

85th LULAC National Convention & Exposition

New York Hilton Midtown
New York, NY | July 8 — July 12, 2014



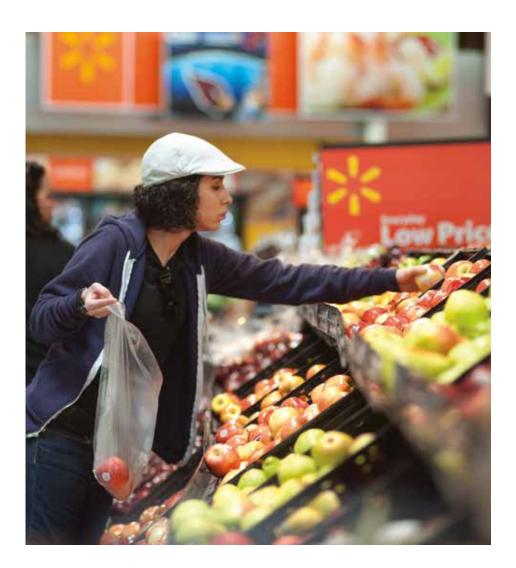
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Tuesday



Margaret Moran National President LULAC



Bill de Blasio Mayor New York City



Katherine Archuleta Director, Office of Personnel Management

Wednesday



Alejandro Mayorkas Deputy Secretary, Department of Homeland Security



Maria Cardona Principal, Dewey Square Group

Wednesday



Ralph de la Vega President & CEO AT&T Mobility



Mambo Legends Orchestra



The Drifters

Thursday



Michelle Obama First Lady



Teresa Rodriguez Univision

Thursday



Abraham Foxman National Director Anti-Defamation League



Rudy Beserra Vice President, The Coca Cola Company

Friday



William Bonilla Past National President, LULAC



Mickie Solorio Luna Ohtli Award Recipient



Richard Montañez Marketing & Sales Executive, PepsiCo

Thursday

Jose E. Melendez, Jr. Member House of Reps., PR



Rita Moreno Actress



Maria Contreras-Sweet Administrator, Small **Business Administration**



Maria (Mayita) Melendez Mayor of Ponce, PR



Arnold A. Chacón U.S. Ambassador to Guatemala

Friday



Pedro Pierluisi U.S. House of Representatives, PR



Gina Rodriguez Actress



Saturday

Tito Nieves Singer



MAL₀















Dear Friends,

On behalf of our 300,000 dedicated PepsiCo associates, I want to congratulate the League of United Latin American Citizens on 85 years of advancing the civil rights of Hispanics in the United States.

As we celebrate this historic milestone, it is remarkable to think how LULAC has fundamentally transformed American society. The United States of 2014 is more diverse, and more inclusive than anyone could have imagined in 1929, when a handful of Hispanic leaders set out to fight for the rights of Hispanics—and succeeded in reshaping our society and culture.

At PepsiCo, we have long recognized that building a diverse culture is not just the right thing to do, but is also inextricably linked to our success in the marketplace. In 1940, eleven years after the formation of LULAC, PepsiCo became one of the first companies to grant a franchise to a person of color, M.J. Rodriguez of Laredo, Texas. In the 74 years since, PepsiCo has embraced diversity as one of its guiding principles and a vital component of our company-wide Performance with Purpose platform. PepsiCo's efforts are motivated by our belief that only when our company reflects the world's diversity of perspectives, then the world can look to us for leadership or can expect for us to maintain market leadership in the 21st Century.

Few organizations embody this dedication to diversity more than LULAC. PepsiCo and LULAC have long known that success depends on our leadership reflecting the diversity of each community we serve. LULAC has allowed us to demonstrate our commitment to Hispanic education and leadership development by nurturing a relationship that began more than three decades ago.

It is a privilege to be one of the Presenting Sponsors for this prestigious gathering in the Hispanic community. We extend our congratulations to LULAC for 85 years of accomplishments and for offering a path for Hispanics to succeed.

Warmly

Jaime Montemayor

Senior Vice President and Chief Information Officer

PepsiCo Americas Foods



LULAC National President's Welcome

Dear LULAC Brothers and Sisters:

It is with great excitement that I welcome my fellow LULAC members to the 85th Annual LULAC National Convention, Exposition and Job Fair held in beautiful New York City. The convention will feature seminars, workshops and town halls where expert panelists will discuss issues important to the Latino community. The convention will also include an exposition where hundreds of corporate partners, government agencies, labor unions, branches of the armed forces, and non-profit organizations will be displaying their products and services.



Each year LULAC councils have the opportunity to bring the annual convention to their state. This year, we expect to have one of the most successful conventions in LULAC's 85-year history.

As you know, New York is famous for being a beacon of hope, welcoming immigrants from all backgrounds. Latinos alone make up more than 27% of New York City's population with 2,287,905 Latinos residing in New York City. A variety of people from vastly different backgrounds work, study and worship side by side. With more than 800 languages spoken in this beautiful city, one cannot deny diversity's critical role in the city's prosperity. On Ellis Island, the Statute of Liberty stands proudly, representing the ideals that all Americans treasure most – democracy, freedom and opportunity.

The annual convention is 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 value the information and resources that community leaders, issue experts, and policy makers can bring to our membership. We know that informative discussions on critical issues will bring positive changes in policies and regulations that impact our community.

You will hear from cabinet secretaries, elected officials, academic experts, and business and community leaders.

In addition, there will be a separate track of activities for the Youth and Young Adult LULAC members. Our emerging leaders will have the opportunity to attend workshops on community service, leadership development, career opportunities and advocacy training. LULAC understands that its future rests on the development of our young members and this convention is committed to ensuring that they have every resource needed to succeed.

The LULAC Convention will also host the Federal Training Institute—an intensive and structured career development program for government employees and for job seekers looking for opportunities in the Federal Government.

Commitment to family is at the core of every LULAC gathering. In that vein, families will not want to miss the excellent free entertainment at the LULAC concert on Saturday, July 12.

In addition to all of these wonderful activities, this year we are proud to be hosting a citizenship ceremony. Hard working members of the immigrant community will be taking part in the citizenship ceremony and becoming citizens of the United States. LULAC will also be hosting a voter registration drive so that these new citizens are properly registered to vote.

I am proud to have served as the third woman president in LULAC's 85-year history. These past four years have allowed me to advocate for meaningful change and I thank you for the opportunity to contribute to the Latino community. I hope that together we can continue to tackle the issues as a people united and together we see LULAC prosper for another 85 years.

Sincerely,

Margaret Moran
Margaret Moran
LULAC Nov. **LULAC National President**





NEW YORK



United States Senate

WASHINGTON, DC 20510-3203 July 12, 2014 COMMITTEES

BANKING

DEMOCRATIC POLICY & COMMUNICATIONS

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Dear Friends:

Please accept my warmest greetings as you gather to celebrate the League of United Latin American Citizens' 85th Annual LULAC National Convention and Exposition, "The Power of Latino Unity." I am grateful for the opportunity to recognize LULAC for its commitment to empower Latinos, both nationally and locally, as well as its commitment to advancing rights and opportunities for Latin Americans.

As one of the oldest and largest Hispanic organizations in the United States, LULAC has dedicated itself to enhancing the economic condition, educational attainment, political influence, health and wellbeing, and civil rights of Latinos across the United States. Through community-based programming, operating at more than 900 councils nationwide, LULAC has improved the lives of thousands of individuals nationwide. With a variety of workshops, LULAC's national officers and an all-encompassing job fair and federal training institute, LULAC continues to build continuity as it furthers its mission. I applaud LULAC's commitment to this important and necessary endeavor.

As a growing population across the United States, Latinos are the backbone of America and continue to spur our economy and our quality of living. Organizations like LULAC bring together Latino advocates, public officials and policy makers to examine the issues that affect the Latino community including education, immigration, healthcare and civil rights. LULAC has dedicated an enormous amount of time and energy to improve the lives of thousands of individuals across the country through forums and town halls such as the ones features at LULAC's 85th National Convention and Exposition .

Again, thank you for your hard work and dedication. I know that the League of United Latin American Citizens' will continue these efforts for many years to come. Congratulations and best wishes for an enlightening and successful 85th LULAC National Convention and Exposition!

Sincerely,

Charles E. Schumer United States Senator



Dear Friends, Members, and Honored Guests,

On behalf of Time Warner Cable, it is my pleasure to welcome you to New York City and to LULAC's 85th Annual National Convention and Exposition. For the past eight decades, LULAC has made meaningful contributions to the advancement of civil rights, education, and career opportunities for Hispanics in our country, and we are proud to sponsor this event.



Our company has a long history of commitment to diversity in the workplace and the Latino community. We've demonstrated that commitment in many ways, from the work we do to promote diversity in STEM education and learning through our Connect a Million Minds® initiative to our support of LULAC's Technology Centers nationwide, which give Latinos access to computers for educational purposes and professional development. We value our partnership with LULAC and look forward to continuing to find ways to empower this community.

We hope the 85th Annual Convention is the most successful yet.

Sincerely,

Rob Marcus

Chairman and CEO

Time Warner Cable



Presenting Sponsor





Let's Go

Dear LULAC Members and Friends,

¡Bienvenidos! Welcome to LULAC's 85th Annual Convention & Exposition. Toyota is honored to serve as a Presenting Sponsor this year, especially given that the event marks the first time that LULAC is holding its annual conference in the Big Apple.

Toyota is proud to be the number one automobile brand for U.S. Latinos since 2004. As we work to maintain our number one position and further build upon our commitment with the Latino community, we are proud to share that we recently formed Toyota's Hispanic Business Strategy Group, a team focused on ensuring the Hispanic perspective is an integral part of our growth strategies for all of the company's brands: Toyota, Lexus, and Scion.



Toyota will also present LULAC with a 2014 Hybrid Prius Plug-in that will serve as the official vehicle for this year's conference. LULAC will have use of the car for one year while working with Toyota to raise awareness within the Hispanic community. Our hope is to encourage a sustainable lifestyle.

For decades, Toyota has worked to establish relationships within the U.S. Latino community, and our commitment continues to grow. For example, we have:

- Nearly tripled the number of Hispanic-owned Toyota and Lexus dealers since 2000;
- Continue to develop important driver safety programs, including the groundbreaking injury prevention initiative "*Abróchate a la Vida*" or "Buckle Up for Life" to help keep Latino families safe on the road;
- Contributed more than \$700 million to charitable causes in the U.S., much of which has supported programs benefitting the Hispanic community.

We value your loyalty and the strong and longstanding relationship we have with LULAC. We are excited to be at this year's conference not only to support LULAC's mission and explore new opportunities, but also to see old friends and make new ones as well.

Thank you for all that you do to strengthen the Latino community in this country. We look forward to speaking with you during the convention.

¡Felicidades!

Bill Fay

Group Vice President and General Manager Toyota division at Toyota Motor Sales (TMS), U.S.A., Inc.

We encourage you to continue the conversation and share your experience on social media by using the #VayamosJuntos hashtag and tagging @toyotalatino.

The Future of Mobility is

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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



Let's Go Places

Building little lives takes lots and lots of supplies.









Nearly all teachers report spending their own money on classroom supplies. That's why we're on track to give **\$1 billion** for education by the end of 2015. To make sure teachers have the supplies they need to teach kids all they want to know. Learn more at target.com/education.



Women's Hall of Fame & Unity Luncheon Presenting Sponsor





Dear Friends,

On behalf of everyone at Target, I want to welcome you to New York and thank you for joining us to celebrate LULAC's 85 years of service. We are honored to be here and look forward to inspiring dialogue, networking and uniting for action.

At Target, we share your commitment to diversity, inclusion and service to the community. We understand and accept our responsibility to be a conscientious corporate citizen. That's why we're committed to education, well-being, sustainability, safety and preparedness, and being a great place to work.

Today, we know that too many kids aren't graduating from high school and reaching their full potential. Graduation rates for Hispanic students are rising, but they're not keeping up with demographic changes in our country.

At Target, we believe all children deserve a quality education regardless of race or class. We believe education is a pathway out of poverty and into economic opportunity. And we believe creating a better future for Hispanic children is important because they are the workforce and leaders of tomorrow and vital to our success in a global economy.

That's why Target is on track to give \$1 billion to education by the end of 2015. It's why the Target team volunteers more than a million hours each year. And it's why we invest in programs and partnerships with like-minded organizations like LULAC.

Together, we can create a better future for our children and help them succeed in school, careers and in life.

Sincerely,

President

laysha Ward

Target Community Relations

CONNECTING. COMMUNITY.

At Comcast, the more perspectives we include, the stronger we are.

We see ourselves as a community – people with diverse perspectives, coming together for a common interest.

That's why Comcast, NBCUniversal, and Telemundo are proud to support the 2014 LULAC National Convention & Exposition to invite, inspire, and propel a multitude of perspectives.

When everyone has a seat at the table, we are all the better for it.

comcast.com/diversity











June 18, 2014

Dear LULAC Members and Friends,

On behalf of Comcast NBCUniversal Telemundo, we are honored to support LULAC's 85th Annual National Convention & Exposition. Our company is proud of its longstanding partnership with LULAC, and we look forward to this annual event to celebrate our shared successes, highlight opportunities for innovation, and connect with LULAC Members and leaders from government, business, and the nonprofit sectors.

As a leading global technology and media company, Comcast NBCUniversal Telemundo is committed to Hispanic inclusion and diversity, driving our strategy for creating the world's best entertainment and technology experiences.

Of particular import, Comcast NBCUniversal Telemundo and LULAC are working together to advance the critical issues if broadband adoption and digital literacy with Comcast Internet Essentials, and signature programs like Digital Connectors at LULAC National Education Service Centers and Technology Centers. To date, Internet Essentials has connected more than 300,000 low-income families, 1.2 million Americans, to the Internet at home, most for the first time. LULAC has opened doors of opportunity for thousands of Latino families as they navigate the digital world and access resources for education, employment, and healthcare. We applaud LULAC for its leadership and record of achievement in this area.

Sincerely,

David L. Cohen

Executive Vice President, Comcast Corporation

Duillhe

driving a brighter future





Ford salutes LULAC on its 85th Annual National Convention & Exposition.

Thank you for your partnership!



Dear Friends,

Welcome to New York!

On behalf of Ford Motor Company Fund and Community Services, the philanthropic arm of Ford, I am pleased to salute LULAC on its 2014 National Convention & Exposition.

At Ford, we are proud of our relationship with LULAC spanning over three decades. We are thrilled to witness LULAC's many accomplishments as it continues to enhance opportunities for the people who live and work in the communities where we do business. Our work with LULAC enables us to promote understanding and opportunity within the Latino community. We are particularly proud of entering to our fifth year of partnering with LULAC and local LULAC Councils on the Ford Driving Dreams through Education Grants, a signature program that provides local solutions that help students stay in school.

Our Executive Chairman, Bill Ford, is committed to the promotion of diversity because he understands the importance of leveraging diverse ideas, experiences and strengths toward a greater end. At Ford, that greater end is to build innovative products and a stronger company, while making the communities around us a better place to live. We believe great things happen when we work together toward the shared goal of improving our nation, one community at a time.

We congratulate LULAC on 85 years of success and look forward to a continued partnership.

Sincerely,

. Velle

Jim Vella President

Ford Motor Company Fund & Community Services





P&G proudly sponsors the 85th Annual LULAC National Convention & Exposition



















Dear LULAC members and friends,

On behalf of Procter & Gamble I would like to extend a warm welcome to the 85th National LULAC Convention and Exposition!

We are proud to be a Presidential sponsor of this wonderful event that unites leaders from government, business, and the surrounding community under the common goal of helping improve the lives of our Latino community.

LULAC and P&G have had a successful partnership for many years, one which is rooted in the common goal to celebrate, inspire and empower our community. For almost 15 years we have partnered to expand the Young Readers program, a terrific initiative designed to address the critical issue of low literacy levels in Hispanic children at an early age by helping them develop proper learning and reading skills.

Procter & Gamble's commitment to connect with and celebrate Latina women is also stronger today than ever before. We recognize the fact that Latinas in our community are leading the way and are the changing face of America. As a matter of fact, Orgullosa, a P&G platform is the #1 Hispanic online community in the U.S.

Together and through programs such as these and our products we aim to continuously nurture the well-being of the Latino community.

We look forward to many more years of working together with LULAC, and we commend you for supporting LULAC's vision to continue opening the doors of opportunity for our Latino community.

Sincerely,

Melanie Healey

Group President for North America

Procter & Gamble







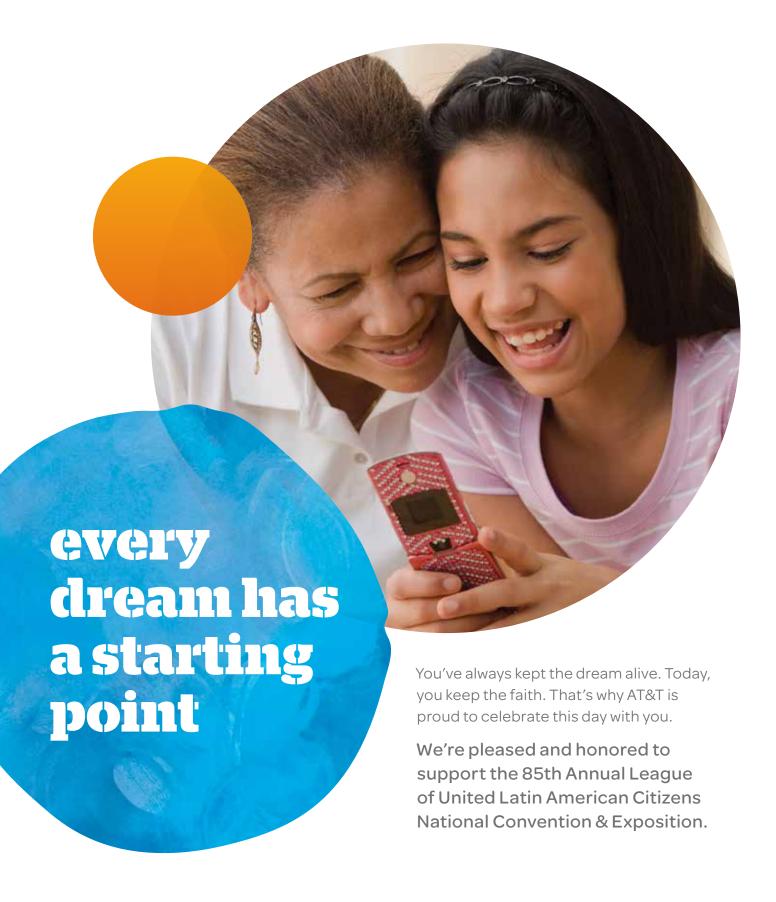
















STATE OF NEW YORK EXECUTIVE CHAMBER

ALBANY 12224

ANDREW M. CUOMO GOVERNOR

July 11, 2014



Dear Friends:

It is a pleasure to send greetings to everyone gathered for the 85th National Convention and Exposition of the League of United Latin American Citizens (LULAC).

Our state and nation's greatest asset is our diversity and we appreciate people of all nationalities, including a large representation of Latin Americans who make valuable contributions in many areas of endeavor and add a cultural perspective that is appreciated.

Since 1929, LULAC has helped pave roads of progress for individuals, families, and the greater Hispanic community through programs of advocacy and support for civil rights. Today, the League remains a positive resource for many whose lives are improved through community outreach, social, health, and educational services, employment counseling, and housing and economic assistance.

This convention brings together Hispanic leaders from across the nation to highlight past achievements and to look forward to future goals. I welcome and applaud all of the visiting representatives for your commitment to serving and supporting our Latino communities, and expanding opportunities for them.

Warmest regards and best wishes for a successful and productive event.

Sincerely

ANDREW M. CUOMO

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a long tradition of supporting
the communities where we live
and work. We dedicate time and
resources to partner with organizations

that help make a positive impact, especially related to civic leadership, environmental stewardship, responsibility and economic empowerment.

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For more information about MillerCoors and our community involvement, log onto www.millercoors.com





250 SOUTH WACKER DRIVE, SUITE 800 CHICAGO, IL 60606-5888 312.496.2700 www.MillerCoors.com



Dear LULAC Members and Friends,

On behalf of the MillerCoors family of employees and distributor partners, it is my pleasure to extend a warm welcome to the attendees of the 85th Annual League of United Latin American Citizens National Convention & Exposition, the largest gathering of LULAC delegates and Hispanic Leaders in America.

MillerCoors has a long history of involvement and community investment in support of organizations such as LULAC that make a real difference in the community. LULAC has a rich history of community engagement in civil rights, advocacy and economic empowerment to improve the quality of life of Hispanics. At MillerCoors we are proud to partner with LULAC to achieve the shared goal of making a difference in the Hispanic community.

MillerCoors sincerely congratulates LULAC for the many significant milestones the organization has reached in the last 85 years. We look forward to continuing the development and implementation of programs that empower the next generation of Hispanic leaders.

Our best wishes for a very successful 85th National Convention.

Sincerely

Alberto Senior

Director - Community Commerce and Partnerships

MillerCoors LLC

RESPALDANDO TU FORTALEZA. SIEMPRE.

LA CAMIONETA DEL AÑO 2014 EN NORTEAMÉRICA



LA TOTALMENTE NUEVA CHEVY SILVERADO, SUPERA CUALQUIER FORD F-150 EN RENDIMIENTO DE COMBUSTIBLE.*

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General Motors Company Global Diversity 300 Renaissance Center 482-C30-D21 Detroit, MI 48265-3000

Dear Friends,

Welcome to the 85th LULAC National Convention & Exposition. This is the first time that LULAC convenes in New York City and it is very fitting to be gathering in The Big Apple to celebrate such a significant anniversary milestone.

New York is a city with a diverse and thriving Latino community, second only to Los Angeles as metro areas with the highest percentage of Hispanic population in the country. As a gateway for immigration throughout its history, New York exemplifies the spirit of diversity, inclusion, entrepreneurship and collaboration that our Hispanic community needs to succeed.

At GM we are proud to be a strong supporter of LULAC and its mission. We recognize the importance of Latinos in society, and we work with organizations across the country to help advance opportunities in education, employment, business and leadership development.

We are here to engage with Latinos from around the nation that will share their thoughts about the issues that matter most to Hispanics, commemorate remarkable achievements, and point us to new ways of engaging the fastest growing and most influential demographic in America.

Our goal at GM is to be the automotive company of choice for Latinos. As employees, partners, suppliers, and as consumers, we need Hispanics to help us drive innovation and design, build and sell the world's best vehicles.

Whether you are a young Latino here to learn about leadership, a student attending the College Fair, a citizen interested in civic service, or a member participating in the workshops – we are all here with a common purpose: to improve the lives of Hispanics in America.

That is truly something to celebrate.

