

# 2014 WOMEN'S CONFERENCE



# Leadership Initiatives Inspired by Influential Latinas

Working to Advance  
the Agenda for Latinas in  
the U.S. and Puerto Rico Page 18

**Elsie Valdés Ramos**

*LULAC National Vice President for Women  
and Chair of the Women's Commission*

Brands you love,  
**QUALITY & VALUE**  
you deserve.

*Boston Store*  
bostonstore.com





28 de marzo de 2014

Mujeres LULAC  
Estados Unidos y Puerto Rico

Apreciadas Comisionadas y Socios de LULAC,

**H**oy me dirijo a ustedes como Vicepresidenta Nacional de la Comisión de Mujeres LULAC para darles la más cordial bienvenida a Milwaukee, Wisconsin y agradecerles su participación en la Conferencia Nacional de Mujeres LULAC del 28 al 30 de marzo.

El tema de la Conferencia 2014 es *“Iniciativas de liderazgo inspiradas por Latinas prominentes,”* estableciendo que constituimos el grupo de mayor crecimiento en los últimos años.

Las Latinas han ingresado con fuerza en las empresas de los Estados Unidos y Puerto Rico. Se calcula que entre el 2002 al 2012, el número de trabajadoras Latinas crecerá en 2.8 millones, llegando a representar el 28.8 por ciento del total de las mujeres trabajadoras en Estados Unidos. Estos datos dejan atrás el cuadro de la mujer latina ama de casa y separada de la fuerza laboral.

Recientemente, en diferentes actividades de la Comisión Nacional, a través de la nación les hablé sobre el impacto fundamental que representa la Latina en la economía estadounidense, y la contribución significativa de las trabajadoras latinas no sólo a nivel del crecimiento financiero y la seguridad de sus hogares, sino a nivel de la economía nacional.

Asimismo, les digo que según el más reciente Censo de los Estados Unidos, la población hispana aumentó un 43 por ciento en la última década, entre 2000 y 2010.

De hecho, se estima que en el año 2042 la población “blanca” en la fuerza laboral dejará de ser mayoría en los Estados Unidos. El crecimiento de la población Latina llegará a tal punto que para el 2050, la primera minoría entre los niños (39%) será latina, superando así a los no latinos (38%).

Ante esta realidad irrefutable, el compromiso de la Comisión Nacional de Mujeres de LULAC es continuar desarrollando la conciencia y aumentando la capacidad de las latinas de todas las edades tanto en Puerto Rico como en los Estados Unidos para que tengan la oportunidad de convertirse en líderes y agentes de cambio para el mejoramiento de sus comunidades y sus familias.

Nuestra Comisión siente gran orgullo en servir a LULAC sobre todo por ser Latinas. El 2013 y 2014 estuvieron llenos de logros para la Comisión Nacional de Mujeres que organizó conferencias en Arizona, Florida, California, Nueva York, Puerto Rico, Texas e Illinois.

Antes de cerrar, quiero mencionar que este año culminaremos en Nueva York celebrando los logros alcanzados por las Comisiones. Una vez finalicemos aquí en Milwaukee, comenzaremos con los preparativos de la Convención Nacional, nuestro tradicional High Tea Hall of Fame (merienda), el almuerzo y los talleres de apoderamiento de las mujeres. Continuemos con el ánimo de siempre, sigamos en ruta hacia la Gran Manzana, Nueva York.

Elsie Valdés Ramos

Vicepresidenta Nacional de Mujeres LULAC





# National Women's Commission

[www.LULAC.org/about/Commissioners/](http://www.LULAC.org/about/Commissioners/)



**Margaret Moran**  
*LULAC National President  
1st Vice-Chair*



**Elsie Valdés Ramos**  
*National V.P. for Women  
& Chair for the  
Women's Commission*



**Regla Gonzalez**  
*Immediate Past V.P. for  
Women, MA*



**Rosa Rosales**  
*Immediate Past National  
LULAC President*



**Belen Robles**  
*Past National President  
El Paso, TX*



**Zaira Alicia Fosse**  
*Commissioner  
Florida*



**Aidita Fernandez**  
*Commissioner  
Florida*



**Brenda Estrada**  
*Commissioner  
Arizona*



**Nora Venegas**  
*Commissioner  
Tyson Foods, Inc.*



**Mickie Solorio Luna**  
*Natl. V.P. for the Farwest  
California*



**Asenet Totsy Armadillo**  
*Commissioner  
Texas*



**Gus Viano**  
*Corporate Voting  
McDonald's*



**Sanjuanita Gonzalez**  
*Commissioner  
Texas*



**Alicia Rios**  
*Commissioner  
Indiana*



**Dineen Garcia**  
*Corporate Honorary  
Macy's, Inc.*



**Norma Hiraldo**  
*Commissioner  
Puerto Rico*



**Sobeida Cruz**  
*Commissioner  
New York*



**Joe Avila**  
*Corporate Honorary  
Ford Motor Fund*



**Carolina Muñoz**  
*National Fiscal Officer*



**Connie Martinez**  
*National Secretary*



**Rudy Beserra**  
*Corporate Honorary  
The Coca-Cola Company*



**Lupe Torres**  
*Chaplain*



**Patricia Roybal**  
*Parliamentarian*



**Baldomero Garza**  
*Men's Representative*



**Maritza Bosques**  
*Link between the Women's  
VP and National Staff*

**Clarissa Urteaga**  
*Commissioner  
Texas*

**Erica Baca**  
*Commissioner  
New Mexico*

**Angelina Guajardo**  
*Commissioner  
Texas*

**Analhi Rey**  
*Commissioner  
Texas*

*Una mujer fuerte no teme a nada, mientras que una mujer de fortaleza demuestra su valor en medio de su temor.*



## League of United Latin American Citizens



Photo by Luis Nuño Britones

Greetings!

We are proud to host the LULAC National Women's Conference in Milwaukee, Wisconsin.

LULAC's work in civil rights, education and equal opportunity has helped Hispanic women from across the country ensure a better way of life for themselves and their families. The LULAC National Women's Conference brings awareness to the issues that have the most impact on the lives of Latino women in the United States.

LULAC knows the lasting returns on investment that education and empowerment of women have on our community. In that vein, LULAC has pioneered programs that are focused on providing girls and women with the education, training, and resources they need to achieve and sustain productive and healthy livelihoods for themselves and their families.

The LULAC Women's Conference provides the kind of workshops and speakers that are vital to women and young girls who want an opportunity to live up to their potential and realize their every dream. Aside from being an opportunity for growth and development, this conference also celebrates women's achievements from every sector and recognizes the generation of women who came before us and on whose shoulders we stand on.

The women's conference is bringing a variety of panel experts to lead educational workshops on education, health sessions focused on the elderly, women empowerment, and other women's issues that range from domestic abuse to sex trafficking.

The National Women's Commission is proud to bring these critical workshops in the areas that have tremendous impact on women's lives – we hope that with education and awareness we can begin to break down the barriers that prevent women from achieving their full potential.

The mission of the Women's Conference continues to be focused on bringing resources and information that raise the national consciousness of women everywhere. Now, more than ever, as we see our changing demographic shift the political landscape, we must ensure that our voices are heard.

Get ready for a powerful Women's Conference in Milwaukee!

Sincerely,

Margaret Moran  
LULAC National President

## Women's Leadership Awards

- Diana Valencia, Wisconsin Deputy State Director for Women
- Lourdes Ribero, State Director for Ohio
- Mary Campos, LULAC Member and Community Activist
- Yolanda Santos Adams, Wisconsin State Treasurer
- Teresa Mercado, Council #319 and Executive Director of the Wisconsin Hispanic Scholarship Foundation (WHSF)
- Maggie Rivera, Immediate Past Vice President for Midwest
- Alicia Rios, National Commissioner for Women
- Rose Mary Bombela-Tobia, State Director Illinois
- Maria de Lourdes Pizana, Past V.P. for Youth Adults
- Marilyn Zayas Davis, Esq., LULAC Member & Legal Advisor, Ohio Chapter



### THANK YOU

#### The LULAC Women's Commission thanks the following Milwaukee host committee members and organizations:

- |  |  |
|--|--|
| ▪ Alicia Rios, Midwest Region Women's Commissioner     | ▪ Darryl D Morin, LULAC National V.P. for Midwest  |
| ▪ Dr. Arturo Martinez, State Director                  | ▪ Eileen Figueroa, State Secretary                 |
| ▪ Diana Valencia, Deputy State Director of Women       | ▪ Crisela Zavala, President, LULAC Council #330    |
| ▪ Bevin Christie, Deputy State Director For Youth      | ▪ Juan Carlos Ruiz, President, LULAC Council #332  |
| ▪ Yolanda Santos Adams, State Treasurer                | ▪ Oscar Tovar, Office Mayor Tom Barrett            |
| ▪ Maria Castrejon Perez, Deputy State Director-Elderly | ▪ Jose Rey Palacios, President, LULAC Council #320 |

#### Volunteers/Colaboradores

- |                         |                          |                               |
|-------------------------|--------------------------|-------------------------------|
| ▪ Adriana Ramirez       | ▪ Kelly Ramirez          | ▪ Rebecca Arrichiello         |
| ▪ Betty Suarez          | ▪ Laura Gramling Perez   | ▪ Rosa linda Ortega           |
| ▪ Blanca Sandoval - Gil | ▪ Laura Vasquez          | ▪ Rosa Salinas - Hultman      |
| ▪ Cain Oulahan          | ▪ Lidia Hernandez Guizar | ▪ Sara Abigail Rosario Nieves |
| ▪ Carolina Padilla      | ▪ Lily Alvarado          | ▪ Sofia Mendoza               |
| ▪ Christine Almeida     | ▪ Linda Solis            | ▪ Steve Avila                 |
| ▪ Dulce Rosas           | ▪ Luz Sosa               | ▪ Toni Ordonez-Hodge          |
| ▪ Fela Salinas          | ▪ Maria Martinez         | ▪ Wendy Montes De Oca         |
| ▪ Jaime Alvarado        | ▪ Norma Cortese          | ▪ Yubi Suarez                 |
| ▪ José Salinas          | ▪ Patricia Kraker        |                               |

Layout/design & printing of the LULAC Women's conference program  
by Luis Nuño Briones ☪ www.LUNUBRI.net

#### Women's Conference Sponsors

Ruby



Ford Motor Company

Pearl



Sapphire

*Boston Store*



*Walgreens*

*The Coca-Cola Company*



Partners





TAMMY BALDWIN  
UNITED STATES SENATOR

March 28, 2014



Estimadas Amigas,

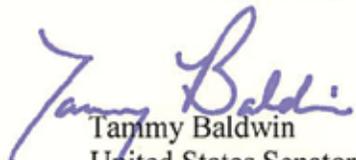
¡Bienvenidas a la Conferencia Nacional de Mujeres en Wisconsin! I am pleased the 2014 LULAC National Women's Conference is being held in Milwaukee this year!

This event is an excellent opportunity for Latinas to come together and help one another advance their professional and personal development. LULAC has done wonderful work in Wisconsin, advocating on issues important to Latino families and their communities. I am grateful for your efforts to provide legal support for those in need, donating food for the hungry, and ensuring our children have warm clothes during our cold winters.

I also would like to give a special thanks to the Latino leaders of LULAC—National Vice President for the Midwest Darryl Morin, National Vice President for Women Elsie Valdes-Ramos, and Wisconsin State Director Dr. Arturo Martinez, for all of their work and leadership.

I am eager to see your continued success in our great state!

