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**Folder ID Number:** 13729-008

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**Folder Title:**  
Hispanic Education 9/24/90 [OA 83■6]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>26</b>	<b>20</b>	<b>7</b>	<b>3</b>

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(Hinchliffe/Grossman)  
September 19, 1990  
HISPANIC  
Draft Three

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PRESIDENTIAL REMARKS: HISPANIC HERITAGE MONTH  
September 24, 1990

Thank you and welcome. It wonderful to have Secretary Cavazos here today who's bringing such purpose and dedication to one of the toughest and most vital jobs in our administration -- and in our country. And, of course, this gathering would not be complete without our Secretary of the Interior - Manuel Lujan who is doing such a wonderful job heading a department crucial to both the economic growth and the beauty of this nation.

To all of you with us today: thank you for the generosity and true friendship of your greeting. [[ The one in our family who usually gets that kind of warm reception nowadays is our author -- Millie. But she's impossible to live with now that she's a bestseller. I gave her Alpo last night -- and she wanted to see a wine list. \\]]

My friends, I'm delighted you're here. This is really very special to me: the chance to celebrate Hispanic-American culture. More than just celebrate -- we have the opportunity to show we honor, admire and respect your proud ethnic heritage.

America is really not a melting pot, where everyone and everything merge into a bland sameness. Rather, it is a marvelous, living mosaic and to it, you contribute your bright culture and vital tradition. When Barbara and I lived in Texas, we saw the wonderful Hispanic communities which give that vibrant state so much of its character. And on a personal level -- my son, Jeb's wife and children are Hispanic-American, and we

cherish the wonderful richness they bring to our family. I remember how very proud Barbara and I were when little Noelle and her mariachi group sang at the First Lady's Luncheon during our Inauguration. / Your culture's dedication to the dignity of life -- and to faith; to family; and to freedom is an inspiration. These are the very principles on which our country was founded -- and they're the ideals which have been interwoven into the strong, bright fabric of your traditions for generations.

Your allegiance and support of family and community has always been at the very heart of your culture. I think of Dionicio Morales (Dee-oh-NEE-seeyo), an 80-year-old Californian who organizes Spanish-speaking nursing home residents to babysit. This fills a practical need, allowing Hispanic mothers to return to productive work; and it provides a multi-generational refusal to let the richness of your heritage become only a memory. \\

It is that special mission -- to preserve the culture of a people for the younger generations -- that must also be a part of education. Well, the theme of this year's Hispanic Heritage Month is "Education Excellence -- Key to Our Future." And while we celebrate your cultural education; we need to examine how we can improve the formal education this country offers. \\

It was Simon Bolivar who said: "Nations move toward the pinnacle of their greatness in proportion to their educational progress." We must see that education is the key to our future; to our identity as a nation; and to our very soul as a people.

But Hispanic-Americans are one of the most educationally

deprived segments of the U.S. population. As a country and a government -- that is our shame. We will correct it. And we will start now. \\\

Within five years, Hispanics will make up more than half the high school population in some major cities, such as Los Angeles. Within ten years, 12% of all school-age children will be Hispanic. By the middle of the next century, Hispanics will be the largest ethnic minority of our population -- with a median age of only 36.

This means that youth is the key to the flourishing of your community. But today less than 2/3 of Hispanic young people have a diploma. They are the most "at risk" group, with the highest dropout and illiteracy rate. We must figure out how to help them, how to equip them with the tools to enter a nation and a world where technology advances so rapidly that literacy, and analytical and technical skills are not luxuries, but essentials.

We must help education help you so that your children can enter the 21st century prepared to take their rightful place at the American table of opportunity. After all, yours is a history strong in education. In 1551, your Hispanic ancestors founded the first universities in the new world: 85 years before Harvard.

To ensure that Hispanic educational needs are met, last December, I founded the Hispanic Education Task Force under Secretary Cavazos. As a result of this task force's hearings, assessment and reflections, I am pleased to announce that I will sign today the Executive Order on Educational Excellence for Hispanic Americans to ensure that Hispanic education is the

priority it must and will be.

