for Hispanic issues. Let us all work together to increase our membership so that the Hispanic community is united and organized for action.

The membership office is available to serve you Monday through Friday from 9 am to 5 pm Mountain Standard Time. Do not hesitate to contact this office if you need assistance with membership. Our staff is always happy to assist you in realizing LULAC’s mission in your community.

LULAC National Office  
Membership Services Department  
201 East Main Drive, Suite 605  
El Paso, Texas 79901  
Tel (915) 577-0726 \* Fax (915) 577-0914  
Toll Free (877) 577-0726

## Renewing Our Commitment to The Hispanic Community

Now More Than Ever the Hispanic Community Needs A Strong LULAC

As we head into a new year, it is time for LULAC members to redouble their efforts to organize the Hispanic community. Our national office has sent out re-charter applications to all LULAC councils in December and we are optimistic that the year 2001 will be another year of substantial membership growth for the League. If you haven’t received your package, please contact Lupe Morales in our membership office at (915) 577-0726 or log onto our web site at [www.LULAC.org](http://www.LULAC.org) and click on the member link.

Increasing membership is our highest priority because members are the lifeblood of our organization. LULAC is unique among all Hispanic organizations because it is the only national member-driven organization open to all Hispanics. LULAC is the primary effort of the Hispanic commu-

nity to organize itself to address important issues and to provide volunteer services to those in need. Our members throughout the United States and Puerto Rico are joined together in seeking a brighter future for all Hispanic Americans.

There are currently more than 600 LULAC Councils in the United States and Puerto Rico that are engaged in advocacy and community service programs to advance the economic condition, educational attainment, political influence, health and civil rights of Hispanic Americans. From raising funds for scholarships to conducting voter registration projects and from sponsoring Hispanic heritage festivals to providing leadership training programs for youth, LULAC councils are positively impacting Hispanic communities all across the country.

While LULAC is making a tremendous

# New Report on Juvenile Justice Shows Unfairness Towards Latinos

By Angela Medina, Fellow, Youth Law Center

A new report reveals that prosecuting youth in adult criminal court through direct filing by prosecutors and statutory exclusion laws casts too wide a net, sending too many youth, including substantial numbers of Latino youth, into adult courts for minor offenses. The report, *Youth Crime/Adult Time: Is Justice Served?* was commissioned by *Building Blocks for Youth*, a national initiative lead by the Youth Law Center seeking to address racial unfairness in the justice system and promoting rational and effective juvenile justice policies.

*Youth Crime/Adult Time*, the first study of its kind, takes an in-depth look at the prosecution of youth of color in adult court. Although inconsistencies in the collection and presentation of information on Latino populations in the justice system continue to be a problem, there are a sufficient number of Latino youth in this study to provide some indication of how Latino youth are treated by the justice system.

In *Youth Crime/Adult Time* there are five sites where Latino youth constituted 40% or more of the sample and in three sites Latino youth represented more than half of the sample. Among the report's key findings, data on Latino youth show that:

- Latino youth (37%) were more likely than White youth (26%) to receive a sentence of incarceration (as opposed to split sentences or probation). This held true when controlling for the adjudicated offense. For example, of those convicted of a violent offense, 46% of Latino youth received a sentence of incarceration, compared to 34% of White youth.

- Latino youth were nearly three times as likely as White youth to receive some term of incarceration for a public order offense, 34% compared to 13%.

- Overall, substantial numbers of youth were not convicted, 28% for Latino youth, and significant numbers of youth were not held longer than 24 hours: 45% of Latino youth were released the same day they were charged, and more than half were released within 24 hours.

These facts show disparate treatment of Latino youth as they are more likely to be incarcerated than white youth. Also, the data suggests that the charges were not very serious and this raises concerns about whether

these cases should have been prosecuted in adult court, rather than juvenile court.

A number of national organizations - child advocacy, youth serving, civil and human rights groups - have raised major concerns about the findings in this report: Youth tried in the adult criminal court face the same penalties as adults, including the possibility of the death penalty or life without parole.

