



LULACnews

Summer 2014



THE BEST OF LULAC

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Celebrating 85 Years of Service

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LULACnews

League of United Latin American Citizens

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

National President

Margaret Moran

Executive Director

Brent A. Wilkes

Editor-in-Chief and Layout

Jossie Flor Sapunar

Director of Communications

Paloma Zuleta

Publishing

Luis Nuño Briones

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HERE'S TO

LULAC ON 85 YEARS

OF SERVICE TO THE

HISPANIC COMMUNITY

FELICITAMOS A LULAC POR 85 AÑOS AL SERVICIO DE LA COMUNIDAD HISPANA



VIVE HOY™



A MESSAGE *from the President*

Welcome to LULAC's 85th Annual Convention, Exposition and Job Fair. This convention promises to be an experience that will invigorate and inform the Latino community on issues such as immigration reform, civic engagement, education, health care, broadband, housing, and veteran's affairs. We are especially excited to be bringing the convention to the *Big Apple* where diversity has strengthened the city's economy and has enriched its culture.

We look forward to the many opportunities that this national convention offers to Latinos of all ages and backgrounds. LULAC believes that in order for the Latino community to continue to thrive, we must keep informed of the challenges we face and work as a community to overcome

them. This convention is designed to both inform our community and provide the tools to overcome challenges.

I must acknowledge that as I preside over the 85th LULAC Annual Convention and Exposition I do so with a heavy heart. Serving as your president these past four years has been a distinct honor which I will always treasure. This convention serves as my last formal function as president of LULAC and I know it will be a great success.

I would like to take this opportunity to briefly discuss what we have accomplished during the last four years. Through your support, we have been able to expand LULAC councils which has greatly strengthened the organization. In addition, our programs have played an important role in improving the lives of the Latino



June 2013



In a 5-4 decision, the U.S. Supreme Court invalidates the central provision of the Defense of Marriage Act (DOMA), making discrimination against gay marriage unconstitutional.

September 2013



15,000 Californians attend LULAC's Latinos Living Healthy Feria de Salud in Los Angeles, California, where they receive a variety of free health services including free flu shots and screenings for diabetes, blood pressure, cholesterol and HIV.

October 2013



LULAC receives the prestigious Diversity Advocate Award at 30th Annual Kaitz Foundation dinner.

August 2013



LULAC gives the Department of Education's Elementary and Secondary Education Act (ESEA) waivers an "F" since they raise serious concerns over the lack of rigor in accountability measures used by states.

October 2013



In partnership with the Environmental Defense Fund, LULAC spotlights risks to Latinos from toxic chemical exposure, becoming one of the first national Latino organizations to speak out on environmental issues.

November 2013



Puerto Ricans rally on steps of the Library of Congress to pass H.R. 2000, the Puerto Rico Status Resolution Act.



LULAC in 2014
#LULAC14

A MESSAGE *from the President*

community. For example, the *Latinos Living Healthy* health fairs brought important health resources to Latinos. Because we provided critical information on the advantages of the new health care law, millions of Latinos enrolled in the Affordable Care Act. This year we successfully kicked off the Emerge Latino Conference where close to 100 college students from across the country met with their elected officials in our nation's capital. We also continued our fight for immigration reform by holding over 60 town halls across the country where elected officials met with constituents and issue experts regarding the importance of immigration reform. We then doubled down and, by partnering with other national Latino, Asian

have supported reforms to modernize and expand programs like E-Rate, which strengthen the accountability and implementation of the ESEA state waivers and ensure that the Latino community is well educated and engaged in the ongoing implementation of the Common Core State Standards across the country.

Thank you all for a wonderful four years. I am resolute in my belief that due to the dedication and commitment of our membership, board and staff, LULAC will remain a people united all for one and one for all.

Sincerely,

Margaret Moran
LULAC National President

To see the final immigration reform score card, go to www.LULAC.org/scorecard.

American and Pacific Islander groups, we issued preliminary score cards to members of the U.S. House of Representatives. Keep an eye on the

LULAC website because the final scoring will take place in late July. Finally, our work on education continues to be a priority. We



November 2013

LULAC in partnership with the Hispanic Federation delivers 15,000 postcards to Congress to celebrate Veterans Day, reminding Congress to enact reform in honor of immigrants and families of immigrants who have served in the U.S. military.



February 2014

LULAC's Legislative Conference brings over 100 LULAC members to Washington, D.C. to advocate for key Latino issues.



June 2014

In partnership with other national Latino organizations, LULAC releases immigration reform score cards issued to members of the U.S. House of Representatives. LULAC hosts over 60 immigration reform town halls since launching the 2013 "I Voted for Immigration Reform" civic engagement campaign.



January 2014

LULAC launches the Emerge Latino Conference, a public policy and advocacy conference free of cost to all students, regardless of race or ethnicity.



March 2014

LULAC plays a major role in enrolling over eight million uninsured in health insurance.



May 2014

LULAC celebrates the 50th anniversary of *Brown v. Board of Education* by rallying at the U.S. Supreme Court. LULAC's advocacy in the *Mendez v. Westminster* case preceding *Brown v. Board* makes LULAC National a unique partner in the continued fight for educational excellence.



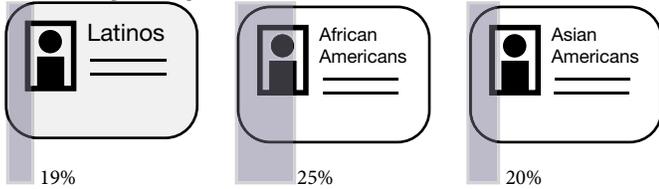
Wisconsin Voter Suppression Law Struck Down

LULAC of Wisconsin Brings Justice to American Citizens

In a decision that could have implications nationally and in Wisconsin's November elections, District Court Judge Lynn Adelman struck down Wisconsin's voter identification law in late April 2014. Judge Adelman found that the law was in violation of Section 2 of the Voting Rights Act which specifically prohibits voting practices that discriminate on the basis of race. Judge Adelman also found that the law violated the 14th Amendment of the United States Constitution. The judge issued an injunction preventing the State of Wisconsin from enforcing the law.

Who lacks a government-issued photo ID compared to 8% of Whites?

Source: www.protectingthevote.com



“We applaud Judge Adelman’s decision to strike down a voter ID law which would have prevented poor and minority citizens from exercising their right to vote,” said LULAC National President Margaret Moran. “LULAC believes that any roadblocks to voting should not be enforced because it cuts against the basic principles of our great democracy.”

“We hope and expect that this decision will be a bellwether in those other states,” said Dale Ho, director of the Voting Rights Project at the ACLU. “I really do think the tide has turned in the legal fight.”

“It is likely that a substantial number of the 300,000-plus voters who lack a qualifying ID will be deterred from voting,” wrote Judge Adelman.

Judge Adelman made clear in his opinion that opponents of the law had successfully shown that the law had “disproportionate impact” on Latinos and African-Americans.

This case is significant because it marks the first time that Section 2 of the Voting Rights Act (VRA) has been used to strike down a voter ID law.

In addition, Judge Adelman found the state didn’t have an appropriate rationale for imposing a voter ID requirement. In-person voter impersonation — the only type of fraud a voter ID law can prevent — is non-existent or virtually non-existent in Wisconsin, he wrote.

LULAC Wisconsin served as lead plaintiff and was represented by Arnold & Porter, LLP and by The Advancement Project. Several states passed voter ID laws after the 2010 elections. Currently, 31 states require voters to show some form of ID at the polls.



LULAC’s Most Recent Fights to Protect the Right to Vote

- ★ **2005** LULAC files *LULAC vs. Perry* lawsuit challenging the Texas legislature’s redistricting plan, on the grounds that it violated the Voting Rights Act and impacted Hispanic Representation in Texas. In 2012, the case reaches the Supreme Court.
- ★ **2006** LULAC joined forces with its allies from the civil rights community for the reauthorization of the Voting Rights Act. LULAC mobilized millions around the nation to march for the rights of immigrants and their families.
- ★ **2011** LULAC condemned Latino voter suppression efforts funded by the conservative group Latinos for Reform. The cynical Spanish-language ad that would have run in Nevada and California encouraged Latinos not to vote in the upcoming elections.
- ★ **2013** The ACLU and Iowa LULAC ask courts to stop Iowa Secretary of State Matt Schultz from using a federal immigration database to try to find voters registered in Iowa who may not be citizens.
- ★ **2013** LULAC condemns Florida voter purging efforts, based on the Systematic Alien Verification for Entitlements (SAVE) database, which is updated infrequently and riddled with inaccuracies.

Acting on Climate: Asthma in the Latino Community

Environmental Protection Agency Partners with LULAC



indoor and outdoor air pollutants can trigger an asthma attack or episode is an important step in managing this condition. That's why LULAC and EDF developed bilingual fact sheets to help raise awareness about these issues, available at www.LULAC.org/asthma and will be launching an education initiative to highlight the serious and underreported environmental threats that disproportionately affect Latino communities around the country.

But we can't stop there. Tackling hazardous indoor and outdoor air pollution is critical to healthy communities, particularly for Latinos. 39% of Latinos live within 30 miles of a power plant and almost 1 in 2 Latinos in the U.S. live in counties with unhealthy levels of ozone pollution. These pollutants often come from sources that also emit carbon pollution, which contributes to climate change. That warming, in turn, creates longer allergy seasons, higher rates of asthma, and even more smog. In short, unless we limit carbon

pollution, our children are going to face more asthma attacks in the future.

Fortunately, President Obama's Climate Action Plan lays out commonsense steps to cut carbon pollution from power plants and ultimately build climate resilience. If we can begin to reduce this pollution, all Americans will benefit – but the positive impact on Latino health will be especially pronounced.

When organizations like LULAC and EDF build partnerships to battle health threats, and individuals come together to address these challenges in their communities, it is a big step in the right direction. At EPA, we also know it's our responsibility to play our role in protecting the environment and minimizing these hazards to public health. That's exactly what we're doing when we act to support President Obama's Climate Action Plan. A big thanks to everyone who participated in the #LatinoHealth Twitter chat – here's looking forward to another productive conversation in the future!

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Editor's Note: The views expressed here are intended to explain EPA policy. They do not change anyone's rights or obligations.

Gina McCarthy was confirmed Administrator of the U.S. Environmental Protection Agency by the U.S. Senate in July of 2013. In 2009 President Obama appointed her as Assistant Administrator for EPA's Office of Air and Radiation, Gina McCarthy has been a leading advocate for common-sense strategies to protect public health and the environment.

By: Gina McCarthy, Environmental Protection Agency Administrator

Leading up to Asthma Awareness Month I participated in a #LatinoHealth Twitter chat with League of United Latin American Citizens (LULAC) and Environmental Defense Fund (EDF). We were excited to expand the virtual conversation about air pollution and asthma, issues that seriously affect Latino health. It is scary that so many forms of pollution are hidden in plain sight, such as air pollution and toxic chemicals, which are often part of our everyday lives. But it was also inspiring to be part of such an enthusiastic conversation with concerned community members from Utah to North Carolina, Georgia to New Jersey.



Gina McCarthy

Administrator of the Environmental Protection Agency

Many of the questions raised in the chat were concerned with the direct link between air quality and asthma. The truth is lots of chemicals found at home or in the workplace have been linked to the development of asthma. And common outdoor pollutants, like smog and ozone, also contribute to the development of asthma or more severe symptoms. Today, over 3.6 million Latinos in the U.S. are living with this condition, including one in every ten Latino children.

There's no known cure for asthma, but understanding how



Our 85-Year History of Community Leaders

LULAC Member Recognized for Longstanding Contributions to Youth Development with Fortune 500 Award



Sammy Nieto was heading Fortune 500 company Valero Energy's volunteer committee in 1997 when a local judge invited him to come spend a day in juvenile court and listen in on truancy cases. There he heard stories of students facing one hardship after another—family abuse, parents who were on drugs, teen pregnancies, the pressure of gangs, and now those same kids were facing fines or jail time for skipping school. Nieto, who has spent the past 38 years working at Valero, left the court “crying and in a state of shock,” but determined to intervene.

“We were looking for ways to really help people — something other than picking up trash in a park or serving beer and cold sodas at Fiesta,” Nieto says. “We really wanted to make a difference. San Antonio has just a terrible drop-out rate.”

That same year he founded the Valero Juvenile Justice Mentor Program, a partnership between his employer and local courts and schools. Judges have since ordered thousands of students to attend the program's weekly curriculum of college prep classes and motivational speakers in lieu of punishment. Nieto has expanded the reach with counseling classes and mock court sessions held in schools. “These kids have hit rock bottom,” Nieto says. “We're here to get them on the right road.”

Nieto has been a member of LULAC Council 4303 since 2002.

LULAC Member Adrian Rodriguez Honored as the Texas School Social Worker of the Year

Adrian Rodriguez, former LULAC VP of the South West, a 26 year veteran of Plano ISD and Behavior Specialist at Bowman Middle School, has been named the 2014 Texas School Social Worker of the Year by the University of Texas School of Social Work. This award was presented at the state-wide Texas School Social Workers Conference on Feb. 27, 2014, in Austin, Texas.

Adrian was nominated by his university colleagues in the district and was selected from a large pool of nominees by the Planning Committee for the Conference.