Ken Barrett

Global Chief Diversity Officer

X Banet





Monday, July 7	Pre-Convention Activity
1:00 pm to 2:00 pm	LULAC & Tyson Foods Community Donation Announcement
Tuesday, July 8	LULAC Federal Training Institute Pre-Conference Meetings
8:30 to 5:00 pm	U.S. Department of Veterans Affairs
9:00 am to 5:00 pm	National Association of Hispanic Federal Executives
10:00 to 10:30 am	Press Conference: Achieving Immigration Reform through Civic EngagementMorgan
1:00 to 5:00 pm	U.S. Department of Agriculture Forum
1:00 to 5:00 pm	LULAC National Convention & Federal Training Institute RegistrationPromenade
6:00 to 8:00 pm	Opening Reception , Salute to Our Nation's Armed Forces
	Hon. Bill de Blasio, Mayor, City of New York
	Hon. Katherine Archuleta, Director, U.S. Office of Personnel Managment
3:00 pm to 4:00 pm	LULAC Federal Training Institute Committee MeetingBeekman
8:00 pm to 9:30 pm	Screening of the new El Rey Network Original Series "El Matador"Paley Center NYC (25 W 52nd St, New York, NY 10019)
Wednesday, July	79
7 to 12, 2 to 5 pm	LULAC National Convention Registration & CredentialsPromenade
9:00 to 10:15 am	FTI: Plenary– The Journey to a Federal Career
10:00 to 10:30 am	Press Conference: Building Coalitions for Federal Diversity
10:30 to 11:45 am	FTI Community Briefing: Find and Apply for Employment in the Fed. GovernmentNew York
10:30 am & 2:00 pm	FTI: Introduction to the Senior Executive Service
10:30 to 11:45 am	FTI: Becoming a Trusted Leader
10:30 to 11:45 am	FTI: Lead, Coach, & Develop Your Employees or Get Out of Their Way!Midtown
11:00 am to 12:00 pm	Citizenship Naturalization Ceremony
12:00 to 1:45 pm	Partnership Luncheon
2:00 to 2:30 pm	Opening of LULAC National Assembly—Committee Assignments
2:00 to 3:15 pm	FTI: Community Briefing: Veteran's Symposium I: Veterans Health AdministrationHolland
2:00 to 3:15 pm	FTI: Building a Mindset of Collaboration for Leaders
2:00 to 3:15 pm	FTI: The 3 "G"s to Success: Get Involved, Generate, and Groom
2:00 to 3:15 pm	FTI: Community Briefing: Writing an Effective ResumeNew York
2:00 to 3:00 pm	Cocina Saludable: Cooking Delicious, Traditional, and Healthy Food
2:30 to 3:45 pm	The Role of Latinos in U.S. Media: Just Entertainment or Algo Mas?
3:00 to 5:00 pm	Nueva Latina Monologues
3:30 to 4:45 pm	FTI: Community Briefing: Veteran's Symposium II: Veterans Benefits Administration Holland
3:30 to 4:45 pm	FTI: The Face in the Mirror—Self Awareness, A Leadership ImperativeMidtown
3:30 to 4:45 pm	FTI: Leading with Emotional Intelligence—Soft Skills Are the Hard Skills Harlem
3:30 to 4:45 pm	FTI: Revisions to EEO Management Directive 110
4:15 to 5:30 pm	Google Tools for Nonprofits: Using Social Tools to Advance Change
7:00 to 11:00 pm	New York Concert: The Ultimate Oldies Party

Thursday, July 10

7 to 12, 2 to 5 pm	LULAC National Convention Registration & Credentials	Promenade
9:00 to 10:30 am	LULAC Zumba	Sutton South
9:00 to 10:15 am	FTI: Community Briefing: Veteran's Symposium III: Vet Center	Holland
9:00 to 10:15 am	FTI: Senior Executive Service 101—Preparing for the Next Step!	New York
T-9 am, F-9 am	FTI: Succession Planning and You	Midtown
T-9 am, F-9 am	FTI: Resume Renovation—How to Land a Job!	Harlem
9:00 to 10:15 am	Educate, Empower, Take Action: Strategies for Civic Engagement	Gibson
10:00 to 11:00 am	Ribbon Cutting Ceremony & Exposition Opening	. America's Hall
10:00 am to 5:00 pm	Exposition and Job Fair Open	. America's Hall
10:30 to 11:45 am	FTI: Community Briefing: Veteran's Symposium IV—VA for Vets	
10:30 to 11:45 am	FTI: Senior Executive Service 102—Taking the Next Step!	New York
10:30 to 11:45 am	FTI: Emotional Intelligence (EI)—What It Is, Why It Is Critical	
10:30 to 11:45 am	FTI: Career Mapping for Professionals	Harlem
10:30 to 11:45 am	Deportation Nation: Immigration Reform Crisis and Opportunity	
12:00 to 2:00 pm	Unity Luncheon	
•	Mistress of Ceremonies: Teresa Rodríguez, Univision	
	Featured Speaker: First Lady Michelle Obama	
	Honorees: William Bonilla, Past National President, LULAC; Abraham Foxman	
	Director, Anti-Defamation League; Rudy Beserra, Vice President of Latin Affair Cola Company; Mickie Solorio Luna, National Vice President for the Far West,	
2:00 to 3:15 pm	Ask! People for Money Face-to-Face: Grassroots Fundraising	
2:00 to 3:15 pm	Communities of Faith in Action	
2:00 to 3:15 pm	La Lucha Sigue: Latinos in Organized Labor	_
2:00 to 4:45 pm	FTI: Senior Executive Service Coaching and Roundtable Discussion	
2:00 to 3:15 pm	FTI: Generational Truths Every Leader Needs to Know	
2:00 & 3:30 pm	FTI: Balancing Talent, Treasures, and Technology	
2:00 to 3:15 pm	FTI: Working with Difficult People and Workplace Bullies	
2:00 to 3:15 pm	FTI: "Flash Mentoring" for Federal and Non-Federal Professionals	
3:30 to 5:00 pm	Women's Hall of Fame Pinning Ceremony & High Tea (invitation only). M	
3:30 to 4:45 pm	FTI: When I Say "Change" You Say "Why?!"	*
3:30 to 4:45 pm	Combatting Consumer Fraud: Awareness, Prevention, Deterrence, Investigation	
3:30 to 4:45 pm	Verizon/Mobile Future: Transforming Education	
3:30 to 4:45 pm	Latino Empresarios: Ready and Open for Business	
6:00 to 7:00 pm	Youth and Young Adults Awards Ceremony	
0.00 to 7.00 pm	Richard Montáñez, Marketing and Sales Executive, PepsiCo; José Enrique Melé	
	Esq., Representative, Puerto Rico House of Representatives	
7:00 to 9:00 pm	LULAC Partner Receptions	
_	LULAC LGBT Equality Reception (Gill Foundation, Hilton Worldwide, Huma	
	Campaign)	
	Ohtli Award Reception (Mexican Consulate in NYC) LULAC National Educational Service Centers Reception (invitation only) Sutto	Nassau
	Macy's VIP Reception (invitation only)	lacv's Penthouse
7:30 to 10:00 pm	LULAC Youth Post Awards Celebration (ticketed event)	,
7:30 to 10:00 pm	LULAC Faith Concert featuring Bobby Cruz, Christian Salsa Star	
9:00 to 11:00 pm	Young Adults Dance featuring DJ Anuedy & DJ Eli	
Friday, July 11	· · · · · · · · · · · · · · · · · · ·	,
• •	IIII AC National Communities Designation of Confirmation	D
7 to 12, 2 to 5 pm	LULAC National Convention Registration & Credentials	
8:30 to 12:00 pm	Youth & Collegiate Federal Career & Recruitment Symposium Gramercy	, кедепі, Зиттоп









THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

July 8, 2014



Dear Friends:

I am pleased to welcome everyone to the 85th Annual League of United Latin American Citizens National Convention and Exposition. As the home of one of the largest Latino communities in the country, New York City is proud to host this year's convention.

The face of our country is rapidly changing and Latinos are poised to fundamentally reshape our electorate as one of the largest and fastest growing ethnic groups in America. With the Latino population rising so quickly, it is critical that their voices be heard, so I salute LULAC for expanding Latino engagement in government, academics, the economy, and beyond. For nearly nine decades, LULAC has served as a valuable partner, protecting civil rights, registering voters, addressing health disparities, and working towards comprehensive immigration reform. I look forward to working with LULAC to build a stronger, more united city where all New Yorkers can rise together.

On behalf of the City of New York, I welcome all of our visitors and hope you enjoy our city's many attractions and the diversity of our neighborhoods. Please accept my best wishes for a productive convention and continued success.

Sincerely,

Bill de Blasio Mayor

De Blani

Friday, July 11

9:00 am to 4:00 pm	FTI: National Council of Hispanic Employment Program Forum
9:00 to 10:15 am	FTI: Managing Up—Influence Supervisors & Senior Staff to Achieve Positive ResultsHolland
9:00 to 10:15 am	Mujeres En Acción: Advancing Opportunities for Women
9:00 to 10:15 am	Defining Success: A Conversation on Education Models and Practices
10:00 to 10:30 am	Press Conference: Education Policy & Programs
10:00 am to 5:00 pm	Exposition and Job Fair Open
10:30 to 11:45 am	FTI: The Journey to Top Leadership—The Whole Person Leadership ModelMidtown
10:30 to 11:45 am	FTI: Persuasion—Key to Influencing People
10:30 to 11:45 am	FTI: Conflict Resolution
10:30 to 11:45 am	FTI: Creating a Portfolio through Individual Development Plan
10:30 to 11:45 am	Puerto Rico in Crisis: Charting a Path Forward
10:30 to 11:45 am	Familia es Familia: Community & Family Supporting LGBTQ Youth
10:30 to 11:45 am	Building College & Career-Ready Schools: Resources for Parents & Students Gibson
12:00 to 2:00 pm	FTI Youth and Collegiate Luncheon Trianon Ballroom
12:00 to 2:00 pm	Women's Luncheon
	Featured Speakers: Rita Moreno, Actress; María Contreras-Sweet, Administrator, Small
	Business Administration; María Eloísa "Mayita" Meléndez Altieri, Mayor, City of Ponce,
	Puerto Rico Honoree: Brianna Hinojosa-Flores, Esq., Former LULAC National President for Youth
2:00 to 3:15 pm	Ford Driving Dreams through Education
2:00 to 3:15 pm	Community Partner Engagement with Educators Impacting Our Families
2:00 to 3:15 pm	Protecting Civil Rights: Community Voices, Strategies, & Tools for Change Sutton Center
3:30 to 4:45 pm	The Future of Latino Housing and Homeownership
3:30 to 4:45 pm	The Next Big Thing: Latinos in the Digital Age
3.30 to 4.43 pm	Part I: STEM Education: A Bridge to Opportunity and Success
	Part II: Unleashing Innovation in the Classroom and in the Community
6:00 to 7:00 pm	Presidential Reception Grand Ballroom Foyer
7:00 to 10:00 pm	Presidential Awards Banquet
•	Mistress of Ceremonies: Gina Rodríguez, Actress
	Featured Speakers: U.S. Ambassador Arnold A. Chacón; Gina McCarthy, Administrator, U.S.
	Environmental Protection Agency; Pedro Pierluisi, Puerto Rico Resident Commissioner, U.S. House of Representatives
10:00 to 11:00 to	Presidential Awards Ball
10:00 to 11:00 pm	Featuring a special performance by Tejano Divas Stefani Montiel and Shelly Lares
	-

Saturday, July 12

8:00 am to 5:00 pm	LULAC General Assembly & Election of Officers (n	o breakfast or lunch)Grand Ballroom
10:00 am to 5:00 pm	Exposition and Job Fair Open	America's Hall
8:30 pm to 12:00 am	Concierto: Explosión Tropical	Grand Ballroom
_	Featuring: Tito Nieves and MALO	

























<u>Company</u> <u>Boo</u>	th Company	<u>Booth</u>
AARP Driver Safety	06 U.S. Army	1013
American Federation of Teachers	19 U.S. Army National Guard	1011
American Red Cross	00 U.S. Census Bureau	
AT&T13	U.S. Centers for Disease Control and Prevention .	905
Cancer Treatment Centers of America5	12 U.S. Centers for Medicare & Medicaid Services .	
Consulado General de Mexico	T5 U.S. Coast Guard	812
Fidelity Investments	19 U.S. Consumer Financial Protection Bureau	119
Friends of National Museum of the American Latino3	12 U.S. Defense Contract Management Agency	1119
GEICO	04 U.S. Defense Threat Reduction Agency (DoD)	1218
General Motors	06 U.S. Department of Agriculture	1019
GOYA Foods Inc	18 U.S. Department of Commerce - MBDA	1003
Hargrove Service Counter	06 U.S. Department of Justice, ATF	1105
Human Rights Campaign2	18 U.S. Department of Justice - DEA	920
International Puerto Rican Heritage Film Festival	T4 U.S. Department of Labor - Job Corps Program	1113
Kids Fun Plaza Inc	16 U.S. Department of State	1408
Leadership for Education Equality	18 U.S. Department of Transportation, FHA	918
LNESC	10 U.S. Department of the Treasury	814
LULAC	14 U.S. Department of Veterans Affairs	1416
LULAC Civil Rights CommitteeT	10 U.S. Department of Veterans Affairs - CMV	1406
LULAC Youth Art Exhibit	T1 U.S. Department of Veterans Affairs National Cem	netery 1404
LULAC Youth Art Exhibit	T2 U.S. FDA - Office of Womens Health	1300
MasterCard	12 U.S. Federal Aviation Administration	1005
McDonald's USA	02 U.S. Federal Bureau of Investigation	1103
National Center for Missing & Exploited Children1	14 U.S. Federal Deposit Insurance Corporation	518
National Credit Union Administration8	08 U.S. Forest Service	1018
National Education Association	19 U.S. Immigration and Customs Enforcement	1204
National Hispanic Coalition of Fed. Aviation Employees	T6 U.S. Marshals Service	919
NYS Troopers	T8 U.S. National Geodetic Survey/NOAA	1402
PepsiCo	00 U.S. National Library of Medicine	1000
Pfizer, Inc	00 U.S. National Park Service - Fish and Wildlife Ser	vice 1206
PhRMA	02 U.S. Navy Civilian Careers (NAVSEA)	804
Planned Parenthood Federation of America	01 U.S. Peace Corps	1202
Progress Financial	T7 U.S. Postal Service	T9
Salt Lake City Convention and Visitors Bureau	08 U.S. Ready For Hillary	220
Springfield College	12 U.S. Selective Service System	1301
Teach for America3	20 U.S. Social Security Administration	810
Telemundo	18 U.S. Tennis Association	110
The Award Winning Author TourT	11 U.S. Transportation Security Administration	1410
The Procter & Gamble Company	13 U.S.D.A. Food Safety Inspection Service	1020
Time Warner Cable Lounge	02 United Airlines	700 & 815
TJX Companies, Inc	00 United Hispanic Construction Workers	T3
Toyota	01 Veterans Health Administration	319
U.S. Agency for International Development		708
U.S. Air Force - A1DV		404
U.S. Air Force Recruitment Service	12 Walgreens Wellness Booth	913
U.S. Air Force Reserve		413

THU 10-5, FRI 10-5, SAT 10-5

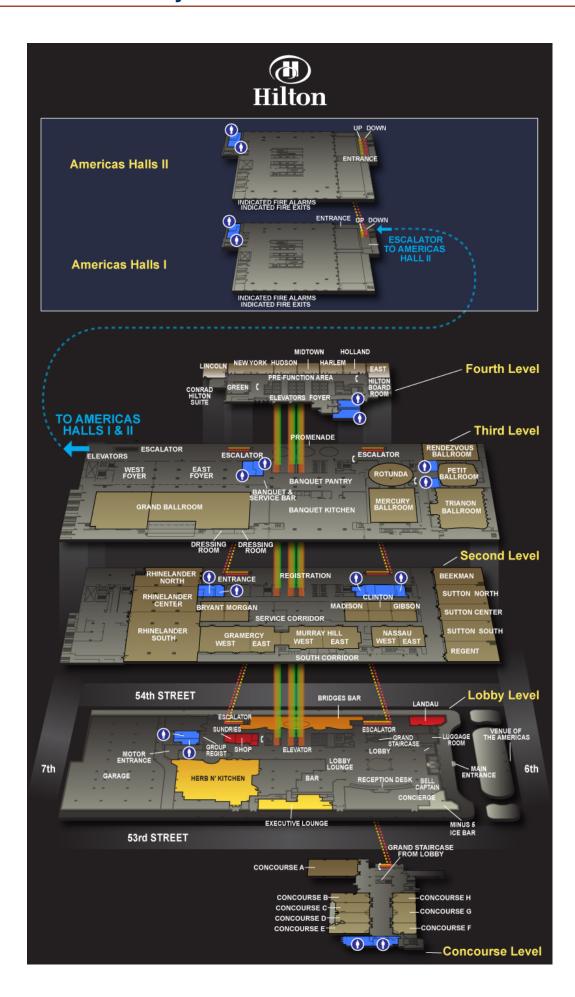


New York Hilton Midtown, New York, NY

July 10 - 12, 2014

2014 LULAC National Convention





Google is proud to support LULAC and the 2014 National Convention





We at Anheuser-Busch congratulate LULAC on 85 years of progress and service to our community.

Welcome from Member of Congress

CAROLYN B. MALONEY 12TH DISTRICT, NEW YORK

2308 RAYBURN HOUSE OFFICE BUILDING WASHINGTON, DC 20515-3212 (202) 225-7944

FINANCIAL SERVICES

GOVERNMENT REFORM

JOINT ECONOMIC COMMITTEE, [SENIOR HOUSE DEMOCRAT]



Congress of the United States

House of Representatives

Washington, DC 20515-3212

April 30, 2014

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(212) 860-0606

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WEBSITE: www.house.gov/maloney

League of United Latin American Citizens 1133 19th Street, NW, Suite 1000 Washington, DC 20036

To all the members and supporters of the League of United Latin American Citizens:

I am delighted to extend my warmest greetings to the members of the League of United Latin American Citizens (LULAC) on the occasion of its 85th Annual LULAC National Convention and Exposition. I commend your organization for its dedicated work on behalf of the Hispanic community in the United States. LULAC has a distinguished record of providing excellent programming to enhance economic, educational, and health outcomes for countless families.

Since its founding in 1929, LULAC has served individuals and families throughout the U.S. and raised awareness about national issues that deeply affect the Hispanic community. Through the establishment of voter registration drives, citizen awareness sessions, health fairs and tutorial programs, and much more, LULAC has created a strong network of resources and support that includes 135,000 volunteers, 900 local councils, 56 community technology centers, and 14 LULAC National Educational Service Centers (LNESC) in 35 states. LULAC has raised over \$20 million in scholarships for the LULAC National Scholarship Fund, which, in collaboration with LULAC National Education Service Centers, has helped 10% of the 1.1 million Hispanic students afford a college education.

The theme of this year's convention, "The Power of Latin American Unity," clearly captures the impact of Hispanic voters in New York. LULAC represents the influence and voice of Hispanics nationwide through its national conventions, drawing approximately 20,000 people each year. This premier convention draws the top leaders of government, business, and the Hispanic community to discuss important issues and concerns.

I am pleased to acknowledge the remarkable work of LULAC that truly emphasizes the importance of the education, employment, and empowerment of all Americans. I wish you all the best for another successful year!

Sincerely,

PRINTED ON RECYCLED PAPER

CAROLYN B. MALONEY
Member of Congress

CBM/cg

es the vish you all the

Convention Co-Chairs



Dear Convention Attendee:

THE POWER OF LATINO UNITY!

LULAC is celebrating its 85th Anniversary and 2014 National Convention and Exposition, for the first time in its history, in New York City. The theme of this noteworthy event is: "The Power of Latino Unity!"

We are honored to welcome you to our house for this incredibly momentous event.

Our family is comprised of many cultures and in the fifth grade, Ralina created our coat of arms with the following pronouncement: "In our unity lies our strength...in our differences, lies our power!"

New York is recognized as the cultural capital of the world. It is comprised of every classification of people that exist and the most diverse Hispanic populations in the world. There is no individual Latino group that has a 51% majority. This reality compels us to tolerance and unity.

The following Hispanics now make up 17.6% of New York State's overall population:

- Puerto Ricans Dominicans Mexicans Ecuadoreans Salvadorans Colombians Hondurans Cubans
- · Guatemalans · Peruvians · Panamanians · Spaniards · Argentines · Venezuelans · Nicaraguans · Chileans
- Bolivians Costa Ricans Uruguayans Paraguayans

Latinos share a history in New York's fabric and foundation that proves humanity can overcome its differences and build a world of tolerance, compassion and love. Throughout these years, we have learned that we must join hands to positively affect the growth and advancement of our people in order to end intolerance, bigotry, prejudice and hatred. It is in this spirit that we invite you to our house. We must continue to learn to build on our strength and influence, and manage our differences to advance our condition and status as a people.

At this convention we will celebrate our cultural diversity, our emerging unity, influence, and position in American society. We will learn, grow, network and most importantly fulfill the mission of LULAC.

We must strive for a new and better future for our people and ensure that LULAC leads the way in advancing our cause. LULAC leaders must manifest sincere and unparalleled devotion to the unity and harmony of all Hispanics and all humanity.

Welcome to our incredible event. We hope our conference will inspire you. Please share your thoughts, your hearts, and your commitment to change the world...and...have FUN.

After all, it is New York!

The Cardona Family of LULAC



Ralina M. Cardona National Vice President for the Northeast



Gail Z. Cardona Host Council 23016



Aureo I. Cardona Co-Chair

Members of the 2014 National LULAC Convention Host Committee

- Mr. Rory P. Whelan
- Mr. David Glasel
- Mr. Robert Sancho
- Mr. Eduardo LaGuerre
- Mr. Wilfredo Renta
- Mr. Stanley De La Cruz



Why does Dell do what we do? It's true, a lo

It's true, a lot has changed since Dell started in Austin, Texas, almost 30 years ago in a college dorm room. But what drives us has resolutely remained the same: Our customers. The big ones and the small ones. The captains of industry and the captains of little league. The ones across the street. And those across the hemisphere.

Every single one of our customers makes us better. They inspire us to create solutions that make the world better, smarter, more efficient every day. Like helping a doctor diagnose a disease and an educator teach in new, inspiring ways. Empowering a young entrepreneur to build a business and a Fortune 500 company to unite a workforce of thousands. Even helping an astrophysicist answer that eternal question, "Is there life on Mars?"

Why does Dell do what we do? Because every day we make a promise to our 50 million customers in over 180 countries. A promise to give our customers the power to do more.







On behalf of Michael Dell, the Executive Leadership Team, and Dell's approximately 100,000 global team members, it is my pleasure to welcome you to the 85th Annual League of United Latin American Citizens' National Convention & Exposition! This is your chance to celebrate and connect with others who have enriched our culture, grown our economy and truly helped to pave the road so each of us can enjoy even greater success.

At Dell, we are diverse by design and committed to building an environment that is reflective of a diverse marketplace to respond better and quicker to the needs of our customers. We also know that building a team with diverse backgrounds is a key enabler of innovation and impetus for growth around the world. LULAC has a long and rich history of championing civil rights, advocacy, economic empowerment, education and closing the digital divide with technology to be an enabler to better meet the aspirations of students, professionals and diverse age groups in the Hispanic Community.

Dell is proud to partner with LULAC in advancing the priorities of the Hispanic Community. We are inspired by our collective belief that we will leverage the differences we innately possess to build a better community, workplace and world. We look forward to continuing to build a strong relationship with you.

Have a wonderful 85th National Convention!

Sincerely,

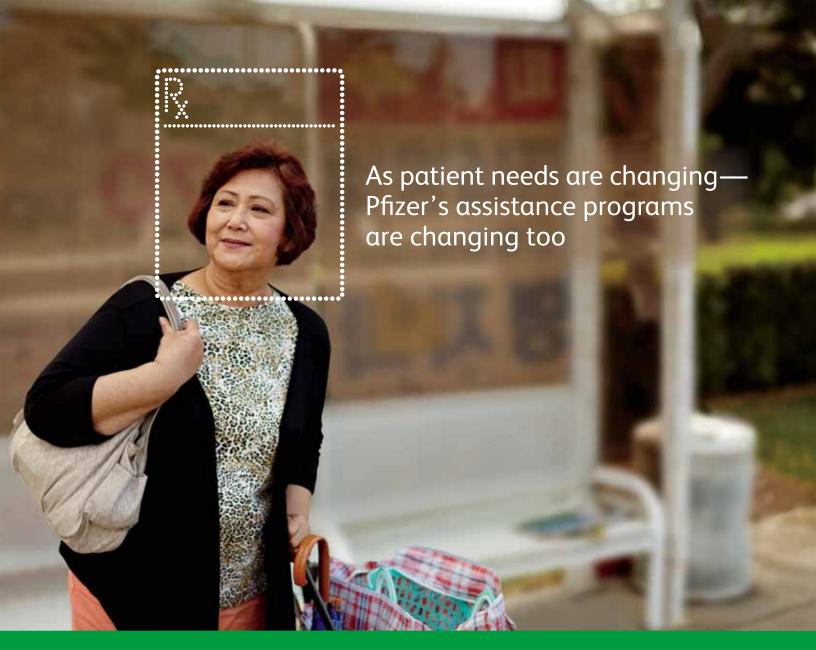
Ed Loya

Vice President, Human Resources

Edward Lay a

Dell Inc.





Introducing Pfizer RxPathways™—our answer to changing patient needs

For more than 25 years, Pfizer has offered an array of prescription assistance programs to help eligible patients get access to their Pfizer medicines. To meet the changing needs of today's patients, we've consolidated these services into one comprehensive program.

Introducing Pfizer RxPathways, formerly Pfizer Helpful Answers, our remodeled patient assistance program that helps eligible patients get access to their Pfizer medicines by offering a range of support services, including insurance counseling, co-pay help,* providing Pfizer medicines for free or at a savings, and more.

Pfizer RxPathways: filling a need for prescription assistance

Visit www.PfizerRxPath.com to learn more.

*This is not health insurance. Terms and conditions apply.

Pfizer RxPathways™ is a joint program of Pfizer Inc. and the Pfizer Patient Assistance Foundation.

Pfizer RxPathways™ is part of Pfizer's Global Social Investments portfolio. For more information, please visit www.pfizer.com/responsibility.









Dear Friends,

Welcome to New York!

On behalf of Pfizer, I am pleased to salute the League of United Latin American Citizens (LULAC) on its historic 85th Annual National Convention & Exposition in New York City.

This is a tremendous milestone in **LULAC's** legacy, one that is emboldened by consistently being at the forefront of issues affecting Latinos across the nation and breaking new ground in galvanizing support and exploring ways to solve them.

We are proud of our partnership with **LULAC** to help increase access to health care and medicines for those in need within the Latino community. We have a rich history of working together toward this goal, from launching our patient assistance program at **LULAC's** conference in Puerto Rico in 2009 to supporting the launch of **LULAC's** "Latinos Living Healthy" initiative in 2011.

At Pfizer, we have learned that partnerships are often key to unlocking complex challenges. With LULAC, we are doing exactly that to help meet the health care needs of the Latino community today and in the future. Access to medicines is a cornerstone of Pfizer's commitment to health care and we look forward to our continued partnership with **LULAC** to help us fulfill this mission.

