

LULAC

95
YEARS OF
action
SINCE 1929



Program Book

LULAC NATIONAL CONVENTION & EXPOSITION
JUNE 26 - 29, 2024 - Las Vegas, Nevada





CONTENTS

- 4 Welcome Message from LULAC National President Domingo Garcia
- 6 Welcome Message from LULAC National CEO Juan Proaño
- 8 From the Office of the Mayor - Proclamation
- 9 Our Sponsors
- 10 League of the United Latin American Citizens History
- 12 LULAC Academy
- 13 LULAC Plenary
- 14 Federal Training Institute
- 15 LULAC Women's Conference
- 16 Guest Speakers and Panelists
- 17 Thank you letter from Michael S. Regan. U.S. EPA Administrator
- 18 Letter from the Office of Mayor Carolyn G. Goodman
- 35 2024 LULAC National Convention Rules
- 39 Become a LULAC Member

League of United Latin American Citizens

A Letter
from the
LULAC NATIONAL
PRESIDENT



Dear LULAC Familia and Friends,

Welcome to the 2024 National Convention of the League of United Latin American Citizens (LULAC), a pivotal gathering in our organization's history. Con orgullo y corazón, I have served you as your LULAC National President. As we mark the 95th year of our amazing organization, we stand united in our diversity, a testament to the enduring spirit of our Raza.


Our journey mirrors my family's story and is deeply woven into this nation's fabric. It's an American narrative, our collective tale. Like many, my parents came to the U.S. dreaming of a better life for their children. From the cotton fields and oil fields of West Texas to the bustling streets of West Dallas, I learned the value of hard work—as a shoeshine boy, newspaper carrier, construction worker, waiter, and determined student striving for excellence.

My drive in sports and debate honed my competitive spirit, but it was my passion for advocating for the marginalized that drew me to the Thurgood Marshall School of Law and a career as an attorney. Beyond the courtroom, my commitment to service led me to the Texas Legislature, where I championed the nation's first Texas DREAM Act, providing hope to undocumented Latino students. Serving on the Dallas City Council and as the youngest Mayor Pro Tem strengthened my dedication to our community. I established the first Latino cultural center and organized the historic MegaMarcha of 2006, where 500,000 Raza marched through downtown Dallas, amplifying our voices for change.

The values my parents instilled in me—hard work, integrity, pride, and humility—have guided me throughout my life. Countless LULAC members have influenced my path, fueling my passion to serve the underserved, the ignored, and the neglected. Leading LULAC has been a profound honor. Being a voice, un grito, for our people, and standing unwaveringly for social justice and equality is a privilege beyond measure.

Que Viva the League of United Latin American Citizens—95 years strong!


Domingo Garcia
LULAC National President



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A letter
from the
**CHIEF EXECUTIVE
OFFICER**



Dear LULAC family and friends,

Welcome to LULAC's 95th National Convention and Exposition. As we celebrate this historic anniversary in beautiful Las Vegas, Nevada, the city of lights shines brighter. The theme of this year's event, "Empowering the Next Generation," reflects our commitment to investing in the next generation of leaders.

We hope you will be inspired by all the distinguished speakers we have lined up, the critical conversations our plenary sessions and inaugural LULAC Academy workshops promise to ignite, and the connections our Career Expo and Community Activations will create. This is an opportunity to gain insights in policy, legislation, and advocacy that will drive the next iteration of change in your local community and at a national level.

Since our founding in 1929, LULAC has championed civil rights, fought against discrimination, and worked tirelessly to ensure that every Latino in the United States has an opportunity to pursue their American dream. As a first-generation immigrant who benefited from the many sacrifices my parents made, I see the transformational impact possible when resilience reverberates in Latino communities across the nation. It is resilience that is sewn in every step of progress that has advanced this country. It will be resilience that is remembered in history and a legacy of success that will be carried on by our children.

I want to recognize the LULAC National Board of Directors, sponsors, and partners for their incredible commitment to supporting LULAC's mission and empowering the next generation of leaders as they continue carry the torch and light the way. Your investment and confidence helps us build a brighter and more inclusive future by empowering the next generation to shape their own destinies and make meaningful contributions to society.