Rodriguez was recently elected to the position of Trustee for the Collin County Community College District in a county wide election.

Through his volunteerism, Rodriguez founded LULAC Council #4537 in 1993 and became its first President. This council has been responsible for providing close to \$300,000 in scholarships to deserving minority youth. With further involvement in LULAC, he was elected Vice President of the organization for two years.

Past awards and honors for Rodriguez include Plano ISD 100 Heroes Award in 1999. In 1993, he was given the title of Bowman PTA Life Member Award. He was the north Texas LULAC District Director for four years and selected as Director of the Year in 2001. He served as Texas LULAC Treasurer for four years. His many years of contribution to volunteerism were recognized in 2003 when he received the Spirit of Excellence Award from the Volunteer Center of Collin County. Collin College presented a scholarship in his name in 2008. The PISD Martin Luther King, Jr. Diversity Leadership Award was presented to Adrian in 2011. In that same year, the Plano Community Forum selected him as Educator of the Year. The National LULAC honored him as Educator of the Year in 2012.

Adrian received a Master of Science in Social Work degree from the University of Texas in Arlington in 1990 and is a Licensed Master Social Worker.



Adrian Rodriguez



SCHOOL OF
SOCIAL
WORK

THE UNIVERSITY OF TEXAS AT AUSTIN

Our 85-Year History of Community Leaders

Founder William Bonilla Honored as SER-Jobs for Progress Celebrates Fifty Years



William Bonilla

In 1964, then LULAC National President William Bonilla met with President Lyndon B. Johnson to discuss the best strategy to raise the country out of the poverty that ravished millions of Americans.

In concert with the War on Poverty, Bonilla founded Project SER as a job bank specifically dedicated to addressing the employment needs of Mexican Americans.

“People would go to that building where LULAC was having meetings at night and sign up for jobs during

the day,” said William Bonilla. “It was the predecessor of SER-Jobs for Progress.”

At the time, Bonilla was a young lawyer, actively involved in LULAC and with ties to the Johnson White House. He would later be appointed by President Johnson to the National Advisory Council of the Office of Economic Opportunity Commission.

Ser is the verb ‘to be’ in Spanish. The name was chosen to inspire Hispanics ‘to be’ their best. SER also stands for service, employment and redevelopment, the three goals of the organization. Receiving funding from the Department of Labor, the program grew as job training centers expanded into Houston, Corpus Christi, and Washington, D.C., in addition to its initial centers in New Mexico and California.

Bonilla’s funding fight cemented SER-Jobs for Progress as a successful national organization with far-reaching and innovative approaches. Early Amigos de SER included Fortune 500 companies such as Ford Motor Company, Lockheed, Standard Oil, Union Carbide, and General Electric. Present-day supporters of LULAC include Ford Motor Company with the flourishing “Ford Driving Dreams through Education” program grants and General Electric with LULAC National Educational Service Centers (LNESEC) scholarships for students in science, technology, engineering, and mathematics majors.

LULAC History and Programs Quiz: Are You a LULAC Expert?

1. Name four milestone moments for LULAC. Bonus points if they are in different issues of civil rights, voter empowerment, education, immigration, and/or health. Negative points if you take any milestones from page three’s voter protection timeline.
2. Name the three national organizations that LULAC has founded.
3. How many female national presidents has the organization had? Bonus points if you can name each.
4. What key Supreme Court case that desegregated schools was preceded by the LULAC supported Mendez v. Westminster case? Hint: the case celebrated its 50th anniversary this year.
5. President Lyndon B. Johnson based national program Head Start on what LULAC education program?
6. What California LULAC member is a former U.S. Secretary of Defense?
7. What LULAC national conference demonstrates to college students the professional empowerment and civic engagement skills necessary to be a good community advocate?
8. What LULAC program has brought health festivals that provide free health screenings, exams, medical advice, and concerts to San Juna, San Antonio, Washington, D.C. and Los Angeles?
9. What LULAC initiative enables local LULAC councils to design programs that are responsive to the education issues, resources, and support systems in their communities in efforts to mitigate the Latino dropout rate?
10. What LULAC program allows local LULAC councils to host financial literacy and predatory practices prevention workshops in their communities?

Responses on page 43.

Aumentando el Salario Mínimo de la Mujer Desde Mi Escritorio...

Por: Elsie Valdés Ramos, Vicepresidenta Nacional de Mujeres LULAC

Este año ha sido uno intenso, lleno de logros, exitosas conferencias regionales y estatales en Texas, Nueva York, Arizona, Puerto Rico, Vancouver, Las Vegas, Illinois y Ohio.

La Conferencia Nacional en Milwaukee sobrepasó todas las expectativas, destacándose la labor del “Midwest” y con una amplia cobertura en todos los medios de comunicación en español e inglés destacando el empoderamiento de las latinas.

Las sesiones estilo “round table”, marchas, manifestaciones, actividades de servicios comunitarios y Base de Fe dejaron demostrado el profesionalismo y la calidad humana de los participantes y comisionadas quienes coordinaron los talleres a través de sus estados.

En el recorrido hemos visto muchas situaciones domésticas, circunstancias externa de familias y niños, agravios a los latinos y discriminación hacia la mujer.

El tiempo nos da experiencias – nuestra inteligencia nos provee sabios consejos y el creador nos da el poder como seres “pensantes” para continuar la lucha por mejorar la calidad de vida de los nuestros. Enfocada en los objetivos y misión LULAC todavía encontramos que nuestras mujeres siguen igual de pobres que ayer, que el año pasado y el anterior.

¿Qué pasa Mujeres?

En un artículo periodístico se confirmaba que había más latinas pobres en estos días que antes. En los últimos cinco años: 1.9 millones de latinas cayeron por debajo del nivel de pobreza en el país.

El presidente de Estados Unidos acarició la idea de dar un aumento de salario a los trabajadores que menos ganan. Aumentando de manera significativa el salario mínimo federal de \$7.25 a \$10.10 la hora, un salto muy alto en un momento muy delicado, cuando la economía estadounidense comienza a dar señales de una leve recuperación. No obstante, no refleja cuanto sería el impacto cualitativo y cuantitativo para nuestras mujeres.

El valor del salario mínimo en dólares ajustados a la inflación ha estado disminuyendo durante décadas. Muchas personas que trabajan a tiempo completo viven bajo nivel de pobreza. Un individuo que labora ocho horas al día, cinco días a la semana, durante 50 semanas, gana unos \$15,000 al año. Inclúyanse los despidos y períodos de desempleo que son típicos para los que se encuentran en el fondo de la escala laboral. Esta cifra puede disminuir significativamente.

¿Quién puede mantener a una familia con ese tipo de ingreso? **NADIE ¿Cómo sobrevivimos los nuestros? No sé. El mayor discrimin es para la mujer.**

Todos los datos publicados por el Censo del 2012, decían que las Latinas eran un eslabón muy valioso para la economía de los Estados Unidos...y el salario mínimo de EEUU comparado con otros países continúa siendo uno por debajo del costo de vida.

En el artículo, se establece que los cambios parecen estar teniendo



Photo by Luis Niño Britones

Elsie Valdés Ramos

resultados ya que el valor de las casas en comunidades latinas se ha incrementado un 15.3 % durante los últimos dos años.

Las latinas no exigen mucho cuando hablan de un buen trabajo y un salario justo. Ellas exigen que al menos tengan tiempo para compartir con sus hijos y que se les dé suficiente dinero para pagar las cuentas y otros gastos.

“No creo que sea algo imposible”.

Eso no es un sueño; es parte de los reclamos que debemos hacer con las faldas bien puestas. Actualmente, las latinas, muchas de ellas no tienen trabajo y se ha dicho que muchas latinas inmigrantes, indocumentadas evitan salir de su casa para no ser intervenidas.

El mayor número de mujeres (evidenciado), desde 2009 han pasado por distintos empleos temporales y de tiempo completo, limpiando hoteles, empaquetando víveres y en cadenas de comida rápida.

La mayoría de los trabajos que estas mujeres encuentran

pagan ocho dólares y muchas de ellas con dos o más hijos, de su pobre paga no les queda nada para sobrevivir. Muchas son madres

El Minimum Wage Fairness Act (S. 2223) aumentaría el salario mínimo de \$7.25 a \$10.10 por hora en el 2016. Esta enmienda de ley también ajustaría la tasa si el costo de la vida aumenta y aumentaría el salario de los trabajadores que reciben propinas. Por más de 20 años, el salario de los trabajadores que reciben propinas se ha mantuvo en \$2.13 por hora.

Aumentando el Salario Mínimo de la Mujer Desde Mi Escritorio...

solteras y divorciadas, con grandes limitaciones.

Si se contrastan las últimas cifras disponibles en la Oficina del Censo respecto a la situación económica de las latinas —que datan de 2012— con los números prevaletentes en 2008, la situación no ha mejorado. 1.9 millones de latinas cayeron por debajo del nivel de pobreza en Estados Unidos, llegando a un total de 7.1 millones a nivel nacional.

Hace cinco años, 5,263,000 millones vivían bajo el nivel de pobreza, es decir que ganaban menos de \$11,490 al año. En cuanto al empleo, en 2008 había 593 mil hispanas sin trabajo, ahora hay 804 mil sin empleo, esto es un aumento de un 35%. De la misma forma,

“Aunque la última recesión impactó la situación económica de las latinas, muchos de sus problemas actuales están relacionados con temas estructurales de largo plazo, como por ejemplo el congelamiento de sueldos bajos”.

el número de latinas encargadas de hogares ha crecido en 244 mil, en este mismo periodo.

Dicen los economistas en los Estados Unidos, que la responsabilidad es compartida.

“Aunque la última recesión impactó la situación económica de las latinas, muchos de sus problemas actuales están relacionados con temas estructurales de largo plazo, como por ejemplo el congelamiento de sueldos bajos”.

La mayoría de los trabajos que se han creado después de la recesión son los de menos ingresos y eso es un cambio respecto al pasado. El Congreso tiene gran responsabilidad, los recortes automáticos han sido un desastre para la comunidad latina.

Los empleos de preferencia en que se concentran las latinas son de servicios y ventas y eso no ha cambiado. Donde sí han aumentado los números es en las latinas con trabajos de medio tiempo. Ahí se ha registrado un aumento de al menos 526 mil, de acuerdo con el Censo.

El Centro Hispano Pew se ha enfocado en la percepción de los latinos respecto a su situación económica. El demógrafo Mark López, director del centro aseguró que esto ha mejorado un poco en los últimos años. Sin embargo, eso no enfoca a la mujer en particular.

Mucho se ha dicho que cuando comenzó la recesión la mayoría de los latinos percibirán que su situación estaba peor que antes. Pero ahora un 25% dice que ha mejorado y 58% asegura que es la misma, explico de acuerdo a su última encuesta relajada en 2013.

La Administración federal ha enfatizado políticas como los cambios en las prácticas de préstamos hipotecarios, como un elemento que ha ayudado fuertemente a las familias latinas, que fueron las más afectadas con la crisis inmobiliaria. Lo mismo con la reforma de salud, cuyo impacto se está actualmente midiendo.

“Aún queda mucho por delante”. En el Capitolio siguen pendientes varias propuestas como el aumento del sueldo mínimo, que podrían repercutir severamente en la situación de millones de latinas en Estados Unidos.

Como les dije en la Conferencia Nacional de Mujeres LULAC en Milwaukee, y hoy les recuerdo que el Presidente señaló en su mensaje que él está al tanto de que la agenda nacional de oportunidades, no estará completa para cuando nuestras jóvenes latinas ingresen en la fuerza laboral y vean el sueño americano como una promesa vacía. Estados Unidos tiene que hacer más para asegurar que la economía nacional si le rinda homenaje a la dignidad del trabajo con una paga merecedora e igual a la de los varones.

La Comisión de mujeres LULAC, junto al Presidente, el Congreso y las empresas de “Wall Street” a “Main Street” lucharemos para darle la oportunidad que merece cada Latina. Esto es porque creemos firmemente que “cuando las mujeres alcanzan sus metas, América tiene éxito.

Hoy, las Latinas ocupan la mayoría de los empleos con salarios mezquinos, pero no son las únicas sofocadas por los salarios estancados. Los estadounidenses entienden que algunas personas ganarán más que otros, y no les molesta a aquellos que, en virtud de sus esfuerzos, logran increíblemente el éxito. Pero las Latinas abrumadoramente coinciden en que nadie que trabaja tiempo completo debería tener que criar una familia en la pobreza.

Las mujeres hispanas están ganando protagonismo en los Estados Unidos y se están convirtiendo en una fuerte influencia en la economía dominante de esta nación, son el motor del crecimiento de la población de Estados Unidos y se espera que para el 2060 estas representen el 30 por ciento de la población femenina, mientras que las mujeres blancas no hispanas bajen a 43 por ciento.

El cometido de la Comisión Nacional de Mujeres LULAC es continuar aumentando la conciencia de las hispanas a ampliar sus capacidades de líderes de sus comunidades en los Estados Unidos y Puerto Rico.

Tenemos que continuar nuestra gesta dirigida a aliviar la carga de responsabilidades familiares de la mujer, realizar acciones de concientización que destierren los estereotipos. Debemos velar por la igualdad de oportunidades y continuar “trabajando una agenda de avance para las Latinas en los Estados Unidos y Puerto Rico a través de la Liga de Ciudadano Latinoamericanos Unidos.

