

# *Emerging Latino Communities:* **STRENGTHENING AMERICA**

76th LULAC National Convention

Little Rock, Arkansas  
June 27th–July 2nd, 2005



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## Monday, June 27



Hon. Jim Dailey  
Little Rock Mayor



Hon. Patrick Henry Hayes  
North Little Rock Mayor



Hector M. Flores  
LULAC National  
President

## Tuesday, June 28



Hon. Mike Beebe,  
Attorney General  
Arkansas



Hon. R. Allen Pittman,  
Asst. Secretary for  
Human Resources, VA



Roberto Salazar,  
Food and Nutrition Service  
Administrator, USDA

## Wednesday, June 29



Lupe Ontiveros  
Actress



John Tyson, Chairman  
& CEO, Tyson Foods



Hon. Mike Huckabee,  
Governor of Arkansas



Hon. Dale Bumpers,  
Former AR Senator

## Thursday, June 30



J.P. Suarez, Senior VP  
of Loss Prevention,  
Wal-Mart



Alphonso Jackson,  
Secretary, HUD



Jackie Guerra,  
comedienne, actress,  
author, & designer



Performances by the  
celebrated Mariachi  
Vargas

## Friday, July 1



Gloria Estefan,  
internationally  
acclaimed artist



Hon. Anna Cabral, US  
Treasurer



Ken Mehlan  
Chairman, RNC



Hon. Howard Dean,  
Chairman, DNC



Commander Everrett  
Alvarez, Jr.,



President Bill Clinton

June 27, 2005

## **Bienvenidos a Little Rock, Arkansas!**

Welcome to Little Rock and to the 76th Annual LULAC National Conference and Exposition!

We are pleased to have you as our guests and look forward to sharing an exciting week of activities and events with you. A special thanks is due to the local convention committee, the LULAC national staff, our speakers, and panelists, our sponsors and exhibitors and the Federal Training Institute committee for putting together a fantastic convention for us this year.



As we celebrate 76 years of service, this convention promises to be LULAC's best ever. The Federal Training Institute will conduct an award-winning training program for federal and private sector employees from Monday through Wednesday. Starting on Wednesday, LULAC will offer three days of plenaries, workshops and seminars focused on key issues, programs and strategies to inform, organize and motivate the Latino community. Fortune 500 companies, government agencies, and community organizations will showcase their products and services while recruiting applicants at LULAC's largest convention exposition ever with over 350 exhibitors. Twenty special events will feature some of the top Latino speakers and entertainers in the country.

There are also exciting youth and young adult conferences including workshops events, and a college fair. And of course, there is the LULAC National Assembly, which will convene on Wednesday to set LULAC's course for the future.

Please enjoy the events of the 76th LULAC National Convention. We're delighted that you have joined us and we encourage you to begin making plans to attend our 77th Annual Convention in Milwaukee, Wisconsin, June 26 – July 1, 2006. *Que Viva LULAC and may we continue to provide outstanding advocacy and service to the Hispanic community for years to come.*

Sincerely,

A handwritten signature in black ink that reads "Hector M. Flores".

Hector M. Flores

LULAC National President and Convention Chair



Rosa Rosales, VP for the Southwest



R. Shawn McGrew, Arkansas State Director



Robert Treviño, Honorary Co-Chair

## Saludos y Bienvenidos,

It is with great honor that we welcome you to the 76th LULAC National Convention and Exposition in Little Rock, Arkansas. With the theme, Emerging Latino Communities: Strengthening America, we aim to address the changing social, demographic and cultural landscape of these communities.

Recent trends show that across the United States, Hispanics are moving away from large metropolitan cities in favor of settling in small towns. The result is emerging Latino communities in regions that have never before seen such growth. In addition, these communities face varied challenges many states are not equipped to handle on their own.

Arkansas is one such state. The rise of the Hispanic population has impacted various public sectors, such as education, health, criminal justice and law enforcement. These communities also face numerous social problems, including cultural and language barriers in schools and grass-roots social and political organizing.

By hosting this year's conference in Little Rock – where the growing pains and challenges, as well the strengths and opportunities that accompany a burgeoning Hispanic community will be addressed – the League of United Latin American Citizens has once again demonstrated its commitment to the Latino community.

We would like to recognize the hard work of our members who, for the past 76 years, have devoted their time and lives to creating a stronger America. We also extend our thanks and appreciation to our sponsors and volunteers for their part in creating what will be another milestone in LULAC's history.

Finally, we encourage you to explore Little Rock, enjoy its natural beauty, and learn why it has become home to so many of our *hermanos y hermanas*.

Sinceramente,

A handwritten signature in black ink that reads "Rosa A. Rosales".

Rosa Rosales  
Vice President for the Southwest  
Convention Co-Chair

A handwritten signature in black ink that reads "R. Shawn McGrew".

R. Shawn McGrew  
State Director for Arkansas  
Convention Co-Chair

A handwritten signature in black ink that reads "Robert P. Treviño".

Robert Treviño  
Arkansas Governor's Office  
Honorary Co-Chair



Welcome to Arkansas—the home state of our company, Tyson Foods. We're very proud of our state, and hope you enjoy your stay here.

Tyson Foods, much like Arkansas is an embodiment of this year's LULAC conference theme of emerging communities. The new diversity we see throughout our workforce of more than 100,000 team members has allowed our company to mature in ways we never before knew were possible.

Tyson Foods began an authentic partnership relationship with LULAC three years ago. During that time period, we have given to the organization by sponsoring various national, state and local LULAC activities. Tyson team members have committed time and energy to critical LULAC initiatives. Whenever possible, we've contributed our voice to the debate of issues important to LULAC and the Latino community.

But what we have received in return has been immeasurable.

We've gained a partner in LULAC who will communicate openly and effectively with us with the sincere goal of helping us become a better company.

We've gained a partner that is an honorable advocate for more than forty thousand of our Latino team members and the communities in which they live.

We've gained a partner that can provide us a greater depth of insight into the meaning of diversity, and how it can improve our company, our communities and our country.

This is the true spirit of collaboration: Organizations working together, not toward individual agendas, but toward common goals that more efficiently and more effectively improve the lives of their common stakeholders.

Thank you for allowing us to be a partner with LULAC. It is our great honor to be a double diamond sponsor of this conference. We hold a great hope that the partnerships LULAC is forging will indeed fulfill the promise of emerging communities in the 21<sup>st</sup> Century by building a strong America.



**John Tyson**  
**Chairman and**  
**Chief Executive Officer,**  
**Tyson Foods, Inc.**

A handwritten signature in black ink that reads "John Tyson". The script is fluid and cursive.



American Airlines  
AA.com



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AARP

WAL-MART  
Signature



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presents

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direct from Mexico City

### Mariachi Vargas de Tecalitlan



Together with Texas's All Female

### Mariachi Las Alteñas



# Thursday June 30, 2005 Riverfest Amphitheater



## River Market Little Rock, AR 8pm



FREE CONCERT TICKETS MAY BE PICKED UP AT  
THE LULAC CONVENTION (STATE HOUSE CONVENTION CENTER)  
BEGINNING WEDNESDAY, JUNE 29.

More Information, call  
(913) 397-8850 or [schavez@latinpointe.com](mailto:schavez@latinpointe.com)

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



EL LATINO



# WAL★MART

WAL★MART STORES, INC.  
702 S.W. 8TH STREET  
BENTONVILLE, AR 72716  
PHONE: 479-273-4112  
FAX: 479-273-4329

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*LEE SCOTT*  
*President & CEO*

Dear Neighbors and Visitors:

On behalf of the more than 44,000 Wal-Mart associates who live and work here in our home state of Arkansas, it is my pleasure and honor as corporate co-host to welcome you to the League of United Latin American Citizens 76<sup>th</sup> National Convention and Exposition. The 2005 LULAC National Convention is the first major National Latino convention to come to Arkansas – a state that is now home to one of the fastest-growing Latino communities in the country.

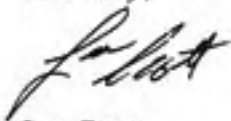
LULAC and Wal-Mart have a lot in common. In fact, both organizations work every day to improve the quality of life for families and communities across the U.S. LULAC has a rich history of advocacy in civil rights, education, economic development, immigration and equal opportunity. Wal-Mart is proud to be a leading employer of Hispanics, a popular shopping destination for millions of Hispanic shoppers, and a key business partner for many Hispanic-owned businesses.

Our commitment to diversity includes fostering an inclusive work environment, driving supplier diversity and strengthening ties to communities through our involvement with organizations like LULAC.

We're looking forward to learning from key leaders, and from the workshops, and panels that will help shape the LULAC agenda for the year ahead.

Again, welcome, and thank you for allowing us to be a part of this gathering.

Sincerely,



Lee Scott  
President and CEO Wal-Mart Stores, Inc.



DEPARTMENT OF HEALTH & HUMAN SERVICES

Office of the Secretary

Assistant Secretary for Health  
Office of Public Health and Science  
Washington D.C. 20201



June 27, 2005

Dear Mr. Brent Wilkes:

On behalf of the Office of Minority Health (OMH), Department of Health and Human Services (HHS), we congratulate LULAC on its 76<sup>th</sup> National Convention, "*Emerging Latino Communities: Strengthening America.*" OMH is excited to be sponsoring the Health Fair for LULAC. Thank you for your work on improving the health of Latinos in the U.S.

The mission of the Office of Minority Health (OMH) is to improve and protect the health of racial and ethnic minority populations through the development of health policies and programs that will eliminate health disparities. OMH was established in 1985 by the U.S. Department of Health and Human Services (HHS). It advises the Secretary and the Office of Public Health and Science on public health program activities affecting American Indians and Alaska Natives, Asian Americans, Blacks/African Americans, Hispanics/Latinos, Native Hawaiians, and other Pacific Islanders.

OMH looks forward to continuing to work with LULAC in the future.

Sincerely,

A handwritten signature in blue ink that reads "Garth Graham".

Garth N. Graham, M.D., M.P.H.  
Deputy Assistant Secretary for Minority Health



Estimados Amigos:

On behalf of the men and women of General Motors, I would like to congratulate LULAC on its 76th annual convention. This year's theme, "Emerging Latino Communities: Strengthening America," highlights the positive and lasting impact LULAC's varied initiatives have on this country and its thriving Latino communities. We are proud and grateful to share in your mission "to advance the economic condition, educational attainment, political influence, health and civil rights of the Hispanic population of the United States."

General Motors takes pride in its strong partnership with LULAC. We share your passion and conviction to help all Latinos achieve their American dream. We are deeply committed to the Hispanic market. We want to become the company of choice for Hispanics for all our products and services. In order to achieve this, we are committed to excellence on all measures: quality, productivity, safety, innovation, profitability, and especially diversity.

I'm proud to say that Latinos are a vital part of our family of employees, suppliers, and dealers. We employ over 7,000 Latinos, and our Latino automotive supplier and dealer base fuels new energy to our company and our nation's economy every day.

Our goal to be the company of choice for Hispanics can only be accomplished through strong partnerships with organizations such as LULAC that are dedicated to the advancement and empowerment of Hispanics in the United States.

Thank you, LULAC, for the opportunity to partner with you on such a great path. Special thanks to Hector Flores and the entire team of LULAC supporters for all that you have done – and will continue to do – to strengthen the Hispanic community.

Felicidades y Saludos,

A handwritten signature in black ink, appearing to read "Gary L. Cowger".

Gary L. Cowger  
GM Group Vice President  
Global Manufacturing and Labor Relations



## *Senator Blanche Lincoln*

June 1, 2005

Dear Friends,

It is my great pleasure to welcome the members of the League of United Latin American Citizens to Little Rock. The entire State of Arkansas is proud to host your 76<sup>th</sup> Annual National Convention and Exposition.

The LULAC National convention is a significant occasion for Arkansans as well as our emerging Latino community. LULAC has worked for most of the last century as a strong advocate for the needs of the Hispanic community in the United States and we appreciate the knowledge, information and new ideas brought by your organization to enrich our state.

Our state's emerging Hispanic population is a testament to the American ideal: hard work equals opportunity. That's why it is important that by staging this convention in Arkansas, LULAC has recognized how emerging Hispanic communities strengthen America.

I genuinely hope you have a safe and enjoyable stay in our state and return to your communities with a renewed sense of hope that all Hispanic families may participate in the American dream. Thank you again for selecting Little Rock as the host of this convention and please feel free to contact me whenever I can assist you.

Sincerely,

A handwritten signature in black ink that reads "Blanche L. Lincoln". The signature is written in a cursive, flowing style.

Blanche L. Lincoln



On behalf of Ford Motor Company, welcome to the 2005 League of United Latin American Citizens (LULAC) National Convention & Exposition.

Ford Motor Company designs, manufactures, and finances world-class cars and trucks. Ford also is a company that cares and strives to make a difference in people's lives. We recognize the value of family and community and the importance of strong and clear values. At Ford, our employees, dealers, suppliers, and customers make up our extended family. This has been an important part of Ford's heritage for more than a century, and it sets us apart.

Our chairman and CEO, Bill Ford and our president and COO, Jim Padilla are committed to promoting diversity and know it is essential to our business. They understand the importance of leveraging the power of various ideas, experiences and strengths toward a greater end – building better products and a stronger company, and making the world a better place.

Because we understand its value to our business, Ford has a particularly strong presence with the Latino community. This relationship was developed and has grown over many years and it continues to expand today through innovative initiatives and outreach.

One of Ford's key relationships is with LULAC, the largest and oldest Latino organization in the United States, and the LULAC National Education Service Centers. Ford is proud to support LULAC's many programs and initiatives. We know that our partnership with LULAC enables us to promote diversity, understanding and opportunity within the U.S. Latino community. We are particularly proud of the LULAC and Ford Motor Company Partnership for Advanced Studies (Ford PAS) collaboration. Together, we continue to provide educational opportunities to our youth.

At Ford, our commitment to excellence goes beyond the quality of our products and services and reaches into the community. We believe great things happen when we work together toward the shared goal of improving our nation, one community at a time.

Congratulations LULAC on 76 years of success!

Sincerely,

A handwritten signature in black ink that reads "Sandra E. Ulsh".

Sandra E. Ulsh  
President  
Ford Motor Company Fund

MARK PRYOR  
ARKANSAS

COMMITTEES:  
COMMERCE, SCIENCE AND  
TRANSPORTATION

HOMELAND SECURITY AND  
GOVERNMENTAL AFFAIRS

SELECT COMMITTEE ON ETHICS

SMALL BUSINESS AND  
ENTREPRENEURSHIP

## United States Senate

WASHINGTON, DC 20510

June 27, 2005

257 DIRKSEN SENATE OFFICE  
BUILDING  
WASHINGTON, DC 20510  
(202) 224-2353

500 PRESIDENT CLINTON AVENUE  
SUITE 401  
LITTLE ROCK, AR 72201  
(501) 324-6336  
TOLL FREE: (877) 259-9602  
<http://pryor.senate.gov>

Mr. Hector Flores, President  
League of United Latin American Citizens  
2000 L Street, Northwest  
Suite 610  
Washington, District of Columbia 20036


Dear Mr. Flores:

Congratulations on 76 years of wonderful service to the Latino Community in the United States. I am delighted to welcome you to Little Rock for the 2005 LULAC National Convention. Arkansas is proud to host this event and honored that you chose our state to come and talk about how emerging Latino communities are strengthening America.

As you know, Arkansas has one of the fastest growing Hispanic populations in the nation. Latinos are growing in number and in influence throughout our great state. Across Arkansas our communities are working to welcome these new residents. By working together we know that we can meet the new challenges that come with this growth and more importantly, together we can realize the new potential that Latino families are bringing to Arkansas.

In Arkansas and around the nation, hard-working families are contributing to our economy and to our culture. We thank LULAC for the opportunity to gather in Little Rock and discuss the legacy of the Latino community as well as our common future. Bienvenidos to The Natural State.

Sincerely,

  
Mark Pryor

# LittleRock

CITY LIMITS

## LULAC

### Convention Map

#### Convention Facility

- 1 Statehouse Convention Center  
Physically attached to Peabody Hotel  
200,000 total sq. ft. including 82,235  
sq. ft. of Exhibit Halls (divisible by 4).  
18,500 sq. ft. Ballroom (divisible by 3).  
Even (71) meeting rooms.