It is resilience I see in this next generation. A generation that has witnessed overt and systemic racism grip the nation. A generation that has not stayed silent as we continue to witness the regression of inclusive policies. It is an honor to serve the community at this crucial point in history where our place in the nation is not only threatened but undervalued. I urge our younger generation to not lose hope. Do not be disillusioned in the face of protecting and cementing our right to be afforded the same opportunities of every American. Over the past 95 years, LULAC has made tremendous strides in advocating for the rights and opportunities of Latinos across the nation. As we look to the future, let our collective intergenerational strength create lasting change.

Sincerely,

A handwritten signature in black ink, appearing to read "Juan Proaño". The signature is fluid and cursive, written over a light blue background.

Juan Proaño
LULAC National CEO



United States
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Agency

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EPA is proud to support LULAC.

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**Únete a nosotros y sé quien
proteja la salud humana y el
medio ambiente.**



From the office of the Mayor
Proclamation

BY VIRTUE OF THE AUTHORITY GIVEN TO ME BY THE
 LAWS OF THE STATE OF NEVADA AND BY THE
 CHARTER OF THE CITY OF LAS VEGAS,

I, CAROLYN G. GOODMAN,
 MAYOR OF THE CITY OF LAS VEGAS,
 DO HEREBY PROCLAIM

June 27, 2024

AS

**LEAGUE OF UNITED
 LATIN AMERICAN CITIZENS
 (LULAC) DAY**

IN THE CITY OF LAS VEGAS AND ASK ALL CITIZENS TO JOIN ME IN RECOGNIZING THE
 LARGEST AND OLDEST HISPANIC ORGANIZATION IN THE UNITED STATES. LULAC
 ADVANCES THE ECONOMIC CONDITION, EDUCATIONAL ATTAINMENT, POLITICAL
 INFLUENCE, HOUSING, HEALTH, AND CIVIL RIGHTS OF HISPANIC AMERICANS THROUGH
 COMMUNITY-BASED PROGRAMS OPERATING AT MORE THAN 525 LULAC COUNCILS
 NATIONWIDE. WE ARE GRATEFUL FOR LULAC'S DEDICATED EFFORTS AND STEADFAST
 COMMITMENT TO ENHANCING THE QUALITY OF LIFE IN OUR COMMUNITY.



IN WITNESS WHEREOF:
 BY THE POWERS GRANTED TO ME,
 I HAVE HEREUNTO SET MY HAND
 AND CAUSED THE SEAL OF THE
 CITY OF LAS VEGAS TO BE AFFIXED
 THIS 27TH DAY OF JUNE 2024

Carolyn Goodman
 HONORABLE CAROLYN G. GOODMAN
 MAYOR, CITY OF LAS VEGAS



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1929

All for One and One for All

Feb. 17, 1929: The League of United Latin American Citizens (LULAC) is formed in Corpus Christi, Texas. Its founding grew out of the rise of the Texas-Mexican middle class and resistance to racial discrimination.



1930

Desegregation in Texas

LULAC desegregated hundreds of public places throughout Texas such as barber shops, beauty shops, swimming pools, restrooms, water drinking fountains, public dining places, and hotels.

1931

Class Action Lawsuit

LULAC provided the organization and financial base for the first class action lawsuit against segregated "Mexican Schools" in Texas. [use black-and-white LULAC stock foto of Mexican kids]



1945

Integration of Orange County School System

LULAC successfully sued to integrate the Orange County school system, which had segregated Mexican children, claiming they were "more poorly clothed and mentally inferior to white children." This case laid the foundation for Brown v. Board of Education (1954).

1957

Little School of the 400

In Houston, Texas, Council 60 piloted the precursor to Head Start, a preschool program aimed at teaching 400 basic English words to Spanish-speaking pre-school children. Notably, Lyndon B. Johnson, who was a teacher by profession, was actively involved in this program.

LULAC History

1963

John F. Kennedy Visits LULAC

On November 21, John F. Kennedy visited with LULAC at the Rice Hotel in Houston, Texas the day before he was assassinated. This was the first time that a sitting president had appeared at a LULAC event, the first time a first lady addressed a crowd in Spanish, and the first time that a sitting U.S. president recognized the power of the Latino vote.