Antes de cerrar, quiero mencionar que este año culminaremos en Nueva York celebrando los logros alcanzados por las Comisionadas, en la Convención Nacional, con nuestro tradicional *High Tea Hall of Fame, Women’s Luncheon* y los talleres de empoderamiento de las mujeres. Continuemos con el ánimo de siempre, vamos a establecer en la Gran Manzana, Nueva York, que seremos siempre pioneras en la búsqueda de derechos de igualdad para la mujer latina en la nación y Puerto Rico.

Leadership with a Passion for Community Service

Luis Rosero, Director, Hispanic Business Strategy Group, Toyota



**Let's
Go
Places**

In the early 1990s, Corona, Queens needed help. There definitely wasn't a block association. Then Pat Rosero was mugged on her way home from the subway. Rather than suffer in angry silence, Pat's brother, Luis

Rosero, and the rest of her family decided to make the neighborhood better. In November 1991, sitting in their living room, they formed the Corona Gardens Neighborhood Association, a grassroots organization to better the neighborhood.

For Rosero, this first community involvement led to a lifetime of service to his community.

"My family and I decided we could improve our neighborhood," said Luis Rosero, now Director of the Hispanic Business Strategy Group at Toyota. "Little did I know that creating the Corona Gardens Neighborhood Association would develop into a passion for community service."

A few years later, while teaching summer courses for at-risk students during college, Rosero realized that his civic-mindedness could grow from passion to profession.

"I was telling my class that they had to be passionate – do something that they loved," said Rosero. "That's when I realized my hypocrisy. I was studying to be a doctor, which I knew was something that I really didn't want to be. I knew that I could serve people better through public service."

Rosero switched majors and began focusing on careers in public service. He went on to intern for Congresswoman Nydia Velazquez in Washington, DC. He started by opening mail and answering phones, but his dedication was noticed and he was hired to take on projects with heftier responsibilities. He was eventually hired to run the congresswoman's office in Queens, then offered a staff position in her Washington, D.C. office.

"Working directly with the community meant that I experienced the action first-hand," said Rosero. "I learned the constituents' needs and felt empowered to make their voice heard."

Working with the local community to identify solutions brought Rosero's career to the national political arena. In 1998, at age 25, Rosero became one of the youngest Presidential Appointees to join the Clinton Administration. As the communications director for the White House Initiative on Educational Excellence for Hispanic Americans, he helped create opportunities for his fellow Latinos to obtain an education.

"It's not easy, but our community needs to find creative solutions and use all available resources to earn a college degree," said Rosero. "When I worked for the Administration, I based every project on this message and we found innovative solutions to help people achieve their education."

Rosero joined the White House team that spearheaded the efforts to promote high-quality education for Latinos in the U.S. and also provided the President and Secretary of Education with ways to increase local, state, and national involvement in improving education.

After several years in Washington, Rosero returned home to NYC and began a career in the financial industry working with Citigroup. It didn't last long. Shortly after President Obama's inauguration, Rosero received a call from the White House Office of Presidential Personnel asking if he would like to serve in the Obama administration as part of the health reform care team. He jumped at the chance.

At the time, health care was an important issue for Rosero in his personal life. He had just had his second child and had ample health insurance. He knew others in his community did not have that luxury. At the same time, his mother passed away unexpectedly from pancreatic cancer, just after her 70th birthday. Regular visits to the doctor and preventative care might have saved her life.

"It became a very personal mission," said Rosero. "My mother's life could have been spared had she visited the doctor more often and had regular check-ups."

As the Deputy Assistant Secretary for Public Affairs for the U.S. Department of Health and Human Services, Rosero traveled the country highlighting the Affordable Care Act and CuidadoDeSalud.gov to help spread awareness of the benefits of health care enrollment in the Hispanic community. According to government reports, eight million Americans signed up for health care through the state exchanges this year.

Today, Rosero works with Toyota to build relationships with the Latino community and to create partnerships with key community organizations like LULAC, the League of United Latin American Citizens. Rosero's responsibilities with Toyota allow him to support the Latino community through grassroots organizations, just like the neighborhood watch he started in his family's living room.



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**Let's
Go
Places**

A Boy, a Burrito, and a Cookie

Richard Montañez Speaks to LULAC of His Journey from Janitor to Executive

Richard Montañez is more than just the creator of the Flaming Hot Cheetos line of products of the Frito Lay family. He demonstrates



that people can be successful if they have vision.

“People have said to me, ‘You’re really full of yourself,’ to which I respond ‘Why, yes, I am!’ I love being Richard Montañez with a passion,” said the Frito Lay executive. He has learned to accept his identity and to use self-motivation and free education as tools to achieve success.

He came from a line of grape pickers. As schools were de-segregated, he had to travel across the city to the “white school.” He sat in the cafeteria and, as he pulled out the burrito that his

mother had packed for lunch, the other children turned to stare at what he was eating – he was astounded to discover that the white students had never seen a burrito!

Once he got home he burst into tears and urged his mother to pack him a peanut butter sandwich and a cupcake – like the rest of the children at his new school.

“My mother – in my first lesson in marketing – told me that I wasn’t meant to be like everyone else and to be proud of who I am,” said Montañez. “She packed me two burritos for my lunch the next day and told me that one was for me and one was to share with a friend.

“The next day was Tuesday. That Wednesday, I brought in three burritos, and by Friday, I was charging the kids for a burrito,” laughed Montañez.

He remembers that he did not know that the community kitchen and bathrooms that he shared with his neighbors were clear indications of poverty – his childhood was what he calls “fun poor.” With his mother’s guidance and with close ties to the rest of his family, he developed an innate sense of cultural marketing that would later lead to a blossoming career.

In fact, it was his insight and resourcefulness that allowed him to start out as janitor and rise to company executive. A neighbor helped him fill out the janitor application since he could not read or write

very well. Yet, despite his shortcomings, he took advantage of every professional development opportunity that the company offered to its employees.

When Frito Lay offered free computer access in the early 1980s, Montañez learned how to navigate a computer. He took leadership trainings and learned new skills in different workshops. In another instance, the Frito Lay CEO addressed the employees and encouraged them to act as if they were the company owners. He took the message to heart and traveled to different stores to explore and research the competition.

“It’s everyone’s destiny to be great – not famous but great,” said Montañez. “It’s everyone’s responsibility to rise up to that call to greatness when it arises.”

Using his research, he recognized that Frito Lay had not yet acknowledged Latinos as a market and therefore had not generated products specifically for the Latino consumer.

When he realized that his invention was a hit, he designed and produced the graphics of the bag – drawing the picture himself right on the outside. He then called up the company CEO, who agreed to travel to the plant for his presentation.

At the public library, Montañez read about market strategy development and formed a preliminary plan. He then bought a \$2.50 tie and had someone tie it for him, so that he could slip it over his head on the day of the presentation.

Two weeks later, the CEO arrived with the rest of the company VPs. Standing at the head of a long table in the conference room, Montañez gave his presentation, explaining that the Latino market was ready to explode and that Frito Lay needed to address the needs of the Latino consumer. He then presented his bag of Flaming Hot Cheetos.

“When it was time for questions, a marketing executive – well educated, super intelligent – raised his hand to ask about market share,” said Montañez. “My heart sank and I thought, ‘I don’t know! I haven’t read that book in the library yet!’”

He remembered the racks at the stores, smiles widely and, spreading his arms to show the space that the new products would occupy in the store racks, responds ‘this much.’

“I didn’t know! I made a fool of myself then and many more times after that,” he laughed. “The secret, however, is to remember your destiny. Leadership is going first – it’s not the title.”

The company CEO then stood up and stretched his arms like Montañez had done and – in a clear sign of support for the janitor’s new idea – said “I like it this much.” Other executives caught on and then one by one also stood up in support of Montañez.

They voted favorably and Montañez joined the marketing team, where he climbed the department ranks, with his vision and determination to set him apart.

“Now I mentor other Latino executives,” closes Montañez. “I have quickly learned that my success doesn’t belong to me – it was given so that I could share it.”

Richard Montañez is the Marketing and Sales Executive for PepsiCo North America.





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LULAC Sheds Light on STEM Education

Since 1929, the League of United Latin American Citizens has worked to expand educational opportunities for Latinos. As we celebrate the 85th anniversary of our organization's founding, LULAC remains committed to continuing that work. This year, LULAC is grateful for support from the Time Warner Cable Research Program on Digital Communications (www.twcresearchprogram.com) for our report entitled, "STEM Education: A Bridge for Latinos to Opportunity and Success."


Research Program on Digital Communications

With a grassroots perspective and a focus on engagement and advocacy, LULAC hopes that the information in the report will help empower Latino advocates, parents, students, and others with the information to expand the pipeline of Latinos into the STEM fields. In addition, we hope the report will help raise critical awareness of the potential of STEM education as a bridge that connects Latinos to future economic opportunities and success. A briefing session will be held at the 85th LULAC National

Convention and Exposition in New York City, New York. The full report will be available in print and for download on Friday, July 11, 2014 at www.LULAC.org/stem.



League of United Latin American Citizens

STEM Education: A Bridge for Latinos to Opportunity and Success

2014 LULAC White Paper
www.LULAC.org/stem

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Title of Session:
The Next Big Thing: Latinos in the Digital Age

Friday, July 11, 2014
from 3:30 to 4:45 pm

Location: Gibson Room
New York Hilton
Midtown

ABSTRACT

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 in the 21st century, STEM preparation will be critical for achieving a successful academic career and professional development, providing well-prepared students the skills needed to pursue careers in cutting-edge fields. Through this report, LULAC will show how a STEM education provides excellent opportunities for future economic and career growth that can help serve as a bridge to opportunity and success.

This paper examines the career opportunities that exist in the STEM fields, as well as the current educational landscape for Latinos and women in STEM, and highlights LULAC's work in positively contributing to STEM career development. The paper also highlights recommendations for improving access to STEM preparation and resources in the Latino community, with a particular emphasis on community engagement.



Time Warner Cable salutes LULAC in anticipation of its 85th National Convention. We're proud of our partnership, and to be a Presenting Sponsor.





LULAC Salute to Veterans

Health Program Addresses Veterans' Needs

By: Maggie Rivera, LULAC National Treasurer

LULAC Council 5260 of McHenry, Illinois, is spearheading groundbreaking work that helps veterans readjust to life after their service, specifically focusing on combatting mental illness and post-traumatic stress disorder (PTSD) in military servicemen and women.

Mental illnesses are commonly stigmatized, in the civilian world and even more so in the military, in which values such as strength and perseverance are seen through a very traditional lens as key parts of a service-member's character. Many see upholding these values and seeking out help for any issues they may be dealing with as conflicting, when in reality seeking help when needed is the epitome of courage, strength, and perseverance.

Thanks to the Mars Healthy Communities Program, the council has partnered with the Mental Health Board, National Alliance for the Mentally Ill (NAMI) of Illinois, the McHenry County Health Department, and other agencies to refer veterans to vital health services. The council has been out in the community promoting their services to veterans. Most recently participating in a local health fair, they reached out to over 150 people, signing up 20 new people for counseling services. Over 70 veterans attended an informational workshop led by seasoned retired military personnel. Town hall meetings helped galvanize community involvement and spread the word! The first town hall event was held in January of this year, and two more town hall events are being planned to introduce the Veterans and Family Services Agency Program.

In total, the council has reached out to over 250 people with these life-saving resources and services. The goal is to keep expanding the program and outreach as time goes on, which thanks to the Mars Healthy Communities Program, will be a reality.

The program focuses on continued outreach, group counseling and other further treatments – the counseling component began in February. An intrinsic aspect of the program is the core group of veterans who are on the ground connecting with other veterans and their families to discuss PTSD.

With veterans connecting with other veterans through this program, the idea of asking for and accepting help is not only emphasized but is also put at the forefront of the mission, leading the charge toward recovery.

Thank you to all of our men and women in uniform, past and present. For their service, we know that through this program and others, all veterans will be afforded the care and access to mental health services they deserve.

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We offer a special thank you to Mars, Inc. for supporting the work of LULAC councils such as Council 5260 in McHenry, Illinois.

Latino Regiment “Borinqueneers” Receives Congressional Gold Medal for Outstanding Military Service

In early June, the 65th Infantry Regiment received the Congressional Gold Medal from President Obama for their exemplary military service in three wars. Nicknamed the “Borinqueneers,” the combat-fight unit is the only Hispanic-segregated active duty infantry that played a major role in World War I, World War II, and the Korean War.

The pinnacle military achievements of the 65th Infantry Regiment came during the Korean War where the unit participated in nine major campaigns and earned two Presidential Unit Citations, a Meritorious Unit Commendation and two Republic of Korea Unit Citations. More than three thousand 65th Infantry soldiers were wounded including over seven hundred killed. Over the span of WWI, WWII and the Korean War, individual members have earned ten Distinguished Service Crosses, 258 Silver Stars, 628 Bronze Stars, and over 2700 Purple Hearts.

Though only three of 24 awardees were alive to receive the long-overdue recognition, their families were present at the ceremony.