#### LULAC Hotels

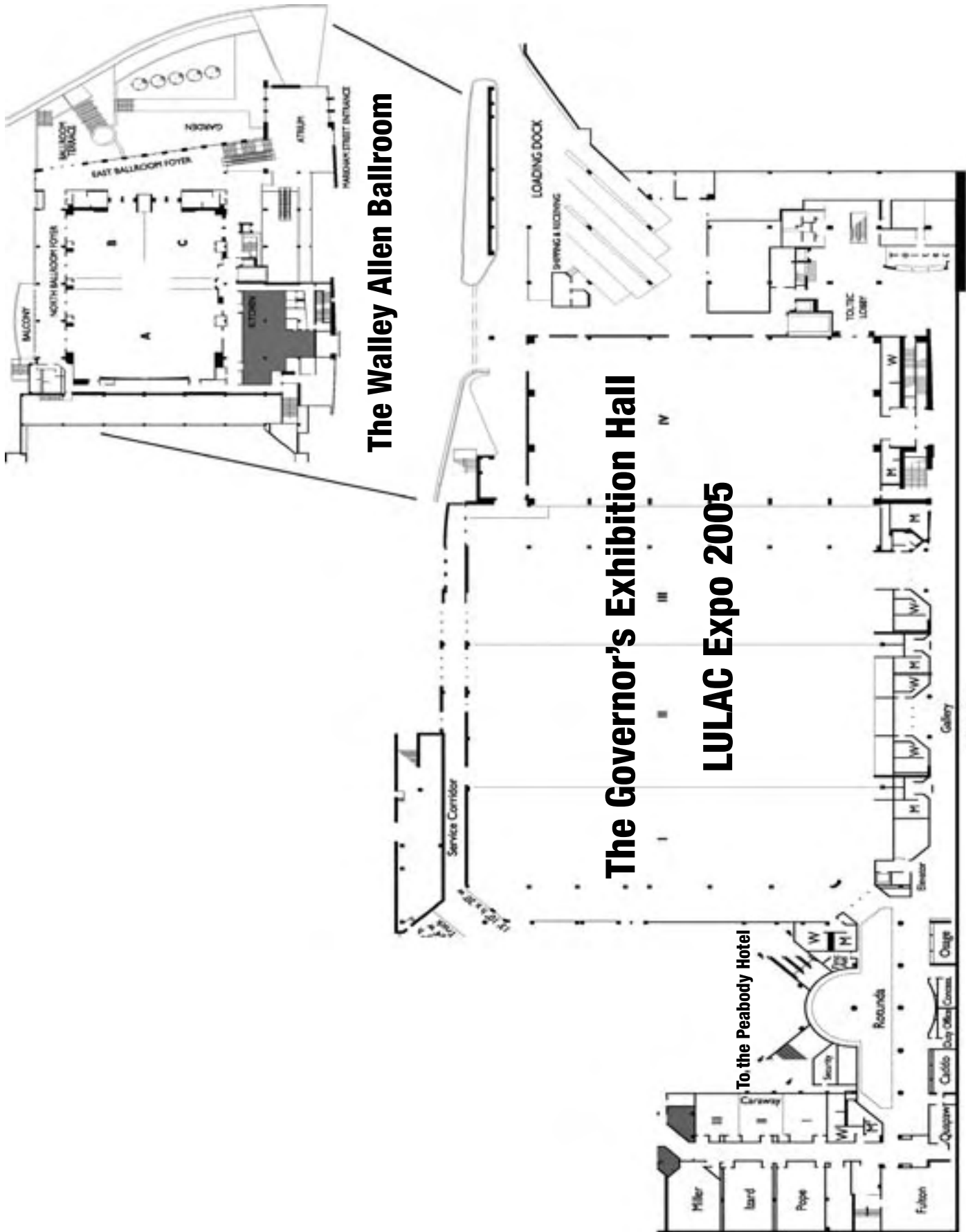
- 2 DoubleTree Hotel
- 3 Holiday Inn Presidential Center
- 4 Courtyard by Marriott
- 5 Peabody Little Rock
- 6 Wyndham Riverfront

#### Attractions

- A Alltel Arena
- B Arkansas Arts Center
- C Arkansas Repertory Theatre
- D Arkansas State Capitol
- E Central High School Museum
- F Clinton Presidential Center
- G Curran Hall Visitor Info Center
- H Governor's Mansion
- I Heller International World
- J Headquarters and Global Village
- K Historic Arkansas Museum

- L Little Rock National Airport  
(6 miles from downtown)
- M Little Rock Regional  
Chamber of Commerce
- N McArthur Museum
- O Museum of Arkansas Military History
- P Museum of Discovery
- Q Old State House Museum
- R River Market
- S Amphitheatre and Pavilions
- T River Market
- U Entertainment District
- V Riverfront Park





**The Walley Allen Ballroom**

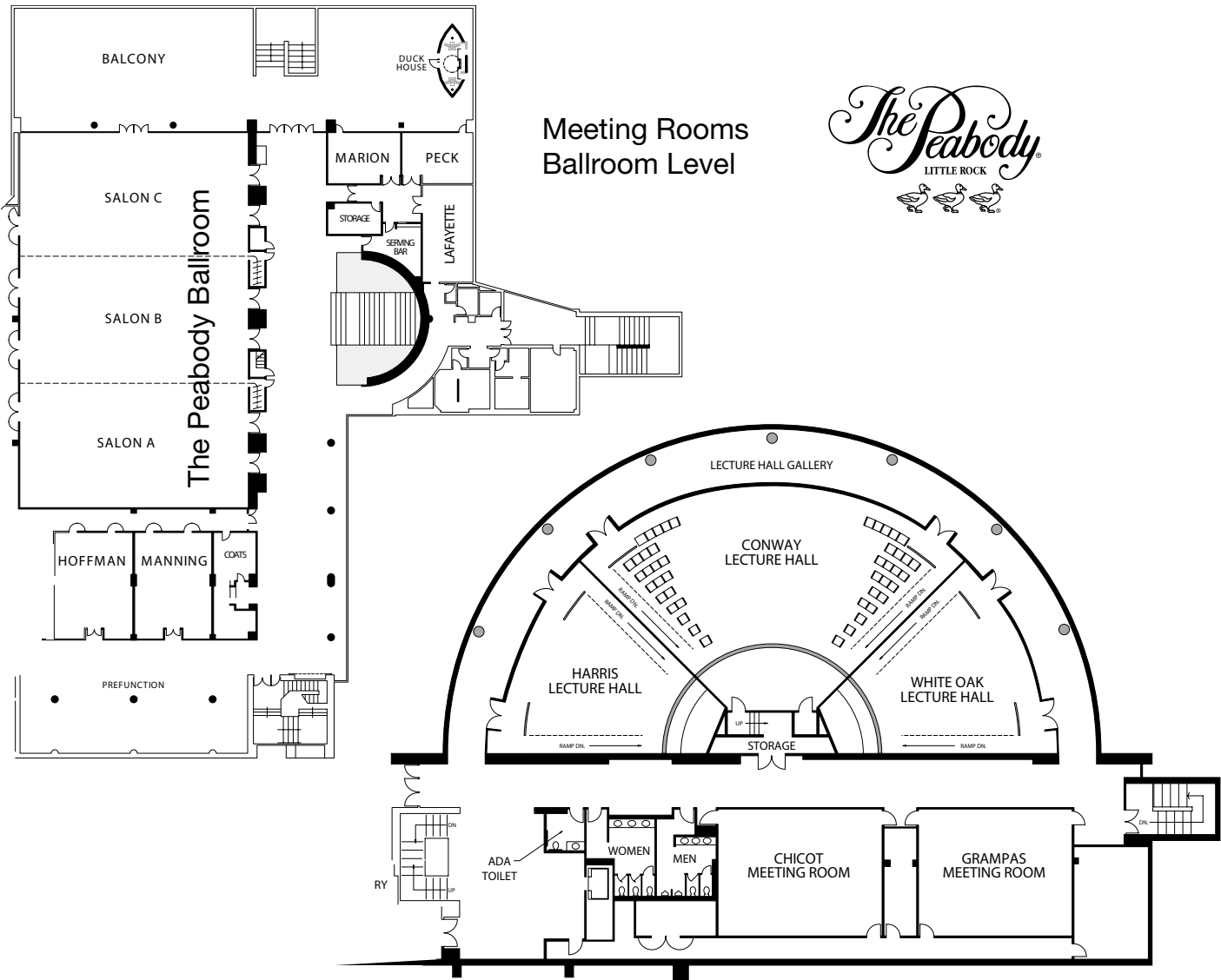
**The Governor's Exhibition Hall**

**LULAC Expo 2005**

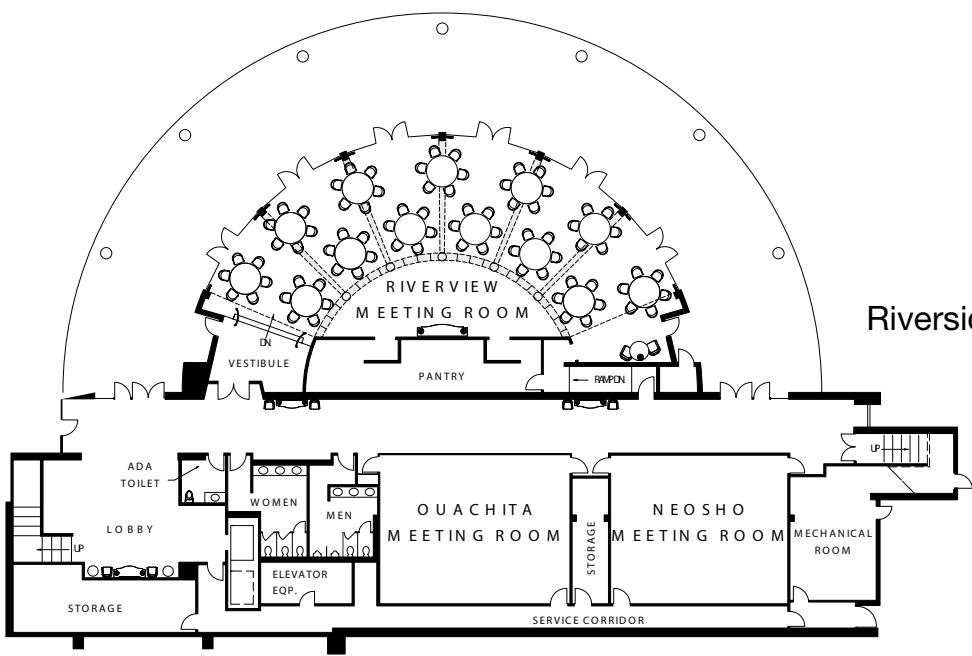
**Registration**

To the Peabody Hotel

LEVEL ONE



Lecture Hall Level



Riverside/Bottom Levels

## National Officers

Hector M. Flores	National President
Rick Dovalina	Immediate Past President
Arlinda Marie Arriaga	Youth President
Frank Ortiz	Treasurer
Margaret Moran	VP for Women
Javier Montanez	VP for Youth
Joe Cardenas, III	VP for Young Adults
Angie Garcia	VP for Elderly
Laura Medrano	VP Northeast
Haydee Rivera	VP Southeast
Rosa Rosales	VP Southwest
Maria D. Rodriguez-Salazar	VP Northwest
Blanca Vargas	VP Midwest
Dave Rodriguez	VP Farwest

## State Directors

Javier Herrera	Arizona
R. Shawn McGrew	Arkansas
Angel G. Luevano	California
Steve Garcia	Colorado
Ada Peña	District of Columbia
Anita De Palma	Florida
Gilbert Romero, Jr.	Illinois
Maria de los angeles Oria	Indiana
Gilbert Sierra	Iowa
Michael Martinez	Kansas
Regla Gonzalez	Massachusetts
Augustin Sanchez	Michigan
Enrique Soto	Minnesota
Tencha Vasquez Wilcox	Missouri
Nicolas Martinez	Nevada
Frank Cordova	New Mexico
Rosa Torres Caskey	Ohio
Rey Madrid	Oklahoma
Carmen I. Cruz	Puerto Rico
Roger C. Rocha	Texas
Maria Eugenia del Villar	Virginia
Yolanda Santos Adams	Wisconsin

## Appointments

Ray Velarde	National Legal Advisor
Luis Vera	General Counsel
Roman Palomares	Chief of Staff
Theresa Venegas Filberth	National Secretary
Adrian Rodriguez	National Parliamentarian

## Past Presidents

Albert Armendariz
Ruben Bonilla
Tony Bonilla
William Bonilla
Paul Garza, Jr.
Manuel Gonzalez
Alfred J. Hernandez
Eduardo Morga
Oscar Moran
Mario Obledo
Eduardo Peña
Belen Robles
Pete Villa

## LULAC National Staff

### Washington, DC

Brent A. Wilkes	National Executive Director
Dr. Gabriela Lemus	Director of Policy & Legislation
Emma Moreno	Director of Federal Relations
Carlos Zapata	Director of Special Events
Miguel Fernandez	Dir. of Program Development
Jorge Trasmonte	Technology Coordinator
Lorraine Quiroga	Editor, LULAC News
Brenda Alvarez	Communications Coordinator
Maritza Bosques	Executive Assistant
Molly Mickinak	Intern

### El Paso, Texas

Carolina Munoz	Chief Financial Officer
Lupe Morales	Membership Coordinator
Sandra Caraveo	Assistant

### Dallas, Texas

Joe Campos	Executive Office Manager
Mayra Roza	Administrative Assistant

## LNESC National Staff

### Washington, DC

Richard Roybal	Executive Director
Lisa Smith	Fiscal Officer
Linda Ayala	Program Manager – TS
Charles Tamez	Director of Development
Matt Looney	Development Associate
Lorena Garrido	Scholarship Administrator
Tyiesha Bailey	Sr. Accounting Clerk



**1st Row (L-R):** Ed Allen, National Oceanic and Atmospheric Administration; Darnella Boxley, US Department of Transportation; Maria Hernandez, US Patent and Trademark Office; Lou Perkins, FTI Staff; Emma Moreno, FTI Chair; Carmen Mendez, US Department of Justice; and Delia Ramirez Trimble, US Department of Army.  
**2nd Row (L-R):** Carlos Rivera, Federal Bureau of Prisons; Sonita Tiwari, National Geodetic Survey; Noemi Pizzaro-Hyman, Defense Intelligence Agency; Gloria Lalka, FTI Staff; Milton Belardo, US Department of Transportation.

**Not Pictured:** Maria A. Caminos-Medinas, US Department of Transportation; Sean Clayton, US Department of Agriculture; Sara E. Clemente, US Department of Labor; Mercedes H. Flores, US Department of Interior; Anthony Gutierrez, USDA Graduate School; Olda Howard, Social Security Administration; Kathryn E. Lewis, FTI Staff; Joseph Mancias, Jr., DHS-USCIS; Maria Mercedes Olivieri, US Department of Commerce; Alicia Rodriguez, US Department of Agriculture; Harry Salinas, HR Salinas & Associates; Felicita Sola-Carter, Social Security Administration; Jeffrey Vargas, US Department of Energy; Victoria Vargas, US Department of Housing and Urban Development

## FTI MISSION STATEMENT

The Federal Training Institute is committed to providing quality educational opportunities to develop and enable participants to realize their potential by strengthening their knowledge, skills and educational values. We provide continuing education by expanding opportunities for personal growth and fostering the development and dissemination of public policies and social change activities.

We realize the rapid changes of our nation present all agencies and companies with new and additional challenges within the workplace. We are committed to providing the support, training and development to keep abreast of these changes. Our core value is committed to facilitating educational opportunities to participants to acquire or enhance the skills necessary to progress and develop within and realize their potentials.

## **Diamond Sponsors**

Tyson Foods, Inc.  
Wal-Mart Stores, Inc.

## **Presidential Sponsors**

American Airlines, Inc.  
Ford Motor Company  
General Motors Corporation  
U.S. Department of Agriculture  
U.S. Department of Health & Human Services  
U.S. States Department of Defense

## **Judicial Sponsors**

Bank of America Corporation  
Dell Inc.  
Miller Brewing Company  
Nextel Communications Inc.

## **Senatorial Sponsors**

Altria Group, Inc.  
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AT&T  
The Coca-Cola Company  
Eli Lilly and Company  
Exxon Mobil Corporation  
McDonald's Corporation  
Nielson Media Research  
PepsiCo, Inc.  
Procter & Gamble  
SBC Communications Inc.  
Shell Oil Company  
Southwest Airlines Co.  
Sprint  
U.S. Army  
Verizon Communications Inc.

## **Congressional Sponsors**

BellSouth Corporation/Cingular  
Entergy Corporation  
J.C. Penney Corporation, Inc.  
Univision Communications Inc.

## **Patriot Sponsors**

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Burger King Corporation  
DaimlerChrysler Corporation  
Enterprise Rent-A-Car Company  
NBC/Telemundo  
UAW-Ford National Programs Center  
Wyndham International  
U.S. Coast Guard

## **Patron Sponsors**

7-Eleven, Inc.  
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Continental Airlines, Inc.  
Coors Brewing Company  
Corrections Corporation of America  
Environmental Protection Agency  
The International Union of Bricklayers and Allied Craftworkers  
Kraft Foods  
Lowe's Companies, Inc.  
Pfizer Inc.  
State Farm  
Taser International

## **Sponsors**

American Federation of Teachers  
Heineken USA Incorporated  
PhRMA

## **AFFIRMATIVE ACTION**

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

## **CENSUS AND DATA COLLECTION**

LULAC continues to support the use of statistical sampling in Census decisions to ensure the most accurate count of all peoples possible. LULAC supports the use of adjusted census figures for redistricting purposes as well as for the distribution of federal funds for states. LULAC urges the Census Bureau to maintain information gathered completely confidential and not share it with other government agencies, including the DHS. LULAC also calls on the Census Bureau to include the residents of Puerto Rico in population reports as part of the total count of Hispanics in US territory. LULAC opposes efforts to prevent the collection of data based on race and ethnicity.

## **CHILD LABOR AND THE EXPLOITATION OF MINORS**

LULAC strongly supports ending child labor through education and by supporting the International Labor Organization's (ILO) international programs to eliminate child labor worldwide. LULAC opposes the exploitation of children working anywhere for low wages and under hazardous conditions, such as poisoning from picking fruits and vegetables covered with pesticides, damaged eyesight from continuous complex work like weaving, or physical abuse.

LULAC deplores any and all exploitation of minors, whether psychological, physical, political, or sexual. LULAC is a

strong supporter of the efforts regarding Missing & Sexually Exploited Children by potential predators.

## **CITIZENSHIP AND VOTING**

LULAC promotes active participation of all eligible Hispanics in the democratic process by registering to vote and voting, and encourages all legislative, judicial and educational efforts to promote voter participation and advocacy. LULAC urges the extension of the Voting Rights Act due to expire in 2007.

LULAC encourages all eligible immigrants to become US citizens and demands that the Bureau of Immigration and Citizenship Services expedite the processing of citizenship applications pending in a backlog for up to two years or more.