We congratulate **LULAC** on its success and growth over 85 years of service to the Latino community and we hope you enjoy your stay in ¡La Gran Manzana!

Respectfully,

Angelica Wong Vice President Pfizer Global Supply

PRX667507







Margaret Moran National President



Rosa Rosales Immediate Past National President



Roman Rodriguez National Youth President



Maggie Rivera National Treasurer



Elsie Valdes Ramos National Vice President for Women



Ana Valenzuela Estrada National Vice President for the Youth



Manuel Rendon National Vice President for the Young Adults



Frank Urteaga National Vice President for the Elderly



Ralina Cardona National Vice President for the Northeast



Baldo Garza National Vice President for the Southwest



Mickie Solorio Luna National Vice President for the Farwest



Darryl Morin National Vice President for the Midwest



Juan Carlos Lizardi National Vice President for the Southeast

State Directors

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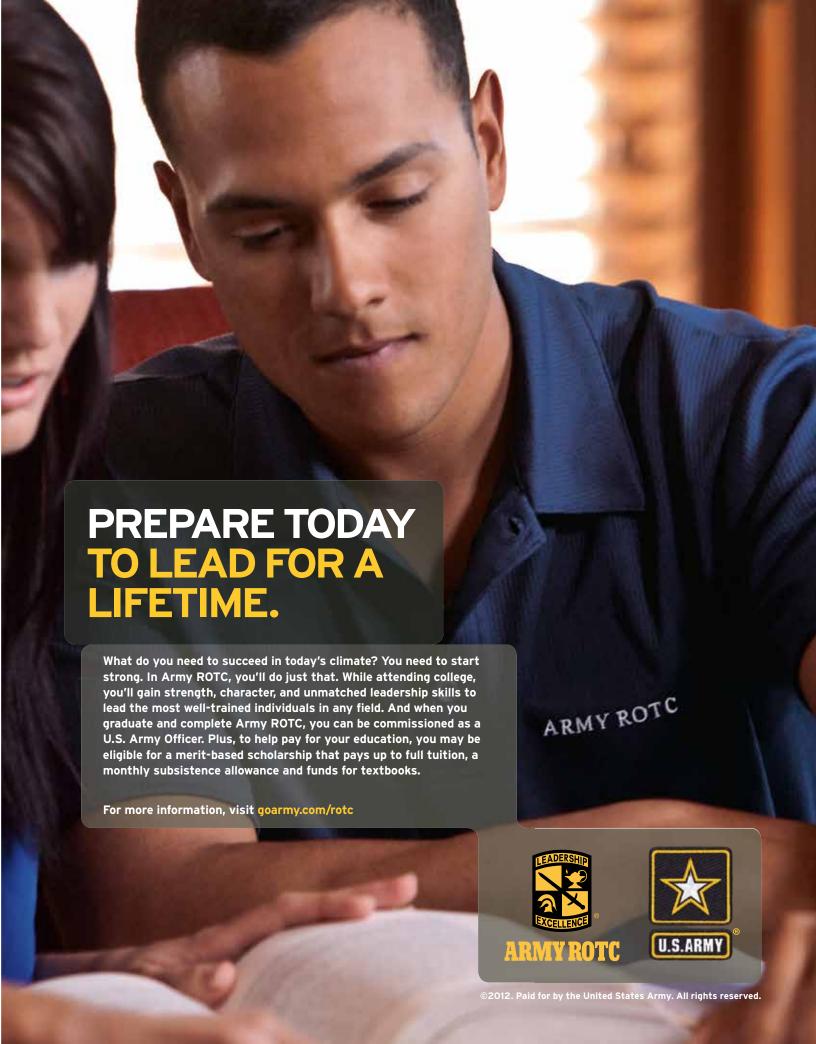
Past National Presidents

Ruben Bonilla Tony Bonilla William Bonilla Héctor Flores Rick Dovalina Manuel González Dr. José Maldonado Eduardo Morga Oscar Moran Eduardo Peña Belen Robles Rosa Rosales Pete Villa

Appointments

Manuel Escobar, Esq.
Connie Martinez
Patricia Roybal Caballero
Lupe Torres
Mike López
Cynthia T. Molina
Roger Rocha
Rudy Sandoval
Luis Nuño Briones
National Legal A
National Chaplai
Chief of Staff
Special Asst. for I
Special Assist. to
National Historia

National Legal Advisor
National Secretary
Parliamentarian
National Chaplain
Chief of Staff
Special Asst. for Development
Special Advisor to Natl. President
Special Assist. to Natl. President
National Historian



LULAC National Staff





Brent Wilkes National Executive Director



Carolina Muñoz National Fiscal Officer



Maritza Bosques Executive Assistant & Office Manager



Paloma ZuletaDirector of
Communications



Mario Marsans Director of Special Projects



Sara E. Clemente Sosa Director of Federal Affairs, FTI



Elizabeth García Director of National Programs



Jorge Trasmonte Director of Technology



Silvia Pérez-Rathell Director of Corporate & Federal Relations



David PérezDirector of
Development



Luis Torres
Director of Policy
& Legislation



Jossie Flor Sapunar Communications Associate



L'eiair WilsonReceptionist/Office
Assistant



Myrna M. Rivera Assistant Dir., Federal Affairs, FTI



Lupe MoralesDirector of
Membership
Services



Sandra Caraveo Fiscal Office Assistant



Lidia Cervantes Fiscal Office Assistant



Loretta McAtee Administrative Assistant Office of the National President

LULAC National Staff



Vanessa Trasmonte Corporate Relations Manager



Sindy Benavides Civic Engagement & Community Mobilization Director



Pamela Cervera Development Coordinator



Karina Castellanos Program Coordinator



Declan Kingland Health Program Coordinator



Ulises A. González Civic Engagement Manager



Camila Ramia Capellán Special Projects Intern



Braulio Carrasco Policy Fellow



Andrina Erstad Resource Development Intern



Flor Rivas Civic Engagement Intern



Crisanta Havet Policy Intern



Bryce J. Celotto National Programs Intern



Matthew Wright Communications Intern



Maryangel Rodriguez Policy Intern



Christopher Peña Policy Fellow



Ashley Olmeda Federal and Health Affairs Intern



Sabrina Ferguson Policy Intern



Cristina Sandoval Community Outreach Fellow



Luis Nuño Briones Design/Layout LULAC National Convention Program



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CTCA® is a national network of oncology hospitals focused on treating patients with advanced-stage and complex cancer. We offer a combination of cutting-edge cancer treatments in a personalized, integrative care model called Patient Empowered Care® (PEC).

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1336 Basswood Road Schaumburg, IL 60173

tel 847-342-6980 web cancercenter.com



July, 2014

Dear Members of LULAC, Friends and Colleagues:

On behalf of Cancer Treatment Centers of America[®], our patients, families, and our 5,500+ employees we are proud to join the celebration of your 85th Annual Meeting. Your tireless efforts and dedication to ensure Hispanic Americans are afforded equal opportunities for education and employment, and to foster advancement for all is to be applicated, and we are honored to be part of this year's conference.

We, too, strive to advance opportunities for those we serve, but in the form of providing the best and most advanced care for those battling cancer. We recognize the plight this disease causes throughout our nation, and are working hard to educate everyone regarding their risk, methods of prevention, and the latest treatment options available throughout their fight. We bring our message of hope, compassion and empowerment to all we serve, and advocate tirelessly to create an informed and educated patient population with the ultimate goal of finding a cure for this dreaded disease.

We are honored to partner with you and your colleagues in your commitment to improve the lives of the Hispanic American community, and trust that "The Power of Latino Unity" will resonate well beyond your time in Los Angeles.

Sincerely,

Gerard van Grinsven

President & CEO

Cancer Treatment Centers of America



Federal Training Institute Committee



FTI Members

First Row (L-R): Elimar C. Medina Figueroa, Myrna Rivera, Sara E. Clemente, Lorena Molina Irizarry. Second Row (L-R): Cristina Bartolomei, Isabel Kaufman, Keyla Hernandez, Jeffrey Vargas, Judy Torres, Lydia Soto Torres, Joseph Mancias, Jim Madril, Maria Martinez.

Third Row: Bruce Andersen, Jacqueline Padron, Tex Gomez, Sara Rosario Nieves, Jimmy Ortiz, Lydia Chevere, Nnenna O Uzochukwu, Wilfredo Sauri, Lettymarie Mayoral, Dwayne Campbell.

Federal Training Institute Mission Statement

The LULAC Convention hosts the LULAC Federal Training Institute (FTI), an intensive and structured career development program for government and public sector employees. In partnership with the Office of Personnel Management (OPM) and other Federal agencies, the FTI offers workshops and plenary sessions that enable mid and senior level government employees to enhance their leadership skills and develop the Executive Core Qualifications required for entry to the Senior Executive Service.

Active 2014 FTI Planning Committee Members

- Bruce Andersen, DOL
- Virginia Andreu-Rosario, EEOC
- Carmen Andujar, OPM
- Angel Ayala, DOJ
- Josue Barrera, Dept. of State
- Cristina Bartolomei, DOC
- Vickye Byron, Ray B Consulting, LLC
- Dwayne Campbell, VA
- Carmen Cantor, Dept. of State
- Samantha Carbone, BOP
- Lorena Carrasco, CFTC
- Kimberly Castillo, NARA
- Lydia Chevere, SSA
- Laura Colón-Marrero, DOJ
- Alfrida A. Coombs, DOT
- Brenda J DePuy, DePuy HR Associates
- Alex Duran, CSOSA&PSA
- Maria Franco Quiñones, BOP
- Al Gallegos, NAHFE
- Manuel R Gomez, Go2Gomez Training & Consulting Solutions
- Tex Gomez, EPA

- Andy González, VA
- Arlene González, VA
- Keyla Hernandez, FCC
- Anjoly N Ibrahim, Dept. of State
- Isabel F. Kaufman, DOJ
- David Lorenzo, BOP
- Jim Madril, Dept. of State
- Glorimar Maldonado, CDC
- Joseph Mancias, Nash Nogales, LLC/Retired SES
- Laura Marrero, DOJ
- Maria Martinez, Dept. of Ed
- Letty Mayoral, ICE/DHS
- Elimar C. Medina Figueroa, Census
- Lorena Molina Irizarry, Census
- Eda Negrón-Oliver, BOP
- Bernard Oliver, BOP
- Heidi Ortiz, DOL
- Jimmy Ortiz, USPSNelson Ortiz, BOP
- Jacqueline Padron, USDA
- William Ramirez, BOP
- Sharon Ribas, DOI/BLM

- Yvette Rivera, DOT
- Myrna Rivera, FAA
- Luis A Rodriguez, BOP
- Maryangel Rodriguez, LULAC
- Gaby Romero, Army
- Joaana Roop, The People Tree Consulting
- Sara Rosario Nieves, Census
- Alesia Rose, CIA
- Belen Sanchez Leos, DOL
- Wilfredo Sauri, HHS
- Feli Sola- Carter, Conexiones/Retired SES
- Lydia Soto-Torres, NIH
- Kenny Torres, DOJ
- Judy Torres, Peace Corps
- Nitza Torres, VA
- Nnenna Uzochukwu, OPM
- Ana Valentin, NOAA
- Jeffrey Vargas, CFTC
- Veronica Villalobos, OPM
- Sherri Watkins, DOC/NOAA

FTI/LULAC Agenda - Monday/Tuesday/Wednesday, July 7/8/9

All events will be held at New York Hilton Midtown unless otherwise noted.

Monday, July 7	Pre-convention Activities	
1:00 pm to 2:00 pm	LULAC & Tyson Foods Community Donation Announcement	
Tuesday, July 8	LULAC Federal Training Institute Pre-Conference Meetings	
8:30 am to 5:00 pm	U.S. Department of Veterans AffairsSutton South	
9:00 am to 5:00 pm	National Association of Hispanic Federal ExecutivesGibson	
10:00 to 10:30 am	Press Conference: Achieving Immigration Reform through Civic Engagement	4
1:00 to 5:00 pm	U.S. Department of Agriculture ForumSutton Center	
1:00 to 5:00 pm	LULAC National Convention & Federal Training Institute RegistrationPromenade	
3:00 pm to 4:00 pm	LULAC Federal Training Institute Committee MeetingBeekman	
6:00 pm to 8:00 pm	Opening Reception, Salute to Our Nation's Armed Forces	ı
8:00 pm to 9:30 pm	Screening of the new El Rey Network Original Series "El Matador"	
Wednesday, Jul	y 9	100
7 to 12, 2 to 5 pm	LULAC National Convention Registration & Credentials	-
9:00 to 10:15 am	FTI: Plenary— The Journey to a Federal Career	
10:00 to 10:30 am	Press Conference: Building Coalitions for Federal Diversity	疆,
10:30 to 11:45 am	FTI Community Briefing: Find and Apply for Employment in the Federal Government	







June 24, 2014

Bienvenidos a Nueva York!

On behalf of our Chairman & CEO Terry Lundgren and the 200,000 associates at Macy's, I welcome you to our Flagship City and to the 85th Annual LULAC National Convention & Exposition.

Macy's is honored to be a sponsor of this national convention focused on *The Power of Latino Unity*. Being a company with stores in over 45 states, plus Guam, Hawaii and Puerto Rico, many of which have a substantial and critical Latino population, we are proud of our long-standing partnership with LULAC.

At Macy's we strive to provide the fashion and service that you love and deserve. We value you, our customers, and take special pride in supporting events that are relevant and important to you. While in the Big Apple, please take time to visit our Macy's Herald Square store (34th St. between 6th & 7th avenues) or visit us when you return home to find new and exciting products and outstanding service. Also, remember to take along the 15% savings pass found in your LULAC registration bag to receive a discount on your next purchase. Your continued patronage of our stores is truly appreciated.

Looking forward to your visit!

Dineen E. Garcia Vice President, Diversity Strategies Macy's, Inc.

FTI/LULAC Agenda - Wednesday, July 9

All events will be held at New York Hilton Midtown unless otherwise noted.

10:30 to 11:45am

leadership development for management and executive positions.

What is the Senior Executive Service (SES)? Are you interested in becoming an SES? Come and learn first-hand about the how and why of the SES. What experiences do you need? What traits do you have? These will be addressed by providing you an overview on the Executive Core Qualifications (ECQs), which define the competencies needed to build a federal corporate culture that drives for results, serves customers, and builds successful teams and coalitions within and outside the organization. The ECQs are required for entry to the SES and are used by many departments and agencies in selection, performance management, and

Presenters: Ms. Lorena Carrasco, Director, Diversity and Inclusion, Commodity Futures Trading Commission Mr. Joseph Mancías, Former Senior Management Counsel to the Director, U.S. Citizenship and Immigration Services, Department of Homeland Security

Ms. Felicita Sola-Carter, Former Assistant Deputy Commissioner & Deputy Chief Human Capital Officer, Social Security Administration

10:30 to 11:45 am

Moderator: Ms. Glorimar Maldonado, Senior Advisor, Centers for Disease Control & Prevention, U.S. Department of Health and Human Services

Presenters: Mr. Jeffrey Vargas, Chief Learning Officer, U.S. Commodity Futures Trading Commission Dr. Fred Soto, Supervisory Manager for Talent Management Employee Development & Diversity, Provost EERE College, U.S. Department of Energy

10:30 to 11:45 am

It is no secret that one of the most important responsibilities of a leader is "Developing Others." However, it seems that a lot gets in the way in the day to day and we struggle to make this happen. In this workshop we will:

- Explore the role of leaders in coaching and developing their employees
- Discuss and share effective techniques for developing others
- Recognize the impact to employee performance and engagement

Moderator: Ms. Keyla Hernández-Ulloa, Associate Chief, Consumer Affairs and Outreach Division, Consumer and Governmental Affairs Bureau, Federal Communications Commission

Presenter: Ms. Joanna Roop, Manager, Learning and Development, University of North Carolina-Charlotte

11:00 am to 12:00 pm

Featured Speakers: The Hon. Alejandro N. Mayorkas, Deputy Secretary, Dept. of Homeland Security Hon. Katherine Archuleta, Director, U.S. Office of Personnel Management

Hon. Dr. Joe Leonard, Assistant Secretary for Civil Rights, U.S. Department of Agriculture

Leon Rodríguez, Director, U.S. Citizenship and Immigration Services

12:00 to 1:45 pm

Partnership Luncheon.......Grand Ballroom

Featured Speakers: Mr. Ralph de la Vega, President and CEO, AT&T Mobility Ms. Carolyn W. Colvin, Acting Commissioner, Social Security Administration

Honoree: Mr. Ignacio Salazar, Accepting Congratulatory Award on the 50th Anniversary of SER-Jobs for Progress National, Inc.

Sponsored by: Time Warner Cable, AT&T, Pfizer RxPathways, Exxon Mobil Corporation

2:00 to 2:30 pm

Opening of LULAC National Assembly—Committee Assignments.......Gramercy

2:00 to 3:15 pm



driving a brighter future



We proudly salute the 2014 Ford Driving Dreams through Education grantees.

Thank you for your commitment to Latino youth!

FTI/LULAC Agenda - Wednesday, July 9

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healthcare services, priority groups, co-payments, Operations Iraq Freedom/Operation Enduring Freedom benefits, mental health services, Vet Centers, VA special programs, patient education classes, MyHealthyVet, and Champ VA.

Moderator: Mr. Dwayne Campbell, Veterans Outreach Program Coordinator, U.S. Department of Veterans Affairs

Presenter: Mr. Michael Williams, Minority Veterans Program Coordinator; James J. Peters VA Medical Center, New York Harbor Healthcare Systems, U.S. Department of Veterans Affairs

2:00 to 3:15 pm

the competencies needed to build a federal corporate culture that drives for results, serves customers, and builds successful teams and coalitions within and outside the organization. The ECQs are required for entry to the Senior Executive Service and are used by many departments and agencies in selection, performance management, and leadership development for management and executive positions.

Presenters: Ms. Lorena Carrasco, Director, Diversity and Inclusion, Commodity Futures Trading Commission Mr. Joseph Mancías, Former Senior Management Counsel to the Director, U.S. Citizenship and Immigration Services, Department of Homeland Security

Ms. Felicita Sola-Carter, Former Assistant Deputy Commissioner & Deputy Chief Human Capital Officer, Social Security Administration

2:00 to 3:15 pm

ECQ: Leading People, Leading Change, Building Coalitions, Competencies: Leveraging Diversity, Conflict Management, Influencing

Collaboration is vital, difficult, and learnable (Linden, 2010). Attendees will learn key factors for an effective collaboration framework. The course will highlight the importance of the selection of appropriate people, open processes, shared goals, and a collaborative framework. Attendees will learn how relationships can build trust across different cultures and different strategies to lead people toward a common organizational direction. The course will identify qualities needed to deal with people problems and other situations that arise in collaborative efforts.

Moderator: Ms. Jacqueline Padrón, Diversity and Inclusion Program Manager, U.S. Department of Agriculture

Presenter: Ms. Ana H. Valentín, Survey Statistician, Fisheries Services, National Oceanic and Atmospheric Administration

2:00 to 3:15 pm

This interactive workshop will provide participants with the key steps within the 3 "G's" that can be applied to any position, assignment, or opportunity awarded at any level of their personal and professional development. Topics presented during this workshop include: building successful learning organizations, knowledge management, developing vision and strategy, human capital initiatives, involving stakeholders to drive and communicate organizational change and readiness, personal and professional development, risk management, workforce planning, and talent management.

Moderator: Ms. Sara Rosario Nieves, CSAC Coordinator, Communications/Office of External Engagement, U.S. Census Bureau

Presenter: Mr. Manuel "Manny G" Gómez Jr., Go2Gomez Training & Consulting Solutions

2:00 to 3:15 pm

specific information on your resume. Participants will leave this session armed with information to craft an

effective resume.

Moderator: Mr. James L. Madril, Recruitment and Outreach Officer, U.S. Department of State

Presenter: Ms. Nnenna Uzochukwu, Senior Human Resources/Communications Advisor,

U.S. Office of Personnel Management





REFRESH YOUR WORLD:



GREAT BEER GREAT RESPONSIBILITY

FTI/LULAC Agenda - Wednesday, July 9

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2:00 to 3:00 pm

Wide variety of nutritional and healthy foods are found in Latino cuisine. With increased rates of diabetes, obesity, and other preventable illnesses, it is time to rediscover the healthy options Latino cooking has to offer. Come learn simple substitutions and methods to make your food healthier at this *cocina saludable*, healthy cooking demonstration, part of LULAC's Latinos Living Healthy Program.

Guest nutritionist: Ms. MeriTerese Racanelli, Nutritionist/Food Scientist, Goya Foods

2:30 to 3:45 pm

Media plays a major role in U.S. society and is hitting a crossroad with the rising Latino population and the growing influence of Spanish language networks in the U.S. While the U.S. Latino population grows and evolves, has the TV and media world evolved at a similar pace in its depiction of Latinos and inclusion of Latinos as decision makers in the media world? Come join the discussion to hear from experts in the industry on their perspectives on the role of Latinos in U.S. media and what future role media should play in the Latino community.

Moderator: Ms. María Cardona, Principal, Dewey Square Group

Panelists: Mr. Victor Cerda, Senior Vice President of Corporate Relations, VME TV Ms. Judi López, Senior Vice President, Affiliate Distribution and Marketing, NUVOtv

Mr. Chris Peña, Senior Executive Producer, MSNBC

Mr. Flavio Morales, Executive Vice President, BIG VIDA Entertainment

3:00 to 5:00 pm

Nueva Latina Monologues......Trianon Ballroom

Sponsored by: P&G

While the U.S. Latina experience is vast and broad, the Nueva Latina Monologues reflect topics and themes that many bicultural women identify and rally behind, such as the blending of two cultures, balancing family expectations and traditions, sustaining language, and breaking Latino cultural idiosyncrasies and stereotypes. Orgullosa partnered with the talented Latina writer and director, Linda Nieves-Powell, to create the Nueva Latina monologues, five engaging and heartfelt monologues that showcase the many different struggles and triumphs Latinas face while trying to find balance between their American and Latino cultures. For more information and to Like on Facebook: https://www.facebook.com/orgullosa

Welcome Remarks: Mr. Manuel Rendon, National Vice President for Young Adults, LULAC National Board Emcee: Adrienne Bailon, Singer/Songwriter

Nueva Latina Monologues Cast:

Ms. Cristina Madero

Ms. Isabel Hilario

Ms.Talía Marrero

Ms. Jasmine Romero

Ms. Diana Sánchez

3:30 to 4:45 pm

FTI: Community Briefing: Veterans Symposium II: Veterans Benefits Administration.......Holland *Category:* Veteran Education

This workshop will provide attendees with information on programs, benefits and services offered to veterans and their families by the U.S. Department of Veterans Affairs. Special emphasis will be given to the Veterans Benefits Administration (VBA), which is responsible for administering the VA's programs that provide financial and other forms of assistance to veterans, their dependents and survivors. Those attending this session will learn about the major benefits offered to veterans by VBA to include Veterans' compensation, pension, survivors' benefits, specially adapted housing grants, rehabilitation and employment assistance, education assistance, home loan guarantees, dependency and indemnity compensation, and life insurance coverage.

Moderator: Mr. Dwayne Campbell, Veterans Outreach Program Coordinator, U.S. Department of Veterans Affairs

Presenters: Mr. Edward Perry, Military Services Coordinator for the New York Regional Office, U.S. Department of Veterans Affairs

Mr. E. Maquel Marshall, Program Manager for Minority Veteran Program and Rural Veteran Program, U.S. Department of Veterans Affairs

3:30 to 4:45 pm

FTI: The Face in the Mirror—Self Awareness, A Leadership Imperative.......Midtown ECQ: *Leading People Competencies:* Interpersonal and Communications Skills

This interactive, fun, and powerful workshop will take participants on a journey of self-discovery. Participants will gain a better understanding of why self-awareness is a critical competency for their success as a leader and will explore the implications of a lack of self-awareness. Tools and techniques to increase self-awareness will also be shared.





FTI/LULAC Agenda - Wednesday/Thursday, July 9/10

All events will be held at New York Hilton Midtown unless otherwise noted.

Moderator: Ms. Belén Sánchez Leos, Safety and Occupational Health Specialist, OSHA Directorate of Training and Education, U.S. Department of Labor

Presenter: Ms. Joanna Roop, Manager, Learning and Development, University of North Carolina-Charlotte

3:30 pm to 4:45 pm

FTI: Leading with Emotional Intelligence—Soft Skills Are the Hard-skills.......Harlem

ECQ: Leading People Competencies: Interpersonal Skills, Team Building, Partnering

This dynamic workshop is designed to demonstrate the importance of emotional intelligence (EI) for leadership success. Successful leaders combine strong interpersonal skills with technical knowledge to improve their potential and performance. The core competencies of EI provide the foundation to further develop your intra/interpersonal skills. Attendees will learn the concept of Emotional Intelligence and the role emotions play at work; identify the core competencies of Emotional Intelligence; gain an honest and accurate awareness of your EI strengths and weaknesses; and identify work scenes that can be helped or hampered by co-workers' and supervisors' varying levels of EI.