LULAC Salute to Veterans

Spotlight on Veteran Jose Alanis, President of LULAC Council #30013



After sacrificing 10 years of his life to defend our country in the military, Jose Alanis has devoted decades more to his community by addressing the needs of his fellow veterans

and providing a safe and productive space for children after school. LULAC is proud to say that Council President Jose Alanis is a LULAC member and a shining example of the grassroots work our organization is known for.

At eighteen, Jose Alanis joined the military because he believed in serving his country and was passionate about protecting the people he loved. Alanis's mother passed away when he was three years old, so Alanis grew up with his dad, a single father who worked hard to raise two sons and to make ends meet. Seeing his father sacrifice for his future and the future of his brother pushed Alanis to love serving others and made him eager to solve local problems.

Being in the military made Jose Alanis, President of LULAC Council #30013, realize how much he took for granted as an American. "Even something simple like a shower – weeks would go by where we wouldn't have access to a shower with running water because we were too involved in assignments."

It wasn't long after he retired from the military after being medically discharged that he realized the difficulty that some veterans had adjusting to non-military life and that many were hesitant to pursue (or were unaware of) veterans' benefits packages offered by the Federal Government. Apart from the mental health issues like post-traumatic stress disorder, he witnessed that veterans would disregard their physical health by not exercising or didn't know how to find new employment when a military life was all they knew. Furthermore, he saw these servicemen and women come home changed and unable to adjust to new family dynamics, leading to failed marriages and broken families.

"One of my friends developed post-traumatic stress disorder," said Alanis as he reflected on his community service work with the American Military Family. "He lost his marriage and his entire family. At his lowest point, he just needed money to travel back home – just bus money."

When he witnessed LULAC fighting to improve the condition of

Latinos in his community, he was compelled to become a member. Determined to make a difference, Alanis and his former LULAC council applied for and received a Mars Healthy Communities Program grant to work with veterans by providing resources and encouraging them to take advantage of federal programs and training for veterans.

When Alanis moved to Colorado, he started his own council and was sadly unsurprised to find that the same circumstances for veterans in Illinois held true in Colorado. He recommitted himself to helping veterans and officially made it part of his new council's mission.

"I miss being in the service," said Alanis. "By promoting mental and physical health, however, I feel like I am still able to participate."

In a coalition with the VA, Council #5260 works with military families by providing counseling, financial assistance, and family retreat. He encourages physical fitness by teaching boxing classes, coaching MMA fighters and helping veterans and other individuals to establish a health dietary regime as well as daily fitness routine. Alanis is hoping to establish the same program he started through obtaining the MARS grant with his former council, #5260, with the council he newly founded in Colorado.

In fact, his work with veterans and their families grew as his own family expanded. The birth of his first daughter allowed him to see that it wasn't just veterans' families that he could help.

"When my daughter was old enough to play sports, I saw that not all the parents were able to take their children to afterschool events," said Alanis. "It isn't maliciously done – some parents have to work long hours or have multiple jobs so they sincerely aren't able to enroll their children in extracurricular activities – but it still holds up students' potential for growth since they don't receive the benefits of extracurricular activities."

He understood that kids needed educational wraparound programs, so he became the soccer coach at his daughter's school and volunteered to drive the underprivileged students to daily practice. When he realized that the need was greater than just these few soccer players, he brought the issue up with his council. A fellow LULAC member in his council, James Casias, owner and lead trainer at Ultimate Performance of Pueblo, Colorado, offered his fitness gym to house students of all ages, and together the council formed an afterschool boxing club.

Their work is not finished. After spending more time with the children, and realizing that they also need assistance with their classwork, the council is fundraising to expand their program so that they may add a tutoring component to their safe space initiative.



Jose Alanis



LULAC Salute to Veterans

California Hispanic Veterans Day of Remembrance

By: Frank C. Urteaga, P.E., National V.P. for the Elderly, and National Veterans Committee Chairman

On April 25, 2014, the LULAC National Veterans Committee held its inaugural function to acknowledge Fort Ord Army Base's contribution to our nation's veterans. On the Veterans Day of Remembrance, we recognized and bid farewell to the Hispanic soldiers who left the military base, traveling to foreign locations to protect our country, some never to return. These Fort Ord soldiers were like many other generations of patriots from other military service branches that have stepped up to defend our country. This salute observes the contributions and sacrifices of all our service men and women.

This Day of Remembrance was intended to benefit all LULAC Veterans and our respective members. The all-day event took place at Fort Ord, an Army military base located on the Monterey Peninsula, California. Held at the Hyatt Regency Resort Hotel Ballroom, the luncheon was led by master of ceremonies Carlos Ramos, the California Central Coast LULAC District 12 Director.

There was also a guided tour of the base. The event planning was led by LULAC's National Vice President for the Far West, Mickie Luna and her husband, Vince Luna, a Vietnam Army veteran who was trained at Fort Ord.

These LULAC members deserve prominent credit for their respective efforts in organizing this event; they made this event a success. One of the hardest working committee members of this event was the luncheon master of ceremonies. Our National President Margaret Moran was invited; however, she was unable to attend. In her place, she designated Roger Rocha to represent her; he aptly represented the National Office and the League. This event had National Historical significance due to the Fort Ord Army Base, and the veterans who were trained at this base. The event was well attended; it also attracted national attention due to those in attendance, it drew attention from the legislators and elected officials, from the surrounding cities, which were in attendance. National LULAC has recognized the historical establishment of the Fort Ord implementation Reuse Plan, including the declaration of the former Fort Ord Army Base as a National Monument. A salient feature of the Fort Ord Reuse Plan is the planned National Military Cemetery, which is referenced among the veterans as the Arlington National Cemetery of the West Coast. This event additionally recognized the implementation of the Fort Ord Reuse Authority (FORA), the United Veterans Council of Monterey County, and the City of Seaside.

Celebrating the historical significance of Fort Ord and commemorating this Day of Remembrance, the distinguished leaders that established the national award winning Base Reuse Plan were:



LULAC Member and Former U.S. Secretary of Defense Leon Panetta



- Former California State Senator Henry Mello (Deceased)
- Former U.S. Secretary of Defense Leon Panetta (Distinguished LULAC Member)
- U.S. Congressman Sam Farr (LULAC member)
- State Senator Bill Monning (LULAC member)
- State Assembly member Mark Stone

Receiving Presidential Commendation Medallions were:

- Lt. Col. Ret. Consuelo Castillo Kickbusch, U.S. Army
- Sgt. Maj. Ret. Richard Martinez, U.S. Army
- John Fernandez - WWII Veteran/Korea (brother of Dolores Huerta)
- Larry Luera, U.S. Army, former California LULAC State Director
- Dr. Bill Melendez, U.S. Army, former California LULAC State Director
- Jake Alarid, Former National Commander, American GI Forum
- Nazhat Parveen Sharma, MD, Ret. Maj., U.S. Army

The GI Forum also took part in the program, with the 20 GI Forum Veterans in attendance pledging to create a coalition with LULAC Veterans to co-lead future events. One of the speaker highlights was the presentation of Ms. Consuelo Castillo Kickbusch, Lt Col. Ret, U.S. Army, whose husband held a similar rank and was stationed at Fort Ord. Her presentation left the entire audience inspired and impressed; Her primary message, paraphrased, was that every accomplishment is earned: "No one gives anything to me, I have to earn it."

Recognition certificates and plaques were given to some distinguished LULAC members and elected officials.

Midwest Outreach Tour Investigates Main Latino Issues

One of the incentives that energized this Committee was the result of an outreach program conducted by the LULAC National V.P. for the Elderly, who visited seven Midwest states in eight days. The purpose of the visit was to meet other Hispanics, LULAC members and non- members to discuss common issues that impact our communities and how LULAC could help and participate in their

LULAC Salute to Veterans California Hispanic Veterans Day of Remembrance

respective resolutions. While the eight state tour was somewhat abbreviated, it did produce a good insight into our national Hispanic mindset. The Midwest tour revealed two main national issues included immigration and voter registration.

LULAC can provide real solutions to these issues, at the local, state, and national level. This LULAC Recognition Veteran event signals our national intent to formally organize a segment of our community that has heretofore been somewhat dormant; but who still continues to serve our communities and country. I believe veterans are our sleeping giant. Most of our LULAC councils, throughout the United States, have members who are military veterans, from recently returned Iraqi and Afghanistan to World War II. These men and women are experienced leaders who lead by example. It can be said that these veterans have exposure levels that, as a group, make them more cognizant of the cause and effect of issues that impact our communities and our country; they know, and speak to the real issues that have an impact on the future of our kids and country.

However, their respective success rate could be more pronounced. With active LULAC veterans, who are proven patriots, I believe that LULAC can increase our impact on these issues at the national level. Members of LULAC are historically very effective in accomplishing civic goals at the local level and strive to duplicate these results at the national level. It is our personal belief that the American veteran is an excellent conduit to promote this empowerment. With this objective in mind, we have submitted a LULAC Constitutional Amendment identified as National Vice President of Veteran Affairs to pursue these goals.

As responsible LULAC veterans, we accept that, it is not only the privilege, but the obligation of every member of this organization, to uphold and defend the rights and duties vested in every American Citizen by the letter and spirit of the Law of the Land. As Hispanic American Citizens and Veterans, we must assume our duties and responsibilities to enhance and protect this country for the future of all Americans. The National LULAC Veterans Committee looks forward to working with all of our members in improving and accomplishing our national goals.



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A veteran is someone who at one point in their life wrote a blank check payable to the United States of America for an amount up to and including their life. That is beyond honor, and for this, we salute and pay tribute to all veterans.



High School Students Take the Reins



By: Roman Rodriguez,
LULAC

National Youth President

The LULAC Youth Board has worked extremely hard this year, and we have loved every second of it!

We have made a tighter connection with the adult board, developed a more

efficient workflow process, and launched an engaging social network to stay connected with youth members across the nation! We have advocated in Washington, D.C., for a complete overhaul of our immigration system, expansion of STEM programs for Latinos across the nation, better health care for Americans, and equality and citizenship for DREAMers. As Youth Members volunteer in their communities, we shape America's future.

We expanded our membership of Youth Councils once again. We now have councils from every part of the country, which has not been done before. This is a great accomplishment for the LULAC Youth Members who have taken the time to dedicate themselves to this organization's community service and advocacy projects that seek to improve the Latino community, like in LULAC's *I Voted for*

Special LULAC Youth Member Feature



Eiman Jamil

Eiman Jamil is a member of Illinois' Oswego East High School's class of 2014. She has been an active member of the Oswego LULAC Youth council since its founding two years ago. In high school she

was an avid member of the Scholastic Bowl Team, as well as the Muslim Student Association, National Honor Society, Mu Alpha Theta, Science National Honor Society, National English Honor Society, and Spanish National Honor Society. Eiman was President of Oswego East's Ecology Club and President and Founder of the school's Rho Kappa Social Studies Honor Society. She will be attending Northwestern University in the fall to pursue a degree Biology at the Weinberg College of Arts and Sciences.



Brandon Love

Brandon Love is Valedictorian and recent member of the Class of 2014 at Oswego East High School in Illinois. He is the cofounder and former Vice President of the LULAC Youth Council at

his high school. Last fall Brandon participated in LNESc's Washington Youth Leadership Seminar and advocated for the Latino community in Washington, D.C. with other LULAC Youth Members. He additionally competed in varsity athletics on both the soccer and tennis teams and participated in Scholastic Bowl and Science Olympiad all four years of high school. He served as President of the National Honor Society and organized Teens Activating the Language of Kindness (TALK) as Coordinator while gaining further membership in the Science National Honor Society, English National Honor Society, Mu Alpha Theta, and Ecology Club. Brandon will be attending Cornell University in the fall as a biology major in the College of Agriculture and Life Sciences on a pre-med track. He hopes to achieve his doctorate and serve as a Doctor without Borders in impoverished regions across the world.

High School Students Take the Reins

Immigration Reform campaign, *Latinos Living Healthy* initiative, and *Ford Driving Dreams through Education* program.

Though we're only high school students, the LULAC Youth Board Members and I have developed an unprecedented level of self-respect as leaders of a group of ardent volunteers. Over this past year, the board has learned to be more confident in leadership and to embrace the energy of our Youth Members in order to channel it for the greater good. Commend yourself in your greatest abilities and humble yourself with the worst. Remember that united we are stronger than if we were working independently.

Thank you for all the hard work you've done this year. Keep it up. It was a true honor to have worked with all of these amazing board members, but, as the year ends, **I have to say goodbye to four, featured**

below, since they have graduated high school. I have made wonderful memories and have seen such examples of Youth Members at their finest with the Youth Board this year. Three vice presidents and treasurer will be going to the college of their first choice, of which two are Ivy League institutions! I will cherish this humbling moment, knowing that I will see them rise up again as leaders in their chosen capacities.



Sergio Perez

A dedicated, hardworking, and enthusiastic young man, Sergio strives to be the best person he can be both inside and outside of the classroom. During his time at Crystal Lake Central School in Illinois, Sergio played a leadership role in Tiger Leaders,

High Student Council and Tiger Buddies and volunteered for the Salvation Army and WACO. In addition, Sergio played soccer all four years of high school. A member of LULAC Council 7000, Sergio is currently serving as National Youth Treasurer. Sergio was also awarded the 2013 LULAC Student Leadership Award for his exemplary service and leadership initiatives. He will continue his education at Northern Illinois University as an Accountancy major with hopes of realizing his dream of becoming a Certified Public Accountant. Sergio would like to thank his parents, Sergio and Maria Perez; his mentors, Jose and Maggie Rivera; and also the entire LULAC organization for all the support they have given him throughout the years. Sergio Perez will continue to volunteer in LULAC hoping to change the lives of Latinos across the country.



