Presented by

P&G

82nd LULACNational Convention & Exposition

Cincinnati, Ohio | June 27 — July 2, 2011







P&G proudly sponsors the 82nd Annual LULAC National Convention















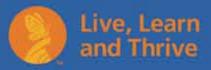








Touching lives, improving life. $P\&G^{^{\mathrm{tm}}}$





SIÉNTETE ORGULLOSA

You can be proud of your beauty and your home. Just like we are. And that's why, thanks to the efforts of very important brands, we bring you a program inspired by you: Orgullosa. It's where you'll find everything that a woman like you needs, from personalized assistance to tips and new items, and with product information that will truly highlight both your beauty as well as your home.



Start enjoying Orgullosa at Casa P&G, Booth 302 and continue to do so at orgullosa.com







Dear LULAC members and friends,

On behalf of Procter & Gamble, I would like to extend a warm welcome to our hometown of Cincinnati!

We are proud to be the title sponsors of the 82nd National LULAC Convention and Expo, a terrific event that unites leading figures from government, business, and the community under a common goal: touch and improve the lives of our Latino community.

LULAC and P&G share a common goal of educational advancement. For more than a decade, we have partnered to touch and improve the lives of our Latino community at key stages: starting in childhood with the Young Readers program, designed to address the problem of low literacy levels, and continuing in adulthood with the P&G – LULAC technology centers, which help bridge the educational and technological gap among Latinos by offering free English and computer classes.

At P&G, we also encourage empowerment and inspire our Latinas to feel accomplished and powerful through key initiatives like Orgullosa, designed to celebrate and recognize their take-charge spirit, confidence and beauty.

Together through these programs, we strive to enhance our Latino community with the knowledge, tools and skills to support them on their road to success.

We look forward to many more years of working together with LULAC, and we commend you for supporting LULAC's vision to continue opening the doors of opportunity for our Latino community.

Sincerely,

Mel

Melanie Healey Group President - North America Procter & Gamble



Touching lives, improving life. P&G™



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- 2 | LULAC President
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Monday



Margaret Moran LULAC National President



Alicia Reece Ohio State Representative

Tuesday

Dr. Juan Andrade President, USHLI



Christine Griffin
Deputy Director, U.S.
Office of Personnel
Management



John Trasviña Assistant Secretary for Fair Housing and Equal Opportunity, HUD

Wednesday



Alfonso Cornejo President, Cincinnati Hispanic Chamber of Commerce



Ellen G. van der Horst President, Cincinnati USA Regional Chamber of Commerce



Roberto R. Ramirez, Branch Chief of Ethnicity & Ancestry U.S. Census Bureau



Jose Cisneros San Francisco City Treasurer



Thomas Perrelli Associate Attorney General, U.S. Department of Justice

Thursday



Kathleen Sebelius Secretary, U.S. Department of Health and Human Services



Hilda Solís Secretary, U.S. Department of Labor



Miguel Romero Secretary of Labor, Puerto Rico



Melissa "Crash" Barrera of Mun2 Actress



Anthony Munoz, "NFL Hall of Fame" Legend

Thursday



Alex Reymundo Comedian



Los Lobos

Friday



Alejandro Mayorkas Director, US Citizenship & Immigration Services

Friday



Marta Sahagún de Fox, Former First Lady of Mexico



Melanie Healey, President of North America, P&G



Mark Mallory Mayor of Cincinnati



El Güero y su banda

Centenario

Vicente Fox Former President of Mexico

Saturday



LULAC President's Celebration at the Great American Ball Park

2 LULAC National President's Welcome

Dear LULAC Members and Friends:

Welcome to the 82nd Annual LULAC National Convention and Exposition in vibrant Cincinnati, Ohio. This multicultural city on the Ohio River was among the first stops on the Underground Railroad and boasts a rich history and surging Latino community, making it the ideal setting for our national convention. I encourage you to take advantage of our wonderful host city by visiting Cincinnati's world-class attractions including the Freedom Center and the Great American Ball Park, the Cincinnati Zoo and the world headquarters of our presenting sponsor Procter & Gamble.



I also encourage you to take advantage of the outstanding opportunities that we have brought together for this year's conference. You will hear from our nation's top leaders including U.S. Secretary of Labor Hilda L. Solís; HHS Secretary Kathleen Sebelius; Former President of Mexico Vicente Fox; Former First Lady of Mexico Marta Sahagún de Fox; Cincinnati Mayor Mark Mallory; John Trasviña, Assistant Secretary for Fair Housing and Equal Opportunity at HUD; Christine Griffin, Deputy Director of the U.S. Office of Personnel Management; NFL Hall of Fame Legend Anthony Muñoz; Alejandro N. Mayorkas, Director of US Citizenship and Immigration Services; Thomas J. Perrelli, Associate Attorney General at the US Department of Justice; Puerto Rico Secretary of Labor Miguel Romero; and Melanie Healey, President of North America, P&G among many others.

Over 70 workshops and seminars will inform and inspire you to tackle some of the pressing issues facing the Latino community including immigration, health care, housing, education, employment, the economy, technology, civil rights, financial planning, and civic engagement. Our youth will participate in a week of workshops and leadership exercises as well as explore our college fair and career forum.

The LULAC Expo Latino will feature more than 150 exhibitors from corporations, government agencies, colleges and universities, labor unions and non-profit organizations. You can view important products and services, explore employment opportunities in our job fair, receive a free check-up in our health fair, enjoy entertainment, and meet Disney characters, Captain America, TV host Maria Antonieta Collins and NFL Hall of Fame Legend Anthony Muñoz.

We are delighted to welcome those attending the LULAC Federal Training Institute. This intensive career development program for government and private-sector workers will help participants advance their careers by providing information and tools needed for success in today's competitive and fast-changing work environment.

Of course no one should miss our wonderful entertainment featuring outstanding Latino performers all week and a free concert on Thursday night, Voces Unidas Por America, featuring top Latin recording artists Los Lobos, El Güero y su banda Centenario, comedian Alex Reymundo, actress Melissa "Crash" Barrera of mun2 and a Macy's Fashion Show.

As many of you know, I am just completing my first term as LULAC National President. I am deeply honored to have been given the opportunity to serve this venerable organization as your National President. This past year has been a thrilling experience for me as I have worked with the national board, our councils and our members to make LULAC stronger and more effective. During my first year I have focused my efforts on strengthening and expanding LULAC's programs and improving the operations of the national office. Already we have had some tremendous success.

I wish to thank my Convention Co-chairs Jason Riveiro & Maggie Rivera, the Cincinnati host committee, the FTI committee, our sponsors, and the LULAC national staff for all of their hard work and dedication to making this an exciting, informative, and star-studded 82nd National Convention.

Sincerely, Margaret Moran

Margaret Moran, LULAC National President



THE WHITE HOUSE WASHINGTON

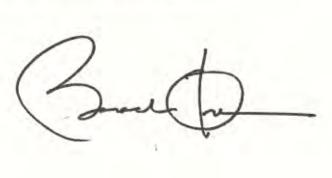
June 20, 2011

I send greetings to all those attending the 2011 League of United Latin American Citizens (LULAC) National Convention & Exposition.

The fabric of our Nation is woven together and enriched by the diversity of our people. From the early settlers of the New World to those reaching for the American dream today, Hispanics continue to shape and strengthen our country. As leaders in boardrooms and on Main Street, across government and in our Armed Forces, they are helping to write the next chapter of our shared story.

Organizations like LULAC help us celebrate the rich history of Hispanics across our Nation and ensure all Americans have the opportunity to thrive. Working together to build on our achievements, we can win a brighter future for our children.

I wish you all the best for a successful event.











Spark Opportunity

Walmart salutes LULAC on its 82 years of progress.

Working to improve opportunities for Hispanic Americans from every region looking for freedom and an honest way of life.







June 27, 2011

I appreciate the opportunity to extend a welcome to those gathered for the League of United Latin American Citizens (LULAC) as you hold your 82nd Annual Convention and Exposition in Cincinnati, Ohio, which has one of the fastest growing Hispanic/Latino communities in the nation.

The theme of this year's convention is "Bridging the Gap: Expanding the Latino Agenda In to New Frontiers." I commend LULAC and the conference sponsors on your efforts to bring together the Hispanic community to address the issues of concern and to forge partnerships in seeking solutions. Your leadership as the nation's oldest and largest Hispanic organization has been a catalyst in increasing awareness of the needs of the Hispanic/Latino community across the country.

I extend a hearty Buckeye welcome to everyone who is traveling to Ohio for the convention and I hope that you have a chance to see the great sites Cincinnati has to offer.

Congratulations again and best wishes for a successful conference.

Sincerely,

John R. Kasich Governor













Microsoft Innovation & Policy Center 901 K Street, NW, 11th Floor Washington, DC 20001

http://www.microsoft.com

Microsoft

June 27, 2011

League of United Latin American Citizens Duke Energy Convention Center Cincinnati, Ohio



Dear LULAC Members and Friends:

On behalf of Microsoft Corporation, I congratulate you on LULAC's 82nd Annual National Convention & Exposition. "Bridging the Gap: Expanding the Latino Agenda into New Frontiers!" is a wonderful theme which speaks to the missions of both Microsoft and LULAC.

At Microsoft, we are passionate about broadening the frontiers of technology and innovation today in order to transform the world tomorrow. Our commitment to creating social and economic opportunities around the country, such as through our involvement with organizations like LULAC, is another way we are making a real impact for the future. LULAC's mission of advancing the condition and rights of Hispanics in the United States as well as its rich history of advocacy, economic development, and outreach is important and inspiring. Clearly, LULAC's work is making a positive difference in the communities in which we live and work, helping build a better world for tomorrow as well.

We are excited to partner with LULAC and we applaud your mission and vision for the future! Our best wishes for a successful and empowering 82nd Annual LULAC National Convention & Exposition.

Warm regards,

Frederick, S. Humphries, Jr.

Freduck & Office

Vice President

Microsoft Corporation

City of Cincinnati



Mark Mallory Mayor

Office of the Mayor

Room 150, City Hall 801 Plum Street Cincinnati, Ohio 45202 Phone (513) 352-3250 Fax (513) 352-5201

June 27th 2011

Dear LULAC National Convention Attendees,

On behalf of the City of Cincinnati and its citizens, I am pleased to welcome you to the Queen City. I am honored that your association chose Cincinnati as your destination to partake in the 82nd Annual LULAC National Convention and Exposition. This year's theme is *Bridging the Gap: Expanding the Latino Agenda into New Frontiers*.

I hope that our city provides excellent accommodations as LULAC brings together leaders in the Hispanic community. I know you will be working hard towards achieving your goals this week but if you are able to step away from the conference I encourage you to experience all that Cincinnati has to offer. We have many notable summer attractions including the Cincinnati Reds, The Contemporary Art Museum, Cincinnati Playhouse in the Park, The National Underground Freedom Center, Ault and Eden Parks and so much more. Take time to see our unique neighborhoods or just spend some time relaxing by the Ohio River.

As the Mayor of Cincinnati, I hope you will find your time in Cincinnati an enriching and an exciting part of the 82nd Annual LULAC National Convention and Exposition. I extend my best wishes and I hope you leave Cincinnati satisfied and eager to return.

Sincerely,

July Helloy

Mark Mallory Mayor of Cincinnati



Equal Opportunity Employer







At AT&T we believe in communities. That's why we do what we do:

Connecting people with good jobs, donating time and talent, supporting the underserved, and promoting innovative educational programs and organizations that create limitless possibilities for all.

Because we believe in the power of you.

That's why we proudly support the League of United Latin American Citizens and the ¡Adelante! America Youth Leadership Program.







Dear Friends,

Welcome to Ohio!

On behalf of Ford Motor Company Fund and Community Services, the philanthropic arm of Ford, I am pleased to salute LULAC on its 2011 National Convention & Exposition, "Bridging the Gap: Expanding the Latino Agenda into New Frontiers."

At Ford, we are proud of our relationship with LULAC spanning over two decades. We have been thrilled to witness LULAC's many accomplishments as it continues to enhance opportunities for the people who live and work in the communities where we do business. Our partnership with LULAC enables us to promote understanding and opportunity within the Latino community. We are particularly proud of the LULAC Ford partnership with local LULAC Councils through Ford Driving Dreams through Education, a signature program that provides local solutions that help students stay in school.

Our Executive Chairman, Bill Ford, is committed to the promotion of diversity because he understands the importance of leveraging diverse ideas, experiences and strengths toward a greater end. At Ford, that greater end is to build innovative products and a stronger company, while making the communities around us a better place to live. We believe great things happen when we work together toward the shared goal of improving our nation, one community at a time.

We congratulate LULAC on 82 years of success and look forward to a continued partnership.

Sincerely,

Jim Vella President





At AT&T, we are proud of our partnership with the League of United Latin American Citizens and the Hispanic community.

With wireless playing an ever-increasing role in creating job opportunities, we are bringing the most advanced mobile technology to more Americans.

Over the past four years, AT&T has invested more in the United States than any other public company — \$75 billion to upgrade and expand our wireless and wireline networks.

We remain committed to delivering next generation wireless technology, and all the opportunities it brings.

Rethink Possible*

United States Senate

WASHINGTON, DC 20510

June 1, 2011

Margaret Moran National President League of United Latin American Citizens 2000 L Street, NW, Suite 610 Washington, DC 20036-4845



Dear Ms. Moran:

Thank you for bringing the 82nd Annual League of United Latin American Citizens (LULAC) National Convention to the city of Cincinnati, home to one of the fastest growing Latino populations in the country.

I would like to welcome all of the members, friends, and guests of LULAC, the largest and oldest Latino organization in the country, to the great State of Ohio. More than 300,000 Latinos make Ohio their home. They are business owners and entrepreneurs, educators and students, workers and advocates, and leaders in the community. Without question, the Latino community contributes to the economic, cultural, and civic fabric of Ohio and the nation.

And it's a fabric that LULAC has woven for more than eight decades, spanning our nation's march toward social and economic justice for all Americans. And it's strengthened through the workshops, seminars, job fairs, and banquets organized through LULAC's Cincy USA Celebration.

But in celebrating Latino culture, the Cincy USA Celebration also recognizes the work ahead to ensure that the Latino community in the United States is also afforded the fair chance and equal opportunity to achieve the American Dream. It means doing the hard and proud work of making sure that your voices are heard and ensuring that the Latino community has a seat at the table.

Ohio's Latino community is a vital asset to our state. I am proud to join with them to welcome LULAC to Ohio and to showcase how, together, we can strengthen economic and education opportunities and safeguard the civil rights of all Americans.

Sincerely,

Sherrod Brown
United States Senator
Ohio









June 8, 2011

Greetings! Bienvenidos!

Macy's is pleased to welcome you to the 2011 LULAC National Convention & Exposition in Cincinnati, OH.

It is indeed our pleasure to welcome you to the Queen City, home of Macy's, Inc., and the venue for a wonderful and exciting Convention. We would especially like to acknowledge our appreciation of your support toward the City of Cincinnati, a City that has a rich and long-standing history.

Being downtown, you will experience fine restaurants, great entertainment, and a wonderful City environment. You will also be just steps away from our Macy's Fountain Place store, where we hope you will find everything you need, and experience the Magic of Macy's!

On behalf of our Chairman and the 160,000 associates at Macy's, I thank you for joining us and look forward to your continued support.

Best Wishes,

W\$

William L. Hawthorne, III SVP, Diversity Strategies and Legal Affairs Macy's, Inc.

driving a brighter future

Ford Motor Company Ford





Ford Motor Company Fund and Community Services builds communities through volunteerism and partnerships with nonprofit organizations that focus on education, preserving America's heritage, and automotive safety.

Ford Motor Company salutes LULAC on its 82nd National Convention & Exposition!

Congratulations to the 2011 LULAC Council winners of the Ford Driving Dreams through Education program, stimulating academic achievement and high school completion.

www.fordbrighterfuture.com



MACY'S IS A PROUD SPONSOR OF THE 2011 LULAC NATIONAL CONVENTION & EXPOSITION

We celebrate diversity and support LULAC in their mission to "Bridge the Gap" and improve opportunities for the Latino Community.



250 S. Wacker, Suite 80 Chicago, IL 60606 311 10th St. Golden, CO 80401 3939 W. Highland Blvd Milwaukee, WI 53208

Dear LULAC Member and Friends:

On behalf of the MillerCoors family, I am pleased to extend a warm welcome to each one of you attending and participating at the 82nd Annual League of United Latin American Citizens National Convention & Exposition, in Cincinnati, OH.

The LULAC Convention is an exciting gathering and history-making convention, because it convenes delegates representing Hispanic communities from across the U.S. and Puerto Rico to discuss issues, set policies, and elect the national leaders of the organization.

At MillerCoors, we are proud to have a long history of community investment and support to organizations that make a real difference in the community. LULAC has and continues to have a rich history of advocacy in civil rights, education, and economic development that helps to improve the quality of life of Hispanic Americans.

For over 30 years, MillerCoors has served as an avid supporter and corporate partner of LULAC and it is rewarding to know that we share a similar vision of making a real difference in the communities where we live and work.

MillerCoors looks forward to continue on our long lasting partnership with LULAC so that our combined efforts result in empowering the Hispanic community and the next generation of leaders.

Our best wishes for a very successful 82nd LULAC National Convention.

Best Regards

Jose R. Ruano

Manager Multicultural Relations

MillerCoors LLC











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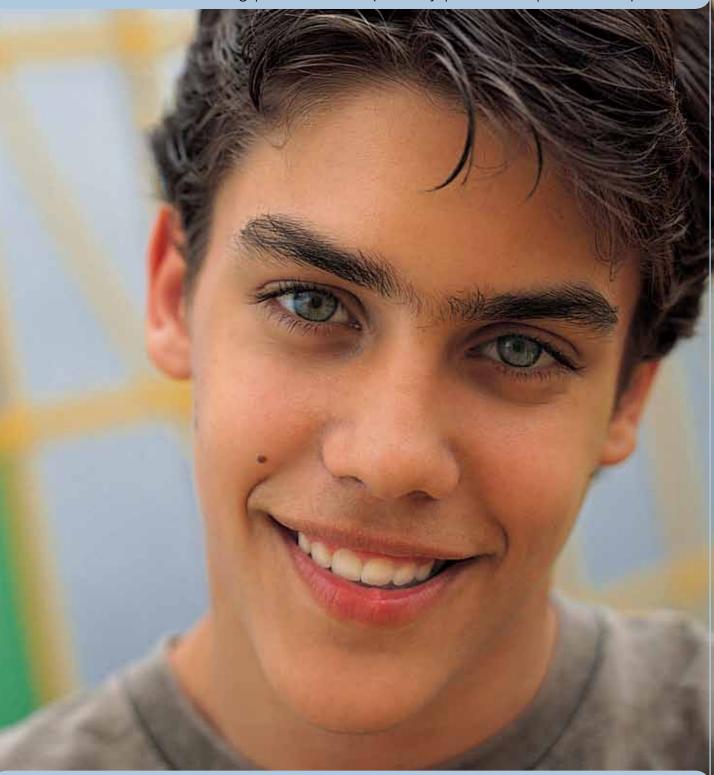
LNESC National Park Service Together Rx Access U.S. Postal Service CityBeat Cincinnati Hispanic Chamber Cincinnati Herald Soapbox Media University of Cincinnati Xavier University





Office of Minority Health Resource Center

Information on: Funding | Cultural Competency | Outreach | Partnerships

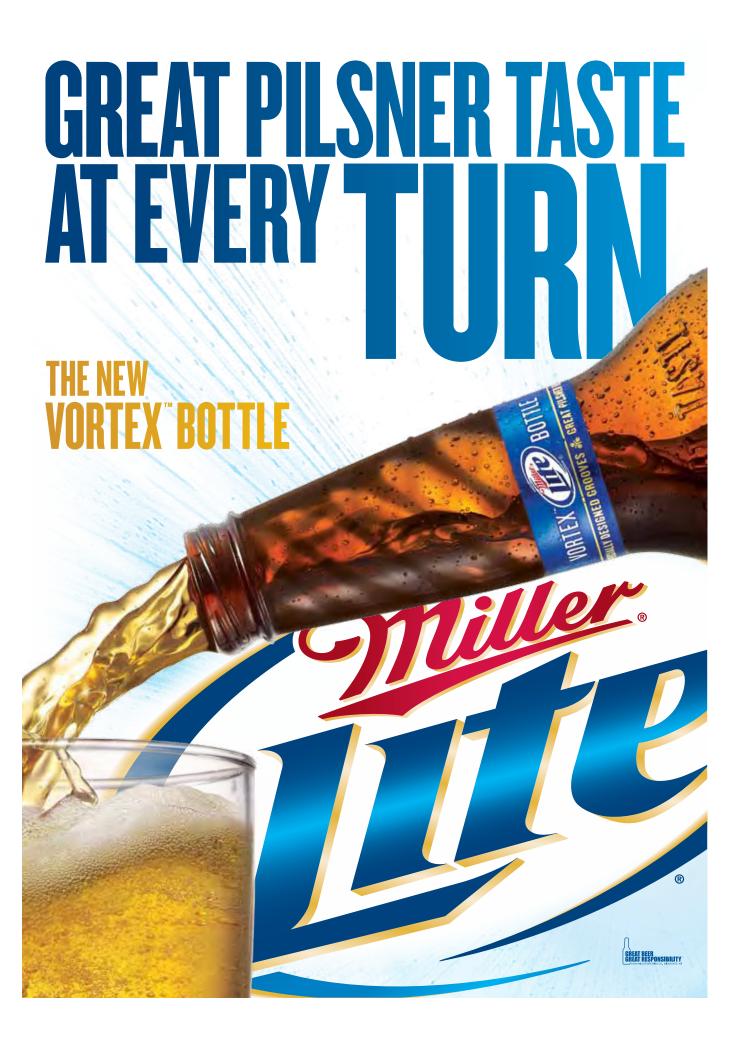


The mission of the Office of Minority Health (OMH) is to improve and protect the health of racial and ethnic minority populations through the development of health policies and programs that will eliminate health disparities.



Monday, June 27	
	LULAC Federal Training Institute Pre-Conference Meetings
8:00 am - 5:00 pm	U.S. Department of Defense
8:00 am - 5:00 pm	U.S. Department of Agriculture
1:00 am - 5:00 pm	LULAC National Convention & Federal Training Institute Registration Elm St Lobby
2:30 pm - 4:30 pm	FTI Hispanic Focus Group
6:00 pm - 8:00 pm	Opening Reception
	Margaret Moran, LULAC National President; Alexandra Vegas, Director Multicultural Business
	Development North America, Procter & Gamble; Alicia Reece, Ohio State Representative
Tuesday, June 28	
7 - 12, 2 - 5 pm	LULAC National Convention & Federal Training Institute Registration Elm St Lobby
, 12,2 0 pm	LULAC Federal Training Institute
9:00 am - 10:15 am	Cincinnati Community Briefing- Find and Apply for Employment in Federal Government 232
9:00 am - 10:15 am	Emotional Intelligence for Leaders Workshop
9:00 am - 10:15 am	Transforming Yourself into a Strategic Leader 262
9:00 am - 10:15 am	The Senior Executive Service (SES)
9:00 am - 10:15 am	Doing More with Less: Effective Process Improvement and Change Management
10:30 am - 11:45 am	Cincinnati Community Briefing — Writing an Effective Resume
10:30 am - 11:45 am	Strategic Diversity Recruitment
10:30 am - 11:45 am	Branding Yourself: How to Create a Professional Portfolio! 262
	-
10:30 am - 11:45 am	The 3 "G"s to a Successful Assignment: Get Involved, Generate, and Groom
10:30 am - 11:45 am	Experiences in Leading Change
12:00 pm - 1:45 pm	Diversity Luncheon Grand Ballroom Christing Criffin Deputy Director U.S. Office of December Management, Dr. Ivan Andrede
	Christine Griffin, Deputy Director, U.S. Office of Personnel Management; Dr. Juan Andrade,
2.00 mm 2.15 mm	President, United States Hispanic Leadership Institute The Senior Executive Service (SES)
2:00 pm - 3:15 pm	
2:00 pm - 3:15 pm	EEO for Federal Employees
2:00 pm - 3:15 pm	Becoming an Executive Steward for Hispanic Employment
2:00 pm - 3:15 pm	Understanding and Working with Different Generations 263
2:00 pm - 3:15 pm	Doing More with Less: Effective Improvement and Change Management
3:30 pm - 4:45 pm	Management Directive 715 (MD-715)
3:30 pm - 4:45 pm	Innovative Strategies for Recruiting & Developing a Talented Workforce
3:30 pm - 4:45 pm	Employment of Veterans in the Executive Branch: Agency Roles and Responsibilities
5:00 pm - 6:30 pm	Cincinnati Community Briefing: U.S. State Department Diversity Career Networking 232
5:30 pm - 7:30 pm	Opportunity Reception
	John Trasviña, Assistant Secretary for Fair Housing and Equal Opportunity,
	US Department of Housing and Urban Development
7:30 pm - 8:30 pm	Special Premiere of Cincinnati: City of Immigrants
Wednesday, June 2	29
7 - 12, 2 - 5 pm	LULAC National Convention Registration & Credentials Elm St Lobby
	LULAC Federal Training Institute
8:30 am - 12:00 pm	Model Strategies for Recruitment and Hiring of People with Disabilities
9:00 am - 10:15 am	Experiences in Leading Change
9:00 am - 10:15 am	Innovative Strategies for Recruiting & Developing a Talented Workforce
9:00 am - 10:15 am	Employment of Veterans in the Executive Branch; Agency Roles and Responsibilities 263
10:30 am - 11:45 am	The 3 "G"s to a Successful Assignment: Get Involved, Generate, and Groom
10:30 am - 11:45 am	Strategic Diversity Recruitment
10.00 um 11.10 um	237