In the adult system, youth will receive little or no education, mental health treatment, or rehabilitative programming. Youth in the adult system will obtain an adult criminal record, which may significantly limit their future education and employment opportunities. Additionally, youth in adult jails are at greater risk of rape, assault and death in adult jails and prisons with adult inmates. And finally, all of the harmful consequences of these transfer laws fall the hardest on youth of color, as the findings show that even for the same offense, youth of color are more likely to be transferred to adult court and more likely to be incarcerated in adult jails.

Upon the release of *Youth Crime/Adult Time*, LULAC National President Rick Dovalina stated, "We are calling on leaders at every level of our society to take immediate actions in light of the dire findings of this report. This report reveals very disturbing aspects about the transfer process and we must take concrete steps to ensure that justice is

served for all of our children, not just some of them."

The *Building Block for Youth* initiative is encouraging everyone to take the following actions:

- Ask your state to provide specific data on police contacts, juvenile justice system contacts, and transfers to adult criminal court for Latino youth;

- Visit adult jails and prisons and investigate the status and conditions for incarcerated Latino youth;

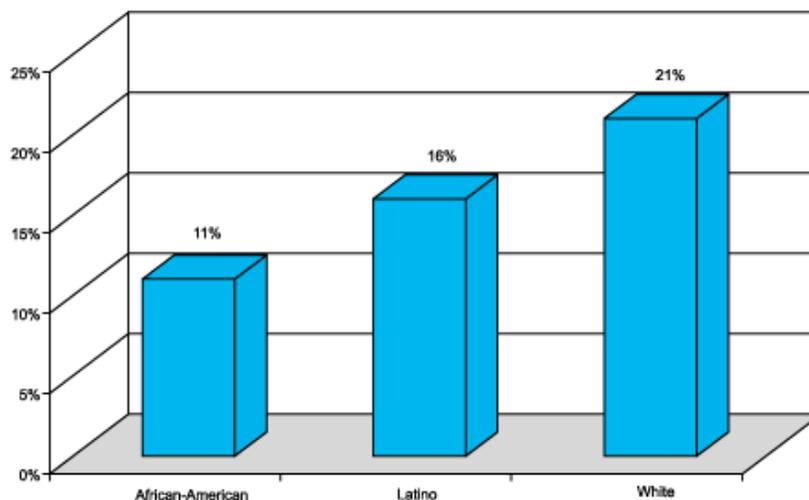
- Contact your state juvenile justice specialist to obtain a copy of the state's plan to address the overrepresentation and disparate treatment of Latino youth in the juvenile justice system and report the findings to the public and the media.

*Youth Crime/Adult Time* is the most recent in a series of reports issued by the *Building Blocks for Youth* initiative that have shown that youth of color are overrepresented in the population held in detention facilities and in the transfer of youth from juvenile to adult court.

In February, the initiative released *The Color of Justice: An Analysis of Juvenile Adult Court Transfers in California*, prepared by the Justice Policy Institute. The research demonstrated that youth of color in California were significantly more likely than White youth charged with similar crimes to be sentenced by an adult court to incarceration. In April, *Building Blocks for Youth* released a comprehensive national report prepared by the National Council on Crime and

(continued next page)

Table 5: Percentage of Youth Represented by Retained Private Counsel in 18 Criminal Courts by Race/Ethnicity, 1998



Latino youth are less likely than white youth to have retained private counsel. Youth represented by retained private counsel were less likely to be convicted and more likely to be transferred back to juvenile court.

# It Is Time to Reframe the Immigration Debate

By Gabriela D. Lemus, LULAC Director of Policy and Legislation

As the oldest Latino civil rights organization in the United States, LULAC is committed to ensuring that immigrants are treated fairly and with justice. The creation of a new human rights movement to reframe the immigration debate and eliminate violence along the U.S.-Mexico border tops the list of priorities for LULAC in the upcoming year.