Camila Viano

Camila Viano is a recent graduate of Oswego East High School in Oswego, Illinois. She is the founder and past president of LULAC Youth Council 7003 at her high school. She is also a member of the LULAC Youth National Board as the Youth National

VP for the Midwest. Camila participated in LNESc's Washington Youth Leadership Seminar in the fall of her junior year where she began Capitol Hill congressional visits which she continued as a member of the Youth Board. She was a varsity swimmer and club swimmer for her four years in high school. Camila was also a member of the National Honor Society, Ecology Club, Mu Alpha Theta, Science National Honor Society, Rho Kappa, Vice President of the National English Honor Society, and President of French National Honors Society. She will be attending Princeton University in the fall and plans on concentrating in the Woodrow Wilson School of International Affairs. Camila hopes to continue onto law school and pursue a career as a human rights lawyer working with United Nations.



National Immigration Score Card Shows House GOP Leadership Failure

The immigration reform stalemate on Capitol Hill, caused by the GOP leaders' inaction on the issue, is bringing down score card ratings of House members in the 2014 National Immigration Score Card by national Latino groups.

The preliminary score card ratings for all 435 House members were disclosed on May 28, 2014, by leaders of the Hispanic Federation, the Labor Council for Latin American Advancement, the League of United Latin American Citizens, Mi Familia Vota Education Fund, National Council of La Raza and Voto Latino. Final score cards are scheduled to be released in late summer.

Each of these organizations is active in civic engagement campaigns that include citizenship drives, voter registration and mobilization and immigration advocacy. House members also received letters notifying them that they can improve their scores by passing immigration reform with an earned path to citizenship before the final 2014 National Immigration Score Card is issued in July and delivered to Latino communities and interested parties across the U.S. this summer.

The score card ratings to date are based on immigration related House votes that have been taken during 113th Congress. While many members have stated support for commonsense immigration reform with a path to citizenship, the failure of House leaders to call for a floor vote on a comprehensive reform plan has brought down the scores of many members.

"This score card allows Latinos and all Americans to learn more about Congress members' legislative records on the important issue of immigration reform," said José Calderón, president of the Hispanic Federation. "It should serve as a wake-up call to those members of Congress who are not helping to advance the cause of just and pragmatic reform. Failure in leadership on immigration will certainly not go unnoticed by our community."

"Our community is being disproportionately devastated by the broken immigration system that this Congress refuses to fix. This preliminary score card shows that most in Congress are clearly failing us on immigration right now," said Hector Sanchez, Executive Director of LCLAA. "Latinos can no longer tolerate more excuses on why reform has not passed. There is still an opportunity for the members to improve their standing before our final score card is released in July. I urge all members of the House of Representatives to support immigration reform and urge the House leadership to call for a vote today."

"In 2016, Latino voters will again be a powerful electoral force which both Republicans and Democrats will aggressively court," said Brent Wilkes, LULAC National Executive Director. "It is critical that our community be well versed on which members of Congress fought for immigration reform and which did not. This score card will enable voters to look past election year rhetoric and use this information to enable them to cast an informed vote on candidates related to this issue."

"The scores of many members would be higher if the GOP leadership, which controls the House, would let the full House

take a vote on commonsense immigration reform with a path to citizenship," said Ben Monterroso, executive director of Mi Familia Vota. "The score card should remind Congress that our community does not forget those who turn their backs on us, and Congress is sadly mistaken if it thinks it can ignore the Latino community."

"These scores reflect that House Republicans are not only failing the Latino community, but they also suggest that the GOP may never again graduate to the White House," said Janet Murguia, President and CEO of the National Council of La Raza.

"The GOP is on the verge of losing an entire generation of voters – Millennials," said María Teresa Kumar, President and CEO, Voto Latino. "They forget the same thing happened to Democrats in the 1980s. History is repeating itself, and the GOP must course-correct to avoid the consequences of inaction."

The Senate was scored at the end of 2013 after passing immigration reform. It's time for the House to do its job, the leaders said.

The final scores for House members will be based on the following criteria:

- Co-Sponsorship of H.R. 15, Border Security, Economic Opportunity, and Immigration Modernization Act (List of co-sponsors)
- Signature on Discharge Petition for H.R. 15, Border Security, Economic Opportunity, and Immigration Modernization Act (Current signatures on 113th Congress Discharge Petition Number 0009)
- A recorded "NO" vote on Rep. Steve King's Amendment to H.R. 2217, Department of Homeland Security Appropriations Bill (Roll Call Number 208, 113th Congress, 1st Session)
- A recorded "NO" vote on the "ENFORCE Act of 2014" H.R. 4138 (Roll Call Number 124, 113th Congress, 2nd Session)
- A recorded "NO" vote on the Faithful Execution of the Law Act of 2014, H.R. 3973 (Roll Call Number 129, 113th Congress, 2nd Session)
- A recorded "YES" vote on the Nadler amendment A No. 2 to the "ENFORCE Act" (Roll Call Number 121, 113th Congress, 2nd Session)
- A recorded "YES" vote on the Deutch amendment to H.R. 2217 (Roll Call Number 198, 113th Congress, 1st Session)

See the preliminary and final score cards, and contact your Representative at www.LULAC.org/scorecards.



THE FUTURE
IS IN YOUR HANDS
VOTE

LULAC Launches 2014 Voter Registration Campaign

LULAC is committed to ensuring that Latino issues are an integral part of the upcoming midterm election. Registering to vote and voting is the only way to ensure that we have elected officials who will advocate for the Latino community.

Get involved by organizing a volunteer led voter registration drive!

Get trained and receive materials. For more information please contact, Sindy M. Benavides, Director of Civic Engagement & Community Mobilization at SBenavides@LULAC.org or (202) 833-6130 or Ulises Gonzalez, Senior Community Development Manager at ugonzalez@LULAC.org or (916) 551-1330.

www.LULAC.org/vote



A special thanks to the Comcast Foundation for their continuous support in civic engagement.



Volunteer to Help the Uninsured in the Second Round of Health Care Enrollment

Open Enrollment for 2015 Starts November 15, 2014

Our Mission

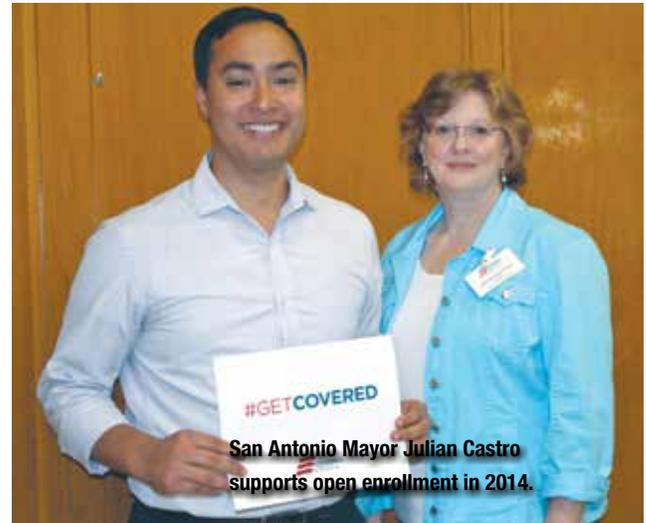
Enroll America is a nonprofit, nonpartisan 501(c)(3) organization focused on one goal: maximizing the number of Americans who are enrolled in and retain health coverage.

Our Commitment

We are a team of educators, experts, organizers, connectors, and conveners dedicated to doing what works to help consumers get the facts about their new health insurance options and enroll. Our strategies are research-based and data-driven.

We are conveners of a diverse network of organizations and individuals from around the country working together to reach uninsured consumers with information on getting coverage that fits their needs and their budget.

We collaborate with partners that span the gamut of health coverage stakeholders—health insurers, hospitals, doctors, pharmaceutical companies, employers, labor unions, consumer groups, faith-based organizations, constituency groups, civic organizations, and philanthropies—to engage many different voices in support of an easy, accessible, and widely available enrollment process.



San Antonio Mayor Julian Castro supports open enrollment in 2014.

By: Jose Luis Plaza, National Director of Latino Engagement, Enroll America

Enroll America launched our national Get Covered America campaign in 2013 to engage consumers directly and raise public awareness about the new health insurance options made available under the ACA. Get Covered America's field teams and partners are mobilizing in communities throughout the country, working to connect people with the facts they need – including where to go to get unbiased, no-nonsense help with filling out an application, learning what plans are available and how much they cost, or qualifying for financial help to pay for health insurance.

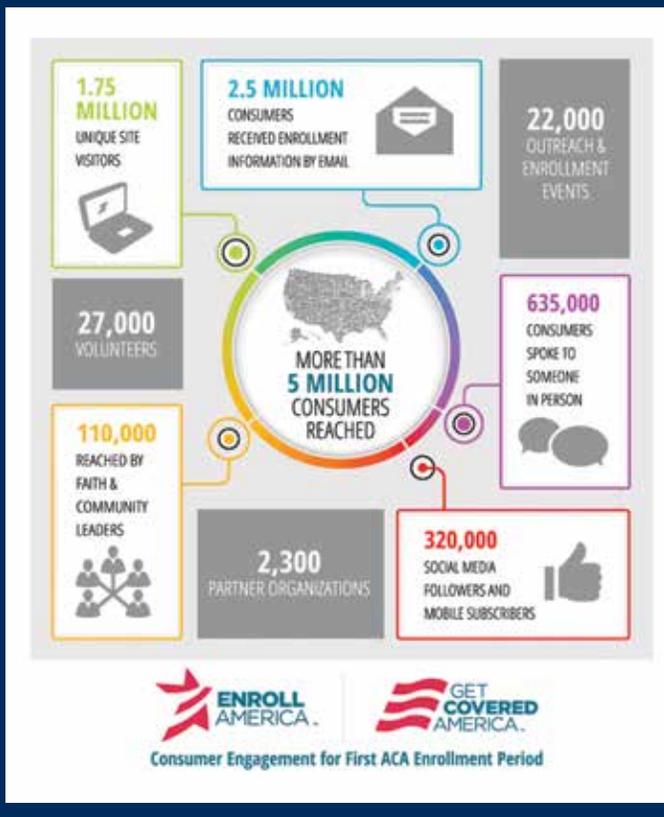
While this is a 50-state campaign, partnering with organizations nationwide, there is full-time field staff in states where many of the nation's uninsured are concentrated: Arizona, Florida, Georgia, Illinois, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, Tennessee and Texas. Our goal is to reach as many Americans as possible and connect them with the information they need so they can get themselves or their families covered.

Lessons Learned and the Challenge Ahead

Enroll America is proud to have reached 5 million consumers during the first open enrollment period through in-person conversations and digital outreach. Whether through enrollment in the new Health Insurance Marketplace or Medicaid, millions of Americans are benefiting from more accessible and affordable health insurance.

But tens of millions still stand to get covered. Connecting consumers to coverage is a marathon, not a sprint, and we're going to be with them every step of the way, during open enrollment and beyond.

The first open enrollment period provided us with many lessons in terms of outreach, partnerships, and successful strategies to address the needs of some of the hardest-to-reach communities. Early on, we realized that consumers who received



Volunteer to Help the Uninsured in the Second Round of Health Care Enrollment Open Enrollment for 2015 Starts November 15, 2014



help from a navigator, certified application counselor, or other in-person assistor were about twice as likely to successfully enroll as compared to consumers who attempted to enroll online without help. In-person assistance is particularly important in communities of color, where we saw African-Americans and Latinos to be 43% more likely to seek in-person help than their White counterparts.

Overall, Latinos showed lower awareness levels of key aspects of the law. They were much less likely to know about the availability of financial help/tax subsidies or that health plans could not deny

Six Key Facts About Health Insurance Options

1. All health insurance plans have to cover important benefits, like doctor visits, hospitalizations, prescriptions, and more.
2. Plans explain the costs and benefits in simple language.
3. You can't be denied coverage for a pre-existing condition.
4. Preventive services are free.
5. Financial help is available for those who need it.
6. Application help is available - and free.

them because of pre-existing conditions. For that reason, over the course of open enrollment the Get Covered America campaign, in partnership with organizations like LULAC, placed more emphasis on large-scale enrollment events like the National Latino Enrollment Summits to make sure consumers had opportunities to enroll with in-person assistance. This 60+ city effort brought thousands of Latinos out not only to get informed but enrolled. This tactic played a critical role in serving last-minute enrollee during the final weekend of open enrollment, when there were long lines and high attendance at enrollment events across the country.

We are now learning that more than seven in ten Latinos who enrolled in coverage (72%) were uninsured before signing up compared to 51% of whites and 65% of African Americans. Of those who did not enroll, Latinos were also more likely to have been uninsured for more than a year (Latinos 87%, whites 76%, and African Americans 71%).