LULAC aims to assure that voters' rights are safeguarded on election-day by preventing potential voting rights violations, such as intimidation at the polls, unworkable voting equipment, and other civil rights violations.

## **CRIMINAL JUSTICE REFORM**

LULAC advocates reform of the criminal justice system to reduce the disproportionate number of Latinos who are incarcerated in the criminal and juvenile justice systems. LULAC supports reform of the court system to ensure fair sentencing guidelines that do not discriminate among race or socio-economic backgrounds. LULAC opposes the incarceration of youth in adult prisons and supports preventive education and social programs to reduce incarceration and recidivism. LULAC supports the repeal of legislation harmful to Latinos to redress disparate treatment of minorities, such as the elimination of the death penalty. LULAC also supports ensuring that statistical data of inmates in the state and federal prison systems is gathered for Hispanics/Latinos, of any race.

## **DEFICIT REDUCTION**

LULAC opposes the growing deficit in the federal government and supports efforts to lower it through sensible fiscal management and economic stimulus that favors all people equally. The federal government should support states in their efforts to reduce state deficits by contributing fiscally to their attempts to secure the population at large from public safety hazards, such as terrorism, and improve education and health care services.

## **DISCRIMINATION AND RACIAL PROFILING**

By exposing discrimination, LULAC encourages a public discourse and educates the public on issues relating to Latinos. We denounce any form of discrimination on the basis of national origin, race, religion, sexual orientation, age or disability. LULAC strongly condemns racial profiling, and supports a strong statutory definition of racial profiling along with the institution of data collections systems by law enforcement. LULAC opposes any effort to amend the US Constitution in any manner that reduces protection of any individual's rights on the basis of national origin, race, religion, sexual orientation, age or disability.

## **DRIVER LICENSES**

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

## **ECONOMIC OPPORTUNITY Empowerment Zones Along the Border:**

LULAC supports an expansion of American empowerment and enterprise zones in communities along the border with Mexico.

**Employment Practices:** LULAC urges companies and government agencies to embrace diversity in all aspects of business, whether employment, promotion, or contracting, as well as to support representation of Hispanics at all levels, from day-to-day management and governance to the boardroom.

**Access:** LULAC encourages the expansion of federal programs and policies that provide federal funds to stimulate business, job growth and training, and opportunities for venture capital.

## **EDUCATION**

LULAC believes that education is the basis for lifelong success, and strongly opposes any measure that denies education as a fundamental right, including that of immigrant children. School curricula and textbooks should reflect the diversity of Hispanic heritage positively, be historically accurate, be language appropriate, and culturally sensitive.

LULAC supports legislation targeted at decreasing the Hispanic dropout rate and urges Congress to implement targeted programs to encourage Hispanic students to remain in school. Federal funding for LULAC National Education Service Centers (LNEC) should be continued so as to address the specific needs of our community, as well as to expand into areas not currently served.

Federal funding for Head Start, Migrants and Seasonal Head Start, Gear Up, TRIO, Women, Infants, and Children (WIC), HEP-CAMP, Title I and Title III programs should be increased and access should be expanded to ensure high participation of Latino children. Funding for Title I and Title VII programs should also be increased to address adult basic educational programs and bilingual education.

LULAC strongly opposes vouchers. All Latinos should have access to safe, qual-

ity and desegregated public education. Public schools should be improved and rehabilitated, and be provided with adequate funding to do so. LULAC supports full-funding of the No Child Left Behind Act.

LULAC strongly supports the Student Adjustment Act and the DREAM Act. LULAC urges all states to pass laws that allow undocumented immigrant children who have completed high school, are of good moral character, and reside in the state to be admitted to colleges and universities as residents and eligible for in-state tuition. LULAC also urges the federal government to grant these students citizenship after they graduate from college or university.

LULAC opposes college entry exams as the sole or primary determinant in admissions processes and supports instead multiple factors as the key to admission. LULAC opposes high stakes testing.

LULAC supports an increase in funding for Hispanic Serving Institutions (HSIs) of higher education. LULAC supports an increase in the number of Latino educators at all levels of education, administrators and school board members, as well as teacher training and development programs to encourage Latinos to become teachers.

## **ENGLISH PLUS**

LULAC strongly opposes all legislation that designates English as the official language of the United States or of any individual state. LULAC supports bilingual education to ensure English proficiency while encouraging students to retain proficiency in their native language. English language acquisition is imperative, but bilingualism and multilingualism are assets to be valued and preserved. LULAC advocates that English language learners shall receive an equal quality academic education with equal quality materials as na-

tive English-speaking students. Such education shall be provided by properly credentialed teachers. LULAC supports increasing programs and funding for ESL for adult students.

## **ENVIRONMENT**

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

## **FARMWORKERS, MIGRANT AND SEASONAL WORKERS**

LULAC supports the National Farmworker Jobs Program (WIA 167) and requests that the program remain a critical part of the 2005 U.S. Department of Labor's budget. LULAC also urges Congress to pass legislation that protects farm workers from employer abuse, while guaranteeing them safe working conditions, housing, and access to schooling and training, especially as relates to any new guest worker programs that may be considered for passage by Congress, which on principle LULAC opposes.

Former Bracero workers who had 10 percent of their earnings withheld from their paychecks should have those funds returned to them and their families immediately. LULAC therefore opposes the expansion of agricultural guest worker programs that do not provide adequate labor rights protections, health benefits and housing.

LULAC supports a national holiday honoring Cesar Chavez and commemorating the contributions of farm workers to the United States. School curriculum should include an historical perspective of the farm worker struggle and community service in his honor.

## **FOREIGN RELATIONS**

LULAC promotes higher Hispanic employment in the US State Department and the United Nations and other international agencies. Latino perspectives should be included in the formulation of policies towards Latin America.

LULAC urges a strengthening of partnerships with Latin America, in particular greater collaboration between the government of Mexico and LULAC. LULAC urges the US government to include Latin American nations as partners for the war on terrorism and the creation of multilateral agreements on such important cross-border issues as health, labor, education, immigration and sustainable economic development.

Although LULAC supports trade and economic integration with Latin America, it is imperative that trade agreements should be equitable and balanced. Because of the failure of current trade agreements to reach this threshold, LULAC supports efforts to renegotiate trade agreements to raise the standards of living for labor and protect our environmental standards so as to reduce displacement of workers and consequent mass migration. LULAC supports efforts to grow sustainable economic development programs in Latin America and the Caribbean, along with social development programs.

## **HATE CRIMES**

LULAC urges Congress to pass laws that provide stronger sentencing and more aggressive prosecution for hate crimes. The federal government's role should be expanded in the prosecution of hate

crimes by being allowed to assist state and local efforts to prosecute a broader scope of hate crimes.

## **HEALTH**

Universal health care is a priority for Latinos that includes affordable and accessible primary, preventive, and emergency room health care that is culturally competent. Latino mothers should have access to pre-natal care and children must have access to immunization, prescription medications, as well as substance abuse education.

LULAC urges pharmaceutical companies and medical research facilities to increase the inclusion of Latinos in their clinical trials.

LULAC urges greater awareness among health care providers of the disparities in the health care system and the elimination of bias and stereotyping of Latino patients. LULAC also advocates patient education programs to increase patients' knowledge about diseases disproportionately affecting Latinos, such as diabetes, Alzheimer's and HIV/AIDS, and how to best find health care and participate in the treatment process.

LULAC strongly opposes any efforts that would require hospital emergency room employees to check on the immigration status of all patients and report any who are undocumented to the federal government for deportation.

LULAC also urges an expansion of insurance coverage for children in poverty, as well as increased funding for programs to promote self-esteem and prevent teen pregnancy.

Because of the disproportionate number of Hispanics who are uninsured and under-insured, LULAC strongly urges the creation of a universal health care coverage plan that insures all people in an equitable manner.

LULAC supports the expansion of state and federal funding for mental health and mental disabilities programs.

## **HISPANIC REPRESENTATION**

LULAC promotes public service and strongly supports Executive Order 13171 to increase the representation of Hispanics in federal employment. We urge the administration to work closely with the Congressional Hispanic Caucus to ensure that Hispanic employment data is gathered by the Interagency Task Force so as to remedy the under-representation of Hispanics in government. LULAC urges the US Senate to provide a level playing field for Hispanic judicial nominees so as to ensure that Hispanic representation in the judicial system increases proportionally to the numbers of Latinos in the general population. LULAC supports the use of statistical sampling data in redistricting processes across the country to counterbalance undercounts in the Hispanic community so as to increase the likelihood of greater Hispanic political representation.

## **HOUSING**

LULAC supports the expansion of affordable housing and increased funding for policies that create government-sponsored matching funds. LULAC opposes discriminatory and predatory lending practices and supports the strengthening of fair housing legislation to hold banking institutions accountable for fair lending practices.

LULAC supports the improvement of quality of life for areas known as "colonias" along the US-Mexico border with such basic amenities as access to potable water and electricity. LULAC supports increasing affordable housing programs for seasonal and migrant farmworkers.

## **IMMIGRATION**

LULAC opposes any legislation that threatens the rights of immigrants,

including limiting legal immigration. LULAC opposes harsh regulations that toughen the requirements for citizenship and stipulations that raise the bar of admissibility for immigrants. Immigrant visas should not be unreasonably withheld. Legal residents and naturalized citizens should have the same benefits due native-born citizens.

LULAC opposes the militarization of the border and vigilante attacks on immigrants, as well as the mistreatment of immigrants in the United States regardless of their status.

LULAC supports the regularization of undocumented workers in the United States by periodically updating the Date of Registry, the reinstatement of Section 245(i) to allow immigrants to remain with their families while their applications are processed, along with the restoration of Food Stamps for legal immigrants. LULAC supports citizenship for America's non-citizen troops.

LULAC urges Congress to pass wage protection for immigrants, as well as to mitigate the Hoffman decision. LULAC opposes the use of local law enforcement to assist the DHS.

## **LATINO YOUTH**

LULAC opposes cuts that might lead to the disappearance of important At Risk Youth Programs and after school programs nationwide, such as the 40 percent cut proposed for the 2005 federal Juvenile Accountability Incentive Block Grant, which funds probation mental health, drug treatment and gang-prevention and after-care programs. LULAC supports programs that focus upon modifying lifestyle behaviors by promoting increased knowledge about health, increased physical activity and decreased consumption of high fat foods and reduced stress.

## **MEDIA**

LULAC strongly advocates for the increase of Hispanic-oriented programming in all facets of the media and demands that more high-level decision-making positions be made available to Hispanics at major media companies and networks. Programs should provide a positive and accurate portrayal of cultural breadth of Latinos and their contributions to the United States. LULAC encourages the FCC to require broadcasters to provide better Latino programming and representation in prime-time slots throughout the day as part of their public service obligations. LULAC strongly advocates for the enhancement of emergency preparation communications that are currently inadequate for the Spanish-speaking populations of the United States. It is critical to ensure adequate preparation of written and audiovisual materials in Spanish for dissemination prior to, during, and after emergency conditions. LULAC also acknowledges that Latino children are an exponentially growing population in California, Texas, and Florida and in metro areas of other states. LULAC supports Children's programming that acknowledges that the Latino population and cultures are an integral part of US society.

## **OIL WORKER STABILITY**

LULAC is concerned about the stability of oil prices and its impact on oil workers, many of whom are Hispanic. LULAC supports state and federal efforts to stabilize the price of oil and prevent the displacement of Hispanic oil field workers and federal tax incentives to domestic oil producers to reduce dependency on foreign oil. LULAC is in support of a federal energy policy that encourages the development of alternative fossil fuel and other environmentally friendly energy sources. LULAC opposes drilling for oil on federal lands, especially in those areas deemed necessary to the ecological well-being and quality of life of its inhabitants and neighbors. LULAC opposes HR 4517

“United States Refinery Revitalization Act of 2004.”

## **PUERTO RICO**

LULAC reaffirms its strong support of legislation that provides a congressionally recognized framework for the four million US Citizens living in Puerto Rico to freely express their wishes regarding their options for self government.

## **SENIORS**

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

## **SOCIAL SECURITY**

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

## **WELFARE REFORM**

LULAC supports fair welfare reform that acts as a safety net for those who need assistance for valid reasons. Reform should encompass providing bilingual job training, funding for child care, an increased minimum wage and job opportunities to meet the needs of urban and rural welfare recipients, with reasonable time limits and individual review, and monitoring to ensure they do not increase poverty. LULAC opposes benefit cuts previously afforded to legal immigrants, and strongly advocates the restoration of benefits to legal immigrants and children.

## **WOMEN'S RIGHTS**

LULAC strongly supports legislation that would guarantee pay equity for women, strong penalties for sexual harassment, and support for women who file complaints against their employers. LULAC supports the expansion of leadership development programs for women of all ages and encourages more Latinas to run for public office. LULAC strongly supports programs to protect women and their children from domestic violence and sexual abuse, and strong penalties for abusers that include but are not limited to community service, appropriate time in jail and mandatory anger management training. LULAC strongly supports equity in health care for women to require that most health and disability insurance contracts which cover prescription medication must also cover prescription contraceptives. LULAC demands that the United States and Mexico work together to resolve the issue of the murdered women of Juarez.

## **WORKER'S RIGHTS**

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

The exposition and most banquet events will be held at the Statehouse Convention Center (CC).  
All workshops will be held at the Peabody Hotel (PB).

## Monday, June 27

8 am to 5 pm Federal Hispanic Employment Program Managers' Summit.....Conway Hall (PB)  
8 am to 5 pm USDA Pre-Conference Meetings .....Grampas (PB)  
1 pm to 5 pm LULAC National Convention & Federal Training Institute Registration ..... Caddo & Osage (CC)  
6 pm to 8 pm **Opening Reception**, Little Rock Mayor Jim Dailey .....Ballroom Foyer (CC)  
North Little Rock Mayor Patrick Henry Hayes

## Tuesday, June 28

**LULAC Federal Training Institute**  
7 to 12, 2 to 5 LULAC National Convention & Federal Training Institute Registration ..... Caddo & Osage (CC)  
6:45 am to 8:30 am **Law Enforcement Awards Breakfast**, Mike Beebe, Arkansas Attorney General.....Ballroom (CC)  
9 am to 12 pm **Federal Training Institute: A Journey to Leadership Development—Repeated Sessions**  
Times Offered  
Tue. 9 am to 12 pm & 2:15 pm to 5 pm and Wed. 8:30 am to 11:30 am & 2:15 pm to 5 pm  
T-am, pm, W-am, pm *Conflict Management Skills in a Diverse Workplace* ..... White Oak (PB)  
T-am, pm, W-am, pm *Partnering and Negotiation Skills*..... Harris Brake (PB)  
T-am, pm, W-am, pm *Change: Making It Happen* .....Peabody Ballroom Salon A (PB)  
T-am, pm, W-am, pm *Becoming a Leader*..... Peabody Ballroom Salon B (PB)  
T-am, W-am *Federal Budget Process Basics* ..... Grampas (PB)  
T-am, W-pm *A Primer: Government Contracting* ..... Chicot (PB)  
T-am, W-pm *Strategic Planning and Problem Solving Skills* .....Manning (PB)  
T-pm, W-am *Career Enrichment: Ten Steps to a Federal Job*..... Peabody Ballroom Salon C (PB)  
W-am, pm *Career Enrichment: Building Your Federal Career*.....Hoffman (PB)  
12 pm to 1:45 pm **Diversity Luncheon**, R. Allen Pittman, VA Assist. Sec. for HR & Administration .....Ballroom (CC)  
Roberto Salazar, Food and Nutrition Service Administrator, USDA  
2:15 pm to 5 pm **Federal Training Institute: A Journey to Leadership Development—Repeated Sessions (above)**  
8 pm to 11 pm **President's FTI Reception**.....Ballroom C (PB)

## Wednesday, June 29

7 to 12, 2 to 5 LULAC National Convention & National Training Institute Registration..... Caddo & Osage (CC)  
8:30 am to 11:30 am **Federal Training Institute: A Journey to Leadership Development—Repeated Sessions (above)**  
9 am to 10:30 am *Civil Rights Today: Working with your Government* .....Conway Hall (PB)  
10 am to 10:30 am **Ribbon-Cutting Ceremony—Exposition and Job Fair Opening**.....Exhibition Hall (CC)  
10 to 12, 2 to 5 **Exposition, Job Fair, and College Fair Open** .....Exhibition Hall (CC)  
10:30 am to 11:50 am *Smart Money Management: The Keys to Financial Success*.....Conway Hall (PB)  
10:30 am to 11:50 am *The Luevano Consent Decree & the Federal EEO Process*..... Chicot (PB)  
12 pm to 1:45 pm **Partnership Luncheon**, John Tyson, Chairman and CEO, Tyson Foods .....Ballroom (CC)  
Arkansas Governor Mike Huckabee  
2 pm to 2:30 pm *Opening of LULAC National Assembly—Committee Assignments* .....Ballroom (CC)  
2 pm to 3:25 pm *How National Politics Affect Local Communities: Policy and Practice* .....Conway Hall (PB)  
2:15 pm to 5 pm **Federal Training Institute: A Journey to Leadership Development—Repeated Sessions (above)**  
3:30 pm to 5 pm *The Voting Rights Act and the Latino Community* .....Conway Hall (PB)  
4 pm to 6 pm **Lifetime Member Reception**, by invitation..... Old State House Museum  
6 pm to 9 pm **Arkansas Celebration—Clinton Presidential Center** ..... Clinton Presidential Center  
Former Arkansas Senator Dale Bumpers

The exposition and most banquet events will be held at the Statehouse Convention Center (CC).

All workshops will be held at the Peabody Hotel (PB).