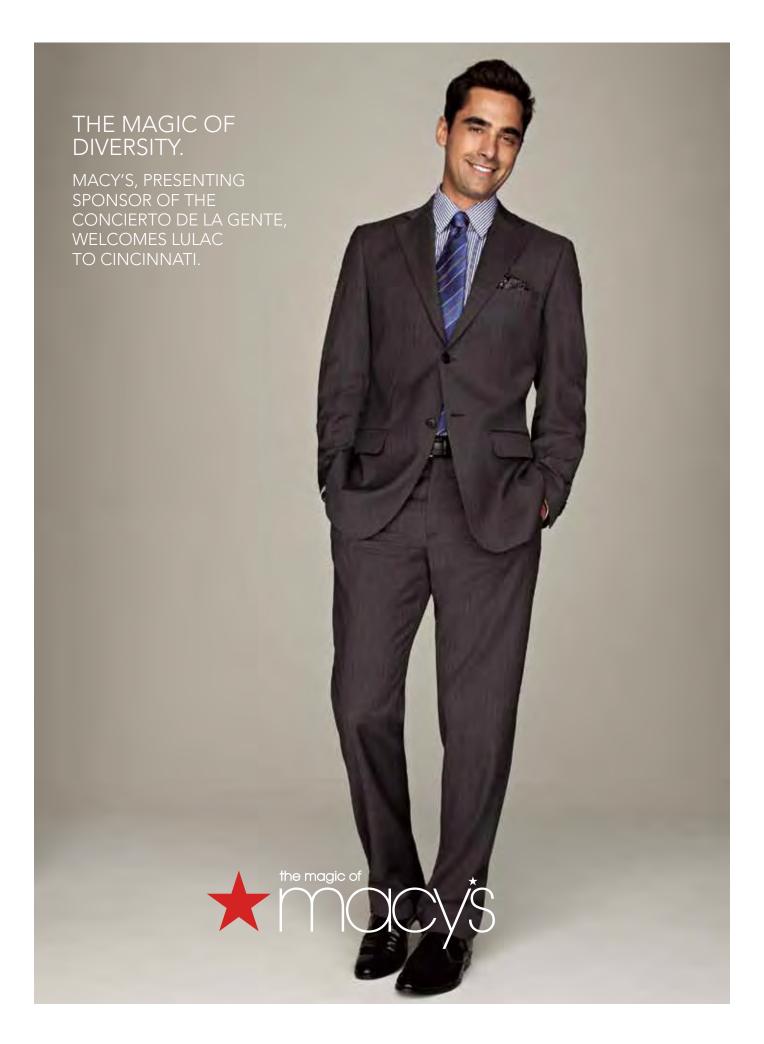


All events will be held at the Duke Energy Convention Center, unless otherwise noted

Wednesday, June 2	99
10:30 am - 11:45 am	Cincinnati Community Briefing — Writing an Effective Resume
10:30 am - 11:45 am	Transforming Yourself into a Strategic Leader
10:30 am - 11:45 am	Branding Yourself: How to Create a Professional Portfolio!264
1:00 pm - 3:15 pm	The Veterans Employment Initiative: How Veterans Can Benefit
2:00 pm - 3:15 pm	Management Directive 715 (MD-715)
2:00 pm - 3:15 pm	Understanding and Working with Different Generations
2:00 pm - 3:15 pm	The Senior Executive Service (SES)
3:30 pm - 4:45 pm	EEO Laws: A Refresher Course 237
3:30 pm - 4:45 pm	Emotional Intelligence for Leaders Workshop
3:30 pm - 4:45 pm	Targeted Outreach Strategies with a Limited Budget!
10:00 am - 11:00 am	Ribbon-Cutting Ceremony and Exposition Opening
10.00 am - 11.00 am	Melanie Healey, President of North America, P&G
	·
	Ellen G. van der Horst, President, Cincinnati USA Regional Chamber of Commerce Alfonso Cornejo, President, Cincinnati Hispanic Chamber of Commerce
10:00 am - 5:00 pm	
1	Exposition, Job Fair, and College Fair Open
12:00 pm - 1:45 pm	Partnership Luncheon, José Cisneros, San Francisco City Treasurer
2:00 pm - 2:30 pm	,
2:30 pm - 3:20 pm	Fueling the Future – America's Energy Options (Sponsored by Areva)
2:30 pm - 3:20 pm	Protecting Our Homes: Foreclosure Prevention (Sponsored by Bank of America)
3:30 pm - 4:20 pm	Back in the Black: Restoring Your Credit (Sponsored by Fifth Third Bank)
6:00 pm - 10:30 pm	Cincinnati Celebration, Featuring Cla've Son & Mariachi Las AlteñasGrand Ballroom
Thursday, June 30	
7 - 12, 2 - 5 pm	LULAC National Convention Registration & Credentials Elm St Lobby
7:30 am - 9:00 am	Community Service Breakfast
8:30 am - 4:30 pm	Hispanic Employment Program Summit: Agents for Change
9:00 am - 10:20 am	Unlocking the Power of the Parent
9:30 am - 10:20 am	Latinos Living Healthy: Childhood Obesity (Sponsored by HHS)
9:30 am - 10:20 am	Google 101
9:30 am - 10:20 am	A La Familia: An LGBT Inclusive Look at Religion and Faith (Hosted by Unid@s)236
10:00 am - 7:00 pm	Exposition, Job & Consulate Fair Open
10:30 am - 11:20 am	Got Coverage? The Affordable Care Act for Latinos (Sponsored by HHS)230
10:30 am - 11:20 am	Building the Future: Ensuring Latino Student Success
10:30 am - 11:20 am	Google 201
10:30 am - 11:20 am	Empowering Civil Rights Advocates (Hosted by LULAC Civil Rights Committee)234
10:30 am - 11:20 am	State of Latino/a LGBT Human and Civil Rights (Hosted by Unid@s)
12:00 pm - 2:00 pm	Unity Luncheon
	Secretary Kathleen Sebelius, U.S. Department of Health and Human Services; Secretary Hilda
	Solis, U.S. Department of Labor; Miguel Romero, Secretary of Labor, Puerto Rico
2:00 pm - 3:20 pm	Find and Apply for Employment in the Federal Government (Sponsored by OPM)233
2:30 pm - 3:20 pm	Utilizing Social Media to Raise Health Awareness (Sponsored by HHS)230
2:30 pm - 3:20 pm	Enhancing Workers' Rights Through Collective Bargaining
2:30 pm - 3:20 pm	Federal Contracting Opportunities in a Difficult Budget (Sponsored by USAID)235
2:30 pm - 4:00 pm	Women's Hall of Fame Pinning Ceremony & High TeaContinental Ballroom, Hilton
3:00 pm - 4:30 pm	The Future of Puerto Rico Town Hall

Thomas J. Perrelli, Associate Attorney General, U.S. Department of Justice and Co-chair,





All events will be held at the Duke Energy Convention Center, unless otherwise noted

Thursday, June 30			
***	President's Task Force on Puerto Rico; Claudia Gutierrez, Regional Administrator, U.S.		
	Environmental Protection Agency; Eric Waldo, Deputy Chief of Staff for Policy Programs, U.S.		
	Department of Education; Dr. Jaime Torres, Regional Director, Department of Health and		
	Human Services; Laura Morton, Senior Advisor, Renewable Energy, Department of Energy		
5:30 pm - 7:15 pm	Youth Awards Banquet		
	Melissa "Crash" Barrera, Mistress of Ceremony; Comedian Alex Reymundo; Anthony Munoz,		
	NFL Hall of Fame legend; Jenne Celine Madrid, Performer; Dr. Gregory Williams, President,		
	University of Cincinnati; Dr. Scott Chadwick, Academic Vice President & Provost, Xavier		
	University		
7:30 pm - 11:00 pm	Voces Unidas: Concierto De La Gente		
	Melissa "Crash" Barrera, Mistress of Ceremony; Comedian Alex Reymundo, Master of		
	Ceremony; Los Lobos; El Güero y su banda Centenario; Macy's Fashion Show		
Friday, July 1			
7 - 12, 2 - 5 pm	LULAC National Convention Registration & Credentials Elm St Lobby		
7:30 am - 9:00 am	LULAC National Educational Service Centers Breakfast		
	Alexandra Vegas, Director Multicultural Business Development North America, P&G		
	LULAC/FTI Youth-Collegiate Federal Career and Recruitment Forum		
8:00 am - 12:00 pm	High School Grade 9-11		
8:00 am - 12:00 pm	College, University and Rising Seniors Grade 12		
9:30 am - 10:20 am	Promoting Safe Schools (Hosted by Unid@s)		
9:30 am - 10:20 am	Vote. Power. Respect: Mobilizing Latino Voters		
9:30 am - 10:20 am	Ford Driving Dreams through Education: Best Practices		
10:00 am - 4:00 pm	Exposition, Job Fair, and College Fair OpenExhibit Hall A		
10:00 am - 11:20 am	Winning the Future (Hosted by the White House)		
10:30 am - 11:20 am	Latinos for Secure Retirement		
10:30 am - Noon	Citizenship CeremonyCC 232		
	Alejandro N. Mayorkas, Director, U.S. Citizenship and Immigration Services		
Noon - 2:00 pm	DOD FTI Youth Career Opportunities Luncheon		
Noon - 2:00 pm	LULAC Women's Luncheon		
	Marta Sahagún de Fox, Former First Lady of Mexico; Melanie Healey, President of North		
	America, Procter & Gamble		
2:00 pm - 3:20 pm	Young Adults Roundtable		
2:30 pm - 3:20 pm	Defending Your Rights: A Practical Guide (Hosted by LULAC Civil Rights Committee) 231		
2:30 pm - 3:20 pm	Immigration Action Roundtable: A National Conversation on Immigration Reform		
2:30 pm - 3:20 pm	Raising for Good: LULAC Council Funding Strategies		
3:30 pm - 4:30 pm	LULAC National Assembly: Legislative Platform		
6:00 pm - 7:00 pm	Presidential Reception		
	Mark Mallory, Mayor of Cincinnati		
7:00 pm - 11:00 pm	Presidential Awards Banquet , Former Mexican President Vicente FoxGrand Ballroom		
	Edgar Sandoval, Vice President of Global Feminine Care, P&G Lillian Rodríguez López,		
	President of the Hispanic Federation & Chair of the National Hispanic Leadership Agenda;		
	Candido Morales, Director, Instituto de los Mexicanos en el Exterior; Consul Juan Manuel		
	Solana, Consulate of Mexico		
Saturday, July 2			
8:00 am - 3:00 pm	LULAC General Assembly & Election of Officers		
4:00 pm - 6:00 pm	LULAC President's Celebration Great American BallPark, 100 Joe Nuxhall Way		









Time Warner Cable is proud to support the League of United Latin American Citizens, hosting its 82nd Annual National Convention and Exposition here in Cincinnati, OH.

We are excited to join with you and tens of thousands of other leaders from across the country, all of whom are working to improve their communities, workplaces and schools. We are even more excited at the potential this convention has to showcase the value of diversity and inclusion, highlight constructive partnerships, and strengthen LULAC as an organization.

Time Warner Cable cares about making our communities stronger, and we are proud to partner with LULAC across the country. The TWC-LULAC Empower America Tech Center initiative is our latest partnership, designed to bridge the digital divide by providing free access to broadband services as well as classes that help community members learn technological skills that can open up greater opportunities for the future. I'm pleased to note that one of the TWC-LULAC Tech Centers, at the Su Casa Hispanic Center, is right here in Cincinnati.

Diversity, inclusion and community are key corporate values at Time Warner Cable and we look forward to working with LULAC for many years to come in empowering youth and the Hispanic community.

Congratulations to LULAC for another successful convention, and for 82 years of hard work and dedication to the Hispanic community.

Wishing you the very best,

len Brit

Glenn A. Britt Chairman and CEO

Time Warner Cable



83rd LULAC National Convention & Exposition

Orlando, Florida | June 25 — June 30, 2012

America's Latino Community Center Stage



Disney's Coronado Springs Resort

20,000 Participants

50 Workshops & Seminars

Health Fair

300 Exhibitors

Federal Training Institute

Youth Conference

150 Panelists & Speakers

Career & College Fair

First Rate Entertainment

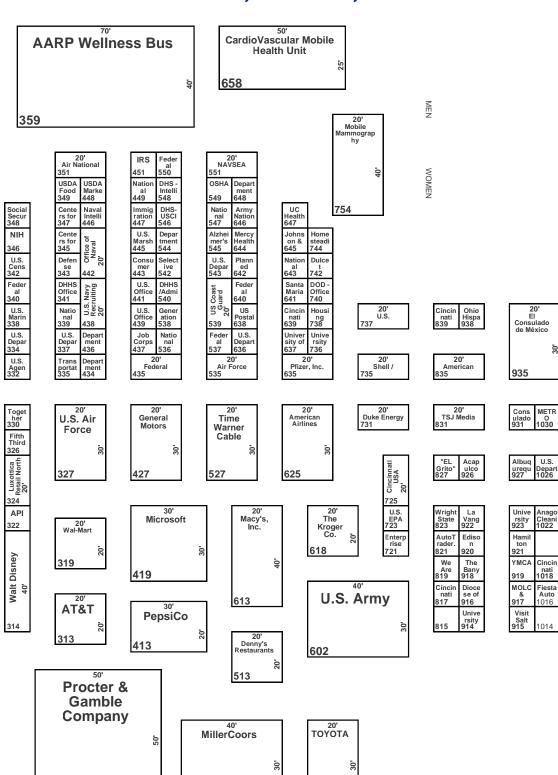
Exhibitors

<u>Company</u>	Booth	<u>Company</u> <u>B</u>	<u>Booth</u>
AARP Wellness Bus and Booth	359	METRO	1030
Acapulco Crafts		Microsoft	
Administration for Children and Families		MillerCoors	
Air Force Reserve		Mobile Mammography	
Air National Guard		MOLC & HOAC	
Albuquerque Hispano Chamber of Commerce		National Credit Union Administration	
Alzheimer's Association		National Education Association	
American Airlines		National Geodetic Survey-NOAA	
American Federation of Teachers		National Institutes of Health/Office of Human Resources	
American Petroleum Institute		National Park Service	
Anago Cleaning Systems		National Wildlife Federation	
Army National Guard		NAVSEA - Naval Sea Systems Command	
AT&TAutoTrader.com		Ohio Hispanic Chamber	
CardioVascular Mobile Health Unit		Office of Inspector General	
Centers for Medicare & Medicaid Services (CMS)		Office of Naval Research	
Centers for Medicare & Medicaid Services (CMS)		OSHA	
Coca-Cola Company		PepsiCo	
Consulado de El Salvador		Pfizer Inc.	
Consulado de México en Indianápolis		Planned Parenthood Southwest Ohio Region	
Consumer Products Safety Commission		The Procter & Gamble Company	
Cincinnati CityBeat		Santa Maria Community Services	
Cincinnati Hispanic Chamber		Selective Service System	
Cincinnati Public Schools		Shell / Houston LNESC	
Cincinnati State Technical & Community College	639	Social Security Administration	. 348
Cincinnati USA		The Banyan Tree	. 918
Defense Contract Management Agency	343	The Kroger Co	. 618
Denny's Restaurants		Time Warner Cable	
Department of Veterans Affairs - HRRO	434	Together Rx Access	. 336
Dept. of Veterans Affairs - Office of Diversity and Inclusion		Toyota	
Dept. of Veterans Affairs - National Cemetery Administration		Transportation Security Administration	
DHS - USCIS		TSJ Media	
DHS - Office for Civil Rights and Civil Liberties		UC Health University Hospital	
DHS - Immigration and Customs Enforcement (ICE)		University of Cincinnati	
DHS - Intelligence & Analysis Office		University of Cincinnati - Department of Psychology	
DHHS - Office of Women's Health		University of Missouri	
Diocese of Southern Ohio		University of Phoenix	
DOC/NOAA		USDA Food Safety and Inspection Service	
Dulcet Design		USDA Marketing & Regulatory Programs	
Duke Energy		U.S. Agency for International Development (USAID) U.S. Air Force	
El Grito - Rebeccanavasoto.com		U.S. Army	
Enterprise Rent-A-Car Company		U.S. Census Bureau	
Federal Aviation Administration		U.S. Coast Guard.	
Federal Bureau of Investigation.		U.S. Department of Education - AOS	
Federal Bureau of Prisons		U.S. Department of Education - OCO	
Federal Deposit Insurance Corporation (FDIC)		U.S. Department of Justice - DEA	
Fiesta Auto Insurance		U.S. Department of Labor - CRC	
Fifth Third Bank		U.S. Department of State	
General Motors	427	U.S. Environmental Protection Agency	723
Generation Opportunity		U.S. Marine Corps	
Hamilton County Developmental Disabilities Services		U.S. Marshals Service	
Homesteading & Urban Redevelopment Corp		U.S. Navy Recruiting Command	
Housing Opportunities Made Equal		U.S. OPM	441
Internal Revenue Service		U.S. OPM/USA Jobs	439
Job Corps	437	U.S. Postal Service	
Johnson & Johnson - Ethicon Endo Surgery, Inc	645	Veterans Mobile Health Unit	
La Vanguardia		Visit Salt Lake	
LULAC		Wal-Mart Stores, Inc.	
LULAC Stage		The Walt Disney Company	
Luxottica Retail North America		We Are Ohio	
Macy's		Wright State University	
Mercy Health Partners	644	YMCA	919





Hall A: WED 10-5, THU 10-7, FRI 10-4



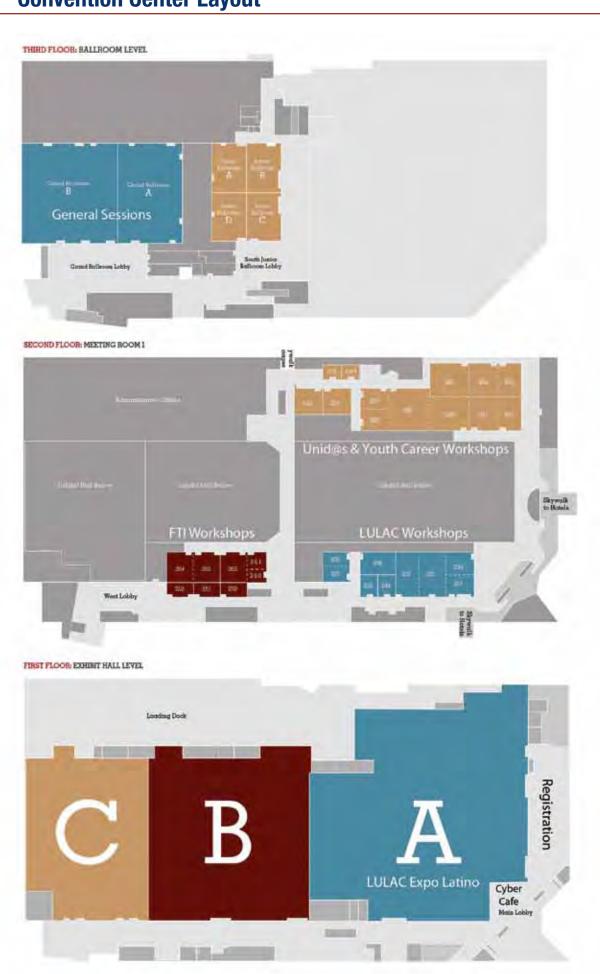
302

403





Convention Center Layout



29

All events will be held at the Duke Energy Convention Center, unless otherwise noted

Monday, June 27

LULAC Federal Training Institute Pre-Conference Meetings

8:00 am - 5:00 pm U.S. Department of Defense 262

8:00 am - 5:00 pm U.S. Department of Agriculture 263

1:00 - 5:00 pm LULAC National Convention & Federal Training Institute Registration Elm St. Lobby

2:30 - 4:30 pm FTI Hispanic Focus Group 264

6:00 - 8:00 pm Opening Reception Hall of Mirrors, Hilton

Sponsored by Clear Channel Communications, Inc., Enterprise Rent-A-Car

Opening Remarks: LULAC National President Margaret Moran

Sponsor Remarks: Alexandra Vegas, Director Multicultural Business Development, P&G

Honored Guest: Chris Monzel, Hamilton County Commissioner, Todd Portune, Hamilton County

Commissioner, Greg Hartmann, Hamilton County Commissioner

Guest Speaker: Ohio State Representative Alicia Reece

Representative Alicia Reece (D-Cincinnati) is currently serving her first term as state representative in the 33rd Ohio House District. Rep. Reece is a long-time public servant who has held many roles on behalf of the citizens of Ohio. Before her appointment to the Ohio House, she served as Vice Mayor of Cincinnati from 2002-2006 and was a City Councilwoman for the eight years prior. During this time, she advocated for women's health legislation, racial profiling litigation, public safety, small business tax reform, and an improved tourism industry in the Greater Cincinnati Area. For the past four years, Reece served as the Assistant Director of Tourism in the Ohio Department of Development where she helped oversee a \$39 billion industry employing 400,000 Ohioans.

Tuesday, June 28

7 to 12, 2 to 5 pm LULAC National Convention & Federal Training Institute Registration Elm St. Lobby

LULAC Federal Training Institute

9:00 - 10:15 am Community Briefing: Find and Apply for Employment in the Federal Government

232

Are you interested in pursuing one of the many exciting, challenging and rewarding careers in the Federal Government? Attend this workshop to find out how to get started with the process. This workshop will provide participants with information on the USAJOBS website. The website is the official job site of the Federal Government on which vacancies are posted for recruitment. Participants will learn how to navigate the site and search for jobs, including tailoring their search to particular types of jobs and specific geographic areas. They will also learn about the various special hiring programs within the Federal Government and what jobs are in high demand. There will be an overview on how to post your resume on the site, as well as how to apply for jobs without leaving the USAJOBS website.

Facilitator: Alfrida Coombs, National Hispanic Employment Program Manager, U.S. Department of Transportation

Speaker: Julie Saad, Program Analyst, U.S. Office of Personnel Management





Felicitaciones a LULAC por 82 años avanzando los derechos de nuestra comunidad.



9:00 - 10:15 am

Emotional Intelligence for Leaders

237

This is dynamic interactive workshop designed to demonstrate the importance of emotional intelligence for leadership success. Successful leaders combine strong interpersonal skills with technical knowledge to improve their potential and performance. The core competencies of EI provide the foundation to further develop your intra/interpersonal skills. Attendees will learn how to understand the concept of Emotional Intelligence and the role of emotions at work; identify the core competencies of Emotional Intelligence; gain an honest and accurate awareness of your EI strengths and weaknesses and identify work scenes that can be helped or hampered by co-workers' and supervisors' varying levels of EI.

Facilitator: Jacqueline Johnson, Diversity Program Manager, U.S. Department of Labor **Speaker:** Manuel Gomez Jr., Chief, Special Missions Division, National Air & Space Intelligence Center, U.S. Department of the Air Force

9:00 - 10:15 am

Transforming Yourself into a Strategic Leader

262

Globalization, the pending retirement wave, increased utilization of technology, and a universally accepted mantra of "do more with less – and do it faster, more efficiently and effectively" is causing agencies to fundamentally question how they identify and train their leaders of tomorrow. What got us here won't get us there; the role of a leader is transforming and strategic leadership is the calling of tomorrow. Involve yourself in this session and gain a greater understanding of the five stages of strategic leadership and learn how to immediately apply them into your daily life. Let this learning engagement help you identify how to transform yourself and unleash you as a forward-thinking results-driven strategic leader.

Facilitator: Lettymarie Mayoral, Director, Executive Resources, U.S. Department of Housing & Urban Development

Speaker: Jeffrey Vargas, Chief Learning Officer, Commodity Futures Trading Commission

9:00 - 10:15 am

The Senior Executive Service (SES)

263

Are you interested in becoming an SES? Come and learn first hand about the many traits needed to become an SES. These traits will be addressed by providing you with an overview on the Executive Core Qualifications (ECQs). The ECQs define the competencies needed to build a federal corporate culture that drives for results, serves customers, and builds successful teams and coalitions within and outside the organization. The ECQs are required for entry to the Senior Executive Service and are used by many departments and agencies in selection, performance management, and leadership development for management and executive positions.

Facilitator: Esteban Morales, Recruitment Coordinator, U.S. Department of Labor **Speakers:** Roland Edwards, Manager, Senior Executive Resources Services, U.S. Office of Personnel Management

Eugenio "Gene" Ochoa Sexton, Deputy Chief Human Capital Officer, U.S. Department of Labor

9:00 - 10:15 am

Doing More with Less: Effective Process Improvement and Change Management

264

Continuous process improvement is critical to maintaining a relevant and effective organization or program. Given the current budget climate, federal agencies may be expected to do more with less as staff and funding levels are reduced or frozen. This workshop will teach participants specific and effective methodologies for identifying areas for potential savings and feasible efficiencies to improve the way they do their work and how to put those ideas into action. Using a consumer-focused model, participants will be able to analyze and implement process improvements to bolster their programs to keep them responsive and effective in the current environment. Participants will also be instructed on how to put their new vision into action and build support for change.











Sprint is proud to support the 82nd Annual LULAC National Convention and Exposition.

Diversity is a business imperative at Sprint. That's why we've made inclusion a priority in all areas of our business – from our employees to our customers to our suppliers to the communities in which we live and work.

It's this commitment and comprehensive approach that has allowed Sprint to reach important audiences across the board, whether we're recruiting the best employee talent available, marketing to consumers of diverse backgrounds, working with vendors that offer a diverse set of solutions, or supporting a wide range of community activities that are important to our employees and customers.

Congratulations on 82 years of service to the Hispanic community.

Ralph Reid

Vice President, Corporate Social Responsibility

Sprint Nextel Corporation

 $\textbf{Facilitator:} \ A lexandra \ Sifuentes, Management \ Analyst, Food \& \ Safety \ Inspection \ Service, U.S.$

Department of Agriculture

Speaker: Lorena Carrasco, Deputy Assistant Administrator, Food & Safety Inspection Service, U.S.

Department of Agriculture

10:30 - 11:45 am Cincinnati Community Briefing: Writing an Effective Resume

232

The Federal Government is streamlining the application process in order to make it easier and faster for candidates to apply for jobs. Job seekers will be able to apply for positions using a resume and an optional cover letter. This workshop will provide participants with information on how best to write a resume that highlights strengths and accomplishments. You will learn what information to include on your resume, tips to market yourself and how to describe your experience. You will also learn how to communicate veteran-specific information on your resume. Participants will leave this session armed with information to craft an effective resume.

Facilitator: Alfrida Coombs, National Hispanic Employment Program Manager, U.S.

Department of Transportation

Speakers: Monica Butler, Human Resources Consultant, U.S. Office of Personnel Management P. Ashley Guzman, Human Resources Consultant, U.S. Office of Personnel Management

10:30 - 11:45 am Strategic Diversity Recruitment

237

This workshop links recruitment strategies to hiring practices and personnel initiatives in order to comply with current EEO, civil rights and human resources policies to effectively manage succession planning. It also identifies recruitment technology (USAJOBS and Department of Education) and resources needed to recruit diverse candidates to satisfy mission requirements.

Facilitator: Sara A. Rosario Nieves, Diversity Programs Coordinator, U.S. Census Bureau **Speaker:** Noemi Pizarro-Hyman, Chair, Agency Entry-Level Panel, Defense Intelligence Agency, U.S. Department of Defense

10:30 - 11:45 am

Branding Yourself: How to Create a Professional Portfolio

262

This workshop will provide the values of branding oneself using a professional portfolio. It's a tool that is never spoken about for occupations other than graphics, architecture, photography, urban planning, engineering, and a few others. Hear from Kimberly Castillo about her positive experiences and accomplishment thanks to a professional portfolio. Learn how a profession portfolio can help you stand out from other candidates and leave a lasting, positive impression on the employer. Kimberly will also demonstrate how to create a professional portfolio with just five steps!