Moderator: Ms. María V. Martínez, Strategic Initiatives, Human Capital Client Services,

U.S. Department of Education

Presenter: Mr. Manuel "Manny G" Gómez Jr., Go2Gomez Training & Consulting Solutions

3:30 to 4:45 pm

FTI: Revisions to EEO Management Directive 110Hudson ECO: Leading People

Competencies: Leveraging Diversity, Accountability, Equal Employment Management

The Equal Employment Opportunity Commission (EEOC) recently released proposed revisions to EEO Management Directive -110 (MD-110), which sets forth the EEOC's policies, procedures, and guidance relating to 29 C.F.R. Part 1614 (federal sector EEO regulations). It implements a number of revisions to Part 1614 that became effective in September 2012. This workshop will provide federal employees (supervisors and non-supervisors) an explanation on the proposed changes to MD-110 and how these new provisions will affect the EEO federal sector process. These revisions represent the first major changes to MD-110 since 1999. These revisions are part of the EEOC's ongoing efforts to improve the federal sector EEO process and can be categorized into three areas: 1) Implementation of Revised Regulations; 2) Extensive New Conflict of Interest provisions; and 3) General Update and Clarifications.

Moderator: Ms. Melba West, Chief, Community Based Outpatient Clinics, VA New Jersey HealthCare System, U.S. Department of Veterans Affairs

Presenter: Ms. Virginia Andreu-Rosario, Attorney Advisor, Federal Sector Programs, Office of Civil Rights, U.S. Equal Employment Opportunity Commission

4:15 to 5:30 pm

Sponsored by: Google

Come learn about Google's dedicated program for nonprofits, as well as ways Google's free online tools can help you organize your organization and communicate your message effectively.

Presenter: Ms. Jennifer Bernal, Public Policy Analyst, Google

7:00 pm to 11:00 pm

Featuring Mambo Legends Orchestra & the Drifters

Thursday, July 10

7 to 12, 2 to 5 pm

LULAC National Convention Registration & CredentialsPromenade LULAC Zumba......Sutton South

9:00 to 10:30 am **Sponsored by:** AARP

9:00 to 10:15 am

FTI: Community Briefing: Veterans Symposium III: Vet CenterHolland

This workshop will provide attendees with information on the programs, benefits, and services

offered by the U.S. Department of Veterans Affairs to veterans and their families. Special emphasis will be given to the Vet Center program which facilitates readjustment counseling and a wide range of psychosocial services offered to eligible Veterans and their families to facilitate a successful transition from military to civilian life. Vet Centers are community based and part of the U.S. Department of Veterans Affairs. These services include individual and group counseling for Veterans and their families; family counseling for military related issues; bereavement counseling for families who experience an active duty death; military sexual trauma counseling and referral; substance abuse assessment and referral, and screenings & referrals for medical issues including traumatic brain injury and depression.

Moderator: Mr. Dwayne Campbell, Veterans Outreach Program Coordinator, U.S. Department of Veterans Affairs

Presenter: Mr. Matthew Desrosiers, Outreach Specialist and Social Worker, Manhattan Veterans Center, U.S. Department of Veterans Affairs





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FTI/LULAC Agenda - Thursday, July 10

All events will be held at New York Hilton Midtown unless otherwise noted.

Mr. Thomas Conlan, Cemetery Technician for the Long Island National Cemetery, U.S. Department of Veterans Affairs

9:00 to 10:15 am

Competencies: Knowledge Management, Written Communication

Interested in becoming a SES member? Join us in both sessions of a two-part workshop: Preparing for the Next Step, sessions SES 101 & SES 102 to help you acquire the knowledge to stand out in a competitive field.

One sure way to accomplish this task is by executing successful Executive Core Qualifications (ECQs). Well written ECQs can mean the difference between being referred for an interview with a federal review board or not! This interactive workshop will afford the opportunity to begin crafting ECQs and how to follow the Office of Personnel Management's Challenge/Context/Action/Results Model. Presenters will provide attendees with expert advice on how to present their qualifications in writing; the do's and don'ts when addressing the ECQs; and ECQ writing samples.

Moderator: Dr. Jimmy Ortiz, Customs Compliance Manager, HQ, Global Trade Compliance, U.S. Postal

Presenters: Ms. Lorena Carrasco, Director, Diversity and Inclusion, Commodity Futures Trading Commission Mr. Joseph Mancías, Former Senior Management Counsel to the Director, U.S. Citizenship and Immigration Services, Department of Homeland Security

Ms. Felicita Sola-Carter, Former Assistant Deputy Commissioner & Deputy Chief Human Capital Officer, Social Security Administration

9:00 to 10:15 am

Category: Employment Development

This workshop will give you an inside look into succession planning and what you can do to position yourself to be a successor and ultimately an executive in your organization. This workshop will cover: the importance of succession planning to enhancing your career; the characteristics organizations are looking for in its successors and executives; developmental strategies you can use to prepare to become a successor; and if you are a successor, developmental strategies you can use to prepare to become an executive.

Moderator: Ms. Heidi Ortiz, Hispanic/Special Emphasis Employment Program Managers, Office of Diversity & Inclusion, U.S. Department of Labor

Presenter: Ms. Vickye R. Byron, SPHR, GCDF, Ray B Consulting, LLC

9:00 to 10:15 am

FTI: Resume Renovation: How to Land a Job!......Harlem

Category: Employee Development

Competencies: Knowledge Management, Strategic Thinking, Written Communication

Interviewing and resume writing can be some of the most stressful parts of a job search. How you present yourself, in person and on paper, is the number one factor in determining who gets the job. This one workshop covers the fundamentals of resume writing, accomplishment statements and more.

- What you will learn:
- What a Federal resume is and what information should be included
- How to determine what key words to use in the Federal resume
- Proven techniques that you can use to write stronger accomplishments statements
- How to effectively use active voice in your resume

Moderator: Ms. Lorena Molina-Irizarry, Hispanic Employment Program Manager, Human Resources Division, U.S. Census Bureau

Presenter: Ms. Elimar C. Medina Figueroa, Human Resources Specialist, U.S. Census Bureau

9:00 to 10:15 am

Educate, Empower, Take Action: Strategies for Civic EngagementGibson Every 30 seconds, a Latino in the U.S. turns 18. As the Latino community continues to grow, it's important to effectively mobilize to take action. Workshop presenters will provide a general overview of the current political landscape as well as discuss the importance of civic engagement and voting. The presenters will also share how members can make a difference through organizing collectively and creating positive change in our communities now to better impact our future.

Moderator: Mr. Darryl D. Morín, National Vice President for the Midwest, LULAC National Board

Presenters: Ms. Jessica Jane Orozco, Director of Immigration and Civic Engagement, Hispanic Federation

Mr. Cristóbal J. Alex, President, Latino Victory Foundation Mr. Thomas Sáenz, President/General Counsel, MALDEF (invited)

Ms. Sindy M. Benavides, Director of Civic Engagement & Community Mobilization, LULAC

10:00 to 11:00 am

Ribbon Cutting Ceremony & Exposition OpeningAmericas Hall Sponsored by: PepsiCo, Inc., Time Warner Cable, Toyota

10:00 to 5:00 pm Exposition and Job Fair Open......Americas Hall





FTI/LULAC Agenda - Thursday, July 10

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10:30 to 11:45 am

VA for Vets facilitates the reintegration, retention and hiring of Veteran employees at the Department of Veterans Affairs (VA). At this session, Veterans will learn about VA's careers, search tools for Veterans seeking employment at VA, career development services for Veterans employed by the VA, military skills translation, career matching services, and coaching and reintegration support for military service members.

Moderator: Mr. Dwayne Campbell, Veterans Outreach Program Coordinator, U.S. Department of Veterans Affairs

Presenters: Ms. Andree' M. Sutton, Chief of Recruitment, Retention & Outreach, Veterans Employment Service Office, U.S. Department of Veterans Affairs

Mr. Hank McCaffrey, Regional Veterans Employment Coordinator, U.S. Department of Veterans Affairs

10:30 to 11:45 am

This session is the continuation of SES 101. This interactive workshop will afford the opportunity to continue crafting ECQs and share them with Presenter(s) and attendees for constructive advice and improvement. Remember, well written ECQs can make the difference between getting an interview with a federal review board or not! Presenters will summarize SES 101 and continue providing attendees with expert advice on how to present your qualifications in writing; the do's and don'ts when addressing the ECQs and samples of ECQs.

Moderator: Dr. Jimmy Ortiz, Customs Compliance Manager, HQ, Global Trade Compliance, U.S. Postal Service

Presenters: Ms. Lorena Carrasco, Director, Diversity and Inclusion, Commodity Futures Trading Commission Mr. Joseph Mancías, Former Senior Management Counsel to the Director, U.S. Citizenship and Immigration Services, Department of Homeland Security

Ms. Felicita Sola-Carter, Former Assistant Deputy Commissioner & Deputy Chief Human Capital Officer, Social Security Administration

10:30 to 11:45 am

Competencies: Interpersonal Skills, Oral Communications, Team Building

This workshop will focus on how EI can help you "Lead from the Middle" whatever your role or level is within the organization. EI will enable you to better manage your quadrants of relationships: 1) Senior Leadership; 2) Peers; 3) Stakeholders; and 4) Staff. This will be an interactive session with group discussions. The presenter will be using excerpts from a Leading from the Middle Coaching Model (c) DePuy HR Associates.

Moderator: Ms. Nitza Torres, LPN, Hispanic Emphasis Employment Program Manager, U.S. Veterans Affairs Medical Center

Presenter: Ms. Brenda J. DePuy, DePuy HR Associates

10:30 to 11:45 am

ECQ: Business Acumen, Results Driven

Competencies: Strategic Thinking, Vision, Decisiveness, Written Communication

This workshop is designed for members of the Senior Executive Service (SES) and those aspiring to belong to the elite corps of Federal Government professionals. The presentation encourages participants to utilize five steps of goal-setting to achieve the desired outcome in any aspect of their lives. Participants are guided through the five steps for success, including setting goals to paper, visualization, a passionate desire for the outcome, setting timeframes and commitment. The importance of mentorship and executive coaching is also emphasized. The workshop inspires lively and thoughtful discussion, and consistently receives positive feedback.

Moderator: Ms. María V. Martínez, Strategic Initiatives, Human Capital Client Services, U.S. Department of Education

Presenter: Mr. Carl-Martin Ruiz, Director, Office of Adjudication, Office of the Assistant Secretary for Civil Rights, U.S. Department of Agriculture

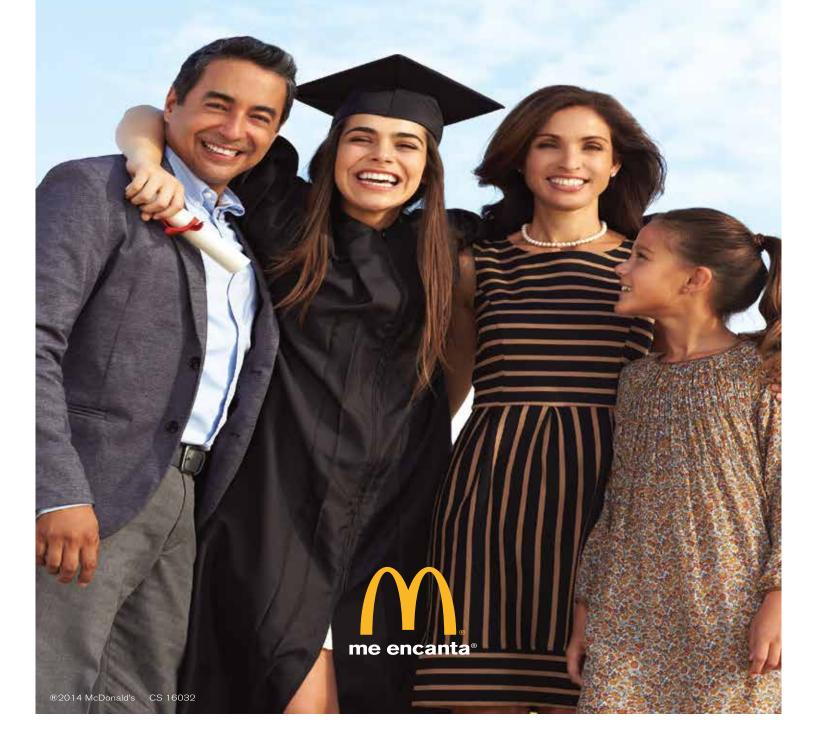
10:30 to 11:45 am

In 2013, 97% of the 356,303 people deported were of Latino descent. Today, more than 11 million undocumented immigrants have incorporated themselves into the social and economic fabric of American culture, but still live in the shadows. A broken immigration system means more deportations and instability in the Latino community through separation of families. This workshop will bring together different stakeholders to discuss the negative impact of our broken immigration system and opportunities in the

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FTI/LULAC Agenda - Thursday, July 10

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coming weeks to stop the record number of deportations.

Moderator: Mr. José Díaz-Balart, Noticiero Telemundo (invited)

Presenters: Obispo J. Peña, Director, Distrito Base de Fe New York, New York

Mr. José Pérez, Deputy General Counsel, LatinoJustice PRLDEF

Ms. Amanda Fernandez, Vice President, Teach for America

Ms. Kareli Lizarraga, 7th Grade Reading Teacher, Teach for America

Mr. Héctor Sánchez, Executive Director, Labor Council for Latin American Advancement/Chair, National Hispanic Leadership Agenda

Ms. Pamela Denzer, Fully Accredited Representative, Immigration Equality

Mr. Enrique M. Lucero, Field Office Director, U.S. Immigration and Customs Enforcement

12:00 to 2:00 pm



Unity Luncheon......Grand Ballroom

Mistress of Ceremonies: Ms. Teresa Rodríguez, Univision

Featured Speaker: First Lady Michelle Obama

Honorees: Mr. William Bonilla, Former LULAC National President Mr. Abraham Foxman, National Director, Anti-Defamation League Mr. Rudy Beserra, Vice President of Latin Affairs, The Coca-Cola Company

Ms. Mickie Solorio Luna, National Vice President for the Far West, LULAC

Presenting sponsor: Target

Host Sponsors: Toyota, Univision Communications Inc., The Coca-Cola Company, Walgreens, Cox Enterprises

2:00 to 3:15 pm

This introductory session will help demystify fundraising and share strategies to recruit the funds necessary to complete the important work of your non-profit community-based organization or LULAC council. Identifying the strengths of your organization, connections, and capacity to execute are crucial in order to develop a successful fundraising plan. Thus, we will discuss how you should incorporate your friends, colleagues, and family into your fundraising plans and how to make a successful pitch and the follow-up necessary to maintain long-term donor relationships.

Presenter: Mr. Russell Roybal, Deputy Executive Director for External Affairs, The National Gay and Lesbian Task Force

2:00 to 3:15 pm

Communities of faith are an integral part of the Latino community, especially when faith leaders are committed to educating and encouraging congregants to engage in community service and other advocacy efforts. Latino faith communities participate in national organizations in a number of ways, such as providing shelter, food, clothing, education, and advocating for and mobilizing neighborhoods. At this session, faith leaders will discuss the ways they are working to address the social issues of importance to Latinos. Attendees will have the opportunity to engage in a dialogue with these faith leaders and learn how they can get involved in these efforts.

Las comunidades de fe son una parte integral de la comunidad Latina, especialmente cuando los líderes religiosos están comprometidos a educar y estimular a los feligreses a participar en el servicio comunitario y otras iniciativas de servicios en la comunidad. La comunidad Latina de fe participa en la organización de diferentes formas, como prestando refugio, alimentos, ropa, educación y movilización en los vecindarios con emergencias. En esta sesión, los líderes religiosos hablarán sobre formas de trabajo para resolver los problemas sociales de relevancia para los Latinos. Los asistentes en esta sesión tendrán la oportunidad de participar en un diálogo con estos líderes de fe y aprenderán cómo pueden cooperar en estos esfuerzos.

Moderator: Reverenda Carmín Cabrera, Directora, Distrito Base de Fe Hatillo Panelists: Obispo J. Peña, Director, Distrito Base de Fe New York, New York Dr. Manuel Valdez, Director, Distrito Base de Fe Long Island, New York Dr. Ángel Marcial-Concilio, Director, Concilio Base de Fe Florida Reverendo José Álvarez, Director, Distrito Base de Fe Bayamón, Puerto Rico

2:00 to 3:15 pm

La Lucha Sigue: Latinos in Organized LaborGibson

Protecting the rights of working families and ensuring safe working conditions, just wages, and fair contracts are but a couple of examples of the advocacy work done by labor unions. With a multitude of issues being debated across the country affecting working families, including income inequality and the need to raise the minimum wage, there are many opportunities for LULAC members to engage in initiatives that can help advance worker rights. Come learn about the ongoing efforts of a select sampling of labor organizations and ongoing issue campaigns, and also find out how your council can get involved.

Proteger los derechos de las familias trabajadoras y garantizar condiciones seguras de trabajo, salarios justos, y contratos justos son sólo un par de ejemplos de la labor de promoción realizada por los sindicatos. Con una





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FTI/LULAC Agenda - Thursday, July 10

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multitud de temas en debate en todo el país que afecta a las familias trabajadoras, incluyendo la desigualdad de ingresos y la necesidad de aumentar el salario mínimo, hay muchas oportunidades para los miembros de LULAC para participar en las iniciativas que pueden ayudar a los derechos del trabajador. Venga y aprenda acerca de los esfuerzos de selectas organizaciones laborales y sus campañas sobre cuestiones actuales, en conjunto con también averiguar cómo usted puede involucrarse.

Panelists: Mr. Héctor Sánchez, Executive Director, Labor Council for Latin American Advancement/Chair, National Hispanic Leadership Agenda

Mr. Eduardo LaGuerre, State Director, LULAC New York (invited)

Mr. Julio Muñoz, Chairman, South Bronx Community Congress (invited)

Mr. David Rodríguez, President, United Hispanic Construction Workers (invited)

Mr. Thomas Sáenz, President & General Counsel, Mexican American Legal Defense & Educational Fund (invited)

Mr. Héctor Figueroa, President, 32BJ Service Employees International Union (invited)

Mr. Héctor Ruiz, President, United Federation of Teachers Latino Caucus (invited)

Mr. José Vargas, President, AFT National Latino Caucus (invited)

2:00 to 4:45 pm

FTI: Senior Executive Service Coaching and Roundtable Discussion......New York

Category: Senior Executive Development

Competency: Knowledge Management

This workshop provides employees interested in moving into the SES ranks an opportunity for more direct, give-and-take interaction with experienced managers in leadership positions. Attendees will participate in an informal exchange of information with senior managers regarding SES competencies, performance expectations as a senior leader, and maximizing career opportunities to enhance their skills.

This workshop is limited to a small group of attendees and participation will be based on a first come, first served basis.

Coaches: Ms. Carmen Cantor, Executive Director for the Bureaus of Educational and Cultural Affairs and International Information Programs, U.S. Department of State

Ms. Lorena Carrasco, Director, Diversity and Inclusion, Commodity Futures Trading Commission

Mr. Carmine Gallo, Eastern Regional Administrator, Federal Aviation Administration(invited)

Ms. Sue Malley, Director, New York Benefits Regional Office, U.S. Department of Veterans Affair

Mr. Joseph Mancías, Former Senior Management Counsel to the Director, U.S. Citizenship and Immigration Services, Department of Homeland Security

Mr. Frederick Pfaeffle, Deputy Assistant Secretary for Civil Rights, Office of the Assistant Secretary for Civil Rights, U.S. Department of Agriculture

Mr. Carl-Martin Ruiz, Director, Office of Adjudication, Office of the Assistant Secretary for Civil Rights, U.S. Department of Agriculture

Ms. Diana S. Sen, Director Northeast Region, U.S. Department of Labor (invited)

Mr. Nigel Simon, Director, Office of Program Management, Office of Solid Waste and Emergency Response, U.S. Environmental Protection Agency

Ms. Felicita Sola-Carter, Former Assistant Deputy Commissioner & Deputy Chief Human Capital Officer, Social Security Administration

Ms. Deborah M. Stempowski, Chief, Economic Planning & Coordination Division, Associate Directorate for Economic Programs, U.S. Census Bureau

Mr. Michael T. Thieme, Chief, Decennial Systems & Contracts Management Office, Associate Directorate for Decennial Census, U.S. Census Bureau

Mr. Mauricio Vera, Director, Office of Small & Disadvantaged Business Utilization, U.S. Agency for International Development

Ms. Veronica Villalobos, Director, Office of Diversity and Inclusion, U.S. Office of Personnel Management

2:00 pm to 3:15 pm

Competencies: Strategic Thinking, Conflict Management, Leveraging Diversity, Interpersonal Skills

Learn the characteristics of the four generations currently in the workplace. Identify your own strengths and weaknesses in the face of "truths and myths" about each of the four generations, Improve your power to communicate and successfully influence others through understanding motivation techniques in cross-generational communications. Identify strategies on how to navigate organizational culture driven from a generational perspective to improve negotiating skills as well as team productivity.

Moderator: Mr. Tex Gómez, Recruitment & Outreach Specialist, Office of Human Resources, Environmental Protection Agency

Presenters: Dr. Fred Soto, Supervisory Manager for Talent Management, Employee Development & Diversity, Provost EERE College, U.S. Department of Energy





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FTI/LULAC Agenda - Thursday, July 10

All events will be held at New York Hilton Midtown unless otherwise noted.

2:00 to 3:15 pm

FTI: Balancing Talent, Treasures, and Technology......Holland ECQ: Results Driven, Business Acumen

Competencies: Human Capital and Technology Management, Influencing

This interactive workshop will provide participants with a realistic picture of the challenges to maintaining a balanced and healthy work environment. Discussions will focus on understanding how to measure organizational performance and establishing standards that are highly correlated with organizational success and longevity.

Moderator: Ms. Nitza Torres, LPN, Hispanic Emphasis Employment Program Manager, U.S. Veterans Affairs Medical Center

Presenter: Mr. Manuel "Manny G" Gómez Jr., Go2Gomez Training & Consulting Solutions

2:00 to 3:15 pm

Moderator: Ms. Belén Sánchez Leos, Safety and Occupational Health Specialist, OSHA Directorate of Training and Education, U.S. Department of Labor

Presenter: Ms. Glorimar Maldonado, Human Capital Advisor, Strategic Programs Office, Human Capital and Resources Management Office, Centers for Disease Control and Prevention, U.S. Department of Health and Human Services

2:00 to 3:15 pm

"Flash Mentoring" is a new mentoring concept that involves brief or one time exchanges where a junior professional seeking leadership development is paired with a senior professional for a one time coaching session. This exercise will include a series of rotations in which each participant will have the opportunity to meet and listen to exceptional and seasoned mentors will be able to answer questions about their development and professional careers. In a short period of time, this dynamic learning opportunity will provide an excellent forum to exchange ideas between a cross-section of professionals in a combination of group and situational mentoring. This event is a collaborative effort between the National Council of Hispanic Employment Program Managers and Federal agencies.

Moderator/Presenter: Ms. Isabel Flores Kaufman, Justice Management Division, U.S. Department of Justice **Coaches:** Ms. Karen M. Basnight, Assistant Director, Justice Management Division, U.S. Department of Justice

Ms. Catherine A. Brady-González, Deputy Marshal, Eastern New York-Brooklyn, U.S. Marshals Service, U.S. Department of Justice

Ms. Anita Hinton, Chief, Career Development, Central Intelligence Agency

Dr. Irma A. Lawrence, National Program Leader, U.S. Department of Agriculture

Ms. Nasim M. Northeast Regional Recruiter, Central Intelligence Agency

Ms. Adina S. Security Analyst, Central Intelligence Agency

Mr. Cyrus Salazar, Director, Early Resolution and Conciliation Division, U.S. Department of Agriculture

Dr. Fred Soto, Supervisory Manager for Talent Management, Employee Development & Diversity, Provost EERE College, U.S. Department of Energy

Mr. Jeffrey Vargas, Chief Learning Officer, Commodity Futures Trading Commission

3:30 to 5:00 pm

Women's Hall of Fame Pinning Ceremony & High Tea (invitation only).......Mercury Ballroom Sponsored by: Hyatt

3:30 to 4:45 pm

Competencies: External Awareness, Flexibility, Strategic Thinking, Conflict Management, Influencing, Partnering

During this interactive workshop attendees will learn about personal change style preferences and more importantly shed some light on how others around them approach change. This basic understanding is the foundation for effective change management. As a senior leader in any organization, your ability to effectively lead and manage change is critical to leadership effectiveness. This workshop will give you the tools to build your change management skills.

Moderator: Ms. Laura Colón Marrero, Equal Employment Opportunity Director, U.S. Department of Justice *Presenter:* Ms. Anita Hinton, Chief, Career Development, Central Intelligence Agency



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Univision Communications Inc. thanks the League of United Latin American Citizens for seeking the empowerment of the Hispanic community at the local, state and national level.

