



LULACnews

Winter 2016



LULAC CONVENTION

BRINGS 13,000 TO SALT LAKE CITY

EMPOWERING TODAY'S HIGH SCHOOL YOUTH

LULAC & FORD MOTOR COMPANY TEAM UP

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LULACnews

League of United Latin American Citizens

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A MESSAGE FROM THE PRESIDENT

Dear LULAC Members,

Thank you for supporting the LULAC 19th Annual Legislative Conference and Awards Gala.

As you know, the legislative conference provides a unique opportunity for agency leaders, Members of Congress and issue experts to discuss policies that impact Latinos. The conference also allows Latinos to ask important questions and urge needed reforms. LULAC members should take advantage of the opportunity to press Members of Congress on various topics such as the need to strengthen the Affordable Care Act, ensure state accountability for Latino student success, and enact comprehensive immigration reform. In addition, we should use our collective voice to reaffirm our support of President Obama's administrative actions regarding DAPA and DACA.

We appreciate the support of the following Members of Congress for their participation in this year's legislative conference activities: The Honorable Ileana Ros-Lehtinen, The Honorable Linda Sanchez, The Honorable Raul Ruiz, and The Honorable Steny Hoyer. In addition, the legislative conference is an opportunity for our future LULAC leaders to participate in the Emerge Latino Conference, where students participate in policy briefings on health, education, and immigration. These briefings are designed to help strengthen their advocacy and leadership skills which will enable them to take such skills back to their communities and work towards making positive change.

We were also proud to have U.S. Senator John Cornyn, U.S. Senator Elizabeth Warren and bilingual sports broadcaster Julio Pabón at the awards gala, where they were recognized for their service. We were fortunate to hear award-winning Mexican-American band La Santa Cecilia perform at the awards gala. The group has been recognized for their beautiful songs that give voice to the hopes and fears of the immigrant community.



I hope we leave the legislative conference ready to mobilize our community to make certain that our elected officials focus on issues that impact us.

Roger C. Rocha, Jr.
LULAC National President

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LULAC CELEBRATES 86 YEARS

WITH NATIONAL CONVENTION

By: Geoffrey Nolan, Communications Associate



86th LULAC National
Convention & Exposition





Last July, LULAC celebrated its 86th annual national convention in Salt Lake City, Utah. An estimated 13,000 people attended the convention and were treated to dynamic speakers, engaging workshops, and an exposition. Salt Lake City was chosen to host the convention because of the fast-growing Latino population of the city and region. The U.S. Hispanic Chamber of Commerce estimates the purchasing power of Utah's Latino population to be around \$6.4 billion.

With the theme, *Familia: The Building Blocks of Our Society*, the convention focused on strengthening the Latino family, and highlighted the important role family plays in government, policy, and civic engagement. Convention attendees participated in a variety of workshops aimed at increasing their policy knowledge of some of the most important issues facing the Latino community. Expert panelists spoke on immigration issues, the Affordable Care Act, LGBT equality, the underrepresentation of Latinas in public office, and the power of the Latino vote in the upcoming elections. Participants left the workshops feeling empowered to take action and alert their leaders at all levels of government to the needs of the Latino community.

Convention attendees were further treated to dynamic speakers who reinforced many of the topics covered in the workshops. Speakers included U.S. Citizenship and Immigration Services Director Leon Rodriguez; U.S. Surgeon General Dr. Vivek H. Murthy, U.S. Environmental Protection Agency Administrator Gina McCarthy, Salt Lake City Police Department Interim Police Chief Mike Brown, Utah Attorney General Sean Reyes, Salt Lake City Mayor Ralph Becker, U.S. Secretary of Education John King, and Financial Expert Julie Stav. U.S. Senator Orrin Hatch (R-UT) provided the keynote address at the Presidential Awards Banquet and spoke on the many legislative issues facing the Latino community, while simultaneously praising the work LULAC members across the country have undertaken to strengthen the Latino community.

For those interested in career development, LULAC brought its



Speakers (from left to right) : U.S. Senator Orrin Hatch, Dr. Vivek H. Murthy, Gina McCarthy, John King, Leon Rodriguez.



Top: LULAC's Voces Unidas concert featured the talents of Michael Salgado, Little Joe y La Familia, and Taboo of the Black Eyed Peas (Pictured). Bottom: For the first time in 86 years, elections were successfully conducted by electronic voting.

successful Federal Training Institute to Salt Lake City. With the goal of making the federal workforce as diverse as the population it serves, the Federal Training Institute provided participants with workshops designed to enhance and develop the characteristics necessary for leadership in the federal government.

In addition to the meal events and informative workshops, convention attendees were treated to a variety of fun interactive events. The convention activities were accompanied by a free exposition, where attendees were able to meet with representatives from federal agencies, universities, and corporate America; and received free health screenings from on-site health providers.

Thursday night's *Voces Unidas* concert was one of the most entertaining events of the convention, featuring free performances by Michael Salgado, Little Joe y La Familia, and Taboo from the Black Eyed Peas. The event also featured a special appearance by Telemundo star Angelica Vale, who received the Latina Trailblazer Award for her work in the entertainment industry.

LULAC members ended the week with the LULAC General Assembly. LULAC once again proved its grassroots power as members voted on the legislative agenda of the organization and elected a new national board. For the first time in its eighty-six year history, LULAC elections were successfully conducted with electronic voting, ensuring the utmost efficiency and accuracy in tabulating the results. At the end of the assembly, Roger C. Rocha, Jr. was elected as the 47th LULAC National President, along with a variety of new board members eager to continue a strong tradition of service to the Latino community.



Meet LULAC National President ROGER C. ROCHA, JR.

LULAC National President Roger C. Rocha, Jr. is from Laredo, Texas and was elected on July 11, 2015 to the office of LULAC National President. He is a firm believer in giving back to the community through service, professional excellence and assisting those who wish to continue with their educational dreams.

As a longtime member of LULAC, President Rocha has served in numerous leadership positions, including State Director for Texas LULAC and National Treasurer. He currently serves on the LULAC National Board, the LULAC National Education Service Centers (LNESEC) Board of Directors, the SER Jobs for Progress National Board of Directors, and the Laredo Next Generation Rotary Club Board of Directors.

He earned his undergraduate degree in history with a minor in political science in 1993 and received his master's in business administration from Texas A&M University in Laredo, Texas in 2010. He began his professional career at AT&T, and continued with the company for 16 years. He currently owns and operates Rocha Primary Care, LLC, a licensed Home Health Care facility that provides medical services to veterans.

He has received numerous professional recognition awards from AT&T and a variety of other awards for his service to LULAC and his community including the 2000 LULAC Man of the Year Award, Veteran Service Advocate, Communitarian and Advocate of Community Service Recognition from PPEP, Inc.; LNESEC Award for Service and Commitment, Leadership Award for Community Service from the American GI Forum, Young Leadership Award from the Island of Puerto Rico, Distinguished Citizen Diplomat Recognition for U.S. State Department, and was recognized as a Paul Harris Fellow by the Laredo Next Generation Rotary Club.



LULAC YOUTH 2015

Giving students invaluable resources through universities, Latino influencers, and community service, the 2015 LULAC Youth Convention empowered LULAC Youth as future advocates for their communities.

Youth Pre-Convention

Bringing together motivated Latino students from across the nation, the LULAC Pre-Convention is a dynamic pre-college summer program that takes place three days before the National Youth Convention. This year marked the 11th year for the program, hosting 48 LULAC Youth members at the University of Utah.

Programming at the Youth Pre-Convention inspired LULAC youth to be agents of change, both in the classroom and in their communities. Youth members—over half of whom will be the first in their family to attend college—had the opportunity to connect with current first generation college students at the First Generation Latino College Experience panel event. Panelists highlighted the challenges of being first generation college students including: navigating the financial aid and admissions process on their own, explaining facets of college life to family members, and balancing working and studying. Concurrently, the panelists also shared the many opportunities available to help overcome those challenges, like finding support in mentors and getting involved in campus activities.

Engaging workshops from the U.S. Army and American Red Cross taught youth members about being leaders and community servants. At a community service project, LULAC youth were given the opportunity to put the lessons from the panel into action. The youth volunteered with Wasatch Community Gardens, a local Salt Lake City nonprofit dedicated to strengthening the community through gardening. LULAC youth proved to be effective service leaders, completing one week's worth of gardening in one day.