Latinos and African Americans enrolled later in the enrollment period. Both African-American and Latino consumers went from 25% of enrollees in the first three months of open enrollment to 38% of enrollees in 2014. We learned through our various campaigns the important roles women play as key messengers through our Ella Sabe/She Knows campaign as well as the importance of young Americans getting involved not only as those that need to be insured but as providers of information to their households. We are confident that our outreach and enrollment efforts played a role in the surge of Latinos enrolling but are cognizant that work remains to enroll the millions more than need coverage.

Preparing for Second Open Enrollment

How can we all ensure that millions more get informed? Enrolled? Maintain their coverage?



If you or someone you know still needs insurance share with them these key points and deadlines:

Second Open Enrollment opens once again November 15, 2014.

Get Involved with Get Covered America

One of the main takeaways we learned this past year is that Latinos want and trust in-person assistance from people who speak their language and who understand their community. We have various opportunities for you to get involved and make sure you have an impact in the next enrollment cycle.

- Join our volunteer efforts: <https://www.getcoveredamerica.org/action-center/volunteer/>
- Volunteer to become a CAC by researching the options in your state and encourage your friends and family to do the same
- Engage your local council to host health literacy events this summer
- Host an enrollment event at your center/school/church
- Find a GCA sponsored event near you: <https://www.getcoveredamerica.org/events/>
- Visit our site for more information: <https://www.getcoveredamerica.org> or <https://www.getcoveredamerica.org>

Jose Luis Plaza is the National Director of Latino Engagement for Enroll America based out of Washington, D.C., and a convener of the Latino Coalition on Healthcare in DC. For questions on how to get involved email him at jplaza@enrollamerica.org.



Orgullo de San Antonio Council Scores a Touchdown in LGBT Advocacy

Working Outside the Box for Effective Outreach

By: Sam Aguilera, President of Orgullo de San Antonio Council #22198

As a domestic violence advocate, I have coordinated outreach events for the general public in various venues and events, including health fairs, college campuses and churches. When it came to providing the same outreach to the LGBT community, spaces were rather limited, with gay bars being the only space to do targeted outreach. Now, as the President of an LGBT LULAC chapter in San Antonio, I have to think outside the box to provide a different kind of outreach for our communities.

Last spring Orgullo de San Antonio Council #22198 joined the San Antonio Gay Flag Football League (SAGFFL) with the purpose of promoting LULAC's health initiative, Latinos Living Healthy. The mission of SAGFFL is fundamentally inclusive: to provide a welcoming environment to anyone, straight and gay, male and

female, cisgender and transgender, who wants to learn and play flag football. From March to May, SAGFFL gathered every Sunday at a local park to play football while members of the Orgullo de San Antonio Council showed our support. At a council meeting in March, SAGFFL board members Pablo Cruz, Richard Rocha and Ritchie Cox invited the whole council to warm up with them before the games and cheer their four teams on. I must admit that at our first game, only a few council members showed up to warm up with the league players. I realized then that this would take more than our simple invitation to convince our council to come out in full force. As the football season progressed and news about the football league spread throughout the town, more and more council members showed up at the games. The bullying most of us experienced as LGBT young men and women in school sports and our age and physical condition that discouraged many new council members from actively participating in the games but showed their support by spectating. Later on, council members decided to further show their support by providing



female, cisgender and transgender, who wants to learn and play flag football.

SAGFFL was formally chartered in 2013 but has been in existence since 2006. An active member of the U.S. Navy, Chief Petty Officer Joedy Iglesias created San Antonio's Diablos football team in 2006 to compete in the U.S. Gay Bowl, an official event of the National Gay Flag Football League. Eight years later, SAGFFL was established with Pablo Cruz as their President. When asked why he fought for a gay flag football league in San Antonio, President Cruz replied that it is important for LGBT people to have a place outside the gay bars where they can participate in activities such as sports sport without being bullied or ridiculed and a place where they can feel they are a part of a family, especially when many of us have been rejected by our own families because of our sexual orientation and/or gender identity.

food at the games. Thus, every Sunday our members would haul a charcoal grill, a folding table, a canopy and hot dogs to the games.

Food has a unique way of bringing people in the community together. In this case, we were able to hold open discussion about flag football, immigration reform, the May voting elections, and the U.S. Bowl in Philadelphia - all over grilled hot dogs. These memories will serve to reenergize us when we return to the sidelines for the fall season and November elections. This time we will serve voter registration cards with our hotdogs.



connect

At Cox Enterprises, we believe our differences – whether ethnicity, age, gender or sexual orientation – actually make us stronger. By linking each person’s unique characteristics and thoughts to our common goals, Cox is building a stronger company and connecting our community. We’re proud to support LULAC’s mission to advance the economic condition, educational attainment, political influence, housing, health and civil rights of the Hispanic population of the United States. We’re all connected.

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Federal Training Institute Expands

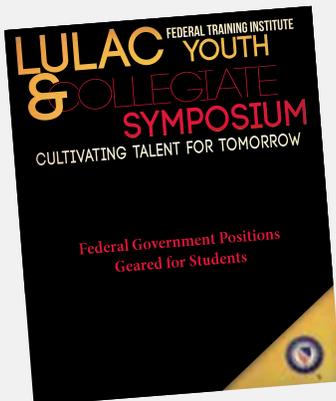
By: Sara E. Clemente Sosa, LULAC Director of Federal Affairs

This year, the LULAC Federal Training Institute celebrates its 30th anniversary. Founded in 1984, the training institute is dedicated to increasing the knowledge and leadership skills of federal employees through educational opportunities. These two key components allow Latinos in the federal government to rise to leadership positions and better respond to future challenges in their agencies.

LULAC believes that the Federal government should mirror the population it serves, a belief which spurred the founding of Institute. Together with our partners in the Federal government, LULAC works to address the underrepresentation of Latinos and the challenges that many Federal agencies may have in retaining and developing Hispanics within their agencies.

In recent years, the government-wide spending cuts have made it much more difficult for Federal agencies to tackle this challenge as training, education and public outreach programs are the first to be cut. Recognizing this growing need, LULAC partnered with several agencies and coordinated the first Federal Training Institute Partnership. To combat the sequester, this partnership had seasoned federal leaders and trainers, including nearly 35 Senior Executives, come together and train attendees at no cost. Throughout the day over 300 federal employees from the Washington, D.C. metropolitan area came to attend the Office of Personnel Management approved official federal training.

LULAC will host its annual training institute in New York City as part of the LULAC National Convention and Exposition. We are also excited to announce that we will be hosting our Federal Training Institute Partnership once again in Washington on September 16-17 at the United States Department of Labor.



See the youth symposium booklet to catch the latest opportunities that the federal government offers to high school and university students as well as recent graduates at www.LULAC.org/fti.



The Search for a Latina Leader

There is an old Hispanic idiom that is used when describing a well-rounded *mujer*. It is the type of woman that our mamás would nod toward and say: *Esa tiene la falda bien puesta*. In fact, being acknowledged with having a *falda bien puesta* is one of the biggest compliments in the Latino culture. She cooks dinner for the family faster than a speeding bullet in order to arrive at her latest community service project on time. She's more powerful than any obstacle that confronts her and is able to leap to career mode in a single bound. A *mujer con la falda bien puesta* is a super woman who never tires in her efforts as a leader in the workplace, for our community, and for her family. The *Mujer con la Falda Bien Puesta* award recognizes an outstanding Hispanic woman who has distinguished herself through her professional accomplishments and/or community involvement in 2014.



National President Moran was honored to have received the 2013 *Mujer con la Falda Bien Puesta* award. We are now in the search for the 2014 recipient of this prestigious award and need your help to find this qualified candidate.

Visit www.LULAC.org/mujernomination to print off or electronically to nominate a woman you know. Submit as many nominations as you wish, but please use a separate form for each nomination. Include your nominee's complete name, address, phone number, and email address. Nominees submitted should be Hispanic women who are LULAC members in good standing and who have made significant contributions to the quality of life in the United States of America or in their local community during the past year.

Nominations must be submitted to Sindy Benavides online at www.LULAC.org/mujernomination or mail at LULAC, ATTN: Sindy M. Benavides, 1133 19th Street NW Suite 1000, Washington, D.C. 20036. All nominations must be submitted by 11:59 p.m. EST on Monday, June 16 in order to be considered. Nominations received after the deadline will not be accepted. The person selected will be honored at the 2014 LULAC National Convention and Exposition in New York City at the New York Hilton Midtown during the Women's Hall of Fame Luncheon on Friday July 11th from noon to 2 PM.

Please submit your nomination(s) as soon as possible. Nominees will be contacted directly for more complete information. Questions may be directed to Sindy Benavides at 202-833-6130 Ext. 108 or SBenavides@LULAC.org.

DOMINA LAS GASOLINERAS.



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Celebrating the History of the LNESCSan Antonio Center

By: Sara Melton, LNESCSpecial Programs Manager

Since the 2001 launch of its San Antonio center, LNESCS has expanded its education programming and services in the San Antonio area. Programs and services at the San Antonio center range from elementary to high school graduation and beyond. Young Readers, LNESCS's premier elementary level reading literacy program, raises the reading levels of its participants. Science Corps and STEM Explorers are interactive, inquiry-based programs aimed to promote science, technology, engineering and math (STEM) education, which focuses on students learning techniques and exploring STEM career paths at the middle school and high school level. Upward Bound and Upward Bound Math and Science provide fundamental academic support and college exploration opportunities to high school participants. Over 98% of Upward Bound students and 100% of Upward Bound Math and Science students stay in secondary school and graduate. Upward Bound participants include senior and sophomore class presidents, high school Hispanic scholars, and junior and senior valedictorians.

LNESCS San Antonio Director Orlando Blancas shares, "I have seen the center double in size compared to when I first started in 2004. We have impacted students immensely in a positive way, giving them a vision, helping improve their academics, and encouraging them to reach higher with results to back it up. The biggest thing is letting them know that their best days are still in their future."

The expanded programs aim to help students, especially first

generation and low income students. The center advances their education, improves academic performance, and raises graduation rates. Students involved in these programs have become class presidents, valedictorians, community leaders, college graduates and successful individuals. The addition of several educational programs has enabled the San Antonio center to impact over 700 students annually.



Other past and present programs and services at the San Antonio center include: Ford Pas Science Corporation, Salud y Exito, Texas Workforce Science Corporation, Digital Connectors, AT&T Technology Center, and Alazan Apache Projects Back to School Event.

Eloisa Kirkwood, LNESCS Upward Bound Math and Science Director in San Antonio, explains, "STEM fields are the future. We work with bright and curious students who would excel in these careers. Unfortunately, due to limited public school funding and resources, they have little preparation and exposure to STEM careers. That's where we step in with an interactive, inquiry-based curriculum, career exploration field trips, guest speakers in the STEM fields, and relevant college information. We have seen an improvement not only in the students' knowledge of STEM careers but an improvement in their science and math school work."

LNESCS continues our commitment to changing lives through education and creating lifelong learners and leaders within the Latino community by striving to provide the highest quality educational opportunities possible.



driving a brighter future

Ford Motor Company



Ford is proud to celebrate our 5th anniversary of partnering with LULAC on the Ford Driving Dreams Through Education grants program.

Thank you for helping us drive a brighter future in the Latino community!

www.community.ford.com



Celebrating Cinco de Mayo with Health

Feria de Salud Graces Our Nation's Capital

By: Declan Kingland, LULAC Health Programs Coordinator

Through the support of our sponsors, especially our Presenting Sponsor, the Walmart Foundation, LULAC's *Latinos Living Healthy Initiative* hosted yet another successful *Feria de Salud* at 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 15,500 participants who took part in the day's activities. The flagship event for LULAC National's *Latinos Living Healthy Initiative* left a lasting impact on festival attendees with a day full of healthy messages, cooking demonstrations, physical activity for all ages, free health services and entertainment.

Latinos Living Healthy, LULAC National's health initiative, promotes a healthy lifestyle while working to eliminate Latino health disparities including increased burdens of certain illnesses such as obesity and diabetes, as well as providing access to health care services. Washington, D.C., can serve as the nation's health role model for many of the key indicators of healthy living. The District's residents are the most likely to eat five or more fruits or vegetables every day and also lead the nation in accessing several different types of preventative care. However, there are definitely some serious contrasts in the city's health profile. The District is also home to some of the highest rates of death due to heart disease, diabetes and some cancers. This is of special concern as heart disease and cancer are the first and second top causes of death for the Latino community while diabetes ranks sixth.

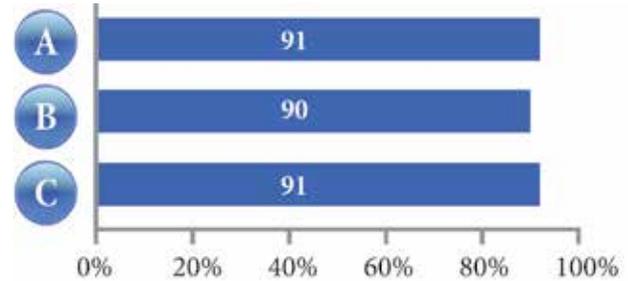
Obesity and diabetes are major health concerns for LULAC and the Latino community as a whole. In fact, a recent Robert Wood Johnson Foundation survey found that diabetes is the largest health concern for Latino families nationwide. Emphasizing preventative measures to counteract both of these disparities, such as healthy eating and regular physical exercise, are a major component of the *Latinos Living Healthy Initiative* and our *Ferias de Salud*.