Three themes dominate the landscape and are clearly inter-related: the globalization of the world's economy, the mobility of people, and the relationship this has had with the increase in violence on the border.

The world economy has experienced in a state of unprecedented growth. Globalization processes have contributed to the vast movement of peoples across the U.S.-Mexico border, but also around the planet. However, part of what is happening, is that fewer and fewer large corporations own more of the world's productive resources creating a concentration of power in the hands of a few. Additionally, U.S. corporations have expanded their global reach and more workers are needed in the U.S., creating an additional draw for those seeking a better life.

We have also witnessed economic disparity between the haves and the have-nots. The United States has consistently reported low unemployment rates, labor shortages and a booming economy. At the same time, our neighbors in Latin America report low wages, and in South America, dramatic surges in violence have contributed to vast migrations as they seek protection from armed conflict.

However, with the great influx of undocumented workers, attempts have also been made by the U.S. government to abate illegal immigration along the U.S.-Mexico border, but clearly at a high price. In 1994, the INS announced a new plan to stem immigration through the most popular points of entry, specifically the San Diego corridor. The net re-

sult: a balloon effect was created where workers simply shifted to other less patrolled, but often more dangerous crossings.

Furthermore, an additional phenomenon has taken place. Over the past year, some ranchers have taken matters into their own hands and joined together with anti-immigrant organizations, such as the Federation for American Immigration Control (FAIR), to capture undocumented crossers on their lands and deliver them to the INS.

LULAC has witnessed with increasing alarm the impunity with which these ranchers and their anti-immigrant cohorts have been able to, in their words, take the law into their hands and administer their brand of frontier justice by arming themselves to protect their lands from all trespassers, rounding them up like cattle on horseback and by truck. It is a time bomb waiting to explode.

The overall impact is one where on the one hand, official apprehensions of workers have increased by a margin of approximately 20 percent since 1994, and vigilante groups have self-deputized and demonized not only the migrating workers, but their communities. On the other hand, the death toll among undocumented immigrants has also increased as they are forced to cross through rural areas and desert where heat and cold easily overcome them.

According to the American Civil Liberties Union (ACLU), since the implementation of Operation Gatekeeper, crossing into the United States became tougher and we have witnessed the death of 444 individuals seeking freedom and economic security. The problem has simply shifted and no real progress in the decrease of undocumented migration has been made despite a five-year build-up along the border of Border Patrol agents and a swollen Border Patrol Budget that increased from \$374 million to \$952 million over the same period.

The solutions to these problems are not simple. Economies wax and wane. Civil wars and conflict can explode at the drop of a match. Anti-immigration sentiment is growing. These problems require common sense and a vision for the future without denial of the realities established by the global economy.

LULAC encourages the U.S. govern-

ment to fundamentally reform immigration policy to take into account the many contributions that immigrants have made to this country, including providing legal status for those immigrants and undocumented workers who seek only to make significant contributions to their communities and workplaces.

Additionally, LULAC is opposed to the escalation of vigilantism of the Arizona border, and most recently, the Texas border. We have repeatedly proposed that the U.S. government investigate both the civil and criminal aspects of incidents involving the violation of civil rights of undocumented workers along the U.S.-Mexico border.

Our opinion is that, instead of focusing on the militarization of the border, the INS should focus on naturalization, citizen promotion, and the training of Border Patrol agents. We believe that proposals such as the Latino and Immigrant Fairness Act that seek to regularize the status of undocumented workers who have been working and contributing to the U.S. economy since 1986, along with providing parity for the treatment of Central Americans and Haitians, and the restoration of Section 245(i) will benefit the country as a whole, not increase undocumented immigration.

Undocumented immigration is driven primarily by the economic and political conditions of the home countries and the demand-side draw for immigrants to come to the United States given current needs for labor. Getting "tough" on undocumented immigrants does not appear to have much of an effect because undocumented immigration actually increased after the imposition of employer sanctions in 1986. Moreover, despite increased law enforcement efforts on the border and the subsequent number of deaths that have occurred, undocumented immigration persists.