Facilitator: Carlos J. Rudas, Diversity Analyst, U.S. Postal Service **Speaker:** Kimberly Castillo, National Hispanic Employment Program Manager, Federal Aviation Administration, U.S. Department of Transportation

10:30 - 11:45 am

The 3 "G"s to a Successful Assignment: Get Involved, Generate, and Groom

263

This interactive workshop will provide the participants a few of the key steps within the 3 "G"s that can be applied to any position, assignment, and opportunity awarded to them at any level of their personal and professional development. Topics presented during this workshop: building successful and learning organizations, corporate knowledge management, developing vision and strategy, human capital initiatives, involving stakeholders to drive and communicate change, organizational change readiness, personal and professional development, risk management, and workforce planning

Facilitator: Victor Estrada, Hispanic Employment Program Manager, Naval Sea Systems Command (NAVSEA), U.S. Navy



Diversity isn't a goal, it's a strength. At Sprint, we value inclusion because each new point of view brings innovation, success and growth. That's what makes our company strong and allows us to grow as a leader in our industry and our community. sprint.com

Sprint proudly supports the League of United Latin American Citizens.





Speaker: Manuel Gomez Jr., Chief, Special Missions Division, National Air & Space Intelligence Center, Department of the Air Force

10:30 - 11:45 am Experiences in Leading Change

264

Whether driven by forces within an organization or imposed by circumstances beyond anyone's control, change happens. Helping your organization respond to significant change is difficult on many levels, not the least of which is the need to focus on the organization's core mission while adapting to changes that can be seen as threatening. Join a panel of leaders in the federal government as they discuss specific cases in which they have led fundamental change in their organizations, including a frank discussion of what went well and what didn't.

Facilitator: Ismael Martinez, Acting Assistant Director, Affirmative Employment & Diversity Programs, National Hispanic Employment Program Manager, Environmental Protection Agency Speakers: Sally Gutierrez, Director of the National Risk Management Research Lab, U.S. Environmental Protection Agency

Eugenio (Gene) Ochoa Sexton, Deputy Chief Human Capital Officer, U.S. Department of Labor Cris Thompson, Division Director for Cincinnati Procurement Operations Division (CPOD), U.S. Environmental Protection Agency

2:00 - 3:15 pm The Senior Executive Service (SES)

232

Are you interested in becoming an SES? Come and learn first hand about the many traits needed to become an SES. These traits will be addressed by providing you with an overview on the Executive Core Qualifications (ECQs). The ECQs define the competencies needed to build a federal corporate culture that drives for results, serves customers, and builds successful teams and coalitions within and outside the organization. The ECQs are required for entry to the Senior Executive Service and are used by many departments and agencies in selection, performance management, and leadership development for management and executive positions.

Facilitator: Esteban Morales, Recruitment Coordinator, U.S. Department of Labor **Speakers:** Roland Edwards, Manager, Senior Executive Resources Services, U.S. Office of Personnel Management

Eugenio "Gene" Ochoa Sexton, Deputy Chief Human Capital Officer, U.S. Department of Labor

2:00 - 3:15 pm EEO for Federal Employees

237

This workshop is designed to provide federal employees, managers and non-managers with an understanding of their responsibilities with respect to the governing EEOC laws, policies and directives. Participants will learn ways to enhance their ability to lead an inclusive workforce and avoid decision-making which may lead to discrimination complaints. Workshop topics to be discussed include an overview of EEO laws and the EEO complaint process; alternate dispute resolution; identifying and preventing workplace harassment; and preventing retaliation.

Facilitator: Jacqueline Padron, Equal Employment Manager/Hispanic Employment Program Manager, Natural Resources Conservation Service, U.S. Department of Agriculture Speaker: Virginia Andreu-Rosario, Esq., General Attorney, U.S. Equal Employment Opportunity Commission

2:00 - 3:15 pm Becoming an Executive Steward for Hispanic Employment

262

In this workshop, participants will learn about the benefits of executive stewardship and resources for affirmative employment in the areas of talent acquisition, talent management, compliance, strategic commitment and workforce diversity. Participants will also learn how people can become empowered at different organizational levels in support of workforce diversity while developing leadership





Welcome to Cincinnati, Ohio!



As the LULAC Midwest VP, I am delighted to welcome you to the 2011 LULAC National Convention, "Bridging the Gap: Expanding the Latino Agenda Into New Frontiers." First and foremost, I would like to thank Jason Riviero, LULAC Ohio State Director, and his team who worked so hard in bringing this convention together. Their time, talent and commitment is

without a doubt an asset to our Latino community and organization.

For 82 years LULAC has been empowering Latinos across our great Nation and Puerto Rico and will continue to do so for many years to come. This convention has been strategically designed to bring you workshops to reflect the struggles we are facing as Latino's living in this Nation. We have brought you presenters with a wealth of experience that will not only be treasured by our convention participants but increase our knowledge and ability to easily apply and improve our own day-to-day lives thus bringing us success!

I would be remiss if I did not take this opportunity to thank all of the sponsors, speakers, workshop presenters, exhibitors and performers, whom we know, are extremely exited to share with you their personal experiences in their fields of expertise. We are grateful to our National President Madam Margaret Moran and National Board Members, for their exemplary leadership. To our Executive Director Brent Wilkes and staff who have truly embraced this convention, thank you!

Last, but equally important, Muchas Gracias to our amazing volunteers, LULAC members and convention participants. Thank you for making this convention another great success! I hope that everyone from across the Nation and Puerto Rico will find this year's convention unforgettable! Enjoy your time in Cincinnati and see you in Orlando in 2012!

"All for One and One for All"

Maggie Rivera Co-Chair of the 2011 LULAC National Convention LULAC National Vice President for the Midwest

Dear Convention Attendee,

On behalf of the 82nd LULAC National Convention & Expo Host Committee, I would like to extend a warm welcome to Cincinnati, Ohio. Our city is delighted to host Latinos from across the country as LULAC presents it's first National Convention in Ohio. Over 350 volunteers, city officials and LULAC Cincinnati members will be



on site making sure you enjoy this convention and your stay in Cincinnati.

This year's LULAC National Convention & Expo presented by Procter & Gamble is scheduled to be one of the most exciting to date. Unique to this convention, we will be premiering a play called *Cincinnati: A City of Immigrants*; host over 300 individuals as they become U.S. Citizens during our Citizenship Ceremony; and welcome the Consulates of Mexico and El Salvador at our LULAC Expo Latino for the Latino Consulate Moviles.

As with every other year, the 82nd LULAC National Convention will feature speakers from across the country, top-notch entertainment and the LULAC Expo Latino—a free, family friendly Expo with over 200 companies ready to hire, a health fair providing numerous preventive care tests (mammogram, cardiovascular, and diabetes) and a consumer expo with all the latest products to sample free of charge!

Again, welcome to Cincinnati, or as Henry Wadsworth Longfellow called it, "the Queen of the West." We hope to see you again!

Thank you,

Jason Riveiro Chair of the 2011 LULAC National Convention Ohio State Director

2011 Convention Committee:

- Jason Riveiro, Chair
- Maggie Rivera
- Lair Marin
- Guillermo Rivera
- Maria Lang
- Farrah Jacquez
- Nora Zavalas
- Adriana Guzman
- Margarita Brewer
- Marie Kobayashi
- Bialenis Villasmil

- Margaret Singer
- Jorge Martinez
- Jeanette Altenau
- Leyla Pena
- V. Anthony Simms
- Daniel Almaguer
- Leo Pierson
- Laura Dahlberg
- Luke Brockmeier
- Lair Marin
- Lourdes Ribera

- Patricia Paz
- Cesar Sanchez
- Dan Molina
- Yakaira J. Ramos
- Margaret Singer
- Pablo Arellano
- Glenna Anderson
- Irene Encarnacion
- Leo Calderon
- Fabiola Arce
- Jillian Munoz

- Giovanna Alvarez
- Marilyn Zayas-Davis
- Regina Carswell Russo
- Lorena Mora
- Lilleana Cavanaugh
- Jillian Munoz
- Cesar Sanchez
- Mike Robinson
- Michael Beck
- Anthony Cruz
- Cheri Rulli

competencies that include strategic thinking, leveraging diversity, accountability, human capital management, partnership and political savviness.

Facilitator: Sara A. Rosario Nieves, Diversity Programs Coordinator, U.S. Census Bureau **Speakers:** Karen M. Basnight, Assistant EEO Director, U.S. Department of Justice Isabel Kauffman, National Hispanic Employment Program Manager, U.S. Department of Justice

2:00 - 3:15 pm Understanding and Working with Different Generations

263

Learn the characteristics of the four generations currently in the workplace. Identify your own strengths and weaknesses in the face of truths and myths about each of the four generations. Improve your power to communicate and successfully influence others through understanding motivational techniques in cross-generational communications. Identify strategies on how to navigate organizational culture driven from a generational perspective in order to improve negotiating skills as well as team productivity.

Facilitator: Kimberly Castillo, National Hispanic Employment Manager, Federal Aviation Administration

Speaker: Jeffrey Vargas, Chief Learning Officer, Commodity Futures Trading Commission

2:00 - 3:15 pm Doing More with Less: Effective Process Improvement and Change Management

264

Continuous process improvement is critical to maintaining a relevant and effective organization or program. Given the current budget climate, federal agencies may be expected to do more with less as staff and funding levels are reduced or frozen. This workshop will teach participants specific and effective methodologies for identifying areas for potential savings and feasible efficiencies to improve the way they do their work and how to put those ideas into action. Using a consumer-focused model, participants will be able to analyze and implement process improvements to bolster their programs to keep them responsive and effective in the current environment. Participants will also be instructed on how to put their new vision into action and build support for change.

Facilitator: Alexandra Sifuentes, Food & Safety Inspection Service, U.S. Department of Agriculture **Speaker:** Ms. Lorena Carrasco, Deputy Assistant Administrator, Food & Safety Inspection Service, U.S. Department of Agriculture

3:30 - 4:45 pm Management Directive 715 (MD-715)

237

The objective of EEOC Management Directive 715 (MD-715) is to ensure that all employees and applicants for employment enjoy equality of opportunity in the federal workplace regardless of race, sex, national origin, color, religion, disability or reprisal for engaging in prior protected activity. MD-715 is a management tool to ensure that policies, practices and procedures are conducted in a discrimination free manner.

This workshop is a hands-on introduction to MD-715. Participants will become familiar with the six essential elements of a model EEO program and learn to identify and eliminate program deficiencies. Participants will also be introduced to the Barrier Analysis process. Course topics include: Six Essential Elements of a Model EEO Program, Identifying and Eliminating EEO Program Deficiencies, Using MD-715 Parts G & H, and Introduction to the Barrier Analysis Process (Trigger Identification, Barrier Identification, Action Plan Development and Follow-Up).

Facilitator: Yvette Rivera, Associate Director, U.S. Department of Transportation **Speaker:** Dexter Brooks, EEOC Director of Federal Sector Programs, U.S. Equal Employment Opportunity Commission







Margaret Moran National President



Rosa Rosales Immediate Past National President



Aaron Mann National Youth President



Roger C. Rocha National Treasurer



Regla González National Vice President for Women



Berta Urteaga National Vice President for Youth



Manuel Rendon National Vice President for Young Adults



Rolando Gonzalez National Vice President for the Elderly



Esther Degraves-Aguiñaga National Vice President Northeast



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National Legal Advisor General Counsel General Counsel National Secretary Parliamentarian National Chaplain Chief of Staff Special Asst. for Development Sr. Policy Adv. to Natl. President National Historian

3:30 - 4:45 pm

Innovative Strategies for Recruiting and Developing a Talented Workforce

262

There is no magic ingredient for successful recruitment to build a high-performing organization. The federal government must become more sophisticated in how to market career opportunities, design strategies and develop tactics for recruiting and developing the best talent. We face a magnitude of challenges, especially with the approaching retirement of nearly half the current federal workforce, and have an incredible opportunity to attract, engage and retain top talent. Federal agencies will need to differentiate themselves not only from the private sector, but from other agencies as well.

To meet our current and future workforce needs, we must integrate a strategic emphasis to reach and attract a truly diverse and talented pool of candidates.

This session will highlight innovative recruitment strategies and will include discussions on how the Department of Defense utilizes special hiring authorities and pipeline programs to attract students, veterans, and individuals with disabilities.

Facilitator: Victor Estrada, Hispanic Employment Program Manager, Naval Sea Systems Command (NAVSEA), U.S. Navy

Speaker: Carin Otero, Director for Recruitment Assistance Programs, Civilian Personnel Management Service, U.S. Department of Defense

3:30 - 4:45 pm

Employment of Veterans in the Executive Branch: Agency Roles and Responsibilities

263

This presentation explains the initiative, its goals, and the impact on Federal agencies, hiring managers, and HR professionals. It also addresses the specific roles and responsibilities of the Council on Veterans Employment, Members of the Council, Federal agency Veterans Employment Program Offices, the U.S. Office of Personnel Management, and the Departments of Labor, Defense, Veterans Affairs, and Homeland Security.

Facilitator: Felipe Garcia, Regional Veterans Employment Coordinator, U.S. Veterans Administration

Speaker: Hakeem Basheerud-Deen, Manager, National Programs, Veterans Services, U.S. Office of Personnel Management

5:00 - 6:30 pm

Cincinnati Community Briefing: Public Service Careers with the U.S. Department of State

"Represent America to the World" U.S. Department of State Diversity Career Seminar

The workshop will promote and highlight the different career opportunities within the Department of State, instill an appreciation and interest in diplomacy and stress the importance of diversity among the diplomatic corps. State Department representatives will share their career experiences and inform participants of the many pathways to a career in diplomacy. Following the Q&A session, the workshop will break to an informal "meet & greet" reception with panelists and other Department representatives on hand.

Facilitator: Carmen Cantor, Deputy Director, Recruitment, Examination, and Employment, U.S. Department of State

Speakers: Josue Barrera, Hispanic Outreach Coordinator, Recruitment, Examination and Employment, U.S. Department of State Eric Guthrie, HR Specialist, U.S. Department of State

Unid@s Asamblea

9:00 - 9:30 am **Unid@s Opening Plenary** 208

9:35 - 11:45 am Unid@s Strategic Vision Session 1 208







Brent Wilkes National Executive Director



Richard Roybal LNESC National Executive Director



Carolina Muñoz National Fiscal Officer, El Paso, TX



Paloma Zuleta
Director of
Communications



Maritza Bosques Executive Assistant & Office Manager



Lupe Morales
Director of
Membership
Services,
El Paso, TX



Elizabeth García Director of National Programs



Jorge Trasmonte Technology Director



Sara E. Clemente Sosa Director of Federal Affairs



David Pérez Director of Development



Amanda Keammerer Community Relations Manager



Mario MarsansDirector of Special
Projects



Iris Chavez Education Policy Coordinator



Ulises A. González Program Coordinator



Silvia Pérez-RathellDirector of Corporate & Federal Relations



Sandra Caraveo Fiscal Assistant, El Paso, TX



Amy Zingery Special Assistant to the President, San Antonio, TX



Loretta McAtee Administrative Assistant Office of the National President, San Antonio, TX



Liliana Rañón Health and Nutrition Advocate



Raquel Mata Development Specialist



Dahida Vega Program Coordinator



Vanessa Trasmonte Corporate Relations Fellow



Lidia Cervantes Fiscal Office Assistant, El Paso, TX



Andrew Valent Education Policy Fellow



Alana Sutherland Health & Nutrition Policy Fellow



Elena Segura Policy Intern



Laura Mutis Policy Intern



Ken Dalecki Special Contributor *LULAC News*



Luis Nuño Briones Contributor, Layout & Design for LULAC News and Convention Program





FTI/LULAC Agenda Tuesday, June 28

2:00 - 3:15 pm Unid@s Strategic Vision Session 2 208

3:30 - 4:45 pm Unid@s Skill Building Workshop Session: Transgender Issues 208

While we all invoke the T at the end of our acronyms, what exactly does it mean to have to be a Trans inclusive organization? What is the current state of Trans Inclusive Legislation at the federal and local levels? What is the role of Latin@ Trans People in the Trans Liberation Movement?

Host: Unid@s

Coordinators: Bamby Salcedo, Transgender Harm Reduction Project Coordinator, Children's

Hospital Los Angeles

Yoseñio Lewis, Board of Directors, Woodhull Freedom Foundation

3:30 - 4:45 pm Unid@s Skill Building Workshop Session: Sexual Health/HIV/AIDS 211

Dr. Jay Pastrana will present on his research with the Social Justice Sexuality Project, one of the largestever national surveys of Black, Latina/o, and Asian and Pacific Islander, and multiracial lesbian, gay, bisexual, and transgender (LGBT) people. With over 5,000 respondents, the final sample includes respondents from all 50 states; Washington, DC, and Puerto Rico. The SJS Project is intended to expand our understanding of the intersectionality of race, sexuality, and social justice for LGBT people of color and provide a better understanding of identity and related issues important for accessing and empowering disadvantaged and underserved groups.

Host: Unid@s

Coordinators: Wilfred Labiosa, Co-Founder, Somos Latin@s LGBT Coalition of Massachusetts and

of Latino Pride of New England

Antonio (Jay) Pastrana, Jr., Ph.D., Assistant Professor, Sociology Department of John Jay College, City

University of New York (CUNY)

3:30 - 4:45 pm Unid@s Skill Building Workshop Session: Fundraising

At the heart of our work is our ability to raise the necessary funds to support our work. Come join Russell Roybal as he puts the fun back into FUNdraising. We will discuss raising money beyond foundations and the basics for grassroots fundraising.

Host: Unid@s

Coordinator: Russell Roybal, Deputy Executive Director of External Relations, National Gay and

Lesbian Task Force

Diversity Luncheon Grand Ballroom Noon - 1:45 pm

Sponsored by Toyota

Keynote Remarks: Christine Griffin, Deputy Director, U.S. Office of Personnel Management Christine M. Griffin was sworn in on January 4, 2010 Prior to OPM. Griffin served as a Commissioner of the U.S. Equal Employment Opportunity Commission, assisting in the development of EEOC enforcement policies. At OPM, Griffin centers her attention on diversity in the Federal workforce and work-life balance, vital issues to both attract and keep the best of the best. She also focuses on Veterans employment issues—Ms. Griffin herself is a Vietnam-era veteran of the U.S. Army.

Guest Speaker: Dr. Juan Andrade, President, United States Hispanic Leadership Institute The Institute has trained over 250,000 present and future leaders, registered over two million new voters, and published 425 studies on Latino demographics since 1982. Mr. Andrade was a political commentator on ABC-7 television and WGN radio for six years in Chicago, and a columnist for the Chicago Sun-Times, the only Latino commentator in the nation appearing on English language radio or television and the only national leader featured in a major publication as a regular weekly columnist.





5:30 - 7:30 pm

Opportunity Reception

Sponsored by U.S. Air Force

Freedom Center



Keynote Speaker: John Trasviña, Assistant Secretary for Fair Housing and Equal Opportunity, Department of Housing and Urban Development. John Trasviña was nominated and unanimously confirmed as Assistant Secretary for Fair Housing and Equal Opportunity in 2009. Before joining the Obama Administration, he served as President and General Counsel of MALDEF, where he began as a legislative attorney in 1985. Mr. Trasviña has also taught immigration law at Stanford Law School and was Director of the Discrimination Research Center in Berkeley.

7:30 - 8:30 pm

Special Premiere of Cincinnati: City of Immigrants

Freedom Center

Arts Wave and the Cincinnati Hispanic Chamber of Commerce bring history to life with the new play, *Cincinnati: City of Immigrants*, debuting June 28. Written by critically acclaimed local playwright Joe McDonough, *City of Immigrants* follows the story of six fictional characters representing the six Major waves of ethnic immigrants to Cincinnati over the past 180 years: German, Irish, African-American, Jewish, Appalachian, and Hispanic. Directed by Darryl Harris, Associate Professor of Theatre at Northern Kentucky University.

Wednesday, June 29

7 to 12, 2 to 5 pm

LULAC National Convention & National Training Institute Registration

Elm St Lobby

7 to 12, 2 to 5 pm

LULAC Membership Credentials Certification

Elm St Lobby

LULAC Federal Training Institute

8:30 - 12:00 am

Cincinnati Community Briefing: Model Strategies for Recruitment and Hiring of People with Disabilities

232

On July 26, 2010, President Obama issued Executive Order 13548, which directs Executive departments and agencies to improve their efforts to employ Federal workers with disabilities and targeted disabilities. The EO also required each agency to develop an agency-specific plan for promoting employment opportunities for individuals with disabilities. This session will provide recruitment, hiring, retention and accommodation strategies to assist agencies in increasing the number of individuals with disabilities in their workforce as part of the five year plan.

Facilitator: Jacqueline Padron, Equal Employment Manager/Hispanic Employment Program Manager, Natural Resources Conservation Service, U.S. Department of Agriculture Speakers: Christine Griffin, Deputy Director, Office of Personnel Management Kathy Martinez, Assistant Secretary for Disability Employment Policy, U.S. Department of Labor Dinah F.B. Cohen, Director, Computer/Electronic Accommodations Program (CAPS), U.S. Department of Defense

9:00 - 10:15 am

Experiences in Leading Change

237

Whether driven by forces within an organization or imposed by circumstances beyond anyone's control, change happens. Helping your organization respond to significant change is difficult on many levels, not the least of which is the need to focus on the organization's core mission while adapting to changes that can be seen as threatening. Join a panel of leaders in the federal government as they discuss specific cases in which they have led fundamental change in their organizations, including a frank discussion of what went well and what didn't.



Federal Training Institute Committee



FTI Members

Picture (L-R) First Row: Noemi Pizarro-Hyman, Alicia Rodriguez, Carla Broddie, Sara E. Clemente Sosa, Virginia Andreu-Rosario, Ana Caro-Domínguez, Esteban Morales.

Second Row: Kimberly Castillo, Alfrida Coombs, Glorimar Maldonado, Ora Alger, Lizette Jenness Olmos, Jacqueline Padron, Wenndy Carrasco, Isabel Flores Kaufman, Josue Barrera.

Third Row: Carlos Manduley, Edgar Gonzalez, Tony Gibert, Tina James, Miguel Joey Aviles, Deshan Mingo, Ismael Martinez.

Federal Training Institute Mission Statement

Federal Training Institute: The LULAC Convention hosts the LULAC Federal Training Institute, an intensive and structured career development program for government and public sector employees. In partnership with the Office of Personnel Management, the FTI offers workshops and plenary sessions that enable mid and senior level government employees to enhance their leadership skills and develop the Executive Core Qualifications required for entry to the Senior Executive Service.

Active 2011 FTI Planning Committee Members

- Ora Alger, Dept. of Ed
- Edward Allen, NOAA
- Daniel Almaguer, USPHS (RETIRED)
- Virginia Andreu-Rosario, EEOC
- Carmen Andujar, OPM
- Miguel J Aviles, DoD
- Josue Barrera, State Dept.
- Hakeem Basheerud-Deen, OPM
- Carmen Cantor, State Dept.
- Ana Caro-Dominguez, PRS
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- Lorena Carrasco, USDA
- Kimberly Castillo, FAA
- · Dinah Cohen, DoD
- Alfrida A. Coombs, DOT

• Sara E. Clemente Sosa, LULAC

- Rafael DeLeon, EPA
- Victor Estrada, NAVSEA

- Felipe Garcia-Santos, VA
- Tony Gibert, NAVSEA
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- Glorimar Maldonado, Dept. of Ed
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- Lettymarie Mayoral, HUD
- Deshan Mingo, OPM
- Esteban Morales, DOL
- Felipe Nuño, AFRC

- · Lizette J. Olmos, Olmos Strategy Group
- Jacqueline Padron, USDA
- Noemi Pizarro-Hyman, DOD
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- Carlos V. Rudas, USPS
- Belen Sanchez Leos, DOL
- Gene Sexton, DOL
- Alexandra Sifuentes, USDA
- Tina Toca, VA
- Jeffrey Vargas, CFTC
- Miriam Vega, FAA
- Veronica Villalobos, OPM
- Sherri Watkins, NOAA
- John Ybarra, BOP



Facilitator: Laurel Staley, Chemical Engineer, Land Remediation and Pollution Control Division, National Risk Management Research Laboratory, U.S. Environmental Protection Agency Speakers: Sally Gutierrez, Director of the National Risk Management Research Lab, U.S. Environmental Protection Agency

Eugenio (Gene) Ochoa Sexton, Deputy Chief Human Capital Officer, U.S. Department of Labor Cris Thompson, Division Director for Cincinnati Procurement Operations Division (CPOD), U.S. Environmental Protection Agency

9:00 - 10:15 am

Innovative Strategies for Recruiting and Developing a Talented Workforce

262

There is no magic ingredient for successful recruitment to build a high-performing organization. The federal government must become more sophisticated in how to market career opportunities, design strategies and develop tactics for recruiting and developing the best talent. We face a magnitude of challenges, especially with the approaching retirement of nearly half the current federal workforce, and have an incredible opportunity to attract, engage and retain top talent. Federal agencies will need to differentiate themselves not only from the private sector, but from other agencies as well.

To meet our current and future workforce needs, we must integrate a strategic emphasis to reach and attract a truly diverse and talented pool of candidates. This session will highlight innovative recruitment strategies and will include discussions on how the Department of Defense utilizes special hiring authorities and pipeline programs to attract students, veterans, and individuals with disabilities.

Facilitator: Victor Estrada, Hispanic Employment Program Manager, Naval Sea Systems Command (NAVSEA), U.S. Navy

Speaker: Carin Otero, Director for Recruitment Assistance Programs, Civilian Personnel Management Service, U.S. Department of Defense

9:00 - 10:15 am

Employment of Veterans in the Executive Branch: Agency Roles and Responsibilities

263

This presentation explains the initiative, its goals, and the impact on Federal agencies, hiring managers, and HR professionals. It also addresses the specific roles and responsibilities of the Council on Veterans Employment, Members of the Council, Federal agency Veterans Employment Program Offices, the U.S. Office of Personnel Management, and the Departments of Labor, Defense, Veterans Affairs, and Homeland Security.

Facilitator: Felipe Garcia, Regional Veterans Employment Coordinator, U.S. Veterans Administration

Speaker: Hakeem Basheerud-Deen, Manager, National Programs, Veterans Services, U.S. Office of Personnel Management

10:30 - 11:45 am

The 3 "G"s to a Successful Assignment: Get Involved, Generate, and Groom

233

This interactive workshop will provide the participants a few of the key steps within the 3 "G"s that can be applied to any position, assignment, and opportunity awarded to them at any level of their personal and professional development. Topics presented during this workshop: building successful and learning organizations, corporate knowledge management, developing vision and strategy, human capital initiatives, involving stakeholders to drive and communicate change, organizational change readiness, personal and professional development, risk management, and workforce planning

Facilitator: Esteban Morales, Recruitment Coordinator, U.S. Department of Labor **Speaker:** Manuel Gomez Jr., Chief, Special Missions Division, National Air & Space Intelligence Center, Department of the Air Force



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Comcast proudly partners with LULAC to address the digital divide and other important issues to improve the lives of the Hispanic community. We salute their leadership and commitment to the Hispanic community.