1987

LULAC vs. INS

LULAC filed the “LULAC vs INS” class action lawsuit to force INS to process eligible amnesty applicants. In 2003, settles class action lawsuit that provides an avenue for 100,000 immigrants to become permanent legal residents.

2022

Pray for Texas: Uvalde, Texas School Shooting Assistance Fund

LULAC has raised and distributed more than \$2,000,000 for the victims and their families of the Robb Elementary School mass shooting that claimed the lives of 19 children and two teachers.

1994

LULAC vs. Wilson

The LULAC vs. Wilson case challenged California’s Proposition 187, arguing it violated the rights of undocumented immigrants, ultimately resulting in its overturning by federal courts.

2023

Ft. Cavazos, Killeen, Texas

LULAC advocates for and secures the renaming of the U.S. Army’s largest military installation for General Ricardo Cavazos, the Army’s first 4-star Latino General and Korean Conflict decorated soldier.

2020

Army Specialist Vanessa Guillen

LULAC launched I AM VANESSA, which became America’s rallying cry that ignited a national movement to combat Military Sexual Trauma (MST) and led to the Vanessa Guillen Act.



2023

LULAC fervently calls for justice on behalf of Brandon Caserta. Senate approval of the Brandon Act, a crucial move in overhauling DoD’s mental health policies. This landmark legislation pays tribute to the late Navy Sailor Brandon Caserta and marks a pivotal shift towards comprehensive mental health support ALL MEMBERS IN THE military.



LULAC

Academy



WEDNESDAY, JUNE 26

- 9:00am LULAC Academy Plenary
 - 11:00am Bringing Our Patriots Home: Social Media Strategies
 - Financial Foundations: Building Your Financial Future Blueprint from Budgets to Credit
 - A Conversation with the Honorable Isabel Casillas Guzman, 27th Administrator of the U.S. Small Business Administration
 - 1:00pm Latino Trailblazers: From Higher Education to Federal Service
 - 2:00pm Unnatural Causes: Activity
 - Unnatural Causes: Why Are Latinos Getting Sick and Dying Younger?
 - 4:00pm Academy Day 1 Closing Session
- 12 / League of United Latin American Citizens

THURSDAY, JUNE 27

- 10:00am The Power of Green: Activity Session
- The Power of Green: Latino-Led Divestment Strategies for a Sustainable Future
- 2:00pm Identity and Representation: Latinos and the U.S Census
- 2:30pm Un Futuro Saludable: Latino Health Access Challenges
- 3:30pm A More Perfect Union? The Ongoing Struggle for Diversity, Equity, and Inclusion
- 4:30pm If I knew Then What I know Now: Tools for Economic Prosperity

FRIDAY, JUNE 28

- 9:00am Beyond the Border: Urban Responses to Influx of Migrants
- 10:00am Navigating AI's Evolution and its Impact on Latino Communities
- 10:45am Building Opportunities: Latinos and the Future of Infrastructure
- 1:00pm Embracing the Uncomfortable: An Honest Conversation on Climate Change
- 2:00pm Latinos and the Future of Voting and Civil Rights
- 3:00pm Game Changers: Empowering Latino Youth through Sport and the 2026 World Cup



LULIAC *Plenary*

THURSDAY, JUNE 27

- 2:00pm Identity and Representation: Latinos and the U.S. Census
- 2:30pm Un Futuro Saludable: Latino Health Access Challenges
- 3:30pm A More Perfect Union? The Ongoing Struggle for Diversity, Equity, and Inclusion
- 4:30pm If I Knew Then What I Know Now: Tools for Economic Prosperity

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- 3:00pm Game Changers: Empowering Latino Youth through Sport and the 2026 World Cup
- 4:00pm Latinos and the Future of Voting and Civil Rights

FEDERAL Training Institute



WEDNESDAY, JUNE 26

- 9:00am FTI Opening Ceremony
- 11:00am FTI Spotlight - Maintaining an Inclusive Culture by Promoting DEI in the Workplace
- FTI Spotlight - Senior Executive Service Overview
- 1:30pm FTI Spotlight - Executive Core Competencies - ECQs
- FTI Spotlight - Trust In the Workplace
- 3:15pm FTI Spotlight - Emotional Intelligence and the Clear Connection of ECQs
- FTI Spotlight - Executive Interview Strategies