With all best wishes,

  
Tammy Baldwin  
United States Senator

NOT PRINTED AT GOVERNMENT EXPENSE



Dear conference participants,  
¡Bienvenidos! As the LULAC National VP – Midwest Region, it is with great excitement that I welcome you to America’s Heartland for the 2014 LULAC National Women’s Conference! Throughout the conference you are going to hear from nationally recognized speakers addressing the most important issues

facing Latinas. I invite you to make the most of your visit here at our conference and in the great city of Milwaukee, as together we learn of “Leadership Initiatives Inspired by Influential Latinas!”

Today, America’s Midwest Region is representative of the most of America. It has a growing, hardworking Hispanic population, with Latinas playing an ever increasing role in government, business and non-profit sectors. Where we have strong Latinas, we have strong families, economies and communities.

Here at the conference, you will have an opportunity to meet the LULAC National Leadership team, elected officials, browse our exposition, attend Latina empowering workshops and more. You can also meet LULAC members from Wisconsin that combined have awarded over \$1,000,000 in college scholarships, developed and implemented a model dual enrollment program helping high school students graduate and then transition to college, partnered with the private sector to award over \$600,000 in grants to improve the quality of education in Wisconsin and much, much more.

I would like to thank LULAC National President Margaret Moran, National VP for Women Elsie Valdes Ramos and the LULAC National Women’s Commission for selecting Milwaukee, Wisconsin as the site for this year’s conference. I would also like to thank Ms. Alicia Rios, Midwest Women’s Commissioner and Ms. Diana Valencia, Wisconsin Deputy State Director for Women for their leadership in planning the conference and to State Director Dr. Arturo Martinez and all the volunteers for their assistance in making this conference a reality.

If you have any questions, please do not hesitate to approach me during the conference or any of our volunteers as we are here to ensure you have a great experience here in Milwaukee.

Once again, welcome to Wisconsin!

Darryl D Morin  
LULAC National Vice President for Midwest Region

## LULAC National Women’s Commissioner Midwest Region

Welcome!

On behalf of the Women of the League of United Latin American Citizens (LULAC) we welcome you to the LULAC National Women’s Conference “Leadership Initiatives Inspired by Influential Latinas”.



Our goal is to create an educational conference with emphasis on issues affecting today’s diverse women. The informational discussions will focus on health, education, government and leadership. We hope this conference will empower women by learning about options and resources available to them, so they can in turn have a better quality of life.

Enjoy the conference and please take time to network, visit all the exhibit booths and take advantage of the resources available to you. I personally want to thank everyone, especially all the women for working in their communities and for being the core foundation of the family unity.

I would like to acknowledge all of our sponsors, exhibitors, panelists and committee members. We sincerely appreciate the opportunity to create a forum where women can obtain information to help them promote a strong healthy and wealthy community.

Respectfully,

Alicia Rios  
LULAC National Women’s Commissioner  
Midwest Region

RON JOHNSON  
WISCONSIN

United States Senate

WASHINGTON, DC 20510

COMMITTEES:  
BUDGET

COMMERCE, SCIENCE  
AND TRANSPORTATION

FOREIGN RELATIONS

HOMELAND SECURITY AND  
GOVERNMENTAL AFFAIRS

SMALL BUSINESS AND  
ENTREPRENEURSHIP

March 29, 2014



LULAC National Women's Commission  
National Vice President for Women, Ms. Elsie Valdes Ramos  
1133 19th Street, NW, Suite 1000, Washington DC 20036

Dear Ms. Valdes Ramos and LULAC Conference Attendees:

It is my pleasure to welcome you to the great city of Milwaukee, Wisconsin, proud host of the League of United Latin American Citizen's National Women's Conference.

I commend the efforts of LULAC to elevate Hispanic social conditions through education, economic development, political empowerment and leadership development. As the oldest and largest Hispanic organization in the United States, you are poised to positively affect many communities nationwide. I wish you a successful conference and am confident you will enjoy the welcoming nature of Wisconsin's largest city.

Best wishes for an enjoyable and productive event and continued success with the goals you have established for your local communities.

Sincerely,

A handwritten signature in blue ink that reads "Ron Johnson". The signature is fluid and cursive, with a long horizontal stroke at the end.

Ron Johnson  
United States Senator

WASHINGTON OFFICE:  
328 HART SENATE OFFICE BUILDING  
WASHINGTON, DC 20510  
(202) 224-5323

OSHKOSH OFFICE:  
219 EAST WASHINGTON AVENUE, SUITE 100  
OSHKOSH, WI 54901  
(920) 230-7250

MILWAUKEE OFFICE:  
517 EAST WISCONSIN AVENUE  
ROOM 408  
MILWAUKEE, WI 53202  
(414) 276-7282

<http://www.ronjohnson.senate.gov>



Respetadas Comisionadas y Compañeras LULAC,

**E**n las próximas horas estaremos dando comienzo al evento más característico que se lleva a cabo en nuestra organización, la Conferencia Nacional de Mujeres LULAC 2014, un evento oficial que ha alcanzado ser uno de los acontecimientos más importantes y que forma parte de los foros nacionales que produce LULAC.



Hemos visto cómo en los últimos años la Conferencia ha alcanzado notoriedad nacional gracias a los esfuerzos que integra a las Comisionadas, a la ciudad sede, a las mujeres y líderes hispanas que representan los 50 Estados, Puerto Rico y a LULAC Nacional.

La región del sureste, la cual represento, tiene unas Comisionadas que son el orgullo de nuestra región y ejemplo nacional, tal como Norma Hiraldo, Aída Fernández y Zayra A. Fosse.

LULAC, hoy por hoy, es la organización voluntaria que más faculta a los hispanoamericanos y genera fuertes comunidades latinas. Su sede en Washington, DC, coordina programas, orientaciones y servicios a los concilios sobre mejoramiento. Esta organización también aboga por el avance de las condiciones económicas, los logros educativos, la igualdad e influencia política, la salud, vivienda, los derechos de los inmigrantes, derechos civiles de hispanos y puertorriqueños con programas comunitarios que operan en sus concilios LULAC en toda la nación americana y Puerto Rico.

La Conferencia Nacional de Mujeres LULAC seleccionó para este año su sede en Milwaukee, la ciudad más poblada del estado de Wisconsin y la casa de los Milwaukee Brewers (Béisbol) y los Milwaukee Bucks (Baloncesto).

El centro de la conferencia será el Hotel Hyatt Regency del Distrito de Convenciones de Milwaukee, Wisconsin desde el viernes 28 hasta el domingo 30 de marzo.

Este año hay que reconocer que ha sido un año lleno de logros en todos los concilios, las comisiones, pero más aún, un abrumador crecimiento de concilios nuevos. Por tal razón concluiremos este periodo de triunfos en la Gran Manzana, Nueva York, con la Convención Nacional de LULAC 2014 que tendrá lugar en julio en el New York Hilton.

Cordialmente

Juan Carlos Lizardi  
National Vice President for the Southeast  
Bayamón, PR

RECONOCIMIENTO A

## Liliana Rañón



*“Una amiga es una hermana de la vida, con ella compartes tus más íntimos secretos, aventuras y hasta tristezas. Por ello, que mejor que agradecerle todo lo que hemos compartido, su dedicación, profesionalismo, moderación, fidelidad, positivismo, alegría y que mejor que hacerlo con algunas frases de agradecimiento”*

Hoy como V.P. Nacional de Mujeres y junto a todas mis comisionadas, queremos reconocer y agradecer a la compañera Liliana Rañón, quien el pasado 3 de enero de 2014 se unió al equipo de trabajo del Presidente Barack Obama, para asumir el cargo de oficial en la oficina Intergubernamental y de Asuntos Externos en el Departamento de Salud y Servicios Humanos de los Estados Unidos (HHS) donde trabajará en un sinnúmero de asuntos de salud pública incluyendo la implementación de la Ley de Asistencia Asequible (Affordable Care Act).

Enhorabuena, eres una orgullo de la mujer Latina y la organización LULAC!

Elsie Valdés Ramos

Vicepresidenta Nacional de Mujeres LULAC



**SCOTT WALKER**  
**OFFICE OF THE GOVERNOR**  
**STATE OF WISCONSIN**

P.O. Box 7863  
MADISON, WI 53707

March 14, 2014



Greetings!

On behalf of the citizens of Wisconsin, I would like to officially welcome the members of the League of United Latin American Citizens to their National Women's Conference at the Hyatt Regency in Milwaukee.

Your mission is to advance the economic condition, political influence, housing, health, and civil rights of Hispanics. With that in mind, I hope that everyone is aware that Wisconsin is "Open for Business." My Administration stands ready to assist anyone interested in opening, expanding, or creating a business or in creating new jobs in our great state. We are also committed to education in Wisconsin, and we appreciate the many workshops and seminars that you are hosting which are aimed at Latina youth and young adults, with an overall goal of improving education.

May I also express my gratitude for the contributions made by Latinas in Wisconsin and across the country which you are recognizing during the conference.

In closing, the City of Milwaukee offers a wide variety of outdoor and indoor activities, and entertainment everyone can enjoy. On behalf of the State of Wisconsin, please accept my welcome and invitation to experience all that the Milwaukee area has to offer. I hope you will enjoy your visit, and I wish you the best for a successful conference!

Sincerely,

A handwritten signature in black ink, appearing to read 'Scott Walker', with a long horizontal flourish extending to the right.

Scott Walker  
Governor

*WISCONSIN IS OPEN FOR BUSINESS*

WWW.WISGOV.STATE.WI.US ■ (608) 266-1212 ■ FAX: (608) 267-8983

# driving a brighter future



Ford salutes LULAC on its Annual Women's Conference.  
Thank you for your partnership!

[www.community.ford.com](http://www.community.ford.com)



Tom Barrett  
Mayor, City of Milwaukee

March 28, 2014



GREETINGS!

On behalf of the City of Milwaukee, I would like to extend a warm welcome to all the attendees of the 2014 League of United Latin American Citizens National Women's Conference.

Milwaukee's exciting attractions and a lively downtown area, combined with its renowned warmth and hospitality, assure all participants of a memorable visit. The magnificent kinetic "wings" of the lakeside Milwaukee Art Museum welcome visitors to experience its world-class collections. Interactive science, technology, and water science exhibits beckon at neighboring Discovery World. The one-of-a-kind Harley-Davidson Museum dazzles with its exhibits featuring motorcycles, history and American pop culture.

You will find lively entertainment and a tempting array of dining options throughout the city. A charming RiverWalk links downtown to Milwaukee's Historic Third Ward, where unique shopping awaits at the Milwaukee Public Market, featuring everything from locally made chocolates to spices, wine and seafood. The unique neighborhoods of Old World Third Street, Walker's Point, Brady Street and Dr. Martin Luther King Drive all invite you to experience the City's rich cultural tradition and diversity.

I hope you have the opportunity to explore Milwaukee and see all our City has to offer. Best wishes on a successful conference!

Sincerely,

A handwritten signature in black ink that reads "Tom Barrett".

Tom Barrett  
Mayor



# Leading Latino Civil Rights Organization Endures Heat of Education Equity Battle

Prioritizing the implementation of the Common Core State Standards, the inequities of the Elementary and Secondary Education Act (ESEA) waivers, and the expansion of national broadband access in schools, LULAC has been at the forefront of education policy. As an advocate, you are highly encouraged to focus your local leadership and protect vulnerable students in the following three areas.

## Adoption and Implementation of Common Core State Standards

To date, 48 states, as well as the District of Columbia, have agreed to adopt and implement the Common Core State Standards (CCSS). The Common Core State Standards Initiative is a state-led effort that established a single set of clear educational standards for kindergarten through 12th grade in English language arts and mathematics that states voluntarily adopt. The standards are designed to ensure that students graduating from high school are prepared to enter credit bearing entry courses in two or four year college programs or enter the workforce. The standards were created to be clear and concise to ensure that parents, teachers, and students have a clear understanding of the expectations in reading, writing, speaking and listening, language and mathematics in school. Thanks to the support of Univision and others, LULAC National's education policy team has been able to launch an educational campaign to inform the Latino community in key states like Florida, California, New York, and New Mexico about the CCSS. LULAC has been able to distribute materials, hold town halls, workshops, and other events, develop advocacy toolkits, and much more. For more information, please visit [www.LULAC.org/commoncore](http://www.LULAC.org/commoncore).