To learn more about our commitment to diversity, go to http://www.comcast.com/diversity, and "Comcast dream big" on Facebook and Twitter.



10:30 - 11:45 am

Strategic Diversity Recruitment

237

This workshop links recruitment strategies to hiring practices and personnel initiatives in order to comply with current EEO, civil rights and human resources policies to effectively manage succession planning. It also identifies recruitment technology (USAJOBS and Department of Education) and resources needed to recruit diverse candidates to satisfy mission requirements.

Facilitator: Tony Gibert, Recruiting & Outreach Liaison, Naval Sea Systems Command (NAVSEA), U.S. Navy

Speaker: Noemi Pizarro-Hyman, Chair, Agency Entry-Level Panel, Defense Intelligence Agency, U.S. Department of Defense

10:30 - 11:45 am

Cincinnati Community Briefing: Writing an Effective Resume

263

The Federal Government is streamlining the application process in order to make it easier and faster for candidates to apply for jobs. Job seekers will be able to apply for positions using a resume and an optional cover letter. This workshop will provide participants with information on how best to write a resume that highlights strengths and accomplishments. You will learn what information to include on your resume, tips to market yourself and how to describe your experience. You will also learn how to communicate veteran-specific information on your resume. Participants will leave this session armed with information to craft an effective resume.

Facilitator: Jacqueline Padron, Equal Employment Manager/Hispanic Employment Program Manager, Natural Resources Conservation Service, U.S. Department of Agriculture Speakers: Monica Butler, Human Resources Consultant, U.S. Office of Personnel Management P. Ashley Guzman, Human Resources Consultant, U.S. Office of Personnel Management

10:30 - 11:45 am

Transforming Yourself into a Strategic Leader

262

Globalization, the pending retirement wave, increased utilization of technology, and a universally accepted mantra of "do more with less – and do it faster, more efficiently and effectively" is causing agencies to fundamentally question how they identify and train their leaders of tomorrow. What got us here won't get us there; the role of a leader is transforming and strategic leadership is the calling of tomorrow. Involve yourself in this session and gain a greater understanding of the five stages of strategic leadership and learn how to immediately apply them into your daily life. Let this learning engagement help you identify how to transform yourself and unleash you as a forward-thinking results-driven strategic leader.

Facilitator: Lettymarie Mayoral, Director, Executive Resources, U.S. Department of Housing & Urban Development

Speaker: Jeffrey Vargas, Chief Learning Officer, Commodity Futures Trading Commission

10:30 - 11:45 am

Branding Yourself: How to Create a Professional Portfolio!

264

This workshop will provide the values of branding oneself using a professional portfolio. It's a tool that is never spoken about for occupations other than graphics, architecture, photography, urban planning, engineering, and a few others. Hear from Kimberly Castillo about her positive experiences and accomplishment thanks to a professional portfolio. Learn how a profession portfolio can help you stand out from other candidates and leave a lasting, positive impression on the employer. Kimberly will also demonstrate how to create a professional portfolio with just five steps!

Facilitator: Belen Sanchez Leos, Occupational Safety & Health Specialist, U.S. Department of Labor Speaker: Kimberly Castillo, National Hispanic Employment Program Manager, Federal Aviation Administration, U.S. Department of Transportation







connect

At Cox Enterprises, we believe our differences – whether ethnicity, age, gender or sexual orientation – actually make us stronger. By linking each person's unique characteristics and thoughts to our common goals, Cox is building a stronger company and connecting our community. We're proud to sponsor LULAC's 2011 National Convention. We're all connected.

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1:00 - 3:15 pm

2:00 -3:15 pm

2:00 - 3:15 pm

2:00 - 3:15 pm

culture that drives for results, serves customers, and builds successful teams and coalitions within and outside the organization. The ECQs are required for entry to the Senior Executive Service and

All events will be held at the Duke Energy Convention Center, unless otherwise noted **Cincinnati Veterans Community Briefing:** 232 The Veterans Employment Initiative — How Veterans Can Benefit This presentation will focus on the veteran applicant for Federal jobs. The presentation will comprise the complete Federal job application process from a veteran's perspective. It will also provide attendees with information on the Transition Assistance Program, a vehicle established to offer job search assistance and related services to assist service members during their period of transition into civilian life. Facilitator: Felipe Garcia, Regional Veterans Employment Coordinator, U.S. Veterans Administration Speakers: Hakeem Basheerud-Deen, Manager, National Programs, Veterans Services, U.S. Office of Personnel Management Richard Gelin, Assistant Director, Veterans Employment and Training Services, U.S. Department of Labor Management Directive 715 (MD-715) 237 The objective of EEOC Management Directive 715 (MD-715) is to ensure that all employees and applicants for employment enjoy equality of opportunity in the federal workplace regardless of race, sex, national origin, color, religion, disability or reprisal for engaging in prior protected activity. MD-715 is a management tool to ensure that policies, practices and procedures are conducted in a discrimination free manner. This workshop is a hands-on introduction to MD-715. Participants will become familiar with the six essential elements of a model EEO program and learn to identify and eliminate program deficiencies. Participants will also be introduced to the Barrier Analysis process. Course topics include: Six Essential Elements of a Model EEO Program, Identifying and Eliminating EEO Program Deficiencies, Using MD-715 Parts G & H, and Introduction to the Barrier Analysis Process (Trigger Identification, Barrier Identification, Action Plan Development and Follow-Up). Facilitator: Virginia Andreu-Rosario, Esq., General Attorney, U.S. Equal Employment Opportunity Speaker: Dexter Brooks, Director of Federal Sector Programs, U.S. Equal Employment Opportunity Commission 263 **Understanding and Working with Different Generations** Learn the characteristics of the four generations currently in the workplace. Identify your own strengths and weaknesses in the face of truths and myths about each of the four generations. Improve your power to communicate and successfully influence others through understanding motivational techniques in cross-generational communications. Identify strategies on how to navigate organizational culture driven from a generational perspective in order to improve negotiating skills as well as team productivity. Facilitator: Belen Sanchez Leos, Occupational Safety & Health Specialist, U.S. Department of Labor Speaker: Jeffrey Vargas, Chief Learning Officer, Commodity Futures Trading Commission The Senior Executive Service (SES) 264 Are you interested in becoming an SES? Come and learn first hand about the many traits needed to become an SES. These traits will be addressed by providing you with an overview on the Executive Core Qualifications (ECQs). The ECQs define the competencies needed to build a federal corporate



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BE TO PUMP GAS.



are used by many departments and agencies in selection, performance management, and leadership development for management and executive positions.

Facilitator: Esteban Morales, Recruitment Coordinator, U.S. Department of Labor

Speakers: Roland Edwards, Manager, Senior Executive Resources Services, Office of Personnel Management

Eugenio "Gene" Ochoa Sexton, Deputy Chief Human Capital Officer, U.S. Department of Labor

3:30 - 4:45 pm EEO Laws: A Refresher Course

237

Participants will be updated on recent developments in federal sector EEO, including discussion of the Americans with Disabilities Act Amendment Act of 2008, Title II of the Genetic Information Nondiscrimination Act of 2008 and an overview of the latest Federal sector EEOC case law.

Facilitator: Jacqueline Johnson, Diversity Program Manager, U.S. Department of Labor **Speaker:** Virginia Andreu-Rosario, Esq., General Attorney, U.S. Equal Employment Opportunity Commission

3:30 - 4:45 pm Emotional Intelligence for Leaders

262

This is dynamic interactive workshop designed to demonstrate the importance of emotional intelligence for leadership success. Successful leaders combine strong interpersonal skills with technical knowledge to improve their potential and performance. The core competencies of EI provide the foundation to further develop your intra/interpersonal skills. Attendees will learn how to understand the concept of Emotional Intelligence and the role of emotions at work; identify the core competencies of Emotional Intelligence; gain an honest and accurate awareness of your EI strengths and weaknesses and identify work scenes that can be helped or hampered by co-workers' and supervisors' varying levels of EI.

Facilitator: Alfrida Coombs, National Hispanic Employment Program Manager, U.S. Department of Transportation

Speaker: Manuel Gomez Jr., Chief, Special Missions Division, National Air & Space Intelligence Center, U.S. Department of the Air Force

3:30 - 4:45 pm Targeted Outreach Strategies with a Limited Budget

263

Is the budget hampering your agencies ability to conduct outreach? Join us and learn of ways your agency can execute targeted outreach for little to no cost.

The Federal Aviation Administration will share their successful targeted outreach strategies through the use of video conference, educational partnerships and grants to promote STEM careers and student programs. This workshop will discuss strategies that you might be able to utilize when dealing with MSIs, as well as with colleges, universities, public school systems, and other community organizations with a high concentration of minority groups, women, and people with disabilities. You will also gain ideas on how to improve your agency's communication with prospective applicants. Attend this workshop to learn how your agency can be effective conducting outreach with a limited budget.

Facilitator: Carlos Rudas, Diversity Analyst, U.S. Postal Service

Speakers: Carlos Manduley, Senior Advisor for Educational Partnerships, Federal Aviation Administration, U.S. Department of Transportation

Kimberly Castillo, National Hispanic Employment Program Manager, Federal Aviation Administration, U.S. Department of Transportation





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Dennis Van Roekel, President National Education Association For more information, please visit www.nea.org/mco

211

212

Elm St Lobby

All events will be held at the Duke Energy Convention Center, unless otherwise noted

Unid@s Asamblea

10:15 - 11:45 am Unid@s Strategic Vision Session 3: Breakout Sessions by Geographical Regions

> Midwest/Midlands & West 211 Northeast/Mid-Atlantic & Southeast/Central South 212

Unid@s Skill Building Workshop Session: Faith Issues 2:30 - 3:20 pm

This workshop will include a facilitated conversation on religion and faith communities inclusive of lesbian, gay, bisexual and transgender people and provide opportunities to share personal stories. Dr. Miguel A. De La Torre from Iliff School of Theology and has been invited to present on the joint Bible Study resource tool released in collaboration with Unid@s, called A La Familia: An LGBT Inclusive Look at Religion and Faith. The workshop will provide an opportunity for state leaders to learn how to engage LGBT Latin@ community members with this resource.

Coordinator: Lisbeth Melendez-Rivera, Acting Director, Unid@s

2:00 - 3:15 pm Unid@s Skill Building Workshop Session: Public Advocacy

> What lies beyond ENDA, UAFA, and the implementation of the DADT repeal? What can the Latin@ community contribute to the advancement of these bills and others coming after? What will the LGBT Policy Agenda look like during this Congress and beyond? Finally, how do we use advances in Latin America's LGBT rights to organize and activate Latin@ allies within the USA?

Coordinators: Ada Conde, President, Human Rights Foundation

Lisbeth Melendez-Rivera, Acting Director, Unid@s

3:30 - 4:45 pm Unid@s Skill Building Workshop Session: Immigration Issues

> Representative Mike Honda (D-CA) has re-introduced his CIR bill explicitly inclusive of UAFA. What does the future of immigration reform look like in today's political conditions? How do bills such as Uganda's hate bill play into this struggle?

10:00 - 11:00 am **Ribbon-Cutting Ceremony and Exposition Opening**

Sponsored by P&G

Sponsor Remarks: Melanie Healey, President of North America, P&G

Special Remarks: Ellen G. van der Horst, President, Cincinnati USA Regional Chamber of Commerce Ellen van der Horst joined the Cincinnati USA Regional Chamber as president and CEO in March 2006. In the role, she leads the fifth largest metro chamber of commerce in the country, with nearly

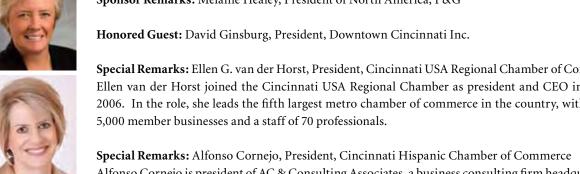
Alfonso Cornejo is president of AC & Consulting Associates, a business consulting firm headquartered in Cincinnati. Mr. Cornejo has a well-rounded background in all facets of business with particular expertise in manufacturing and human resources. Before entering the consulting field, Mr. Cornejo worked for 30 years with several Fortune 500 Companies such as Procter & Gamble, Clorox and Chiquita Brands. His main areas of expertise are business development initiatives in Latin America

including the integration and mergers and acquisitions, as well as providing human resource support for companies interested in their Hispanic workforce development.

10:00 am-5:00 pm **Exposition, Job Fair, and College Fair Open Exhibit Hall A**















12:00 - 1:45 pm

Partnership Luncheon

Grand Ballroom



Special Remarks: José Cisneros, San Francisco City Treasurer

Sponsored by Tyson Foods, Inc., U.S. Army, Visa

José Cisneros is the elected Treasurer of the City and County of San Francisco. He serves as the City's banker and chief investment officer, and manages tax and revenue collection for San Francisco. He formed an innovative public-private partnership to bank the unbanked called Bank on San Francisco, launched in 2006 and currently being replicated by more than 70 cities and states nationwide.

2:00 - 2:30 pm

National Assembly

233

2:30 - 3:20 pm

Fueling the Future: America's Energy Options

234

We all want a cleaner future, but how do we get there? We may have to abandon some current energy sources for cleaner alternatives. Can these alternatives provide enough power to keep pace with our skyrocketing consumption? Come explore some existing clean energy technologies as well as innovations that will fuel our future. Open discussion is part of this energetic workshop!

Sponsor: AREVA

Panelists: Curtis Roberts, Renewables Communications Manager, AREVA Scott Peterson, Sr. Vice President, Communications, Nuclear Energy Institute Susan M. Hess, Director, PR and External Communications, AREVA

2:30 - 3:20 pm

Protecting Our Homes: Foreclosure Prevention

235

LULAC strives to make homeownership a reality for all Latinos. The subprime mortgage lending crisis has resulted in record breaking foreclosure rates and loss of homeownership nationwide, making it very hard to own a home. This workshop will examine the ongoing intervention efforts to help borrowers sustain homeownership and reinforce their financial security.

Sponsor: Bank of America

Facilitator: Ulises Gonzalez, Program Coordinator, LULAC

Panelist: Ellen Bardeen, Program Manager, Homes on the Hill CDC

3:30 - 4:20 pm

Back in the Black: Restoring Your Credit

235

Due to the recession, many Latinos have experienced high rates of unemployment and loss of income. Economic hardships have a direct impact on individual credit scores, the ability to borrow money and build wealth for the future. Topics include understanding your credit and why it is important, managing your money, goal setting, banking services, establishing and maintaining good credit, understanding your credit score, thinking like a lender, avoiding credit traps, restoring your credit, planning for the future, and becoming a homeowner.

Sponsor: Fifth Third Bank

Panelists: Annet Miranda, CRA Analyst, Fifth Third Bank of Chicago

Kenneth Webb, CRA Analyst, Fifth Third Bank of Cincinnati

6:00 - 10:30 pm

Cincinnati Celebration

Grand Ballroon

Sponsored by P&G, The Kroger Company, TSJ News, Cincinnati USA Convention & Visitors Bureau, Luxottica Retail North America, Xavier University, University of Cincinnati, PNC Bank, Catholic Charities of South, Western Ohio, La Verdard Marketing and Media, Hispanic Chamber

Featuring: Flamenco Guitarist, Mariachi – Las Alteñas, Embajadores Peruanos, Duo Suyai, Colombia Viva, Salsa Underground, Salsaires, Alma de Mexico, Patricia Paz – Tango and Salsa Cla've Son

Visa is a proud sponsor of the 82 nd LULAC National Convention and Exposition



We join our friends and colleagues as we celebrate League of United Latin American Citizens' continuing achievements. Visa honors LULAC's long-standing support and outstanding work in the community.



Thursday, June 30

7 to 12, 2 - 5 pm LULAC National Convention Registration & Credentials

Elm St. Lobby

7:30 - 9:00 am Community Service Breakfast

Grand Ballroom

Sponsored by Denny's

10:00 am - 7:00 pm Exposition, Job & Consulate Fair Open

Exhibit Hall A

8:00 am - 4:30 pm

Hispanic Employment Program Summit: Agents of Change

232

The summit has been designed to appeal to all federal employees charged with addressing agency under-representation of protected groups, outreach and recruitment, diversity in the workforce, agency mission critical occupations, and retention of a diverse workforce.

Who should attend? Hispanic Employment Program Managers, HR Specialists, Recruiters, Managers and other federal employees interested in learning the latest as it pertains to recruitment, retention and employee development.

Why should you attend? During the summit, attendees will be provided with information critical to ensuring the recruitment, retention and development of a diverse workforce. Topics of discussion include: New Hiring Reform, Executive Orders, MD-715, and other topics critical to addressing agency needs.

9:00 - 10:20 am

Unlocking the Power of the Parent

235

As a result of today's global marketplace, parents need to seek creative ways to empower and prepare their children for the rigors of adulthood. Unlocking the Power of the Parent is an interactive workshop that offers parents and families culturally relevant tips and strategies designed to build skills and to develop confident and academically engaged students. As a participant in this session, you will receive tips and strategies on how to help bolster self-esteem in your child, assist your child in developing a life plan, assist in creating high but reasonable expectations and goals for your child, monitor your child's academic performance, promote and develop effective academic skills, prepare your child for life after athletics, and hold the community and school district accountable in a responsible manner.

Presenter: Michael Griffin, Executive Director, DevonshireSmith

9:30 - 10:20 am

Latinos Living Healthy: Childhood Obesity

230

Recent studies have found that for the first time in the history of the United States, children born in this generation are living sicker, shorter lives than their parents. Childhood obesity is currently the biggest health challenge our nation is facing, particularly among Hispanic youth. Mexican-American and African-American children ages 6 to 11 are more likely to be obese or overweight than white children. Latino children are developing obesity-related diseases that are normally found in adults such as type-2 diabetes and high blood pressure. According to the Centers for Disease Control and Prevention, treating obesity-related diseases in children is estimated to cost \$117 billion. In an effort to combat the obesity epidemic among Latinos in the United States, LULAC has launched the Latinos Living Healthy: Addressing Childhood Obesity initiative. LULAC councils, government agencies and community organizations will speak about their current work in addressing childhood obesity in their communities. Participants will discuss opportunities for improvement, engage in a dialogue to strengthen their current work, foster collaboration and identify additional methods for addressing childhood obesity among Latinos.

Sponsor: U.S. Department of Health and Human Services

Moderator: Lupe Torres, Public Relations Manager, The Center for Health Care Services

Panelists: Lisa Pino, Deputy Administrator, USDA Food & Nutrition Services





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Teresa Niño, Director, Office of Public Engagement, Centers for Medicare & Medicaid Services, Department of Health & Human Services

Naomi Torres, Superintendent, Juan Bautista de Anza National Historic Trail National Park Service, Pacific West Regional Office

Sabrina Spencer, President, San Antonio Social Work Student Council #4810, Our Lady of the Lake

9:30 - 10:20 am Google 101: Intro to Online Landscape

233

Google offers new avenues for Latino small businesses, advocacy groups, and local organizations to connect and better serve their customers in ways that previous generations never imagined. In this introductory presentation, a tutorial of the World Wide Web will be offered, along with Google solutions to make the web universally accessible and useful.

Sponsor: Google

Presenter: Karen Heighes de Pérez, Google AdWords

9:30 - 10:20 am A La Familia: An LGBT Inclusive Look at Religion and Faith

236

This workshop will include a facilitated conversation on religion and faith communities inclusive of lesbian, gay, bisexual and transgender people and provide opportunities to share personal stories. Dr. Miguel A. De La Torre from Iliff School of Theology and has been invited to present on the joint Bible Study resource tool released in collaboration with Unid@s, called *A La Familia: An LGBT Inclusive Look at Religion and Faith*. The workshop will provide an opportunity for state leaders to learn how to engage LGBT Latin@ community members with this resource.

Host: Unid@s

Moderator: Lisbeth Melendez-Rivera, Acting Director, Unid@s

Panelists: Rev. Dr. Miguel A. De La Torre, Professor of Social Ethics, Iliff School of Theology Reverend Rebecca Voelkel, Program Director, Institute for Welcoming Resources, Academy for

Leadership and Action, National Gay and Lesbian Task Force

Sharon Groves, Director of Religion and Faith, Human Rights Campaign

10:30 - 11:20 am Got Cover

Got Coverage? The Affordable Care Act and Latinos

230

One of the most pressing issues Latino communities continue to face is health including disparities in access, quality of service, and the burden of chronic and infectious diseases. Factors such as race, gender, educational attainment, income level and the built-in environment contribute to the health inequities that lead to poor health outcomes and the onset of chronic diseases. A study conducted by the Center on Social Disparities in Health at the University of California, San Francisco found that poor adults were approximately five times more likely to be in poor or fair health than adults in the highest income group. In addition to these socioeconomic disparities, race still serves as a determinant of health and for Hispanics, the onset of one chronic disease such as obesity can lead to the development of other chronic diseases and to a lifelong need for health education, medical care and treatment. This workshop will explore the factors that impact the health status of Latino communities in the United States and lead to the onset of chronic diseases such as obesity, diabetes, heart disease, mental illness and HIV/AIDS. In addition, this workshop will highlight the importance of accessing health care coverage as a means for improving health outcomes in Latino communities.

Sponsor: Department of Health & Human Services

Moderator: Guadalupe Pacheco, Senior Policy Advisor, Office of Minority Health

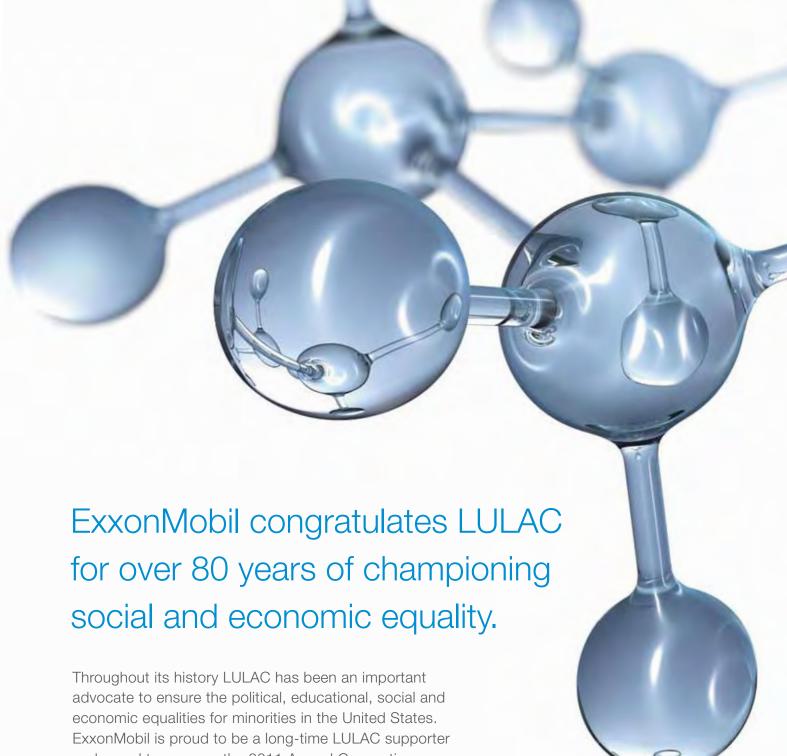
Panelists: Mayra Alvarez, MHA Director of Public Health Policy, Department of Health and Human

Services, Office of Health Reform

Oralia Dominic, LULAC Health Committee member

Sinsi Hernandez-Cancio, Director, Minority Health Initiatives, Families USA





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10:30 - 11:30 am

Building the Future: Ensuring Latino Students Success

231

A recent report suggests that the Great Recession has hit the nation's students the hardest. State and local government budgets continue to be cut, resulting in significant reductions in educational, health, and other programs that support children and youth—significantly affecting one in five children in the United States living in poverty. What do these figures mean for policymakers and education advocates in terms of access to, and the delivery of, a high quality education for every student? Join us today to learn about federal and state initiatives aimed at: 1) protecting the rights of Latino students; 2) state plans that are leading the way with coherent, compelling, and comprehensive education reform; and 3) initiatives currently underway in Ohio to bolster academic achievement, particularly for the most at-risk students.

Panelists: Michael Yudin, Deputy Assistant Secretary for Policy and Strategic Initiatives, U.S.

Department of Education

Gabriel Sandoval, Senior Counsel, U.S. Department of Education Michael Carter, Interim Sr. Vice President, Sinclair Community College

10:30 - 11:30 am

Google 201: Life in the Cloud

233

Google offers new avenues for Latino small businesses, advocacy groups, and local organizations to connect and better serve their customers in ways that previous generations never imagined. In this seminar we will dive into cloud computing, including how individuals, small businesses, and non-profits can use Google Apps to work smarter, communicate with ease, organize efficiently, collaborate more, and be productive anywhere.

Sponsor: Google

Presenter: Karen Heighes de Pérez, Google AdWords

10:30 - 11:30 am

Empowering Civil Rights Advocates

234

The purpose of this workshop is to empower and train current, future and potential civil rights committee members. This workshop is a train-the-trainer program. It will cover current topics of civil rights issues with problem solving, communicating with opposing parties and analysis along with the Civil Rights manual and its usage.

Host: LULAC Civil Rights Committee

Moderator: Baldomero Garza, Chair, Civil Rights Committee

Panelists: Jose F. Aponte, Jose Macareno, Gabriel Rosales, Rev. Eduardo LaSalle, Juan Manuel Ruiz,

Ralina Cardona, Victor Valdes, Leo J. Pierson, Jorge Rivera, Richard Sambrano

10:30 - 11:30 am

State of Latin@ LGBT Human and Civil Rights

236

Unid@s and LULAC will co-host a discussion about the state of Latin@ lesbian, gay, bisexual and transgender persons around issues such as immigration, employment, marriage equality, hate crimes and health. Expert panelists will share compelling stories, recently released data, the case for supporting equality for all LGBT persons and strategies in engaging on these issues with elected officials.

Host: Unid@s

Moderator: Jorge Cestou, Co-Chair, Unid@s

Panelists: Lisbeth Melendez-Rivera, Acting Director, Unid@s

Jesse Garcia, President, LULAC Council #4871 - Dallas Rainbow Council

Francisco Dueñas, Proyecto Igualdad Coordinator, Lambda Legal

Jack Harrison, Policy Analyst, National Gay and Lesbian Task Force Foundation





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Noon - 2:00 pm Unity Luncheon Grand Ballroom

Sponsored by Chevrolet, National Education Association, Univision Communications Inc.