The premier Pre-Convention event was the McFarland, U.S.A. panel, sponsored by The Walt Disney Company. The event included an exclusive special features screening and a panel discussion with

the Diaz Brothers and actor Carlos Pratts. The Diaz Brothers—whose stories inspired the critically-acclaimed Disney film—shared how their experience being both farm workers and cross-country champions transformed their community. Enraptured and inspired, LULAC youth were enthusiastic to connect with the brothers and Carlos Pratts. Each student took home an autographed DVD of McFarland, U.S.A.

Some Highlights of the 2015 Youth Pre-Convention



Well over half of the participants (69%) had never attended LULAC Youth Pre-Convention



Nearly all participants (94%) indicated that they want to continue their education by pursuing higher education.



Over half the students (63%) would be first generation college students.



19 students had never been to a college campus prior to Pre-Convention.



Over half the students attended an official workshop about financial aid prior to Pre-Convention. Some students had heard about college and financial aid but they had never before had the process thoroughly explained to them.

Youth Convention

The LULAC Youth Convention took place during the 86th Annual LULAC National Convention in Salt Lake City and counted on the participation of over 70 high school LULAC Youth. The four-day program focused on college readiness, career exploration and professional development. This year featured a special mentoring session with top-level executives from LULAC's Corporate Alliance, coming from organizations and companies such as the National Cable & Telecommunications Association, Nissan, Univision, AT&T, Walmart, Western Union and Shell. LULAC Youth also had the unique opportunity to connect with Richard Montañez from PepsiCo, Inc. at an intimate leadership development session. In addition to invaluable insights, youth also took with them signed copies of Montañez's book, *A Boy, A Burrito and a Cookie*.

The Youth Convention built upon the momentum of Pre-Convention by continuing to emphasize academics and student leadership. Fernando Rojas, a son of Mexican immigrants who earned a seat at every Ivy League institution, spoke to LULAC Youth about navigating the college admissions process as a Latino. He encouraged the youth to work hard and go the extra mile when studying. The LULAC Institute Democracy team also guided students through the process of running for LULAC Office, ensuring the fair and democratic election of future LULAC Youth leaders.

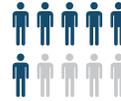
The favorite event of LULAC Youth was undeniably the *Concierto Voces Unidas*, featuring Taboo of the Black Eyed Peas. Youth members danced late into the night, inspiring Taboo to come off the stage and join the audience on the dance floor. Youth Convention activities concluded with a tour of Utah's beautiful Red Butte Gardens, sponsored by U.S. Fish & Wildlife Services.

The LULAC Youth Convention received positive comments from all attendees, and youth members left Salt Lake City with a renewed passion for leadership, education and service.

Youth Convention Highlights:



The 2015 LULAC Youth Convention was the first convention for the vast majority of students. Prior to 2015, **71% of youth members** had never been to a LULAC National Convention before.



Only six students knew how to run for office for LULAC National Youth Board. The rest of the students were unaware of the official process and procedures of running for office and gained knowledge on the procedure from the LULAC Democracy Team.



95% of students were unaware of how to apply to Ivy League schools and received information on how to do so for the first time ever.



28 students at Convention indicated that their communities do not have much outdoor life near them, so the Red Butte Community Gardens was a unique opportunity for them to engage with the outdoors.





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FORD DRIVING DREAMS THROUGH EDUCATION GRANTS AWARDED TO TEN LULAC COUNCILS



By: Karina Castellanos and Jacqueline Caro-Sena, Education & Youth Leadership Programs Team

Since 2010, the Ford Motor Company Fund has provided LULAC Councils with \$20,000 grants to assist in localized efforts to empower youth in their communities. Among the dozens of LULAC Councils helping youth in their communities, Ford Driving Dreams Through Education (FDD) grant awardees who demonstrate exemplary programming are awarded a renewal of the grant to continue their efforts to reduce high school dropout rates among Latino youth. One particular LULAC Council, LULAC Council #4933 from Austin, Texas, is proud to receive a renewal of the FDD grant this school year to continue empowering students using invigorating musical programming.

The Austin Soundwaves Project

Ford Driving Dreams Through Education Program Winner Highlight

By: Melissa Villarreal of LULAC Council #4933 in Austin, Texas

LULAC Council #4933 worked with students at East Austin College Prep and partnered with Austin Soundwaves to help underserved youth reach their highest potential through music education and mentorship. Inspired by *El Sistema*, a music education and community engagement model which has given over 500,000 underprivileged youth in more than 25 countries the opportunity to study music, Austin Soundwaves believes that engaging and intensive musical instruction can enrich and improve the lives of children by teaching skills that support academic and creative success. Through transformational programming, Austin Soundwaves eliminates financial and cultural barriers so that students and their families can access high quality music education at their school. Programming consists of ensemble musical training along with specialized individual instruction and mentoring as well as participation in performances and collaborations with other arts organizations, schools, and community groups. Through the FDD grant, Austin Soundwaves will expand to connect low-income at-risk youth in Austin with experienced musicians and educators who will serve as mentors and role models.

“This program and partnership with LULAC has opened up worlds



of opportunity for our students,” said Austin Soundwaves Director Patrick Slevin. Over the past two years, over 120 students have participated in music classes, concerts, and mentoring opportunities. With the help of the FDD grant, the program will be able to expand during this upcoming 2015-2016 school year and at least 300 students will participate in the program. The program’s weekly 10 hours of instruction will also be supplemented by additional hours of performance opportunities including educational field trips, learning excursions, and student performances at various venues throughout Austin. In the Spring of 2016, the first class of graduating high school seniors embark on the next chapter of their lives and will thus fulfill the ultimate mission of FDD.

If your LULAC Council is interested in receiving a Ford Driving Dreams Through Education grant to implement an innovative dropout prevention program in your community, please contact Karina Castellanos, LULAC’s FDD Program Coordinator at KCastellanos@LULAC.org.

The following are the eight Ford Driving Dreams Through Education 2015-2017 Grant Awardees:

Council #756 in Little Rock, Arkansas is combating high school dropout rates by providing college readiness resources, such as mentorship and ACT preparation, to youth from academically distressed high schools.

Council #2862 in Sacramento, California aims to accelerate achievement among at-risk high school freshmen and help them work towards a college degree through a partnership with an after-school community program that provides tutoring and skill building.

Council #2060 in Stockton, California and the Collegiate Council #3145 will provide workshops concentrating on topics that affect students on both the personal and the academic level through providing educational field trips, tutoring, and mentoring sessions to at-risk youth.

Council #313 in Chicago, Illinois will provide mentoring and tutoring sessions to students who typically require extra assistance overcoming socioeconomic barriers and other personal issues.

Council #5285 in Moline, Illinois will provide students with the opportunity to gain musical training and performance experience through Mariachi music. The program will expose students to higher education through university visits, community speakers, and educational outreach, encouraging them to take ownership of their education before they enter high school.

Council #1 in Corpus Christi, Texas will provide academic support to economically disadvantaged high school students through tutoring, counseling, mentoring, cultural enrichment, college/university tours, assistance with college admissions and financial aid application processes, and financial and economic literacy.

Council #47013 in Vancouver, Washington will provide students with

a program that not only will enhance their knowledge about STEM, but will also provide hands-on activities through which they can apply their knowledge.

Council #319 in Milwaukee, Wisconsin will help Latino at-risk youth engage in leadership sessions, where students will be paired with community mentors who will assist students in graduating from high school and pursuing higher education opportunities.

Two Ford Driving Dreams Through Education 2013-2015 Grant Awardees were extended for an additional year. They are the following:

Council #8035 in Albuquerque, New Mexico and LULAC National Educational Service Center (LNESEC) in Albuquerque will continue to address the high school dropout rate in conjunction with the TRiO Upward Bound Program. The program serves 20 students and encourages them to achieve academic success so that upon high school graduation, they are prepared for college. Students attend tutoring four days a week, two hours a day, and are required to attend monthly Saturday Academies that focus on topics like financial literacy, oral health care, and LGBT issues. To date, 90 percent of participants are promoted to the next grade or graduate on time, and 90 percent pursue higher education opportunities.

Council #4933 in Austin, Texas works with students at East Austin College Prep and partners with Austin Soundwaves to provide underserved youth with the opportunity to reach their highest potential through music education and mentorship.

Highlights/Other Data:

To date, the Ford Motor Company Fund has awarded \$1.12 million to LULAC Councils in 44 cities across 18 states. Through these grants, over 1,200 students have been served and over 7,500 hours have been donated by nearly 1,000 volunteers, guest speakers, mentors, and program coordinators (a \$163,000+ value).

 In addition, nearly 99% of all participants have pledged to finish high school and 87.88% of all participants plan on attending college after graduating from high school.