THURSDAY, JUNE 27

- 9:15am FTI Spotlight - Resilience at time of stress and uncertainty
- FTI Spotlight - Senior Executive Service Overview
- 10:45am FTI Spotlight - Executive Core Competencies - ECQs
- FTI Spotlight - Trust In the Workplace
- 1:30pm FTI Spotlight - Emotional Intelligence and the Clear Connection of ECQs
- FTI Spotlight - Speed Mentoring Session
- 3:15pm FTI Spotlight - Establishing or Refining USAJOBS and LinkedIn
- FTI Spotlight - Executive Interview Strategies

FRIDAY, JUNE 28

- 9:00am FTI Spotlight - Emotional Intelligence and the Clear Connection of ECQs
- FTI Spotlight - The Importance of Mentorship & Professional Networks
- 10:30am FTI Spotlight - Joining National Association of Hispanic Federal Executives
- 11:00am FTI Spotlight - FTI Closing Ceremony



LULAC
WOMEN'S
Conference

**THURSDAY,
 JUNE 27**

- 11:00am LULAC Women's Commission Press Conference
- 6:00pm Women's Commission Welcome Reception

**FRIDAY,
 JUNE 28**

- 8:00am LULAC National Women's Conference Welcome Continental Breakfast
- 9:00am Education, Leadership, and Latinas: Shaping Tomorrow's Leaders Today
- 9:00am Breaking Barriers: Latina Leaders Redefining Success
- 10:00am Breaking Ground: Latina Entrepreneurs Driving Economic Growth
- 10:00am Champions of Change: Latinas Breaking Healthcare Barriers

League of United Latin American Citizens / 15



GUEST *Speakers* *and Panelists*





Dear LULAC members and friends,

The U.S. Environmental Protection Agency is a proud co-sponsor of the 2024 LULAC National Convention and Exposition in Las Vegas, Nevada. This year's theme, "Empowering the Next Generation" truly resonates with the focus of EPA's partnership with LULAC: to promote rich and transformative discussions that inspire and moves us closer to equity for all.



As Administrator, I am incredibly proud of the work we have done and continue to do to achieve a key priority of the Biden-Harris Administration: advancing equity and racial justice. Our mission at the EPA cannot be fulfilled until we correct the injustices of past policies and place communities that have disproportionately borne the burden of these injustices at the top of our agenda.

EPA is proud that this year the Partnership for Public Service identified our agency as one of the top five best places to work among mid-size federal agencies, based on 2023 survey results. Now more than ever, the EPA's success depends on its ability to recruit, develop, and retain a highly skilled, results-oriented, and importantly, diverse workforce. Participation in the LULAC Federal Training Institute will help broaden employees' abilities to drive organizational results, enhance leadership skills, serve communities, build teams and partnerships.

Investing to recruit, develop and retain a diverse and inclusive workforce that is consistent with merit system principles and applicable law is required in **Executive Order 14035** and **Executive Order 13583**. Both these orders are about establishing initiatives to promote and achieve diversity, equity, inclusion, and accessibility in the federal workforce.

I would like to offer a special thanks to the EPA's Hispanic Employment Program and executive champions who continue to promote the Hispanic Initiatives agenda that addresses Hispanic and Latino participation, recruitment, and retention at the EPA. We look forward to hosting our annual EPA Hispanic Executive Leadership Forum at the convention. The forum will explore opportunities for personal growth, networking, and career development.

We are excited to be a part of this event. Through our collaboration, we can implement programs in our communities that help reach and impact the health and well-being of millions.

Thank you,
Michael S. Regan
U.S. EPA Administrator



CAROLYN G. GOODMAN
MAYOR



*From the Office of
Mayor Carolyn G. Goodman*

**LEAGUE OF UNITED LATIN AMERICAN CITIZENS
2024 NATIONAL CONVENTION
CAESARS PALACE LAS VEGAS
LAS VEGAS, NEVADA
JUNE 26-29, 2024**

Greetings, Attendees:

As Mayor, I am pleased to welcome the League of United Latin American Citizens (LULAC) to America's most dynamic, entertaining, and diverse city! You could not have chosen a better locale to hold your 2024 National Convention. I trust you will have a splendid time reconnecting with colleagues, fostering new friendships, and making memories together.