Lastly, we at LULAC, believe that a more innovative approach that can contribute a tremendous amount is to assist in the improvement of the economies of our neighbor countries in the Americas. After World War II, the United States stepped in with the Marshall Plan to rebuild Europe and jumpstart European economies. What we need now is a similar economic plan to jumpstart Mexican, Central and South American economies. Not only will these countries benefit tremendously from such a plan, but the push factors of undocumented immigration into the United States would be reduced substantially, laying the foundations for stronger trading partnerships in the Americas.

(from previous page)

Delinquency titled, *And Justice for Some: Differential Treatment of Minority Youth in the Justice System*, which found that minority youth receive more severe treatment than White youth at every decision point throughout the justice system, even when charged with the same offenses.

# 2000 Women of Color Technology Awards Conference

**M**ore than 5,000 professionals and students, most of them Hispanic, Asian, and African-American women technologists, crowded Atlanta's Hyatt Regency and nearby venues for three days at the end of September, for the Fifth Annual Women of Color Technology Awards Conference. The event featured seminars and workshops, awards ceremonies, special events, and a jam-packed career fair/trade show.

LULAC National President Rick Dovalina participated in the conference, presenting an award at the Women of Color Technology Awards Celebration on Saturday, September 29<sup>th</sup>. Over 1,000 people donned formal wear to honor 26 women in 19 awards categories for their exceptional achievements in their fields.

President Dovalina presented the award for Career Achievement to Olga González-Sanabria, currently the chief of the Plans and Programs office at the Glenn Research Center at NASA.

"It was great to participate in an event that honors minority women for their achievements and contributions to the technology field," said Dovalina. "It's especially good to see Latinas getting ahead and leading the way for the next generation of young Latinos in engineering and technology."

González-Sanabria was recognized for her many career accomplishments, including designing the Nickel-hydrogen batteries used on the space station and preparing a host of experiments for space shuttle missions. She is also a patent holder in the field of chemical engineering.

The Technologist of the Year Award was also given to a Latina. Maggie Dominguez, Vice President of Energy Support Services at Tampa Electric, took home the big prize. A native of Havana, Cuba, she immigrated to the United States with her family in 1964 at the young age of thirteen.

In the energy field since graduating from the University of South Florida in 1975, Dominguez has steadily climbed the ladder of success. She currently oversees a \$49 million budget and 350 professionals.

Dominguez spoke (and sang!) to the women in the audience about the need to be both self-confident and willing to reach out for help to succeed in their careers.

"It's not what you know but who knows what you know," Dominguez advised. "Getting my degree in engineering has made all of the difference in my life. When I decided to major in engineering, I was not fully aware that it was uncommon for a woman to select a technical profession."

The conference agenda also included the "Technology for Kids" program on Thursday, September 28<sup>th</sup>, at the SciTrek Science and Technology Museum. Over 180 students from Atlanta middle schools showed what creative education can do for pre-teens' enthusiasm for learning. That night, at the Hyatt Regency, arriving conference participants kept the positive energy flowing at the Opening Night Reception — meeting and greeting, networking, and listening to the diverse musical sounds of guitarist/vocalist Johnny Guitar.

Early morning fitness sessions got the most ambitious participants warmed up for the seminars and workshops on Friday ("Technology Day") and "High-Tech Saturday." Friday sessions included the seminar "Latinas and the Web," moderated by Gloria Moore, CEO of Internet communications company Wilson Moore & Associates.

Panelist Marisol Wesson-Odio, president and CEO of the women's Web site EllaSabe.com, outlined the huge market that's being created by the rush of women onto the Internet in Latin America, Spain, and Portu-



**Maggie Dominguez, 2000 Women of Color Technologist of the Year.**

gal, and talked about the adjustments she's had to make to her company's business model — moving the profit center from e-commerce and advertising to Web site translation — to survive the continual changes in her industry. Other panelists discussed the effect the Internet has had on their work and home lives and the implications of the Internet's spread for Hispanic women and society as a whole.