Keynote Speaker: Secretary Kathleen Sebelius, U.S. Department of Health and Human Services Secretary Kathleen Sebelius has been a leader on health care, family and seniors issues for over 20 years. Today, as the country's highest-ranking health official, Secretary Sebelius is guiding the implementation of the historic Affordable Care Act. She is also at the forefront of the Obama Administration's efforts to build a 21st century health care system, from putting a new focus on prevention to promoting electronic health records to expanding the primary care workforce. She has also played a leading role in meeting some of the country's biggest challenges of the last two years, providing critical support to families during the economic downturn and coordinating the government response to the H1N1 flu.



Keynote Speaker: Secretary Hilda Solis, U.S. Department of Labor

Secretary Hilda L. Solis was confirmed as Secretary of Labor on February 24, 2009. Prior to confirmation as Secretary of Labor, Secretary Solis represented the 32nd Congressional District in California, a position she held from 2001 – 2009.

In the Congress, Solis' priorities included expanding access to affordable health care, protecting the environment, and improving the lives of working families. A recognized leader on clean energy jobs, she authored the Green Jobs Act which provided funding for "green" collar job training for veterans, displaced workers, at-risk youth, and individuals in families under 200% of the federal poverty line.



Special Remarks: Miguel Romero, Secretary of Labor, Puerto Rico

Miguel Romero is currently active in several Government of Puerto Rico boards, including the State Insurance Fund Corporation, the Public Housing Administration, the Cooperative Development Commission, the Work Investment Act State Board, and the Fiscal Stabilization board. In addition, he is one of only five government officials that make up the council in charge of reorganizing and modernizing the Executive Branch. The Governor of Puerto Rico also entrusted Romero with the task of solving all current troubles affecting the government's retirement system by naming him chair of the Commission to Reform the Government of Puerto Rico Retirement Systems.

2:00 - 3:20 pm

Find and Apply for Employment in the Federal Government

233

Are you interested in pursuing one of the many exciting, challenging and rewarding careers in the Federal Government? Attend this workshop to find out how to get started with the process. This workshop will provide participants with information on the USAJOBS website. The website is the official job site of the Federal Government on which vacancies are posted for recruitment. Participants will learn how to navigate the site and search for jobs, including tailoring their search to particular types of jobs and specific geographic areas. They will also learn about the various special hiring programs within the Federal Government and what jobs are in high demand. There will be an overview on how to post your resume on the site, as well as how to apply for jobs without leaving the USAJOBS website.

Sponsor: Office of Personnel Management

Speaker: Julie Saad, Program Analyst, U.S. Office of Personnel Management

2:30 - 3:20 pm

Utilizing Social Media to Leverage Community Health Resources and Raise Health Awareness 230

Community organizations and agencies at all levels, non-governmental and governmental, play an important role in the development of resources and the long-term sustainability of a community. By using social marketing tools and resources, organizations and community leaders and government agencies have a new mechanism for leveraging resources, disseminating key messages and better tailoring their services to key populations in their communities. This workshop will underscore the importance of the use of social media as an integral communications tool in improving health outcomes.





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Sponsor: U.S. Department of Health & Human Services

Moderator: Miguel Gomez, Director, Aids.gov, Office of National AIDS Policy, Department of Health

& Human Services

Panelists: Victoria Zempel, Director of Multicultural Initiatives, Alzheimer's Association

Juan H. Flores, Executive Director, La Fe Policy Research and Education Center Rebecca Frank, Online Network Analyst and Coordinator, PreventObesity.net

2:30 - 3:20 pm Enhancing Workers' Rights Through Collective Bargaining

231

Working people in America have certain basic legal rights to safe, healthy and fair conditions at work. Although most also enjoy the basic right to form, join or assist a union at their workplaces, these rights have been under attack—most recently in the public sector in many States across the country. In the private sector many employers have been violating these basic rights for years because they value their profits over their own workers. In the private sector, attacks against labor unions have been decades old, with the end result being that it is harder than it should be to join a union. This seminar will review the basic rights of both private and public sector workers to join unions, and how you can assist in strengthening those rights, both at your workplace and nationally and locally. We will also discuss why it is important that we develop leadership within the Latino community to educate others about issues related to their workplace and their right to organize. Unionized Latinos earn approximately 51 percent more than their nonunion counterparts and violations and attacks on labor rights are systemic problems impacting all workers in this country.

Panelists: Cristina Muñoz-Nedrow, Ohio Education Association

2:30 - 3:20 pm Federal Government Contracting Opportunities in a Difficult Budget Environment

235

Hispanic business owners of every size are facing unique pressures and issues in this tough economy. Network with decision makers and learn how to access these federal opportunities. Come learn from our experts what it takes to obtain a federal contract. Listen to the experts on how your business can benefit from the wisdom of federal professionals who have granted several millions of dollars in contracts from federal entities.

Sponsor: USAID

Presenter: Mauricio Vera, Director, Office of Small and Disadvantaged Business Utilization

2:30 - 4:00 pm Women's Hall of Fame Pinning Ceremony & High Tea

Continental Ballroom, Hilton

Sponsored by Exxon Mobil Corporation

3:00 - 4:30 pm The Future of Puerto Rico Town Hall

264/263

The Town Hall on the Future of Puerto Rico will focus on the political and economic future of the island of Puerto Rico. Both topics are significant to LULAC as we have 2,500 members located on the island and a large number of councils here in the US trace their roots back to the island. The workshop will feature discussion of key sections of the President's Task Force on Puerto Rico report including political status, Vieques, economic development, and the development of competitive industries. Those in attendance will have the opportunity to engage in an open dialogue with key members of the President's Task Force on Puerto Rico.

Speakers: Thomas J. Perrelli, Associate Attorney General, U.S. Department of Justice, Co-chair, President's Task Force on Puerto Rico

Claudia Gutierrez, Regional Administrator, U.S. Environmental Protection Agency Eric Waldo, Deputy Chief of Staff for Policy Programs, U.S. Department of Education Jaime Torres, Regional Director, Department of Health and Human Services Laura Morton, Senior Advisor, Renewable Energy, U.S. Department of Energy



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5:30 - 7:15 pm

Youth Awards Banquet

Junior Ballroom

Sponsored by Cox Enterprises, McDonald's, Shell Oil Company, The Coca-Cola Company

1

Mistress of Ceremony: Melissa "Crash" Barrera

Special Remarks: Anthony Muñoz, NFL Hall of Fame legend

Anthony Muñoz is one of Cincinnati's true sports icons. Considered by many the greatest offensive lineman in NFL history, Muñoz has a record of excellence that is unrivaled in professional football. An eleven-time NFL Pro Bowl selection, Muñoz is the only Pro Football Hall of Fame inductee in Cincinnati Bengals history. Since retiring, Anthony and his family have remained in Cincinnati, where Muñoz has served as one of the community's most accessible and involved advocates.

Special Remarks: Dr. Gregory Williams, President, University of Cincinnati



Special Remarks: Scott Chadwick, Academic Vice President and Provost, Xavier University Dr. Chadwick is Provost and Chief Academic Officer at Xavier University. He has also held administrative positions at Canisius College in Buffalo, NY, and Creighton University in Omaha, NE,

as well as teaching positions at Iowa State University and Oregon State University. Prior to his work

atuniversities, Scott worked at Sprint, Firestone, and Arthur Andersen Consulting.

Special Remarks: Comedian Alex Reymundo

Performer: Jenne Celine Madrid

7:30 - 11:00 pm

Voces Unidas: Concierto De La Gente

Grand Ballroom

Sponsored by American Airlines, Caesars Entertainment, Goya Foods, Inc., Macy's, MillerCoors,

Telemundo/NBCUniversal, Wal-Mart Stores, Inc.

Master of Ceremony: Comedian Alex Reymundo Mistress of Ceremony: Melissa "Crash" Barrera

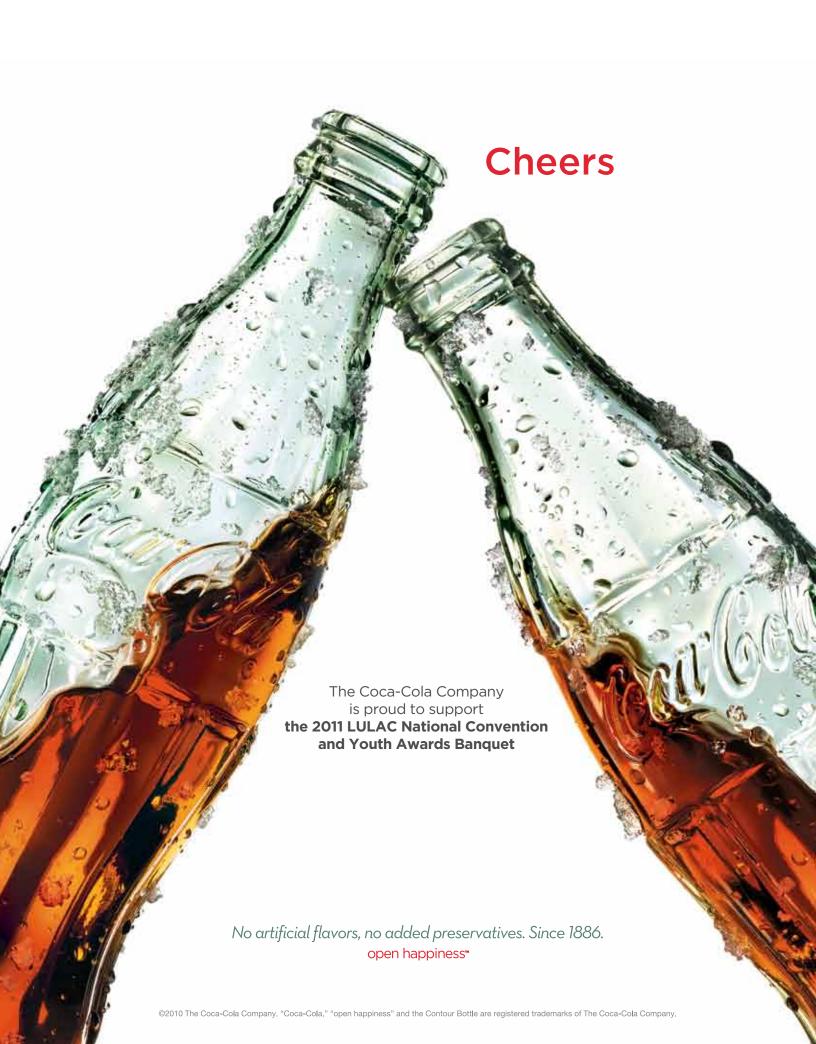
Macy's Fashion Show *Performer*: Los Lobos

Performer: El Güero y su banda Centenario









All events will be held at the Duke Energy Convention Center, unless otherwise noted

Friday, July 1

7 to 12, 2 to 5 pm LULAC National Convention Registration & Credentials

Elm St. Lobby

7:30 - 9:00 am

LULAC National Educational Service Centers Breakfast

Grand Ballroom

Sponsored by P&G, U.S. Army

Sponsor Remarks: Alexandra Vegas, Director Multicultural Business Development, P&G

8:00 am - 12:00 pm

LULAC/FTI Youth-Collegiate Federal Career and Recruitment Forum

The LULAC Federal Training Institute Youth-Collegiate Federal Career and Recruitment Forum is a collaborative effort between LULAC and U.S. Federal agencies. The Forum was created to reach out to high school and college students, recent college graduates, and career counselors. At the Forum, attendees will be provided with information on the many opportunities that exist in the Federal Government. This year's participating Federal agencies include: U.S. Office of Personnel Management, U.S. Department of Education, U.S. Department of Agriculture, U.S. Department of State, U.S. Department of Transportation, U.S. Department of Justice, U.S. Department of Commerce (NOAA), U.S. Environmental Protection Agency, and U.S. Department of Defense (DIA, NAVSEA).

High School Grade 9-11 College, University and Rising Seniors Grade 12 206/208 211/212

9:30 - 10:20 am

Promoting Safe Schools

230

LULAC Council 4871 President Jesse Garcia and Unid@s will lead a discussion on the national crisis of lesbian, gay, bisexual and transgender youth committing suicide, what school districts can do to help prevent the problem, how anti-bullying policies can also help protect Spanish-speaking, immigrant and Hispanic children that may be also targets of bullies, and how LULAC Councils can address these issues back home. LULAC 4871 played an instrumental part in the implementation of strict, enumerated anti-bullying policy by the Dallas Independent School District, the 12th largest school district in the nation. Other national and local civil rights, advocacy and human rights organizations will share best practices on their safe school programs as well.

Host: Unid@s

Moderator: Jesse Garcia, President, LULAC Council 4871 - Dallas Rainbow Council **Panelists:** Jill Rembrandt, Associate Project Director for Education, Anti-Defamation League Jeff Caywood, Board of Governors, Greater Cincinnati Steering Com., Human Rights Campaign Connie Cordovilla, Assistant Director, Human Rights and Community Relations Department, American Federation of Teachers, AFL-CIO

9:30 - 10:20 am

Vote. Power. Respect: Mobilizing Latino Voters

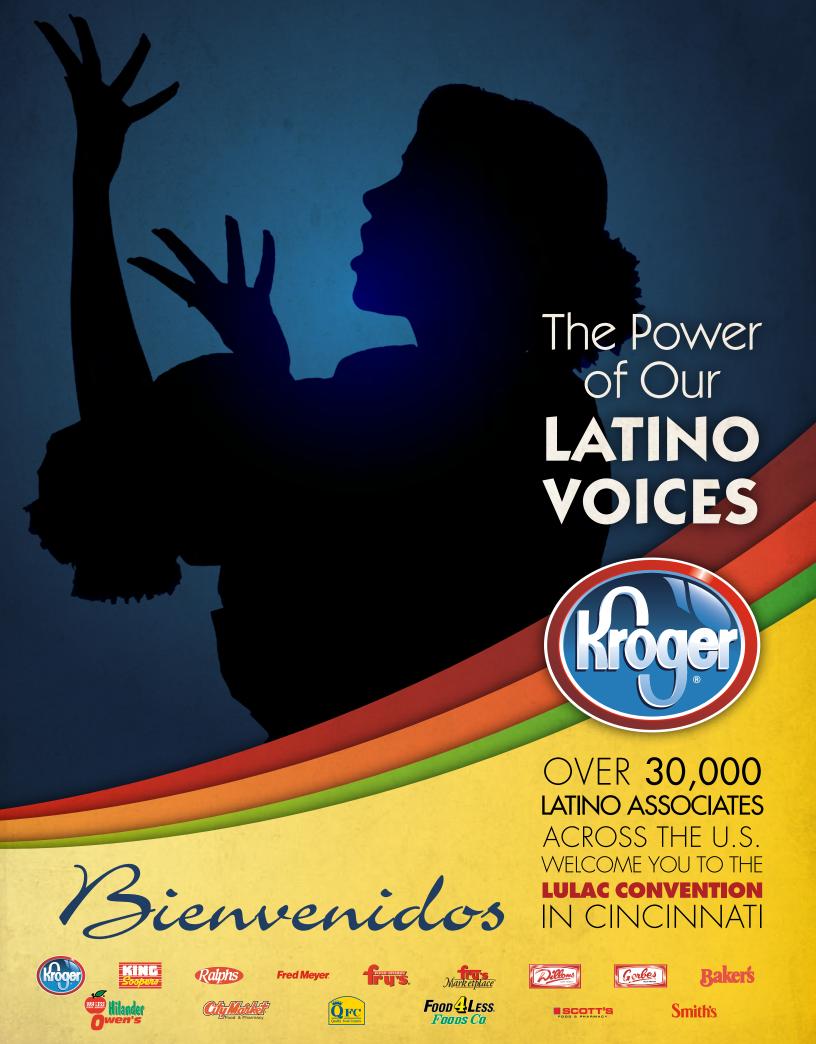
231

The 2010 Census demonstrates an exponential growth in the Latino community, making this segment of the population increasingly influential in the political arena. This panel will focus on the importance of mobilizing the Latino vote in the 2012 General Election and addressing the outreach efforts that are being made by community organizations and political parties. Panelists will discuss why the shift in demographics brings Latinos to the forefront of national politics, and how best to utilize this effect to advance the Latino agenda in America.

Moderator: Ben Monterroso, Executive Director, Mi Familia Vota

Panelists: Cathy Montoya, Senior Field Program Manager, Lead. Conf. on Civil & Human Rights
Lydia Camarillo, Vice President, Southwest Voter Registration Education Project
Eddie Morales, Deputy Director, Voto Latino





All events will be held at the Duke Energy Convention Center, unless otherwise noted

9:30 - 10:20 am

Ford Driving Dreams through Education: Best Practices

234

The Ford Driving Dreams through Education is an initiative managed by LULAC and sponsored by Ford Company Fund, the philanthropic arm of Ford Motor Company. The program's mission is to mitigate the high school dropout rate in the Latino community. During the 2010 and 2011 school year, 10 LULAC program sites launched unique initiatives providing services to students such as academic support, extracurricular activities, tutoring, and mentoring. Workshop participants will gain insight about working with youth and program management. Discussions will include the importance of educational partnerships, mentoring students, curriculum development, student incentives, recruiting volunteers, lessons learned during their program, and the impact of the program on the students.

Sponsor: Ford Motor Company Fund

Moderator: Ulises Gonzalez, Program Coordinator, LULAC

Panelists: Darryl D. Morin, LULAC Wisconsin State Director, Milwaukee, WI

Rey Madrid, Program Coordinator and Immediate Past Council President, Oklahoma City, OK

Deanna Villanueva-Saucedo, Program Coordinador, Mesa, AZ

Ford Driving Dreams Student

10:00 am - 4:00 pm

Exposition, Job Fair, and College Fair Open

Exhibit Hall A

10:00 - 11:30 am

Winning the Future

It is clear that in order to ensure America is on the right track to prosperity, investing in the infrastructure, creativity and imagination of the American people is paramount. Since taking office almost two years ago, President Obama and his Administration have been working on setting the foundation for building an America whose growth and prosperity touches every segment of the U.S. population. As the largest and fastest growing segment of the U.S. population, Hispanics play a unique role in the fabric of American culture and contribute significantly to the economic, educational, social, environmental and political structures of America. Winning the future is of vital importance to the Latino community as our work on immigration, the economy, healthcare, education, civil rights, and clean energy will be further strengthened by our participation.

10:30 - 11:20 am

Latinos for Secure Retirement

230

The panel will talk about the importance of social insurance programs to the Latino community. Speakers will look at growing diversity among our nation's elderly and outline challenges facing Latino seniors. The panel will take an in depth look at Social Security, its effects on the Latino community and the political environment for changes to the program.

Moderator: Hector Sanchez, Labor Council for Latin American Advancement Panelists: Leticia Miranda, Economic Policy Project, National Council of La Raza Ben Veghte, Income Security Research Associate, National Academy of Social Insurance Jeff Cruz, Executive Director, Latinos for a Secure Retirement Rolando Gonzalez, LULAC National VP for the Elderly

10:30 am - Noon

Citizenship Ceremony

232

Special Remarks: Margaret Moran, LULAC National President



Keynote Speaker: Alejandro N. Mayorkas, Director, U.S. Citizenship and Immigration Services Alejandro Mayorkas is the new Director of U.S. Citizenship and Immigration Services. President Obama nominated Mayorkas for the position on April 24, 2009, and the United States Senate unanimously confirmed his nomination on August 7, 2009. As the Director of USCIS, Mayorkas leads the agency within the U.S. Department of Homeland Security charged with operating the largest immigration system in the world.



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Where Diversity Means Business www.minoritybusiness.wdwpublicaffairs.com All events will be held at the Duke Energy Convention Center, unless otherwise noted

Noon - 2:00 pm DOD FTI Youth Career Opportunities Luncheon

200-205

Sponsored by U.S. Department of Defense

Noon - 2:00 pm LULAC Women's Luncheon

Grand Ballroom

Sponsored by Exxon Mobil Corporation, PepsiCo, Inc., P&G

Sponsor Remarks: Melanie Healey, President of North; America, P&G



Special Remarks: Marta Sahagún de Fox, Former First Lady of Mexico

A promoter of women's participation, joint social responsibility and unity between government sectors and levels, Marta de Fox believes that the democratic transition in Mexico will only be possible when everyone focuses their efforts on a single higher objective: Mexico. The promotion of education, women's health, children, the struggle against poverty and the support of vulnerable groups through the combination of efforts by government institutions and civil society's organizations constitute the bases of her work agenda. She has played a prominent role in the development of policies to optimize resources for business administration, human resources and women's participation.

2:30 - 3:20 pm Defending Your Rights: A Practical Guide

231

LULAC receives many requests for assistance in the prevention and resolution of conflicts between Latinos, employers, school officials and law enforcement agencies. This workshop will cover these topics with the help of the LULAC Civil Rights Manual in detail. Participants will develop conflict prevention and resolution strategy plans. Explore the different options available, such as using mediation as an alternative approach to conflict prevention and resolution and filing complaints with appropriate agencies and/or in court. The workshop will also include an overview of other topics included in the LULAC Civil Rights Manual.

Host: LULAC Civil Rights Committee

Moderator: Baldomero Garza, Chair, LULAC Civil Rights Committee

Panelists: Becky L. Monroe, Community Relations Service, U.S. Department of Justice

Bruce D. Timberlake, Assistant Director of the Columbus, Ohio, & Omaha, Nebraska District Offices

Gabriel Rosales, Co-Chair, LULAC Civil Rights Committee

2:30 - 3:20 pm

Immigration Action Roundtable: A National Conversation on Immigration Reform

236

This round table of high-profile Latino leaders and advocates will discuss strategies and next steps for achieving comprehensive immigration reform. Panalists will discuss the legal perspective on the current landscape, the economic contributions immigrants have made in the U.S., as well as an analysis of where we are as an immigration reform advocacy community. Participants will discuss supporting reform legislation that recognizes that immigrants are an integral part of the U.S. labor force and that is reflective of our values as a nation. The goal is to develop a consensus around the economic need for immigration reform legislation, and an action plan for achieving a more supportive political environment for reform.

Moderator: Lillian Rodríguez-López, President, Hispanic Federation

Attendees: Alejandro Mayorkas, Director, U.S. Citizenship and Immigration Services

Felicia Escobar, Senior Advisor for Immigration Policy to the President, Domestic Policy Council

Oscar Chacon, Executive Director, National Alliance of Latin American & Caribbean Communities

Chris Newman, Legal Programs Director, National Day Laborer Organizing Network

Zuraya Tapia-Hadley, Executive Director, Hispanic National Bar Association

Hector E. Sanchez, Executive Director, Labor Council for Latin American Advancement

Gloria Montaño Greene, Director of the Washington office of the National Association of Latino

Elected and Appointed Officials Educational Fund

Tamar Jacoby, President & CEO, Immigration Works USA

James Ferg-Cadima, Regional Council, Mexican-American Legal Defense and Educational Fund





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LULAC Agenda - Friday/Saturday, July 1 & 2 75

All events will be held at the Duke Energy Convention Center, unless otherwise noted

2:30 - 3:20 pm Raising for Good: LULAC Council Funding Strategies

234

Fundraising is vital for the continued operation of organizations such as LULAC. Learning how to effectively raise funds can lead to greater involvement, increased membership, and more frequent activities for a LULAC council or local organization. Panelists will cover tax exempt status, resources for finding funders, an overview of the grant review process, and strategies for a successful proposal.

Presenters: David M. Perez, Director of Development, LULAC National Office

Raquel Mata, Development Specialist, LULAC National Office

Jason Resendez, Director of Development & Corporate Relations, LNESC

2:00 - 3:20 pm

Young Adults Roundtable

235

3:30 - 4:30 pm

LULAC National Assembly: Legislative Platform

230

6:00 - 7:00 pm

Presidential Reception

Ballroom Foyer

Sprint Nextel Corporation

Guest Speaker: Mark Mallory, Mayor of Cincinnati

Mayor Mark Mallory was sworn in as the 68th Mayor of Cincinnati and the first directly elected African American mayor in the city's history on December 1, 2005. Public safety is the mayor's number one priority. His signature public safety initiative is CIRV, the Cincinnati Initiative to Reduce Violence. Mayor Mallory convened community and business leaders to develop his GO Cincinnati (Growth Opportunity) economic development strategy.

Presidential Awards Banquet

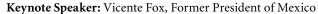
Grand Ballroom

Sponsored by AT&T, Ford Motor Company, Microsoft, P&G, Time Warner Cable and Disney

Sponsor Remarks: Edgar Sandoval, Vice President of Global Feminine Care, P&G



Guest Speaker: Lillian Rodríguez López, President of the Hispanic Federation & Chair of the National Hispanic Leadership Agenda





The candidate from the National Action Party (PAN), Vicente Fox Quesada was elected the 62nd president of Mexico on July 2, 2000, defeating Francisco Labastida of the Revolutionary Institutional Party (PRI). Fox began working for Coca-Cola in 1964, starting as a delivery driver and ending up as the president of the company in Mexico. He entered politics in the 1980s and in 1995 was elected governor of the central state of Guanajuato. His personal charisma and promises of change and economic development led to his easy election as president in the "fairest" election in Mexico's history.

Honored Guests: Candido Morales, Director, Instituto de los Mexicanos en el Exterior & Consul Juan Manuel Solana, Consulate of Mexico

Post Dinner Caucuses: Puerto Rico-Room 264, Southeast-Room 263, California-Room 233, Northeast-Room 230, Texas-Room 231, Midwest-Room 236, Young Adults Caucus-Room 234, New York Reception-Room 262

Saturday, July 2

8:00 am - 2:00 pm LULAC General Assembly & Election of Officers

Grand Ballroom

3:00 - 7:00 pm

LULAC President's Celebration

Great American Ball Park , 100 Joe Nuxhall Way

Sponsored by Anheuser-Busch Companies, Inc.



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John 5. Prout President & CEO TriHealth



Walter L. McLarty Chief Human Resources Officer TriHealth



Valarie Boykins Director of Diversity TriHealth



Michelle Taylor-Smith Sr. Vice President/Chief Nursing Officer TriHealth



Robert H. Collins MD VP Medical Affairs Bethesda North Hospital



Georges M. Feghali MD VP Medical Affairs Good Samaritan Hospital



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League of United Latin American Citizens



Dear LULAC Youth Members and Sponsors,

I would like to take this opportunity to welcome you to the 82nd Annual LULAC National Convention being held in Cincinnati, Ohio. I am honored to serve as your National Youth President and I am proud to say that the past year saw our membership grow and our programs expand. Our LULAC Youth Councils have become the premiere leadership development and community service program for young Latinos in the country.

As we gather for our 82nd national convention, I ask that we dedicate ourselves to making a difference in the lives of others in our home communities and throughout the country. LULAC Youth leaders have gone on to accomplish great things for our community. The leadership skills,

community service and advocacy training that we learn today become the foundation for our future success. America's future success depends upon our ability to address the challenges of the future and we must make sure that all Latino youth are given the opportunities that we have had.