I am convinced that once you get a taste of what the City has to offer, you will never want to leave. Las Vegas continues to capture the world's imagination as the City where anything is possible. With world-class hotels, award-winning restaurants, luxurious spas, fantastic shopping, the finest golf courses, spectacular entertainment, and professional sports, Las Vegas remains one of the most diverse and electrifying destinations in the world.

At its heart Las Vegas is all about making sure residents and visitors are well taken care of, treated courteously, and shown a great time. Beyond the neon of the fabulous Strip and the Fremont Street Experience, there is another Las Vegas--one in which we are building a world-class city featuring the best in arts, culture, sporting opportunities, and quality medical care. The Smith Center for the Performing Arts has set a high standard for art and culture in our city, and I encourage everyone to take in a concert or Broadway show at this magnificent venue. Regardless of your age, a must-visit spot is the children's interactive Discovery Museum adjacent to The Smith Center. Buzzing with excitement is the Fremont East Entertainment District, a place with energy and enthusiasm coursing throughout its taverns, restaurants, and music venues.

The Greater Las Vegas area also offers beautiful weather and outdoor activities, from excellent golfing to opportunities for world-class hiking and rock climbing at the Red Rock Canyon National Conservation Area, to skiing at Mount Charleston, and a visit to the awe-inspiring Hoover Dam at the Lake Mead National Recreation Area. If history is more your speed, you are in luck because the National Museum of Organized Crime and Law Enforcement (The MOB Museum) and the Neon Museum are two of the most interesting and unique experiences in the country.

I want to thank you for choosing Las Vegas and look forward to seeing you around town. Please accept my best wishes for a joyous and memorable convention. I know you will have a fabulous time enjoying our great city and everything it has to offer. Now what are you waiting for? The party has already started! Welcome.

Sincerely,

Carolyn G. Goodman
Mayor, City of Las Vegas

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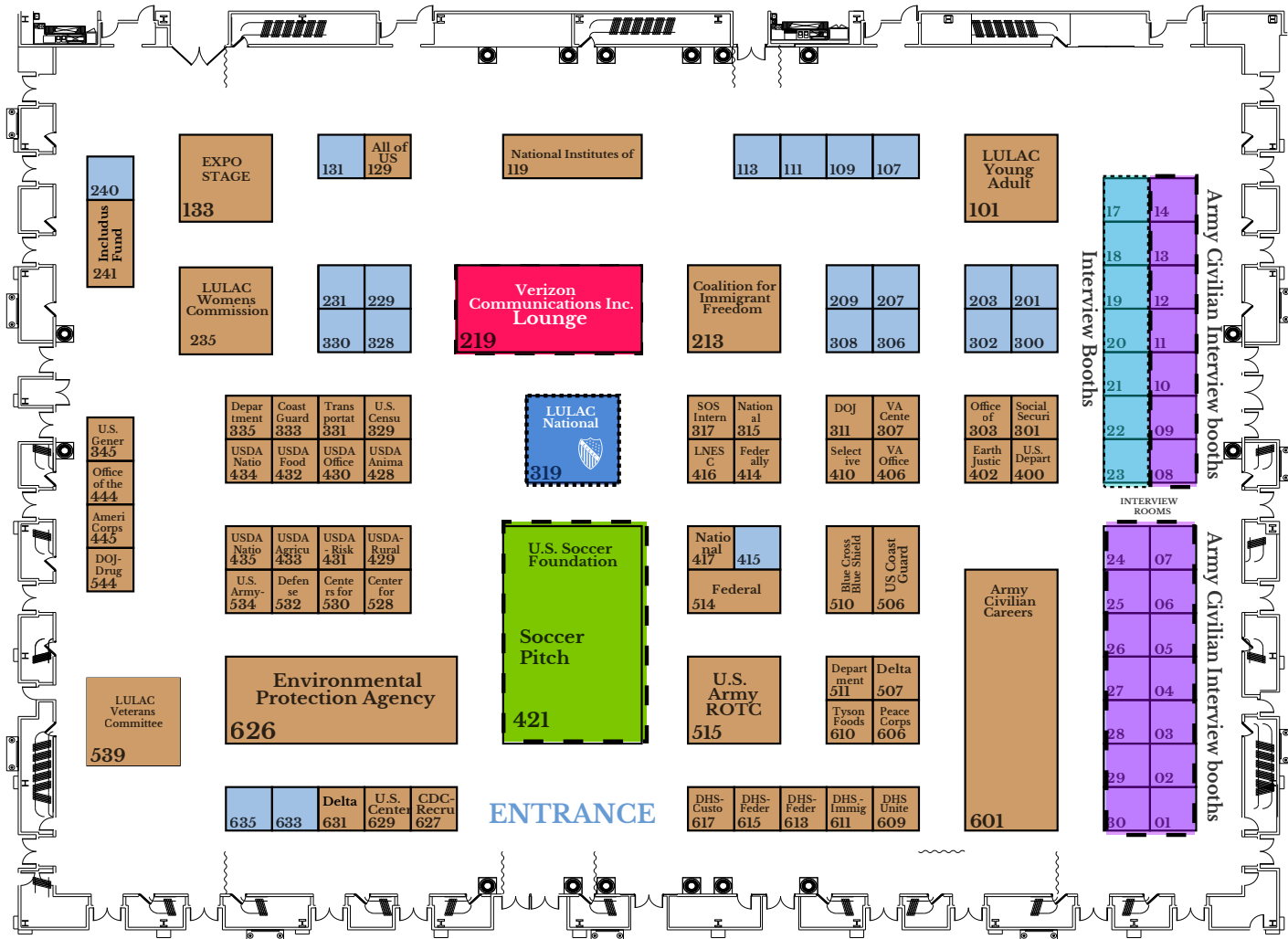
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League of United Latin American Citizens '25