Finally, three sites have more than tripled their seed funds:

1. **Salinas, CA (2010-2013):** LULAC Council #2055 received \$229,143 from the California Endowment.
2. **Silver Spring, MD (2012-2015):** The funding from Ford Driving Dreams allowed LULAC Council #21006, in partnership with GapBuster, Inc., to offer youth development programs with very positive results. With this partnership and the positive outcomes, the organizations were able to obtain additional funding from the Maryland State Department of Education (MSDE) becoming a 21st Century Community Learning Center called Building Scholars for the Future. The grant awards the program \$1,350,000 over five years targeting high school students.
3. **Milwaukee, WI (2010-2012):** LULAC Council #326 and its Ford Driving Dreams Program received a \$500,000 grant to expand the program. Their program takes at-risk students from some of the most challenging schools in Milwaukee to the local community college where they earn transferable college credits. So far, they have a 100% graduation rate and 100% college transition rate for the students who participate. Including this grant, the program has received nearly \$800,000 since the program's inception in 2010.



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Spotlight on LULAC's Internship Program and Recent Graduates

By: *Jacqueline Caro-Sena, LULAC Education & Youth Programs Fellow*

As an advocate for higher education, LULAC recognizes the need for our country to invest in young adults and provide resources to aid in their professional development. As a pioneer in education advocacy, LULAC also promotes career development opportunities among young leaders through internship opportunities. The LULAC National Internship Program exposes young adults to the intricacies of national nonprofit work, providing them with first-hand experience in advocacy, event planning, corporate stewardship, and grass roots efforts.

In a collaborative effort, LULAC National Staff assist, train, and prepare interns for non-profit career opportunities that advance the economic condition, educational attainment, political influence, housing, health and civil rights of the Hispanic population of the United States. At LULAC, interns have the unique opportunity to take on important projects and responsibilities that contribute to the important functions of LULAC as an organization and address a host of local and national issues. From communicating with congressional representatives, to researching the latest legislation affecting Latinos, our interns are enthusiastic, intelligent and committed participants in the LULAC advocacy process.

Over the last eight years, the internship program has drastically expanded and has helped over 150 young adults increase their knowledge about nonprofits, advocacy and issues affecting the Latino community. Since the spring of 2014 alone, LULAC has provided professional training to 58 undergraduate and post-graduate students, 35 of whom have graduated from their respective universities.

Those who complete their internship go on to use the skills and knowledge gained at LULAC in their future career paths. After their internship, interns stay connected with LULAC through the LULAC Alumni Association and receive updates about the programming that LULAC does as well as volunteer opportunities for major national events.

For more information about LULAC's Internship Program, please contact Karina Castellanos at KCastellanos@LULAC.org.

Highlights on Recent Graduates and Former Interns:

Raul Corral

Democracy Intern (Aug. 2014 to Dec. 2014)

Hometown: Los Angeles, CA

University: University of California, Berkeley, (Graduated Dec. 2014)

Degree: Bachelor of Arts in Sociology, Political Science, and Legal Studies

Career Goal: Community College Advisor

Greatest Accomplishment at LULAC: "Assisting with the community event project for the unaccompanied minors coming to the United States from Central America."



Upon graduation, Raul used the tools gained at LULAC to continue his passion for advocacy as a Fellow with Students for Education Reform. He is currently attending the University of Southern California and working towards his Master's in Education Counseling.

Veronica Bonilla

Policy and Legislation Fellow (Jan. 2015 to May 2015)

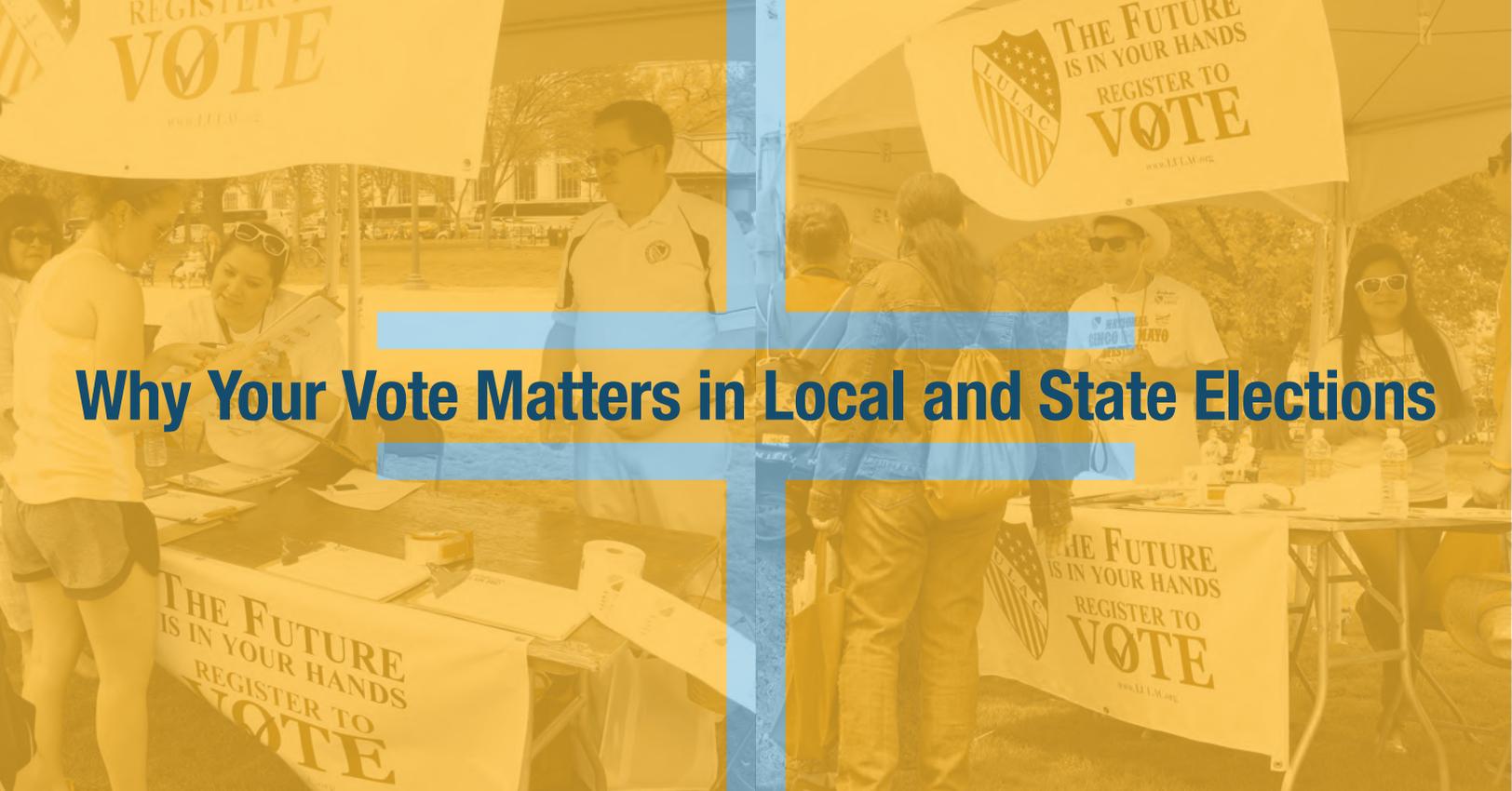
Hometown: Centreville, VA

University: Virginia Tech (Graduated May 2010)

Degree: Bachelor of Arts in Marketing Management

Career Goal: Director of Government Relations or Communications for a nonprofit/government agency focused on civil and/or human rights, economic equality, and/or education reform

Greatest Accomplishment at LULAC: "Assisting in the coordination and execution of LULAC's 18th Annual Legislative Conference."



Why Your Vote Matters in Local and State Elections

*By **Sindy Benavides**, Director of Civic Engagement and Mobilization & **Sandra Guzman**, LULAC National Democracy and Civic Engagement Intern, Fall 2015*

LULAC volunteers are working tirelessly to ensure that every eligible Latino registers to vote in the upcoming election cycle.

Every election cycle, whether presidential, state or local, we reach out to our family members and friends to remind them that it's that special time of the year when you leverage your status as a U.S. citizen and go vote. Yet according to the Pew Research Center, even though the share of eligible Hispanic voters has increased, the share of actual Hispanic voters has stagnated at 8% in 2006, 2010, and 2014. In 2010 for example, 31.2% of Latinos voted compared to 48.6% of whites, 44% of blacks, 31% of Asians.