**Thursday, June 30**

7 to 12, 2 to 5	LULAC National Convention Registration ..... Caddo & Osage (CC)
7:00 am to 8:30 am	<b>Armed Forces Awards Breakfast</b> “A Tribute to Excellence in Military Service” ..... Ballroom (CC)
9 to 12, 2 to 7	Exposition and Job Fair Open ..... Exhibition Hall (CC)
9 am to 10:25 am	<i>Building Community Leaders through LULAC</i> ..... Harris Brake (PB)
9 am to 10:25 am	<i>The Courts and Civil Rights: Past, Present and Future</i> ..... White Oak (PB)
10am to 11:30pm	<i>LULAC/USDA Town Hall Meeting</i> ..... Salon A&B (PB)
10:30 am to 11:30 am	<i>EPA Grants Writing and Opportunities/”Cradle to Grave”</i> ..... Salon C (PB)
10:30 am to 11:50 am	<i>Getting Your Message Heard: Working with the Media</i> ..... Harris Brake (PB)
10:30 am to 11:50 am	<i>Education Policy Today: A Report Card on Latinos</i> ..... White Oak (PB)
Noon to 2 pm	<b>Unity Luncheon</b> , J.P. Suarez, Senior VP of Loss Prevention, Wal-Mart Stores..... Ballroom (CC) Janet Murguia, President of the National Counsel of La Raza Alphonso Jackson, Secretary, US Department of Housing and Urban Development
2 pm to 3:25 pm	<i>Organizing the Grassroots: Best Practices for Community Networking</i> ..... Harris Brake (PB)
2 pm to 3:25 pm	<i>Unique Communities and Special Needs: the Disabled and the Elderly</i> ..... White Oak (PB)
2:30 pm to 4 pm	<i>USDA Agency Workshops</i> ..... Salon A&B (PB)
3:30 pm to 5 pm	<i>Raising Money and Keeping Accounts: Financial Do’s and Don’ts</i> ..... Harris Brake (PB)
3:30 pm to 5 pm	<i>Immigration Policy: Where are we today?</i> ..... White Oak (PB)
4 pm to 6 pm	<b>Ohtli Reception</b> , sponsored by the Mexican Government, by invitation ..... Riverview (PB)
5 pm to 7 pm	<b>Sponsor and Exhibitor Reception</b> ..... Exhibition Hall (CC)
6 pm to 8 pm	<b>Youth &amp; Young Adults Awards Banquet</b> , Eduardo Najera, Denver Nuggets ..... Ballroom (CC) Jackie Guerra, comedienne, actress, author, designer and public speaker
8 pm to 11 pm	<b>Mariachi Spectacular</b> , Mariachi Vargas, Mariachi Alteñas ..... Riverfest Amphitheatre

**Friday, July 1**

7 to 12, 2 to 5	LULAC National Convention Registration ..... Caddo & Osage (CC)
7:30 am to 9 am	<b>LULAC National Educational Service Centers Breakfast</b> ..... Ballroom (CC)
9 to 12, 2 to 4	Exposition, Job Fair, and College Fair Open ..... Exhibition Hall (CC)
9 am to 10:25 am	<i>Social Security Privatization: What Latinos Need to Know</i> ..... Conway Hall (PB)
9 am to 10:25 am	<i>Addressing the Dropout Crisis: Developing a Plan of Action</i> ..... Harris Brake (PB)
9 am to 3 pm	<i>LULAC/FTI Youth &amp; Collegiate Federal Career Forum</i> ..... Manning & Salon A&B (PB)
9:45 am to 10:45 am	Middle School Salon A, and High School Salon C ..... (PB)
9:45 am to 12:15 pm	College and University Sessions ..... Manning (PB)
10:30 am to 11:50 am	<i>A Complex World: Trade Agreements and Domestic Policy Agendas</i> ..... Conway Hall (PB)
10:30 am to 11:50 am	<i>Latinos and the Criminal Justice System: Who Pays the Price?</i> ..... Harris Brake (PB)
Noon to 2 pm	<b>LULAC Women’s Luncheon</b> , Gloria Estefan, internationally acclaimed artist ..... Ballroom (CC) Anna Cabral, US Treasurer
2:30 pm to 4:30 pm	<i>LULAC National Assembly Town Hall: The Rise of Hispanic Political Power</i> ..... Conway Hall (PB) Commerce Secretary Carlos Gutierrez, DNC Chairman Governor Howard Dean, RNC Chairman Ken Mehlman, Legislative Platform & Resolutions
6 pm to 7 pm	<b>Presidential Reception</b> ..... Ballroom Foyer (CC)
7 pm to 9 pm	<b>Presidential Awards Banquet</b> —Commander Everett Alvarez Jr. .... Ballroom (CC) President Bill Clinton
9 pm to 1 am	<b>Presidential Ball</b> ..... Ballroom (CC)

**Saturday, July 2**

8 am to 2 pm	LULAC General Assembly & Election of Officers ..... Ballroom (CC)
8 pm to 11 pm	<b>LULAC New Officer Celebration</b> , Los Garcia Brothers..... Ballroom (CC)

The exposition and most banquet events will be held at the Statehouse Convention Center (CC).  
All workshops will be held at the Peabody Hotel (PB).

## Wednesday, June 29

7 to 12, 2 to 5	Youth Convention Registration . . . . .	Caddo & Osage (CC)
9:30 am to 11 am	<i>College Admission &amp; Beyond</i> . . . . .	Ouachita (PB)
9:30 am to 11 am	<i>Beyond a B.A.: Law School &amp; Medical School</i> . . . . .	Neosho (PB)
10 am to 10:30 am	Ribbon-Cutting Ceremony—Exposition and Job Fair Opening . . . . .	Exhibition Hall (CC)
12 pm to 1:45 pm	<b>Partnership Luncheon</b> , John Tyson, Chairman and CEO, Tyson Foods . . . . .	Ballroom (CC)
	Arkansas Governor Mike Huckabee	
2 pm to 4 pm	<i>Youth Latino Issues Forum &amp; Committee Assignments</i> . . . . .	Ouachita, Neosho (PB)
	Session 1: Healthy Hispanic Youth	
	Session 2: Environment – Save the Barrios	
	Session 3: Immigration – Not just in the South	
4:30 pm to 6 pm	<b>Law Reception</b> (transportation provided) . . . . .	UA Law School
6 pm to 9 pm	<b>Arkansas Celebration</b> —Clinton Presidential Center . . . . .	Clinton Presidential Center
	Former Arkansas Senator Dale Bumpers, MALDEF CEO Ann Marie Tallman (invited)	
9 pm to 12 pm	<b>Youth DJ Dance</b>	Riverview (PB)

## Thursday, June 30

7 to 12, 2 to 5	Youth Convention Registration . . . . .	Caddo & Osage (CC)
7:00 am to 8:30 am	<b>Armed Forces Awards Breakfast</b> “A Tribute to Excellence in Military Service” . . . . .	Ballroom (CC)
9:15 am to 11:30 am	“LULAC Youth Speak Out” at Central High . . . . .	Central High School
Noon to 2 pm	<b>Unity Luncheon</b> , J.P. Suarez, Senior VP of Loss Prevention, Wal-Mart Stores . . . . .	Ballroom (CC)
	Janet Murguia, NCLR President; Alphonso Jackson, Secretary, US Department of HUD	
2:30 pm to 5 pm	<i>Youth Concurrent Sessions</i> . . . . .	Ouachita, Neosho (PB)
	Session 1: Civic Participation	
	Session 2: Latino Promotions & Entrepreneurship	
	Session 3: Your Money – Smart Investing	
6 pm to 8 pm	<b>Youth &amp; Young Adults Awards Banquet</b> , Eduardo Najera, Denver Nuggets . . . . .	Ballroom (CC)
	Jackie Guerra, comedienne, actress, author, designer and public speaker	
8 pm to 11 pm	<b>Mariachi Spectacular</b> , Mariachi Vargas, Mariachi Alteñas . . . . .	Riverfest Amphitheatre

## Friday, July 1

7 to 12, 2 to 5	Youth Convention Registration . . . . .	Caddo & Osage (CC)
7:30 am to 9 am	<b>LULAC National Educational Service Centers Breakfast</b> . . . . .	Ballroom (CC)
9 am to 11:30 am	<i>Career Explorations Forum: Federal &amp; Military Career Opportunities</i> . . . . .	Manning & Salon A&B (PB)
9 am to 10:25 am	<i>Social Security Privatization: What Latinos Need to Know.</i> . . . . .	Conway Hall (PB)
Noon to 2 pm	<b>LULAC Women’s Luncheon</b> , Gloria Estefan, internationally acclaimed artist . . . . .	Ballroom (CC)
	Anna Cabral, US Treasurer	
2 pm to 4pm	<i>LULAC National Youth Assembly.</i> . . . . .	Riverview (PB)
6 pm to 7 pm	<b>Presidential Reception</b> , DNC Chairman Governor Howard Dean . . . . .	Ballroom Foyer (CC)
7 pm to 9 pm	<b>Presidential Awards Banquet</b> —Commander Alvarez Jr., President Bill Clinton . . . . .	Ballroom (CC)
9 pm to 1 am	Youth DJ and entertainment . . . . .	Riverview (PB)

## Saturday, July 2

9 am to 11 am	<i>National Youth Assembly &amp; Elections.</i> . . . . .	Riverview (PB)
11 am to 2 pm	<b>Clinton Library Tour and Lunch</b> . . . . .	Clinton Presidential Center
8 pm to 11 pm	<b>LULAC New Officer Celebration</b> , Los Garcia Brothers . . . . .	Ballroom (CC)

*These 2005 Convention rules were approved by the National Board of Directors during its February meeting.*

1. Only delegates, or alternates replacing a delegate, wearing their certified badges, will be allowed in the voting section. All other persons shall be seated in an observation area designated by the Credentials Committee. The only exception to this rule shall be to accommodate a physically challenged delegate or alternate who desires to be seated in a special area.

2. A member in good standing has the right to ask that non-members be removed from the election area. This shall include the news media.

3. An Election Judge shall be appointed by the National President to conduct the elections.

4. The Election Judge shall appoint a Time Keeper and three Official Counters for all elections.

5. Elections shall be by roll call standup vote. The head of each delegation shall announce his/her council's vote and the Election Judge shall repeat the vote to the floor.

6. No delegate or alternate may have more than one vote in any one election.

7. Voting in absentia shall not be allowed.

8. A candidate not previously announced, as per the LULAC National Constitution, may run from the floor provided that a written certification endorsement by the total accredited delegations of a minimum of five councils, including the candidate's home council, is made to the Election Judge prior to the time of nominations for the office in question.

9. Each candidate has the right to appoint one counter. However, the only official count for any election shall

be that recorded by the three Official Counters.

10. Each candidate shall have five minutes for speeches which shall follow the closure of nominations for the office in question.

11. In elections in which more than two candidates are involved, and no one receives 50 percent plus 1 majority of the certified votes, the two candidates receiving the highest number of votes shall immediately go into a runoff. No speeches shall be allowed in runoff elections.

12. Challenges to any election must be issued to the National Legal Advisor immediately after the outcome is announced and before another election has begun. It shall take, as per Robert's Rules of Order (revised), a two-thirds vote to overturn any ruling made by the National Legal Advisor.

13. The order of elections shall be,

- National President
- Southwest Vice President
- Southeast Vice President
- Northwest Vice President
- Northeast Vice President
- Farwest Vice President
- Midwest Vice President
- Vice President for the Elderly
- Vice President for Women
- Vice President for Young Adults
- Vice President for Youth
- Treasurer
- 2008 Convention Site

14. The presentation of Constitutional Amendments from the floor shall not be allowed. All amendments must be submitted in typewritten form by March 30, 2005 to the National Board through **Roger Rocha, Chairperson, Amendments and Constitution Committee, 1810 Aldama, Laredo, Texas 78043.** The National Executive

Board will review all amendments at the April board meeting. Discussion on Constitutional Amendments shall be limited to ten minutes for each amendment with three speakers for and three speakers against.

15. All resolutions must be in written form and submitted by a local council in good standing. The Resolutions Committee shall read the resolved portion of each resolution and make its recommendation to the assembly. Discussion on each resolution shall be limited to ten minutes with two speakers for and two speakers against. A speaker must announce if he/she is speaking in favor of or against the resolution in question.

16. Resolutions from the floor shall be accepted. The resolution from the floor must be in written form and signed by the total delegation of the offering council. The written resolution from the floor must be presented to the Resolutions Committee. The Resolution Committee shall read the resolution in its entirety and call for a vote. The same time limit, number of speakers, and announcement as in rule 15 shall apply to this rule.

17. Any issue not covered by these Convention Rules will be determined by the proper provisions within the LULAC National Constitution, By-Laws and Protocol, and Robert's Rules of Order (revised) in that order.

18. These adopted 2005 Convention Rules may be changed by a two-thirds vote of the assembly.

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

## The Award

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

- Man of the Year
- Woman of the Year
- Council of the Year
- Raymond Telles Award for Education
- Felix Tijerina Award for Service to the League
- Aztec Award for Civil Rights
- J.C. Martinez Award for Membership and Expansion
- Cesar Chavez Award for Leadership and Community Service
- Dr. Anita Del Rio Award for Latina Leadership and Women's Advocacy

## Criteria for Council of the Year Award

1. Council must be chartered and in good standing in the League.
2. Council must have been awarded Council of the Year at the District and State levels.
3. Council must have sponsored a LULAC Youth Council in the past year.
4. Council will receive special consideration for participation in the LNESc scholarship program.
5. Council must have participated in humanitarian and civic causes that have made an impact on LULAC and the community.

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

## Criteria for Man of the Year Award

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

## Criteria for Woman of the Year Award

1. Nominee must be a member of a chartered LULAC Council in good standing in the League.
2. Nominee must be in good standing in the League.
3. Nominee must have been selected as Woman of the Year

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

## Criteria for LULAC Special Awards

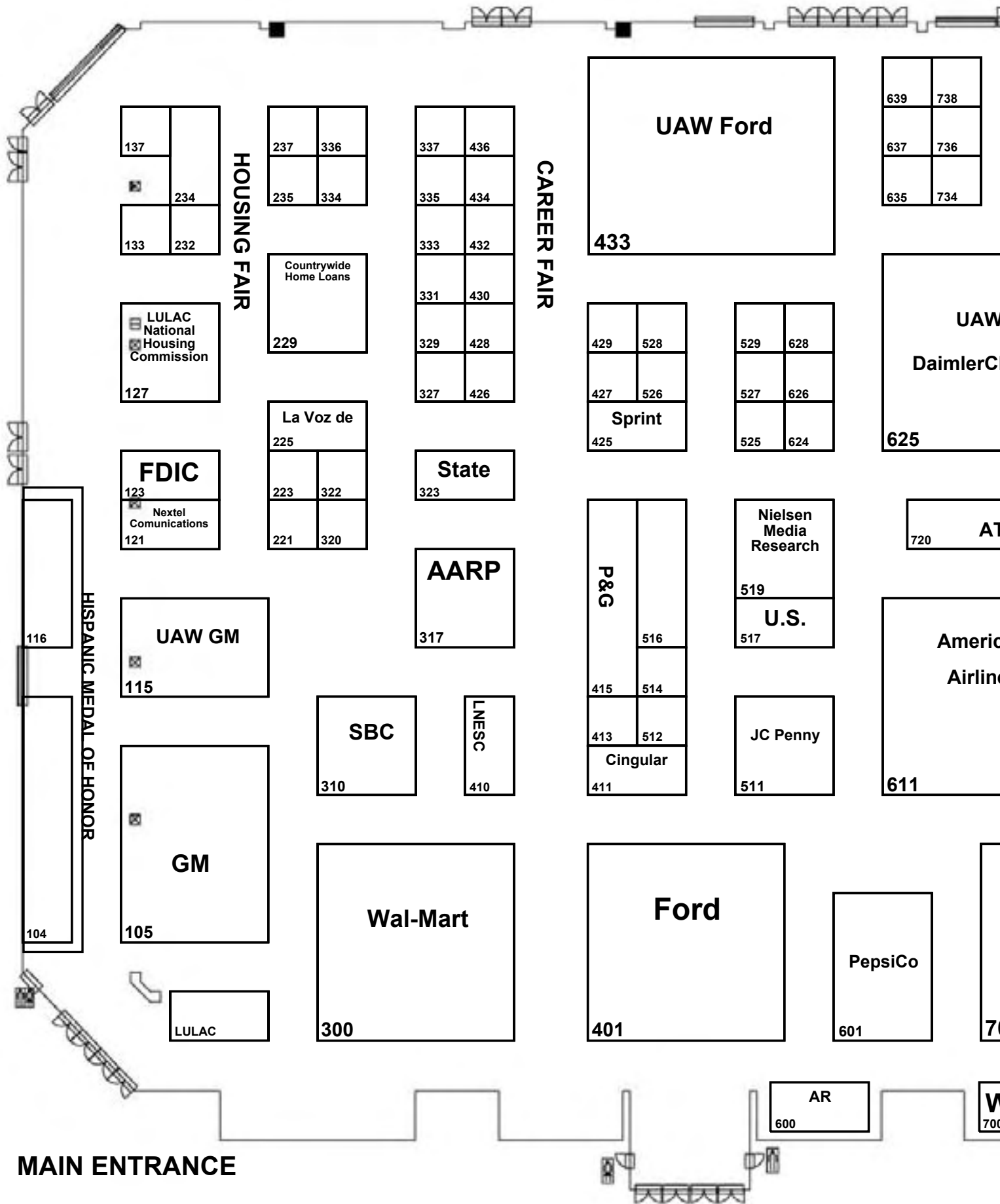
- Membership
  - Loyalty
  - Service
  - Achievements
  - Awards
  - Contributions
  - Leadership
  - Recognition
  - Actions
  - Projects
  - Accomplishments
  - Volunteerism
1. Any LULAC member in good standing is eligible to be nominated for a LULAC Special Award.
  2. Any member of LULAC can nominate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