## ESEA Waivers from the Department of Education

The delay in Congress' ability to reauthorize the Elementary and Secondary Education Act (ESEA) has presented multiple issues with the enforcement of expired provisions. In 2011, the Department of Education (ED) announced that it would allow states to request flexibility waivers for the ESEA which would exempt the states from

monitoring the implementation of the waivers across states and has been working with coalition partners to inform the community regarding some of the concerns around the loosening of accountability in state submitted and approved waiver applications. LULAC has convened education experts for various workshops both for the LULAC Legislative Conference and National Convention to provide the community with more information.

In addition, LULAC joined 9 other



having to abide by certain provisions of the ESEA legislation in return for a state's commitment to implement robust accountability and intervention plans. To date, ED has granted waivers to states exempting them from specific requirements of the ESEA to nearly 40 States and the District of Columbia.

As a member of the Campaign for High School Equity (CHSE), LULAC has been

civil rights organizations in releasing an analysis of ESEA in waivers. The 2012 white paper illustrates that the waivers could weaken efforts to highlight inequities, narrow achievement gaps, and improve education for all students. This raises questions as to whether or not struggling students will receive the support and services they



# Organization Endures Heat of Education Equity Battle

desperately need and deserve. For more information, please visit [www.LULAC.org/educationissues](http://www.LULAC.org/educationissues).

## Broadband Access in 99% of Schools

LULAC has partnered with the Alliance for Excellent Education, among other organizations, to expand E-Rate to ensure that 99 percent of schools have broadband within 5 years. E-Rate is a federal program that provides discounted telecommunication services to schools, school districts, and libraries which are based on urban/rural location as well as on percentage of students in poverty, measured by eligibility for free or reduced lunches.

Today, E-Rate needs to be modernized and expanded in order

to keep up with demand and serve more students. E-Rate needs to be simplified, so schools are not discouraged and turned away by a complex application process. It needs to be upgraded to focus on more modern technology. The funding available for E-Rate must be increased to bring America's classrooms into the digital age. E-rate is administered by the Universal Service Administrative Company under the oversight of the Federal Communications Commission.

According to the U.S. Government Accountability

Office, approximately 83 percent of public schools, 14 percent of private schools, and 51 percent of libraries participate in E-Rate. In 1996, only 14 percent of classrooms had internet

service; today, 94 percent do!

Sign LULAC's petition to contact the FCC to urge for the modernization and expansion of the E-Rate program at <http://lulac.org/advocacy/alerts/contact-fcc-to-urge-them-to-modernize-and-expand-the-erate-program>. Learn more about 99in5 at <http://99in5.org>.



## GUIDED TO Lead and Succeed



At Catholic Memorial High School, we educate students as individuals, intellectually and spiritually. Our curriculum prepares students to not just be ready for college, but to succeed when they get there and become leaders who serve the Church and the world.

Additionally, our athletic opportunities, club offerings and school activities provide students many avenues to pursue their interests, cultivate their talents and develop strong leadership skills:

- One of only eight schools in Wisconsin that has earned International Baccalaureate accreditation
- 23 athletic teams
- 19 clubs and more than 20 additional activities, including theater, dances and intramural sports
- Numerous service opportunities



To learn more, visit [catholicmemorial.net](http://catholicmemorial.net) or call 262-542-7101 and speak to an admissions counselor today.

Educate. Guide. Prepare. Serve.

# Apoyando las Iniciativas de Liderazgo que Han Inspirado a Latinas Prominentes

Por Elsie Valdés Ramos, Vicepresidenta Nacional de Mujeres LULAC

El liderazgo puede ser definido como la acción de dirigir un grupo de personas o una organización reconociendo principalmente la ética, el honor, la disciplina y los valores.

En los últimos años LULAC ha hablado mucho sobre el desarrollo de liderazgo entre las latinas utilizando como regla que los líderes saben lo que valoran y reconocen la importancia del comportamiento ético. Los líderes más exitosos demuestran sus valores morales y éticos al momento de liderar, ya que su proceder debe ser visto ante todo lo demás.

Hoy me llena de alegría que nuestro evento cumbre, la Conferencia Nacional de Mujeres LULAC 2014 “Iniciativas de liderazgo inspiradas por Latinas prominentes”, en la ciudad de Milwaukee, Wisconsin, es una realidad.

Un año ha transcurrido desde la última Conferencia Nacional que se llevó a cabo en Puerto Rico. Ha sido un año lleno de dinamismo, desafíos, logros y sobretodo apoderamiento de nuestras Latinas.

Hemos discutido cómo la mayoría de los norteamericanos despertaron a la realidad de las características demográficas latinas después que los resultados del Censo 2010 fueran publicados. Las personas sabían de su presencia, especialmente en áreas donde los latinos e hispanos se han establecido por generaciones, pero los números mostraron ser más relevantes de lo esperado.

En el otoño del 2013 le escribí una carta a la señora Valerie Jarrett, la asistente y experta asesora del Presidente estadounidense Barack Obama en el área de relaciones intergubernamentales de Casa Blanca y presidenta de la comisión de las Mujeres y las Niñas. Le expresé que nos llenaba de gran orgullo el ver cómo su administración y las comisiones que ella lidera han logrado mucho a favor de las mujeres y las niñas en los 50 estados. De la misma forma estamos conscientes de los esfuerzos de la administración Obama para promover la igualdad de la mujer en toda la nación, excepto para las mujeres en Puerto Rico, donde carecemos de derechos de igualdad.

Esta exclusión de las mujeres de Puerto Rico empaña un esfuerzo histórico y sin precedente de esta administración y de nuestro jefe en comando de las milicias

para apoyar el avance de las mujeres puertorriqueñas con el derecho al voto por el presidente de los Estados Unidos.

El jueves 12 de septiembre, a través de los medios de comunicación en varios mercados hispanos de Estados Unidos, tuve que desaprobador que alrededor de cien mujeres fueran arrestadas después de bloquear una transitada avenida frente el Capitolio y por este medio agradezco a las Comisionadas nacionales que me indicaron lo ocurrido para poder tomar la acción apropiada.

He reiterado mi apoyo a las acciones pacíficas, firmes en nuestros reclamos, con un justo fin y positivo de parte de todas las mujeres y las mujeres hispanas. Les di mi apoyo públicamente a las 100 mujeres arrestadas por manifestarse en Washington DC para exigir a los legisladores la aprobación de una reforma migratoria integral con vía a la ciudadanía para unos 11 millones de indocumentados.

El 28 de septiembre nos visitó en Puerto Rico la congresista Nancy Pelosi (D-CA), ocasión en la cual como VP Nacional de la Comisión de Mujeres y junto a la comisión estatal de PR le entregamos una petición para que intervenga y legisle por las mujeres puertorriqueñas para obtener el voto presidencial y los programas de salud extensivos a todos los inmigrantes. La legisladora norteamericana tomó el reclamo del voto presidencial para la mujer ciudadana de los Estados Unidos (EEUU) residentes en la Isla. En nuestra reunión privada le expliqué a la congresista estadounidense que ese derecho civil de las mujeres puertorriqueñas ha quedado tal y como se estableció en 1929 cuando se otorgó el derecho al voto a las mujeres mayores de 21 años que supieran leer y escribir, necesitando consideración para la época actual.

El pasado 19 de noviembre de 2013 estuvimos reunidas en la Casa Blanca para oficialmente presentarle nuestra petición con las 500 firmas de mujeres puertorriqueñas a David Agnew, Co-Presidente del Grupo Especial de Trabajo de PR para el Presidente Obama y a Avra Siegel, Directora de la Comisión del Presidente de Mujeres y Niñas.

El viernes 22 de noviembre de 2013 celebramos la Segunda Mesa Redonda de Latinas de la Comisión de Mujeres LULAC, Capitulo de Nueva York. Allí destacamos el



valioso papel de las latinas para impulsar la prosperidad en nuestras comunidades hispanas en la nación americana, destacando la labor de Sobeida Cruz, comisionada de Nueva York.

También celebramos el buen artículo que publicó el periódico El Paso Inc. sobre el éxito que obtuvo la Séptima Conferencia Anual de Mujeres LULAC. Tenemos una deuda de gratitud con Belén Robles por su interés en la actividad. La actividad fue patrocinada por la Comisión Nacional de Mujeres y el Capitulo LULAC Distrito 4, y se llevó a cabo el 2 de noviembre, mientras el Hotel Doubletree fue el escenario de la reunión anual.

Comenzamos el 26 de enero de 2014 con la conferencia regional de mujeres LULAC en San Antonio, TX logrando la integración de mujeres veteranas y personas de edad avanzadas. Luego nos fuimos a Tucson, Arizona en la presentación múltiple de la Mesa Redonda presentando el crecimiento acelerado de mujeres profesionales en la región y hombres hispanos destacados, tal como Richard Fimbres.

Como líder de la Comisión Nacional de Mujeres LULAC apoyé el deseo de la Administración actual para que todas las mujeres hispanas tengan las mismas posibilidades que este país le ha brindado a muchas otras ciudadanas estadounidenses. Conuerdo con las mujeres republicanas en que la agenda nacional no estará completa si las Latinas ven el sueño americano como una promesa vacía. Estados Unidos tiene que hacer más para asegurar que la economía nacional rinda homenaje a la dignidad del trabajo.

En días recientes me dirigí a los medios de comunicación nacional y local, desaprobando que el Sistema de Retiro de Maestros de Puerto Rico fuese alterado por el gobierno y por la mayoría parlamentaria de la Isla y que también se esté violando sus derechos civiles al añadir años de servicio para poder jubilarse.

Hoy nos encontramos en Milwaukee estableciendo que las mujeres en LULAC son la punta de lanza para el logro del sueño Americano.



*“At McDonald’s, diversity and inclusion is everybody’s business. From the board room to the crew room, we are all accountable to grow our business profitably. We embrace all the dimensions of diversity and leverage the differences that make us strong as we strive to meet the needs of our 69 million customers every day.”*

Don Thompson,  
President & CEO,  
McDonald’s Corporation



# Working to Advance the Agenda for Latinas in the U.S. and Puerto Rico

By *Elsie Valdes Ramos*, LULAC National Vice President for Women  
Translated into English by *Manuel Hernández-González*, Public Relations Lic # R 440

Serving as LULAC's National Vice President for Women and Chair of the Women's National Commission has been one of the most important experiences in my career.

The 2013 National Conference of Women in Puerto Rico was a rewarding experience for all of us, and our Commissioners had the opportunity to meet and to reflect on past achievements. We focused on new areas to develop, grow and work towards "advancing the agenda for Latinas in the U.S. and Puerto Rico".

LULAC's Agenda has been leading the Latino community-wide effort to identify a strong aspirant to serve the U.S. and PR. LULAC has served as a primary talent bank for Latino professionals to bring positive change for this country and Puerto Rico.

With the U.S. Administration putting out its agenda to move forward, their staff has played a key role in appointing officials that have the power to influence. The policies of this Administration are making the executive branch a more robust one: President Obama named judge Sonia Sotomayor, the first Latina judge of the Supreme Court; Mari Carmen Aponte, Ambassador of El Salvador; María Contreras-Sweet, head of Small Business Administration; Nancy Sutley, President of the White House Council on the quality of the environment; Katherine Archuleta, Chief of the Office of Human Resources; Felicia Escobar, White House Senior Policy Director for Immigration, as well as our Lilita Rañón to Office of Intergovernmental & External Affairs at the U.S. Department of Health & Human Services (HHS).