Latinos are the nation's largest and fastest-growing minority group. In 2013, there were 54 million Hispanics in the United States, comprising 17.1% of the total U.S. population. Not surprisingly, Hispanic voting power has been shown to make a decisive difference during national elections, but we must remember that we also have the opportunity to be the decisive vote in local and state elections. In off-year elections, every vote matters even more because the total turnout is far less than in presidential elections. Various case studies show what happens when Latinos get out and vote, even when they comprise a small segment of the population. The impact could be amplified further in states with higher shares of Latino eligible voters who actually turn out to vote. This increased Latino turnout can potentially change the political landscape for decades to come.

In 2013 for example, Latinos comprised 3% of eligible voters and 8% of the total population of Virginia. Although a small figure compared to other states like California, Texas, and Florida, certain state districts and local city councils were heavily Latino, and had the potential to make a difference in the elections. One of our LULAC members, Walter Tejada, Vice-Chairman of Arlington County Board, won his first election by 13 votes, a victory owed largely in part to Latino turnout. In 2013, the Latino community in Virginia turned out to vote in the highly contested gubernatorial race between Terry McAuliffe

and Ken Cuccinelli. According to data from Latino Decisions, Governor McAuliffe received 66% of the Latino vote. Strong Latino turnout, paired with strong turnout from other minority communities created the margin of victory for this race.

Consider this: Historically disproportionate participation in the electoral process by minority communities has resulted in few minorities in local offices, which has affected the types of issues that the government prioritizes. As a result, minority issues are not viewed as mainstream issues, leading to negative consequences for our community. According to data from the Pew Hispanic Research Center, there is a tendency for Hispanic students to be enrolled in large, more disadvantaged schools with greater student to teacher ratios in large cities like Los Angeles, New York, and Chicago. The Latino vote has the potential to redefine the school district's priorities and create a positive impact on the educational well being of our students. If more Latinos vote, the leaders who make the decisions that affect our lives each day will listen, and Latino issues become a priority. Your vote matters in every election, and it especially matters in redefining our political power and ensuring that elected officials don't ignore us when considering policies that have a deep impact on our families and on our pockets.

Although it is easy to get lost in the whirlwind of the upcoming national elections, do not forget the importance of state and local government politics. Police departments, local minimum wage rates, and schools usually fall under the oversight of state and local governments, and these all have an enormous impact on our daily lives. Increasing Latino state and local electoral participation is critical not only for Latinos, but the rest of the country as well. As the largest and fastest-growing minority in the United States, ensuring our participation in the political process is vital to our democracy.

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LATINOS AND THE FUTURE OF ALZHEIMER'S DISEASE:

A Conversation with Alzheimer's Advocate and Caregiver Daisy Duarte

There's a disease spreading throughout Latino communities across the nation, one that's not often talked about by name, but strikes at the heart of the Latino family.

It's called Alzheimer's and it's a progressive disease that spreads throughout the brain and eventually robs individuals of memories and personality – wiping away quinceañeras, weddings, and even the names of sons, daughters, and grandchildren. Latinos are 1.5 times more likely to get the disease than non-Hispanic whites and experience symptoms almost seven years earlier than other communities.

Despite the heavy toll Alzheimer's takes on Latinos, widespread misunderstanding and stigma stand in the way of diagnosis, research, and advocacy. That's why Daisy Duarte is speaking out for herself and for her mom, Sonia, who was diagnosed with Alzheimer's in 2010. Daisy is an advocate for the USAgainstAlzheimer's Latino Network and carries the gene for early-onset familial Alzheimer's, which means she will get the disease by the time she's 65. Despite these grim facts, Daisy is determined to provide quality care for her mom while advocating for the millions of Latinos struggling with Alzheimer's.



DD: Can you tell me about your mom, Sonia?

JR: My mom was a teacher's aide for kindergarten through 8th graders in Chicago for 29 years. She was a tough but loving mom who moved us to the suburbs to get away from the bad influences in our old neighborhood. She took two buses and two trains to go to work everyday so that we could be safe and have a better life.

When did you notice that something was wrong with her and how did that lead to an Alzheimer's diagnosis?

Shortly after her diagnosis, a neighbor found my mom wandering in the snow in her nightgown with no shoes on. That's when it became clear she couldn't live alone, and I decided to care for her full-time. My mom has been there for me since day one. Why would I turn my back on her when she needs me the most?

How has your mom's Alzheimer's changed your life?

My typical day is very different from what it used to be. I wake up, make coffee and then wake up mom. I often have to strip the bed and then take her to bathroom and get her into the shower. Then I brush her teeth, dress her and do her hair and makeup. I take her to work with me at my sister's restaurant, and she is with me all day until I get off work. We often go on a walk to get some ice cream and go to the park. I end the day by taking her home and making her dinner. After she goes to bed, I go to sleep, and I do everything again the next day. It's a whole new life.

Can you tell me about your decision to get tested for the Alzheimer's gene?

I have a long history of Alzheimer's in my family—75 percent of my mom's relatives had the disease. When I was asked if I wanted to take a genetic test to see if I carry the gene for early-onset familial Alzheimer's, I didn't think twice. It was a tough choice, but I wanted to be ready and plan for myself. Most importantly, I wanted to plan for my mom.

You're also one of the few Latinos enrolled in an Alzheimer's clinical trial. Can you tell me why you decided to participate in a trial? Why is it important to you?

I'm enrolled in the Dominantly Inherited Alzheimer Network (DIAN) study, which means that I take medication monthly and skills tests throughout the year. While it's hard to balance life, caregiving, and participating in research; it's extremely important. If my participation contributes to finding a cure for someone in the future – whether it's me or my nieces and nephews – it will all be worth it. It's so important for Latinos and other minorities to engage in clinical trial research. We need to make sure that our communities have a voice in the research process. We have to take responsibility for our families and for ourselves.

LULAC is a founding member of the LatinosAgainstAlzheimer's Coalition, convened by the USAgainstAlzheimer's Latino Network. To share your story or to find out more, please visit: <http://www.usagainstalzhimers.org/networks/latinos>



Emilio Gonzalez
Executive Director for Strategic Alliances, Verizon



To help serve the Latino community and further its mission, LULAC counts on a variety of corporate partners who are passionate about empowering Latinos in creative ways. Emilio Gonzalez, Executive Director for Strategic Alliances at Verizon, is one of these corporate champions who use their expertise in connecting the public and private sector to create innovative ideas that improve the lives of Latinos across the country. For his extensive history working as a key partner in a variety of LULAC initiatives, LULAC awarded Gonzalez with the first ever Corporate Champion of the Year Award at the 2016 LULAC National Convention in Salt Lake City, Utah.

Before joining Verizon, Emilio Gonzalez enjoyed an illustrious career in the public sector, working as a Policy Analyst at the U.S. Congress Office of Technology Assessment and later with the Clinton Administration as a Special Assistant for Technology at the U.S. Department of Commerce. Later, he joined the U.S. Department of Education as a Technology Advisor and helped craft and implement the E-rate program to connect schools and libraries to the Internet. The E-rate program is still the largest federal investment in educational technology providing up to \$2.25 billion a year since 1997.

But it's his time with Verizon that he says has been his most fulfilling. "During my 12 years with the company, I've witnessed how Verizon, through its world-class networks and services, can be leveraged along with the decades of positive relationships with minority and civil rights advocacy groups to help improve the lives of children, parents and families."



During my 12 years with the company, I've witnessed how Verizon, through its world-class networks and services can be leveraged along with the decades of positive relationships with minority and civil rights advocacy groups to help improve the lives of children, parents and families."

As Executive Director for Strategic Alliances, Gonzalez is responsible for public policy development and outreach to civil rights, minority, small businesses and other national groups. He has helped Verizon partner with the Immigration Advocates Network, National Council of La Raza and Pro Bono.Net to launch the Immigo Immigration App, a free state-of-the-art app that helps immigration practitioners navigate services and find the most relevant resources they need to support their clients.

Now, through a Verizon Foundation grant, Verizon is funding LULAC's *Oportunidad* app, which will launch in 2016, just in time for LULAC's national voter registration efforts. LULAC and Verizon will again partner with Pro Bono.Net to bring individuals real-time information on locally available citizenship and immigration services, civic engagement resources, and civil rights resources.

"I have the opportunity to connect people at Verizon with key players at these organizations so that we can realize something great," he notes. "My goal with the *Immigo* and the LULAC *Oportunidad* apps, and an additional youth development education-based app launching this fall, is to position Verizon as a technology leader and an invaluable partner for addressing unique social and educational needs in the Latino community. Our networks and technologies in the hands of community based organizations can help address pressing social issues in new and effective ways that were not possible only a few years ago, and that's a very exciting and potentially game changing proposition."