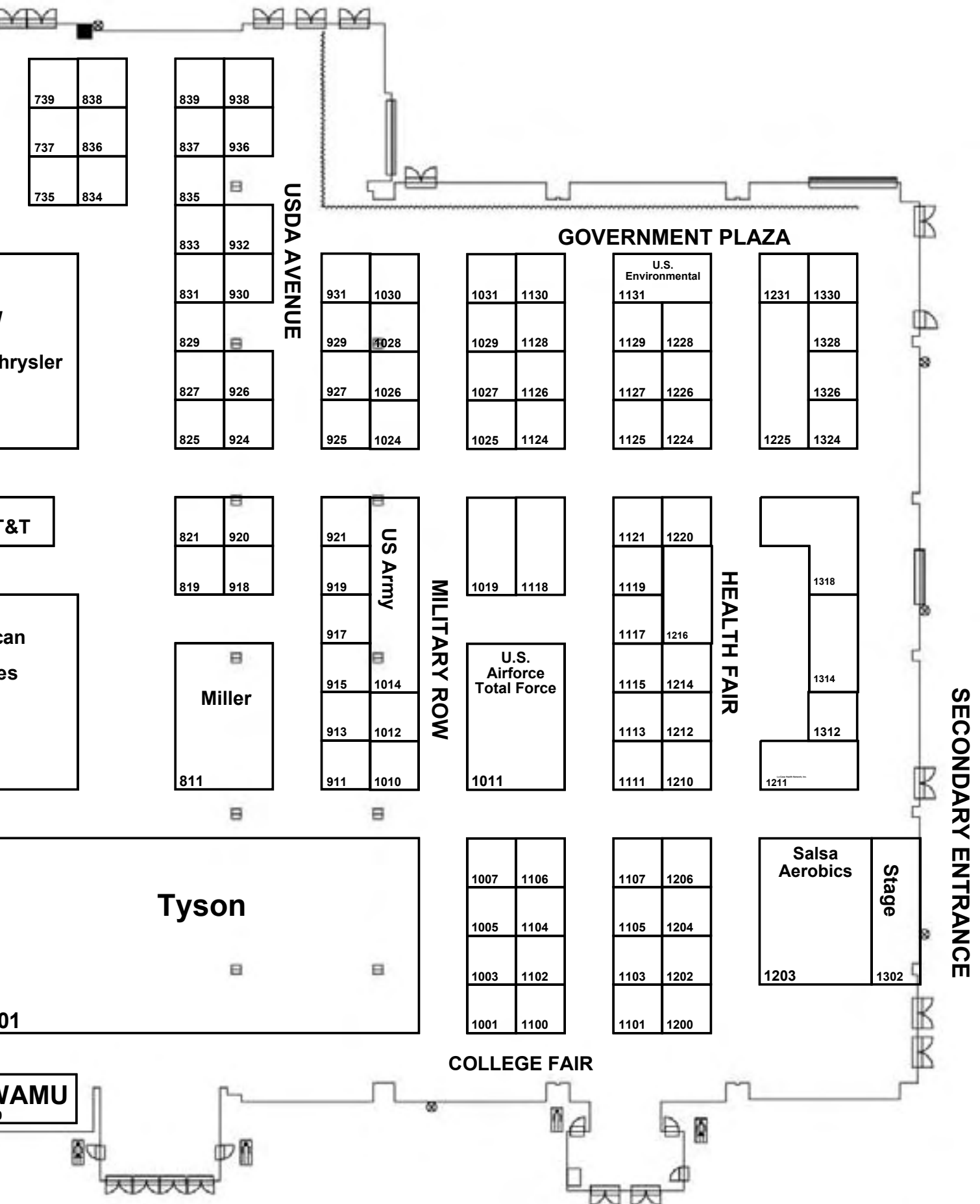
<b><u>Company</u></b>	<b><u>Booth</u></b>	<b><u>Company</u></b>	<b><u>Booth</u></b>
AARP	317	DOD Recruitment Assistance Division	1010
ACORN	235	DOJ Justice Management Division, EEO Staff	829
Alternative Medical Arts	1206	Entergy Corporation	333
American Airlines	611	Familia Hispana	527
American Cancer Society - Arkansas	1212	Federal Bureau of Investigation	432
American Dream Mortgage	237	Federal Bureau of Prisons	1028
American Federation of Teachers/AFL-CIO	1007	Federal Deposit Insurance Corporation	123
AmeriDream Inc.	232	FDA - Office of Women's Health	1224
AR Hispanic Radio	600	Ford Motor Company	401
Aristotle	626	General Motors	105
Arkansas Department of Health	1314	Greater Milwaukee Convention & Visitors Bureau	1111
Arkansas Human Development Corp.	1318	Gwinnett County Public Schools	434
Arkansas Job Consortium	430	Hanke Brothers	337
AT&T	720	HCIR & UN Foundation	1113
Baptist Health Medical Center	1312	Heifer International	1121
Blockbuster	322	Hispanic Association of Colleges and Universities	1102
Burger King Corporation	528	Hispanic Medal of Honor	104
CCCS	334	Hispanic Medal of Honor	116
CDC National Prevention Information Network	1202	HUD Little Rock Field Office	133
Celebra la Vida con Salud	1214	Human Rights Campaign	1101
Centers for Disease Control & Prevention	1200	Intl. Union of Bricklayers & Allied Craftworkers	526
Centers for Medicare & Medicaid Services	1324	JC Penney	511
Centers for Medicare & Medicaid Services	1326	La Casa Health Network, Inc.	1211
Central Arkansas Veterans Health System	1220	La Voz de Arkansas	225
Central Intelligence Agency	1024	Latina Style Magazine	413
Cingular	411	Latinos for a Secure Retirement	624
Cobalt Publishing	427	LNESC	410
Corpus Christi Convention & Visitors Bureau	911	Lowe's	331
Corrections Corporation of America	436	LULAC	LULAC
Countrywide Home Loans	229	LULAC National Housing Commission	127
Dallas Convention & Visitors Bureau	819	LULAC Village Park	335
Dallas County Community Colleges, System HR	1001	Marine Corps	917
Dallas Independent School District	1100	Marlin Financial Services	512
Defense Contract Management Agency	1012	Miller Brewing	811
Defense Intelligence Agency	915	Mortgage Insurance Companies of America	327
Department of the Army	913	Natl. Agricultural Law Center, U of A School of Law	1103
DHHS Admin. For Children and Families	1225	National Center for Missing & Exploited Children	1117
DOC/NOAA Educational Partnership Program	1126	National Marrow Donor Program	1204
DOC/NOAA/NMFS	1128	Nextel Communications Inc.	121

<b>Company</b>	<b>Booth</b>
Nielsen Media Research . . . . .	519
Northwest Airlines. . . . .	426
Oceanic Conservation Organization. . . . .	514
Office of Minority Health Resource Center . . . . .	1226
Office of Personnel Management . . . . .	1127
Ortho Biotech . . . . .	428
Partnership for Prescription Assistance . . . . .	221
Peace Corps . . . . .	1104
People for the American Way . . . . .	1107
PepsiCo . . . . .	601
Pfizer . . . . .	223
Procter & Gamble Company . . . . .	415
Renovac Systems Inc. . . . .	516
Salsa Aerobics . . . . .	1203
Salsa Aerobics . . . . .	1302
SBC Communications . . . . .	310
Selective Service System . . . . .	1025
SERCO . . . . .	320
Smithsonian Institute - Center for Latino Initiatives .	1105
Social Security Administration. . . . .	1328
Southwest Airlines Co. . . . .	429
Sprint . . . . .	425
SSA/Dallas Regional Office . . . . .	1330
St. Vincent Health Clinic East. . . . .	1216
State Farm . . . . .	323
Substance Abuse & Mental Health Services Admin .	1210
The Todd Beamer Foundation- Heroic Choices . . . .	1119
Transportation Security Administration . . . . .	834
Tyson Foods Inc. . . . .	701
U.S. Air Force Reserve. . . . .	1118
U.S. Air Force Total Force . . . . .	1011
U.S. Army . . . . .	1014
U.S. Census Bureau . . . . .	1027
U.S. Coast Guard. . . . .	517
U.S. Customs & Boarder Protection . . . . .	831
U.S. Department of Commerce . . . . .	1124
U.S. Department of Energy . . . . .	1029
U.S. Department of Homeland Security-U.S. Visit. . .	833
U.S. Department Of Labor . . . . .	837

<b>Company</b>	<b>Booth</b>
U.S. Department of State . . . . .	1026
U.S. Department of Transportation . . . . .	835
U.S. Dept. of HHS Office for Civil Rights. . . . .	1231
U.S. Dept. of Housing & Urban Development . . . . .	329
U.S. DOJ Community Relations Service. . . . .	825
U.S. DOJ Drug Enforcement Administration. . . . .	827
U.S. Environmental Protection Agency. . . . .	1131
U.S. General Services Administration . . . . .	1125
U.S. Navy Recruiting . . . . .	1019
U.S. Nuclear Regulatory Commission . . . . .	1031
U.S. Postal Service . . . . .	839
UAW DaimlerChrysler . . . . .	625
UAW GM . . . . .	115
UAW-Ford National Programs Center. . . . .	433
University of Arkansas at Little Rock . . . . .	1003
University of Arkansas Little Rock School of Law. . .	1005
USAID . . . . .	1228
USDA Agricultural Marketing Service. . . . .	931
USDA Agricultural Research Service . . . . .	929
USDA APHIS Veterinary Services . . . . .	938
USDA CSREES. . . . .	930
USDA Food and Nutrition Service . . . . .	925
USDA Food Safety & Inspection Service . . . . .	920
USDA Forest Service. . . . .	924
USDA Forest Service-Procurement . . . . .	926
USDA National Agricultural Statistics Service . . . . .	927
USDA Natural Resources Conservation Service . . . . .	936
USDA Office of Outreach & Diversity . . . . .	918
USDA Risk Management Agency . . . . .	921
USDA Rural Development . . . . .	932
USHCC . . . . .	1106
Verizon Reads. . . . .	1115
Wal-Mart . . . . .	300
Washington Mutual. . . . .	700
WOLA . . . . .	525
Wyndham International. . . . .	821

# 54 Expo Layout - Governor's Hall





## Monday, June 27

8:00–5:00 pm **Federal Hispanic Employment Program (HEP) Managers' Summit** **Conway Lecture Hall (PB)**

8:00–5:00 pm **USDA Pre-Conference Meetings** **Grampas (PB)**

1:00–5:00 pm **LULAC National Convention & Federal Training Institute Registration** **Caddo & Osage (CC)**

6:00–8:00 pm **Opening Reception** **Ballroom Foyer (CC)**

*Sponsored by Anheuser Busch, Inc.; Continental Airlines, Inc.; Pfizer Inc.*

Little Rock Mayor Jim Dailey

North Little Rock Mayor Patrick Henry Hayes

## Tuesday, June 28

### Federal Training Institute

6:45–8:30 am **Law Enforcement Awards Breakfast** **Ballroom (CC)**

*Sponsored by Corrections Corporation of America; Taser International; US Coast Guard*



*Presiding Official, Carlos V. Rivera, Diversity Management Administrator, U.S. Federal Bureau of Prisons, Washington, DC:* Mr. Rivera received his Juris Doctor from the University of Puerto Rico, and his B.A. from the University of Michigan, Ann Arbor. He began his career with the Bureau of Prisons as a legal technician. Mr. Rivera also served as a law clerk with the superior Court in San Juan, Puerto Rico.



*Key Note Speaker, Arkansas State Attorney General Mike Beebe:* In January 2003, Mike Beebe was sworn in as the 51st Attorney General for the State of Arkansas. As chief law-enforcement officer, Attorney General Beebe's responsibility is to represent the people of the state and to be the guardian of their interests. He and his staff are committed to safeguarding consumers, and protecting seniors from abuse and neglect.

7-12, 2-5 **LULAC National Convention & Federal Training Institute Registration** **Caddo & Osage (CC)**

### Federal Training Institute: A Journey to Leadership Development Concurrent Sessions

9-12, 2:15-5 **Conflict Management Skills in a Diverse Workforce** **White Oak (PB)**

In this workshop, participants will be introduced to the TRANSFORM® method of conflict resolution, a cutting-edge model for transforming working relationships. This dynamic workshop will further explain the TRANSFORM® approach and provide participants with communication and conflict resolution tools that they can use every day at work and at home. The workshop format will consist of discussion and brief experiential exercises.

*Moderator: Patricia G. Boylan, Director, Office of Civil Rights, United States Patent and Trademark Office, Washington, DC*

**Robin Amadei, J.D.,** Instructor, Graduate School, United States Department of Agriculture, Washington, DC

**Maria Mercedes Olivieri,** Director, Strategic Recruitment and Diversity, Department of Commerce, Washington, DC

9-12, 2:15-5

**Partnering and Negotiation Skills****Harris Brake**

All groups go through predictable phases of development. Learning to manage the dynamics of these phases is essential to strong leadership. We will discuss a model that identifies specific behaviors of different groups. We will also discuss how skillful leaders can understand seven characteristics of high-performing teams and match their behavior with the team's development to compete effectively in the changing governmental culture.

*Moderator:* **Joe Mancias**, Senior Management Counsel to the Director, U.S. Citizenship and Immigration Service, Washington, DC

**Robert J. Denning**, Instructor, Graduate School, USDA, Washington, DC

9-12, 2:15-5

**Change: Making It Happen****Peabody Ballroom Salon A**

This workshop will explore the successful elements of implementing change in an organization, including the management techniques and the use of strategic thinking and innovation to achieve desired results within an organization or project.

*Moderator:* **Olda Howard**, Director, Office of Training/Center for Employee Training and Development, Social Security Administration, Baltimore, Maryland

**Felicita Sola-Carter**, Assistant Deputy Commissioner for Human Resources, Social Security Administration, Baltimore, Maryland

**Francisco A. Siaca**, Director for Cultural Diversity, Social Security Administration, Baltimore, Maryland

9-12, 2:15-5

**Becoming a Leader: The "How To's" for Emerging Leaders****Peabody Ballroom Salon B**

The more the concept of leadership is studied, the clearer it becomes that leaders are not born. Nor can leadership be explained by the circumstance of being in the right place at the right time. Nor, it seems, is leadership assured through the accumulation of traits or key characteristics. What then, is "the right stuff?" By participating in this program, you will learn what it takes.

*Moderator:* **Gloria Gutierrez**, Deputy Administrator for Management, United States Department of Agriculture, Food and Nutrition Services, Alexandria, Virginia

**Charles Cranford**, Associate Director, Leadership Capacity Services (CLCS), Office of Personal Management, Eastern Management Development Center, Shepherdstown, West Virginia

9:00-12:00 pm

**Federal Budget Process Basis****Grampas (PB)**

Participants will be introduced to the following examples:

- Macro-level budget proves--Family Budget vs. Federal Budget
- Budget phases, rules, terminology and concepts
- Roles and processes of Executive and Legislative Branch

Case Study--Putting It All Together at the Ground Level--process, players, numbers and justification

*Moderator:* **Gil Sandate**, Director of Work Force Diversity, Library of Congress, Washington, DC

**Bob Rothenberg**, Associate Commissioner for Budget, Social Security Administration, Baltimore, Maryland

9:00–12:00 pm

**A Primer: Government Contracting**

**Chicot (PB)**

Course discussion will include issues on the contracting process from pre-solicitation, solicitation and award; performance based statement of work, what is it, how does it work; prohibited activities, and roles of the various branches of government in the contracting and appeal process.

*Moderator:* **Mercedes Flores**, Chief of Staff, Office of Civil Rights, Department of the Interior, Washington, DC

**Michael L. Bieda**, Special Advisor to the Regional Administrator, General Services Administration, Denver, Colorado

**Leigh Ann Bunetta**, Regional Counsel, General Services Administration, Denver, Colorado

9:00–12:00 pm

**Strategic Planning and Problem-Solving Skills**

**Manning**

Strategic Planning/Program Management. Strategic planning is required of all federal agencies to project manpower or resource requirements to support budget requests or manpower requirements. This session will review the methods of defining and measuring project objectives, developing a scope of work, identifying project stakeholders/constituents, developing a project management plan and maintaining a communication plan through completion of the assigned project. This is a tried and true methodology used in the management of newly assigned projects and has applicability whether it's the construction of a structure or implementing a new policy.

*Moderator:* **Delia Ramirez Trimble**, Director, Hispanic Program Manager, EEO and Civil Rights Office, US Department of Army, Washington, DC

*Presenter,* **Carlos C. Aguilar**, Civil Engineer, US Corp of Engineers, State of Texas

12:00–1:45 pm

**Diversity Luncheon**

**Ballroom (CC)**

Sponsored by Bank of America; Burger King Corporation; Dell Inc.; UAW-Ford National Programs Center; Verizon Communications;



*Presiding Official:* **Gloria Gutierrez, Deputy Administrator for Management, US Department of Agriculture, Food and Nutrition Services, Alexandria, Virginia:** Ms. Gutierrez has oversight responsibility for Human Resources, Civil Rights, Administrative Services and Information Technology for FNS. She previously served as the Assistant Director of Marketing, Customer Liaison and Data Dissemination Services at the U.S. Census Bureau, Department of Commerce.



*Remarks:* **R. Allen Pittman, Assistant Secretary for Human Resources, US Department of Veterans Affairs, Washington, DC:** As Assistant Secretary for Human Resources and Administration, Mr. Pittman serves as the Chief Human Capital Officer of the federal government's second-largest department, which employs approximately 230,000 serving America's veterans and their dependents.