A Saturday afternoon session, "Managing Your Children on the Web," looked at the dangers that lie among the wealth of useful information for children online, and how to protect children from these hazards.

The Women of Color Technology Awards Conference is sponsored by the Career Communication Group, which publishes Hispanic Engineer magazine.



**LULAC National President Rick Dovalina presents the award for Career Achievement to Olga González-Sanabria.**

# Mastercard Reaches Out to Hispanics, Partners with LULAC

LULAC and MasterCard met in Washington, D.C. this past September to implement the pilot stages of a new money management project aimed at assisting Latinos with savings, budgeting, banking, and credit.

The project, *El Arte de Construir un Futuro Financiero*, or, *The Art of Constructing a Financial Future* in English, is designed to help Latinos learn more about banking institutions and how they can make their money work for them.

“One of the most important challenges we face today is financial empowerment,” said Rick Dovalina, LULAC National President. “By teaming up with MasterCard and reaching out through our councils into our communities, we can help instill good money management skills that will enable Latinos to build strong financial futures for themselves and their families.”

The pilot program will begin with four councils, one each in Houston, Los Angeles, Chicago, and San Juan. The councils will use bilingual materials provided by MasterCard to help individuals learn how to



Katherine Cummings (center), Vice President of Consumer Affairs at MasterCard, welcomes members of LULAC to their pilot kickoff meeting in Washington, D.C. (L-R) Rose Jurado, California Deputy State Director; Mickie Luna, California State Director; Blanca Vargas, Illinois State Director; Cummings; Brent Wilkes, LULAC National Executive Director; Tom Sanchez, LULAC Financial Advisor; and Haydee Rivera, Puerto Rico District Director.

budget and save money, develop and maintain good credit, and learn the various uses of different types of payment cards.

Katherine Cummings, Vice President of Community Affairs at MasterCard, says that effective communication of consumer education messages is very much about who is delivering the message and how it is delivered.

“That is why this partnership is so important,” she said. “Through our work with LULAC, we hope to tap their vast knowledge of the needs of Latinos in the United States and make the most of the significant influence this group has with the community.”

After the pilot stage is completed, the

program will be evaluated by LULAC and MasterCard and strategies will be put in place to develop a nationwide program available for all LULAC councils.

Representative Xavier Becerra (D-Los Angeles) said the initiative offers much needed advice and information about financial service opportunities to Hispanics.

“MasterCard and LULAC deserve extra credit for undertaking this venture,” said Rep. Becerra. “But the most important credit to be established will be in the names of Hispanics who take advantage of this initiative.”

Currently, only about 63 percent of Latino adults use financial services, over 20 percent less than the general population. This causes many, who are without bank accounts, to carry around large sums of money. In some areas of the country, these very people are targeted by criminals as potential robbery victims. They also are forced to pay a portion of their checks to check-cashing places, money they could keep for themselves.

“There are many theories as to why the Hispanic population is not fully embracing financial services,” said Dovalina. “In order for us to take advantage of this economy, we need not only to have access to these financial services, we need to know how to use them and feel comfortable doing so.”

“Ultimately, we hope to make this information available to an even broader spectrum of Latinos by working with the LULAC councils and their communities,” added Cummings.



Jessica Priego of Ogilvy and Mathers Public Relations goes over key points of the pilot program between LULAC and MasterCard.

## Book Review

### THE KENNEDY CAMPAIGN: BUILDING AN IDENTITY FOR THE MEXICAN-AMERICAN COMMUNITY

In the early 1960s, the most successful Mexican American political movement in history swept the United States, leading to Mexican Americans' entrance into electoral politics and separating their middle class from their working class community.

In *Viva Kennedy: Mexican Americans in Search of Camelot*, Ignacio M. García profiles this movement – grassroots Viva Kennedy Clubs – that consisted of Latino reformers and politicians coming together to support John F. Kennedy's campaign for president.