Gracias.



FTI/LULAC Agenda - Thursday, July 10

All events will be held at New York Hilton Midtown unless otherwise noted.

3:30 to 4:45 pm

FTI: Balancing Talent, Treasures, and Technology......Holland

ECQ: Results Driven, Business Acumen

Competencies: Human Capital and Technology Management, Influencing

This interactive workshop will provide participants with a realistic picture of the challenges of maintaining a balanced and healthy work environment. Discussions will focus on understanding how to measure organizational performance and establishing standards that are highly correlated with organizational success and longevity.

Moderator: Dr. Lydia E. Soto-Torres, MD, MPH, Captain, USPHS, Medical Officer, International HIV Research/Latin America HIV Research Liaison, Microbicide Research Branch, National Institutes of Health **Presenter:** Mr. Manuel "Manny G" Gómez Jr., Go2Gomez Training & Consulting Solutions

3:30 to 4:45 pm

Attend this panel discussion on programs used and investigative efforts employed to deter fraudsters and help protect consumers from fraud. Hear from industry experts from Western Union and various Federal law enforcement agencies on current fraud scams, strategies and techniques used to combat global consumer fraud

Moderator: Mr. John Skoglund III, Manager, Consumer Protection Fraud Risk Management, Western Union **Panelists:** Ms. Amy Ruppeck, Senior Manager, Global Security Global Investigations, Western Union

Mr. Andrew Trilling, Postal Inspector/Team Leader, New York Division Financial Fraud Unit of the United States Postal Inspection Service

Mr. Jordan Brafman, Special Agent, department of Homeland Security Investigations

3:30 to 4:45 pm

FTI: "Flash Mentoring" for Federal and non-Federal Professionals East

"Flash Mentoring" is a new mentoring concept that involves brief or one time exchanges. Typically, a more junior professional seeking leadership development is paired with a more senior professional for a one time coaching session. This exercise will include a series of rotations in which each participant will have an opportunity to meet and listen to exceptional and seasoned mentors that will be able to answer questions about their development and professional careers. In just a short period of time, this dynamic learning opportunity will provide an excellent forum to exchange ideas between a great cross-section of professionals. For this activity, you will experience a combination of group and situational mentoring.

Moderator/Presenter: Ms. Isabel Flores Kaufman, Justice Management Division, U.S. Department of Justice **Coaches:** Ms. Karen M. Basnight, Assistant Director, Justice Management Division, U.S. Department of Justice

Ms. Catherine A. Brady-González, Deputy Marshal, Eastern New York-Brooklyn, U.S. Marshals Service, U.S. Department of Justice

Ms. Anita Hinton, Chief, Career Development, Central Intelligence Agency

Mr. Cyrus Salazar, Director, Early Resolution and Conciliation Division, U.S. Department of Agriculture Dr. Fred Soto, Supervisory Manager for Talent Management, Employee Development & Diversity, Provost EERE College, U.S. Department of Energy

Mr. Jeffrey Vargas, Chief Learning Officer, Commodity Futures Trading Commission Dr. Irma A. Lawrence, National Program Leader, U.S. Department of Agriculture

3:30 to 4:45 pm

Technology and mobile devices are transforming teaching and learning. Come learn about how mobile devices are being used to improve education in and out of the classroom. You will hear from technology experts and educators about best practices and initiatives such as App challenges and professional development programs for teachers aimed at improving academic success.

Moderator: Ms. Allison Remsen, Executive Director, Mobile Future

Presenters: Ms. Justina Nixon-Saintil, National Education Program Director, Verizon Foundation

Ms. Ana Roca-Castro, Founder/Chair, Latinos in Tech Innovation & Social Media (#LATISM)/ CEO, PreK12 Plaza

Ms. Beronica L. Morales, LNESC STEM Exploration Instructor, Houston Independent School District Ms. Yvonne De la Peña, Director of Learning & Engagement, CodeNow

3:30 to 4:45 pm

Latino Empresarios: Ready and Open for BusinessHudson Sponsored by: United Airlines

According to the U.S. Census Bureau, Latino Americans are starting small businesses at a rate 3 times faster than the national average. As the nation's fastest growing ethnic minority group, Latino entrepreneurs and consumers are a vital part of the American economy. Join this session and learn how partners like United Airlines are supporting small and medium businesses with their corporate programs.





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FTI/LULAC Agenda - Thursday/Friday, July 10/11

All events will be held at New York Hilton Midtown unless otherwise noted. Presenters: Ms. Keila Lacourt, Latin Onshore Sales, Account Manager, United Airlines Ms. Amber Kardosh, SME Manager 6:00 to 7:00 pm Youth and Young Adults Awards CeremonyGrand Ballroom Featured speakers: Mr. Richard Montañez, Marketing and Sales Executive, PepsiCo North America The Honorable José Enrique Melendez-Ortiz Jr. Esq., Representative, Puerto Rico House of Representatives **Presenting sponsor:** McDonald's Host sponsors: Dell, Inc., Darden Restaurants, Inc., Nissan North America 7:00 to 9:00 pm **LULAC Partner Receptions** LULAC LGBT Equality Reception (Gill Foundation, Hilton Worldwide, LULAC National Educational Service Centers Reception (invitation only)......Sutton South/Regent Host sponsor: Nissan North America Sponsors: Shell Oil Company, U.S. Army, P&G, Target 7:30 to 10:00 pm Sponsored by: Cox Enterprises, National Cable and Telecommunications Association 7:30 to 10:00 pm 9:00 to 11:00 pm Young Adults DanceMercury Ballroom Featuring: DJ Anuedy & DJ Eli Friday, July 11 7 to 12, 2 to 5 pm LULAC National Convention Registration & CredentialsPromenade 8:30 to 12:00 pm Youth & Collegiate Federal Career & Recruitment Symposium Sponsored by: U.S. Army, U.S. Department of Defense, U.S. Environmental Protection Agency Group BRegent and Sutton South FTI: National Council of Hispanic Employment Program Forum East 9:00 am to 4:00 pm FTI: Managing Up—Influence Supervisors and Senior Staff to Achieve Positive Results.......Holland 9:00 am to 10:15 am ECQ: Building Coalitions, Leading People Competencies: Interpersonal Skills, Partnering, Influencing, Negotiating Managing up is all about establishing good relationships with the leaders above you so you can further your goals and the goals of your team, office and agency. In this session, you will identify possible gaps between senior staff expectations and your understanding of your role in the office/agency; learn how to maximize communication styles to effectively navigate bottom-up relationships; and evaluate how effectively you currently work with managers and senior staff. Moderator: Ms. Keyla Hernández-Ulloa, Associate Division Chief, Consumer Affairs and Outreach Division, Consumer and Governmental Affairs Bureau, Federal Communications Commission Presenter: Ms. Glorimar Maldonado, Human Capital Advisor, Strategic Programs Office, Human Capital and Resources Management Office, Centers for Disease Control and Prevention, U.S. Department of Health and Human Services 9:00 to 10:15 am FTI: Succession Planning and You.......Midtown Category: Employment Development Competencies: Knowledge Management, Strategic Thinking This workshop will give you an inside look into succession planning and what you can do to position yourself to be a successor and ultimately an executive in your organization. This workshop will cover: the importance of succession planning to enhancing your career; the characteristics organizations are looking for in its successors and executives; developmental strategies you can use to prepare to become a successor; and if you are a successor, developmental strategies you can use to prepare to become an executive. Moderator: Ms. Alesia Rose, CIA Community Outreach Program Manager, Central Intelligence Agency Presenter: Ms. Vickye R. Byron, SPHR, GCDF, Ray B Consulting, LLC 9:00 to 10:15 am Category: Employee Development



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 Alexa O'Leary, Sr. Military Recruiter for Tyson Foods and LTC, USAR.



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FTI/LULAC Agenda - Friday, July 11

All events will be held at New York Hilton Midtown unless otherwise noted.

Competencies: Knowledge Management, Strategic Thinking, Written Communication

Interviewing and resume writing can be some of the most stressful parts of a job search. How you present yourself, in person and on paper, is the number one factor in determining who gets the job. This one workshop covers the fundamentals of resume writing, accomplishment statements and more. Attendees will learn:

- What a Federal resume is and what information should be included
- How to determine what key words to use in the Federal resume
- A proven technique that you can use to write stronger accomplishments statements
- How to effectively use active voice in your resume

Moderator: Ms. Lorena Molina-Irizarry, Hispanic Employment Program Manager, Human Resources Division, U.S. Census Bureau

Presenter: Ms. Elimar C. Medina Figueroa, Human Resources Specialist, U.S. Census Bureau

9:00 to 10:15 am

En esta sesión las oradoras proveerán información resaltando las contribuciones históricas y actuales que las líderes Latinas han hecho en la lucha por los derechos civiles en los Estados Unidos, y destacando el desarrollo de LULAC como una organización de derechos civiles. El liderazgo de las mujeres ha sido el pilar de la comunidad Latina por mucho tiempo. Al enfatizar los logros, este panel tiene como objetivo fomentar un aprecio mayor por el activismo de éstas y lograr éxitos futuros.

Moderator: Ms. Maggie Rivera, LULAC National Treasurer **Panelists:** Ms. Margaret Moran, LULAC National President

The Honorable María Eloisa "Mayita" Melendez Altieri, Mayor, City of Ponce, Puerto Rico

Ms. Sobeida Cruz, Commissioner, National Women's Commission, LULAC

Ms. Caridad Pierliusi, District Director, LULAC Puerto Rico

9:00 to 10:15 am

Defining Success: A Conversation on Education Models and PracticesGibson

Whether it is charter schools, traditional public schools, private schools, or magnet schools – there are a lot of education models across the country that aim to serve Latino students. As recent data suggest, closing the achievement gap and moving forward with college and career-ready education is critically important as Latino students make up a larger percentage of the K-12 population each year. This session features speakers familiar with the current Latino education landscape, the pros and cons of these various education models, and will share their insights as to what specific practices and strategies are working, as well as what needs to be done to advance Latino educational attainment.

Moderator: Ms. Iris Chávez, Assistant Field Director, The Education Trust Presenters: Mr. Eduardo LaGuerre, State Director, LULAC New York Mr. Miguel A. García, Jr., President & CEO, National Urban Fellows Mr. Richard Izquierdo, Founder, South Bronx Charter School (invited)

Dr. John Arnold, Co-Chair, LULAC National Education Commission (invited)

10:00 to 10:30 am

10:00 am to 5:00 pm

Exposition and Job Fair Open......Americas Hall

10:30 to 11:45 am

Category: Employee Development

Competencies: Knowledge Management, Strategic Thinking

In this interactive video series and conversation, highly effective executives from across the government will share the proven habits and strategies that helped them succeed. Take control of your professional life and join us for an interactive discussion, where you can learn how to be a credible and thoughtful self-advocate, how to sustain a mentorship relationship and how to pay it forward.

Moderator: Ms. Heidi Ortiz, Hispanic/Special Emphasis Employment Program Manager, Office of Diversity & Inclusion, U.S. Department of Labor

Presenter: Ms. Yvette Rivera, Associate Director, Office of Civil Rights, U.S. Department of Transportation

10:30 to 11:45 am



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2014 LULAC National Convention and Exposition

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FTI/LULAC Agenda - Friday, July 11

All events will be held at New York Hilton Midtown unless otherwise noted.

thoughtful self-advocate, to sustain a mentorship relationship and how to pay it forward. Moderator: Mr. James L. Madril, Recruitment and Outreach Officer, U.S. Department of State Presenter: Ms. Yvette Rivera, Associate Director, Department of Transportation, Office of Civil Rights

10:30 to 11:45 am

ECQ: Leading People, Leading Change, Building Coalitions

Competencies: Conflict Management, Human Capital Management, Influencing

Persuasion is the process of changing or reinforcing attitudes, beliefs, or perceptions of others (Mills, 2000, p 2). This workshop addresses different components of the persuasion process considered on leading change, leading people, and build coalitions in the workplace. The identification of routes, type of stakeholders and patterns of persuasion are essential for building strategic relationships, promoting credibility and trust in the workplace and articulating simple messages in a context of an action taken and results. Attendees will embrace the persuasion process as a tool in leading people in the implementation of an organizational change.

Moderator: Ms. Virginia Andreu-Rosario, Attorney Advisor, Federal Sector Programs, Office of Civil Rights, U.S. Equal Employment Opportunity Commission

Presenters: Ms. Ana H. Valentín, Survey Statistician, Fisheries Services, National Oceanic and Atmospheric Administration

10:30 to 11:45 am

FTI: Conflict Resolution......Holland ECQ: Leading People

Competencies: Interpersonal Skills, Team Building, Accountability

The objective of this training session is to improve understanding and awareness of conflict resolution strategies and increase the use of these strategies when feasible and appropriate. Attendees will learn to anticipate and prevent destructive conflict, plan an appropriate strategy, and set the plan in motion.

Moderator: Mr. Andy González, EEO Specialist, Office of Diversity & Inclusion, U.S. Department of Veterans

Presenter: Mr. Victor Voloshin, Esq., Chief Mediation Officer, RESOLVE Program Director, U.S. Equal **Employment Opportunity Commission**

10:30 to 11:45 am

FTI: Creating a Portfolio through Individual Development PlanHudson Category: Employee Development

Competency: Strategic Thinking, Communication Skills

This workshop identifies the value and the positive impact a professional portfolio can exhibit on an individual's knowledge, skills, experiences, and accomplishments. The workshop provides the fundamental components and illustrates how to create a professional portfolio that can be utilized as an individual development career plan. Participants will learn organizational strategies and presentation skills to market their abilities to employers and remain competitive.

Moderator: Ms. Heidi Ortiz, Hispanic/Special Emphasis Employment Program Manager, Office of Diversity & Inclusion, U.S. Department of Labor

Presenter: Ms. Kimberly Castillo, Affirmative Employment Program Manager, National Archives and Records Administration

10:30 to 11:45 am

Puerto Rico in Crisis: Charting a Path Forward......Nassau LULAC has more than 2,500 members in Puerto Rico and a number of councils in the United States that have their roots in the island. Puerto Rico is a top priority for the agenda of LULAC National. This session will discuss and analyze issues of importance to the island, including economic development and political empowerment of Puerto Rico as well as other topics. Members will continue with discussions of the issues from previous years and will be able to analyze and discuss critical socio-economic development issues. LULAC, Puerto Rico tiene más de 2,500 socios en Puerto Rico y un gran número de concilios en Estados Unidos que tienen sus raíces en la Isla. Puerto Rico es una máxima prioridad para la agenda de LULAC Nacional. Esta sesión discutirá y analizará aquellos temas de importancia para la Isla, incluyendo el desarrollo económico y el

empoderamiento político de Puerto Rico así como otros temas. Los socios van a continuar con las conversaciones de los temas de años anteriores y tendrán la oportunidad de analizar y discutir el desarrollo de cuestiones socio-

Moderator: Dr. Juan Varona, Former Rector, University of Puerto Rico, Cayey

Panelists: The Honorable Pedro Pierluisi, Member, U.S. House of Representatives (invited)

Ms. Claudia Gutiérrez, Senior Advisor to the Regional Administrator, U.S. Environmental Protection Agency Dr. José M. Saldaña, Former President, University of Puerto Rico/Organización Igualdad

Licenciado Francisco "Paco" González, Commissioner, LULAC Puerto Rico Office of Legal Affairs

10:30 to 11:45 am





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BRINGING OUR COMMUNITIES TOGETHER.

Any organization that works with and for the Latino community is one that we are proud to partner with. Thanks to the League of United Latin American Citizens, we all have an organization that is designed to educate and celebrate Latinos. And that is something Nissan stands behind.



FTI/LULAC Agenda - Friday, July 11

All events will be held at New York Hilton Midtown unless otherwise noted.

For many lesbian, gay, bisexual, transgender, and queer (LGBTQ) people of color, our biological families are a strong source of identity and support. At the same time, we are often silenced about our identity. This workshop is an opportunity to dialogue about LGBTQ people of color and our family members, as we explore the issue of family acceptance. We'll share personal stories and examine how acceptance is different for our families, how to create an intergenerational dialogue about racism, homophobia, and prejudice with our families of origin, and how LGBTQ and Latino organizations can make family acceptance part of their work in communities of color.

Moderator: Mr. Sergio López, Director of Latino Programming, Freedom to Marry **Panelists:** Ms. Geneva Musgrave, Diversity & Inclusion Program Educator, Lambda Legal Ms. Joanna Cifredo, Writer/Advocate for FireBreathingTGirl.com

Ms. Lillian Rivera, Director of Advocacy & Capacity Building, Hetrick-Martin Institute

10:30 to 11:45 am

En la era de los Estándares Estatales Comunes, es importante que los padres y los estudiantes tengan la información que necesitan para trazar un camino hacia la graduación de la escuela secundaria y la universidad. Esta sesión ofrecerá a padres, defensores de la educación, y estudiantes información sobre cómo estar preparados para la universidad y prepararse para sus carreras futuras. Más específicamente, la sesión ilustrará cómo defensores de la educación pueden convertirse en asesores universitarios eficaces que pueden servir de guías para los estudiantes en su camino a la universidad y a sus carreras futuras.

Moderator: Mr. Luis Torres, Director of Education Policy, LULAC National

Presenter: Dr. Juan García, Co-Chair, LULAC National Education Commission/Vice President for Student Success, New Mexico State University-Alamogordo

12:00 to 2:00 pm

12:00 to 2:00 pm

Featured Speakers: Ms. Rita Moreno, Acclaimed Actress; The Honorable María Contreras-Sweet, Administrator, U.S. Small Business Administration; The Honorable María Eloisa "Mayita" Melendez Altieri, Mayor, City of Ponce, Puerto Rico

Honoree: Ms. Brianna Hinojosa-Flores, Esq., Former LULAC National President for Youth

Presenting Sponsor: Target Host Sponsors: P&G, Chevrolet, Cancer Treatment Centers of America

2:00 to 3:15 pm

The Ford Driving Dreams through Education (FDD) program is a grants-based initiative by the Ford Motor Company Fund in partnership with LULAC. The mission of this unique education program is to mitigate the high school dropout rate in the Latino community through innovative services. Two awardee sites will be featured in this workshop to highlight the innovative strategies LULAC councils are using to engage youth and advance educational attainment. Workshop participants will gain insight into the best ways to work with youth and how to properly manage a FDD program. Discussions will include the importance of educational partnerships, mentoring students, curriculum development, student incentives, recruiting volunteers, lessons learned during their program, and the impact of the program on the students.

Moderator: Ms. Karina Castellanos, Program Coordinator, LULAC National

Presenters: Dr. Yvette Butler, MD LULAC Council #21006

Mr. Gabriel Roldos, NY LULAC Council #23047

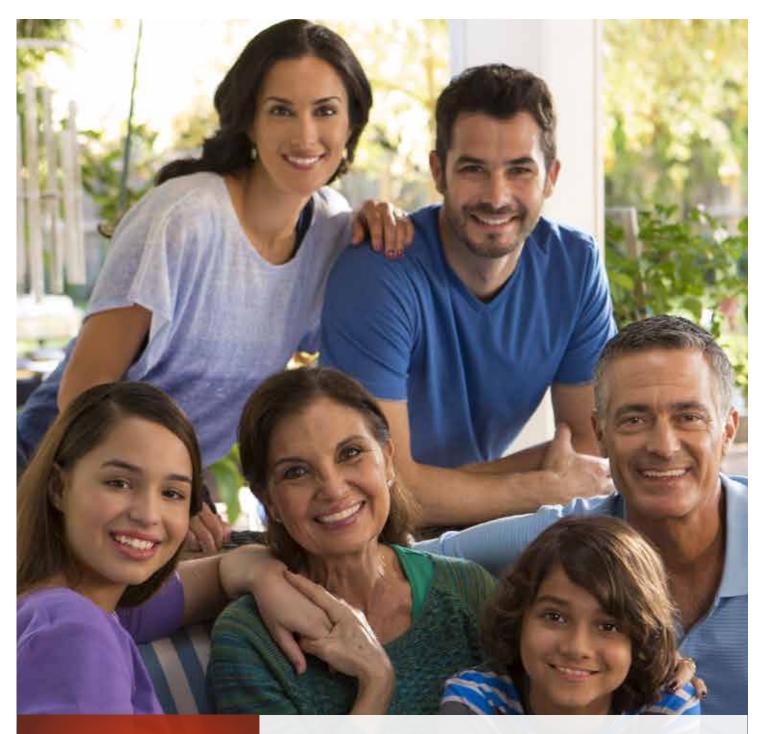
2:00 to 3:15 pm

This session will share examples of how educator members work with community organization partners to serve our families in our community through social activism. Through this impactful work, we hope to inspire leaders to join the teaching profession and/or our social justice movement, particularly with our Latino students and their families.

Presenters: Ms. Delia García, Senior Liaison, Office of Minority Community Organizing & Partnerships, National Education Association

Ms. Luz Minaya, Member, New York State United Teachers, National Education Association





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FTI/LULAC Agenda - Friday, July 11

All events will be held at New York Hilton Midtown unless otherwise noted.

2:00 to 3:15 pm

LULAC recibe muchas solicitudes de asistencia en la prevención y resolución de los conflictos que afectan a los latinos en conjunto con agencias de inmigración, empleadores, compañeros de trabajo, y proveedores de servicios de salud y nutrición. Los exponentes estarán disponibles para disertar diferentes asuntos de derechos civiles en la comunidad latina. En esta sesión se incluirá referencias de recursos sobre acciones relacionadas con violaciones de derechos civiles. Los latinos han sufrido violaciones de derechos civiles en servicios de salud, educación, empleo, y/o de inmigración, tendrán la oportunidad de conocer las estrategias claves de prevención y resolución de conflictos en las situaciones de discrimen.

Moderator: Ms. Belén Robles, Past LULAC National President

Panelists: Licenciado Charlie Rodríguez, Former President, Senate of Puerto Rico

Licenciado Andrés Guillemard, Commissioner, Comisión Derechos Civiles Misión Estadística

Licenciada Elizabeth Quiñones, Vice President for Women, Puerto Rico LULAC

Mr. Baldomero Garza, LULAC National Vice President for the Southwest/LULAC National Civil Rights Committee

3:30 to 4:45 pm

As Latinos continue to lead population growth, they have come to dominate household growth with over one million Hispanic households formed in 2012 alone, compared to a decrease of 704,000 non-Hispanic households according to the National Association of Hispanic Real Estate Professionals. They also estimate that in 2012, Hispanics accounted for 51 percent of the total net increase of new owner households in our country. The housing market has been on a slow path of recovery in some markets while it continues to struggle in many other regions. For example, according to economists from CoreLogic, New Jersey will lead the nation with the highest percentage of foreclosed homes this summer. Many organizations such as LULAC have been concerned by the reports from the court-appointed monitor on the national settlement over mortgage abuses. The reports point to many institutions failing to comply with key requirements such as delaying on modifications and preventing abusive foreclosure and collection practices. Meanwhile, policymakers in the nation's capital continue to explore the reform of Fannie Mae and Freddie Mac, which are currently in conservatorship. A new system could provide credit to a broad and diverse population or alternatively, it could create an environment in which credit and housing choices are more costly, more limited, and less sustainable, especially for minority and low- and moderate-income households. This session will discuss these issues with a focus on how they impact the future of housing for the Latino community.

Moderator: Ms. Aracely Panameno, Director of Latino Affairs, Center for Responsible Lending

Panelists: Mr. Lawrence Parks, Senior Vice President of External and Legislative Affairs, Federal Home Loan Bank of San Francisco

Ms. Mitria Wilson, Director of Legislative and Policy Advocacy, National Community Reinvestment Coalition Ms. Lisa Gutiérrez, Mortgage Counselor, CHANGER Inc.

Dr. James Fakuda, State Director, LULAC, NJ

3:30 to 4:45 pm

Part I: STEM Education: A Bridge for Latinos to Opportunity and Success

Sponsored by: Time Warner Cable

Leaders in education and industry have long emphasized the need for high school graduates to have improved knowledge and skills in the fields of science, technology, engineering and mathematics (STEM). Given the immense impact of STEM fields on both the domestic job market and the global economy, STEM preparation will be critical to successful academic careers and furthered professional development, allowing well prepared students access to careers in cutting-edge fields. Numerous findings demonstrate that STEM education can be a powerful means to bridge the economic divide between Latinos and other demographic groups in America. During this first part of this session, learn about the efforts of LULAC on this issue as it partners up with Time Warner to release a report on STEM education.

Presenters: Ms. Tessie Topol, Vice President for Corporate Social Responsibility, Time Warner Cable Dr. Juan García, Co-Chair, LULAC National Education Commission/Vice President for Student Success, New Mexico State University-Alamogordo













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FTI/LULAC Agenda - Friday/Saturday, July 11/12

All events will be held at New York Hilton Midtown unless otherwise noted.

Ms. Mary Mazzio, Director of the film *Underwater Dreams (invited)*

Part II: Unleashing Innovation in the Classroom and in the Community

Sponsored by: National Cable and Telecommunications Association

This session will take a closer look at trends in STEM education in the 21st century and the use of technology

in education and communities alike to close the digital divide.