*Keynote Speaker,* **Roberto Salazar, Food and Nutrition Service Administrator, US Department of Agriculture, Washington, DC:** Mr. Salazar oversees 15 domestic nutrition assistance programs, including the Food Stamp Program, the National School Lunch and School Breakfast programs, the Child and Adult Care Food Program and the Special Supplemental Program for Women, Infants and Children (WIC). Prior to his appointment, Mr. Salazar was Director of USDA's Rural Development State Office in New Mexico.

- 2:15–5:00 pm Career Enrichment: Ten Steps to a Federal Job Peabody Ballroom Salon C**  
 Kathryn Troutman will share her “Ten Steps” approach to a new and better way to search for, apply and land a Federal job or promotion. The Ten Step curriculum is being taught by Certified Federal Job Search Trainers in military base transition centers world-wide and university career centers.
- Writing your KSAs  
 Writing your Knowledge, Skills and Abilities narratives may be a dreaded writing project. Ms. Troutman will share her strategies for writing, editing and creating the best success stories and accomplishments in your career. You will learn how to target them for a job announcement and keep the HR recruiters fixed on your KSAs - resulting in better scores, more referrals, more interviews and job opportunities.
- Moderator: Dr. Harry Salinas, PhD*, Retired, National HEP Manager, U.S. Department of Agriculture, HR Salinas & Associates, Vienna, Virginia
- Kathryn K. Troutman**, The Resume Place, Inc., Pioneering Designer of The Federal Resume, Founder & Director of the Federal Job Search Trainer, Federal Resume Writer & Coach Certification Programs, Baltimore, Maryland

- 8:00–11:00 pm President’s FTI Reception Ballroom C (PB)**

## Wednesday, June 29

- 7-12, 2-5 LULAC National Convention & National Training Institute Registration Caddo & Osage (CC)**
- Federal Training Institute: A Journey to Leadership Development Concurrent Sessions**
- 8:30–11:30 Building your Federal Career Hoffman (PB)**  
 Have you ever taken a look at your present job, how you got there, and where you are going next? Many federal employees do not prepare themselves adequately to move forward in their careers. You have to assess, plan, and act on your goals. This workshop will assist you with your career design and development, producing the results you want.
- Moderator: Noemi Pizarro-Hyman*, Senior Diversity Management Specialist, Defense Intelligence Agency, Washington, DC
- Presenter: Vilma Colón*, President, Transition Matters, Inc., Burke, Virginia
- 8:30-11:30 am Conflict Management Skills in a Diverse Workplace - see Tuesday, June 28**  
**Partnering and Negotiation Skills - see Tuesday, June 28**  
**Change: Making It Happen - see Tuesday, June 28**  
**Becoming a Leader - see Tuesday, June 28**  
**Federal Budget Process - see Tuesday, June 28**  
**Strategic Planning and Problem Solving Skills - see Tuesday, June 28**  
**Career Enrichment: Ten Steps to a Federal Job - see Tuesday, June 28**

**LULAC Community Meeting**

**9:00–10:30 am**      **Civil Rights Today: Working With Your Government**      **Conway Hall (PB)**  
 This community meeting brings together the civil rights offices of important government agencies to discuss current law of interest to the community. They will provide valuable information about their services and how their agencies are enhancing their programs.

*Moderator:* Domingo Garcia, LULAC Civil Rights Chair

**Lilia Irizarry**, Equal Employment Specialist, Civil Rights Division, Department of Justice, Washington, DC  
**Sharee Freeman**, Director, Community Relations Service, Department of Justice, Washington, DC  
**Andre Guerrero**, Chair, Arkansas Advisory Committee to the US Commission on Civil Rights, Little Rock, Arkansas

**10-12, 2-5**      **Ribbon-Cutting Ceremony—Exposition and Job Fair Opening**      **Exhibition Hall (CC)**

**10:30–11:50 am**      **Smart Money Management: The Keys to Financial Success**      **Conway Hall (PB)**  
 Hispanic Leaders have increasingly focused on financial empowerment as the next step in the Latino struggle for equality. In this panel, financial experts will discuss sound money management techniques covering issues such as investing, using credit wisely, and making sound purchasing decisions.

**Louis Barajas**, Financial Planner, Bank of America  
**David Dawkins**, Ford Credit  
**Leticia Sanchez**, Diversity Marketing Manager for GMAC Financial Services

**10:30–11:50 am**      **The Luevano Consent Decree & the Federal EEO Process**      **Chicot (PB)**  
 In 1978 a nation wide class action lawsuit *Luevano v. Campbell* was filed against the Federal Government successfully challenging the former Professional and Administrative Career Examination (PACE EXAM). More than 25 years later the consent decree settling the case; creating the Outstanding Scholar Program and the Bilingual Bicultural alternatives to merit selection, have not cured the underrepresentation of Latinos in Federal employment. The Plaintiff Angel G. Luevano discusses the history of the Luevano decree, the Federal EEO Process and barriers to correcting Hispanic Underrepresentation in the Federal Government.

*Moderator:* **Angel Luevano**, California State Director, California

**12:00–1:45 pm**      **Partnership Luncheon**      **Ballroom (CC)**  
*Sponsored by BellSouth Corporation/Cingular; Enterprise Rent-A-Car; J.C. Penney Corporation; Tyson Foods, Inc.*



*Keynote Speaker, John Tyson*, Chairman and CEO, Tyson Foods: Mr. Tyson is Chairman of the Board and Chief Executive Officer of Tyson Foods, Inc. and has held this position since October 2001. He served as Chairman, President and CEO Tyson Foods, Inc. from April 2000 to October 2001, as Chairman from 1998 to April 2000 and in other executive capacities prior to 1998. Mr. Tyson has been a member of the Tyson Foods Board since 1984.



*Keynote Speaker, Governor Mike Huckabee of Arkansas:* Governor Huckabee took office July 15, 1996. He moved up from lieutenant governor following the resignation of Gov. Jim Guy Tucker. Huckabee became Arkansas' 44th elected governor after winning the November 1998 election with the highest percentage of the vote ever received by a Republican gubernatorial nominee in Arkansas. He was elected to a second four-year term in November 2002.

2:00–2:30 pm **Opening of LULAC National Assembly -- Committee Assignments** **Ballroom (CC)**

### **LULAC Plenaries**

2:00–3:25 pm **How National Politics Affect Local Communities: Policy and Practice** **Conway Hall (PB)**

This plenary explores the interaction between national politics and policies on local communities, bringing together national figures and community leaders to discuss from their perspectives on how they interact. Legislative efforts such as the DREAM Act and the CLEAR Act promise to have definite impacts on local communities. However, these policies and practices are not limited to legislation alone. Many local communities face unique challenges with growing populations, such as that of Latino immigrants or migrants, and often do not have the resources – both financial and institutional – to effectively and proactively deal with them. Appropriations in areas like education and health care also impact local communities. This session will examine best practices of interaction to keep local communities informed about national policy and national policymakers informed about local trends.

*Moderator:* **Mickey Ibarra**, President, Mickey Ibarra & Associates, Washington, DC

**Rebecca Vigil Giron**, Secretary of State, New Mexico

**Charles Louis Kincannon**, Director, US Census, Washington, DC

**David Pryor**, Dean, Clinton Graduate School, Little Rock, Arkansas

### **Federal Training Institute**

2:15–5:00 pm **Building your Federal Career -- see Wednesday, June 29, 8:30-11:30 am**  
**Conflict Management Skills in a Diverse Workplace - see Tuesday, June 28**  
**Partnering and Negotiation Skills - see Tuesday, June 28**  
**Change: Making It Happen - see Tuesday, June 28**  
**Becoming a Leader - see Tuesday, June 28**  
**A Primer: Government Contracting - see Tuesday, June 28**

### **LULAC Session**

3:30–5:00 pm **The Voting Rights Act and the Latino Community** **Conway Hall**  
**The Upcoming Reauthorization**

In 1965, Congress enacted the Voting Rights Act to protect the African-American community from discriminatory voting and election practices imposed by states and local jurisdictions. Under current law, Congress must reauthorize Section 5 and Section 203 of the VRA by August 2007. This plenary will explore discrimination in the electoral process and the need for minority voter protection, particularly for Latinos and immigrants.

*Moderator:* **Dave Rodriguez**, LULAC VP for the Farwest

**Larry Gonzalez**, Director, Washington Office, National Association of Latino Elected Officials, Washington, DC

**Robin J. Carroll**, Voting Rights Attorney, Vickery and Carroll, P.A., El Dorado, Little Rock

**Julie Fernandez**, Senior Policy Analyst and Special Counsel, Leadership Conference on Civil Rights, Washington, DC

4:00–6:00 pm **Lifetime Member Reception, by invitation** **Old State House Museum**

**6:00–10:00 pm**      **Arkansas Celebration—Clinton Presidential Center**      **Clinton Presidential Center**  
 Sponsored by SBC Communications, Inc.; Nielson Media Research



**Dale Bumpers, former Governor and US Senator, Arkansas:** Senator Bumpers was elected to the Senate in 1974. He subsequently served four terms as a Democratic Senator from Arkansas. Before joining the U.S. Senate, Bumpers served two terms as Governor of Arkansas, where he reorganized state government and trimmed the number of state agencies from 69 to 13, doubled the number of State Parks, started the State Kindergarten Program, and launched a program which resulted in doubling the number of doctors trained at Arkansas' only medical school. After serving in the U.S. Marine Corps for three years during World War II, Senator Bumpers returned to continue his undergraduate work at the University of Arkansas, and later received his law degree from Northwestern University.

**Thursday, June 30**

**7-12, 2-5**      **LULAC National Convention Registration**      **Caddo & Osage (CC)**

**7:30–8:30 am**      **A Tribute to Excellence in Military Services Awards Breakfast**      **Ballroom (CC)**  
 Sponsored by US Department of Defense



**Presiding Official, Clarence A. Johnson, Principal Director, Civilian Equal Employment Opportunity, Office of the Deputy under Secretary of Defense (Equal Opportunity), Washington DC:** Mr. Johnson is responsible for the development and coordination of equal opportunities, policies and programs affecting all DoD civilian employees and military personnel within DoD worldwide.



**Charles S. Abell, Principal Deputy under Secretary of Defense, Washington, DC:** Mr. Abell provides staff advice to the Secretary of Defense and Deputy Secretary of the Defense for total force management as it relates to manpower; force structure; program integration; readiness; reserve component affairs; health affairs; training; and personnel requirements and management, including equal opportunity, morale, welfare, and quality of life.

**Brigadier General Ricardo Aponte, Director J-7/Commander, Standing Joint Force Headquarters, U.S. Southern Command, Miami, Florida:** General Aponte graduated from the University of Puerto Rico, and received his commission through the Reserve Officer Training Corps. He joined the Air Force Reserve in 1990 and was assigned to Deputy Chief of Staff for Air and Space Operations Western Hemisphere Division in the Pentagon.

**9-12, 2-7**      **Exposition and Job Fair Open**      **Exhibition Hall (CC)**

**LULAC Seminar and Workshop Series**

**9:00–10:25 am**      **LULAC TRACK I: Strengthening Councils: Pathways to Better Advocacy Workshop**  
**Building Community Leaders through LULAC**      **Harris Brake (PB)**

Throughout its 76 year history, LULAC has been an organizing tool for building Latino community leaders and providing access to policymakers in communities across the country. This workshop will provide training for LULAC councils to strengthen and grow advocacy in their communities.

*Moderator:* Roman Palomares, Chief of Staff, LULAC National Office, Ft. Worth, Texas

**Ray Velarde**, National Legal Advisor, LULAC, El Paso, Texas  
**Domingo Garcia**, National Civil Rights Chair, LULAC, Dallas, Texas  
**Roger Rocha**, State Director, LULAC, Texas

- 9:00–10:25 am**     **LULAC TRACK II: Improving Public Policy for the Latino Community: Juntos Podemos Seminar**  
**The Courts and Civil Rights: Past, Present and Future**     **White Oak (PB)**  
**What’s at Stake for the Hispanic Community?**
- This policy seminar will examine the role of the judiciary and its impact on the U.S. civil rights movement and the Hispanic community. We will discuss the state of the U.S. judicial system and the importance of maintaining a system of checks and balances at the federal level. This groundbreaking seminar will bring together activists who have worked with the courts to advance the civil rights movement, as well as those who are working today with the courts in keeping the civil rights movement alive.
- Moderator:* Philip Andersen, Partner, William & Andersen Law Firm, Little Rock, Arkansas
- Kimberly Robson**, People for the American Way Foundation  
**Rey Valencia**, Professor, St. Mary’s University, San Antonio, Texas  
**Santiago Juarez**, Co-Director, New Mexico PACE  
**Jim Hannah**, Justice, Arkansas Supreme Court
- LULAC USDA TOWN HALL MEETING**
- 10:30–11:30 am**     **Emerging Agricultural Communities in the 21st Century**     **Peabody Ballroom Salon A**  
**Building a Stronger America**
- This town hall meeting is designed to connect USDA Hispanic and potential customers to agency programs and services while highlighting USDA accomplishments after the implementation of new provisions in the 2002 Farm Bill. Special emphasis will be placed on how USDA can better serve Hispanic American farmers and ranchers and non-traditional and traditionally underserved customers.
- Moderator:* **Dale Bumpers**, Director of Development, College of Agricultural, Food and Life Sciences and Division of Agriculture, Fayetteville, Arkansas
- Carol House**, Associate Administrator, National Agriculture Statistics Service (NASS), Washington, DC  
**Paul Gutierrez**, State Director, Rural Development, Albuquerque, New Mexico  
**Ken Johnson**, Acting Director, Center for Minority Farmers, Office of Outreach and Office of the Assistant Secretary for Civil Rights, Washington, DC  
**Thomas B. Hofeller**, Associate Administrator for Operations & Management, Farm Service Agency, Washington, DC
- 10:30–11:30 am**     **EPA Grant Writing and Opportunities – “Cradle to Grave”**     **Salon C (PB)**  
**Cradle to Graves**
- If you are interested in increasing your odds of writing a successful grant application, this workshop is for you! You will learn how to identify potential funding opportunities; review and respond to funding announcements; develop and write a superior technical proposal; prepare the budget; and more.
- Moderator:* **Lina Younes**, Special Assistant for Hispanic Affairs, Environmental Protection Agency, Washington, DC
- Dave Tex Gomez**, Recruitment and Outreach, Environmental Protection Agency, Washington, DC  
**Debora Bradford**, State Director, Environmental Protection Agency, EPA Region VI, Dallas, Texas
- LULAC TRACK I: Strengthening Councils: Pathways to Better Advocacy Workshop**
- 10:30–11:50 am**     **Getting Your Message Heard: Working with the Media**     **Harris Brake (PB)**
- Sometimes it seems that despite all the work you do, the media does not seem to pay attention. This practical

hands-on workshop will discuss the do's and don'ts of working with different media sources; offer new how-to's for crafting and getting out your message; as well as discuss the ethics of media outreach.

*Moderator: Lydia Gonzalez-Welch*, President, Ivue Media Productions, Dallas, Texas

**Elizabeth Bowles**, President, Aristotle.net, Little Rock, Arkansas

**Maria Cardona**, Dewey Square

**Fabiola Rodriguez Ciampoli**, Senator Harry Reid's Office – Hispanic Outreach

**Nathan Gonzalez**, Political Director, Latinos for America

**Ed Nicholson**, Director of Community Relations, Tyson Foods, Inc.

10:30–11:50 am

**LULAC TRACK II: Improving Public Policy for the Latino Community: Juntos Podemos Seminar**

**Education Policy Today: A Report Card on Latinos**

**White Oak (PB)**

The No Child Left Behind Act (NCLB) has given the Latino community mixed results on the issue of education standards. On one hand, the accountability measures ensure that Latino children are challenged in the classroom. On the other hand, the very same accountability measures place serious constraints on teachers and their ability to teach creatively and critically because of the focus on teaching to the test. This policy seminar examines the current state of Latino education and what is being done to improve the current challenges faced by Hispanic students today.

*Moderator: Dr. Joe Gonzales*, Consultant, National Education Policy

**Dora Olivo**, State Representative, Texas

**Maria Neira**, AFT Vice President, American Federation of Teachers, Albany, New York

**Tomas Saucedo**, National Education Association

**Joyce Elliot**, State Representative, Arkansas

12:00–2:00 pm

**Unity Luncheon**

**Ballroom (CC)**

*Sponsored by Nextel Communications Inc.; Univision Communications Inc.; Wal-Mart Stores, Inc.*



**J.P. Suarez, Senior VP of Loss Prevention, Wal-Mart Stores, Inc.:** John Peter Suarez (J.P.) is the Senior Vice President of Loss Prevention and Risk Control for Wal-Mart stores. He is responsible for leading Wal-Mart's efforts to reduce losses to inventory and for reducing accident frequency and costs. His responsibilities also include overseeing the specialty groups/warehouses Loss Prevention efforts, merchandise development, internal and external investigations, training for the Loss Prevention managers, and the Recovery Team.



**Alphonso Jackson, Secretary, US Department of Housing and Urban Development, Washington, DC:**

In January 2004, President George W. Bush nominated Alphonso Jackson to become the 13th Secretary of the U.S. Department of Housing and Urban Development (HUD). Jackson was unanimously confirmed by the Senate on March 31, 2004. Secretary Jackson was previously the Department's Deputy Secretary, a position for which he was unanimously confirmed by the Senate in June 2001.