To many Hispanics, Kennedy was akin to a saint, representing radical reforms that would put an end to poverty, discrimination, and violence in the barrio. While this dream ended in disappointment, Viva Kennedy Clubs led Mexican-Americans to enter and participate in electoral politics in record numbers, which in turn raised the status of this community at all levels and contributed to an important identity-building process.

García writes, "Political participation, unlike social reform, required citizenship, English proficiency (before bilingual ballots), some education, and Anglo American empathy."

Viva Kennedy Clubs sprang up not only in the Southwestern United States but also across the upper Midwest and East

Coast. Although an official arm of the Kennedy campaign, the Clubs functioned independently of the Democratic Party committees. They promoted Kennedy as a true ally of Latinos; a candidate who knew the hardships facing the Mexican-American community and who would enact reform measures to gain more recognition for them.

In *Viva Kennedy*, García surveys the background, development, and evolution of the Viva Kennedy Clubs and their post-election incarnation as PASO, the Political Association of Spanish-Speaking Organizations. Based on research and interviews with key leaders of the Viva Kennedy movement such as Ed Idar, Jr., Edward R. Roybal, and Albert Peña, Jr., García describes the post-election problems of the Viva Kennedy reformers, who first saw the Kennedy administration ignore its promises to them and then encountered their own factional squabbles, funding problems, and a growing unease among Anglo-Americans wary of Mexican-American political power.

Richard Griswold del Castillo of San Diego State University says García analyzed with great insight the psychological and political evolution of the Kennedy-era, Mexican-American Democrats during this crucial period in history.

"The real strength of the book is the author's subtle and sensitive understanding of the personalities involved and the very scholarly attention he has given to documenting his statements," del Castillo says. "The book challenges some prevailing assumptions and generalizations and advances our knowledge of this period to a new level."



**About the author:** Ignacio M. García, an associate professor of history at Brigham Young University, is the author of numerous books and articles on Chicano politics. He has been a correspondent for the *San Antonio Express-News* and the *Tucson Citizen*, as well as editor of *Nuestro* magazine.

*Viva Kennedy* is available at stores or direct from Texas A&M University Press (800-826-8911 M-F 8-5 CT; secure online ordering at [www.tamu.edulupress](http://www.tamu.edulupress)). To schedule an interview with the author, contact Wendy Lawrence at 979-845-1436 or <[wjl@tampress.tamu.edu](mailto:wjl@tampress.tamu.edu)>.

## LULAC and Kmart Team Up For Technology

The Kmart Corporation recently donated 200 computers to LULAC to be placed in underserved Hispanic neighborhoods throughout the country. As part of LULAC's *Empower the Community with Technology* Project, the computers will be sent to LULAC technology centers where they will be accessible to local members of the community.

"We commend Kmart for their efforts in bridging the digital divide in the Latino community," said Rick Dovalina, LULAC National President. "Improving access to technology is one of LULAC's top priorities and we can not succeed without the help of partners like Kmart."

LULAC's *Empowerment* project is in the process of establishing 30 community technology centers across the country where

Hispanic families can use the Internet and receive computer training.

Kmart's participation stems from Procter & Gamble's long-term community outreach initiative *Avanzando con tu familia*, developed to provide Hispanic families the tools and information that will help them advance to reach their goals.

"Kmart understands the powerful role the Internet can play in bettering the lives of Spanish-speaking Americans," said Shawn Kahle, Kmart Vice President of Corporate Affairs. "We are strongly committed to ensuring that every Kmart shopping experience is pleasurable and relevant for our Hispanic customers. Working with our colleagues at BlueLight.com and Procter & Gamble, we are proud to extend our commitment to the Latino

community by providing LULAC with tools that will enhance their educational centers and service to their clients."

Two hundred Kmart stores with a large percentage of Hispanic customers will promote the *Avanzando* program by distributing copies of its magazine, Procter & Gamble coupons, and BlueLight.com Spanish-Language Totally Free Internet Service CD's. A Gateway computer incentive will be offered in these stores – with the purchase of three *Avanzando* brands, customers will receive an offer for \$50 off the purchase price of a Gateway computer.