I truly believe our generation will achieve the kinds of things our parents could only dream of, not just for our community, but for the entire country. In order to be able to make a lasting positive impact, education is essential. Too many Latino youth are dropping out of school or giving up on college. The leadership skills we have gained through LULAC Youth will help us to make the most of our educational opportunities and help others who are struggling in school. We especially need to call upon Congress to pass the Dream Act and give thousands of young people the opportunity to go to college.

As my predecessor often said, we are not just the future, we are the present. It is up to us to make sure we embody the change we wish to see in the world. We have been so fortunate to have been guided by our adult mentors and the National LULAC Board of Directors. Thank all of you for your hard work, dedication, and support of LULAC Youth. We especially want to thank our advisors, because it is through their help that we continue to grow and learn. I encourage more adult LULAC members to volunteer as advisors for LULAC Youth.

Enjoy the convention and take this opportunity to participate in the all that we have planned for you. I know you will enjoy our 82nd National Convention and I encourage you to take advantage of everything it has to offer.

-ALL FOR ONE AND ONE FOR ALL-

Aaron Mann LULAC National Youth President



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All events will be held at the Duke Energy Convention Center, unless otherwise noted



Berta Urteaga VP for Youth

LULAC Youth Convention Program

June 27-July 2, 2011 Cincinnati, Ohio



Aaron Mann Youth President

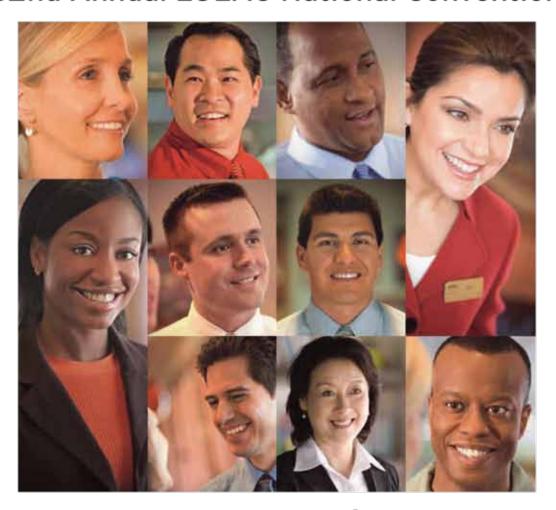
Youth Pre-Conference (Pre-registration is required)

	Toddi Fre-Comerence (Fre-registration is required)	
	Sunday, June 26	
5:00 - 6:30 pm	LULAC Youth & Advisors Check-in at Xavier University	Husman Hall, XU
7:00 - 10:00 pm	Ice Breaker Activity/Cooperative Games	Greenspace, XU
10:30 pm	Lights Out	
	Monday, June 27	
7:00 - 8:00 am	Wake Up Calls	Husman Hall, XU
8:00 - 9:00 am	Breakfast	XU Cafeteria
9:00 - 11:30 am	Tour of Xavier University	Kennedy Auditorium
12:00 - 1:15 pm	Lunch	XU
1:15 - 2:00 pm	Travel to NKU	
2:00 - 4:35 pm	Leadership Program at Northern Kentucky University	NKU
4:35 - 5:00 pm	Travel to Newport	Bus
5:00 - 7:00 pm	Historic Tour of Downtown Newport	Downtown
7:00 - 8:00 pm	German Dinner	Hofbräuhaus Newport
8:00 - 9:30 pm	Explore Newport on the Levee	
9:30 - 10:30 pm	Return to XU Dorms	Bus
11:00 pm	Lights Out	Husman Hall, XU
	Tuesday, June 28	
7:00 - 8:00 am	Wake Up Calls	Husman Hall, XU
8:00 - 9:00 am	Breakfast	XU Cafeteria
10:30 am - 1:30 pm	NPS-William Howard Taft National Historic Site	
2:00 - 4:00 pm	Community Service Projects	Downtown Cincinnati
4:00 - 5:00 pm	Transport to Dorms	Husman Hall, XU
5:00 - 6:00 pm	Dinner	XU Cafeteria
7:30 - 9:30 pm	LULAC Game Show Night	XU
11:00 pm	Lights Out	Hussman Hall, XU
	Wednesday, June 29	
7 to 12, 2 - 5 pm	LULAC National Convention Youth Registration	Elm St. Lobby
7:15 - 8:00 am	Wake Up Calls (Pre-Conference Participants Only)	-
8:00 - 9:00 am	Breakfast (Pre-Conference Participants Only)	
9:00 - 10:00 am	Travel to Convention Center (Pre-Conference Participants Only)	
10:00 - 11:00 am	Ribbon-Cutting Ceremony—Exposition and Job Fair Opening	
	Melanie Healey, President of North America, P&G Ellen G. van de	_
	Cincinnati USA Regional Chamber of Commerce; Alfonso Corne	jo, President, Cincinnati
	Him is Chamber of Community Desirit Circles B. 11 (D.	. С т

Hispanic Chamber of Commerce; David Ginsburg, President, Downtown Cincinnati Inc.



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All events will be held at the Duke Energy Convention Center, unless otherwise noted

44 00 40 00	Formation let Fair and Oalland Fair Once
11:00 am - 12:00 pm	Exposition, Job Fair, and College Fair OpenExhibit Hall A
	Wednesday, June 29
12:00 - 1:45 pm	Partnership Luncheon Grand Ballroom A
	Jose Cisneros, San Francisco City Treasurer
2:00 - 3:00 pm	Social Media and Blogging Etiquette207
3:15 - 4:00 pm	U.S. Citizenship Art Project
4:00 - 6:00 pm	BreakHotel Check-In
6:00 - 10:30 pm	Cincinnati CelebrationGrand Ballroom A
	Featuring Cla've Son & Mariachi Las Alteñas
	Thursday, June 30
7 to 12, 2 - 5 pm	LULAC National Convention Youth RegistrationElm St. Lobby
7:30 - 9:00 am	Community Service BreakfastGrand Ballroom A
9:00 - 10:30 am	McDonald's Interview for Success206
	Presentation by Erick De Luna, McDonald's Project Manager- U.S. HR Operation
10:30 am - Noon	Walmart's Personal Financial Empowerment206
	Presentation by Shauna Grovell, Senior Director, Customer Experience Innovations for
	Walmart
Noon - 2:00 pm	Unity Luncheon
	Secretary Kathleen Sebelius, U.S. Department of Health and Human Services; Secretary Hilda Solis, U.S. Department of Labor; Miguel Romero, Puerto Rico Secretary of Labor
2:10 - 3:00 pm	LULAC 101 & Career Opportunities
2.10 - 3.00 pm	Ricky Roselló and the LULAC Youth Board
5:30 - 7:15 pm	Youth Awards BanquetJunior Ballroom
p	Melissa "Crash" Barrera, Mistress of Ceremony; Anthony Muñoz, NFL Hall of Fame legend;
	Jenne Celine Madrid, Performer; Dr. Gregory Williams, President, University of Cincinnati;
	Comedian Alex Reymundo; Dr. Scott Chadwick, Academic Vice President and Provost,
	Xavier University
7:30 - 11:00 pm	Concierto De La GenteGrand Ballroom A/B
	Melissa "Crash" Barrera, Mistress of Ceremony; Comedian Alex Reymundo, Master of
	Ceremony; Los Lobos; El Güero; Macy's Fashion Show
	Friday, July 1
7 to 12, 2 - 5 pm	LULAC National Convention RegistrationElm St. Lobby
	LULAC/FTI Youth-Collegiate Federal Career and Recruitment Forum
8:00 am - 12:00 pm	High School Grade 9-11
8:00 am - 12:00 pm	College, University and Rising Seniors Grade 12211-212
Noon - 2:00 pm	DOD FTI Youth Career Opportunities Luncheon
2:00 - 4:00 pm	Exposition, Job Fair, and College Fair OpenExhibit Hall A
6:00 - 7:00 pm	Presidential ReceptionBallroom Foyer
•	Mark Mallory, Mayor of Cincinnati
7:00 - 11:00 pm	Presidential Awards BanquetGrand Ballroom A&B
	Vicente Fox, Former President of Mexico; Edgar Sandoval, Vice President of Global
	Femcare, P&G
	Saturday, July 2
8:00 - 2:00 pm	LULAC Youth General Assembly & Election of OfficersContinental Ballroom, Hilton
3:00 - 7:00 pm	LULAC President's Celebration Great American Ball Park





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LULAC, within its membership, will bestow eleven 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 Awards

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
- Senior of the Year
- Raymond Telles Award for Education
- Felix Tijerina Award for Service to the League
- Aztec Award for Civil Rights
- J.C. Martínez 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
- John Arnold Humanitarian and Community Service Award

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 LU-LAC 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.
- 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.
- 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.
- 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
- Any LULAC member in good standing is eligible to be nominated for a LULAC Special Award.
- Any member of LULAC can nominate a LULAC member for a LULAC Special Award.
- Nomination and questionnaire forms must be submitted to the LULAC National Office prior to the National Convention.





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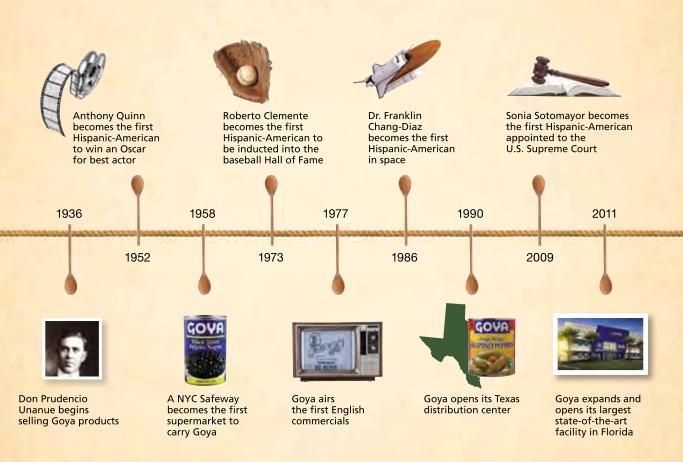
The following rules were approved by the National Board of Directors.

- 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-certified attendees 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 stand up, show of hands, or roll call vote. The head of each delegation shall announce his/her council's vote and the Election Judge shall repeat the vote to the floor.
- 6. No delegate or alternate may have more than one vote in any one election.
- 7. Voting in absentia shall not be allowed.
- 8. A candidate not previously announced, as per the LULAC National Constitution, may run from the floor provided that a written certification endorsement by the total accredited delegations of a minimum of five councils, including the candidate's home council, is made to the Election Judge prior to the time of nominations for the office in question.
- 9. Each candidate has the right to appoint one counter. However, the only official count for any election shall be that recorded by the three official counters.
- 10. Each candidate shall have five minutes for speeches which shall follow the closure of nominations for the office in question.
- 11. In elections where candidates are running unopposed their elections will be combined and held by acclamation. In elections in which more than two candidates are involved, and no one receives 50 percent plus 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 a two-thirds vote to overturn any ruling made by the National Legal Advisor.
- 13. The order of elections shall be as follows and will be conducted before resolutions/amendments are voted on.
 - National President
 - Southwest VP
 - Northwest VP
 - Farwest VP
 - VP for the Elderly
 - VP for Young Adults

- Treasurer
- · Southeast VP
- Northeast VP
- Midwest VP
- VP for Women
- · VP for Youth
- 2014 Convention Site
- 14. First reading of all Constitutional Amendments and Resolutions will be presented immediately after the Assembly is convened.
- 15. The presentation of Constitutional Amendments from the floor shall not be allowed. Discussion on Constitutional Amendments shall be limited to three speakers for and three speakers against with each speaker having two minutes.
- 16. All resolutions must be type written and submitted in the form provided for in the LULAC website and submitted by a local council in good standing. Approved State resolutions must be submitted to the National Office within five days of passage. The Resolutions Committee shall read the resolved portion of each resolution and make its recommendation to the assembly. Discussion on each resolution shall be limited to two speakers for and two speakers against with each speaker having two minutes. A speaker must announce if he/she is speaking in favor of or against the resolution in question.
- 17. Resolutions from the floor shall be accepted. The resolution from the floor must be type written and submitted by using the form provided in the LULAC website and signed by the total registered delegation of the offering council. The written resolution from the floor must be presented to the Resolutions Committee and the State Director or his/her designee be notified. The Resolution Committee Chair shall read the resolution in its entirety and call for a vote. The same time limit, number of speakers, and announcement as in rule 16 shall apply to this rule.
- 18. Any issue not covered by these Convention Rules will be determined by the proper provisions within the LULAC National Constitution, By-Laws & Protocol, and Robert's Rules of Order (revised) in that order.
- 19. These adopted 2011 Convention Rules may be changed by a two-thirds vote of the assembly.
- 20. Delegates, alternates and guests must maintain proper decorum at all times. Whistles are not allowed. Individuals intentionally disrupting election proceedings as determined by the Convention Chair will be expelled from the floor. No unauthorized audio or video recording shall be permitted.
- 21. Any individual who uses profanity, verbally threatens or attacks another member on or near the voting floor shall be removed from the voting floor and charges to expel the member for "actions contrary to the principles of LULAC" shall be brought against the member by the presiding officer at the next National or Executive Board meeting.







Celebrating great moments with our community for 75 years and counting.

Goya is proud to support LULAC.

In 2010, the League of United Latin American Citizens celebrated 81 years of advocacy and service to Hispanic populations across the United States and Puerto Rico. Beginning with LULAC's Annual National Convention and Exposition, thousands of LULAC members and supporters gathered in Albuquerque, New Mexico, to experience an exciting star-stud-

ded event. The convention's theme, New Strategies for Community Empowerment: New Leadership through Action, inspired attendees to tackle the most pressing issues affecting Latinos today: immigration, health care, education, employment, technology and civic engagement. Participants heard from our nation's top leaders including U.S. Secretary of Labor Hilda L. Solis; New Mexico Governor Bill Richardson; U.S. Treasurer Rosie Rios; NAACP President Ben Jealous; and



2010 National LULAC Convention ribbon cutting in Albuquerque, New Mexico.

New Mexico Representative Ben Lujan, among many others.

LULAC National Assembly Fleets New National Board of Directors

LULAC Margaret Moran
Elected National President
Highlights of the Annual Convention

Belen Robles
1994 1998

Rosa Rosales
2006 2010

Margaret Moran
Current

LULAC News magazine cover page - fall 2010. Picture (L-R) Past National President Belen Robles, Immediate Past President Rosa Rosales and current National President Margaret Moran.

With over 20,000 people in attendance, the National Convention and Exposition featured more than 150 exhibitors from

corporations, government agencies, colleges and universities, labor unions and non-profit organizations.

This year's convention also ushered in a major change in our organization's leadership at the LULAC General Assembly and Elections. As President Rosa Rosales reached her four-year term limit, she expressed gratitude to the LULAC constitu-

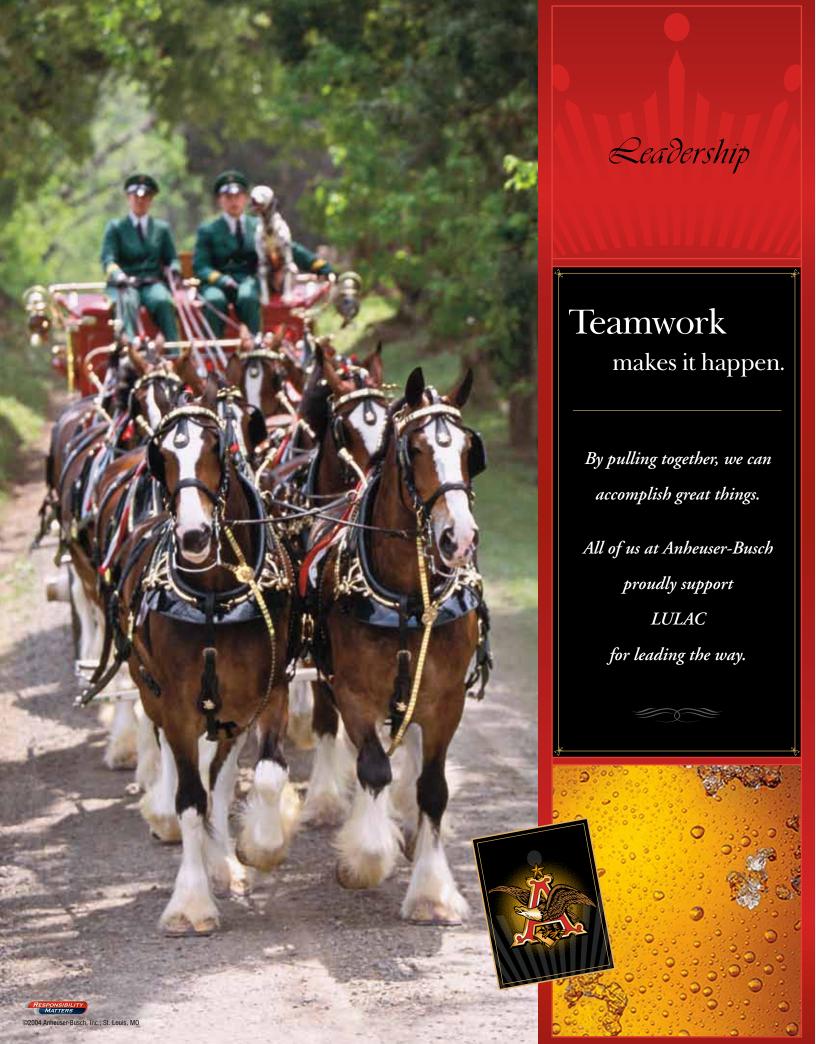
> ency for her long tenure, describing it as "a tremendous experience which brought LULAC more members, councils, programs, staff and financial resources than at any time in our 81-year history." Succeeding President Rosa Rosales was Margaret Moran, the third woman to be elected as National President of LULAC and the first in LULAC history to follow after a fellow Latina, both of whom

hail from San Antonio, TX. With 70% of the membership vote, newly elected President Moran thanked LULAC delegates for the opportunity to serve as the 46th National President and for believing in her vision for LULAC. President Moran's platform includes the following: to create and sustain Young Adult councils at every university with a significant Latino enrollment; to target emerging Latino communities as LULAC seeks to expand in more underrepresented areas; and to support comprehensive immigration reform with a path to citizenship, effective health care reform, the Dream Act and worker's rights, among other priorities. In addition to electing a new President, the LULAC General Assembly and Elections also welcomed newly elected and reelected LULAC board members and passed resolutions pertaining to the current events in the Latino community.

Although we witnessed exciting happenings throughout the Convention, LULAC also experienced a few somber moments in 2010. In a great loss to our membership, LULAC mourned the passing of two of the Latino community's greatest leaders – Mario Guerra Obledo and Alfred J. Hernandez. Champions of civil rights and trailblazers for the Latino community, Mr. Obledo and Mr. Hernandez paved the way for Hispanics to strive to attain equality and to achieve the American Dream.

Known as the "Godfather of the Latino Movement," Mario Obledo held local, district, state and national offices at LU-LAC, including the position of LULAC National President from 1983 to 1985. Obledo was one of the co-founders of the Mexican American Legal Defense and Educational Fund,





and served as its President and General Counsel until 1973. In 1975, Obledo was appointed Secretary of Health and Welfare for the State of California by Governor Jerry Brown and also served as Chair of the National Rainbow Coalition. Obledo was co-founder and President of the National Hispanic Bar Association, the Southwest Project, and the National Coalition of Hispanic Organizations. In May 2010, he became a faculty member of Harvard School of Law. At the age of 78, Obledo passed away in Sacramento, California.

Alfred Hernandez, a longtime community activist, served as LULAC National President from 1965 to 1967. As the first Hispanic judge in Houston, Hernandez's political voice and influ-



(L-R) LULAC National President Margaret Moran, former LULAC National President Oscar Moran, U.S. Senator Richard Lugar and immediate past LULAC National President Rosa Rosales.

ence echoed for more than 50 years, stretching from Texas to the White House. Joining LULAC in 1944, and imbued with a sense of commitment, Hernandez held several LULAC offices, including President, Secretary and Treasurer of Houston LULAC Council #60, Texas State Director, and National Legal Advisor for a number of National Presidents. Hernandez was also instrumental in assisting Felix Tijerina with the Little School of 400, a historic event within the Latino movement which became a precursor to the Headstart program. Considered a great role model by many, Hernandez understood that sincere change required work and determination. For this reason, he was always likely to be involved in matters that affected the Latino community. In September of 2010, Hernandez passed away at the age of 93.

Kicking off the new year, LULAC hosted its 14th Annual National Legislative Conference and Awards Gala on February 10, 2011. Taking place in the nation's capital, this major legislative event convened more than 700 people, including top Latino leaders, policy experts and ambassadors,

members of Congress, political appointees, community members and LULAC constituents to discuss critical issues affecting Latinos and minority groups across the country.

This year, LULAC trained community leaders nationwide in effective advocacy strategies and issue-based campaigns focused on economic empowerment, health, education, immigration and social security. Taking place over two days at the JW Marriott Hotel in downtown Washington, DC, the Federal Advocacy Training and Legislative Conference is a key component of LULAC's mission to empower and advance the lives of Hispanic Americans across the United States and Puerto Rico. In addition to empowering attendees to effect

change around important issues, LULAC honored four distinguished individuals for their work in elevating the needs of the Latino community to a national platform. Our 2011 LULAC National Legislative Award recipients included Senator Richard Lugar (R) of Indiana for his long-standing commitment to comprehensive immigration reform and the DREAM Act; Congressman Pedro Pierluisi (PNP) of Puerto Rico for his work in securing billions of dollars in federal grants and tax credits for Puerto Rico, along with ensuring Puerto Rico and the U.S. territories were treated fairly under the Affordable Care Act; Texas State Representative Trey Martinez Fischer (D) of San Antonio for his leadership in over 90 bills that addressed school reform, employment opportunities and community safety; and Daniel Hernandez Jr., the heroic intern whose quick thinking helped to save Representative Gabrielle Giffords during the tragic Tucson shootings.



Illinois Lieutenant Governor Sheila Simon is greeted by Chair of LULAC Women's Commission and National LULAC Vice President for Women Regla Gonzalez.

He was presented with the LULAC National Presidential Citation, the highest honor that can be bestowed upon a LULAC member, by President Margaret Moran, the first awarded dur-



The 1.5 million members of the American Federation of Teachers are proud to support the important work of **LULAC**, and are committed to making a difference in the lives of our nation's children every day.



Randi Weingarten
PRESIDENT

Antonia Cortese SECRETARY-TREASURER Lorretta Johnson
EXECUTIVE VICE PRESIDENT

The AFT represents 1.5 million pre-K through 12th-grade teachers; paraprofessionals and other school-related personnel; higher education faculty and professional staff; federal, state and local government employees; nurses and healthcare workers; and early childhood educators.

ing her current tenure as President.

In the spring, LULAC proudly hosted its annual National Women's Conference at the Hyatt McCormick Place in Chicago, IL. This year's theme, *Agents of Change: Making a World of Difference*, highlighted the accomplishments of women who have achieved tremendous success in the areas of business, education, media, non-profit leadership and political empowerment. With over 2,000 people in attendance, this two-day conference empowered participants through dynamic discussions on preventing domestic violence, increasing self-esteem, seeking sound financial advice, enhancing leadership skills and furthering educational attainment. The LULAC National Women's Conference remains the most exciting Latina-centered event in the nation, motivating women leaders to reenergize and further succeed, both personally and professionally.

Education

A founding member of the Campaign for High School Equity, LULAC is striving for stronger education policies by seeking to change the course of federal education policy. Over the past year, LULAC has worked in targeted states including Arizona, Florida, Ohio, Texas and Wisconsin. Through the national Parent Involvement Initiative, LULAC members in these states are currently engaging parent and community advocates in conversations around local, state and federal education policy discussions. Described as "listening sessions," these working groups seek to determine which issues are most important in high school education and identify solutions in order to advocate for a relevant platform in their respective states. In addition, the CHSE and our partner organizations completed the development of a six-state grassroots strategy that will advance high school reform issues in California, Colorado, Georgia, Illinois, New Mexico, and Pennsylvania. These six states will have CHSE local affiliates from the 10 national partner organizations as they work to develop and coordinate an 8-12 month advocacy and communications strategy for the implementation of high school reform at the local, state and federal levels of government.

Health

In March 2010, the Affordable Care Act was passed by Congress and signed into law by President Obama. LULAC, in partnership with the National Hispanic Leadership Agenda, created the Latinos United for Health Care campaign to empower the Latino community to advocate for the passage of this historic legislation.

With the passage of the Affordable Care Act come many benefits for Americans of all ages and backgrounds. The ACA allows consumers to keep existing employer-provided health insurance, contains stronger consumer protections and provides public health insurance options for those who cannot afford private insurance. The ACA also assists small businesses with incentives that allow them to provide coverage to their employees. In addition, there are no barriers preventing health care coverage for those with a pre-existing condition, and there is coverage for all children with U.S. citizenship, regardless of their parents' immigration status and with no exclusion of families with mixed immigration status. There is also no five-year wait period for legal immigrants preventing them from accessing federal health care services. Burdensome verification requirements that prevented low-income, elderly and minority American residents from accessing health care have been eliminated. Puerto Ricans are also included in the health insurance exchange and ensuring equal Medicare benefits.

Overall, the Affordable Care Act improves health outcomes for all communities by promoting care that emphasizes prevention, addresses cultural and linguistic differences, places qualified health providers in underserved areas, recruits more minority health professionals and collects pertinent health data on Latinos. LULAC is proud of its passage and is now working to educate community members about the benefits of this landmark legislation.

In partnership with the Robert Wood Johnson Foundation, LULAC was able to build a strong component of our health advocacy work, the *Latinos Living Healthy* initiative. This initiative mobilizes a national grassroots network of Latino advocates by empowering them to become vocal and vibrant participants in the public health policy process. Promoting positive health outcomes while specifically addressing childhood obesity, the *Latinos Living Healthy* initiative trains and encourages passionate advocates to speak out about their nutrition and health advocacy efforts at the state and federal levels, effectively resulting in local leaders confidently raising their community's issues to a national platform.

In 2010, LULAC ensured that our work on the ground was reflected in our advocacy work in the nation's capital. By connecting with members of Congress and their staffs, meeting with other civil rights, health and hunger organizations, and discussing linguistic and cultural barriers with high-ranking officials in the administration, LULAC utilized our legislative contacts and strong partnerships to make an impact on policy that will directly affect the health of our families. All of our advocacy work culminated in the passage of S. 3307, The Healthy, Hunger-Free Kids Act of 2010 which was passed by Congress and signed into law by President Obama in December.

Through the Robert Wood Johnson Foundation, four LULAC councils were selected via a competitive application process to implement the *Latinos Living Healthy* initiative. The selected states and councils are Illinois Council #5260; Massachusetts Council #12117; Texas Council #4810; and Wisconsin Council #325.





We're proud to support the voices of our community.

A healthy, vibrant community banks on the participation of its members. And the more diverse their backgrounds, experiences and skills, the more interesting and unique their solutions.