**Janet Murguia, President, National Council of La Raza:** Ms. Murguia began her career in Washington, DC as legislative counsel to former Kansas Congressman Jim Slattery, serving for seven years. She then worked at the White House in various capacities from 1994 to 2000, ultimately as deputy assistant to President Clinton and deputy director of legislative affairs, serving as a senior White House liaison to Congress. Prior to joining NCLR, she was the Executive Vice Chancellor for University Relations at the University of Kansas, overseeing the university's internal and external relations with the public, including governmental and public affairs, and coordinating the university's strategic planning and marketing efforts.

**2:00–3:25 pm**      **LULAC TRACK I: Strengthening Councils: Pathways to Better Advocacy Workshops**  
**Organizing the Grassroots: Best Practices for Community Networking**      **Harris Brake (PB)**  
 Picture this: your children are walking to school and they are having trouble crossing the street because they need a traffic light at your street corner on the way to the campus. How can you make it happen? This workshop will focus on how grassroots networks can be created across agencies and provide ideas for how to improve advocacy at the local, state and national levels. LULAC advocates are often involved in a wide array of other organizations as well that they can tap into to create stronger networks for creating change. This powerful workshop will examine best practices for generation positive policy responses at the local, state and national levels by creating cross-cutting coalitions for more powerful advocacy.

*Moderator:* Ana Lorena Hart, Multicultural Community Relations Manager, Tyson Foods, Inc., Springdale, Arkansas

**Jesse Rios**, Executive Director, Labor Council for Latin American Advancement, Washington, DC  
**Joe Tijerina**, Senior Organizer, Hispanic Community Outreach, National Education Association  
**Belen Mendoza**, Deputy Director, Hispanic Projects, New Democratic Network  
**Maria Salazar**, LULAC VP for the Northeast

**2:00–3:25 pm**      **LULAC TRACK II: Improving Public Policy for the Latino Community: Juntos Podemos Seminar**  
**Unique Communities and Special Needs: The Disabled and the Elderly**      **White Oak (PB)**  
 The Latino community is diverse, not only because of our different ethnic and racial backgrounds, but because some of us are disabled or simply getting older and need a little help so that they can continue to contribute to the vitality of our families and community. This seminar will provide a fresh look at the needs of this part of our community with an eye to finding creative policy solutions that would benefit all of us.

*Moderator:* Maria Diaz, State Director, AARP, Arkansas

**Anel Gonzalez**, Greater Lakes ADA and Accessible IT Center, University of Illinois at Chicago, Chicago, Illinois  
**Rene David Luna**, Civil Rights Unit Access Living of Metropolitan Chicago, Chicago, Illinois  
**Javier Banales**, Executive Director, LULAC Project Amistad

### **USDA TOWN HALL MEETING**

**2:30–4:00 pm**      **USDA Agency Workshops**      **Peabody Ballroom Salon A**  
 The need to be counted and represented as part of a growing agricultural section in the Census of Agriculture, the use of the Census as a baseline for policy analysis, and confidentiality protection for respondent reported data provided under Title 7.

*Moderator:* **Vince Chadick**, Partner, Bassett Law Firm LLP, Fayetteville, Arkansas

**Carol House**, Associate Administrator, National Agriculture Statistics Service (NASS), Washington, DC  
**Ken Klugh**, Director, Arkansas Statistical Office, Little Rock, Arkansas

### **Session Description**

Food and Nutrition Service provides programs and services for constituents, including the Food Stamp Program, its cornerstone nutrition assistance programs, as well as oversight of several nutrition assistance programs that benefit the agricultural community.

**Patricia Mancha**, Director, Office of Communications and Governmental Affairs, Food and Nutrition Services, Dallas, Texas

**Session Description**

Cooperative State Research Education and Extension Service provides funding opportunities for small farmers and ranchers. Education programs respond to the needs of individuals, families, groups and organizations in the area of agriculture, and natural resources, family and consumer sciences and community initiatives, and 4-H youth development.

**Denis Ebodaghe, PhD**, National Program Leader for Small Farms, Cooperative State Research Education and Extension Service, Washington, DC

**2:30–4:00 pm**

**USDA Agency Workshops**

**Peabody Ballroom Salon B**

Farm Service Agency administrates farm ownership and commodity programs; operating and emergency loans; conservation and environmental programs; emergency and disaster assistance; domestic and international food export credit programs.

**Clayton Parr**, Conservation Program Chief, Farm Service Agency, Little Rock, Arkansas  
**James Culpeper III**, Farm Loan Program Chief, Farm Service Agency, Little Rock, Arkansas

**Session Description**

Natural Resource and Conservation Service provides leadership and administers programs to help people conserve, improve and sustain our natural resources. Career opportunities are available for college students and graduates.

**Doris Washington**, Acting State Administrative Officer, Natural Resource and Conservation Service, Little Rock, Arkansas

**Session Description**

Rural Development offers rural communities financial and technical resources that encourage the establishment and growth of rural business and cooperatives and, when appropriate, leadership to rural areas to design and carry their own rural development initiatives through community capacity building.

**Paul Gutierrez**, Director, State Director, Rural Development, Albuquerque, New Mexico  
**Michael D. Molina**, Special Assistant and Deputy Chief of Staff, Rural Development, Washington, DC

**3:30–5:00 pm**

**LULAC TRACK I: Strengthening Councils: Pathways to Better Advocacy Workshops**

**Raising Money and Keeping Accounts**

**Harris Brake (PB)**

**Financial Do's and Don'ts for LULAC Chapters**

As every LULAC Council knows, it is very important to raise money in order to provide community services. It is also very important to not only manage the money wisely, but provide accurate accounting to avoid financial problems. This very hands-on workshop provides ideas for grant-writing, financial tools and best accounting practices for council treasurers to maximize their resources while at the same time facilitating accountability to their members and to the IRS.

*Moderator:* Laura Medrano, LULAC VP for the Northeast

**Anneta Young**, Administrator of Charitable Giving Programs, Tyson Corporation  
**Mike Vogler**, Administrator, Compassion Capital Grants, New Futures for Youth, Inc.  
**Kathryn Hazelett**, Research and Fiscal Policy Director, Arkansas Advocates for Children & Families, Little Rock, Arkansas

- 3:30–5:00 pm**      **LULAC TRACK II: IMPROVING PUBLIC POLICY FOR THE LATINO**  
**Immigration Policy: Where are We Today?**      **White Oak (PB)**  
 Immigration policy has always been a contentious and complex issue that can both drive communities apart and bring them together. In the case of immigration today, we face a more complex world where more than ever before issues related to both the economic needs of the country and national security vie for attention. This important policy seminar will explore the nature of those complexities while examining best strategies for passing legislation that not only protects the nation, but creates a balanced and humane approach to immigration.
- Moderator: Angela Schnuerle, L.L.M, Office of Senator Blanche Lincoln of Arkansas*
- William J. Sanchez**, Special Counsel, Civil Rights Division, US Department of Justice  
**Katherine Culliton, Esq.**, Special Counsel, Immigration Law  
**Ben Miranda**, State Representative, Arizona  
**Alfonso Aguilar**, Director, US Citizenship Office, Department of Homeland Security  
**Angelo Amador**, US Chamber of Commerce  
**Roberto Alonso**, State Representative, Texas
- 4:00–6:00 pm**      **Ohtli Reception**      **Riverview (PB)**  
*Sponsored by the Mexican government*
- 5:00–7:00 pm**      **Sponsor and Exhibitor Reception**      **Exhibition Hall (CC)**  
*Sponsored by Coors Brewing Company; DaimlerChrysler Corporation; State Farm*
- 6:00–11:00 pm**      **Youth & Young Adults Awards Banquet**      **Ballroom (CC)**  
*Sponsored by The Coca-Cola Company; Southwest Airlines Co.; US Army*
-  **Eduardo Alonso Najera, forward for the Denver Nuggets, NBA:** Mr. Najera was born in Meoqui, Chihuahua, Mexico. He is the second Mexican-born player drafted into the NBA and second to play in the NBA. Mr. Najera established the Eduardo Najera Foundation for Latino Achievement in 2004, which provides college scholarships for outstanding Latino students facing barriers to their educations. He is a graduate from the University of Oklahoma, and earned a degree in Sociology.
-  **Jackie Guerra, comedienne, actress, author, designer and public speaker:** Ms. Guerra's charisma and charm are part and parcel of her brilliance as a comedienne, actress, author, designer and public speaker. Her down-to-earth approachability, compassion, wisdom, humor, confidence and style give Jackie an instant familiarity that draws people to her. Jackie has parlayed her high-voltage likeability into an impressive roster of film and television credits. Most notably, she is the first Latina ever to star in her own network sitcom, WB's "First Time Out," and co-starred with Jennifer Lopez in the Warner Bros. feature film "Selena."
- 8:00–11:00 pm**      **Mariachi Spectacular**      **Riverfest Amphitheatre**  
*Sponsored by AARP; Anheuser Busch, Inc.; Lowe's Companies, Inc.; NBC/Telemundo; Wyndham International*
- Moderator: Johnny Canales*
-  **Mariachi Vargas:** Mariachi Vargas de Tecalitlan is in its fifth generation. The music they play now ranges from the traditional sones to classical works as well as potpourris that continue to delight audiences everywhere. In the 100 years since its foundation, the group has gone through some major changes. While there was some departure from the tradition during that time, the group has maintained its roots through the playing of traditional Mexican sones.



**Mariachi Las Alteñas:** Mariachi Las Alteñas is an all female mariachi group that is making waves across the United States. Under the direction of Valerie Vargas, this prestigious mariachi consists of 14 members, ages ranging from 18 to 26. Las Alteñas has a complete instrumentation which includes 7 violins, 3 trumpets, and 4 armonias creating a full all female mariachi sound acknowledged in the industry. Many spectators are impressed with not only the musicianship, but also with the groups stage presence. Choreography plays a major role in the groups performances as does interacting with the audience.

**Friday, July 1**

**7-12, 2-5**      **LULAC National Convention Registration**      **Caddo & Osage (CC)**

**7:30–9:00 am**      **LULAC National Education Service Centers Breakfast**      **Ballroom (CC)**  
 Sponsored by 7-Eleven; Blockbuster; Coors; US Army

**9-12, 2-4**      **Exposition, Job Fair, and College Fair Open**      **Exhibition Hall (CC)**

**LULAC: A National Debate**

**9:00–10:25 am**      **Social Security Privatization: What Latinos Need to Know**      **Conway Hall (PB)**

With all of the discussion around how and whether to privatize the Social Security Administration (SSA), many Latinos are unclear as to how private accounts could impact the future of their benefits. Many young people do not believe that Social Security will even be around for them when they get older. Those receiving benefits now will also be affected. This national debate will bring together both sides of the aisle to examine the pros and cons of private accounts, while also explaining the technicalities of how it actually works today to give Latinos a better understanding of the decision that lies before them: to privatize or not?

*Moderator: Mack Campbell, Advisor on Tax Law, Office of Senator Blanche Lincoln, Little Rock, Arkansas*

- Anna Cabral**, US Treasurer
- Lilian Rodriguez-Lopez**, President, Hispanic Federation
- Henry Greenstein**, Executive Director, Center for Budget and Policy Priorities

**9:00–10:25 am**      **Addressing the Dropout Crisis: Developing a Plan of Action**      **Harris Brake (PB)**

For the last 30 years, Hispanic educational attainment has been in a pervasive, deeply-rooted crisis that has inhibited the economic success of the Latino community. This panel will discuss the high Hispanic dropout rate and low college graduation rates and offer practical solutions for school administrators seeking to address the issue in a strategic manner.

Facilitators: Rene Martinez, Dallas ISD and Dr. María Montecel, Intercultural Development Research Association

- Invited panelists:
- Dr. Michael Hinojosa**, Superintendent, Dallas Independent School District
  - Dr. Abelardo Saavedra**, Superintendent, Houston Independent School District
  - Dr. Hector Montenegro**, Superintendent, Ysleta Independent School District
  - Dr. Sylvia Bruni**, Superintendent, Laredo Independent School District
  - Dr. Ruben Olivares**, Superintendent, San Antonio Independent School District

**9:00–3:00 pm**      **LULAC/FTI and Collegiate Youth Federal Career Exploration Forum**      **Manning & Salon A&B (PB)**

9:45–10:45 am Middle School and High School Salon A & C (PB)

9:45–12:15 pm College and University Sessions Manning (PB)

### Improving Public Policy for the Latino Community: Juntos Podemos Seminar

10:30–12:00 pm A Complex World: Trade Agreements and Domestic Policy Agendas Conway Hall (PB)

In 1993, LULAC endorsed the North American Free Trade Agreement (NAFTA). Today, however, it has paused in that endorsement and begun to look for other models to enhance economic development in Latin America in recognition of the ever-growing interdependence of issues and national economies. This important policy seminar will examine the efforts that the United States and Central America are making to sign a similar trade agreement, as well as discuss the pros and cons of said agenda with an eye towards the impacts it portends for U.S. Latinos.

*Moderator:* **J. Manuel Urrutia**, Ph.D., Professor, UCLA, Los Angeles, California

**Oscar Chacon**, Director, Enlaces America

**Ramon Daubon**, Inter American Foundation

**Patricia Campos**, Legislative Director, UNITE-HERE

**Jeff Vogt**, Senior Associate, Washington Office on Latin America

10:30–11:50 am Latinos and the Criminal Justice System: Who Pays the Price? Harris Brake (PB)

Latinos are over-represented in the criminal justice system. Under-age Latinos are more likely to be tried and convicted as adults when they are minors. They are more likely to serve longer and harsher sentences. Latino immigrants often get caught in the nightmare even if they are innocent and lose the opportunity to stay and become citizens. This seminar will examine this very complex issue while looking for creative solutions that communities can engage in and learn about.

*Moderator:* **Lena Levario, Esp.**, LULAC Legal Advisor

**Angela Arboleda**, Senior Research Analyst, National Council of La Raza

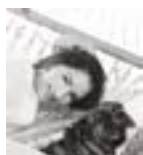
**Pablo Martinez**, Warden, New Mexico Juvenile Justice

**Jeff Thale**, Senior Associate, Washington Office on Latin America

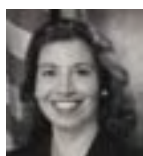
**Norma Chavez**, State Representative, Texas

12:00–2:00 pm LULAC Women's Luncheon Ballroom (CC)

Sponsored by Altria; Exxon Mobile Corporation; Ford Motor Company; Latina Style; McDonald's Corporation; Procter & Gamble Company; Sprint Corporation



**Gloria Estefan, internationally acclaimed artist:** Known far and wide as the “Queen of Latin Pop,” Gloria Estefan is one of the most recognized artists in the world. Billions have heard her, millions have seen her perform and over 70 million of her albums have been sold worldwide, making her the single most successful crossover performer in Latin music history. A five-time GRAMMY Award-winning singer, actress, songwriter, philanthropist and humanitarian, this superstar's career is paved in platinum.



**Anna Cabral, US Treasurer:** Honorable Cabral was nominated on July 22, 2004, by President Bush to serve as Treasurer of the United States. She was confirmed by the United States Senate on November 20, 2004. Immediately prior to taking this office, Ms. Cabral served as Director of the Smithsonian Institution's Center for Latino Initiatives, where she led a pan-institutional effort to improve Latino representation in exhibits, and public programming among the Institution's 19 museums, five research centers, and the National Zoo.

**2:30–4:30 pm National Assembly Reconvenes – Legislative Platform & Resolutions Conway Hall (PB)**



**Carlos M. Gutierrez, Secretary, US Department of Commerce:** Secretary Gutierrez is a core member of President Bush’s economic team. In nominating Mr. Gutierrez, President Bush said, “He understands the world of business, from the first rung on the ladder to the very top. He knows exactly what it takes to help American businesses grow and to create jobs.” Secretary Gutierrez oversees a diverse Cabinet agency with some 38,000 workers and a \$6.5 billion budget focused on promoting American business at home and abroad.



**Howard Dean, Chairman, Democratic National Committee:** Howard Dean served as governor of Vermont from 1991 until 2003, and was a Democratic candidate for president in 2004. Dean had previously worked as a physician; he earned an undergraduate degree from Yale in 1971 and a medical degree from the Albert Einstein College of Medicine in 1978. He then moved to Vermont and opened a medical practice with his wife, Dr. Judith Steinberg.



**Ken Mehlman, Chairman, Republican National Committee:** Ken previously served as the campaign manager for Bush-Cheney ’04. From 2001 to 2003, Mehlman served as White House Political Director including during the historic 2002 midterm elections where, for the first time since 1934, the President’s party gained seats in its first midterm election. Ken is a graduate of Harvard Law School and Franklin and Marshall College in Lancaster, Pennsylvania. He is a native of Baltimore, Maryland.

**6:00–7:00 pm Presidential Reception Ballroom Foyer (CC)**  
*Sponsored by AT&T; Entergy Corporation; Miller Brewing Company*



**President William J. Clinton:** During the administration of William Jefferson Clinton, the U.S. enjoyed more peace and economic well being than at any time in its history. He was the first Democratic president since Franklin D. Roosevelt to win a second term. He could point to the lowest unemployment rate in modern times, the lowest inflation in 30 years, the highest home ownership in the country’s history, dropping crime rates in many places, and reduced welfare roles. He proposed the first balanced budget in decades and achieved a budget surplus. As part of a plan to celebrate the millennium in 2000, Clinton called for a great national initiative to end racial discrimination.



**Commander Everett Alvarez, Jr.:** Lt. Cdr. Alvarez was shot down and captured August 5, 1964 on the first raid in North Vietnam in retaliation for the North Vietnamese torpedo attack on the USS Destroyer Mad-dox and USS Turner Joy. This was called the Tonkin Gulf Incident of 4 August 1964. Lt. Cdr. Alvarez was the longest held POW in North Vietnam. He was a prisoner for 8 1/2 years. He retired from the United States Navy as a Commander. Lt. Cdr. Alvarez has continued to serve his country in various capacities - he is the former Deputy Director of the Peace Corps and former Deputy Administrator of the Veterans Administration.