Kmart Corporation serves America with 2,163 Kmart, Big Kmart and Super Kmart retail outlets. In addition to serving all 50 states, Kmart operations extend to Puerto Rico, Guam and the U.S. Virgin Islands.

## ANNOUNCING THE LULAC NATIONAL SCHOLARSHIP FUND



The LULAC National Educational Service Centers (LNESEC) are awarding scholarships to deserving Hispanic students who are in college or will be enrolling in college next fall. Hispanic students who have excelled academically and who demonstrate need, leadership, and a commitment to their community are encouraged to apply.

LNESEC is pleased to extend an invitation to all LULAC Councils to participate in the LNSF matching funds program. Partnership Agreements will be available in January for the year 2001.

**Please contact Carlos Zapata, Scholarship Administrator if your council did not participate in the LNSF matching funds program last year and would like to do so in 2001. We ask that you please do so in writing at: LNESEC, 2000 "L" St., NW, Ste.610, Washington, DC, 20036, or via e-mail at: LNESECaward@aol.com.**

**APPLICATION PROCESS:** LULAC Councils must be in good standing with the LULAC National Office in order to participate in the 2001 LNSF matching funds program. Your council must complete the Partnership Agreement (parts A&B) and return it along with your local funds to the LNESEC National Office by **March 1**. Students interested in applying for an LNSF scholarship must first contact (you) the local LULAC Council to request a scholarship application. The deadline for students applying to the program is **March 31**. Councils must turn in the student recipient report (part C&D) along with the student completed applications to the LNESEC National Office by **May 1**. Recipient awards will be issued on **July 15 and January 15**.

**LNESEC**  
*LULAC National Educational  
Service Centers, Inc.*

## Verizon Executive Named Corporate Hispanic Business Advocate of the Year

### Hispanic Chamber of Commerce Presents Prestigious Award

James H. Richardson Gonzales, Director-Supplier Diversity for Verizon Communications, has been named the Corporate Hispanic Business Advocate of the Year by the United States Hispanic Chamber of Commerce.

Richardson Gonzales was selected for the honor because of his leadership in advocating programs that have made a measurable impact on the economic development of the nation's Hispanic communities, according to the chamber. The award was presented at the chamber's recent national conference in Washington, D.C.

"Some of the best known business people in America are considered for this prestigious award, and we are honored that the U.S. Hispanic

Chamber of Commerce has recognized Jim Richardson's commitment to ensuring diversity in our selection of suppliers," said Oscar C. Gomez, Verizon Vice President of Diversity and Business Compliance. "Verizon's supplier diversity initiatives include a strong focus on Hispanic-owned businesses, and Jim has worked throughout his career to strengthen business development for the Hispanic community."

Richardson Gonzales, a resident of DeSoto, Texas, has served as Director-Supplier Diversity for Verizon (formerly GTE) since 1998 and is responsible for coordinating corporate-wide initiatives to identify minority and women-owned businesses with which Verizon can do business. He also works with Verizon executives to set and achieve the company's aggressive diversity goals.

He recently was named to Minority Business News' list of Outstanding Men of Minority Business Enterprise, which recognizes recipients' accomplishments in minority business through their professional careers and community service. The U.S. Hispanic Chamber of Commerce represents the interests of more than 1.4 million Hispanic-owned businesses in the United States and Puerto Rico and promotes the economic growth and development of Hispanic entrepreneurs.



Verizon Communications Inc. (NYSE:VZ), formed by the merger of Bell Atlantic and GTE, is one of the world's leading providers of communications services. Verizon companies are the largest providers of wireline and wireless communications in the United States, with more than 101 million access line equivalents and more than 26 million wireless customers. A Fortune 10 company with more than 260,000 employees and approximately \$60 billion in 1999 revenues, Verizon's global presence extends to 40 countries in the Americas, Europe, Asia and the Pacific. For more information on Verizon, visit [www.verizon.com](http://www.verizon.com)