To emphasize physical activity for children, we hosted competitions to get the kids moving, including a dance competition, hula hoop contests, ring toss, ball throwing competitions, jump rope contests and three-legged races. In the activity area we had a live yoga demonstration and Zumba dancing, which are both fun and simple ways to incorporate physical activity into your everyday lifestyle. The self-defense classes



We are grateful to Walmart for sponsoring the Latinos Living Healthy program. With your support, we provide Latinos with easier access to nutritious food and healthy lives.

Increased Health Knowledge as a Result of the LULAC Health Festival



- A - Benefits of Physical Activity
- B - Healthy Meal Preparation
- C - Nutritious Food Options

at the festival provided another example of a non-traditional form of physical activity that adds a self-empowerment element to the participants. Soccer drills and demonstrations by Capital Kicks, a local soccer organization, introduced younger participants to organized sporting and activity and encouraged them to join other outdoor activity groups. The main act on the stage was a Danzation demonstration by Danzation legend, Jenny Osoria which engaged *feria* participants in cardio dance fitness, a great, fun alternative to traditional exercise.

As equally important as physical activity is good nutrition, including healthy food selection as well as preparation. This is especially true when you take into consideration that some of Washington D.C.'s wards have some of the worst rates of food insecurity in the country. The 2014 D.C. *Feria de Salud* featured



Photo by Luis Nunez Briones

Celebrity Chef Daniel Thomas presents healthy cooking with traditional Latino tastes.

Celebrating Cinco de Mayo with Health

Feria de Salud Graces Our Nation's Capital



Photo by Luis Nino Briones

A.B. Quintanilla and the Kumbia King Allstarz sang a tribute song to Tejano music sweetheart Selena at the Cinco de Mayo Feria de Salud.

a live cooking demonstration by celebrity chef Daniel Thomas who provided participants with simple ways to make traditional Latino meals healthier. Throughout the fair, recipe cards were distributed with sample meal recipes that will feed a family of four without breaking the bank or taking too long to prepare. The festival also had several exhibitors who featured information on healthy cooking including the American Diabetes Association, 5-A-Day-CSA, a community sponsored agriculture group, as well as Planned Parenthood. The U.S. Department of Agriculture came out in full force, bringing to our festival their Food Safety Bus which was promoted all day by Radio Disney; the Food and Nutrition Service, which provided detailed information on Mi Plato and better eating on a budget, amongst other topics; and their People's Garden, a relatively new effort to establish community and school gardens across the country to address hunger and environmental issues. People's Garden provided information on how to begin a garden and free seeds to get the process started. Our partners at the National Park Service also partook in the day's healthy message by providing healthy versions of traditional Latino dishes and festival fare. LULAC's healthy messaging investments were fruitful, as more than 90% of *feria* participants indicated that they had increased knowledge as it pertains to the benefits of physical activity, healthy meal preparation, and nutritious food options as a direct result of attending the *Feria de Salud*.

Continuing the tradition of bringing health resources to local communities, the D.C. *Feria de Salud* encouraged attendees to participate in a series of health services and physical activities that were provided free of charge throughout the day. These services and activities included:

- Simple eye examinations and referrals
- Blood pressure and pulse screenings
- HIV testing and referrals by the Latino LGBT History Project
- General health screenings that determined the participant's body's "real age"

The "What is Your Real Age" body screening was particularly popular with participants since the test showed the effect of a person's eating and exercise habits on the body, which were then tabulated in comparison to the person's age.

Empowering the Latino community by providing them with the information and resources necessary to make healthier choices is a key part of LULAC's mission. This was especially important at this *Feria* as 33% of participants indicated that they "Don't know" if they are at risk for chronic illnesses such as diabetes, hypertension or heart disease and an additional 25% indicated that they were at risk for developing these disorders. Supporting this mission,

Continued on page 40.

The Road to a Louder Voice

In 2012, former LULAC National Youth President Brianna Hinojosa-Flores ran for and lost a seat in the U.S. House of Representatives. Her battle with cancer temporarily stalled her political aspirations yet she still advocates for the Latino community.

By: Matthew Wright, LULAC National Corporate Communications Intern

Of the 8,236 seats in state and national political offices, only 109 are held by Latinas. In this time of crucial elections, all the talk has been about what role Latinas need to play in the world of politics.

Brianna Hinojosa-Flores, a mother of two who resides in Coppell, Texas, attempted to add another voice to those that are often muted. In 2012, Hinojosa-Flores sought election to the U.S. Congress in hopes of representing the 6th District of Texas as a Democrat.

“I wanted to be a voice for the people at the Federal level so I decided that it was time to run,” says Hinojosa-Flores, who served on her local city council for 7 years before running for Congress. “We had never had a Latina representing Texas in Congress.”

Hinojosa-Flores’ desire for leadership started at a young age. In 1990, upon graduating from McAllen Memorial High School and preparing to enter college, Hinojosa-Flores was elected to serve as the

LULAC National Youth President. During her time with LULAC, Hinojosa-Flores met current National President Margaret Moran who has since served as her role model.

“My mom always encouraged me to be involved in my community,” said Hinojosa-Flores, who graduated with a B.S. in Electrical Engineering from Trinity University before pursuing her JD from St. Mary’s University School of Law and MBA from the University of Texas at Arlington. “She also encouraged me to identify mentors. I was blessed to have found LULAC National President Margaret Moran. To this day, she is an amazing woman I continue to look up to.”

In a district where most of the residents hardly knew who she was, Hinojosa-Flores received 32 percent of the votes. While she did not secure the victory, Hinojosa-Flores looked at the outcome with optimism.

“I was a winner because I embraced the opportunity and ran for a seat in Congress in a district that was not drawn for a Democrat and/or a Latina. My motto was (and still is) ‘What would you attempt to do if you knew you could not fail,’” said Hinojosa-Flores, whose recent battle with breast cancer temporarily stalled her political aspirations. “I may not be an elected official today, but I can continue to make a difference. One day, I will run again.”

Like Hinojosa-Flores, the other 25 million Latinas in the country find themselves systematically underrepresented in elected positions and therefore find it difficult to better their communities. However, strides are being taken to enfranchise more women into the political sphere.

LatinasRepresent, a joint initiative of Political Parity and the National Hispanic Leadership Agenda, of which LULAC is co-chair, is a recent project seeking to bring some awareness to the political unrest. The project aims to call out the lack of elected Latina leaders and change the political landscape to reflect all Americans.

Both the Political Parity and the National Hispanic Leadership Agenda have worked in conjunction with a National Advisory Council that includes prominent advocates, writers, scholars, philanthropists, and political organizers.

The initiative has garnered the support of the general public and political officials such as Congresswomen Nancy Pelosi, Ileana Ros-Lehtinen, and Linda Sanchez to name a few. Through research done through this program, analysts have been able to identify the complications Latina women face in the political arena and has worked to foster forums across the nation to open up dialogue.

You can read more about the work LatinasRepresent aims to accomplish and join in on the movement by visiting their website: www.latinasrepresent.org.



Brianna Hinojosa-Flores learned to love and pursue leadership opportunities as LULAC National Youth President.



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Go
Places**



Super Madres Continue the Fight Against Superbugs Farmworkers Highly Susceptible to Antibiotic-Resistant Bacteria



By: Esperanza Gonzalez, LULAC Council Member 5260 and LULAC Illinois State Treasurer

Born into the migrant lifestyle and working on farms, I understand the struggle of this harrowing environment. In 1979, I moved to Illinois to work for the Illinois Migrant Council and have lived in the state ever since – I love working for the people. For the past thirty five years, I have been able to apply both my personal and educational experiences to better serve the Latino population throughout Illinois.

As a LULAC Health Ambassador and Super Madre, I have held workshops and town halls throughout Illinois to raise awareness around several health disparities that the farmworker population faces. As a Super Madre, I work to raise awareness about the dangers of the overuse and misuse of antibiotics on factory farms, especially how this misuse puts farmworkers and their

resistant to antibiotics, a condition which is further advanced when food animals are fed antibiotic drugs to promote growth and not illness or disease. Because we are consuming animals with superbugs, we in turn are consuming the antibiotic-resistant bacteria.

Farmworkers are the most vulnerable and exploited workers in the US. There are approximately 2.5 million migrant and seasonal farmworkers in the United States and thousands are children working with their parents in agricultural work. Many of these jobs are with the food animal industry. Farmworkers who work directly with these animals, as well as their families, are at a higher risk of exposure to these superbugs. Food animals excrete these superbugs into the environment where they are spread through water, food, air and direct contact to the farmworker. Part of my job is to educate farmworkers and their families in issues like this one to protect the families from occasionally fatal infections by raising awareness of eating healthy and disease-free food animals.

As Director of Minority Health Programs for the Illinois Migrant Council, I administer a wide range of health outreach and educational programs that address health disparities for farmworker and Latino communities throughout Illinois. These programs address health issues such as breast, cervical and prostate cancers, H1N1 influenza, HIV/AIDS prevention, diabetes, obesity, healthy living, nutrition, pesticide safety training, heat stress prevention and many more.

In my free time, I am the President of the Illinois Association of Agencies and Community Organizations for Migrant Advocacy (IAACOMA). Created in 1977, IAACOMA is a committee of state agencies and community organizations that work together to provide services and advocacy on behalf of migrant and seasonal farmworkers in Illinois. I have been fortunate enough to have held this position for more than 20 years.

I look forward to taking the lead as a LULAC Super Madre to protect the health of Latinos statewide. To learn more about the issue, visit www.LULAC.org/pew.

- **LULAC Super Madre**
- **2012 Illinois Department of Public Health Excellence Award recipient**
- **2011 MAFO National Farmworker Association's "Leadership in Unity, Professional, and Excellence" National Award recipient**
- **JACHO National Award for "Viva Muchachos Program"**
- **2011 appointee to Illinois Governor's Commission to End Hunger**

families at risk

As a LULAC Super Madre in the Superbugs Campaign (PEW Charitable Trusts Partner) to protect the health of our Latino and Farmworker families, alongside my partner Maggie Rivera, I have been providing the necessary awareness and education through workshops and presentations on the abuse of antibiotic drugs in food animal production. Superbugs develop when bacteria become