Five Latina treasurers have been appointed by Presidents of the United States starting with Richard Nixon all the way to Barack Obama: Romana Acosta Bañuelos, Katherine Davalos Ortega, "Cathi" Catalina Vásquez Villalpando, Rosario Marin, Anna Escobedo Cabral

and "Rosie" Rosa Gumataotao Rios.

Statistics show that only 35 non Latinas are holding top jobs at Fortune 1000 companies as of 2012. About 73% of Fortune 500 companies now have at least one female executive officer, although women comprise only 14% of all executive officers. These women represent the pipeline of the future, but not one is a Latina, ¿Qué pasa, Mujeres?

On January 29, 2014, I addressed the Puerto Rican and the U.S. Spanish media in our support to President Barack Obama for restating his message to Congress in favor of approving immigration reform and equal pay for Latinas and non-Latinas, alike.

As leader of the LULAC National Women's Commission, I have the same opinion as the President. Our opportunity agenda won't be complete if we allow young Latinas that are entering the workforce today to see the American Dream as an empty promise. We need to do more to make sure our economy honors the dignity of work for every Latina.

Today, women make up about half of Puerto Rico's workforce and as well as that in the US; but they still make 77 cents for every dollar a man earns. That is wrong, and in 2014, it's an embarrassment. A woman deserves equal pay for equal work.

LULAC's Women's Commission, together with the President, Congress, and businesses from Wall Street to Main Street are to give every Latina the opportunity they deserve. This is because we firmly believe that "when women succeed, America succeeds".

Today, Latinas occupy the majority of the low-wage jobs, but are not the only ones "smothered" by stagnant wages. Latinas understand that some people will earn more than others; earning more does not bother those who, under their own efforts succeed incredibly. Latinas overwhelmingly agree that no one who works full time should have to raise a family in poverty.

Hispanic women are gaining standing



in the United States, and are becoming a strong influence in this nation's economy; they are the growth engine of the US and PR. Latina population is expected to represent 30 percent of the total female population by 2060, while the non-Latina white female population is expected to drop to 43 percent in the work force. Therefore, Latinas are becoming more educated, tech savvy and connected, allowing them to write their own destinies and challenging the dynamics of Latina households.

The role of LULAC's Women National Commission is to continue increasing awareness among Latinas by expanding their leadership capacities in their communities. As the National VP for Women, I am reaffirming that, "the Women's Commission will continue and firmly encourages the President so that Congress increases the minimum wage, as it is currently rule in five states' laws".

As we may remember, most demographic studies coincide and point out that what is troubling our economic inefficiency is the inflexibility created by the job market, which undermines the social and economic status of Latinas and has perpetuated inequality from one generation to another.

It would be a paramount political and civil rights action, if we aimed to act now and ease the Latina's family burden, create awareness and banish stereotypes, and ensure equal opportunities among Latinas. That's our list of items to continue working on to advance the agenda for Latinas in the U.S. and Puerto Rico.



Clear Channel is proud  
to support the  
**2014 LULAC Women's  
Conference.**



March 6, 2014

Greetings LULAC Delegates!

VISIT Milwaukee welcomes the 2014 League of United Latin American Citizens' Women's Conference from March 27-29.

Milwaukee's deeply rooted Hispanic culture, reflected in the strength of organizations like the United Community Center and Hispanic Chamber of Commerce of Wisconsin, makes the city an ideal meeting destination. We invite you to experience the beauty of Milwaukee's location on Lake Michigan, along with walk-around neighborhoods with a variety of restaurants and nightlife, all linked by a charming RiverWalk. Don't miss the revitalized Historic Third Ward, home to the colorful Milwaukee Public Market, shops, galleries and theaters.

LULAC attendees will be inspired by the spectacular architecture of the lakefront Milwaukee Art Museum with its majestic, moving "wings" and neighboring Discovery World with its panoramic lake view. A visit to the Milwaukee Public Museum and Mitchell Park Horticultural "Domes" are great ways to spend downtime, and first-class gaming is on offer at Potawatomi Bingo Casino.

Our reputation for warm, Midwestern hospitality, along with a safe, accessible, affordable and fun environment, assures you of a memorable visit. We thank you for selecting our city as your 2014 site and look forward to hosting your organization in the future.

Sincerely,



Paul Upchurch  
President & CEO



---

# MILWAUKEE'S EVENT CALENDAR

## MILWAUKEE365.COM

THEATER • DANCE • MUSIC • ART • SPORTS • MORE

---

Make Milwaukee365 your go-to source for great Milwaukee events. From citywide celebrations to must-see concerts, find it all here on our events calendar.

MILWAUKEE365.COM



### JUST A FEW OF THE 2014 MAJOR EVENTS ON MILWAUKEE365.COM

#### MARCH

St. Patrick's Day Parade  
NCAA March Madness Basketball

#### JUNE

Lakefront Festival of Art  
Milwaukee Air & Water Show  
Summerfest

#### JULY

Batille Days  
Downtown Milwaukee Fireworks  
Wisconsin State Fair

#### AUGUST

USA Triathlon Championships  
Milwaukee IndyFest  
Milwaukee Rally

#### SEPTEMBER

Indian Summer Festival  
Milwaukee Film Festival  
Tosafest

#### NOVEMBER

Milwaukee Holiday Lights Festival  
Milwaukee Holiday Parade



# Agenda

## 2014 LULAC NATIONAL WOMEN'S CONFERENCE

Thursday, March 27 - Sunday March 30, 2014

### Thursday, March 27

- |                             |  |  |
|-----------------------------|--|--|
| <b>11:00 am to 12:30 pm</b> | <b>Press Conference</b><br><b>Speakers:</b><br>Margaret Morán, LULAC National President<br>Brent Wilkes, Executive Director, LULAC National<br>Elsie Valdés Ramos, LULAC National Vice President for Women<br>Dr. Arturo Martinez, LULAC WI State Director<br>Darryl Morin, LULAC National Vice President for the Midwest<br>Special guests, corporate partners and elected officials  | <b>Manager's Suite, 3<sup>rd</sup> floor</b> |
| <b>1:00 pm to 4:00 pm</b>   | <b>Committee Work Group Meeting</b>  | <b>Crystal Room</b>                          |
| <b>4:15 pm to 5:30 pm</b>   | <b>Sherwin Williams Donation</b> ( <i>Departing from Hotel Lobby at 4:00 pm</i> )<br>802 W Historic Mitchell St, Milwaukee, WI 53204<br><b>Speakers:</b><br>Margaret Morán, LULAC National President<br>Brent Wilkes, Executive Director, LULAC National<br>Elsie Valdés Ramos, LULAC National Vice President for Women<br>Darryl Morin, LULAC National Vice President for the Midwest<br>Jason Riveiro, Multicultural Marketing, The Sherwin-Williams Co.<br>Tina Koehn, UMOS, Vice President of Administration | <b>Latina Resource Center</b>                |
| <b>5:30 pm to 7:00 pm</b>   | <b>Women's Commission Meeting</b>  | <b>Crystal Room</b>                          |
| <b>7:00 pm to 9:00 pm</b>   | <b>VIP Reception</b><br>National Board, Local Committee and Women's Commission, Local State reps and Alderman<br><b>Emcee:</b> Alicia Ríos, LULAC National Commissioner Midwest Region   | <b>Polaris</b>                               |

### Friday, March 28

- |                            |  |                         |
|----------------------------|--|-------------------------|
| <b>9:30 am to 11:00 am</b> | <b>Tyson Foods Food Donation</b> ( <i>Departing from Hotel Lobby at 9 am</i> )<br>UMOS Corporate Office, 2701 S. Chase Avenue, Milwaukee WI 53207<br><b>Emcee:</b> Sara Clemente, Director of Federal Relations<br><b>Speakers:</b><br>Margaret Morán, LULAC National President<br>Elsie Valdés Ramos, LULAC National Vice President for Women<br>Nora Venegas, Director Federal Government Relations, Tyson Foods Inc.<br>Darryl Morin, LULAC National Vice President for the Midwest<br><b>Food Bank Representatives:</b><br>Bonnie Bellehumeur-President, Feeding America Eastern Wisconsin<br>Lupe Martinez, President & CEO UMOS Inc.<br>Dan Taivalkoski, Executive Director, Racine County Food Bank<br>Karen Tredwell, Waukesha Food Pantry<br>Barb Madrigano, Shalom Center<br><b>Elected Officials:</b><br>Chris Abele, County Executive<br>Michael Murphy, President Milwaukee Common Council (invited)<br>JoCasta Zamarripa, Wisconsin State Representative (invited) | <b>UMOS Parking Lot</b> |
| <b>12:00 pm to 1:00 pm</b> | <b>Local Planning Committee meeting</b>  | <b>Crystal Room</b>     |

# Agenda

## Friday, March 28

1:00 pm to 4:00 pm	<b>Early Registration</b>	Regency Prefunction
1:00 pm to 4:00 pm	<b>Exhibits Set-up</b>	Atrium
7:00 pm to 9:00 pm	<b>Welcome Reception</b> <b>Sponsors:</b> Hyatt Regency <b>Emcee:</b> Sandra Torres, Reporter at CBS 58 and Telemundo Wisconsin Co-Anchor <b>Welcome Remarks:</b> Dr. Arturo Martinez, LULAC WI State Director Elsie Valdés Ramos, National Vice President for Women The Honorable Thomas “Tom” Barrett Mayor of Milwaukee Jessie Rodriguez, Wisconsin State Representative <b>Sponsors:</b> Priscilla Guasso, Specialist, Global Leadership/Diversity & Inclusion, Hyatt Hotels Corporation <b>Speaker Remarks:</b> Margaret Morán, LULAC National President Brent Wilkes, Executive Director, LULAC National Darryl Morin to invite local officials <b>Performing group:</b> Vieu Grade School Youth Dance Group	Regency Ballroom

## Saturday, March 29

7:00 am to 10:00 am	<b>Registration</b>	Regency Prefunction
	<b>Community Registration</b> ( <i>Free admission</i> )	Regency Prefunction
8:00 am to 3:00 pm	<b>Exhibits</b> ( <i>Free admission</i> )	Atrium
8:00 am to 8:30 am	<b>Ribbon Cutting</b> <b>Emcee:</b> Sobeida Cruz, LULAC National Women’s Commissioner <b>Performance by:</b> Mariachi group <b>Welcome:</b> Elsie Valdes Ramos, LULAC National Vice President for Women <b>Speakers:</b> Margaret Morán, LULAC National President Brent Wilkes, Executive Director, LULAC National JoCasta Zamarripa, Wisconsin State Representative	Regency Prefunction
9:00 am to 9:30 am	<b>Community buses arrive</b> Ushers escort visitors to community registration	Front Lobby
8:30 am to 10:00 am	<b>Breakfast, Recognition of Community Leaders and Welcome</b> ( <i>*Ticketed event</i> ) <b>Welcome:</b> Angela Morin, Wife of LULAC V.P. for the Midwest and LULAC Council President Elsie Valdés, LULAC National Vice President for Women Margaret Morán, LULAC National President Brent Wilkes, Executive Director, LULAC National <b>National Anthem:</b> Ralina Cardona, LULAC National Vice President for the Northeast <b>Pledge:</b> Belen Robles, former LULAC National President <b>Reflection:</b> Lupe Torres, LULAC National Chaplain and Sergeant-At-Arms <b>Motivation:</b> Women’s Health Program, Agnes Rivera, V.P. Women State, Texas <b>Sponsor Remarks:</b> Nora Venegas, Director Federal Government Relations, Tyson Foods Inc. Paul A. Gómez, Director Corporate Affairs, Constituent Relations Rafael Malpica, Walgreens Community Affairs, Walgreens Corporation <b>Remarks:</b> Gwen Moore, US Representative, D-4 Wisconsin John Dickert, Racine Mayor JoCasta Zamarripa, Wisconsin State Representative	Regency A & B