This Executive Order will first create the President's Advisory Commission on Educational Excellence for Hispanic-Americans. This group, made up of representatives of business, educational and community organizations, will advise on how to improve federal efforts for quality education for Hispanic-Americans. The order directs Cabinet agencies to be actively involved in helping advance educational opportunities for Hispanic Americans working with those serving the Hispanic community. Secretary Cavazos will also join with Governors from key states to develop criteria for a high school diploma for migrant workers and federal education programs will work to strengthen the involvement of parents and community groups in education.

But to be effective, we must get a "head start" for at risk Hispanic-American children. So our Head Start and Chapter One programs will intensify efforts to increase language development for preschool children.

I'm excited about these and the other efforts we at the federal level will be undertaking to give Hispanic-Americans the kind of first rate education they deserve. It's about time. There is much to do and we must do it together. We can't afford to wait -- or waste -- a generation. Together, let's answer the call: "Let tomorrow begin today." \

As my 6-year-old grandson Jebby taught me to say: "Vayan con Dios." God bless you, and the project we undertake today.

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(Hinchliffe/Grossman)  
September 19, 1990  
HISPANIC

PRESIDENTIAL REMARKS: HISPANIC HERITAGE MONTH  
September 23, 1990 South Lawn

(ACKNOWLEDGEMENTS)

- ✓ 1. MONTH
- ✓ 2. PERSIAN GULF
- ✓ 3. VALUES (family; religion; POL)
- ✓ 4a HERITAGE-CULTURE (Noelle; but what's imp. is now; important to maintain; diversity; contrib. to country; ancestors)
- ✓ 4b CULTURE THROUGH ED. (Theme of month)
- 5. HOW EDUC. HAS FAILED THEM (rates, etc.; our shame)
- 6. WHY EDUC. IMP. TO THEM (both largest group and advances of 20th cent. (C of C success))
- 7. EDUC. INIT. HISTORY
- 8. TASK FORCE ANNOUNCEMENT
- 9. CONCLUSION

- 1.
- Cavazos; Lujan
- 1,000; South Lawn
- every year; build around culture
- since 1968
- in 2 years: celebrate 500 years of Hispanic Heritage in this hemisphere

*Legueta*

- ~~4a.~~
- H-A contrib. enormously to economic, cultural and political life of country
- vital role in development of our great nation -- gifts and vision (contributions)
- proud heritage dating back to earliest exploration of New World
- maintain heritage even when mainstreamed
- proud Noelle sang in mariachi group -- first Ladies Luncheon at Inaugural
- immigrant heart reinvigorated our country; rejoice men and women brought their finest strengths, their bright culture and their ethnic tradition, and fit them into the vibrant mosaic that is America
- great infl. in history, but what's imp. is NOW
- rich legacy of search for essential freedom (came here from repressive regimes)
- Jb's wife and ch., HA, bring their dual heritage and wonderful culture to our family
- B and I spent a good part of our lives in Texas, and we've seen the wonderful H. communities which give that state so much of its character

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- Spain (F & US) cooperation agreement
- Spanish Hunting Birds
- Martin bank of America

THE WHITE HOUSE

Office of the Press Secretary

FOR IMMEDIATE RELEASE

August 6, 1990

The President today named Project Amigos, of San Antonio, Texas, as the two hundred fourteenth "Daily Point of Light." Project Amigos, an initiative of the Mexican American Unity Council, offers a positive after-school environment for young people.

Founded in 1987, Project Amigos coordinates recreational and educational activities for Hispanic youth. Parents are encouraged to participate in the activities, thereby stressing family unity and stability. The program involves young people in cultural and educational activities, such as visiting museums and attending plays, and it ensures that the students continue their education.

Throughout the school year, young people visit the center after school and on the weekends. Volunteers and staff tutor the youth in a variety of subjects and coordinate educational workshops. They also lead recreational activities, whereby the children spend time with family and friends. During the summer, the center is open throughout the day, offering a variety of recreational activities and continuity to the students' school work. Volunteers also lead camping trips and visits to nursing homes.

The President salutes Project Amigos as the two hundred fourteenth "Daily Point of Light." Daily Point of Light recognition is intended to call every individual, group, and organization in America to claim society's problems as their own by taking direct and consequential action; to identify, enlarge, and multiply successful initiatives, like Project Amigos; and to discover, encourage, and develop new leaders in community service, reflecting the President's conviction that, "From now on in America, any definition of a successful life must include serving others."