Gonzalez emphatically notes the importance of conducting smart business with many of the nonprofits and small businesses he helps support. When helping develop the idea for a smartphone app, Gonzalez noted the prevalence of smartphone usage among the Latino community, and for increasingly important tasks. On his partnerships with LULAC and National Council of La Raza in developing the app, Gonzalez states, "It makes sense for us to connect with this important market by bringing relevant resources to their devices. By doing so, we can strengthen brand loyalty and build upon our already strong reputation within this rapidly growing segment."

Despite spearheading the app, Gonzalez is quick to highlight the work of others in helping his vision become a reality.

"Apps like *Immigo* and *Oportunidad* would never have happened without healthy debate and people invested in bringing good ideas to life. The trick for any of us is to figure out how to bring together our passions with our assets to improve the quality of life for others."

Through Verizon's partnership with LULAC, Gonzalez continues to contribute to the healthy debate and ensure that high-quality, useful resources continue to benefit the Latino community, not only today, but well into the future.

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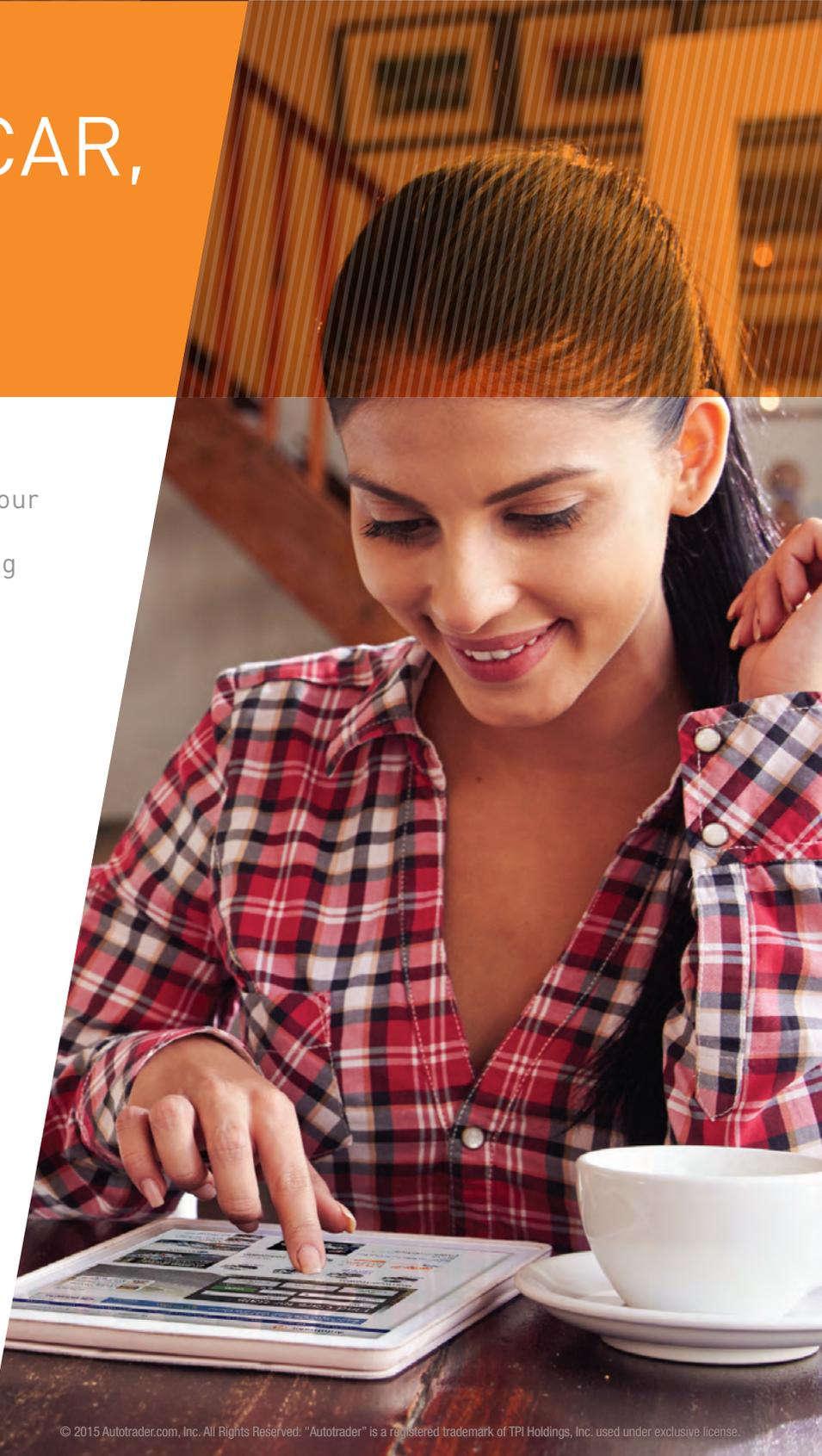


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Leading the Way to Financial Inclusion

Master Your Card (MYC): Oportunidad, a community empowerment program sponsored by MasterCard, is working with the Latino community to help financially underserved families better access their money, and achieve greater financial control and security. As part of this work, MYC: Oportunidad participated in the League of United Latin American Citizens' (LULAC) National Convention and Exposition in July. During the Women's Luncheon, MYC: Oportunidad board member and financial expert Julie Stav provided keynote remarks on the importance of achieving economic citizenship, highlighting opportunities for Latinos to achieve greater financial inclusion. In addition, MasterCard executive Mercedes Garcia met with attendees throughout the event. After the event, LULAC talked with Julie and Mercedes about the challenges facing financially underserved Latinos in the United States and opportunities to overcome them.



Mercedes Garcia

VP Senior Business Leader Consumer Credit,
MasterCard Worldwide



Julie Stav

Financial expert and educator, member of the
Master Your Card: Oportunidad advisory board

Q. How can Latino families achieve greater economic equality in the United States?

A. Mercedes:

First, it's important to understand the challenges that these families face. Here in the United States, a disproportionate percentage of Latino households are financially underserved, meaning they have little or no access to traditional banking services. These financially underserved individuals can't take advantage of the things that many of us with bank accounts take for granted such as the ability to have our paycheck direct deposited, and pay our bills and shop for deals online. Instead, they often rely on costly alternative financial services, like check cashers and payday lenders. In essence, they continue to live in a cash society when everyone else is moving more and more toward using electronic payments.

We want to help educate these individuals on ways they can improve their financial situations by moving away from cash. With MYC: Oportunidad, we're working specifically to help Latino families and businesses prosper, increase their economic opportunities, and become first-class economic citizens.

Julie:

We need to empower Latinos to become fluent in the most important language in the United States and the world – money, and education and collaboration are key to reaching these goals.

With that in mind, we're educating Latinos on how to use electronic payment technology, like prepaid and payroll cards, to their advantage. For example, we're helping consumers learn how to arrange direct deposits of wages or benefits, freeze funds if a card is lost or stolen, get cash without paying an ATM fee, and sign up for automatically scheduled payments. MYC: Oportunidad has developed free educational materials that discuss the different technologies that are available and how to use them.

What strategies or tools are available to Latinos to help achieve full economic citizenship?

Mercedes:

Mastering electronic payments is a way to make sure every financially underserved Latino becomes a first-class economic citizen regardless of income. There are a variety of technologies available today that can help them achieve this goal. For example, there are prepaid cards on the market now that operate much like debit cards. The cardholder can use these cards to track expenses, to shop online and to do a whole host of things available to those with bank accounts.

In addition, prepaid payroll cards are increasing in popularity. Rather than having to receive a paper paycheck and then find

a check-cashing center and pay an exorbitant fee to cash the check, payroll cards have become a real solution for many. Employers load an employee's pay directly onto the card, which they can then use much like a debit card to pay bills and to make purchases.

What are some steps that working Latino families can take to protect their money and help them move up?

Mercedes:

First, Latinos need to understand the options that are available to them. In addition to prepaid cards, we're seeing a growing number of cities create municipal ID/payment cards. These cards serve as identification and can also be used to pay for things, much like any other payment card.

Julie:

Once they have an understanding of the technologies that are available, financially underserved Latinos need education on how to use them. For instance, while the average person with a bank account knows how to use their debit card at the pump to pay for gas, we find that many first-time card users assume they have to go to an ATM each time they have a transaction to make.

Why did you decide to get involved with Master Your Card: Oportunidad?

Julie:

I am dedicated to empowering Latinos and helping them make informed financial decisions. MYC: Oportunidad is a perfect fit for me to continue these efforts, and offer Latinos the tools and tailored advice they need to take charge of their financial futures and to better understand how they can effectively use electronic payment technology to advance.