# Agenda

## Saturday, March 29

	Chris Able, Milwaukee County Executive <b>Keynote Speaker:</b> Julie Chavez Rodriguez, Deputy Director, White House Office of Public Engagement	
10:00 am to 10:15 am	<b>Break</b>	
	<b>Concurrent Workshops</b>	
9:30 am to 12:30 pm	<b>Education-Multicultural Awareness Training</b> <b>Youth Sessions</b> <b>Sponsored by:</b> McDonald's and Rockwell Foundation <b>Moderator:</b> Maggie Rivera, LULAC National Treasure	<b>Regency C &amp; D</b>
10:15 am to 12:30 pm	<b>Empowerment Sessions (45minutes each)</b>	<b>Lake Shore</b>
10:15 am to 11:00 am	<b>Female Vote 2014 and Beyond</b> GOP WI, Sachin Chheda-Wisconsin DNC Rep., Charles Franklin, Director of Marquette University Law School Poll	<b>Lake Shore</b>
11:00 am to 11:45 am	<b>Importance of Women in Government</b> Melody Gonzales, NHLA, JoCasta Zamarripa, Camille Q. Solberg, Regional Director, Minority Outreach Coordinator Office of United State Senator Ron Johnson	<b>Lake Shore</b>
11:45 am to 12:30 pm	<b>Secrets of a Successful Executive</b> <b>Sponsored by:</b> Hyatt Hotels Priscilla Guasso, Specialist, Global Leadership/Diversity & Inclusion, Hyatt Hotels Corporation <b>Moderator:</b> Rosa Rosales, Past National President	<b>Lake Shore</b>
10:15 am to 12:30 pm	<b>Health Sessions (45 minutes each)</b>	<b>Executive A &amp; B</b>
10:15 am to 11:00 am	<b>AARP's Ready for Retirement, Financial Wellness</b> Mariann Muzzi, Associate State Director Community Outreach AARP Wisconsin	<b>Executive A &amp; B</b>
11:00 am to 11:45 am	<b>The Affordable Care Act 101: Impact on Latinos &amp; Medicare</b> Brenda Delgado is the Health Insurance Marketplace Outreach Lead for the Centers for Medicare & Medicaid Services, Chicago Regional Office	<b>Executive A &amp; B</b>
11:45 am to 12:30 pm	<b>Secrets to a Long Healthy Life</b> Virginia Zerpa, Community Outreach Coordinator, Alzheimer's Association <b>Moderator:</b> Belén Robles, Past National President	<b>Executive A &amp; B</b>
10:15 am to 12:30 pm	<b>Women's Issues (45 Minutes Each)</b>	<b>Executive C &amp; D</b>
10:15 am to 11:00 am	<b>Identifying, Reporting &amp; Surviving Domestic Abuse</b> Mariana Rodriguez, Latina Resource Center, Morgan Young, End Domestic Violence WI.	<b>Executive C &amp; D</b>
11:00 am to 11:45 am	<b>Online Dangers Keeping Our Children Safe</b> Ana Cody, National Center for Missing and Exploited Children, local NCMEC rep.	<b>Executive C &amp; D</b>
11:45 am to 12:30 pm	<b>Slavery and Sex Trafficking in the United States</b> Ana Cody National Center for Missing and Exploited Children, Dana World Patterson, Chairwoman of the Milwaukee Human Trafficking Task Force, Lou de Vaca, Ambassador for Human Trafficking (invited) <b>Moderator:</b> Regla González, Past V.P. for Women	<b>Executive C &amp; D</b>
12:30 pm to 12:45 pm	<b>Break</b>	
12:45 pm to 2:00 pm	<b>Women's Recognition Luncheon and Salute to Sponsors (*Ticketed event)</b> <b>Emcee:</b> Patricia Gomez, (invited) <b>National Anthem:</b> Ralina Cardona, LULAC National Vice President for the Northeast <b>Pledge:</b> Connie Martínez, National Women's Commission Secretary <b>Reflection:</b> Luz Arce, Former Puerto Rico Senator <b>Welcome remarks:</b> Elsie Valdés Ramos, LULAC National Vice President for Women	<b>Regency A &amp; B</b>

# Agenda

## Saturday, March 29

Margaret Morán, LULAC National President

**Sponsor Remarks:**

Ford Motor Fund, Video & Darryl Morin for Ford Driving Dreams

Kristin Stuker, Marketing Specialist, Sherwin Williams

Procter & Gamble

Walmart Corporation, Alma Lopez, Director Supplier Diversity Food and Consumables

**Performance by:** The Bruce Guadalupe School Youth Strings Orchestra

**Speaker Remarks:**

Honorable Tom Barrett, Mayor of Milwaukee

Rachel Campos-Duffy, TV Personality

**Speaker:** Caridad Pierluisi- Former Chief of State, Puerto Rico, First Lady Office

**Keynote speaker:** Nancy Negron, Chief of Staff, Strategic Partnerships, U.S. Department of Education

12:45 pm to 2:00 pm

**Community Luncheon** (*Free to registered community members only*)

**Ballroom AB at the Wisconsin Center**

**Women Award Recipient Recognition by LULAC Women's National Commission**

**Sponsored by:** McDonald's, Visit Milwaukee & Rockwell Automation, National Education Association

**Emcee:** Brent Wilkes, LULAC National Executive Director

**Welcome remarks:**

Elsie Valdés, LULAC National Vice President for Women

Darryl Morin, V.P. for the Midwest

**Speaker:**

Dr. Arturo Martinez, State Director, Wisconsin

Juan Carlos Lizardi, National Vice President for the Southeast

Manuel Rendon National Vice President for Young Adults

**Sponsor Remarks:**

Delia Garcia, Senior Liaison, Office of Minority Community Organizing & Partnerships, Natl. Education Association

Gustavo Viaño, Director of Diversity & Inclusion, McDonald's Corporation

2:30 pm to 3:00 pm

**Community busses departing-Adults only**

**Hotel Lobby**

Ushers will escort visitors to the buses

2:00 pm to 4:00 pm

**Education-Multicultural Awareness Training**

**Regency C & D**

4:00 pm to 4:30 pm

**Community busses departing-Youth only**

**Hotel Lobby**

2:30 pm

**Depart to Boston Store**

**Meet at Atrium**

3:00 pm to 5:00 pm

**Boston Store Shopping Experience** (*\*By invitation only*)

**Shops of Grand Avenue Mall**

**Welcome:**

Belén Robles, Past National President

Rosa Rosales, Past National President

Margaret Moran, National President

**Emcee:** Donna Rozen, Store Manager Boston Store and Katarzyna Ward, Lancôme Account Executive

**Featuring:** Lancôme cosmetics

**Sponsor:** Boston Store

7:00 pm to 9:00 pm

**Wisconsin Reception, Talent Show & Dancing** (*\*Ticketed event*)

**Regency A & B**

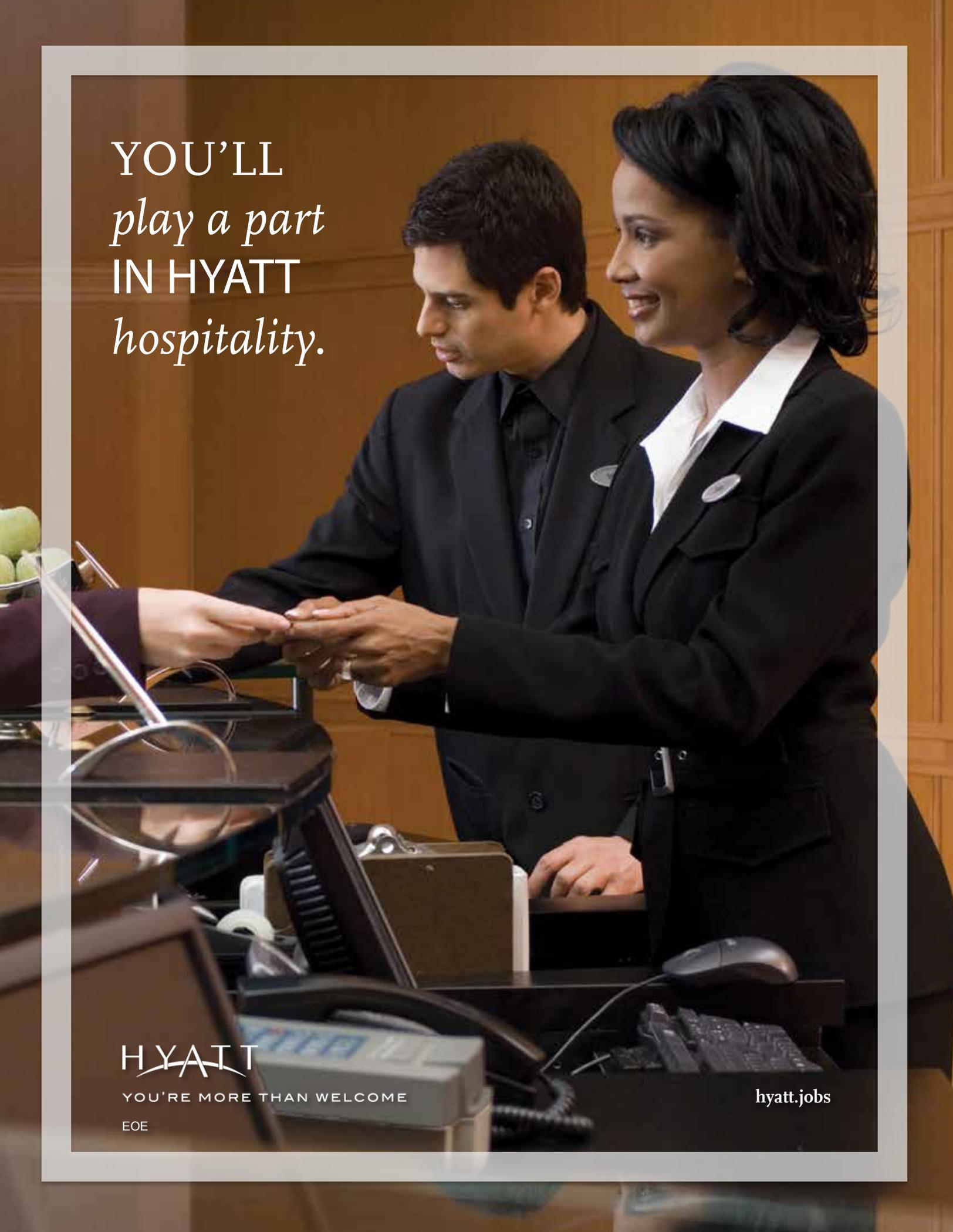
Performance: CACHE & DJ G-Man

## Sunday, March 30

10:00 am to 11:00 am

**Sunday Mass**

**St. Adalbert's at 1923 W. Beecher, Milwaukee, WI**



YOU'LL  
*play a part*  
IN HYATT  
*hospitality.*

HYATT

YOU'RE MORE THAN WELCOME

EOE

[hyatt.jobs](http://hyatt.jobs)



*Proud Sponsor of the 2014  
LULAC National Women's Conference*



***Where will color take you?™***

*Ask Sherwin-Williams and discover a new world of color with  
the very best paint. Visit a store or [SWLatino.com](http://SWLatino.com).*



**SHERWIN  
WILLIAMS.**

***Esto Pinta Bien***

Class Time



Play Time



# Take the Pledge

Any time is the perfect time to talk to children about safety.  
Take 25 minutes today!