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FOR FURTHER INFORMATION CONTACT: Tracey Taylor or Jill Chodorov  
(202) 456-6266

Acente Flores  
512-978-0503

(Hinchliffe/Grossman)  
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HISPANIC  
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**National Commission on Children**

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**NEWS RELEASE**

**NATIONAL COMMISSION ON CHILDREN IN SAN ANTONIO TO STRESS  
IMPORTANCE OF EARLY CHILDHOOD DEVELOPMENT**

**-- MONDAY, NOVEMBER 27 & TUESDAY, NOVEMBER 28 --**

*call for  
arees*

FOR IMMEDIATE RELEASE:  
MONDAY, NOVEMBER 27, 1989

CONTACT: RENEE WESSELS  
(202) 254-3800

San Antonio, TX -- Arguing that the seeds of school failure are sown early in a child's life, U.S. Senator John D. (Jay) Rockefeller IV (D-WV) today initiated the second public hearing and visit of the National Commission on Children. Accompanied by Texas Senator Lloyd Bentsen (D-TX), Rockefeller and 20 fellow Commissioners began a series of site visits and prepared to convene a national public hearing on the importance of early childhood development to a child's later success in school and life.

"Too many American children arrive at the school house door unprepared to learn and at risk of failure," Rockefeller said. "Children who fail in the early years of school are often destined to further failures -- throughout their school years, in the job market, and often too sadly, throughout life."

Rockefeller, who is Chairman of the 36-member bipartisan Commission, stressed that there are huge costs to America as a nation when the talents of young children are squandered. "As an economy, we risk losing our competitive position in the world and our ability to ensure a decent standard of living to American families. As a democracy, we risk losing a citizenry with the education and the interest to tackle the tough issues which lie before us. As a society committed to equal opportunity, we risk creating a permanent underclass of young people who cannot hold a job, are outside the mainstream, and who face a lifetime as second class citizens."

During its afternoon site visits on Monday, November 27, Commissioners visited the Coronado-Escobar Elementary School in the heart of San Antonio's barrio, and the La Casa de Ninos Child Development Center.

At the Coronado-Escobar Elementary School, Commissioners were escorted by school principal David Gonzalez to a special education preschool program, a bilingual kindergarten class, and a program for parents learning English as a second language. The Coronado-Escobar School is in the Edgewood School District, one of the poorest in Texas,

-- more --

and illustrates educational programming that is culturally and ethnically sensitive. Ninety-nine percent of the 735 students at the school are Mexican-American; most of the families' incomes are at or below the poverty level.

Later in the afternoon, Commissioners were joined by Senator Bentsen when they visited the La Casa de Ninos Child Development Center. (Bentsen, who sponsored the legislation creating the Commission, also was on hand for a news conference with Senator Rockefeller at the Center.) The Center, which provides Head Start and child care services to 125 children, provided Commissioners with a first-hand look at the federally-funded Head Start program and other child care activities for infants and school-age children.

On Tuesday morning, November 28, Chairman Rockefeller will convene the national public hearing, entitled "Enhancing School Readiness: Support for Early Childhood Development". During the three and one-half hour hearing, Commissioners will hear from an array of experts on prospects for improving school success, the effectiveness of current programs in meeting children's developmental needs, and the challenges of meeting the needs of children at risk. Special attention will focus on children from low-income and migrant families, and those children with special educational needs, including physical and developmental disabilities.

An important part of the hearing will focus on the remarks of William Woodside who will open the hearing with an overview on the importance of early childhood development to America as a nation. Woodside is known nationally for his role as Vice Chairman of the Committee for Economic Development, an independent research and educational organization of over 200 business executives and educators, and as Chairman of Texas-based Sky Chefs and former Chairman and CEO of Primerica Corporation.

Other witnesses include: Barbara Bowman, Director of Graduate Studies, Erikson Institute, Chicago, Illinois; Sharon L. Kagan, Associate Director, Bush Center in Child Development and Social Policy, Yale University, New Haven, Connecticut; Aletha Wright, Administrator, Office of Child Care Development, Department of Human Services, State of New Jersey; Peggy Cortez, San Antonio parent and mother of three children; Fernando Guerra, Director, San Antonio Metropolitan Health District; Ann Sanford, Director, Chapel Hill Training/Outreach Center, and Co-Chair, North Carolina Interagency Coordinating Council for P.L. 99-457; and Valerie Bryant, San Antonio parent and mother of a child with disabilities.