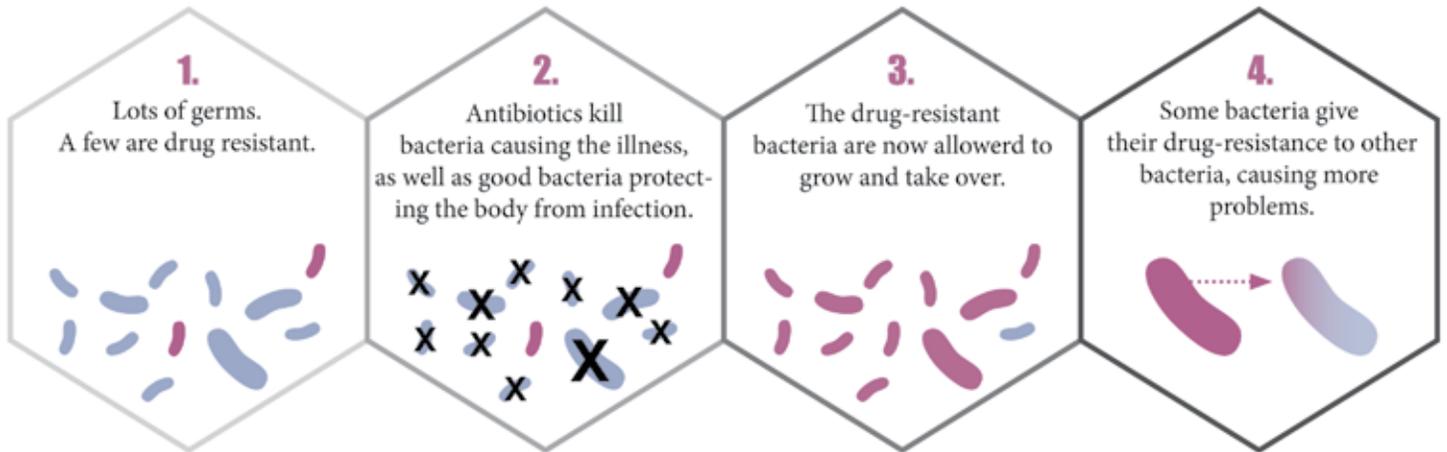


Infographic courtesy of the CDC

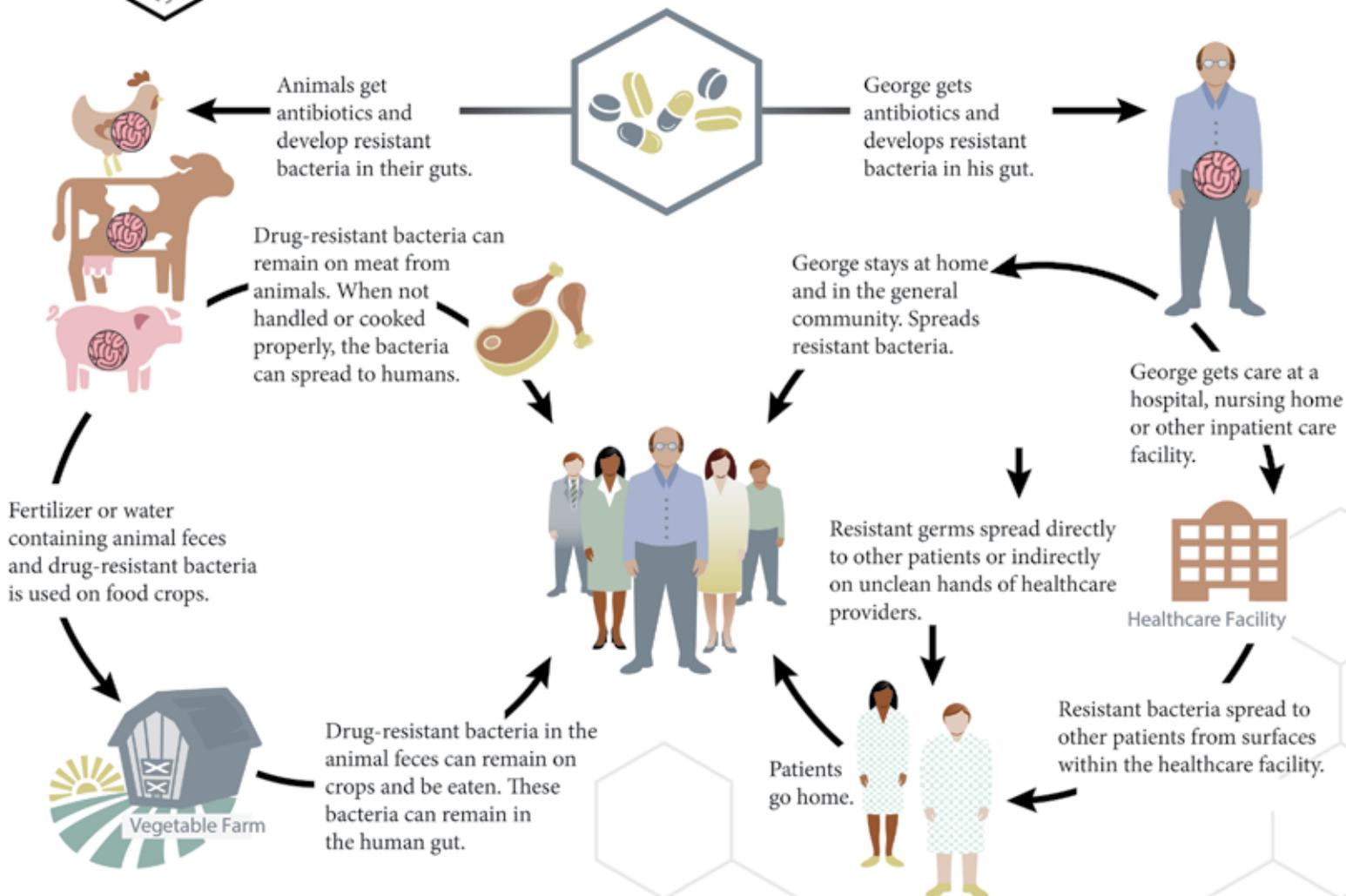
The antibiotic resistance infographic on the right page demonstrates the evolution of antibiotic-resistant bacteria, called superbugs. The infographic is provided by the Centers for Disease Control for the *LULAC News* magazine.



How Antibiotic Resistance Happens



Examples of How Antibiotic Resistance Spreads



Simply using antibiotics creates resistance. These drugs should only be used to treat infections.

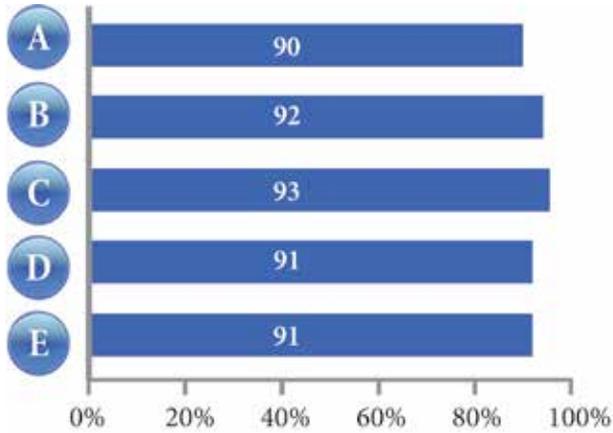


Celebrating Cinco de Mayo with Health

Feria de Salud Graces Our Nation's Capital

Continued from page 33.

More Likely to Make Healthy Choices as a Result of the LULAC Health Festival



- A - Visit a doctor of clinic on a regular basis
- B - Maintain a healthy weight/blood pressure
- C - Get regular physical activity
- D - Use healthy cooking styles
- E - Buy healthy food

we had a series of exhibitors who provided key health information to *feria* participants. The *Allergy & Asthma Network, Mothers of Asthmatics (AANMA)* was present and distributed information on what mothers can do to address asthma in their school districts and communities. The Environmental Defense Fund (EDF) discussed the link between indoor and outdoor air pollution and asthma. Ride to Conquer Cancer talked about cancer prevention and treatment as well as the local events they host to benefit cancer patients/survivors and research. The Social Security Administration was also present and signed *feria* attendees up for <http://my.ssa.gov> accounts, which provide a listing of the benefits one is eligible for in one location; along with the Consumer Product Safety Commission (CPSC) who talked about the safeguards in place to protect consumers from faulty products and shared information on simple ways to make your home a safer and healthier place.

Our festival is not only about healthy information and messaging but also incorporates a wholesome approach which packages the information into a fun cultural atmosphere. Throughout the day our main stage featured talent such mariachi bands, danza folklorico, ballet folklorico and other musical talents including a group from Oaxaca, Mexico who came all the way to D.C. to perform. Our headliner for the *feria*, the A.B. Quintanilla and the Kumbia King All Starz concluded the day of healthy messaging and fun with a great performance on the National Mall.



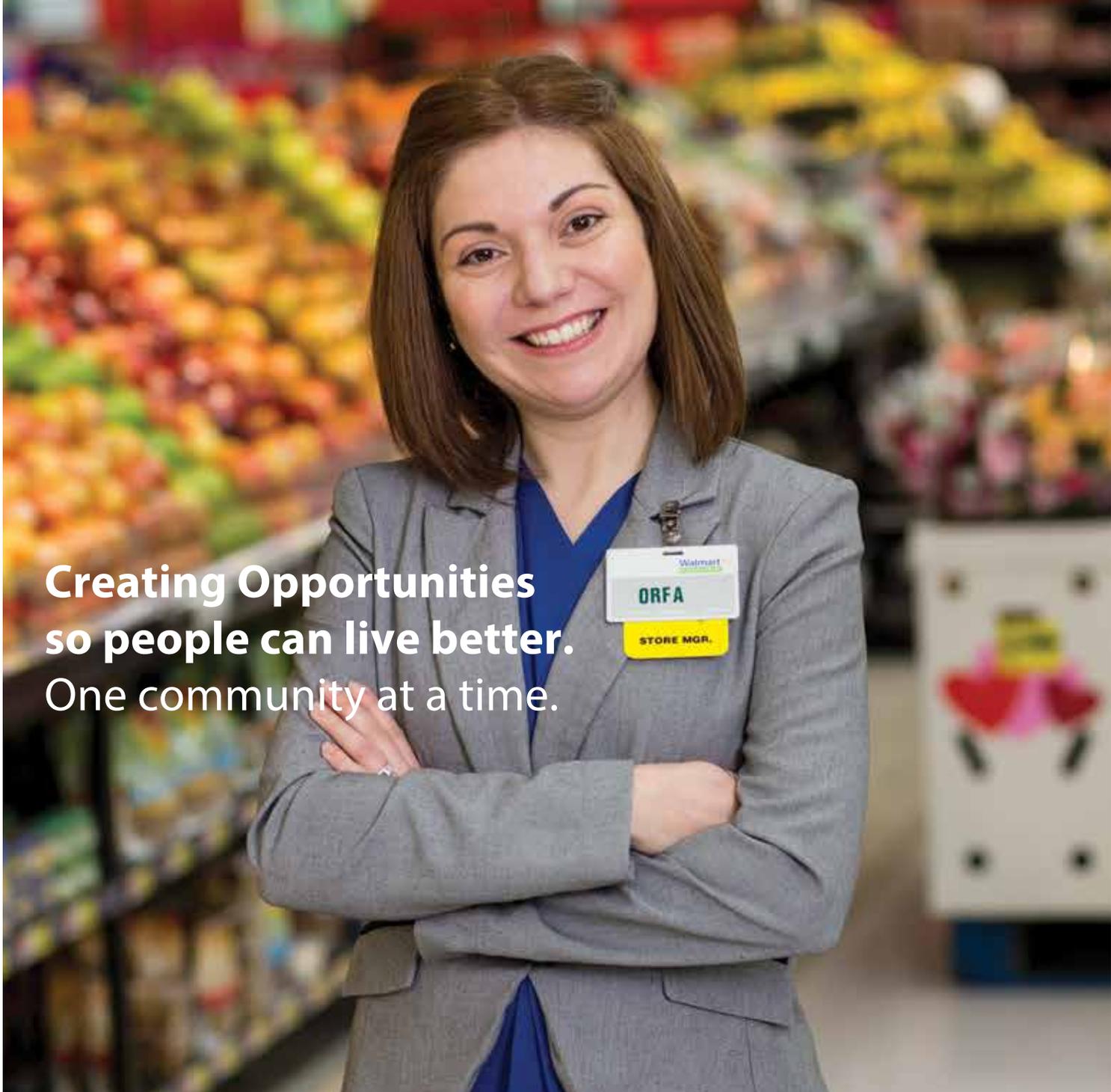
Photo by Luis Nuno Briones

LULAC provided free Latino-centric entertainment in addition to free health services.



Photo by Luis Nuno Briones

Participants could also register to vote with LULAC's "The Future Is in Your Hands!" civic engagement initiative.



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2014 LULAC National Convention Rules

Approved by the National Board of Directors

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 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.
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.
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.

2014 LULAC National Convention

Registration Guidelines

We encourage everyone to pre-register either by mail, fax, email or online to expedite the registration process. We want to eliminate the use of multiple lines to produce a smooth, fast, and enjoyable one-stop process for all of our attendees so you can have more time to enjoy New York!

Do not try to register on site by using “pre-registration” forms from flyers and *LULAC News*. These are not acceptable, and you will be sent back to do the appropriate form in duplicate.

Be sure that when you enter the line to proceed with registration, you have the registration form already filled out in duplicate. Do not wait until you get to the counter to complete, as this causes delays and disrupts the lines. We will have tables around the area specifically for you to fill out forms or ask any questions that you may have from staff in the information booth.

If you are a delegate and you are also the recipient of a fully paid registration (from, for example, a sponsor or LULAC program) you still have to pay the \$20.00 registration fee in order to be eligible to vote. This registration fee can also be paid ahead of time so that when you get there you can proceed directly to the camera-ready computer for your badge with your picture, as is required for all delegates. **Be sure that your council is in good standing and that you have with you a credentials letter certifying you as a delegate.**

If registering multiple delegates, it is recommended that you mail a check with registration forms for each delegate to the Fiscal Office in El Paso, Texas, to reach this office no later than June 13, 2014.

Should you have any questions, please feel free to contact the Fiscal Office in El Paso, Texas, at 916-577-0726.

Register online at
www.LULAC.org/registration

Quiz: 85 Years of LULAC Accomplishments

Questions on page 9.

1. Name four milestone moments for LULAC. Bonus points if they are in different issues of civil rights, voter empowerment, education, immigration, and/or health. (Negative points if you take any milestones from page three's voter protection timeline.)
See <http://lulac.org/about/history/> for a complete timeline of LULAC's 85 years of accomplishments.
2. Name the three national organizations that LULAC has founded.
SER Jobs for Progress, LNES, MALDEF
3. How many female national presidents has the organization had? Bonus points if you can name each.
Belen Robles, Rosa Rosales, Margaret Moran
4. What key Supreme Court case that desegregated schools was preceded by the LULAC supported *Mendez v. Westminster* case?
Brown v. Board of Education
5. President Lyndon B. Johnson based national program Head Start on what LULAC education program?
Little School of the 400
6. What California LULAC member is a former U.S. Secretary of Defense?
Leon Panetta
7. What LULAC national conference demonstrates to college students the professional empowerment and civic engagement skills necessary to be a good community advocate?
Emerge Latino Conference, which launched for the first time in February 2014 along with the LULAC National Legislative Conference and Awards Gala – learn more at www.LULAC.org/emerge.
8. What LULAC program has brought health festivals that provide free health screenings, exams, medical advice, and concerts to San Juan, San Antonio, Washington, D.C. and Los Angeles?
The LULAC Latinos Living Healthy initiative – learn more at www.LULAC.org/health.
9. What LULAC initiative enables local LULAC councils to design programs that are responsive to the education issues, resources, and support systems in their communities in efforts to mitigate the Latino dropout rate?
The Ford Driving Dreams through Education program – learn more at www.LULAC.org/ford.
10. What LULAC program allows local LULAC councils to host financial literacy and predatory practices prevention workshops in their communities?
The PocketSmart program – learn more at www.pocketsmart.org.



Time Warner Cable congratulates LULAC for 85 years of progress. Everyone deserves freedom and an honest way of life. Here's to those with the dedication to make it happen.