Guest remarks: Ms. Jessica Rosenworcel, Commissioner, Federal Communications Commission *Presenters:* Mr. Martín Chávez, Senior Advisor and Former Mayor of Albuquerque (*invited*)

Mr. Felix Ortiz, Founder & President, Viridis Learning (invited)

Mr. Filemón López, Senior Vice President, Strategic Initiatives, Comcast Cable (invited)

Sponsored by: Anheuser-Busch

Mistress of Ceremonies: Gina Rodríguez, Award Winning Actress

Invited speakers: The Honorable Arnold A. Chacón, President Obama's Nominee for Director General of

the Foreign Service and Director of Human Resources at the Department of State The Honorable Pedro Pierluisi, Resident Commissioner, U.S. House of Representatives

Sponsored by: PepsiCo, Inc., Walmart, Comcast/NBCUniversal/Telemundo, Ford Motor Company,

Southwest Airlines

Featuring a special performance by Tejano Divas Stefani Montiel and Shelly Lares

Saturday, July 12

8:00 am to 5:00 pm	LULAC General Assembly & Election of Officers (no breakfast or lunch)	Grand Ballroom
10:00 am to 5:00 pm	Exposition and Job Fair Open	Americas Hall
8:30 to 12:00 am	Concierto: Explosión Tropical	Grand Ballroom

Featuring: Tito Nieves and MALO

Sponsored by: Walmart, MillerCoors, Caesars Entertainment, Goya Foods













League of United Latin American Citizens



Dear LULAC Youth Members and Sponsors:

Welcome to the 85th LULAC National Convention in New York, New York. I am ecstatic you can join us for this extraordinary week of wonderful workshops and fantastic banquets!

The National Youth Board and I welcome you! All your hard work and fundraising has paid off and you have made it here! We are proving today that LULAC still stands to be one of the best organizations to benefit youth all across the country while making exceptional leaders for our nation. The Youth Board and I have been very active in order to expand our youth membership, and are now happy to say we hold many more councils in regions LULAC is new to.

As we join together for the 85th convention I hope you dedicate your time to the intellectually stimulating workshops and seminars we have for you. Whatever you learn while you are here, I challenge you to take it back to your towns, states, and

regions to create change. It all starts with a person, and you are that person. As LULAC Youth members you are truly becoming leaders for our nation. Let us now combine our leadership skills and share our knowledge with one another as we continue to build ourselves for the future.

We have had such a successful year with our LULAC Youth Members and I hope LULAC can help you find your passion and identity. We now have LULAC Youth members attending Ivy League universities, becoming valedictorians, and winning prestigious awards at nationwide competitions. This is just a small fraction of the magnitude that LULAC affects students in only the most positive ways. LULAC encourages its youth to reach for the stars, pursue higher education, and to advocate for public policies that create equal and affordable access to higher education.

LULAC is no longer just a club we joined in high school; it is a powerful entity we are using to improve the lives of our communities and nation. I challenge that whatever you learn while you are here, you take back to your communities, and to your councils. As my mentor has always said to me, "we can only stop ourselves." Realize while you are here that your voice is only powerful when you use it.

Additionally, while you are here please absorb everything that we have to offer and put yourself out there. Once you are done with this week you will have friends from across the nation, and an experience of a lifetime. Learn what we are giving you, but most importantly have fun and enjoy yourself.

-ALL FOR ONE, AND ONE FOR ALL-

Roman Robrigny

LULAC National Youth President

LULAC Youth Agenda

All events will be held at New York Hilton Midtown unless otherwise noted.

LULAC PRE-CONVENTION/CONVENTION AGENDA

Sunday, July 6		
2:30 pm – 5:00 pm	Buses Depart from LaGuardia (2:30 pm & 4:30 pm) & Newark (2:00 pm) Airports	NJ/NY
2:30 pm – 7:00 pm	Buses Travel to Princeton University	
4:00 pm – 8:00 pm	Youth Registration and Check-in	
5:30 pm – 6:30 pm	Dinner	
6:30 pm to 6:45 pm	Walk to Friend Center	
6:45 pm - 7:10 pm	Welcome Remarks by LULAC Staff and LULAC Youth Board	Friend Center
7:15 pm – 8:15 pm	The Latino College Experience	Friend Center
8:30 pm to 10:00 pm	Free Time/Chaperone Led Group Activities	Must Stay on Campus
10:30 pm	Lights Out	
Monday, July 7		
7:30 am	Wake Up Calls-Chaperones	Little Hall
8:00 am – 8:50 am	Breakfast	
8:50 am - 9:00 am	Walk from Butler/Wilson Cafeteria to Friend Center	
9:00 am - 10:50 am	Ice Breakers and Group Activities	
11:00 am - 12:00 pm	Princeton Admissions Presentation	
12:00 pm – 12:50 pm	Lunch	
12:50 pm – 1:00 pm	Walk from Butler/Wilson Cafeteria to Friend Center	
1:00 pm – 2:45 pm	Education Training by Dr. Betances	
	Sponsored by: McDonald's	
3:00 pm - 3:45 pm	Latino Studies presentation (tentative)	Friend Center
4:00 pm - 4:45 pm	IDEAS For Us presentation	Friend Center
5:00 pm - 6:00 pm	Group Photos	Princeton University
5:00 pm - 6:00 pm	Tour of Princeton University (optional)	Princeton University
7:00 pm - 8:00 pm	Dinner	Butler/Wilson Cafeteria
7:00 pm - 10:00 pm	Free Time/Chaperone Led Group Activities (optional)	
10:30 pm	Lights Out	
Tuesday, July 8	1	
6:30 am	Wake Up Calls- Chaperones	Little Hall
7:30 am - 8:10 am	Breakfast	Butler/Wilson Cafeteria
8:10 am - 8:30 am	Walk to University Place and Dickinson Street and board buses	. University PI/Dickinson St
8:30 am - 9:00 am	Bus Travels to Hopewell Valley for Community Service Project	NJ
9:00 am - 11:10 am	Hopewell Valley Community Service Project	Pennington, NJ
11:10 am - 11:30 am	Board buses	Pennington, NJ
11:30 am - 12:00 pm	Buses travel to Princeton University	NJ
12:00 pm - 12:50 pm	Lunch	Butler/Wilson Cafeteria
12:50 pm - 1:00 pm	Walk from Butler/Wilson Cafeteria to Friend Center	Friend Center
1:00 pm - 1:45 pm	Financial Aid Presentation	Friend Center
2:00 pm – 4:30 pm	Learning to Respond to Bias and Bullying/Cyber-Bullying	Friend Center
4:30 pm – 5:15 pm	Prepare for Red Carpet Event and Movie Premiere	l ittle Hall
5:30 pm – 6:30 pm	Red Carpet and Mocktail Hour	
6:30 pm – 7:00 pm	Buffet Dinner	
7:00 pm – 8:30 pm	Underwater Dreams Movie Premiere	
ου μιπ οου μιπ	Sponsored by: Comcast/NBCUniversal/Telemundo	i nona contei
8:30 pm – 9:00 pm	Networking and Dessert	Friend Center
9:00 pm — 10:00 pm	Free Time/Chaperone Led Group Activities (optional)	
10:30 pm	Lights Out	









LULAC Youth Agenda

All events will be held at New York Hilton Midtown unless otherwise noted.

Wednesday	y, July 9
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weanesday, Ju	
6:30 am	Wake Up Calls-ChaperonesLittle Hall
7:00 am – 7:30 am	Check-outLittle Hall
7:30 am – 8:00 am	BreakfastButler/Wilson Cafeteria
8:00 am - 8:30 am	Walk to University Place and Dickinson Street and board buses
8:30 am - 10:30 am	Buses Shuttle Students to New York City (explain passport: opportunity drawing)NJ to NY
10:30 am - 12:00 pm	On-site Registration and Luggage Check-In/Drop-OffNassau
12:00 pm – 1:45 pm	Partnership Luncheon
	Featured speakers: Mr. Ralph de la Vega, President and CEO, AT&T Mobility
	Ms. Carolyn W. Colvin, Acting Commissioner, Social Security Administration
	Honoree: Mr. Ignacio Salazar, Accepting Congratulatory Award on the 50th Anniversary of SER-Jobs for
	Progress National, Inc.
	Sponsored by: Time Warner Cable, AT&T, Pfizer RxPathways, Exxon Mobil Corporation
2:00 pm – 2:50 pm	Google 101: Tips for Staying Safe Online
	Sponsored by: Google
	Google has many free resources to make the web better for you. Come learn what you can do to keep your
	personal data secure and private. We'll cover how to protect yourself and your family from scams and identity theft online, as well as how to manage your digital footprint and online reputation.
3:00 pm – 5:00 pm	Nueva Latina MonologuesTrianon Ballroom
3.00 piii – 3.00 piii	Sponsored by: P&G
	While the U.S. Latina experience is vast and broad, the Nueva Latina Monologues reflect topics and themes
	that many bicultural women could identify and rally behind such as the blending of two cultures, balancing
	family expectations and traditions, sustaining language, and breaking Latino cultural idiosyncrasies and
	stereotypes. Orgullosa partnered with the talented Latina writer and director, Linda Nieves-Powell, to create
	the Nueva Latina monologues, five engaging and heartfelt monologues that showcase the many different
	struggles and triumphs Latinas face while trying to find balance between their American and Latino cultures.
	For more information and to Like on Facebook: https://www.facebook.com/orgullosa
	Welcome Remarks: Mr. Manuel Rendon, National Vice President for Young Adults, LULAC National Board
	Emcee: Adrienne Bailon, Singer/Songwriter Nueva Latina Monologues Cast:
	Ms. Cristina Madero • Ms. Isabel Hilario • Ms. Talía Marrero • Ms. Jasmine Romero • Ms. Diana Sánchez
5:00 pm – 6:00 pm	Break
6:00 pm	Meet in lobby and depart for dinner
6:30 pm – 8:00 pm	Dinner
0.30 piii – 0.00 piii	Sponsored by: Macy's
7:00 pm 11:00 pm	New York Concert: The Ultimate Oldies PartyGrand Ballroom
7:00 pm – 11:00 pm	Featuring Mambo Legends Orchestra & the Drifters with host Luis Guzman
0.00 nm 10.00nm	Free Time/Chaperone Led NYC Tourist Site Visits (optional)
8:00 pm – 10:00pm	Suggestions: Central Park, or the High Line, or Times Square, or Museum of Modern Art (MoMA), or the
	Metropolitan Museum of Art, or Yankee Stadium, and/or Columbia University Campus Tour
Thursday, July	
7:00 am – 8:30 am	Free Time/Chaperone Led NYC Tourist Site Visits (optional)
	friends back home)
8:30 am - 9:00 am	Walk back to Hilton HotelNY, NY
9:00 am – 10:00 am	Facebook 101 (breakfast provided)
9.00 am – 10.00 am	Sponsored by: Facebook
	Come and learn about online safety from a leader at Facebook. Students, parents and teachers should all
	be aware of your options when using social media. This session will provide incredible insights into how
	to be safe when using Facebook. You will learn about how to manage your sharing, setting privacy settings,
	reporting problems, and communicating directly with a friend, family or counselor if needed.
10:00 am - 11:00 am	Ribbon Cutting Ceremony & Exposition Opening
	Sponsored by: PepsiCo, Inc., Time Warner Cable, Toyota
12:00 pm - 2:00 pm	Unity LuncheonGrand Ballroom
	Mistress of Ceremonies: Ms. Teresa Rodríguez, Univision
	-



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Hilton Worldwide is proud to be a Senatorial Sponsor of the 2014 LULAC National Convention and Exposition.

























LULAC Youth Agenda

All events will be held at New York Hilton Midtown unless otherwise noted



Featured Speaker: First Lady Michelle Obama
Honorees: Mr. William Bonilla, Former LULAC National President
Mr. Abraham Foxman, National Director, Anti-Defamation League
Mr. Rudy Beserra, Vice President of Latin Affairs, The Coca-Cola Company

 $Ms.\ Mickie\ Solorio\ Luna,\ National\ Vice\ President\ for\ the\ Far\ West,\ LULAC$

Presenting Sponsor: Target

Host Sponsors: Toyota, Univision Communications Inc., The Coca-Cola Company, Walgreens, Cox Enterprises

Sponsored by: The TJX Companies, Inc.

You have your first big interview and you want to impress the manager, but you have questions like: What should I wear? Will I be overdressed or underdressed? This session will help point you in the right direction by presenting interview scenarios and showing you the best approach so that you'll get the job you want.

Friday, July 11

12:00 pm - 2:00 pm

Sponsored by: U.S. Army, U.S. Department of Defense, U.S. Environmental Protection Agency

Sponsored by: U.S. Army, U.S. Department of Defense

Mistress of Ceremonies: Gina Rodríguez, Award Winning Actress

Invited Speakers: The Honorable Arnold A. Chacón, President Obama's Nominee for Director General of

the Foreign Service and Director of Human Resources at the Department of State The Honorable Pedro Pierluisi, Resident Commissioner, U.S. House of Representatives

Sponsored by: PepsiCo, Inc., Walmart, Comcast/NBCUniversal/Telemundo, Ford Motor Company,

Southwest Airlines

10:00 pm – 11:00 pm Presidential Awards BallGrand Ballroom

Saturday, July 12

7:00 am - 7:30 am	LULAC Youth Board BreakfastTBD
7:31 am - 7:59 am	Board Bus for Ellis Island/Jamaica BayOutside Hilton Hotel
8:00 am - 2:30 pm	Ellis Island and Jamaica Bay Wildlife RefugeNY, NY
	Sponsored by: National Park Service
2:31 pm - 7:29 pm	Free Time/Chaperone Led NYC Tourist Site Visits (optional)TBD
	Suggestions: Rockefeller Center, or Chrysler Building, or El Museo del Barrio, and/or NYU Campus Tour (must reserve on your own and ahead of time and only available from 1:30-3:30 pm).
8:30 pm - 12:00 am	Concierto: Explosión TropicalGrand Ballroom
	Featuring: Tito Nieves and MALO
	Sponsored by: Walmart, MillerCoors, Caesars Entertainment, Goya Foods

7:30 pm - 10:00 pm Free Time/Chaperone Led NYC Tourist Site Visits (optional)......TBD

Suggestions: National September 11 Memorial & Museum, New York Stock Exchange/Charging Bull/Wall

Street, or Brooklyn Bridge, or Empire State Building.



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LULAC, within its membership, will bestow several national awards presented during the Presidential Banquet at the LULAC Conventions. These awards are the highest honor bestowed by LULAC and are given to those individuals whose achievements and community service most exemplify the ideals of the League. The recipients of these prestigious awards are selected by an awards committee which is appointed by the national president. The awards committee reviews the nominations of LULAC Councils and selects the recipients based upon established criteria.

The Awards

The following awards have been established by the awards committee and will be presented at the convention:

- · Man of the Year
- Woman of the Year
- · Council of the Year
- Raymond Telles Award for Education
- Felix Tijerina Award for Service to the League
- Aztec Award for Civil Rights
- J.C. Martínez Award for Membership and Expansion
- Cesar Chávez Award for Leadership and Community Service
- Dr. Anita Del Rio Award for Latina Leadership and Women's Advocacy
- Senior Award, presented by National VP for the Elderly
- John Arnold Humanitarian and Community Service Award
- Cresencio Padilla Award for Volunteerism

Criteria for Council of the Year Award

- 1. Council must be chartered and in good standing in the League.
- 2. Council must have been awarded Council of the Year at the District and State levels.
- Council must have sponsored a LULAC Youth Council in the past year.
- 4. Council will receive special consideration for participation in

- the LNESC scholarship program.
- Council must have participated in humanitarian and civic causes that have made an impact on LULAC and the community.
- 6. Council must have proof of all LULAC and communityrelated awards and recognition it claims, i.e., newspaper clippings, scrapbook, award letters, etc.
- 7. Council must have letters from its District and State Directors certifying that it was selected at the respective conventions.
- 8. The period of consideration for Council of the Year shall be one year prior to the National Convention. Achievements and activities prior to the period for which the nomination is made will not be considered.

Criteria for Man of the Year Award

- 1. Nominee must be a member of a chartered LULAC Council in good standing in the League.
- 2. Nominee must be in good standing in the League.
- 3. Nominee must have been selected as Man of the Year at the Council, District, and State levels.
- 4. Nominee must have contributed talent, skills, and time to the betterment of LULAC and the community.
- Nominee must provide proof of involvement in LULAC and the community, including newspaper clippings, award letters, etc.
- 6. Nominee must have letters from his Council President, District, and State Directors, certifying that he was selected at their respective conventions.
- 7. The period of consideration for Man of the Year shall be one year prior to the National Convention. Achievements and activities prior to the period for which the nomination is made will not be considered.

Criteria for Woman of the Year Award

1. Nominee must be a member of a chartered LULAC Council in good standing in the League.

- 2. Nominee must be in good standing in the League.
- 3. Nominee must have been selected as Woman of the Year at the Council, District, and State levels.
- 4. Nominee must have contributed talents, skills and time to the betterment of LULAC and the community.
- 5. Nominee must provide proof of involvement in LULAC and the community and include newspaper clippings, scrapbook, award letters, etc.
- 6. Nominee must have letters from her Council President, District and State Directors certifying that she was selected at their respective conventions.
- 7. The period of consideration for Woman of the Year shall be one year prior to the National Convention. Achievements and activities prior to the period for which the nomination is made will not be considered.

Criteria for LULAC Special Awards

- Membership
- Loyalty
- Service
- Achievements
- Awards
- Contributions
- Leadership
- Recognition
- Actions
- Projects
- Accomplishments
- Volunteerism
- 1. Any LULAC member in good standing is eligible to be nominated for a LULAC Special Award.
- 2. Any member of LULAC can nominate a LULAC member for a LULAC Special Award.
- 3. Nomination and questionnaire forms must be submitted to the LULAC National Office prior to the National Convention.



CONGRATULATIONS TO LULAC ON ITS 85TH NATIONAL CONVENTION

Celebrating Diversity and

Investing in Tomorrow's Leaders





















2014 LULAC National Convention Rules

Proposed for Review by the National Board of Directors.

- Only delegates, or alternates replacing a delegate, wearing their certified badges, will be allowed in the voting section. All other persons shall be seated in an observation area designated by the Credentials Committee. The only exception to this rule shall be to accommodate a physically challenged delegate or alternate who desires to be seated in a special area.
- A member in good standing has the right to ask that non-members be removed from the election area. This shall include the news media.
- 3. An Election Judge shall be appointed by the National President to conduct the elections.
- 4. The Election Judge shall appoint a Time Keeper and three Official Counters for all elections.
- 5. Elections shall be by standing show of hands or roll call vote. In case of a roll call vote, the head of each delegation shall announce his/her council's vote and the Election Judge shall repeat the vote to the floor.
- 6. No delegate or alternate may have more than one vote in any one election.
- 7. Voting in absentia shall not be allowed.
- 8. A candidate not previously announced, as per the LULAC National Constitution, may run from the floor provided that a written certification endorsement by the total accredited delegations of a minimum of five councils, including the candidate's home council, is made to the Election Judge prior to the time of nominations for the office in question.
- 9. Each candidate has the right to appoint one counter. However, the only official count for any election shall be that recorded by the three Official Counters.
- 10. Each candidate shall have five minutes for speeches which shall follow the closure of nominations for the office in question.
- 11. In elections where candidates are running unopposed their elections will be combined and held by acclamation. In elections in which more than two candidates are involved, and no one receives 50 percent plus one majority of the certified votes, the two candidates receiving the highest number of votes shall immediately go into a runoff. No speeches shall be allowed in runoff elections.
- 12. Challenges to any election must be issued to the National Legal Advisor immediately after the outcome is announced and before another election has begun. It shall take a two-thirds vote to overturn any ruling made by the National Legal Advisor.
- 13. The order of elections shall be as follows and will be conducted after resolutions/amendments are voted on.
 - National President
 - National Vice President for Women
 - National Vice President for Youth
 - National Vice President for Young Adults
 - National Vice President for the Elderly
 - National Treasurer
 - National Vice President for the Southwest

- National Vice President for the Midwest
- National Vice President for the Farwest
- National Vice President for the Southeast
- National Vice President for the Northeast
- National Vice President for the Northwest
- 2017 Convention Site
- 14. First reading of all Constitutional Amendments and Resolutions will be presented immediately after the Assembly is convened.
- 15. The presentation of Constitutional Amendments from the floor shall not be allowed. Discussion on Constitutional Amendments shall be limited to three speakers for and three speakers against with each speaker having two minutes.
- 16. All resolutions must be type written and submitted in the form provided for in the LULAC website and submitted by a local council in good standing. Approved State resolutions must be submitted to the National Office within five days of passage. The Resolutions Committee shall read the resolved portion of each resolution and make its recommendation to the assembly. Discussion on each resolution shall be limited to two speakers for and two speakers against with each speaker having two minutes. A speaker must announce if he/she is speaking in favor of or against the resolution in question.
- 17. Resolutions from the floor shall be accepted. The resolution from the floor must be type written and submitted by using the form provided in the LULAC website and signed by the total registered delegation of the offering council. The written resolution from the floor must be presented to the Resolutions Committee and the State Director or his/her designee be notified. The Resolution Committee Chair shall read the resolution in its entirety and call for a vote. The same time limit, number of speakers, and announcement as in rule 16 shall apply to this rule.
- 18. Any issue not covered by these Convention Rules will be determined by the proper provisions within the LULAC National Constitution, By-Laws & Protocol, and Robert's Rules of Order (revised) in that order.
- 19. These adopted 2014 Convention Rules may be changed by a two-thirds vote of the assembly.
- 20. Delegates, alternates and guests must maintain proper decorum at all times. Whistling and whistles are not allowed. Individuals intentionally disrupting election proceedings as determined by the Convention Chair will be expelled from the floor. No photography, video and audio recordings will be permitted. Violators will be removed.
- 21. Any individual that uses profanity, verbally threatens or attacks another member on or near the voting floor be removed from the voting floor and that charges to expel the member for "actions contrary to the principles of LULAC" be brought against the member by the presiding officer at the next National or Executive Board meeting.





AFFIRMATIVE ACTION

LULAC supports equal opportunity for employment, promotion and contracting, and opposes discrimination of any form in the workplace and supports affirmative action as a set of positive steps that employers use to promote equal employment opportunities. LULAC remains committed to fighting efforts to overturn decisions that have upset affirmative action programs across the country.

LULAC will ensure that information on affirmative action will be updated to reflect the latest changes from the Office of Personnel Management. OPM shall provide LULAC with pertinent data affecting affirmative action policies. If such data is not received LULAC will request such information from the Hispanic Senior Executive Service members and/or using Freedom of Information Act requests.

CENSUS AND DATA COLLECTION

Based on the 2010 Census, over 50 million Latinos reside in the United States. According to the Pew Hispanic Center, the majority of states underestimated the increase of Latino residents, and, overall, the Hispanic population count was 1.9% higher than expected. Because of these major demographic shifts, LULAC urges local, state and federal government agencies to employ and train staff to serve this growing and diverse population.

As a national partner, LULAC supports the efforts of the Census Bureau to obtain an accurate Census count. LULAC encourages the Bureau to reach out to community-based organizations between decennial census counts in order to build and maintain trust with hard-to-count populations, such as Latinos, who are wary of giving personal information to the Bureau. In addition, LULAC strongly urges the Census Bureau to emphasize in all materials – both print and online – that all information gathered is completely confidential.

LULAC also proposes that the Census Bureau provide stipends to community-based organizations who commit to assisting with the Census count outreach, as partners need more than cobranded materials to reach hard-to-count populations.

Furthermore, LULAC encourages the Bureau to produce both Spanish language materials, as well as English language materials marketed towards Hispanics. Coupled with ongoing education campaigns and easy-to-read information online, LULAC believes that the Bureau can succeed in reducing the undercount of hard-to-count populations and achieve a more accurate snapshot of the United States of America.

LULAC advocates for more attention to be paid to the undercount, as each resident left out of the Census count negatively affects every aspect of daily life in the United States. Overcrowded emergency rooms, underfunded public schools, missing sidewalks, inadequate roads, and other public resources are direct results of disproportional federal funding allotments from decennial census undercounts.

Lastly, LULAC urges the Census Bureau to establish a system to assess the persistent underrepresentation of Hispanics in the Bureau, as well as identify effective strategies to increase future problem-solving capacities. LULAC strongly supports a standardized review of the Bureau's managers and supervisors based, in part, on their performance with respect to EEO issues, such as hiring a diversified work force, including Hispanics.

CHILD LABOR AND THE EXPLOITATION OF MINORS

LULAC strongly supports ending child labor through education by supporting the International Labor Organization's (ILO) international programs to eliminate child labor worldwide. LULAC opposes the exploitation of children working anywhere for low wages and under hazardous conditions. LULAC deplores any and all exploitation of minors, whether psychological, physical, political, or sexual.