Bank of America is proud to support the 2011 LULAC National Convention for its leadership in creating common goals while nurturing self-empowerment.

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With guidance from LULAC National, these four councils are developing and facilitating a series of workshops and advocacy meetings designed to introduce community advocates to the policy priorities of the *Latinos Living Healthy* initiative. Participants will be provided with resources to build their capacity around issues such as health, nutrition and childhood obesity and will be encouraged to develop advocacy teams (comprised of community leaders, advocates and youth) to engage in ongoing policy advocacy activities that: (1) focus on removing obstacles that hinder access to healthy food options; (2) develop safe spaces where communities exercise/play; and (3) strengthen the Latino community's voice in local and federal debates around health, nutrition and childhood obesity.

In addition to our work with the Robert Wood Johnson Foundation, the LULAC councils representing IL, MA and TX hosted kick-off activities with Walgreens, a new LULAC health program partner, which took place throughout Hispanic Heritage Month at select stores. Predominantly Latino communities were target sites and local LULAC councils reached out to members of the community seeking to know more about childhood obesity and/or to become active *Latinos Living Healthy* participants. The work of the LLH initiative continues to move forward, as the Health & Nutrition Advocate gathers resources and information, works with the Robert Wood Johnson Foundation to identify best practices and discovers how LULAC health advocates can best utilize these techniques in their specific communities.

In early 2011, LULAC joined First Lady Michelle Obama's *Let's Move* campaign to further our work in tackling child-hood obesity and empowering our community with knowledge about nutrition and healthy living. In addition, the LULAC health councils participated in leadership and advocacy training during the LULAC National Legislative Conference. Coordinators working on childhood obesity traveled to Washington, DC, for a two-day training session addressing how to advocate for health issues, how to build leadership skills and how to employ effective communication skills.

Immigration

With immigration at the forefront of political confrontations between the federal and state governments, LULAC heeded the call for leadership from the Latino community on the problem of targeting persons based on color, perceived socio-economic status and language, among other discriminatory characteristics. The introduction of SB 1070 in Arizona threatened the fundamental core of our nation's existence. Amidst contentious debates around comprehensive immigration reform, the DREAM Act, and SB 1070, LULAC stood firm in its efforts to support a pathway to citizenship for hard-working immigrants who reside and work in the United States. Since its founding, but especially over the past several

of years, LULAC has worked with key members of Congress and the President to expand influential leaders' knowledge about the importance of comprehensive immigration reform; in recent years, LULAC has specifically stressed Ag Jobs and the DREAM Act. LULAC took its grassroots fervor to a national platform and, reenergizing LULAC members and attendees from across the nation, LULAC National President Margaret Moran addressed half a million immigration supporters at the One Nation Rally on the National Mall in Washington, D.C. Urging President Obama to work with Congress to pass immigration reform, and to place a moratorium on raids and deportations, President Moran called for immigration laws that strengthen our economy and recognize the value of hard-working immigrants who pay taxes and contribute to the viability of the American economy.

One key action of note was the re-introduction of the DREAM Act, which stands for the Development, Relief and Education for Alien Minors. First introduced to Congress ten years ago, the DREAM Act offers permanent residency to undocumented students who graduate from a U.S. high school and demonstrate good character. Undocumented students would qualify for conditional permanent legal status if they have been residing in the United States for at a minimum of five continuous years prior to the bill's enactment. During the DREAM Act's heated debates in Congress, students in Texas participated in hunger strikes to press Texas Senator Kay Bailey Hutchison (R) to support the DREAM Act, as she stated she would at a previous LULAC National Awards Gala. The strike grew to approximately 50 people from four different states when LULAC National Executive Director Brent Wilkes visited with the students in San Antonio. Moved by the inspiration, courage, tenacity and sacrifice of the students, he too decided to join the hunger strike until Congress passed the DREAM Act. He then released a passionate statement to the LULAC membership about his choice to stand in solidarity with the extraordinary students. In addition to our Executive Director's participation in the hunger strike, LULAC launched a National Awareness Campaign in support of the DREAM Act in November. The Diploma Campaign urged LULAC supporters to support the DREAM Act by signing an online petition. For each petition signed, a hard copy portrait of a school diploma would be hand delivered to members of Congress. LULAC collected and personally delivered over 600 diplomas from constituents from across the nation.

In April, Arizona Governor Jan Brewer (R) signed Senate Bill 1070, a bill requiring police to question Arizona residents suspected of residing in the United States illegally. Those thought to be undocumented would face jail time and possible deportation until the federal government confirmed the person's legal immigration status. SB1070 violated the human rights of every American in this country and opened the doors





to legalized racial profiling. LULAC requested a formal investigation against SB1070 and applauded the U.S. Department of Justice for acting swiftly in filing a lawsuit in federal court against the state law. Over the past year, LULAC witnessed and participated in large marches and demonstrations against the enactment of SB1070. With over 20,000 people in attendance, people from across the nation gathered in Arizona to rally



Cristian Castro singing during the 2010 LULAC National Convention's Concierto de la Gente in Albuquerque, New Mexico.

for immigration reform and denounce the passing of SB1070 and other discriminatory bills, such as one banning ethnic studies in schools. In fact, the LULAC National Convention's Concierto de la Gente rallied against SB1070 in Albuquerque, New Mexico. With popular musical talents such as Pee Wee, Ozomatli, Cristian Castro and Jose Jose, LULAC invited locals to enjoy a free concert that later aired on Telemundo. Comedian Paul Rodriguez also brought a special comedy show to Albuquerque, New Mexico's Convention Center titled Como Todos, Latino Broke with special guests The Latin Breed 40. Paul Rodriguez and The Latin Breed 40 donated their proceeds to the fight against SB 1070. LULAC continues to push for comprehensive immigration reform and advocates for a restoration of civility among lawmakers, especially in light of the tragic shooting of Representative Gabrielle Giffords (D) of Arizona. Although immigration debates are polarizing, LU-LAC advocates for respectful discussions of tough topics and continues to condemn those whom incite violence or hatred within their speeches.

Programs

Expanding upon LULAC's legislative reach, LULAC engages over 135,000 community volunteers across the country to empower Hispanic families through direct service programs and advocacy in 34 states, the District of Columbia and Puerto Rico through our network of 900 local councils, 55 commu-

nity technology centers and 15 National Educational Service Centers. As the largest and oldest Latino organization in the United States, LULAC works every day to further its mission to advance the economic condition, educational attainment, political influence, housing, health and civil rights of the Hispanic population of the United States.

Civic engagement is a core component of our mission.

From our founding in 1929 to today, we continue to ensure that Latinos are active and engaged players in the political process. April 1, 2010, marked the decennial Census, a day when Congress mandates that each and every resident of the United States and its territories are counted in what is called a snapshot of our nation. This year's Census was quite important to the Latino community, as the underrepresentation of the growing Latino population limited the resources available to our immediate communities, such as sidewalks, street lights, pre-K programs, police stations and hospitals. LULAC refused to let fear or misinformation prevent Latinos from fully participating, as citizens and noncitizens alike were encouraged to demand proper political representation in Congress and a fair share of \$400 billion dollars of federal funds. In addition to being a National Partner with the U.S. Census Bureau, LULAC also collaborated with other non-

profit organizations to encourage hard-to-count populations to participate in the Census. Later that year, in December, the Census reported that 1 in 5 persons living in the United States are of Hispanic descent, confirming what LULAC has stated for a long time – that the Latino community is growing in number, residing in larger numbers in various geographic areas, increasing its purchasing power, and ready to assume more prominent leadership roles across the nation.

In fact, starting in August, LULAC launched the initial groundwork for voter registration and Get Out The Vote efforts through the Our Voice, Our Choice Campaign. Targeting 10 states and training individual voter coordinators and local councils, the Our Voice, Our Choice Campaign aimed to increase voter registration among the Latino community in all 50 states and Puerto Rico. Led by LULAC National, more than 30 LULAC technology centers conducted on-site voter registration and subsequently helped to increase Latino participation in the political process. During on-site registration, LULAC National worked with the National Association of Latino Fraternal Organizations to ensure that college-aged Latinos registered to vote. With new partners, the campaign successfully expanded into 22 states, including the District of Columbia, Oklahoma, Arkansas, New Jersey, Pennsylvania, Connecticut, Maryland, Michigan, and Virginia. With support from Comcast, LULAC registered over 10,000 Latino voters for the 2010 midterm elections. The Our Voice, Our Choice



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Campaign maintained a presence at over 70 events across the country and invigorated local communities with the excitement of being an active and engaged member of civic society.

As the fastest growing minority population, Latinos deserve the right to have a financially stable future. Latinos, however, continue to suffer from various economic obstacles, such as underemployment and unemployment, high foreclosure rates, and lack of financial equity. Through interactive and relevant community programs, LULAC continues to empower Latinos with financial literacy education and share tips on how to access important resources and assistance. LULAC creates and presents town halls, workshops and digital curricula on financial literacy, homeownership and foreclosure prevention. The high rate of home foreclosures in the Latino community is destabilizing many families and communities. Unfortunately, poorly prepared Latino borrowers accepted loans they could not afford. As foreclosure rates rise, many cities are left with vacant properties that negatively impact their tax revenues. It is imperative that we continue to educate the Latino community about financial literacy, the home-buying process, and economic opportunities available in the community. Working toward economic recovery and reaching financial security requires partnerships. LULAC collaborated with Bank of America to present a series of homeownership workshops to first-time homebuyers, which aim to expose families to all of the various components of the homebuying process. Over this past year, attendees around the nation seized the opportunity to gain information about the process and requirements of purchasing a home in Chicago, New York City, Washington, D.C., McAllen, Atlanta, and Las Vegas.



Several participants at the Las Vegas foreclosure workshop.

Following a year of rising rates of foreclosures, LULAC also brought assistance to current homeowners in need. LULAC held foreclosure workshops in states where Latinos have been impacted by the housing crisis the most. In Las Vegas, LULAC partnered with the Women's Development Corporation to deliver housing workshops to families who needed help with their mortgages. Additional workshops were held in Houston, Oxnard, Tampa, and Phoenix during their respective LULAC State Conventions. During these workshops, a HUD-certified housing counselor presented information about the foreclosure process, loan modifications, tips on how to communicate with lenders, how to recognize fraud, and other options available for distressed homeowners.

In addition to our mission to assist Latino families, LULAC maintains a strong connection to the youth of our community. As the young and bright leaders of our nation steadily grow in number, the obstacles preventing them from succeeding in school are also increasing. Because Latino students are likely to suffer various economic and educational insufficiencies in comparison to other ethnic groups, LULAC has taken the initiative to create and facilitate leadership programming that will break down these socioeconomic, linguistic and cultural barriers.

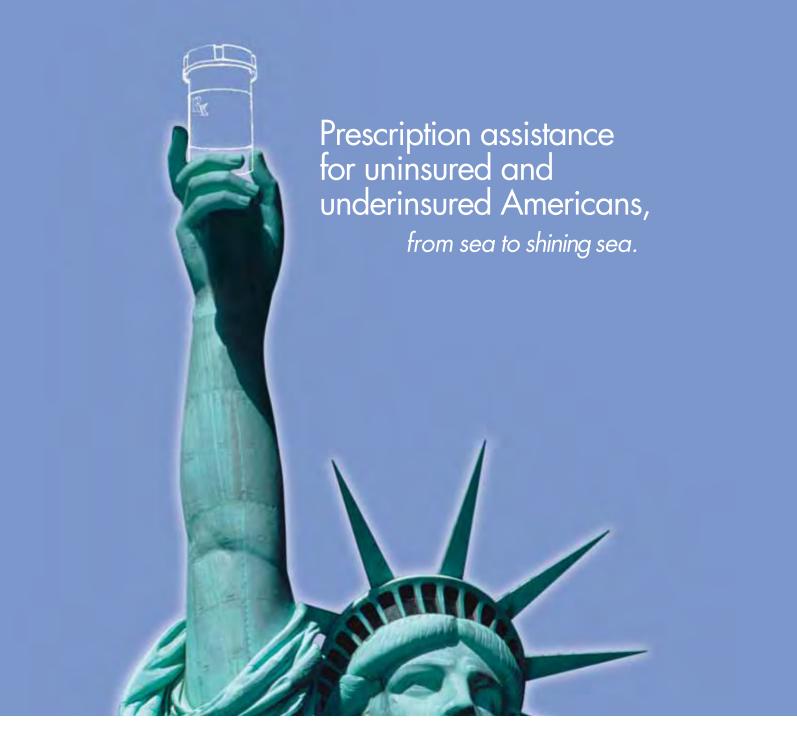
For example, the University of New Mexico and LULAC joined forces in its fourth consecutive year to present the LULAC National Leadership Program in Albuquerque. The program, sponsored by the U.S. Department of Energy, LULAC and the University of New Mexico, hosted 36 LULAC youth members at UNM for an intensive two-week program. High school students from across the nation engaged in a comprehensive pre-college experience, which included collaborative research, team building, career assessment and interpersonal development. The graduate-level research program focused

on green sustainability, climate change and environmentally friendly practices that can be implemented in the lives of their families and their communities. Students presented their research findings in groups to the general public and were recognized for their accomplishments during their Closing Banquet. Each year, these spectacular groups of students surpass their own expectations and depart with a new sense of independence, confidence and intelligence that equips them with the ability to see themselves excelling in their future college careers.

This past December brought the LULAC Young Adults to San Antonio, Texas, for the 2010 LULAC National Líderes Summit. Participants attended a day-long conference designed to assess their personal development, measure their talent and identify their dominant strengths in order to build self-awareness and foster inter- and intrapersonal growth. Attendees

interacted with LULAC National Board Members and local elected officials, including LULAC National President Margaret Moran, San Antonio Mayor Julian Castro and Congress-





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man Ciro Rodriguez (D-TX). Through the Líderes Summit, 100 participants learned how to sharpen their networking skills, work effectively with the corporate and non-profit sectors, and craft effective business development strategies. This leadership summit featured curriculum from Tom Rath and all participants received a copy of his book *Strength Finders 2.0*. In partnership with the National Park Service, a reception followed at the Mission San Jose with LULAC National President Margaret Moran, Congressman Ciro Rodriguez, Mayor Julian Castro, LULAC National Board members and summit participants.

Bringing invaluable services to Latino youth across the nation, LULAC and the Ford Motor Company Fund partnered to present the Ford Driving Dreams through Education initiative, a project aimed at fostering academic achievement within underserved communities. Understanding the important role that LULAC members play nationwide, the Ford Driving Dreams Program offered LULAC councils the opportunity to take part of a competitive proposal process in order to qualify for this education grant. Local councils propose a program specifically tailored for local youth and must provide



Ford students learning about STEM careers in Santa Ana, CA.

services via extracurricular activities, tutoring, and mentoring. Students will be encouraged to aim for higher academic achievement and high school completion. After a competitive process by educational experts, ten councils were selected to implement their local solutions. LULAC and the Ford Motor Company Fund selected councils located in Arizona, California, Oklahoma, Texas and Wisconsin. The winning councils have launched their programs in their respective local cities, which has garnered much success, leading to the additional funding of ten new sites this past year.

In addition to the Summit and the Ford Driving Dreams through Education program, LULAC and LNESC continue to jointly conduct the Adelante America Program with sponsorship from the AT&T Foundation. The program's mission is to

provide mentoring to Latino high school students with the goal of preparing students for college and workforce readiness. In 2009, LULAC announced the launch of this program and the program has since been a great success in the community. AT&T provided a \$1 million grant over a two-year period to create a positive educational environment that motivates students to complete their high school education. This initiative guides Latino students away from gangs, violence and dropping out of school and towards positive alternatives.

Beyond the Adelante Program, LULAC and AT&T have a history of accomplishments. Since 2004, the AT&T Foundation has committed a total of \$2.5 million to LULAC's Empower Hispanic America with Technology initiative, the nation's largest Latino network of 60 technology centers housed under LULAC and community-based non-profit organizations. The centers utilize the community technology labs to provide free educational and employment training to thousands of Latinos across the United States. In 2010, the AT&T Foundation and LULAC awarded the highest performing sites an additional grant to continue delivering the Adelante America program in select cities. To date, the sites

include: LULAC National Educational Service Centers (LNESC) locations in East Los Angeles, CA; Pueblo, CO; Chicago, IL; and El Paso, Texas; and LULAC partner sites in San Benito County, CA; and Tucson, AZ; Spanish Community of Wallingford in Wallingford, CT; La Casa de Amistad in South Bend, IN; and Latin America United for Progress in Holland, MI.

Broadband access is essential to fostering 21st century jobs, investment and economic growth. It also plays a crucial role in advancing key societal goals in areas such as education, health care, energy, public safety, democracy and small business opportunity. But for Latinos—the fastest-growing demographic in the U.S. — this digital revolution is dampened by the lack of its adoption. Just 37 percent of Spanish-dominant Latinos actually subscribe to broadband at home. Digi-

tal exclusion carries a high price for minorities, low-income families, the disadvantaged and minority businesses. Adoption, in its fullest sense, should be measured according to how many individuals have access to affordable broadband service at home. While broadband is often available outside the home in schools and public libraries, public access to broadband cannot substitute for the level of "digital citizenship" enjoyed by those with broadband access at home. Only access at home confers privacy and the 24-hour accessibility needed for vital functions such as schoolwork and job readiness. For these reasons, LULAC has made it a top priority to ensure Latinos are not left behind.

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the Broadband Opportunity Coalition, LULAC has teamed up with 10 of our community technology centers to implement the Digital Connectors program and train youth from



Tech Center in Washington, D.C.

the ages of 14 to 21. To date, these LULAC technology centers have trained 131 Digital Connector students in 10 states across the nation. The students in return will become technology ambassadors to their communities, and provide digital literacy training to 9,000 community members by June 30, 2011. The 10 LULAC Community Technology Centers currently participating in the Digital Connectors program include Puerto Rican Forum in Connecticut, the Latin American Youth Center in the District of Columbia, Latin Americans United for Progress in Michigan, Latino Leadership in Florida, Ohio Hispanic Coalition, LNESC Albuquerque in New Mexico, LNESC Chicago in Illinois, LNESC Corpus Christi and LNESC San Antonio in Texas and LNESC Philadelphia in Pennsylvania.

Within the Digital Connectors program, students have made tremendous progress, as they have been working efficiently and effectively as a team. Our LULAC Digital Connectors students are unique and come from many different backgrounds, but the one parallel among them all is the desire to be better prepared for their future. Many Digital Connector students join the program to work towards a more advanced career path or use their training as a resource tool for college. The students are giving back to the community by passing on knowledge to their families via digital literacy training and everyday informal discussions. Students have begun community service projects that vary from e-mail set-up, search engine skills, Microsoft Word, PowerPoint, online banking, online bill pay and Facebook skills, among others. The work that these participants are engaged in will surely benefit them both now and in the future, as well as enrich the standard of living for themselves, their families and their communities.

LULAC is working to ensure that Latinos have access to technological resources, as the U.S. continues to become more

dependent upon technology. The LULAC community technology centers served over 100,000 community members last year alone. These same LULAC technology centers have become

involved in various LULAC activities including the National Convention, AARP drives, Voter Registration, Housing, DTV Transition, Adelante America, Smart Edge, ESL classes, and Digital Connectors Programs. Many of these centers have developed a strong partnership with our local LULAC Councils, in addition to local elected officials, media outlets and community-based organizations. This year LULAC is proud to present new additions to our Community Technology Center network. During fall 2010, LULAC launched two new technology centers: Su Casa Hispanic Center in Cincinnati, OH, and American Sunrise in San Antonio, TX. Technology center launches will continue into the spring of 2011. Over the past six years, LULAC's network of technology centers grew to 60 partner sites in 27 states.





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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.

LULAC will ensure that information on affirmative action will be updated to reflect the latest changes from the Office of Personnel Management. OPM shall provide LULAC with pertinent data affecting affirmative action policies. If such data is not received, LULAC will request such information from the Hispanic Senior Executive Service members and/or using Freedom of Information Act requests.

CENSUS AND DATA COLLECTION

Recognizing that the Census Bureau has a very poor record of hiring Hispanics in the federal government with Latinos comprising less than 6 percent of the Bureau's permanent work force, LULAC urges that the Census Bureau's EEO Office establish a system to assess its failure to identify the persistent under representation of Hispanics in the Bureau's work and develop effective strategies for addressing this problem in order to increase future problem-solving capacities. LULAC strongly supports a standardized review of the Census' managers and supervisors based in part, on their performance with respect to EEO issues like the hiring a diversified employment force, including Hispanics.

LULAC supports Census to provide the Hispanic Census Committee with timely and transparent data on the recruitment and hiring of Hispanics for each of the 12 regional offices and each state that it represents, by grade level, and job title, on a monthly basis.

LULAC takes a strong position in urging the Census Bureau to include

and emphasize in its presentations, community activities, and written promotional materials, its assurance to LULAC, and the Hispanic Community that the information gathered is completely confidential, Under Title 13, the Census Bureau collects data solely to produce statistics.

CHILD LABOR AND THE EXPLOITATION OF MINORS

LULAC strongly supports ending child labor through education 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. LULAC deplores any and all exploitation of minors, whether psychological, physical, political, or sexual.

CHILD WELFARE

Recognizing that children and youth from communities of color are disproportionately represented in the child welfare system, and who experience a high propensity of entrance into the juvenile and criminal system, LULAC calls on Congress to reform the child welfare system. LULAC is opposed to legislation that will proliferate the entrance of children and youth from communities of color into the juvenile and criminal systems, and supports the process for investigating cases of racial profiling and discrimination in the child welfare systems by the U.S. Justice Department and Department of Health and Human Services.

CITIZENSHIP AND VOTING

LULAC promotes active participation of all eligible Latinos in the democratic process by registering to vote and voting, and encourages a ll legislative, judicial and educational efforts to promote voter participation and advocacy. LULAC encourages all eligible immigrants to become US citizens and demands that the Citizenship and Immigration Services

streamline and 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. 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.

DISCRIMINATION AND RACIAL PROFILING

LULAC denounces any form of discrimination on the basis of national origin, race, religion, language, 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 is concerned with the growth of hate groups and encourages Congress to strongly monitor agencies and their enforcement of hate-crime laws. 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, language, sexual orientation, age or disability



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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.

ECONOMIC OPPORTUNITY

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

EDUCATION

LULAC believes that universal and quality public education is the foundation 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 culturally based teaching methods grounded in research. LULAC supports legislation and policy decisions targeted at decreasing the Hispanic dropout rate and closing of the achievement gap. LULAC urges Congress to increase funding to implement targeted programs to encourage Hispanic students to remain in school.

Federal funding for LULAC
National Education Service Centers
(LNESC) should be continued so as
to address the specific needs of our
community, as well as to expand
into geographic 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. LULAC supports increased funding for Title I, Title III and Title VII programs to address adult basic educational programs and bilingual education. LULAC also supports an effective and appropriate bilingual education program for all English language learners.

LULAC strongly opposes vouchers and any other funding method that will limit public education resources. All Latinos should have access to safe, quality and desegregated public education. Public schools should be improved and rehabilitated, and be provided with adequate funding to do so. LULAC supports a comprehensive reauthorization of the Elementary and Secondary Education Act, with strong accountability provisions and a continued, strong, federal commitment to providing protections and support to the nation's most vulnerable students. 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.

LULAC will fight against harsh discipline practices and zero tolerance policies that remove students from the classroom and keep them from learning.

LULAC membership advocates that scholarship awards be provided to qualified persons regardless of their citizenship status.

ENERGY SECURITY

LULAC dramatically supports increasing federal funds spent on the development of clean, renewable, and 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.

As a means to promote energy security, LULAC supports and advocates for the expansion of efforts to curb abuses to the environment through the "green jobs," recycling, and through the creation and sustainability of rooftop and community gardens. LULAC recommends that "green jobs" create employment opportunities for Latino families. Educational and technical support must be provided to include the development of green jobs for Latinos.

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 supports increasing programs and funding for ESL for adult students.

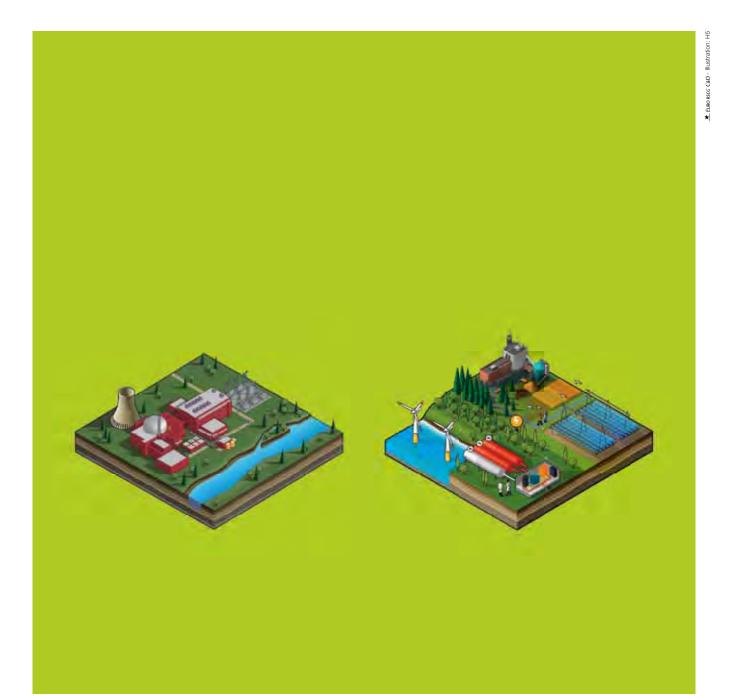
ENVIRONMENT

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 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 urges Congress to pass legislation that protects farmworkers from employer abuse and that guarantees safe working conditions, housing, and access to schooling and training for farmworkers. LULAC opposes legislation that may be considered for passage by Congress that relates to new guest worker





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Proposed LULAC Legislative Platform 111

programs that do not meet these criteria.

LULAC 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 curricula should include a historical perspective of the farm worker struggle and community service in his honor. LULAC supports the continuation and expansion of the National Farmworkers Job Program.

LULAC urges Congress to pass legislation that protects female domestic workers from employer abuse and that guarantees safe working conditions as well as the same rights afforded to workers in other industries.

FOREIGN RELATIONS

LULAC urges a strengthening of partnerships with Latin America. We urge 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, environment 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. LULAC supports efforts to renegotiate trade agreements to raise the standards of living for the labor force 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

Hispanics are 16% (50.5 million people) of the total U.S. population, the fastest growing and largest minority group with the highest number of children under the age of 18. One of the most pressing issues that continues to face this growing segment of the population is health, including disparities in access, quality of service, and burden of chronic and infectious diseases. Studies suggest that race, gender, educational attainment, income level and the built-in environment are factors that contribute to health inequities; thus leading to poor health outcomes.