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our community a better
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COMMUNICATIONS

EXHIBIT LAYOUT



BOOTH COMPANY

- | | | |
|---|---|---|
| 129 All of US Research Program | 544 DOJ- Drug Enforcement Administration | 629 U.S. Centers for Disease Control and Prevention |
| 445 AmeriCorps | 402 Earth Justice | 400 U.S. Department of Housing and Urban Development- Recruitment and Staffing Division |
| 601 Army Civilian Careers | 626 Environmental Protection Agency | 345 U.S. General Services Administration |
| 510 Blue Cross Blue Shield Association Federal Employee Program | 133 EXPO STAGE | 421 U.S. Soccer Foundation |
| 627 CDC- Recruitment and Outreach Team, Office of Human Resources | 514 Federal Deposit Insurance Corporation | 506 US Coast Guard |
| 528 Center for Tobacco Products | 414 Federally Employed Women | 430 USDA Office of Partnerships and Public Engagement (OPPE) |
| 530 Centers for Medicare & Medicaid Services | 416 LNESC | 431 USDA - Risk Management Agency |
| 213 Coalition for Immigrant Freedom | 319 LULAC National | 433 USDA Agricultural Research Service (ARS) |
| 333 Coast Guard | 539 LULAC Veterans Committee | 428 USDA Animal & Plant Health Inspection Service (APHIS) |
| 532 Defense Threat Reduction Agency | 135 LULAC Womens Commission | 432 USDA Food Safety & Inspection Service (FSIS) |
| 507 Delta | 101 LULAC Young Adult | 435 USDA National Agricultural Statistics Service |
| 335 Department of Interior - Bureau of Land Management | 315 National Institute of Science and Technology | 434 USDA National Institute of Food & Agriculture (NIFA) |
| 311 Department of Justice | 119 National Institutes of Health (NIH) | 429 USDA- Rural Development |
| 511 Department of Transportation- Maritime Administration | 417 National Oceanic and Atmospheric Administration | 307 VA Center for Minority Veterans |
| 611 DHS - Immigration and Customs Enforcement (ICE) | 303 Office of Management and Budget (OMB) | 406 VA Office of Suicide Prevention |
| 617 DHS- Customs and Border Patrol | 444 Office of the Comptroller of Currency | 219 Verizon Communications Inc. |
| 615 DHS- Federal Emergency Management Agency (FEMA) | 606 Peace Corps | |
| 613 DHS- Federal Law Enforcement Training Center (FLETC) | 410 Selective Service System | |
| 609 DHS United States Secret Service | 301 Social Security Administration | |
| | 317 SOS International LLC | |
| | 331 Transportation Security Administration | |
| | 610 Tyson Foods Inc. | |
| | 515 U.S. Army ROTC | |
| | 534 U.S. Army-PEO STRI-PS | |
| | 329 U.S. Census Bureau | |