CHILD WELFARE

Recognizing that children and youth from communities of color are disproportionately represented in the child welfare system, and experience a high propensity for entrance into the juvenile and criminal system, LULAC calls on Congress to reform the child welfare system. LULAC is opposed to legislation that will proliferate the entrance of children and youth from communities of color into the juvenile and criminal systems, and supports the process for investigating cases of racial profiling and discrimination in the child welfare systems by the U.S. Justice Department and Department of Health and Human Services. LULAC encourages Federal and State protections for victims of child abuse in the education system.

CITIZENSHIP AND VOTING

LULAC promotes active participation of all eligible Latinos in the democratic process by registering to vote and voting, and encourages all legislative, judicial and educational efforts to promote voter participation and advocacy. LULAC encourages all eligible immigrants to become U.S. citizens and demands that the Citizenship and Immigration Services streamline and expedite the processing of citizenship applications pending in a backlog for up to two years or more. LULAC aims to assure that voters' rights are safeguarded on election-day by preventing potential voting rights violations, such as intimidation at the polls, unworkable voting equipment, and other civil rights violations.

CRIMINAL JUSTICE REFORM

LULAC advocates reform of the criminal justice system to reduce the disproportionate number of Latinos who are incarcerated. LULAC supports reform of the court system to ensure fair sentencing guidelines that do not discriminate among race or socio-economic backgrounds. LULAC opposes the





incarceration of youth in adult prisons and supports preventive education and social programs to reduce incarceration and recidivism. LULAC supports the repeal of legislation harmful to Latinos to redress disparate treatment of minorities, such as the elimination of the death penalty. LULAC also supports ensuring that statistical data of inmates in the state and federal prison systems is gathered for Hispanics/Latinos, of any race. LULAC supports lowering funding of the prison industrial complex.

DISCRIMINATION AND RACIAL PROFILING

LULAC denounces any form of discrimination on the basis of national origin, race, religion, language, sexual orientation, age or disability. LULAC strongly condemns racial profiling, and supports a strong statutory definition of racial profiling along with the institution of data collections systems by law enforcement. LULAC is concerned with the growth of hate groups and encourages Congress to strongly monitor agencies and their enforcement of hate-crime laws. LULAC opposes any effort to amend the U.S. Constitution in any manner that reduces protection of any individual's rights on the basis of national origin, race, religion, language, sexual orientation, age or disability.

DRIVER LICENSES

LULAC supports legislation to grant licenses to immigrants under any status. LULAC supports innovative provisions for the issuance of a license such as passing a criminal background check, endorsement by a citizen, or requiring a pledge by immigrants to apply for legal residency.

ECONOMIC OPPORTUNITY

LULAC urges companies and government agencies to embrace diversity in all aspects of business, whether employment, promotion, or contracting, as well as to support representation of Hispanics at all levels, from day-to-day management and governance to the boardroom. LULAC encourages the expansion of programs and policies that provide funds to stimulate business, job growth and training, and opportunities for venture capital.

LULAC supports the implementation of the Community Reinvestment Act by commercial banks and savings associations to promote economic stimulus to low-income minority communities. LULAC encourages the federal government to reform the federal tax code to address the financial challenges regarding our federal budget and subsequent funding for programs and services that are important to the Latino community.

EDUCATION

LULAC believes that universal and quality public education is the foundation for lifelong success, and strongly opposes any measure that denies education as a fundamental right, including that of immigrant children. School curricula and textbooks should reflect culturally based teaching methods grounded in research. LULAC supports legislation and policy decisions targeted at decreasing the Hispanic dropout rate and closing of the achievement gap. LULAC urges Congress to increase funding to implement targeted programs to encourage Hispanic students to remain in school.

LULAC supports efforts to fully engage and educate the Latino community on the adoption, implementation, and oversight of Common Core State Standards. LULAC expects that the adoption and implementation of the Common Core State Standards at the state level will be backed up with robust resources, training, development, and support for schools. In addition, LULAC supports efforts at the state level to ensure Latino students have access to high quality education that prepares them for college and career.

Federal funding for LULAC National Education Service Centers (LNESC) should be continued so as to address the specific needs of our community, as well as to expand into geographic areas not currently served. Federal funding for Head Start, Migrants and Seasonal Head Start, Gear Up, TRIO, Women, Infants, and Children (WIC), HEP-CAMP, Title I and Title III programs should be increased and access should be expanded to ensure high participation of Latino children. LULAC supports increased funding for Title I, Title III and Title VII programs to address adult basic educational programs, bilingual education and dual language instruction through graduation. LULAC also supports an effective and appropriate bilingual education program, and dual language instruction through graduation for all English Language Learners.

LULAC strongly opposes vouchers and any other funding method that will limit public education resources. All Latinos should have access to safe, quality and desegregated public education. Public schools should be improved and rehabilitated, and be provided with adequate funding to do so. LULAC supports full-funding of the Elementary and Secondary Education Act, and urges Congress to reauthorize ESEA with community input and with fidelity to its original civil rights intentions. LULAC supports an increase in funding for Hispanic Serving Institutions (HSIs) of higher education. LULAC supports an increase in the number of Latino educators at all levels of education, administrators and school board members, as well as teacher training and development programs to encourage Latinos to become teachers.

LULAC will fight against discriminatory and harsh discipline practices, including suspensions and expulsions, and zero tolerance policies that remove students from the classroom and keep them from learning.

LULAC membership advocates that scholarship awards be provided to qualified persons regardless of their citizenship status.



GOYA

Together we make good things happen.

We salute LULAC for its leadership and join with you in our mutual commitment to improving our communities.



ENERGY SECURITY

LULAC supports dramatically increasing federal funds spent on the development of clean, renewable, and environmentally friendly energy sources. LULAC opposes drilling for oil on federal lands, especially in those areas deemed necessary to the ecological well-being and quality of life of their inhabitants and neighbors.

As a means to promote energy security, LULAC supports and advocates for the expansion of efforts to curb abuses to the environment through the "green jobs," recycling, and through the creation and sustainability of rooftop and community gardens. LULAC recommends that "green jobs" create employment opportunities for Latino families. Educational and technical support must be provided to include the development of green jobs for Latinos.

ENGLISH PLUS

LULAC strongly opposes all legislation that designates English as the official language of the United States or of any individual state. LULAC supports bilingual education to ensure English proficiency while encouraging students to retain proficiency in their native language. English language acquisition is imperative, but bilingualism and multilingualism are assets to be valued and preserved. LULAC supports increasing programs and funding for ESL for adult students.

ENVIRONMENT

LULAC opposes the practice of locating environmentally damaging or dangerous sites in Hispanic and other disadvantaged communities, and opposes the disposal of nuclear, chemical, or other toxic waste in or near Hispanic communities. LULAC encourages the clean up of "brownfields" (contaminated sites) in Hispanic neighborhoods. LULAC supports the Clean Air Act to reduce emissions that are harmful to Latinos of all ages and opposes any effort to loosen its regulations placed on the coalburning power plants in the United States.

FARMWORKERS, MIGRANT AND SEASONAL WORKERS

LULAC urges Congress to pass legislation that protects farm workers from employer abuse and that guarantees safe working conditions, housing, and access to schooling and training for farm workers. LULAC opposes legislation that may be considered for passage by Congress that relates to new guest worker programs that do not meet these criteria.

LULAC opposes the expansion of agricultural guest worker programs that do not provide adequate labor rights protections, health benefits and housing. LULAC supports a national holiday honoring Cesar Chávez and commemorating the contributions of farm workers to the United States. School curricula should include a historical perspective of the farm worker struggle and community service in his honor. LULAC supports the

continuation and expansion of the National Farmworkers Job Program.

LULAC urges Congress to pass legislation that protects female domestic workers from employer abuse and that guarantees safe working conditions as well as the same rights afforded to workers in other industries.

FOREIGN RELATIONS

LULAC urges a strengthening of partnerships with Latin America. We urge the U.S. government to include Latin American nations as partners for the war on terrorism and the creation of multilateral agreements on such important cross-border issues as health, labor, education, immigration, environment and sustainable economic development. Although LULAC supports trade and economic integration with Latin America, it is imperative that trade agreements should be equitable and balanced. LULAC supports efforts to renegotiate trade agreements to raise the standards of living for the labor force and protect our environmental standards so as to reduce displacement of workers and consequent mass migration. LULAC supports efforts to grow sustainable economic development programs in Latin America and the Caribbean, along with social development programs.

HATE CRIMES

LULAC urges Congress to pass laws that provide stronger sentencing and more aggressive prosecution for hate crimes. The federal government's role should be expanded in the prosecution of hate crimes by being allowed to assist state and local efforts to prosecute a broader scope of hate crimes.

HEALTH

Universal health care is a priority for Latinos and it should include affordable and accessible primary, preventive, and emergency room health care that is administered in a culturally competent and linguistically appropriate manner. Latino mothers should have access to pre-natal care, health and nutrition education, and access to healthy foods, anti-hunger programs, and medical services. Latino children and adolescents must have access to immunizations, medical services, prescription medications, health education on topics such as substance abuse, body image and mental health, and should have access to safe spaces for physical fitness. LULAC urges pharmaceutical companies and medical research facilities to increase the inclusion of Latinos in their clinical trials and focus groups in order to better provide accurate health information for this population group.

LULAC urges greater awareness among health care providers of the disparities in the health care system so as to eliminate bias and stereotyping of Latino patients. Information on how to provide medical care services to Latinos in a manner that is both culturally competent and linguistically appropriate, including



Building Strong Communities



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We proudly support the efforts of the League of United Latin American Citizens and their positive impact on our community.



the utilization of translation services, should also be included. LULAC advocates for patient education programs to increase patients' knowledge about the *Affordable Care Act* and its benefits to encourage uninsured and/or underinsured Latinos to enroll into a medical plan, seek routine medical services, and/or treat chronic diseases at the onset rather than at later stages of the disease. It is crucial to educate, train and build the capacity of health care providers on the benefits of the ACA and the impact that it will have on patients, their medical care, and on the medical health care system. LULAC advocates for an increased awareness on preventative and proactive health care. Patient education programs should focus on preventing diseases disproportionately affecting Latinos, such as diabetes, obesity, coronary diseases, hypertension, Alzheimer's and HIV/AIDS, and ways to prevent the onset of these diseases by seeking routine medical care.

LULAC also urges an expansion of insurance coverage for children in poverty, as well as increased funding for programs to promote self-esteem and prevent teen pregnancy. LULAC supports guidelines that improve the nutritious quality of meals served in schools and that provide increased eligibility access to Latino children in poverty. Because of the disproportionate number of Hispanics who are uninsured and under-insured, LULAC is committed to working with the Latino community to ensure that those who are eligible for health insurance under the Affordable Care Act are enrolled in a medical insurance plan. Due to the different trends and gaps in medical care expenses, such as prescription drug coverage, and to the differences in treatment options for patients with pre-existing conditions, LULAC calls for an increased need to educate Latino communities about the new benefits provided under the Affordable Care Act. LULAC supports the expansion of state and federal funding for programs focused on mental health and mental disabilities. LULAC supports parity for Medicare Part D for residents of Puerto Rico.

In addition, LULAC strongly supports the expansion of the Medicaid program as part of the *Affordable Care Act*.

LULAC is committed to addressing the environmental injustices that poor Latino families face which prevent them from having complete access to healthy and nutritious foods, safe spaces for physical exercise, and from being able to access medical services in a facility in their neighborhood.

HISPANIC REPRESENTATION

LULAC promotes public service and strongly urges the Administration to review and update Executive Order 13171 to ensure that the federal government reflects the most current demographic and statistical information on Hispanics at all levels of the federal government. LULAC urges local, state and federal agencies to increase their outreach to Hispanic organizations, i.e. LULAC and others, since these organizations can supply the agencies with qualified applicants. We urge the Administration to work closely with Hispanic members of Congress to develop

strategies that will increase the representation of Latinos in the local, state and federal government. LULAC urges the United States Senate to provide a level playing field for Hispanic judicial nominees to ensure that Hispanic representation in the judicial system increases proportionally to the numbers of Latinos in the general population.

LULAC supports the Office of Personnel Management's Federal Diversity Office, which seeks to develop a governmentwide strategy to support Federal agencies in improving outreach to and hiring of diverse groups of candidates including Hispanics.

HOUSING

LULAC supports an increase in the nation's stock of affordable housing. The federal government should increase resources to build, rehabilitate and preserve housing for low and extremely low income households in both the rental and purchase markets. In addition, LULAC supports the development of more housing for the elderly; the creation of additional emergency shelter to permanent housing for victims of domestic violence; the development of integrated permanent supportive housing for people with disabilities and an increase in funding for programs and services to end homelessness. LULAC also supports investments in green affordable housing.

LULAC supports increasing services and affordable housing units for America's rural poor. It strongly encourages the development of housing options for migrant farm workers and their families.

LULAC supports the improvement in the quality of life of residents of the Southwest border *colonias*, including access to such basic amenities as electricity and potable water. LULAC opposes all forms of housing discrimination and calls for stronger enforcement of fair housing laws and the elimination of predatory lending practices. LULAC seeks higher funding to increase the capacity of Hispanic organizations to conduct fair housing education and enforcement activities.

LULAC supports foreclosure intervention programs and efforts to help stop foreclosures. LULAC calls for the creation of programs to help tenants of foreclosed rental properties remain in their homes.

HUMAN TRAFFICKING

LULAC supports state and federal efforts to combat international and domestic trafficking of human beings and the full implementation of the Victims Protection Act (TUPA) of 2000. LULAC encourages the continued monitoring of anti-trafficking programs including expansions of criminal provisions. LULAC supports the issuance of non-immigrant t-visas for foreign born victims of human trafficking in the U.S.





DoD Offers Diverse Opportunities

We Rely on Diverse Backgrounds

It takes more than cutting-edge technology to defend our nation. Throughout the U.S. Department of Defense, our people are the most important resource. We seek the best talent our nation has to offer to work in a wide range of careers including Research, Medical, Science, Technology, Engineering and Mathematics. We are committed to growing our employees into the leaders of tomorrow.

At the Department of Defense, we recognize that diversity encompasses more than race and gender - we seek to include diversity of thought, abilities, background, language, culture, and skills. Your diverse experiences can give us a strategic advantage in developing the innovative technologies we need to successfully respond to complex, 21st century challenges.



Help us grow our diverse workforce and support national defense. Learn more about civilian and military career opportunities in the Department of Defense by visiting **http://diversity.defense.gov**.

IMMIGRATION

LULAC demands an end to all deportations, excluding individuals convicted of a violent felony, while comprehensive immigration reform legislation is being considered. LULAC opposes any legislation that threatens the rights of immigrants, criminalizes them or those who provide them assistance, and harms Latino communities. Legal residents and naturalized citizens should have the same benefits due native-born citizens. LULAC opposes the militarization of the border and vigilante attacks on immigrants, as well as the mistreatment of immigrants in the United States, and their territories, regardless of their status.

LULAC opposes the incarceration and indefinite detention of non-criminal migrants. More specifically, LULAC strongly opposes the slow processing or indefinite detention of unaccompanied minors detained at the border. Programs such as the Department of Health and Human Services' Unaccompanied Alien Minor Program should have sufficient resources to address the humanitarian crisis at the border with regard to immigrant children who are fleeing war, poverty, and violence in their home countries in Latin America. Children should be separated from adult populations in detention facilities and provided with the appropriate supervision, care, and attention.

LULAC supports comprehensive immigration reform that provides an avenue for undocumented workers to legalize their status and expands the number of legal immigrants allowed into the U.S. to meet our needs. LULAC opposes any efforts to construct a border wall.

LULAC opposes immigration legislative language that preconditions status adjustment on border security triggers. LULAC favors a prompt avenue to citizenship.

LULAC will continue strong opposition to the harsh and inhumane treatment of documented and undocumented persons in private prisons, detention centers, and makeshift holding centers. In addition, LULAC strongly opposes the holding of documented and undocumented minors in any facilities, public or private, that separate them from their parents and/or caretakers.

LULAC supports strong family reunification standards and fair and balanced immigration processes to take into account future flows of workers. Though LULAC does not support guest-worker programs, should they pass, LULAC endorses full worker protections including the right to organize and to apply for citizenship on their own right without depending on their employer. LULAC opposes the use of local law enforcement in immigration enforcement.

LULAC strongly supports the passage of the DREAM Act. We oppose any measures such as not allowing DREAMERS permission to obtain driving licenses as barriers to DREAMERS pursuing their goals and living their lives. LULAC urges all states to pass laws that allow undocumented immigrant children who have completed high school, are of good moral character, and

reside in the state to be admitted to colleges and universities as residents and eligible for in-state tuition. LULAC also urges the federal government to grant these students citizenship after they graduate from college or university.

LULAC demands that the federal government grant citizenship to any members of the Armed Services who have been honorably discharged, as well as spouses and loved ones of Veterans.

LULAC encourages every LULAC council to engage in advocacy activities consisting of letter-writing and media campaigns, and rallies to encourage Congress to pass comprehensive immigration reform.

LULAC supports comprehensive immigration reform legislation that:

- Allows undocumented workers already in the U.S. to contribute to the U.S. economy and society by providing them with a pathway to citizenship;
- Reduces the backlog of individuals seeking residency or citizenship;
- Recognizes that immigrants are an integral part of the U.S. labor force by addressing employment-based immigration needs and reforming the visa system for issuing permanent and temporary visas for high-skilled & low-skilled workers – this will allow workers to fill jobs already available to them and will better position the U.S. in the global economy and the global labor recruitment arena;
- Ensures strong worker protections are in place before any "guest worker" type provisions are considered,
- Reunites American families by allowing a U.S. citizen or permanent resident to sponsor their same-sex partner for immigration to the U.S., a right which is currently denied. This will not redefine marriage and would not repeal the Defense of Marriage Act law However, it will benefit both these American citizens and the companies which employ them here in the U.S.;
- Addresses our enforcement needs in a manner that is just, and consistent with our existing due process and civil rights laws.

LAW ENFORCEMENT

Taser Guns were classified by the United Nations Committee Against Torture (CAT) on November 23, 2007 as a "Form of Torture". The use of these weapons provokes extreme pain that can go as far as causing death. Reliable studies and recent facts occurring in practice have revealed "the consequences to the physical and mental state of the persons targeted are of a nature to violate" the provisions of the United Nations Convention against Torture. Over 300 people have been killed by police Taser since their use began in the year 2000; most of the victims of Taser torture and death are Hispanics and people of color. National LULAC opposes Tasers use by police officers and law enforcement personnel and calls for Tasers to be removed from use by police officers and law enforcement agencies altogether.





LULAC opposes the continued enforcement of the Secure Communities Act on people with less than a felony charge. LULAC opposes the detainment and deportation of anyone charged with less than a felony. LULAC does not honor the detainer policy in the Secure Communities Act. LULAC encourages state, county, and local law enforcement officers to be trained on the appropriate enforcement intended by the Secure Communities Act.

MEDIA

LULAC strongly advocates increasing Hispanic-oriented programming that includes positive portrayals of Latinos and that recognizes their contributions to the cultural breadth of our country. LULAC also advocates for ensuring more Hispanics are placed in high-level positions among the leading broadcast networks.

PUERTO RICO

LULAC reaffirms its strong support and will continue to fully and actively support efforts by their fellow United States citizens who reside in Puerto Rico regarding their legitimate right as U.S. citizens to be able to vote for the President and Vice President of the United States of America, as well as for their corresponding voting members of Congress.

SENIORS

LULAC strongly advocates for programs and legislation to protect the quality of life of Latino seniors, for fair cost housing, transportation for those with special needs, in homecare, employment opportunities, access to medical care and treatment services and health coverage, and the reduction of elderly abuse and fraud. LULAC seeks a reduction in price of costly prescription drugs and a streamlining of Medicare prescription drug coverage.

SOCIAL SECURITY

LULAC opposes the privatization of Social Security and any tax cut plan that would compromise its future stability. Individual accounts and tax cuts should not be substituted for Social Security's currently defined system. LULAC supports stronger benefits for lower income groups, women, and the disabled.

TECHNOLOGY

LULAC strongly believes that universal broadband access is key to empowering Latinos to advance their education, careers and quality of life. A home broadband connection is vital to the economic success of Latinos.

We advocate for online content that assists consumers with important priorities, such as educational attainment, homeownership, health resources, and worker's rights, among others. The content needs to be meaningful to our communities and provide useful and culturally relevant support. We request

that government agencies modify their websites to address the concerns and needs of the growing Latino population.

LULAC supports the preservation of a free and open Internet that does not inadvertently shift the massive costs of increasing access, capacity and bandwidth onto the backs of consumers who can ill afford it in these dire economic times.

As a high percentage of computers in America are infected with malware and spam, LULAC encourages our legislative leaders to refocus their efforts to fight these online security threats.

LULAC strongly supports modifications of the Lifeline program and insists that the plan not only focus on rural communities but also prioritize urban communities where high numbers of Latinos reside. In addition, LULAC fully supports the expansion and modernization of programs such as E-rate.

WOMEN'S RIGHTS

LULAC strongly supports legislation that would guarantee pay equity for women, strong penalties for sexual harassment, and support for women who file complaints against their employers. LULAC supports the expansion of leadership development programs for women of all ages and encourages more Latinas to run for public office. LULAC strongly supports programs to protect women and their children from domestic violence and sexual abuse, and strong penalties for abusers that include but are not limited to community service, appropriate time in jail and mandatory anger management training. LULAC is concerned with the ongoing findings that Hispanic women fare worse in health and health care than other populations of women and strongly encourages better access to health benefits, literacy, and improved doctor-patient relationships.

WORKER'S RIGHTS

LULAC strongly supports the rights of working men and women to organize under the law and form labor unions dedicated to continuing the struggle for equality, justice social and economic justice. LULAC supports extending the benefits of a bountiful society to all workers, without regard to age, sex, race, nationality, creed, or sexual orientation and to improve the working and living conditions of all workers worldwide.

Note: The terms "Hispanic" and "Latino" are used interchangeably by the U.S. Census Bureau and throughout this document to refer to persons of Mexican, Puerto Rican, Cuban, Central and South American, Dominican, Spanish, and other Hispanic descent; they may be of any race.





LULAC

Year in Review



85 Gears of Progress

"For more than 85 years, LULAC has dedicated itself to building a better America for Latinos across the country, to helping us fulfill 'la promesa' – the promise of the American dream. We turn to LULAC because LULAC fights for us. They led

the historic movement to desegregate schools so that we could be educated as equals. They fought for our right to be represented in the Census, to be counted, to say with one voice, 'estamos presente."

These words from Texas State Senator Leticia Van de Putte encapsulate the reason for which LULAC was founded on February 17, 1929, in Corpus Christi, Texas. In 2014, we celebrate 85 years of a lasting vision to create a Latino civil rights organization that would advocate for the full rights and responsibilities for all Americans. We continue this trajectory of progress through the 1,000 volunteer LULAC councils, 60 LULAC community technology centers, and 14 LULAC National Educational Service Centers supported by a network of 135,000 volunteers and 30 staff in four offices reaching Latinos in 36 states, Washington, D.C., and Puerto Rico. At 85, we recommit to empower our fellow Latinos with the tools to help themselves to succeed in education, health, politics, employment and technology. We invite you to join the movement!

LULAC Events, Action and Recognition

From June 17 to June 22, 2013, LULAC's 84 Annual National Convention & Exposition gathered over 20,000 leaders at Caesars Palace in Las Vegas, Nevada,

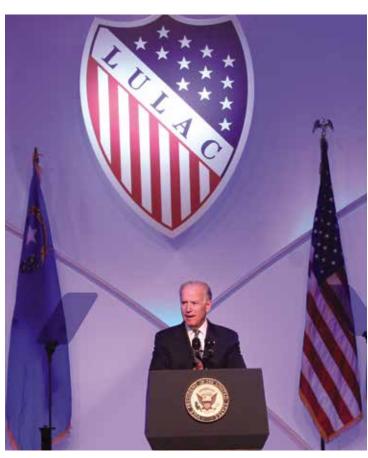
for a week of seminars, banquets, and community service activities that recommitted us to our core mission of "Lifting Our Voices through Civic Participation."

Memorable highpoints of the powerful weeklong affair include: Vice President Biden's address to the LULAC Youth and Young Adults Banquet where he spoke passionately about immigration reform and its impact on our young people.

Former LULAC Vice President for Young Adults and astronaut Jose M. Hernandez's inspiring speech, which energized 300 of LULAC's young leaders from across the country to take full advantage of LULAC's youth leadership program and follow in Jose's footsteps from farm worker to nationally renowned astronaut!

The release of the LULAC and Human Rights Campaign report entitled, "Supporting and Caring for Our Latino LGBT Youth," which discusses the importance of family and community acceptance of LGBT Latino youth and promotes anti-bullying efforts.