The hearing is open to the public and will be held in the River Room of the Henry B. Gonzalez Convention Center from 9:00 a.m. to 12:30 p.m.

Commissioners attending part or all of the site visits and public hearing include: Commission Chairman John D. Rockefeller IV, U.S. Senator, State of West Virginia; Allan C. Carlson, Ph.D., President, The Rockford Institute, Rockford, Illinois; Nancy Daly, Founder, United Friends of Children, Los Angeles, California; Marian Wright Edelman,

President, Children's Defense Fund, Washington, D.C.; Theresa H. Esposito, Member, North Carolina House of Representatives; Martha Griffiths, Lt. Governor, State of Michigan; Adele Hall, Member, Board of Directors, Children's Mercy Hospital, Shawnee Mission, Kansas; Irving B. Harris, President and Director, Standard Shares, Inc., Chicago, Illinois; Betty Jo Hay, Former President, National Mental Health Association, Dallas, Texas; Mai Bell Hurley, President, Child Welfare League of America, Chattanooga, Tennessee; Kay C. James, Assistant Secretary of Public Affairs, Department of Health and Human Services, Washington, D.C.; Ruth Massinga, Chief Executive Officer, Casey Family Program, Seattle, Washington; Gerald W. McEntee, President, American Federation of State, County and Municipal Employees, AFL-CIO, Washington, D.C.; James D. Northway, M.D., President and CEO, Valley Children's Hospital, Fresno, California; A. Louise Oliver, Consultant, Department of Education, Washington, D.C.; Gerald (Jerry) P. Regier, Family Research Council of America, Washington, D.C.; Sarah Cardwell Shuptrine, President, Shuptrine and Associates, Columbia, South Carolina; Josey M. Velazquez, Executive Vice President, Hands in Action, Miami, Florida; David P. Weikart, Ph.D., President, High/Scope Educational Research Foundation, Ypsilanti, Michigan; Barry S. Zuckerman, M.D., Director, Division of Developmental and Behavioral Pediatrics, Boston City Hospital, Boston, Massachusetts; David Zwiebel, J.D., General Counsel and Director, Office of Government Affairs, Agudath Israel of America, New York, New York.

The National Commission on Children is a bipartisan body created by Congress and the President to develop a national policy agenda on children. Its mission is to develop recommendations to improve the health and well-being of children, and to enhance the capabilities of families to care for and nurture their children. The Commission's 36 members are a diverse group, including Members of Congress and other public officials, child health and development experts, children's advocates, business and labor leaders, and media personalities. The Commission is required to submit its final report to Congress and the President by March, 1991.

A media schedule for the Commission's visit and an agenda for the public hearing are attached.

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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

July 18, 1990

REMARKS BY THE PRESIDENT  
TO NATIONAL COUNCIL OF LA RAZA

The Omni Shoreham Hotel  
Washington, D.C.

1:17 P.M. EDT

THE PRESIDENT: Thank you all very much. Well, thank you so much for that welcome. I'm delighted to be here, and I had a little visit in the hall with the jefes, Raul and Tony -- (laughter) -- and Rita, Patricia, gave me the warm welcome. And I rode over here with Dr. Cavazos, our Secretary of Education, who is with us, and of whom I'm very, very proud. (Applause.) And, of course, I'm delighted to see Lou Sullivan, who's doing a superb job over at HHS, a major position in our administration. (Applause.)

I shouldn't quote Larry Cavazos, but he says, you know it's a strange world. He says, here I am Secretary of Education for the United States and I just met with the Minister of Education from Mexico. The Minister from Mexico's name is Bartlett; the Secretary from the United States' name is Cavazos. So I tell you -- (laughter and applause) -- things are really moving.

But again, I'm very proud of him. And I am grateful for this opportunity to appear before this distinguished group, to greet the National Council of La Raza; and pleased to see so many distinguished leaders from America's Hispanic service, education and business communities, all gathered here in our nation's capital.

And I want to thank the person whose brilliance, foresight and tenacity made this July gathering in Washington possible. I'm talking about the man who invented air conditioning. (Laughter.) It is hotter than blazes out there. (Laughter and applause.) And I'm delighted to be here. (Applause.)