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LULAC ACADEMY

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lulac.org/academy



LULAC 2025

League of United Latin American Citizens
National Convention & Exposition

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**The strongest
connection is
the one among
all of us.**

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TOGETHER, WE CAN REWARD YOU FOR REACHING YOUR HEALTH GOALS



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2024 LULAC NATIONAL CONVENTION RULES

1. 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 Presiding Officer or Election Judge. 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.
2. 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. The Election Judge shall be appointed prior to the start of the National Convention.
4. The Election Judge shall appoint at least three (3) Official Observers for all elections for the purpose of: a. serving as counters, as necessary; and b. being present at the time of electronic voting system installation and testing. Testing will include a sample test vote. The Election Judge will report the results of the sample test vote to the National Assembly.
5. Elections shall be by electronic ballot, including voting on amendments, resolutions and runoffs. If electronic ballot is unavailable, then a hand count shall be held row by row.
6. No delegate or alternate may have more than one (1) vote in any one (1) 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 (5) councils, including the candidate's home council, is made to the Election Judge prior to or at the time of nomination.
9. Each candidate has the right to appoint one (1) observer/counter for the purpose of verifying the count and, if they wish, may be present for the electronic sample test ballot.
10. Each candidate shall have three (3) minutes for speeches. No speeches by unchallenged candidates shall be allowed.
11. In elections in which more than two (2) candidates are involved, and no one (1) candidate receives 50 percent plus 1 majority of the certified votes, the two (2) 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 made issued to the Election Judge before the next election is started. It shall take a two-thirds (2/3's) vote to overturn any final ruling made by the Election Judge or by the National Legal Advisor.
13. The order of elections shall be as follows:
 - a. National President
 - b. National Vice President for Women
 - c. National Vice President for Youth
 - d. National Vice President for Young Adults
 - e. National Vice President for the Elderly
 - f. National Treasurer
 - g. National Vice President for the Southwest
 - h. National Vice President for the Midwest
 - i. National Vice President for the Farwest
 - j. National Vice President for the Southeast
 - k. National Vice President for the Northeast
 - l. National Vice President for the Northwest
 - m. 2026 Convention Site
14. Presentation of Constitutional Amendments shall follow the procedures set forth in Article XIV, Section 2. Amendments from the floor shall not be allowed. Discussion on amendments shall be limited to three (3) speakers for and three (3) speakers against with each speaker having two (2) minutes.
15. All Resolutions shall follow the same procedure established for Amendments. Resolutions from the floor may be permitted but must be type written and submitted in the form provided for in the LULAC website and submitted by a local council in good standing. Resolutions being submitted from the floor must be presented to the Resolutions Committee not later than 5 pm on the Friday before the National Assembly is Convened. The Resolutions Committee shall read the resolved portion of each resolution and make its recommendation to the General Assembly. Discussion on each resolution shall be limited to two (2) speakers for and two (2) speakers against with each speaker having two (2) minutes. Speaker must announce if he/she is speaking in favor or against the resolution in question.
17. These adopted 2024 Convention Rules may be changed by a two-thirds (2/3's) vote of the General Assembly.
18. Delegates, Alternates and Guests must always maintain proper decorum. Whistling and whistles are not allowed..
19. Any individual(s) disrupting the National Assembly business or election proceedings as determined by the Presiding Officer or Election Judge, or that uses profanity or verbally threatens or attacks another member on or near the voting floor will be removed from the voting floor by the Sargent at Arms and charges to discipline the member(s), including expulsion for "actions contrary to the principles of LULAC" may be brought against the member(s) by the Presiding Officer, the Election Judge or any Certified Delegate at the October National Board of Directors meeting. Charged member(s) rights and appeals shall be those outlined in the LULAC constitution such as in Article IV, Section 1. b. (8).



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