Why is MasterCard interested in supporting financial inclusion for Latinos? Where can our readers go for more information?

Mercedes:

There's no reason that financially underserved Latinos should have to pay more to access their hard-earned money. Through MYC: Oportunidad, we're working to help them join the financial mainstream and use today's financial tools and technologies to break the cycle of an expensive cash economy.

Whether someone is a long-time or new electronic payment user, there are information and resources available through our Master Your Card program to help them understand the technology and to choose what's right for them. I encourage everyone to visit www.masteryourcardusa.org/oportunidad/ to learn more about the resources we have to help financially underserved Latinos move to a world beyond cash and into the financial mainstream through the effective use of electronic payment technology.



LULAC TEXAS WOMEN TACKLE DOMESTIC VIOLENCE

*By: Marta Diaz, Deputy Director for Women, LULAC Texas and
Geoffrey Nolan, Communications Associate, LULAC National*

Across the United States, an epidemic is sweeping through American families, blind to race, gender, and socioeconomic status. Domestic violence is quickly becoming one of our society's most pressing public health issues, and contributes to the breakdown of millions of American families. According to the National Coalition Against Domestic Violence (NCADV), domestic violence can comprise a variety of behaviors ranging from emotional abuse and willful intimidation, to extreme cases of physical and sexual abuse. According to NCADV, each year an estimated 10 million American men, women, and children are victims of some sort of domestic abuse, the effects of which are often felt in other aspects of their lives. These effects have long-term consequences as well, with victims often experiencing psychological trauma that may remain with them long after the abuse has stopped.

LULAC Texas women saw the importance of raising awareness about

such a pressing issue in their community. According to a study by the University of Texas, an estimated 5 million Texans have experienced some sort of abuse from an intimate partner. Approximately 1 in 3 Latina women report some sort of domestic violence, and numbers among the undocumented population could be even higher. LULAC women saw the need, and offered a solution to increase dialogue among the different community stakeholders. Led by Texas State Deputy Director for Women Marta Diaz, LULAC women from across the state gathered a team of women to inform others on how to recognize the signs of domestic violence and offered potential solutions to victims. By reaching out to LULAC district directors, domestic violence shelters, law enforcement officials, and attorneys, Diaz was able to host a series of workshops aimed at informing the Texas community on this horrific issue often kept out of view of the public eye. With a generous grant from the Mary Kay



Foundation, workshops were held in McAllen, Houston, San Antonio, Laredo, Plugersville, Fort Worth and Dallas and included presentations from law enforcement officials, domestic violence shelters, and testimonies from survivors. Each workshop hosted a Q&A session and counted on the participation of 20 to 80 women in each session.

With the help of LULAC leaders, including LULAC Texas State Director Elia R. Mendoza and Past National Presidents Rosa Rosales and Margaret Moran, the workshops were a great success. For their efforts, the ladies involved in the project were recognized at the Mujeres de LULAC luncheon at the annual LULAC Texas State Convention in Lubbock, Texas.



LULAC Texas women received special recognition at the LULAC Texas State Convention for their work on raising awareness on domestic violence.

The Latinos Living Healthy Feria De Salud returns to LOS ANGELES

On September 20, 2015 LULAC hosted its third annual *Latinos Living Healthy: Feria de Salud* in Los Angeles, California at Placita Olvera with the support of the Coca-Cola Company, Pfizer Prescription Pathways, City of Hope, Southwest Airlines, and The California Endowment. Nearly 10,000 community members joined LULAC for a day of free health screenings, workshops, Zumba, cooking demonstrations, and more.

In collaboration with local health partners including the LA County Department of Social Services, the Children's Hospital of Los Angeles, and City of Hope, attendees were provided free vision, dental, and osteoporosis screenings; stroke risk testing; HIV testing; and more. Many took part in these free services and many more were connected with local health resources they can utilize throughout the year. In addition, informational materials were distributed on a variety of topics including diabetes, oral health, mental health, flu prevention, and nutrition care for expectant mothers and infants.

Jaina Lee Ortiz from FOX's *Rosewood* joined LULAC for a Zumba session sponsored by AARP, where the actress led community members of all ages in "zumba'ing" to some of their favorite beats. The LULAC Kids Corner also kept the young ones moving with hula-hoops and jump ropes. Coloring books and activities highlighted healthy lifestyle practices and encouraged kids to eat nutritious foods and be active. The biggest hit of the day was some visitors from SeaWorld including sugar gliders, alligators, an Eastern Screech owl, and a Sloth.



On September 20, 2015, LULAC hosted its third annual *Latinos Living Healthy: Feria de Salud* in Los Angeles, California at Placita Olvera with the support of:



Participants enjoyed free blood pressure, glucose, osteoporosis, and vision screenings.



10,000

community members joined LULAC for a day of free health screenings, workshops, Zumba, cooking demonstrations, and more.



The free Zumba class encouraged Feria participants to be active in a fun, more exciting way.



Over 10,000 people attended the Feria de Salud and took advantage of the free health services and family events.



Mariachi artist Fernando Allende closed out the Feria with an unforgettable concert.

Additionally, in partnership with the Volunteers of East Los Angeles (VELA), the Feria de Salud featured a farmers market, which brought fresh fruits, vegetables, and other healthy snacks. LULAC provided vouchers to all those that participated in one of the live cooking demonstrations, which were redeemable for free products from the farmers in attendance.

Local partners also provided free workshops on mental health and child car safety where a booster seat was awarded to participants. LULAC National also distributed a few items to some lucky festival participants including tickets to a Los Angeles Dodgers game, Northgate Market gift cards, a children's bicycle, Sea World family packs, and more.

More than just a health fair, the feria was a celebration of the local community and featured fun for the whole family. Vilma Diaz y La Sonora had the community dancing to their cumbia sounds, local folkloric dancers dazzled the crowd with their performances, and Latin Grammy nominated Trio Ellas serenaded the crowd. Later in the evening, Mexican singer and actor Fernando Allende closed out the event with an unforgettable mariachi concert.

LULAC and its local partners received a commendation from Los Angeles County Supervisor Hilda Solis in recognition of our commitment to the health of the Latino community in Los Angeles. By continuing the Latinos Living Healthy initiative, LULAC looks forward to continue bringing the Feria de Salud to Los Angeles and many other Latino communities across the country.



Veronica is currently pursuing her Master's in Political Communication at American University. In addition to being a full time student, Veronica is also interning in Congress through the Communications Office at the Congressional Budget Office.

Mary Janet Ramos

Federal Affairs Intern (Mar. 2015 to June 2015)

Hometown: Long Beach, CA

University: University of California, Riverside (Graduated June 2015)

Degree: Bachelor of Arts in Political Science and International Affairs

Career Goals: A career in civic engagement and political advocacy for immigrant rights.

Greatest Accomplishment at LULAC: "Making long-lasting friendships with staff and interns who have genuinely offered their guidance and support for professional development."



Mary Janet is currently a fellow for The Organizing and Leadership Academy (TOLA) in Oakland, California doing grassroots political organizing. She spearheads two different political grassroots projects in Watsonville, CA, and San Francisco, CA.

Michael Hidalgo

National Programs Intern (Mar. 2015 to June 2015)

Hometown: Pico Rivera, CA

University: University of California, Irvine (Graduated June 2015)

Degree: Bachelor of Arts in Criminal, Law and Society

Career Goal: A career that gives him the necessary work-life balance to be happy and fulfilled.



Greatest Accomplishment at LULAC: "I assisted with report writing for the Mars Healthy Communities Grant and reviewed proposals for the Ford Driving Dreams Through Education grant. My experience at LULAC gave me the professional development that I needed for the next step in my career."

IMMIGRATION

DETENTION

ESPECIALLY

DANGEROUS

FOR LGBTQ

PEOPLE

By: Marco Antonio Quiroga, National Field Officer, Immigration Equality Action Fund and David M. Pérez, Director of Development, LULAC National

For many LGBTQ immigrants, this June's historic victory – nationwide same-sex marriage – was bittersweet. Previously, President Obama failed to take LGBTQ-inclusive executive action on immigration, and comprehensive immigration reform died in the Republican-majority House of Representatives in 2013. With the decision still fresh on everyone's minds, transgender Latina activist Jen-nicet Gutierrez was thrown out of a White House Pride celebration for bringing her community into the national spotlight: transgender women trapped in immigrant detention.