Dinner Time



Bed Time



## Take25.org



# To Do Something Extraordinary You Have to Do Something You've Never Done.

"Getting the call from Walmart was amazing. As women, we think differently and we have a lot to contribute. Walmart understands that. Since becoming a supplier my business has grown almost 100 percent. You just have to be courageous and step out of your box. We are all strong enough to realize our dreams."

Maggie De La Cruz Cook-Garcia,  
Founder, Maggie's Salsa

At Walmart, by 2016 we will source \$20 billion from women-owned businesses, like Maggie's Salsa, for the U.S. In addition, we will double sourcing from women-owned businesses in our international markets and give small women-owned businesses access to our customers through a dedicated website, [EmpoweringWomenTogether.com](http://EmpoweringWomenTogether.com).

Empowered  
by Walmart 

WOMEN'S ECONOMIC EMPOWERMENT INITIATIVE



[maggiessalsa.com](http://maggiessalsa.com)

[corporate.walmart.com/women](http://corporate.walmart.com/women)

# The Importance of Good Public and Media Relations for the LULAC National Women's Commission

By Manuel Hernández - González, Dept. of State of Puerto Rico; Lic. R440

As a LULACer for over nine years, I am so proud to have met and become friends with many of you, working with some of you on different issues, causes and special projects... at a couple of national events, as well as locally in Puerto Rico, New York, DC; and others through the miracle of the internet.

The people I have met all have a great story to tell. They are stories about the League, of magnificent Latinas and Latinos that are working hard and are proud to be a part of LULAC. But it's a story that more people need to know.

My objective today is to provide you with some pointers and samples that helped us at the National Women's Commission to get those good stories out there to more Latinas from this country, Puerto Rico and everywhere in our LULAC community.

In today's world of instant communications, it is essential to understand

immigration reform laws; women health care; equal pay to Latinas; equal citizenship for US citizens living in Puerto Rico; Latinas civil rights; fair housing and education for them or their children.

Issues such as these are tough to deal with; but if our relationship with the public and media are good, the odds of dealing with these issues effectively it will certainly turn out well.

(3) Its important, because it presents opportunities to provide clarity and understanding about what we do on behalf of Latinas.

The public's first exposure to LULAC National Women Commission could perhaps be when the government or a non-Latina organization moves into our area or there is a new regulation or project or an issue affecting our women.

If people don't know who LULAC is and what we do, there is fear and mistrust. And then opposition!

This has been done by simply providing newsworthy information about our events, issues, immigration, health care, civil support acts and educational programs carried out nationwide.

To summarize, there are at least four good reasons why it is important to practice good media and public relations:

- To build and earn public trust;
- To address public issues and concerns
- To provide clarity and understanding
- To enhance your community image

Lately, the news has been that Latinas are a growing and influential constituency in the US. The Latina share of the female population in the US will increase from 16.4 percent today to 25.7 percent in 2050. At LULAC we are more than aware that Latinas are making significant strides in education, participation, health, and other areas, but there is a long way to go to fully close racial and ethnic disparities.

News was also when Elsie Valdés Ramos told the Spanish media in the US that she disapproved the

## Some Clips of the LULAC's Women Commission Coverage by the Media



the importance of good relationships with the media and the public. Equally important, is the necessity to develop and practice good relations with the media and the public.

There are a number of reasons for this:

(1) Whether you're local, a district LULAC Council or a LULAC Region, you need to build and earn media and public trust and respect. Building public trust is like saving money for a rainy day; if you do it regularly, it's there when you need it. If you don't, you will surely get wet.

(2) Its important because it provides a foundation from which to address public issues that may involve our Latinas or non-Latina community.

In Latina communities, we regularly have to address important issues such as:

On the other hand, if you do some advance work through community relations and communications, generally the public will be more receptive.

A good LULAC Women's Commission image is contagious. If we project a good positive image, people talk about us. They tell others.

One good public observation to our advantage is that the National Women's Commission has worked hard over the years raising Latinas consciousness and building their capacity at all ages across the country and Puerto Rico; and enhancing their abilities and opportunities for them to become leaders and agents for change for the betterment of this Country and their families, communities and themselves.

arrest of approximately one hundred women on Thursday, September 12 after blocking a busy Avenue in front of the Nation's Capitol.

Valdés statement to the Spanish press was that she had reiterated her support of peaceful actions and a just, positive purpose demonstration among Hispanic women. For that reason, she explained that it was unreasonable to arrest the women for raising their voice in Washington DC regarding their request to the legislators to approve a comprehensive immigration reform with a path to citizenship for some 11 million undocumented Hispanics.

In January, 2014 Elsie again addressed the media in the US and PR when she pointed out that as National VP for women,

*Continued on page 32*

# Tyson CAMO TO KHAKI

## Leadership, Loyalty, Service

A desire to serve is at the heart of every great leader. That's why we proudly support leading organizations like LULAC, and it's why we're committed to hiring men and women who have worn our nation's uniform.

“It was important for me to work at a place that shared my values and respected our nation's military. I found all of that and more at Tyson Foods.”

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



**Contact us at [CamoToKhaki@Tyson.com](mailto:CamoToKhaki@Tyson.com).**

An equal opportunity employer, M/F/D/V

# The Importance of Good Public and Media Relations

LULAC was not turning their back to the nations' teachers and less to the teachers of our Island where is a

twenty-first century brought to us a new age of communications and technology that

shape or tailor our organization's image more effectively. I am a believer that a well established media relation can disable any speculation or rumors. If LULAC continues this strategic approach and co-operates with the media it will not only maintain our good image, but our membership will continue growing coast to coast and everywhere on earth there is a Latina.



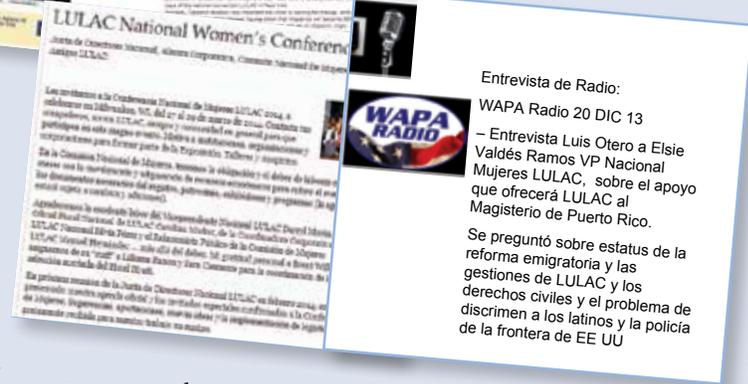
retired teacher. Women make up 80 percent (%) of teachers, of which 22% are heads of households and 16% are living alone and close to retirement age.

In conclusion, I recommend that LULAC and every other organization evaluate the effectiveness of their relationships with the media on a regular basis.

The best relationship with the media is never perfect; however, it is essential to always think of the end result; which is the communication to the Latinas. The

instantly delivers the changing world to us as it goes along.

The media, alongside new technology, has been improving over the past couple of decades; this enables LULAC's Women Commission to set its story and



**CONGRATULLATIONS TO  
ELSIE VALDES**  
LULAC NATIONAL VICE PRESIDENT FOR WOMEN  
& THE COMMISSIONERS ON A WONDERFUL CONFERENCE

A SPECIAL COMPLIMENT TO OUR PRESIDENT  
**MARGARET MORAN**  
FOR BEING A GREAT LEADER IN THE FIGHT FOR THE  
EMPOWERMENT OF WOMEN

I LOOK FORWARD TO SEEING ALL OF YOU AT  
THE MOST EXCITING EVENT IN THE HISPANIC COMMUNITY  
THE 85TH ANNUAL LULAC NATIONAL  
CONVENTION & EXPOSITION  
JULY 8-12 IN NEW YORK CITY MY HOMETOWN

I INVITE YOU ALL TO CELEBRATE  
**"THE POWER OF LATINO UNITY"**



**RALINA M CARDONA**  
LULAC NATIONAL  
VICE PRESIDENT  
FOR THE NORTHEAST



**Proud supporter of the  
2014 LULAC National  
Women's Conference**

# LULAC Women's Conference 2013



Photos by Luis Nuño Briones

# LULAC Women's Conference 2013



Photos by Luis Nuño Briones

# The Campaign for Fair and Just Immigration Reform is Just Getting Started

By Brent Wilkes, LULAC National Executive Director

In 1897 Mark Twain wrote “the report of my death was an exaggeration” in response to newspaper stories that he had departed this world. Flash forward 117 years to the spring of 2014 and mainstream media is once again erroneously reporting a death...this time the alleged deceased is the unprecedented campaign to pass comprehensive immigration reform.

Yet the campaign to pass comprehensive immigration reform in Congress and put a bill on the desk of the President to sign this year is still very much alive. Whether we succeed or fail in this effort, will largely be determined by our will to sustain and increase a broad-based grassroots campaign that has brought Latinos and immigration advocates together with business leaders, faith groups, hi-tech companies, farmers, law enforcement and millions of American voters.

In short as the Latina leaders of LULAC participate in the 2014 LULAC National Women’s Conference in Milwaukee this weekend, the challenge and opportunity to end the deportations and provide a pathway to citizenship for the 11 million undocumented immigrants in the country is still very much before us.

The only questions are “do we believe in our own powers of persuasion and are we willing to extend the effort necessary to get this legislation passed?”

## Consider these facts:

- The “Border Security, Economic Opportunity, and Immigration Modernization Act,” or S. 744, a broad-based proposal for reforming the U.S. immigration system, has already passed the Senate in a resounding bi-partisan vote.
- Almost the entire Democratic Caucus in the House of Representatives has announced their support of H.R. 15 the companion bill to S.744 in the House.
- On January 30, 2014, the House Republican leadership introduced a set of immigration principles which are different in some aspects but reconcilable with S.744.



- In talks with LULAC, high ranking House Republican leaders have maintained that a majority of the Republican Caucus supports these principles and they have set May as the month they plan to move their legislation forward.
- The Congressional Budget Office estimates that fixing our broken immigration system will reduce federal deficits by about \$1 trillion over the next 20 years, and increase our nation’s Gross Domestic Product by 5.4%.
- A recent poll indicates that 79 percent of all Americans want immigration reform to pass this year and the percentage keeps growing with every poll taken.

So when the pundits tell us that it is time to throw in the towel and give the campaign for immigration reform its last rights, we need to respond forcefully that we are in better position now to pass comprehensive immigration reform than we have been in the past 28 years and there is no way we are going to give up now.

In fact, we are just hitting our stride. As more and more Americans join our campaign, the momentum is with the immigration reform advocates, and it is just a matter of time before the opposition gives way.