The celebration of Latino culture with amazing talent, including actor Tony Plana, Conjunto Primavera, Ozomatli, La

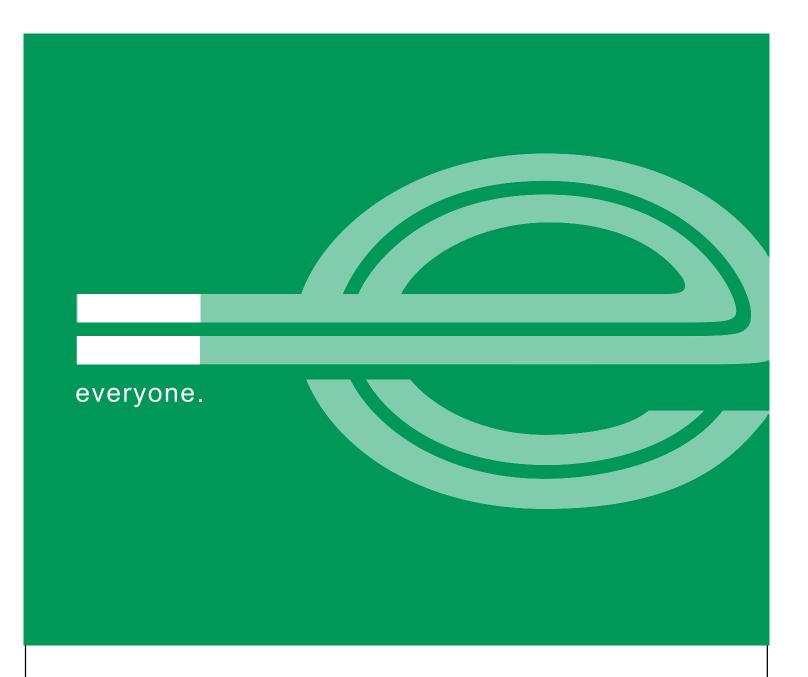


Santa Cecilia, and El Charro de Oro, Sebastien de la Cruz, the 11-year-old boy who dismissed racist tweets after singing the National Anthem in a traditional mariachi outfit.

Finally, notable speakers such as Thomas Vilsack, Secretary of the U.S. Department of Agriculture; Alejandro Mayorkas, Director of U.S. Citizenship and Immigration Services; Raul Grijalva, Pedro Pierluisi, and Dina Titus of the U.S. House of Representatives; Brian Sandoval, Governor of Nevada; and Elizabeth Montoya, Chief of Staff, Office of Personnel Management, who all engaged LULAC's membership in dialogue about Latino health, immigration, civic participation, and economic empowerment.

The drastic cuts in federal employee development spending spurred the launch of the LULAC Federal Training Institute Partnership, which provides no-cost federal training that is certified by the U.S. Office of Personnel Management. Modeled







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after the Federal Training Institute – a long-standing staple of our annual conventions – the FTIP offered a two-day training program that include 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.

From October 2-4, 2014, LULAC held its annual **ACTober:** Fall Legislative Summit & Advocacy Days. LULAC members attended panel discussions and briefings o

n health care, education, immigration reform, civil rights, and the status of Puerto Rico. In addition, LULAC members participated in a White House Policy Summit where they were briefed by Administration officials including U.S. Department of Health and Human Services Secretary Kathleen Sebelius, White House Domestic Policy Council Director Cecilia Muñoz,

and Director of the Office of English Language Acquisition Dr. Libia Gil.

As part of our annual Fall Summit, the LULAC National Educational Service Centers (LNESC) brought over 50 Latino teen leaders to Washington, D.C., for the annual Washington Youth Leadership Seminar (WYLS). The high school students, representing the best and brightest of today's young Latinos, were selected from across the United States and Puerto Rico. WYLS participants spent four days on Capitol Hill engaging in discussions with national leaders in the fields of politics, business, technology, and education. The program impact goes beyond Washington, as the students remain in year-long youth leadership development programs through LULAC Youth Councils and LNESC's network of 14 educational and technology centers.

On October 4, 2013, the LULAC National Educational Service Centers commemorated its 40th anniversary with a celebratory gala at the Newseum in Washington, D.C. This occasion raised funds for the LULAC National Scholarship Fund, which has awarded more than \$20 million in scholarships since 1975. LNESC's 40 years of commitment to education programs that ensure disadvantaged Latino students grades K-12 have access to quality educational opportunities was recognized by Cesar Conde, President of Univision Communications. The presentation of the 'Corazon Award' to LNESC was featured on a special segment on Univisions, "Al Punto," hosted by network anchor Jorge Ramos.

On October 9, 2013, LULAC received the prestigious **Diversity Advocate Award** at the **30th Annual Kaitz Foundation Dinner**. The top cable telecommunications industry executives honored LULAC for its unwavering commitment to diversity and visionary leadership to foster a more embracing and inclusive diversity environment for the cable industry. The Diversity Advocate Award acknowledged LULAC's broad range of programs designed to empower the Hispanic community—in particular, LULAC's network of 60 community technology centers throughout the country.

LULAC's 17 Annual LULAC National Legislative Conference

February 26, 2014, featured an influential policy summit alongside distinguished Members of Congress and Hispanic community leaders that addressed key policy priorities for 2014. Expert panelists led lively discussions on issues such as



DIVERSITY IS MORE than meets the eye.



We believe that diversity is as much about brain power as it is about appearance.

Each of us has the ability to acquire and process knowledge and understanding. That ability, along with our individual life experiences and unique backgrounds is what shapes and stimulates the power of our cognitive diversity.

Diversity and inclusion energizes our work teams and enhances our success.

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comprehensive immigration reform, technology, 21st century education, youth leadership development, and health disparities. LULAC members from across the country received quality advocacy training and were well-equipped to participate in 190 scheduled Congressional and Federal agency visits. The significant gathering provided a platform for LULAC State Directors, LULAC membership, and supporters to speak out and advocate for their communities to change policies, laws and rules to better their lives.

LULAC's Inaugural Emerge Latino Collegiate Conference

This year's legislative conference included a special *Emerge* track for 100 Latino college leaders from across the country. On

day Legislative Conference and Gala included:

- Thomas E. Perez, Secretary of the U.S. Department of Labor
- Immigration advocate Eliseo Medina
- Congressmen George Miller (D-CA) and Jeff Denham (R-CA)
- Texas State Senators Leticia Van de Putte (D) and Wendy Davis (D).

In Milwaukee, Wisconsin, over 600 women gathered for the LULAC National Women's Conference to bring awareness to key issues which impact women's lives, such as retirement, the Affordable Care Act, domestic violence, human trafficking, and women in government.

Featured speakers included Julie Chavez Rodriguez, Deputy Director, White House Office of Public Engagement, and Melody Gonzales, Director of the National Hispanic Leadership Agenda's

Latino Appointments Project.

As part of the 2014 LULAC National Women's Conference, LULAC and Sherwin Williams formed a partnership to brighten up the community by painting the UMOS Latina Resource Center. Sherwin Williams donated their time, manpower, and supplies to help restore a critical asset to the Milwaukee community which provides important resources for victims of domestic violence.

Tyson Foods and

LULAC donated nearly 32,000 pounds of protein to food banks in Milwaukee in order to help address hunger disparities in the area.

policy issue briefings and training to advance career opportunities and public speaking skills. The collegiate leaders developed their own national Latino collegiate public policy agenda, which they took directly to their members of Congress on Capitol Hill. The students from Collegiate LULAC and other campus-based Latino

February 25-27 the Emerge conference provided students with

students from Collegiate LULAC and other campus-based Latino student organizations left Washington, D.C., ready to advocate for and empower their local communities.

The 17th Annual LULAC National Legislative Awards Gala on February 26 recognized notable leaders who have advanced the quality of life for the Hispanic community. LULAC gathered over 600 corporate, government and non-profit influencers and young leaders at the Ronald Reagan Building and International Trade Center to celebrate LULAC's 85th anniversary and continued commitment to empowering Latinos. Honorees during the multi-

Encouraging Civic Participation and Its Policy Impact

LULAC's civic engagement programs train families to vigorously voice the immediate needs of our community and to play a part of the United States' thriving civil society. In 2014, the following LULAC civic participatory programs and campaigns made sure that Latino families maximize their full potential as Americans citizens so that they too can enjoy both economic and political benefits.

With the support from Walmart Foundation, LULAC and Hispanic Federation launched the Hispanic Immigrant Integration Project (HIIP) that will empower over 4,000









The Government of Mexico

Would like to congratulate



Mickie Solorio Luna

for receiving the Ohtli Award during the 2014 LULAC National Convention

The *Ohtli* Award is bestowed on renowned Latino leaders who have distinguished themselves for their contributions to the advancement and empowerment of Mexican communities abroad.



Attorney Clement Kai Lee, Esq., addressed an attentive audience of local immigration lawyers and members of the LGBT community. This event played a part in LULAC's immigration town halls campaign, created in an effort to pressure Congress for comprehensive immigration reform. To date LULAC has hosted 100 immigration town halls and forums across the United States.

The immigration reform stalemate on Capitol Hill, caused by the GOP leaders' inaction on the issue, brought down scorecard ratings of House members in the 2014 National Immigration

Score Card issued in May by LULAC in collaboration with other national Latino groups.



LULAC Builds Healthy Families and Generations of Wellness

The notable Latinos Living Healthy Initiative engages LULAC's network of 135,000 community volunteers, organized into 1,000 councils and 60 community technology centers, in a health and wellness public education campaign. In the fall of 2013, LULAC partnered with the U.S. Department of Health and Human Services as a Champion for Coverage, a natural extension of our efforts to increase the number of insured Latinos, one of the largest disparities Latinos face. Our efforts will continue, and we

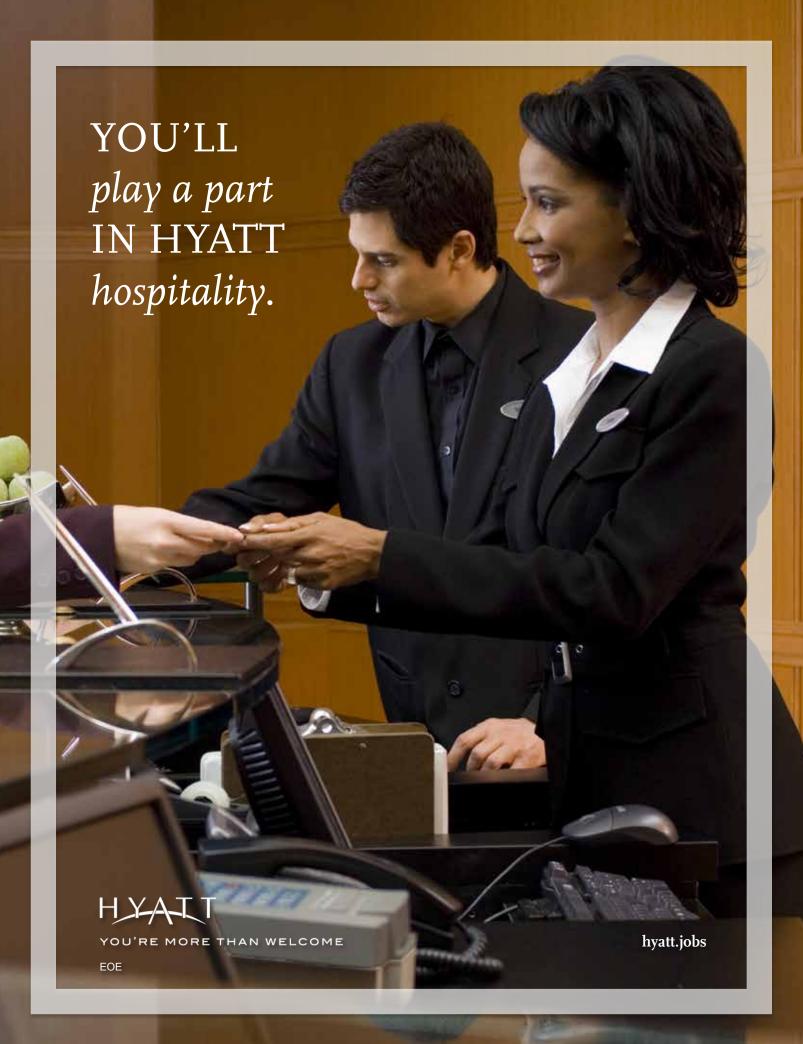
invite you to attend our scheduled issue-based advocacy trainings, health education programs and community health festival in Los Angeles. This year, LULAC reached numerous health milestones including:

• Through the support of our sponsors, including the Walmart Foundation, PepsiCo Foundation, City of Hope, Toyota, The Walt Disney Company and Anthem Blue Cross / Well Point, the Los Angeles Feria de Salud left a lasting impact on more than 16,000 attendees who gathered at the historical Placita Olvera last September. With a day full of healthy messaging, entertainment and free health services, participants consistently reported that as a result of the feria they intended to actively take steps to change their lifestyle. On Sunday, September 21, 2014, LULAC will once again celebrate *salud y cultura* and will bring a variety of health screenings, fun physical activity and healthy Mexican-American cuisine to celebrate Latino music, family, health and culture! The

immigrants across the country. Through HIIP, LULAC strengthens communities with civics classes, application assistance for citizenship, assistance with applications for Deferred Action for Childhood Arrivals (DACA), and assistance with family petitions.

The 2 annual Latino Institute gathered over 250 LGBT Latinos for a day-long bilingual training on January 30 in Houston, Texas. With the purpose of ensuring that the voice of the Latino community is part of the LGBT human rights movement, LULAC and Lambda Legal convened a committee of 30 LGBT and Latinoserving organizations. Focused on increasing grassroots efforts on immigration reform, marriage equality and employment discrimination, the Latino Institute hosted over 13 bilingual workshops that addressed issues such as women's health, HIV/AIDS, transgender discrimination, and Spanish-language interview mastery.

This spring, LULAC's LGBT Council held a presentation on LGBT immigration equality in which Immigration Equality Staff





free festivities are open to the public and will take place at El Pueblo Historical Monument.

• In the celebratory spirit of Cinco de Mayo, LULAC hosted yet another successful Feria de Salud on the National Mall in our nation's capital. Continuing a strong legacy of bringing health resources and information to communities, this Feria de Salud left a lasting impact on the more than 14,000 participants who took part in the day's activities. Special thanks to the Walmart Foundation, PepsiCo, Walgreens and Southwest Airlines for their collaboration.

• The Mars Healthy Community Program Grants initiative developed by Mars, Incorporated, in partnership with the Latinos Living Healthy Campaign was launched to empower LULAC councils with the funding and expertise necessary to address health disparities within their respective communities. Five winning councils were awarded financial support for local initiatives that demonstrated the potential to improve (1) healthy lifestyles; (2) health and wellness education and literacy; (3) levels of physical activity in their locality; and (4) stress



management and mental health. One particular council hosted the LULAC Free Community Health Fair, which brought \$450,000 in free community services to those in need. It was held on February 22, 2014, at the Cesar Chavez Community Center in Riverside, California, where over 1,400 community members were seen for medical examinations, preventative/restorative dental treatment and/or vision screenings with prescription eye-wear.

• This year, LULAC continued to train and activate culturally competent health ambassadors

across nearly 20 different states who will work to disseminate information and vital resources to local Latino communities to effectively advance overall health and wellbeing. Registrations are still being accepted and all LULAC members, who including youth and young adult members, are working to effectively advance overall health and well-being are encouraged to apply.

• Driven by the increasing awareness of antibiotic resistance and its link to food animal production and the ever-growing demand for meat and poultry products, LULAC, in partnership with the Pew Charitable Trusts, launched the Super Madres campaign to increase awareness and advocacy around the use of antibiotics in food animal production. Through this campaign, LULAC grew its health ambassador network nearly 300%. These ambassadors worked to inform nearly 1,200 people about this issue pledged to join the cause to curb antibiotic use.

Emphasizing Latino Student Achievement & Developing Expert Leaders

According to U.S. Education Secretary Arne Duncan, the dropout rate for Latinos, although high has been cut in half, falling to 14 percent in 2011. More encouraging is that in 2012, a greater percentage of Hispanic high school graduates went to college surpassing the enrollment of white high school graduates. Recognizing that the economic competitiveness of our nation is contingent on education our youth, LULAC continues to emphasize the importance of graduating from high school, and enrolling more students of color in university classrooms. LULAC's proven leadership development opportunities provide student participants with the leadership experiences that in the long run improve their chances of excelling academically. LULAC Youth and Collegiate members state that their participation in LULAC councils played an integral role in keeping them





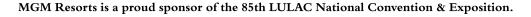




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in high school and applying to college. The following notable achievements enhanced overall academic achievement and the acquisition of useful life skills, such as persistence and focus:

- This year, LULAC launched a national membership initiative to expand the number of LULAC Collegiate councils to prepare the next generation of LULAC leaders. Serving as a platform for engaging and empowering college students, LULAC is committed to enrolling 10,000 new college students into the LULAC membership by 2020.
- LULAC and Univision worked together to raise awareness on the importance of college readiness with the launch of "Acción por la Educación!" The effort focuses on helping parents understand the critical role that the Common Core State Standards play in ensuring students are well prepared for college upon high school graduation. LULAC continues to engage and educate the Latino community on critical issues like college-and-career readiness, access to financial aid, and the new Common Core State Standards by hosting informational sessions in high-density Latino cities to fill the pipeline with future Hispanic leaders.
- LULAC continues to support and encourage 12,000 aspiring leaders each year through its educational programs and councils.
- The ¡Adelante! America Program has assisted and inspired 6,000 low-income Latino students to date, motivating them to graduate from high school and pursue college.
- LULAC's Ford Driving Dreams through Education program has reached a record high of 800 students to date with 60% of these participants maintaining or increasing their grades.
- LULAC's competitive internship program has provided a firsthand nonprofit experience to 25 upcoming college graduates who have gone on to spread LULAC's work at their college campuses this year.

Helping Hardworking Families Build Greater Financial Stability

LULAC's commitment to the nation's most vulnerable minority communities, including Latinos, is reflected in the wide-reaching programs made available that promote financial stability. By attending financial literacy programs, Latinos learning how to take charge of their personal finances and live within their means. Committing to delivering various forms of economic opportunities to the Hispanic community, the following LULAC programs create a rippling effect in the lives of those we serve:

- LULAC's 60 broadband-equipped technology centers empower 150,000 Latinos per year with free access and training on computer usage to complete school work, college, and financial aid searches, job training, job searches, money management, English language courses, and citizenship preparation courses.
- The newly launched Pocket Smart Program provides comprehensive financial education that fosters wise money management and fraud prevention. Pocket Smart has helped 6,000 Latinos from markedly lower average income levels enhance

their financial skills and create positive banking relationships. Pocket Smart provides tips and other resources to help Latinos get on their path to financial stability and take control of their personal finances.

LULAC in the Media

LULAC continues to be the leading voice of the Hispanic community through its network of over 1,000 councils located across the United States, Washington, D.C., and Puerto Rico. To complement its already ample reach, LULAC benefits from the usage of non-traditional forms of media including Facebook and Twitter and also distributes essential news and League updates to its 26,000 eMembers via time-sensitive press releases and its notable *LULAC News* magazine. Other forms of online collective power have markedly enlarged LULAC's voice on Latino issues in the traditional and new media:

With other national Latino organizations, LULAC launched a national communications strategy to overcome the immigration reform stalemate in the House of Representatives by developing both preliminary and final scorecard ratings of members of the U.S. House of Representatives. Tweets about the preliminary scorecard release earned four to five times the normal reach, and because LULAC was the one of the first to issue a significant statement on the new Majority Leader, media impressions increased with hits in Fox News Latino, CNN, and the Huffington Post.

LULAC Unveiled English- and Spanish-language fact sheets, blogs by the Environmental Protection Agency administrator, and Twitter chat with the Environmental Protection Agency as part of a communications-centric health awareness campaign with the Environmental Defense Fund. The Latino asthma fact sheets were picked up by *Latina* magazine and Fox News Latino, among other outlets. The Twitter chat included 300 unique tweets and 500 retweets of content containing the hashtag #LatinoHealth. This success is most notable because LULAC expanded its online issue scope to highlight environmental health, a new focus for our audience.

LULAC Highlighted the urgency for increasing the Federal minimum wage in a communications campaign with the National Leadership Conference for Civil and Human Rights Education Fund that produced co-branded bilingual fact sheets, action alerts, social media strategy, and press outreach. The campaign was featured on CBS and NBC, among others.

LULAC Upheld the importance of voter protection by promoting the Wisconsin voter protection case victory and passing the Voting Rights Act Amendment most successful press on MSNBC.com, BET.com, and CNN En Español, among others.





As **LULAC** celebrates 85 years of fighting for equity and respect for all, the American Federation of Teachers joins to commemorate this milestone of service to Latino students and families.

The AFT is proud to work with **LULAC** and its education centers to support programs that prepare students to succeed in school and inspire the next cadre of Hispanic educators. Across the country, the

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The AFT represents 1.5 million pre-K through 12th-grade teachers; paraprofessionals and other school-related personnel; higher education faculty and professional staff; federal, state and local government employees; nurses and healthcare workers; and early childhood educators.

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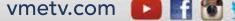


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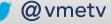
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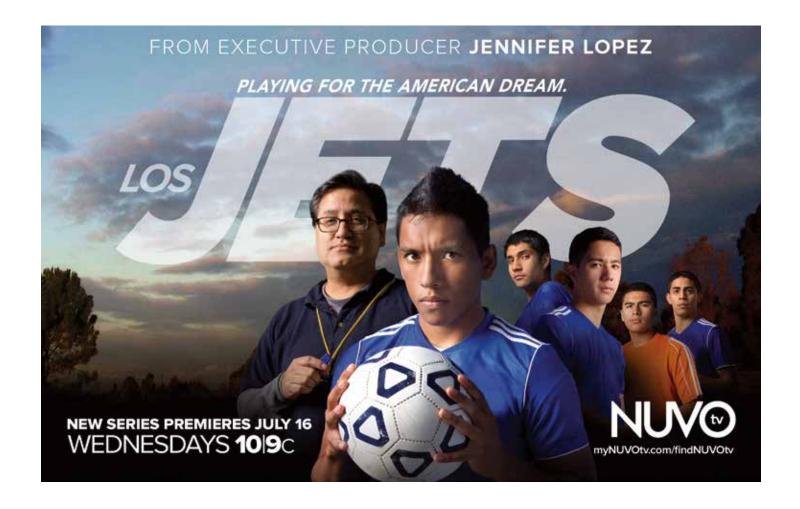


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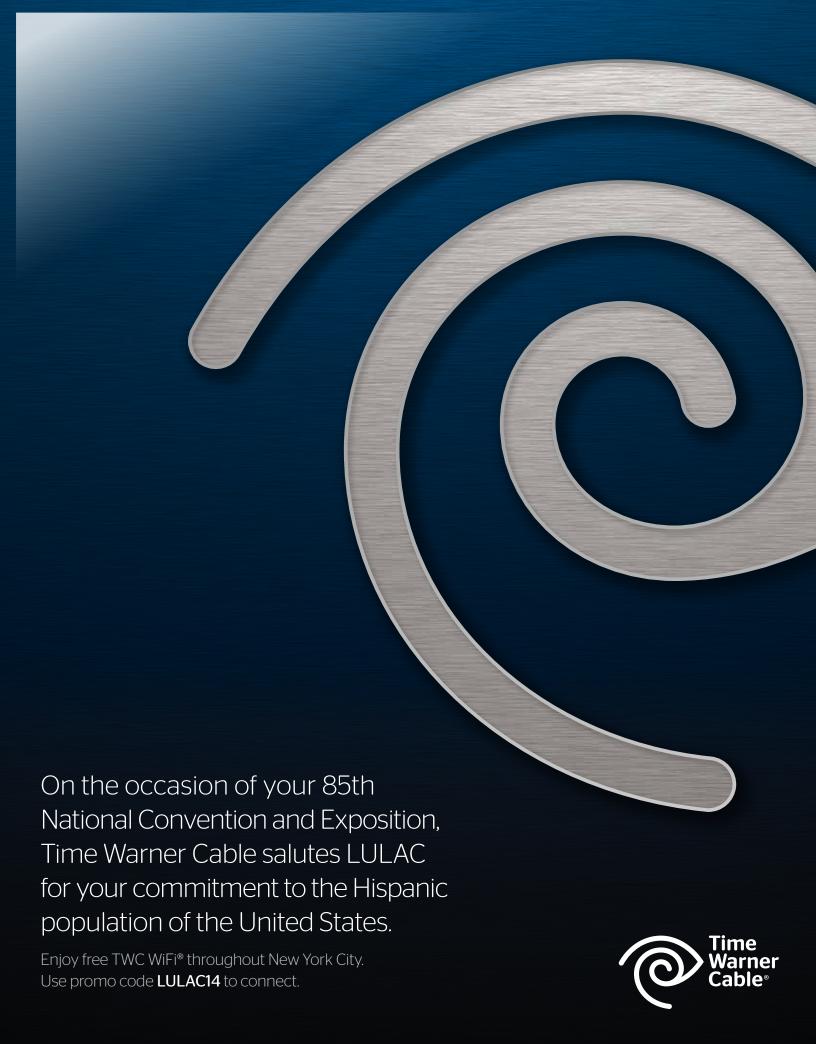




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