In many countries, it is a crime or fundamentally unsafe to be LGBTQ. Yet when LGBTQ people flee persecution and come to the United States seeking asylum based on their sexual orientation or gender identity, they are placed in detention facilities where mistreatment and abuse run rampant. Often not understanding the broken immigration system and speaking little English, they come to believe that being LGBTQ is a crime in America, too. Honduran transgender woman and Immigration Equality client Fernanda V. stated, “I came to this country where I was mistreated and isolated in a mental ward, where I was assaulted. It was a traumatic experience.”

Detaining LGBTQ people impedes their ability to win asylum. They are 4 times less likely to win their case because they cannot gather evidence or legal resources when locked up. Even worse, they live in constant fear of being outed. They are often detained with people from the countries they fled and overseen by abusive staff with no LGBTQ competency training.

LGBTQ DETAINEES ARE
4x LESS 
 LIKELY TO WIN THEIR ASYLUM CASES



Continued on page 39

LULAC Continues Push to Inform Community on New Education Standards and Assessments, Community Sessions to Kick Off This Fall

By: Luis Torres, LULAC National Director of Policy

For the past several years, schools across the country have been revamping the way they teach and test our children. With the creation of the Common Core State Standards, developed by the National Governors Association, and voluntarily adopted by over 40 states across the country, a critical shift in instruction promises to modernize the way we prepare students for college and career.

The new standards are: research and evidence based; clear, understandable, and consistent; aligned with college and career expectations; based on rigorous content and the application of knowledge through higher-order thinking skills; built upon the strengths and lessons of current state standards; and informed by other top-performing countries to prepare all students for success in our global economy and society.¹

With new and higher standards come new and smarter tests. Two multi-state partnerships, made up of teachers, administrators, and testing experts developed these new and smarter tests to match the higher standards: Smarter Balanced Assessment Consortium (SBAC) and the Partnership for Assessment of Readiness for College and Careers (PARCC).

These new assessments are intended to measure real-world skills like critical thinking, reasoning, writing, and problem solving. They are also developed in a way that allows students to show their work. In English language arts, students will explain and justify their reasoning and answer open-ended, multi-step questions based on real-world scenarios. In math, students will solve problems and create visual representations of concepts².

Perhaps the most important aspect of these new assessments is that they will provide new and valuable information that can help parents, teachers, and students make informed decisions about classroom instruction. The assessments are developed in a way that will help identify the skills within each subject that a student has mastered and where they need more work³.

The promise of higher standards and better assessments is encouraging, but success, like any other school reform effort, depends on the support, resources, training, development, and guidance available for parents, teachers, and students. That's where LULAC comes in. While LULAC National will continue to work at the local, state, and national level to enact policy that addresses these critical points, we also commit ourselves to continuing our grassroots education campaign, to ensure that accurate information is reaching the people who need it.

As part of LULAC's work to expand the educational attainment of Latinos, we are engaging in an aggressive campaign to educate, engage, and empower Latino families with the information, resources, and tools they need to prepare for the changes that are occurring in the classroom as a result of the new standards and the new tests. LULAC will continue these efforts

through its *Ready! Set! Go! Initiative*, where we will conduct community sessions in key states to bring families information on how to prepare for the new assessments, how to read and use score reports, and engage them in a pledge campaign to fully participate in the transformation of their school instruction.

LULAC Councils wishing to participate in this campaign by hosting a community session are encouraged to contact LULAC National at (202) 833-6130. Some funds are available to assist councils in the execution of community briefings. More information on LULAC's *Ready! Set! Go! Initiative* and the Common Core State Standards is available at www.lulac.org/commoncore.



1 Common Core State Standards Initiative: <http://www.corestandards.org/read-the-standards/>

2 Be A Learning Hero: <http://belearninghero.org/classroom#classroom-tests>

3 Ibid



Vayamos Juntos



ABRÓCHATE A LA VIDA

Your safety and that of your loved ones is our number one priority. That's why, in addition to designing the safest vehicles in the industry, we partnered with Cincinnati Children's Hospital over ten years ago to co-found Buckle Up For Life (Abróchate a la Vida), a program that saves lives by teaching participants how to correctly install infant and child car seats in vehicles. To date, Toyota has provided funding for 40,000 car seats, distributed at dozens of events free of charge to families in need, and we are hopeful that our efforts are contributing to safer communities throughout the U.S.

Thank you, LULAC, for giving us the opportunity to participate as a Presenting Sponsor of your 86th Annual National Convention and Exposition and to continue raising awareness for the Buckle Up For Life program.

¡Abróchate a la Vida!

For more information go to: <http://www.buckleupforlife.org>





National Women's Conference

April 1-2, 2016, Los Angeles, CA

Turning Political Strength into Action

2016 LULAC National Women's Conference

On behalf of LULAC National Women's Commission, I invite you to participate in our 16th Annual LULAC National Women's Conference in Los Angeles, CA April 1-2, 2016. This conference will bring together influential Latinas from across the country to speak on the most pressing issues and opportunities facing women today.



This year's conference features an opportunity expo as well as professional development workshops on political action, housing, employment, health, immigration, Latina entrepreneurship and will highlight women's programs.

A special focus of this year's conference is political influence and opportunity—this topic will be very important to Latinas throughout the United States, as we look towards the election 2016.

Latinas have made tremendous strides in holding positions of influence within American society and are the key decision makers for their families when it comes to education, investing, health, purchasing and community service. Conference participants will discuss strategies to strengthen Latino families by empowering Hispanic women with the opportunities and skills for success.

The mission of the LULAC National Commission for Women is to raise the consciousness and build the capacity of Latinas of all ages throughout the country. The commission seeks to enhance the ability and opportunity for Latinas to become leaders and agents for change for the betterment of their communities and their families through education, economic development, political empowerment, leadership development health care and women's rights.

In addition to the LULAC National Women's Conference the commission will host the women's luncheon and high tea at the 2016 LULAC National Convention in Washington, DC.

Lourdes Galvan
National Vice-President for Women



2016 LULAC NATIONAL Women's Conference

2, 2016 | LOS ANGELES, CALIFORNIA

For more information
and to register, please contact
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INVESTING IN HISPANICS, *INVESTING IN FUTURE SUCCESS*

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In 2014, the U.S. Census Bureau found that the percentage of the U.S. minority population had risen to 37.9 percent, with many demographers predicting that the United States will be majority-minority by the mid-2040s. Latinos currently represent the largest minority group, comprising 17 percent of the total U.S. population. By 2060, this percentage will nearly double, and 1 out of 3 people in 2060 will be of Hispanic descent.

Accompanying this growth is a fast-growing purchasing power, translating to trillions of dollars spent across a variety of industries each year. This year alone, Hispanic purchasing power is projected to reach \$1.5 trillion, and ultimately reach \$1.7 trillion by the end of 2017. The past fourteen years has seen a 155 percent increase in Latino buying power, compared to a 71 percent increase of non-white Hispanics and a 76 percent overall increase in market growth during the same time period.

This new wave of consumers creates incredible sales and growth opportunities for U.S. businesses. IBISWorld suggests that a variety of economic sectors are predicted to grow exponentially due to the growth of the Hispanic population, including, residential buying, food (grocery and restaurants), retail, education, financial services, transportation, and entertainment and media industries.

A younger consumer market allows businesses to create strong brand loyalty from an early age that will last a lifetime. Life expectancy in the United States is at an all-time high according to the Centers of Disease Control and Prevention, and while the rest of the country is growing older, the Hispanic community remains young. The median age among Latinos is 27, substantially lower than the numbers for non-Hispanic whites, African-Americans, and Asian-Americans. Companies investing in Hispanic marketing and advertising are expected to gain a large return on their investment since Hispanics have 56.5 years of effective buying power, according to Nielsen. The longer people live, and essentially the number of younger customers currently alive, the longer they will be loyal customers to these companies. This number is bigger than those of other racial demographics. This is incredible information to have since these are the years that consumers will be continually purchasing various products. Companies cannot afford to simply think about the present, but must be proactive in making decisions that will economically benefit their businesses in the long run.