So as you enjoy the LULAC National Women’s Conference—*Leadership Initiatives*

*Inspired by Influential Latinas* this weekend, we ask you to consider forging ahead on immigration reform with some additional leadership actions:

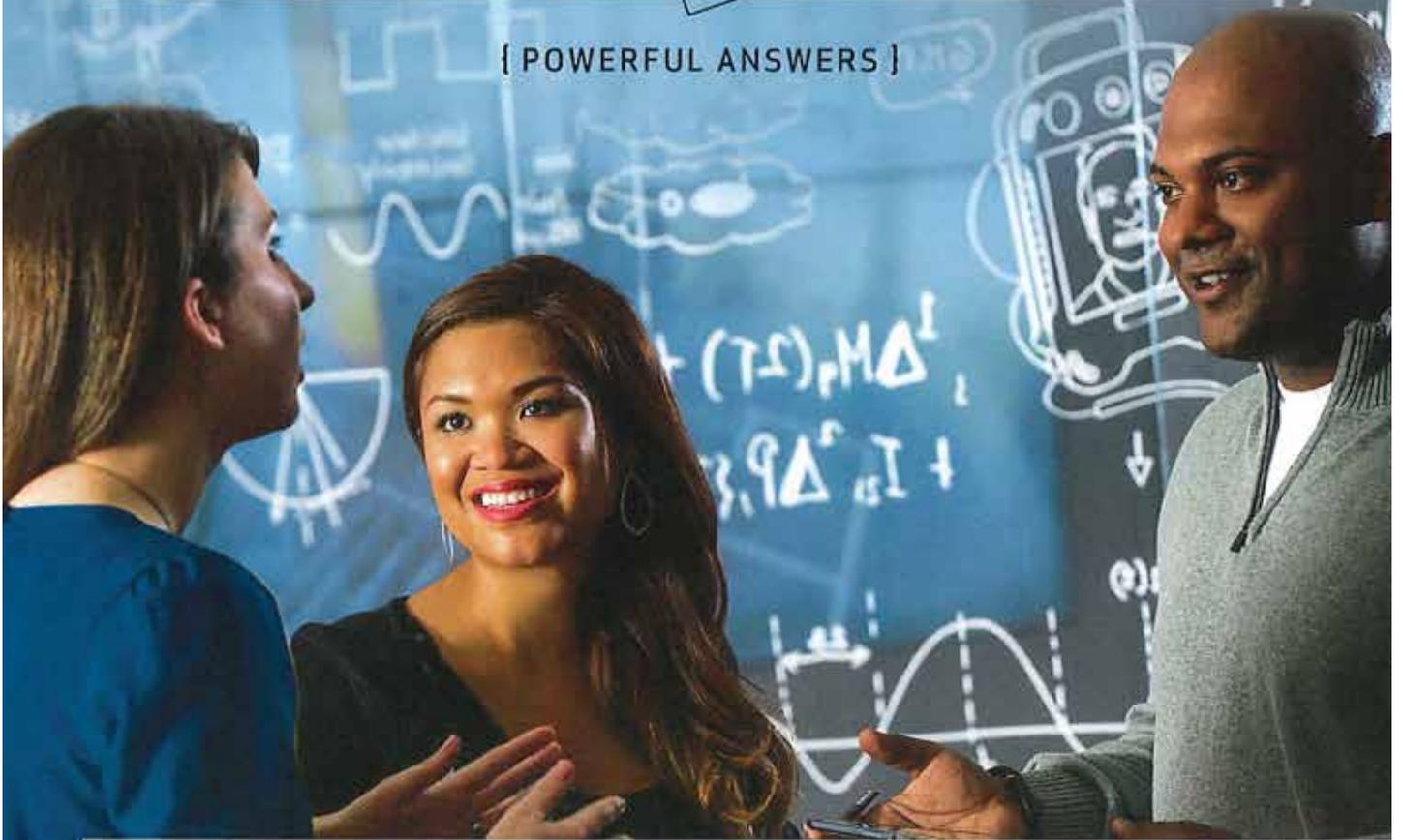
- **Send** an email supporting immigration reform to your elected Congressional Representatives at [www.lulac.org/act](http://www.lulac.org/act).
- **Organize** an immigration town hall in your local community. We are working with our LULAC Leadership across the country to identify key cities and dates to host immigration town halls. Over 60 LULAC immigration town halls were held last year alone! You can download a town hall toolkit at: [www.lulac.org/toolkit](http://www.lulac.org/toolkit).
- **Meet** with your elected officials, where you can share individual stories and express your support of comprehensive immigration reform.
- **Collect** petitions in support of immigration reform in your community and through your networks. You can also sign up directly online at [www.LULAC.org/CIR2013](http://www.LULAC.org/CIR2013).

With your help we can pass comprehensive immigration reform in 2014 and bring much needed relief to millions of families across the United States. Now is the time to redouble our efforts and ensure that our nation’s largest and oldest Latino civil rights organization delivers a victory for our community once again. *Hasta la Victoria!*



# I WORK FOR THE COMPANY THAT'S ON THE FRONTLINES OF EMERGING TECHNOLOGY

{ POWERFUL ANSWERS }



We believe in the power of technology to solve just about anything. And we've put our sharpest minds to the task.

Our solutions are empowering individuals, businesses and communities everywhere. Join our Retail Sales or Customer Service team and you'll create an inspiring future with the company that meets every day with one question: "What do we want to build next?" That's the kind of work we do and you can be a part of it.

We value our bilingual team members - their unique talents are essential to our unbeatable customer service. That's why they receive increased compensation that reflects the value of their language skills, and benefits that are truly total rewards, like medical, dental and vision coverage from day one and 401(k) with a dollar for dollar match for the first 6% contributed. We offer award-winning training and up front tuition assistance of \$8,000 per year for education and advancement.

Apply today at [verizon.com/jobs](https://www.verizon.com/jobs)

Verizon is an Equal Opportunity Employer M/F/D/V.

# The Women of LULAC



LULAC was one of the first national organizations to place emphasis on the role of women. Its first council #9 was created on February 22, 1934, in El Paso, Texas. By 1938, the League had created the first women's national office in Mrs. Ester Machuca as Ladies Organizer General.

The growth of the role of women in LULAC has never stopped. In 1981, the League's first National Vice-President for Women was elected. Programs for women are carried out at the local level through the efforts of state coordinators for women. One of the League's most successful programs has been two-day conferences on education and employment held in various states, and a national conference.

## Mujeres de LULAC: A History of Accomplishments

**1929:** LULAC was established in Texas. Membership was open to persons of Mexican origin but women were not encouraged to join.

**1932:** Women formed LULAC Ladies' Auxiliaries in Alice, El Paso, Kingsville, and San Antonio, Texas.

**1933:** Ladies LULAC was founded at the Texas State LULAC Convention in Del Rio, when the League permitted Latin American women to organize on the same basis as men. Joe Alamia and J. M. Canales, of Edinburg, submitted the resolution establishing Ladies LULAC. Jose Luz Saenz served as the first organizer of Ladies LULAC, the only man ever in this position. Alice, Texas, organized the first council by incorporating the existing ladies' auxiliary there. Ladies LULAC councils largely worked independently of one another and apart from men's councils. They were especially concerned with children, the poor, the elderly, women, scholarships, education and politics.

**1934:** Ester Machuca founded Ladies LULAC Council #9, in El Paso, Texas, by incorporating the existing ladies' auxiliary there, and served as first treasurer. Council #9 is the only Ladies Council founded in the 1930s that still exists today. Council #9 is currently led by Lila Gutierrez. LULAC established the position Ladies Organizer General, the official organizer of women's councils. This position existed until 1942. In Goliad, Ladies LULAC fought for admission of students of Mexican descent into public schools.

**1935:** Maria Torres Reyna founded Ladies Council #22 in Houston and served as first Secretary. Council 322 collected poll taxes, registered voters, and bought eyeglasses for school children.

**1937:** Alice Dickerson Montemayor was elected Second National Vice President, the first woman to hold a national elected position. Ladies LULAC established Junior LULAC. The first charter was written by Alice Montemayor, who served as Director General from 1939-1940.

**1938:** With Filemon Martinez as National LULAC President, Ladies LULAC was recognized as a national entity and the position of Ladies Organizer General (later called National Vice President of Women) was created on the national board. Ester Machuca was named Ladies Organizer General and Ladies LULAC Councils were established in Arizona, California, Nevada, New Mexico and Texas.

Eva Carrillo founded Ladies LULAC in Austin. She and her council worked to desegregate movie theaters and swimming pools as well as schools. They also encouraged Hispanics to buy

property, pay the poll tax, vote, and defend their rights.

**1939:** The May edition of LULAC NEWS, the official magazine of the League, was conceived, edited, and produced by Ester Machuca and dedicated to Antonietta Delgado de Martinez, Ladies LULAC member and deceased wife of LULAC National President Filemon Martinez. It is the only edition ever produced entirely by LULAC women and is one of only two issues about LULAC women. At 68 pages, it was also one of the thickest.

**1940:** Alice Dickerson Montemayor became associate editor of LULAC News. She wrote more articles for LULAC News than any other woman, including a 1937 article entitled "Women's Opportunity in LULAC" in which she defined a woman's place to be in that position where she can do the most for the furthering of her fellow woman and in 1938 editorial entitled "Son Muy Hombres?" in which she denounced notions of male superiority and argued for women's right to participate in LULAC.

**1948:** Ladies LULAC contributed funds for Delgado v Bastrop ISD lawsuit, which ended segregation of Hispanic American children in Texas schools.

**1950:** LULAC Councils began to integrate. In Houston, Ladies LULAC collected poll taxes, registered voters, and bought eyeglasses for school children.

**1961:** Consuelo Herrera Mendez, President of Ladies LULAC Council #202 in Austin, and her council worked on political campaigns, getting voters to the polls, and fund-raising for scholarships.

**1963:** Lucy Acosta was the first woman elected National Director for youth activities. She served as Second National Vice President in 1965.

**1964:** Belen Robles was appointed National Secretary. She served until 1970.

**1970:** Integrated LULAC Councils were typical and the majority of women joined them although Ladies LULAC councils continued to exist. Belen Robles became the first woman to run for the office of LULAC National Office.

**1974:** LULAC endorsed the Equal Rights Amendment. Belen Robles was elected the first woman to serve as National Vice President for the Southwest.

**1976:** Dolores Adame Guerrero was elected the first woman Texas LULAC State Director. Lucy Acosta organized Project Amistad, a social service program for the elderly and adults with disabilities, originally funded by the Texas

Department of Human Services and Community Development funds from the City of El Paso to combat abuse, neglect, and exploitation as well as to provide escort and transportation services primarily to and from medical appointments. She continues to serve as the Director of the project until her death in 2008.

El Paso to combat abuse, neglect, and exploitation as well as to provide escort and transportation services primarily to and from medical appointments. She continues to serve as the director of the project today.

**1985:** Dr. Anita Del Rio became the second woman to run for LULAC National President. Her platform was immigration and bilingual education. Women comprised more than 50% of membership, yet held fewer than 2% of elected positions.

**1987:** Lucy Acosta was inducted into the Texas Women's Hall of Fame for her civic endeavors. In McAllen, Ladies LULAC opened the LULAC Information and Referral Center, which helped Hispanic immigrants establish resident and assisted other with job referrals and other needs.

**1989:** Eva Carrillo Garcia's name and picture were included in a pictorial display at the Texas State Capitol to mark National Women's History Month.

**1991:** Rosa Rosales was elected the second woman Texas LULAC State Director. She has served as National Vice President for Women

**1994:** Belen Robles was elected the first woman LULAC National President. She served 4 years in office.

**1995:** Angela Garcia was elected the third woman Texas LULAC State Director.

**1998:** Mujeres de LULAC Council, 34677, was founded in Dallas, Texas, the last Ladies council to incorporate in the 20TH Century.

**2000:** Today, only a handful of Ladies LULAC councils exist.

**2006:** Rosa Rosales, from San Antonio Texas, was elected LULAC National President LULAC National Convention in Wisconsin.

**2008:** Regla Gonzalez, was elected LULAC National VP for Women at the LULAC National Convention in Washington, DC. (2008-2012)

**2010:** Margaret Moran, from San Antonio Texas, was elected LULAC National President at the LULAC National Convention in Albuquerque, NM.

**2012:** Elsie Valdes, was elected LULAC National VP for Women.



Weddings, Corporate & Special Events.

Event Planning

Linen Rental & Chair covers

Illumination & Sound System

Floral Design

Ice Sculptures

Chocolate Fountain

Professional Cake Design

Backdrops and Drapes

Photography & Video

Tel: (414) 791 8896

[www.ambrosiaeventsme.com](http://www.ambrosiaeventsme.com)  
[info@ambrosiaeventsme.com](mailto:info@ambrosiaeventsme.com)

 Ambrosia Events LLC





The **Nueva Latina** campaign is **Procter & Gamble's (P&G) Orgullosa** program's newest initiative which celebrates the cultural pride and undeniable bond that Latinas share by inspiring women from across the country to reveal what it means to be a Nueva Latina through the Orgullosa Facebook community.