Universal health care is a priority for Latinos and it should include affordable and accessible primary, preventive, and emergency room health care that is administered in a culturally competent and linguistically appropriate manner. LULAC has worked to develop and influence the enactment of policies and legislation that increase access to and improves the quality of medical services for Hispanics in the United States and Puerto Rico.

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. Information on how to provide medical care services to Latinos in a manner that is both culturally competent and linguistically appropriate, including the utilization of translation services should also be included.

As the highest uninsured group of any racial or ethnic group within the United States, Hispanics stand to gain the most from the Affordable Care Act (ACA), as 9 million Latinos will be eligible for health coverage. With over one-third of Latinos lacking health insurance and Latino children comprising almost half of the country's uninsured, it is important that LULAC continues to advocate for patient education programs to

increase patients' knowledge about the the Affordable Care Act and the various provisions that increase opportunities for Latinos to obtain medical coverage and routine quality medical care. LULAC is committed to working with the Latino community to ensure that those who are eligible for health insurance under the Affordable Care Act, are enrolled in a medical insurance plan. Due to the different trends and gaps in medical care expenses, such as prescription drug coverage, and to the differences in treatment options for patients with pre-existing conditions, LULAC calls for an increased need to educate Latino communities about the new benefits provided under the Affordable Care Act.

LULAC will continue to advocate for the continual and full funding of community health centers that are located in low-income Latino neighborhoods. While 20 million Americans with limited financial resources obtain primary care services at Community Health Centers, nearly one third or 38.9% of all Community Health Center patients are Latino, according to the National Association for Community Health Centers.

Children, as a subgroup, are more racially and ethnically diverse than the nation's population as a whole, and obesity prevalence rates are highest among children and adolescents of color. Childhood obesity is currently the biggest health challenge our nation is facing, particularly among Hispanic youth. Mexican-American and African-American children ages 6 to 11 are more likely to be obese or overweight than white children. Almost 43 percent of Mexican-American children and almost 37 percent of African-American children are obese or overweight, compared with 32 percent of white children. In addition, Latino children are developing obesity-related diseases that are normally found in adults such as type-2 diabetes, and high blood pressure. LULAC will continue to work with key stake holders in government, the private sector, public health and in Latino communities to ensure childhood obesity and





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Proposed LULAC Legislative Platform 113

the various facets associated with the prevention of and treatment of obesity, and obesity-related chronic diseases, are addressed in such a way that health outcomes for Latinos are improved. In addition to improving health outcomes, LULAC is committed to working with community advocates to create environmental changes in neighborhoods where Latinos live, eat, play and go to school that make the healthy choice the easy choice.

Latino mothers should have access to pre-natal care, health and nutrition education, and access to healthy foods, hunger programs, and medical services. Latino children must have access to immunizations, medical services, prescription medications, health education on topics such as substance abuse, body image and mental health, and should have access to safe spaces for physical fitness. LULAC urges pharmaceutical companies and medical research facilities to increase the inclusion of Latinos in their clinical trials and focus groups.

LULAC is committed to working with appropriate bodies to ensure that health education programs focus on ways to prevent the onset of and the treatment of chronic diseases that disproportionately affect Latinos, such as diabetes, obesity, coronary diseases, hypertension, Alzheimer's and HIV/AIDS. LULAC advocates for an increased awareness on preventative and proactive health care by encouraging all Latinos to enroll into health insurance, seek quality and routine medical care, and to begin treatment of chronic diseases at diagnosis, instead of until late in the diagnosis because it requires more extensive, longer term and more expensive treatment.

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. LULAC supports legislation that improves the nutritious quality of school meals and that provides increased eligibility access to Latino families in poverty. LULAC supports the expansion of state and federal funding for

mental health and mental disabilities programs. LULAC supports parity for Medicare Part D, for residents of Puerto Rico.

LULAC calls for a Public Health Plan that would include parity for mental health, employer mandates and coverage of all legal immigrant residents. LULAC is committed to addressing the environmental injustices Latino families in poverty face that prevents them from having complete access to healthy and nutritious foods, safe spaces for physical exercise, and from being able to access medical services in a facility in their neighborhood.

HISPANIC REPRESENTATION

LULAC promotes public service and strongly urges the Administration to review and update Executive Order 13171 to ensure that the federal government reflect the most current demographic and statistical information of Hispanics at all levels of the federal government. We urge the administration to work closely with Hispanic members of Congress to develop strategies that will increase the representation of Latinos in the local, state and federal government. LULAC urges the U.S. Senate to provide a level playing field for Hispanic judicial nominees to ensure that Hispanic representation in the judicial system increases proportionally to the numbers of Latinos in the general population.

LULAC supports the Office of Personnel Management's Federal Diversity Office, which seeks to develop a government-wide strategy to support Federal agencies in improving outreach to and hiring of diverse groups of candidates including Hispanics.

HOUSING

LULAC supports an increase in the nation's stock of affordable housing. It particularly champions an increase in resources to build, rehabilitate and preserve housing for low and extremely low income households in both the rental and purchase

markets. In addition, LULAC supports the development of more housing for the elderly; the creation of additional emergency shelter to permanent housing for victims of domestic violence; the development of integrated permanent supportive housing for people with disabilities and an increase in funding for programs and services to end homelessness. LULAC also supports investments in green affordable housing.

LULAC supports increasing services and affordable housing units for America's rural poor. It strongly encourages the development of housing options for migrant farm workers and their families.

LULAC supports the improvement in the quality of life of residents of the Southwest border colonias, including access to such basic amenities as electricity and potable water. LULAC opposes all forms of housing discrimination and calls for stronger enforcement of fair housing laws and the elimination of predatory lending practices. LULAC seeks higher funding to increase the capacity of Hispanic organizations to conduct fair housing education and enforcement activities.

LULAC supports foreclosure intervention programs and efforts to help stop foreclosures. LULAC calls for the creation of programs to help tenants of foreclosed rental properties remain in their homes.

IMMIGRATION

LULAC opposes any legislation that threatens the rights of immigrants, criminalizes them or those who provide them assistance, and harms Latino communities. Legal residents and naturalized citizens should have the same benefits due nativeborn 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 comprehensive immigration reform that provides an avenue for undocumented workers to legalize their status and expands the number of legal immigrants allowed into the U.S.





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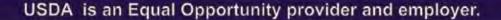
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to meet our needs. LULAC opposes any efforts to construct a border wall.

LULAC will continue strong opposition to the harsh and inhumane treatment of documented and undocumented persons in private prisons, detention centers, and makeshift holding centers. In addition, LULAC strongly opposes the holding of documented and undocumented minors in any facilities, be it public or private, that separates them from their parents and/or caretakers.

LULAC supports strong family reunification standards and fair and balanced immigration processes to take into account future flows of workers. Though LULAC does not support guest-worker programs, should they pass, LULAC endorses full worker protections including the right to organize and to apply for citizenship on their own right without depending on their employer. LULAC opposes the use of local law enforcement in immigration enforcement.

LULAC strongly supports the passage of 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.

LAW ENFORCEMENT

Taser Guns were classified by the United Nations Committee Against Torture (CAT) on November 23, 2007, as a "Form of Torture" and "Can even provoke Death." The use of these weapons provokes extreme pain that can go as far as causing death. Reliable studies and recent facts occurring in practice have revealed "the consequences to the physical and mental state of the persons targeted are of a nature to violate" the provisions of the United Nations Convention against Torture. Over 300 people have been killed by police Tasers since their use began in the year 2000; most of the victims of Taser torture and death

are Hispanics and people of color. National LULAC opposes Taser use by police officers and law enforcement personnel and calls for Tasers to be removed from use by police officers and law enforcement agencies altogether.

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 the 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 supports children's programming that acknowledges that the Latino population and cultures are an integral part of U.S. society.

PUERTO RICO

LULAC reaffirms its strong support and will continue to fully and actively support these and any other efforts by their fellow United States citizens who reside in Puerto Rico regarding their legitimate right as U.S. citizens to be able to vote for the President and Vice President of the United States of America, as well as for their corresponding voting members of Congress.

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 homecare, employment opportunities, access to medical care and treatment services and health coverage, 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.

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 is concerned with the ongoing findings that Hispanic women fare worse in health and health care than other populations of women and strongly encourages better access to health benefits, literacy, and improved doctor-patient relationships.

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 to all workers, without regard to age, sex, race, nationality or creed, and to improve the working and living conditions of all workers worldwide.





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For more information, stop by our visitor information booth at the Duke Energy Convention Center or the Visitor Center on Fountain Square.

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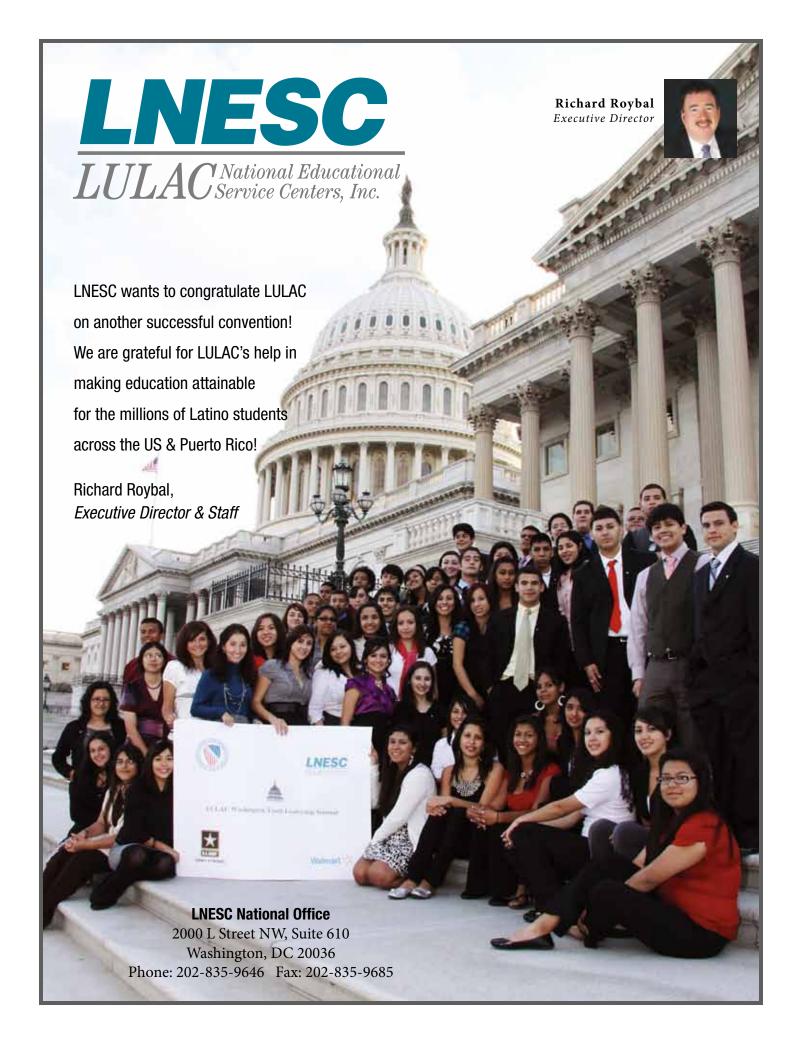












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Dear Friends:

We would like to welcome you on behalf of the Unid@s Board of Directors to our national convening—Asamblea 2011. The mission of Unid@s, The National Latina/o Lesbian, Gay, Bisexual & Transgender (LGBT) Human Rights Organization is to create a multi-issue approach for advocacy, education and convening of and for our communities. Guided by economic justice, feminist, environmental and pro-peace values, Unid@s joins a global effort to transform systems and policies to create the just and equitable World we know possible.

This year we are partnering with the League of United Latin American Citizens. LULAC, the largest and oldest Hispanic membership organization in the country—founded in 1929, advances the economic condition, educational attainment, political influence, housing, health and civil rights of Hispanic Americans through advocacy and community-based programs in 34 states, the District of Columbia and Puerto Rico through LULAC's nationwide of 135,000 community volunteers, 900 local councils, 55 community technology centers and 15 LULAC National Educational Service Centers (LNESC).

We would like to thank the League of United Latin American Citizens for their long standing support of achieving equal justice under law for all Latinos—including our LGBT sisters and brothers. Through direct action and national resolutions, LULAC and its membership have stood firm on the right for LGBT Americans to be protected from hate crimes, the right to work free from discrimination, the right to serve openly and honestly in the U.S. Armed Services, the right to allow bi-national couples to stay together by updating antiquated immigration laws, and officially oppose federal marriage laws that discriminate against couples who have entered legal unions in their state.

It is in this spirit of mutual support and commitment to civil and human rights for all Americans that the Unid@s Asamblea 2011 is hosted at the 82nd LULAC National Convention and Exposition in Cincinnati, Ohio. From June 27 through June 29, 2011 Unid@s will host its Asamblea 2011, including a combination of plenary sessions, strategic planning sessions and skill building workshops. We invite LULAC members to participate in the Unid@s agenda. From June 30 through July 1, 2011 Unid@s and LULAC will co-host three panel discussions on topics relevant to LGBT Latinos. These are open to the LULAC general membership and Unid@s Asamblea participants. From Monday through Friday's Women's Luncheon both Unid@s and LULAC members will participate in meal events and special events.

We would like to thank LULAC National President Margaret Moran, LULAC National Executive Director Brent Wilkes, LULAC Ohio State Director Jason Riveiro, Jesse Garcia, President of LULAC Council #4871 - Dallas Rainbow Council and 2010 LULAC National Council of the Year and all civil rights advocates and allies within LULAC for making this partnership possible.

In Solidarity,

Jorge Cestou, Ada Conde and Jaime Luis Santana Rivera Co-Chairs

Unid@s—The National Latina/o Lesbian, Gay, Bisexual & Transgender (LGBT) Human Rights Organization





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Unid@s Asamblea Agenda 121

All events will be held at the Duke Energy Convention Center, unless otherwise noted

	All events will be held at the Duke Energy Convention Center, unless otherwise no	oted
	Monday, June 27	
1:00 - 5:00 pm	LULAC National Convention, Federal Training Institute & Unid@s Registration	Elm St. Lobby
6:00 - 8:00 pm	Opening Reception	Hall of Mirrors, Hilton
0.00 - 0.00 pm	Margaret Moran, LULAC National President; Alexandra Vegas, Marketing Dir	•
	Alicia Reece, Ohio State Representative	ector, rad,
	•	
	Tuesday, June 28	
7 to 12, 2 - 5 pm	LULAC National Convention, Federal Training Institute & Unid@s Registration	Elm St. Lobby
	Unid@s Asamblea	
9:00 - 9:30 am	Unid@s Opening Plenary	208
9:35 - 11:45 am	Unid@s Strategic Vision Session 1	208
12:00 - 1:45 pm	Diversity Luncheon	Grand Ballroom
	Christine Griffin, Deputy Director, U.S. Office of Personnel Management; Dr.	Juan Andrade,
	President, United States Hispanic Leadership Institute	
2:00 - 3:15 pm	Unid@s Strategic Vision Session 2	208
3:30 - 4:45 pm	Unid@s Skill Building Workshop Session: Transgender Issues	208
3:30 - 4:45 pm	Unid@s Skill Building Workshop Session: Sexual Health/HIV/AIDS	211
3:30 - 4:45 pm	Unid@s Skill Building Workshop Session: Fundraising	212
5:30 - 7:30 pm	Opportunity Reception Freedom Center	
7.00 0.00	John Trasviña, Assistant Secretary for Fair Housing and Equal Opportunity, H	
7:30 - 8:30 pm	Special Premiere of <i>Cincinnati: City of Immigrants</i>	Freedom Center
	Wednesday, June 29	
7 to 12, 2 - 5 pm	LULAC National Convention, National Training Institute & Unid@s Registration	Elm St. Lobby
7 to 12, 2 - 5 pm	LULAC Membership Credentials Certification	Elm St. Lobby
	Unid@s Asamblea	
9:00 - 10:00 am	Unid@s Plenary Session	CC-208
	Lorena Garcia and Robyn Henderson-Garcia	
10:00 - 11:00 am	Ribbon-Cutting Ceremony—Exposition and Job Fair Opening	Elm St. Lobby
10:00 am-5:00 pm	Exposition, Job Fair, and College Fair Open	Exhibit Hall A
10:15 - 11:45 am	Unid@s Strategic Vision Session 3: Breakout Sessions by Geographical Regions	
	Midwest/Midlands & West	211
	Northeast/Mid-Atlantic & Southeast/Central South	212
12:00 - 1:45 pm	Partnership Luncheon	Grand Ballroom
	Jose Cisneros, San Francisco City Treasurer, Roberto R. Ramirez, U.S. Census	
2:00 - 3:15 pm	Unid@s Skill Building Workshop Session: Faith Issues	211
2:00 - 3:15 pm	Unid@s Skill Building Wrokshop Session: Public Advocacy	212
3:30 - 4:45 pm	Unid@s Skill Building Workshop Session: Immigration Issues	212
6:00 - 10:30 pm	Cincinnati Celebration	Grand Ballroom
	Featuring Mariachi Las Alteñas & Cla've Son	
	Thursday, June 30	
7 to 12, 2 - 5 pm	LULAC National Convention Registration	Elm St Lobby
7 to 12, 2 - 5 pm	LULAC Membership Credentials Certification	Elm St Lobby
7:30 - 9:00 am	Community Service Breakfast	Grand Ballroom
9:30 - 10:20 am	A La Familia: An LGBT Inclusive Look at Religion and Faith (Hosted by Unid@s)	236
10:00 am - 7:00 pm		Exhibit Hall A
10:30 - 11:20 am	State of Latino/a LGBT Human and Civil Rights (Hosted by Unid@s)	236

Secretary Kathleen Sebelius, U.S. Department of Health and Human Services;

Secretary Hilda Solis, U.S. Department of Labor; Miguel Romero, Puerto Rico Secretary of Labor

Noon - 2:00 pm

Unity Luncheon



Grand Ballroom



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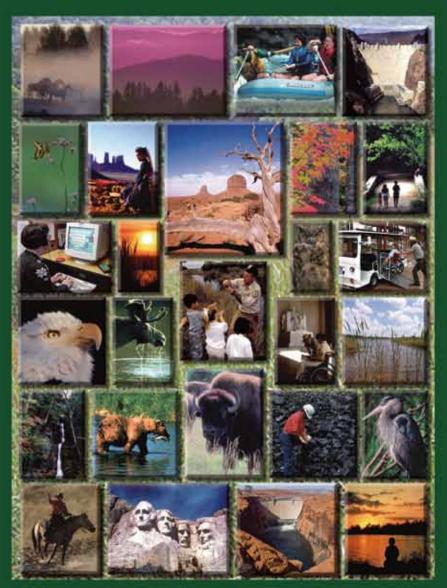
Unid@s Asamblea Agenda 123

2:00 - 3:20 pm	Find and Apply for Employment in the Federal Government (Sponsored by OPM)	233	
2:30 - 3:20 pm	Utilizing Social Media to Raise Health Awareness (Sponsored by HHS)	230	
2:30 - 3:20 pm	Enhancing Worker's Rights Through Collective Bargaining	231	
2:30 - 3:20 pm	Federal Govt Contracting Opportunities in a Difficult Budget (Sponsored by USAID)	235	
3:00 - 4:30 pm	The Future of Puerto Rico Town Hall	263/264	
	Thomas J. Perrelli, Associate Attorney General, U.S. Department of Justice and Co-chair, President's		
	Task Force on Puerto Rico; Claudia Gutierrez, Regional Administrator, U.S. Environmental		
	Protection Agency; Eric Waldo, Deputy Chief of Staff for Policy Programs, U.S. Department of		
	Education; Jaime Torres, Regional Director, U.S. Deptartment of Health and Human Services		
5:30 - 7:15 pm	Youth Awards Banquet	Junior Ballroom	
	Melissa "Crash" Barrera, Mistress of Ceremony; Anthony Muñoz, NFL Hall of Fame legend; Jenne		
	Celine Madrid, Performer; Gregory Williams, President, University of Cincinnati; Comedian Alex		
	Reymundo; Scott Chadwick, Academic Vice President and Provost, Xavier University	ity	
7:30 - 11:00 pm	Concierto De La Gente	Grand Ballroom	
	Melissa "Crash" Barrera, Mistress of Ceremony; Comedian Alex Reymundo, Maste	r of Ceremony	
	Los Lobos; El Güero; Macy's Fashion Show		
	Friday, July 1		
7 to 12, 2 - 5 pm	LULAC National Convention Registration	Elm St Lobby	
7 to 12, 2 - 5 pm	LULAC Membership Credentials Certification	Elm St Lobby	
9:30 - 10:20 am	Promoting Safe Schools (Hosted by Unid@s)	230	
10:00 am - 4:00 pm	Exposition, Job Fair, and College Fair Open	Exhibit Hall A	
10:00 -11:30 am	Winning the Future (Hosted by the White House)	231	
10:30 am - Noon	Citizenship Naturalization Ceremony	232	
	Alejandro N. Mayorkas, Director, U.S. Citizenship and Immigration Services		
10:30 - 11:20 am	Latinos for Secure Retirement	230	
10:30 - 11:20 am	Immigration Politics: State Intrusions into a Federal Responsibility	236	
Noon - 2:00 pm	LULAC Women's Luncheon	Grand Ballroom	
	Martha de Fox, Former First Lady of Mexico; Melanie Healey, President of North A	merica, P&G	
2:30 - 3:20 pm	Defending Your Rights: A Practical Guide (Hosted by LULAC Civil Rights Committee)	231	
2:30 - 3:20 pm	Immigration Action Roundtable: A National Conversation on Immigration Reform	233	
2:30 - 3:20 pm	Raising for Good: LULAC Council Funding Strategies	234	



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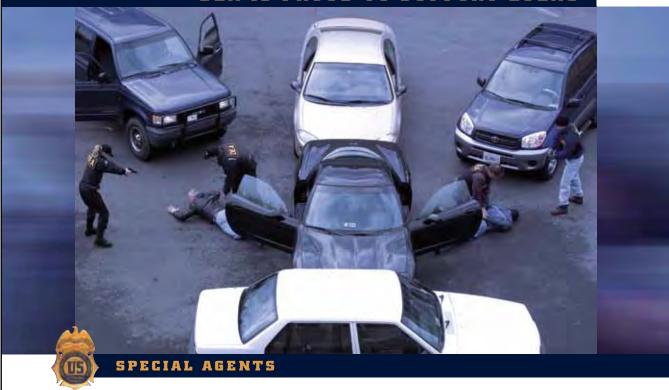








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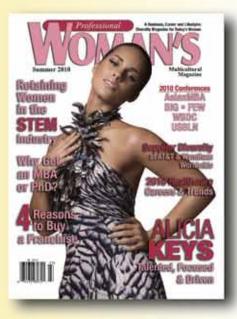


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National LULAC Corporate Alliance

The LULAC Corporate Alliance, an advisory board of Fortune 500 companies, works to strengthen partnerships between Corporate America and the Hispanic community. The role of the advisory board is to support the strategies, goals, and mission of the League of United Latin American Citizens and advocate on its behalf. Corporations participating in the Alliance work with LULAC in developing national and community-based programs to address the needs of the Latino community, and ensure that the nation's future workforce obtains the necessary education and skills to keep America productive. LULAC is excited to work with our key corporate partners as we continue to expand LULAC's

community-based programs in civic engagement, civil rights, economic empowerment, education, health, housing, immigration, public service and technology with over 135,000 community volunteers, 900 LULAC councils, 55 community technology center partners and 15 LULAC National Educational Service Centers (LNESC) locations in 34 states, the District of Columbia and Puerto Rico.

LULAC thanks the 2010-2011 LULAC Corporate Alliance members for an exciting year of growth in advocacy, programs and events!



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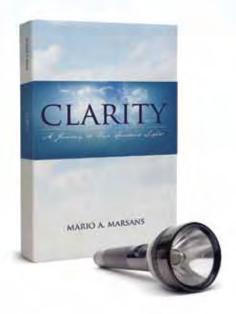
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CLARITY

A Journey to Your Spiritual Light

You find yourself lost and angry, Not
Being able to see through the darkness...
But through the darkness you will find
the light, which in turn, you will find
hope, to lead your fight"



Clarity is a book of original poems that is meant for everyone to enjoy and learn from their everyday paths.

I believe that we all have a journey in which we are all ascending to. Each of us may have a different end goal or belief of what we face at the end of this journey. But all of our trials and dark moments can be felt equally. As humans, we are bonded by our emotions and the strength of our mind and spirit. The drive in all of us to succeed and to give meaning to our lives is all the same. We all seem to be searching for a light; a light in which we will find some clarity to our own unique situations.

The poems found in Clarity can provide you a tool to help you find your light. Our journey to find our spiritual light can take us through some dark paths, which can test our strength both mentally and physically. During these times, is when our spirit and mind need to be strong. Our faith must lead us through these moments and help us find the light through the darkness. Allow yourself to open your mind to the possibility of a brighter path that awaits you around the turn ahead. Your strong faith and patience through hard times will result in a journey fulfilled and full of light: Clarity.

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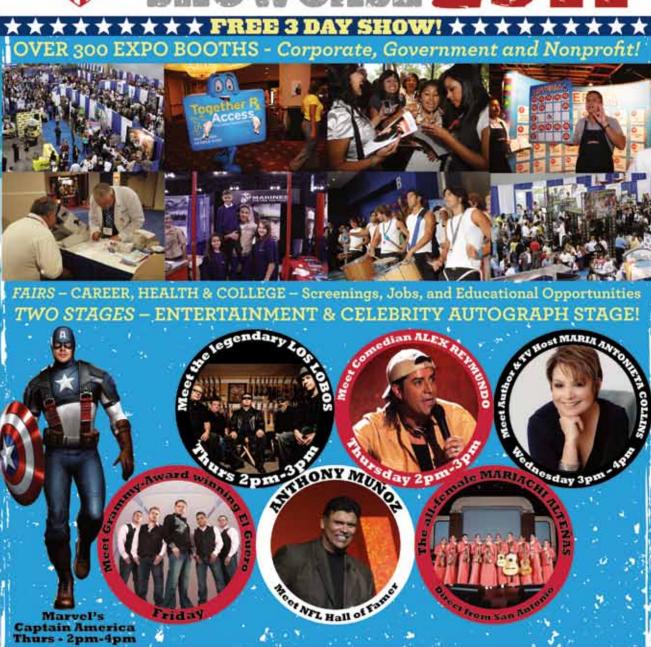






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JUNE 29 - JULY 1, DUKE ENERGY CONVENTION CENTER Wed - 10am-5pm, Thurs - 10am-7pm, Fri - 10am-4pm

Free Expo Latino & Workshops held in conjunction with LULAC's 82nd National Convention June 27- July 2 at Convention Center Secretary of Labor Hilds Solis, Secretary of Health & Human Services Kathleen Scholius and former President of Mexico Vicente For



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