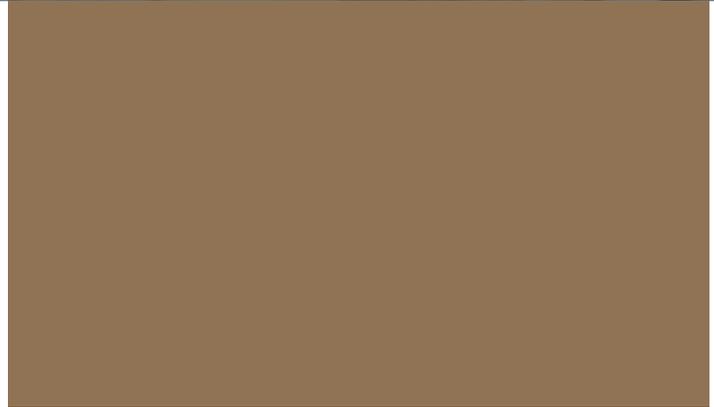
Many may think that as future generations of Hispanics are born in the United States, the Hispanic culture will ultimately fade away; however this most likely will not happen. For example, 9 out of 10 Latino parents want their children to be bilingual, and Nielsen reports that Latinos are 30% more responsive to ads with Spanish speaking talent. However this is not suggesting that the culture will remain stagnant, but reinforces that point that the culture will continually

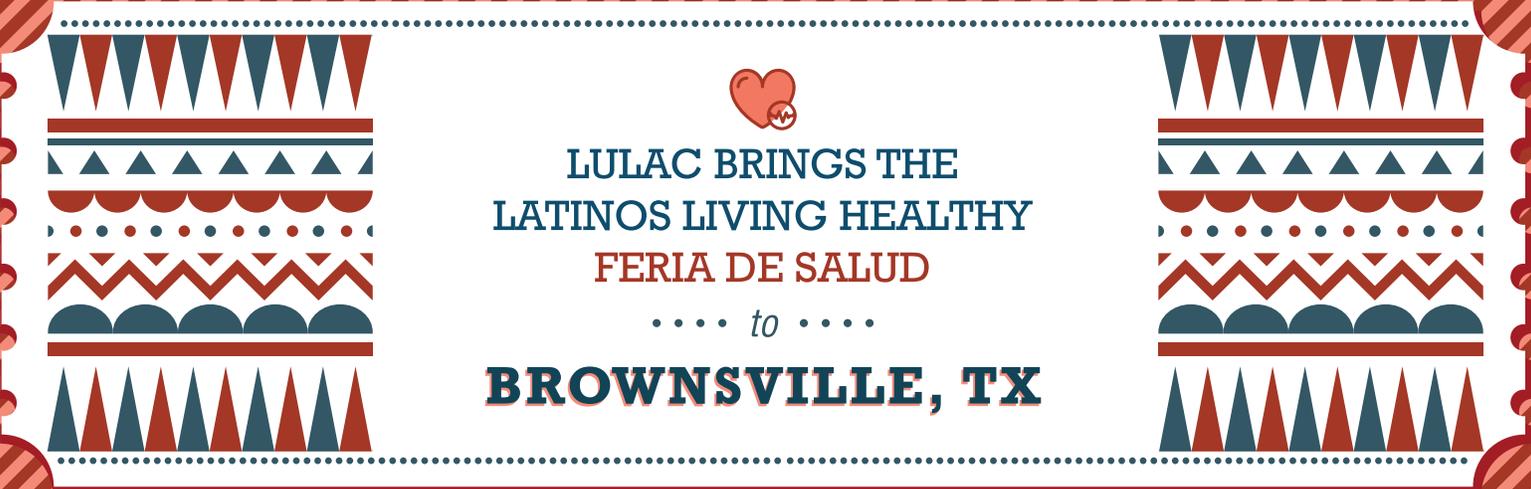


evolve to reflect cultural references in both Hispanic culture and the mainstream English language culture.

In 2012, *Advertising Age Magazine* reported seeing an increase in Hispanic media spending to \$7.9 billion. Furthermore, eMarketer expects that 72 percent of U.S. Hispanic Internet users will use social networking in 2014 compared to 68 percent of the entire U.S. population. Top Hispanic marketers have realized the amount of growth that can come with marketing geared towards Latinos and therefore companies such as Proctor & Gamble are spending \$3.8 billion on Hispanic marketing in 2014.

It is evident that the Hispanic population in the United States is growing, so why not take full advantage on it? In the corporate world, the goal is to reach as many people as possible and steer them in your direction. For businesses to be prosperous, they cannot have tunnel vision. They must look at the opportunities around them, because this one is clear. By investing in Hispanics, business will remain competitive and relevant in today's multicultural society.






**LULAC BRINGS THE
 LATINOS LIVING HEALTHY
 FERIA DE SALUD**
 to
BROWNSVILLE, TX

For the first time ever, the League of United Latin American Citizens, in partnership with Toyota, brought the Latinos Living Healthy Feria de Salud to Brownsville, Texas. On November 14, over 2,300 people joined LULAC for the festival, enjoying health, nutrition, physical activity, and fun for the whole family. Through these festivals, the Latinos Living Healthy Initiative works to connect community members with resources that encourage making healthy lifestyle choices.

The goal of LULAC's Feria de Salud is to bring health resources to areas of the country where they are needed the most. Brownsville's population is 97% Latino and is one of the poorest metro areas in the country, with 34% of its residents living below the poverty level. Additionally, 80% of Brownsville community members are either overweight or obese and one third are diabetic. LULAC was thrilled to build upon existing efforts and bring more health resources to the community.

"By providing information on the important role that healthy eating habits and regular exercise play in our daily lives, we encourage healthy living for the entire family," said LULAC National President Roger C. Rocha, Jr.

Attendees were connected with numerous local resources that provided an array of health services and information. Services provided included free screenings for diabetes, cholesterol, blood pressure, and HIV. Free dental checkups and flu shots were also provided to the community. LULAC partnered with a number of local health organizations that provided the community with information to help them continue making important healthcare decisions past the day's event.

The fair also encouraged the Latino community to make healthy food choices. Attendees were encouraged to eat healthier by incorporating more fruits and vegetables into their daily diets. Local food vendors were on hand with healthy food alternatives and demonstrated that Latino foods can also be healthy.

Children were also encouraged to lead active lives by participating in interactive activities including basketball drills, hula hoop contests, and juggling with the Crescent Circus, who took to the stage earlier in the day.



Feria de Salud sponsor Walgreens brought free flu shots to the Brownsville community.



Local healthcare providers were onsite to provide free blood pressure, vision, and HIV screenings to those who attended the feria.

LULAC brought out great entertainment throughout the day to keep attendees entertained and dancing. Attendees enjoyed the sounds of local acts Grupo Capullo Norteño and Mariachi Sol Azteca before Texas valley native Bobby Pulido took the stage. His father, Tejano legend, Roberto Pulido joined him for a special performance and delighted the Brownsville crowd.

The Brownsville Feria de Salud was made possible through a collaboration of LULAC and sponsors including Toyota, Walgreens, The Coca-Cola Company, Pfizer Prescription Pathways, and Southwest Airlines.

2,300 people joined LULAC for the festival.

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LULAC Texas members from across the state, including LULAC National President Roger C. Rocha, Jr., attended the Feria de Salud.



Tejano artist Bobby Pulido closed out the feria with a special performance for feria participants.

In detention, LGBTQ people are often unfairly segregated from other detainees, from complete isolation in solitary confinement to group holding cells where they are easy targets for harassment and abuse. Detention staff misgender transgender women, locking them up with men and putting them at extremely high risk of sexual assault. They are denied transition-related care and humiliated for being transgender.

LULAC and Immigration Equality partnered to raise awareness about this issue, producing co-branded bilingual banners used throughout Pride month celebrations with the messages, “Detention is Dangerous for LGBT Immigrants” and “Stop Detaining Transgender Immigrant Women in Male Detention Facilities”. We engaged LGBT audiences on the issues of LGBTQ detention at Pride parades and festivals across the country including Los Angeles, New York, and Washington, D.C.

In the early fall, Immigration Equality homed in on ICE’s plan to segregate transgender women at the isolated, rural Adelanto Detention Facility in Southern California. Adelanto Detention Facility staff have made egregious errors in medical care, leading to at least one death, and failed to adequately report sexual assault. Adelanto is also a four-hour round trip from downtown L.A., where most Southern California lawyers specializing in LGBT asylum are located, leaving LGBTQ immigrants with no hope of finding representation. We devoted our policy efforts in August to stopping the transfer of transgender women to Adelanto Detention Facility.

While Adelanto Detention Facility is one of the worst cases of transgender detention, transgender detainees will not be safe in any other detention facility. DHS and ICE have proved they cannot house LGBTQ people safely. There are countless instances of humiliation, abuse, and assault of LGBTQ people in detention, by both staff and guards. The only humane solution is immediate release. For more information on how you can help, email policy@immigrationequality.org.



A photograph of three children lying on their backs on a lush green lawn. At the top is a girl with long dark hair wearing a bright blue t-shirt with a sequined graphic. In the middle is a girl with brown hair wearing a blue button-down shirt. At the bottom is a young boy with dark hair wearing a red and white polo shirt. A red ball is partially visible in the bottom right corner.

The
things
you care
about are
the things
we care
about
too.

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