**NUEVA  
LATINA  
MONOLOGUES**

P&G's Orgullosa program introduces the **Nueva Latina Monologues**, an original production that personifies some of the real-life stories, themes and cultural cross-roads that surround the bicultural, modern Latina – the Nueva Latina.

Join our community at **Facebook.com/Orgullosa** and check out the Nueva Latina Facebook tab for highlights!



**The expertise  
you need.  
The advocacy  
you deserve.**

THOMAS C. HOCHSTATTER  
GAIL K. MCCARTHY  
JOSEPH M. RIVAS  
KELLEY A. CHENHALLS  
JENNIFER L. NISSEN

**HMR&R**

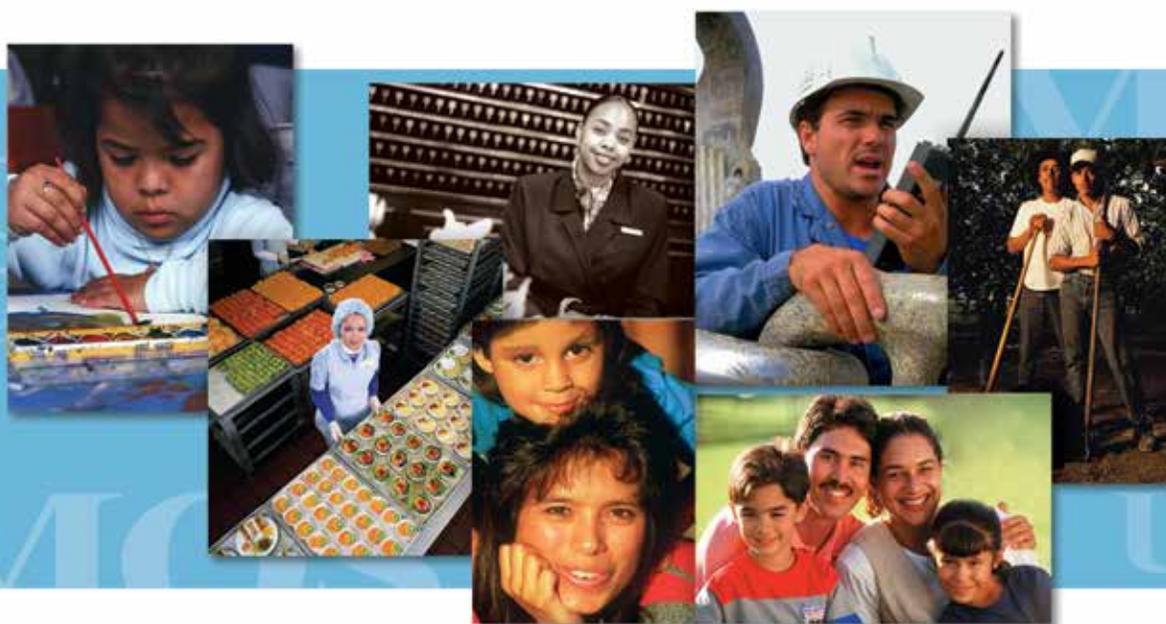
H M R V I S A . C O M

I M M I G R A T I O N   A T T O R N E Y S

(414)-962-7440

# We Advocate for You

*UMOS advocates for migrant and seasonal farmworkers and other low-income populations through the following programs and services:*



*Workforce  
Development*  
414-389-6600



*Adult Basic  
Education*  
414-389-6600



*Social  
Services*  
414-389-6500



*Child  
Development*  
414-389-6600

**UMOS**  
*Building Better Futures*

[www.umos.org](http://www.umos.org)

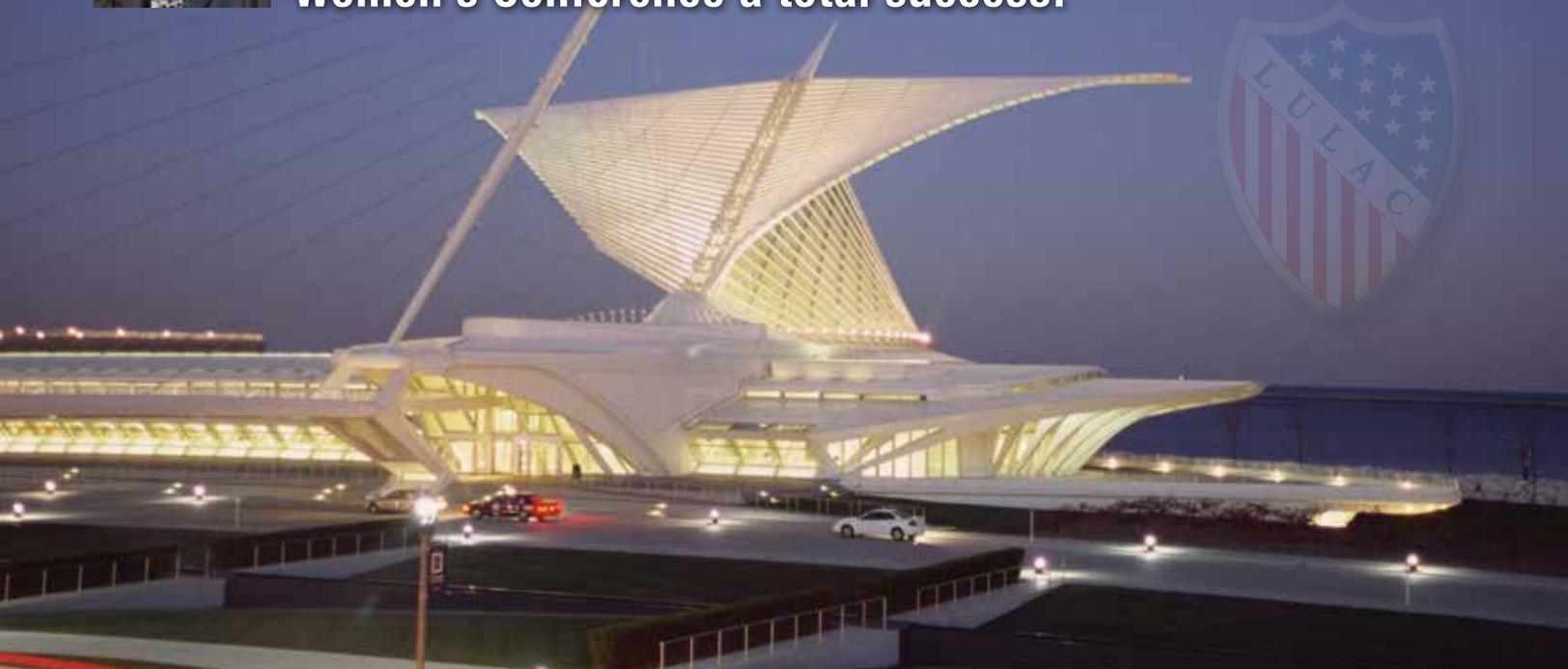
Corporate Offices: 2701 South Chase Avenue • Milwaukee WI 53207 • 414-389-6000

MINNESOTA • MISSOURI • TEXAS • WISCONSIN

*UMOS is an equal opportunity employer and service provider.*



**Elsie Valdés Ramos, National Vice President for Women, would like to thank the following individuals for their collaboration in making the 2014 National LULAC Women's Conference a total success!**



## National LULAC Staff & Women's Commission Support



**Brent Wilkes**  
National Executive Director



**Carolina Muñoz**  
National Fiscal Officer



**Silvia Pérez-Rathell**  
Director of Corporate & Federal Relations



**Paloma Zuleta**  
Director of Communications



**Sara E. Clemente Sosa**  
Director of Federal Affairs



**Sindy Benavides**  
Civic Engagement & Community Mobilization Director



**Pamela Cervera**  
Development Coordinator



**Jorge Trasmonte**  
Director of Technology



**Lupe Morales**  
Director of Membership Services



**Elba Crespo**  
Administrative Assistant, LULAC National Women's Commission



**Manuel Hernández-González**  
Public and Media Relations, LULAC National Women's Commission



**Sandra Caraveo**  
Fiscal Assistant



**Juan Carlos Lizardi**  
National V.P. for the Southeast



**Ivonne Quiñones**  
State Director, Puerto Rico

**Carmen Iris Cruz**, Past State Director Puerto Rico

**Myrna Vega**, Women Commissioner-PR

**Elizabeth Quiñones, Esq.** VP Women's Commission-PR

**Luz Arce**, Chair of the Veteran Committee



**Margaret Moran**  
National President



**Brent Wilkes**  
National Executive  
Director



**Roman Rodriguez**  
National Youth  
President



**Maggie Rivera**  
National Treasurer



**Rosa Rosales**  
Immediate Past  
National President



**Ana Valenzuela Estrada**  
National Vice President  
for Youth



**Manuel Rendon**  
National Vice  
President for Young  
Adults



**Elsie Valdés Ramos**  
National Vice  
President for  
Women



**Ralina Cardona**  
National Vice  
President for the  
Northeast



**Baldo Garza**  
National Vice  
President for the  
Southwest



**Frank Urteaga, P.E.**  
National Vice  
President for the  
Elderly



**Darryl D. Morin**  
National Vice  
President for the  
Midwest



**Juan Carlos Lizardi**  
National Vice  
President for the  
Southeast



**Mickie Solorio Luna**  
National Vice  
President for the  
Farwest

## State Directors

Rev. John Mireles  
Terry Treviño-Richard  
Benny Diaz  
Alfredo Haro  
Thomas Higgins  
Lydia Medrano  
Brandie Bedard  
Rose Mary Bombela-Tobias  
Wanda Gordis  
Joseph Enriquez Henry  
Michelle Cuevas-Stubblefield  
Yvette Butler, MD  
Esther Degraives-Aguiñaga  
Priscilla Rocha  
James Fukuda  
Ralph Arellanes  
Eduardo LaGuerre  
Lourdes Ribera  
Ivonne Quiñones Lanzo  
Elia Mendoza  
Salvador Lazalde  
Bob Garcia  
Arturo Martinez, Ph.D.

Arizona  
Arkansas  
California  
Colorado  
D.C.  
Florida  
Georgia  
Illinois  
Indiana  
Iowa  
Kansas  
Maryland  
Massachusetts  
Nevada  
New Jersey  
New Mexico  
New York  
Ohio  
Puerto Rico  
Texas  
Utah  
Virginia  
Wisconsin

## Past National Presidents

Ruben Bonilla  
Tony Bonilla  
William Bonilla  
Hector Flores  
Rick Dovalina  
Manuel González  
Alfred J. Hernandez  
Dr. José Maldonado

Rosa Rosales  
Eduardo Morga  
Oscar Moran  
Mario Obledo  
Eduardo Peña  
Belen Robles  
Pete Villa

## Appointments

Manuel Escobar, Esq  
Connie Martinez  
Patricia Roybal Caballero  
Lupe Torres  
Mike Lopez  
Cynthia T. Molina  
Roger Rocha  
Rudy Sandoval  
Luis Nuño Briones

National Legal Advisor  
National Secretary  
Parliamentarian  
National Chaplain/Sgt. at Arms  
Chief of Staff  
Natl. Special Asst. for Development  
Special Advisor to the Natl. President  
Special Advisor to the Natl. President  
National Historian



# 85<sup>th</sup> LULAC National Convention & Exposition

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

The Power of Latino Unity

## Women's Events:

**Women's Meeting • High Tea • Women's Workshop  
Macy's Reception • Women's Luncheon**

**"The most exciting event in the Hispanic community"**

*League of United Latin American Citizens*

*[www.LULAC.org](http://www.LULAC.org)*