Something about me, I'll tell you. It was hotter than blazes in Houston last week. We should have known it was coming because the weatherman that we consulted was the same guy who set up our summit with Gorbachev at Malta. (Laughter.) Some of you may remember that one.

But today, I did want to drop in; I'm on my way out to California in just a little bit. (Applause.) But to welcome you to Washington, and really to tell you how important I believe and our administration believes your efforts are.

I mentioned Dr. Cavazos, and, of course, Lou Sullivan. But I also wanted to salute an old comrade of mine in Congress, now a Secretary, Manuel Lujan, from New Mexico -- (applause) -- the Secretary of the Interior. But he and Larry, outstanding Cabinet secretaries, they do represent not only the new energy, and I would say leadership, Hispanic-Americans are bringing to our country, but also two of the most important priorities: The protection and use of our natural resources, and the excellence in education -- the quest for all-across-the-board excellence in education.

And, indeed, our administration has made educational assistance for Hispanic-Americans one of the top priorities of our campaign to revive national educational excellence. And you heard

MORE

from Larry yesterday in some detail, I understand. But, look, we will seek and we will demand educational excellence for all America. And that means reforms like giving parents a choice in their children's education and educational excellence for all Americans. (Applause.)

Let me just touch -- without being redundant here and repeating what Dr. Cavazos has said -- on just a few of our most important efforts. Last December, we launched a new effort, specially designed to assist Hispanic-Americans, and developed in part with the assistance and advice that we received from many right here at this table and in this room today. They helped us develop -- you all, helped us develop this program. And I directed our Secretary of Education to form what we call the Hispanic Education Task Force. And it is aimed not only at identifying educational obstacles, but also -- and I'd say this is more a part of it -- educational opportunities.

Larry has told me that the work of the Task Force is well underway, seeking new ways to improve federal education programs that basically serve Hispanic-Americans and seeking ways to make them better. We need to focus on finding solutions.

And you, who are a proud part of the La Raza tradition, have also been one of those solutions. Efforts like Project Second Chance, the Family Reading Program -- and I wish Barbara Bush were here to -- (applause) -- I wish Barbara were here to tell you how moved she is by that effort on a nationwide basis -- and Project EXCEL; all designed to help Hispanic community organizations become effective partners with the schools. And they're already making a difference for thousands of young Americans. And, look, I view it as a national goal that this unacceptable dropout rate for Hispanic kids come down, way down below the national average. (Applause.)

I don't want to overstay my welcome. I was told to have very brief remarks, and our time today is short. And if I'm not out of the hotel by 2:00 p.m., they'll probably charge me for an extra room. (Laughter.) So another day you know. (Laughter.)

Let me just address briefly one of the most important priorities of our administration and this is a current subject: helping to build a better America where the doors of opportunity are open to every citizen and every child.

And I hope you now where I have stood and always stand on the civil rights matters. And the Civil Rights Commission has been reauthorized. I think that's proper. The Hate Crimes Statistics Act is now the law of the land. And I will sign another, I would say, historic piece of legislation next week. And I'm talking about the Americans with disabilities act. (Applause.)

And for the past several months, we have been working diligently to make another civil rights law a reality. And I met with many of you at the White House back May -- several of you -- Mario Moreno of MALDEF, Mexican American Legal Defense and Education Fund, you know him. Jesse Qintero of LULAC was there. Raul was there. But I told Raul that I wanted to sign the civil rights bill of 1990, and not a quota bill of 1990.

Morris Abram, a very respected American now serving as an ambassador over in Geneva, but really I think it's fair to say known as a champion of civil rights, recently wrote me about the bill that's before the Congress right now, urging me to oppose the bill as currently written. And he told me, look -- here's this quote: "All my life, even in the darkest days of segregation in Georgia I fought against the principle of color preference, then known as white supremacy." This bill, he pointed out, would achieve precisely what the '64 Civil Rights Act stood four-square against."

And he recalled Frederick Douglass' famous statement of 1871. And here was that quote: "Equality of numbers has nothing to do with equality of attainment." And we all know quotas aren't

right. They are not fair. They divide society instead of bringing people together. And as leaders and representatives of the Hispanic-American community, I owe it to you to see that this legislation does not say to the young kids, you only fit in if you fit into a certain numbered quota. That is not the American dream.