**7:00–9:00 pm Presidential Awards Banquet Ballroom (CC)**  
*Sponsored by General Motors Corporation; American Airlines, Inc.*

**9:00 pm–1:00 am Presidential Ball Ballroom (CC)**

**Saturday, July 2**

**8 am to 2 pm LULAC General Assembly & Election of Officers Ballroom (CC)**

**8 pm to 11 pm LULAC Pachanga, New Officer Celebration Ballroom (CC)**

## Friday, July 1

**8:15-8:45 am**      **Arrival and Registration**      **Peabody Hotel Ballroom**  
 Featuring USDA “Characters” - Power Panther, Smokey Bear, Woodsy Owl

**9:00-9:30 am**      **Plenary Session**

**9:00-9:30 am**      **Welcome**  
 Sara E. Clemente, Chair, Human Resources Specialist, Department of Labor  
**Your Career Your Decision: A Glance at your Future in Government Service**

**Track 1: Classroom briefing and Exhibit Hall Tour**  
**Middle School**

**Salon A**

This interactive session will provide students with a career options as public servants. Civilian and military personnel will be on hand to share their experience and career path that have lead them to their present positions.”

**Track 2: Classroom briefing and Exhibit Hall Tour**  
**High School**

**Peabody Ballroom C**

This workshop is designed to capture educational opportunities and provide information to assist students formulate their future careers and aspirations in public and military service by highlighting existing agency programs of interest to high school students.

**9:45-10:45 am**      **Middle School and High School Students**

*Welcome:* **Dr. Harry Salinas, Ph.D, Retired**, United States Department of Agriculture  
**Noemi Pizarro-Hyman**, National Hispanic Program Manager, Department of Defense

- Topic: East Smart. Play Hard, “Power Panther”, USDA Food and Nutrition Service
- Topic: An Adventure through the Forest, Smokey Bear, Woodsy Owl, USDA Forest Service
- Topic: Reviewing our past. Protecting our Future, Central HS National Historic Society, Department of Interior, “The National Park Service”
- Topic: Adventures in the US Army Dental Science, “Contributing to the health of those in Military Service”, US Army, Department of Dental Science
- Topic: Trees Preserving our Environment. “Today. Tomorrow. Forever”.  
 US Environmental Protection Agency

**10:45-12:00 pm**      **Exhibit Hall Tour, Lead by Power Panther, Smokey Bear, Woodsy Owl**  
 EPA-LULAC tree planting ceremony. Dedicated to the City of Little Rock, Arkansas

**9:45-12:00 pm**      **Administration, Counselors, Teachers,**      **Manning (PB)**  
**High School Seniors, College & University students**  
**Welcome and Program Overview**

Sara E. Clemente, Human Resource Specialist, Department of Labor  
 Sean Clayton, Program Manager, Department of Energy  
 Delia Ramirez Trimble, Director, Hispanic Program Manager, US Army

**Track 3: Class Room Briefing**

This workshop is designed to help you “Choose Your Destiny”: Learn to compare and contrast employment in the Public and Private Sectors, learn about careers from government employees in a variety of industries, pay and benefits in the government, student employment programs, and developing a winning strategy when writing your resume and the Knowledge, Skills, and Abilities essays.

Don't miss this great opportunity to learn the secrets of navigating the federal job application process, how to complete the application form, where the jobs are that match your field or your desire for a career change and other topics that demonstrate public service as a fulfilling, meaningful and rewarding experience.

## **The Federal Employment Application Process**

- Finding the employment opportunities
- Reading the job vacancy
- Preparing the application/resume

## **Addressing KSA's (Knowledge, Skills, Abilities)**

### **Special Hiring Programs/Authorities**

- Outstanding Scholars
- Bilingual/Bicultural Certification
- Presidential Management Fellows
- Federal Career Intern Program

### **Student Education Employment Programs**

- Student Career Experience Program (SCEP)
- Student Temporary Program (STEP)
- Student Internships
- Workforce Recruitment Program (WRP)

## **Federal Career Tracks**

Whatever your interest, the federal government has different agencies with varied activities and hiring needs. You will hear federal employees from different agencies share some of the primary hiring needs and the career tracks to follow.

## **Wrap Up/Question & Answer Session**

**12:15- 1:15**

### **Youth and Collegiate Federal Career Exploration Forum Luncheon**

*Sponsored by the Department of Defense*

**Middle School**

**Salon A**

**High School**

**Salon B**

**Administrators, Counselors, Teachers,**

**High School Seniors, College and University Students**

**Salon C**

**1:30–3:00 pm**

**Exhibit Hall Tour - Lead by "Power Panther," Smokey Bear and Woodsy Owl – Open to all students**

**Gloria Estefan, internationally acclaimed artist**

**3:00 pm**

**Closing**

Special recognition: US Department of Agriculture, US Environmental Protection Agency US Army, US Department of the Interior, Peace Corp., US Department of Defense, US Department of State, US Air Force

# 2005 LULAC National Health Fair

LULAC thanks the following local health providers, without whom, this would not be possible



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Answers That Matter.



## LULAC National Housing Commission Partners with GMAC Mortgage



LULAC President Hector Flores with Enino Garcia-Miera of GMAC Mortgage and Orlando Padilla General Motors at the launch of a national homebuyers initiative.

Last year, the LULAC National Board created the National LULAC Housing Commission (LNHC) to promote affordable housing for low and moderate income Hispanics. Through a partnership with GMAC Mortgage, the LNHC launched a national initiative to

provide home buyer education in a number of cities throughout the United States. Adequate and affordable housing is a nationwide problem and stems from many factors that impede the achievement of the American dream of owning a home. These factors include access to information, predatory lending, credit scoring, access to low cost loans and lack of education on the home buying process.

“Our goal, in partnership with LULAC, is to provide the Latino community with the tools they need to make their homeownership dreams a reality,” said Ennio Garcia-Miera, Vice President, New Markets Group, GMAC Mortgage. “Education is the great equalizer and, therefore, we believe that this financial literacy education program will increase consumers’ knowledge of the home financing process and thus their potential to achieve their goals.”

The Dallas-based housing organization will focus its efforts on providing information and services via the LULAC Home Buyer Centers, a one-stop concept with a full range of services. These Centers will be established throughout the country over the next two years to serve the potential homeowner with basic information and tools needed to buy and retain a home.

According to LULAC National President Hector Flores, “It is time to focus our efforts to creating wealth among the Hispanic community. Owning your home is a great way to build equity so that families can send their kids to college and start a business”.

The first Home Buyer Center opened to the public on May 5th in Dallas at 6500 Greenville Suite 515. The services that are provided include credit counseling, pre-qualifying for loans, home buyer seminars, preferred lenders, preferred real estate agents, title services and other services that a home buyer will need. Services are free. The LNHC will feature a Home Buyer Fair from June 29th through July 1st during the LULAC National Convention in Little Rock, Arkansas.

The National LULAC Housing Commission has formed a

Corporate Advisory Council to assist with the development of programs, services and products that will facilitate home buying and development of housing stock that appeals to Hispanics. Founding Corporate Partners include Countrywide Home Loans, Wells Fargo, Washington Mutual, GMAC, JPMorgan Chase, Wachovia, Stewart Title, Schaumburg Architects, Delgado, Acosta, Braden & Jones, and Capital Consultants.

## Voter Registration

LULAC’s national voter education and registration campaign increases Hispanic participation in the democratic process by engaging local councils in registering and educating voters about important issues.



LULAC National Director of Policy and Legislation Dr. Gabriela Lemus, along with LULAC youth members, take their message to Hispanic communities throughout the Southwest: “Latinos Basta! Voten.”

In the first phase of the project LULAC was able to meet its goal of registering over 9,000 voters in Arizona, Colorado, and Texas. The voter registration campaign was made possible through a partnership that includes ALTRIA, NEA, American Families United, People for the American Way and AARP.

## Technology Centers

In a series of major grants received from LULAC’s excellent corporate sponsors, a \$1 million *Excelerator* grant from SBC Foundation was awarded to LULAC to support the *Empower Hispanic America with Technology* initiative. This initiative brings modern technology to underserved communities. Therefore, helping children attain higher education and training adults in modern technology with the purpose of gaining better employment. Twenty-three technology centers have opened across the SBC 13 state service region:



The Empower Hispanic America with Technology initiative will reach over 50,000 individuals in its first year alone.

Arkansas, California, Connecticut, Illinois, Indiana, Kansas, Michigan, Missouri, Nevada, Ohio, Oklahoma, Texas, and Wisconsin.

## Latinos for a Secure Retirement: An Update

In March, LULAC launched Latinos for a Secure Retirement, a coalition of Hispanic organizations concerned about protecting the Social Security Trust Fund. With support from AARP, LULAC joined with the Labor Council for Latin American



Congressman Xavier Becerra speaks at the Latinos for a Secure Retirement town hall in Los Angeles on the five pillars of Social Security.

Advancement (LCLAA) and invited other organizations, including the Hispanic Federation, the American G.I. Forum, ASPIRA, UNITE-HERE and the Alliance for

Retired Americans (ARA), to collaborate and inform the Latino community about the importance of Social Security for Hispanics.

The first phase of the project includes a series of town hall meetings to discuss the carving out of private accounts from the Social Security Trust Fund and what that would mean. LULAC and its partners feel strongly that personal accounts would seriously damage the Trust Fund and hasten its insolvency. Instead, the coalition supports finding ways to shore up the Trust Fund. Noting that Social Security Administrators feel that the Trust Fund will be in crisis around 2042, LULAC proposes that efforts be focused on reinforcing the Trust Fund through a series of reforms that include, but are not limited to, raising the cap on earnings subject to Social Security taxes from \$90,000 to \$140,000, re-examining recent tax cuts and reducing the federal deficit.



Town hall meetings were held across the United States to discuss reforming Social Security. Stops along the way included Los Angeles, California and Albuquerque, New Mexico.

## LULAC Honors Legislative Leaders During National Gala

Four distinguished elected officials were honored for their strong commitment to the Hispanic community at the Eighth Annual LULAC National Legislative Awards Gala in Washington, DC, this past March.

Senators Orrin Hatch of Utah and Blanche Lincoln of Arkansas received LULAC National Legislative Awards for their work in improving the lives of Hispanics through federal legislation.



US Senator Orrin Hatch, (R-UT)



US Senator Blanche Lincoln, (D-AR)

Senator Hatch, who is the ranking Republican member on both the Senate Judiciary and Finance committees, was cited for his sponsorship of legislation (the DREAM Act) to let U.S. -raised

undocumented immigrant children regularize their immigration status and be eligible for in-state college tuition. Senator Lincoln, a Democrat who serves on the Finance and Agriculture committees, was honored for her support of the DREAM Act and other immigration reform efforts.

Two Hispanic-American Democrat lawmakers, Senator Ken Salazar and his brother, Representative John Salazar from Colorado, accepted LULAC Presidential Awards. The Salazar brothers spoke with emotion about their family's devotion to serving the nation, including their father's military service during World War II and the death of an uncle in Europe during that war. The Salazar's have made improving veteran's benefits a major part of their legislative agendas.



Representative John Salazar and Senator Ken Salazar at the 8th Annual LULAC Legislative Awards Gala.



**Brent Wilkes**  
National Executive  
Director  
Washington, D.C.



**Gabriela Lemus**  
Director of Policy &  
Legislation  
Washington, D.C.



**Emma Moreno**  
Director of Federal  
Relations  
Washington, D.C.



**Carlos Zapata**  
Director of Special  
Events  
Washington, D.C.



**Miguel Fernandez**  
Director of Program  
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**Jorge Trasmonte**  
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**Lorraine Quiroga**  
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**Brenda Alvarez**  
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**Carolina Munoz**  
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**Joe Campos**  
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Dallas, TX



**Gloria Lalka**  
Convention Staff  
Washington, D.C.



**Lupe Morales**  
Membership  
Coordinator, El Paso,  
TX



**Sandra Caraveo**  
Assistant  
El Paso, TX

## Little Rock Convention Host Committee

**R. Shawn McGrew**  
State Director, LULAC Arkansas

**Lucy Daniel**  
President, Council # 58

**David Smith**  
President, Council # 759

**Alejandro Aviles**  
President, Council # 761

**Maura Lozano-Yancy**  
President, Council # 764

**Maria Touchstone**  
President, Council # 765

**Dr. Hector Soledad Vera-Rust**  
President, Council # 763

**Jose Antonio**  
President, Council # 756

**Carlos Cervantes**  
President, Council # 750

**Jose Busto**  
President, Council # 766

**Rey Hernandez**  
District Director, Northwest  
Arkansas District

**John Diaz**  
District Director Elect, Central  
Arkansas District

**Ralph Garcia**  
President, Council # 751

**Leo Cruz, VP**  
President, Council # 754

# Advancing the LULAC Agenda Developing Tomorrow's Workforce



**LNESC**  
*LULAC National Educational  
Service Centers, Inc.*



**Young Readers**



**Middle School  
Initiative**



**Science Corps**



**Talent Search, Upward Bound and  
GEAR UP**



**LULAC National  
Scholarship Fund**



**Hispanic Leadership Opportunity Program  
Washington Youth Leadership Seminar**



**Success**

**Learn about LNESC at [www.LNESC.org](http://www.LNESC.org) or call us  
at 202.835.9646.**

**Richard Roybal, Executive Director**



## Our Mission

On behalf of the LNHC, I want to encourage you to join us to promote homeownership for all Hispanics. LULAC understands the importance of homeownership in the development of the Hispanic community. Studies show that children raised in family-owned homes perform better in school, live in neighborhoods with lower crime rates, and generally enjoy a better quality of life. Homeownership is also the best method of accumulating wealth and economic empowerment.

Hispanics have the lowest ownership rates and are more often denied home loans. We must change this picture if we are to make significant economic progress and pave the way for the future of our children.

## The LULAC Housing Commission Strategy

The National LULAC Housing Commission, a subsidiary of National LULAC, was formed to expand housing opportunities for the Latino community. LULAC believes that home ownership is the key to the long-term economic progress and wealth accu-

mulation of the Latino community, and, that safe and stable neighborhoods are essential to individual achievement and community vitality. The LNHC's primary purpose is to promote affordable housing, economic development and job creation opportunities for disadvantaged and low/moderate income families in the United States. To achieve this, the LNHC will develop programs and services in the following areas:

- Provide information and training to potential homebuyers.
- Provide technical assistance to encourage building and/or rehabilitation of housing projects.
- Establish partnerships and other ventures to enhance housing and economic growth.
- Acquire new or existing properties.
- Promote the development and reinvestment in planned residential communities for single-family home ownership.
- Provide low cost loans and working capital to developers and builders who meet the needs of the low-income communities.
- Generate public awareness on housing and economic opportunities

through LULAC publications, newsletters, web-based communications and housing education events.

- Standardize and monitor housing under the LULAC name.

## The Challenge

The LNHC's responsibility is enormous. While Hispanic homeownership has lagged below the national average, the home building industry has not effectively responded to the needs of the Hispanic homeowner. Indeed, most of the housing stock that is available follows traditional designs with little regard to the needs of the Hispanic consumer. Little is known or documented about the specific designs that the Hispanic requires. Were this known and available to the homebuilding industry, homeownership among Hispanics would increase. The LNHC will undertake original research to address this most important question.

The challenge therefore is to create a new paradigm that changes the traditional approach to building homes to one that responds to the ever-increasing needs of Hispanic families. Moreover, marketing to Hispanics must also respect the idiosyncrasies of this highly diverse and mobile population.





## LULAC Home Buyer Centers

In order to serve the Hispanic homebuyer, the LNHC will create LULAC Home Buyer Centers in key markets throughout the United States.

The LULAC Home Buyer Centers is a program to consolidate resources in a given community and make them readily accessible to the Hispanic homebuyer. This concept is not new to the market—it simply has not worked to the benefit of Hispanics.

These Centers will be located in key market areas where LULAC has a major presence and a strong grass roots base. This is critical to the marketing efforts that will be needed to overcome historical and institutional barriers. This one-stop concept will provide a wide range of services from credit counseling and pre-qualification to making referrals to approved realtors, lenders and builders. Tracking results will be the ultimate measure of our success. These efforts must result in increased home loans and reduce foreclosures.

We are planning to open 10 LULAC Home Buyer Centers in the first year of operation. An additional 10 centers would be opened each succeeding year.

## LULAC Homes

The LNHC believes that more attention and resources must be placed on the building of quality affordable homes to create a viable and stable community. To accomplish this, the LNHC will be directly involved as partners with developers and builders to insure that the housing stock that is being built meets the needs of the Hispanic consumer.

The LNHC will enter into partnership with selected developers and builders to design, build and sell to Hispanic homeowners. Standards will be developed for builders and lenders to provide the best products available in the market today. With the support and resources of our Advisory Council and Project Review Team, projects will be selected on their merits and potential impact for their respective communities.

The “LULAC Homes” brand will be marketed throughout the country as a seal of approval that means quality and a fair price. Hispanics and other potential homeowners will have the confidence that LULAC is on their side. A major media campaign in Spanish and English will be developed and combined with local and national events to inform and attract potential homeowners.

## Corporate Partners

Thanks to our Corporate Partners who have helped us with the LNHC’s new headquarters and Home Buyer Center in Dallas, Texas.

Countrywide Home Loans Wells, Fargo, Stewart Title, Washington Mutual, JPMorgan Chase, Wachovia, Schaumburg Architects, Capital Consultants, GMAC, Delgado, Acosta, Braden & Jones.

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**Beatrice Alba Martinez,**  
National Chair

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