And I gave Raul a commitment back in May that I want desperately, I want very much to sign a civil rights bill. And I did then, and I still do.

And yesterday's announcement marked only the end of a chapter, not the end of a campaign, because today I just met with some on the Republican side of the aisle. Talks are still going on. And we renew the fight for a civil rights bill that I can sign. But I want to ask for your help to make the changes. And we're talking now about legal changes -- they're relatively small -- to make the changes needed to ensure that a bill does not result in quotas that could somehow inadvertently work to the detriment of the very kids you all are trying to help. Changes needed to ensure a bill that will protect the rights of all Americans, and injure the rights of none.

From the time it was first launched in '68, your National Council, Council of La Raza, has played a unique role in helping to improve opportunities for Americans of Hispanic descent. And I think that the success -- I know sometimes you see only the problems out there, and it's proper you keep them in focus -- but I think the success of your efforts is evident in the many success stories that are represented throughout this room. And so I came over here today to salute you for the important work that you do. By working today for Hispanic-Americans, you're building a better tomorrow for all Americans.

As President of the United States, I want to do my part. I want a lead for equity. I want a lead in the field of education. And I, again, am grateful for the support I receive there. I want to take the crusades that Dr. Sullivan is involved in to get better health care out there for our people and be as of the much leadership and support for those initiatives as I possibly can.

And some of you know that with me this is more than a passing interest. And I would just say to you keep up the good work for La Raza. It inspires the American people. And I want to do my part.

Thank you all. And God bless you. Thank you very, very much. (Applause.)

END

1:30 P.M. EDT

Our nation -- and our party -- need your contributions. Tonight is a night to take pride in all you've done -- and take home with you a commitment to write the next chapter in the success story of Hispanic American achievement.

Once again, thank you. God bless you, and God bless the United States of America.

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National Commission on Children

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NEWS RELEASE

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**-- MONDAY, NOVEMBER 27 & TUESDAY, NOVEMBER 28 --**

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San Antonio, TX -- Arguing that the seeds of school failure are sown early in a child's life, U.S. Senator John D. (Jay) Rockefeller IV (D-WV) today initiated the second public hearing and visit of the National Commission on Children. Accompanied by Texas Senator Lloyd Bentsen (D-TX), Rockefeller and 20 fellow Commissioners began a series of site visits and prepared to convene a national public hearing on the importance of early childhood development to a child's later success in school and life.

"Too many American children arrive at the school house door unprepared to learn and at risk of failure," Rockefeller said. "Children who fail in the early years of school are often destined to further failures -- throughout their school years, in the job market, and often too sadly, throughout life."

Rockefeller, who is Chairman of the 36-member bipartisan Commission, stressed that there are huge costs to America as a nation when the talents of young children are squandered. "As an economy, we risk losing our competitive position in the world and our ability to ensure a decent standard of living to American families. As a democracy, we risk losing a citizenry with the education and the interest to tackle the tough issues which lie before us. As a society committed to equal opportunity, we risk creating a permanent underclass of young people who cannot hold a job, are outside the mainstream, and who face a lifetime as second class citizens."

During its afternoon site visits on Monday, November 27, Commissioners visited the Coronado-Escobar Elementary School in the heart of San Antonio's barrio, and the La Casa de Ninos Child Development Center.

At the Coronado-Escobar Elementary School, Commissioners were escorted by school principal David Gonzalez to a special education preschool program, a bilingual kindergarten class, and a program for parents learning English as a second language. The Coronado-Escobar School is in the Edgewood School District, one of the poorest in Texas,

-- more --

and illustrates educational programming that is culturally and ethnically sensitive. Ninety-nine percent of the 735 students at the school are Mexican-American; most of the families' incomes are at or below the poverty level.

Later in the afternoon, Commissioners were joined by Senator Bentsen when they visited the La Casa de Ninos Child Development Center. (Bentsen, who sponsored the legislation creating the Commission, also was on hand for a news conference with Senator Rockefeller at the Center.) The Center, which provides Head Start and child care services to 125 children, provided Commissioners with a first-hand look at the federally-funded Head Start program and other child care activities for infants and school-age children.

On Tuesday morning, November 28, Chairman Rockefeller will convene the national public hearing, entitled "Enhancing School Readiness: Support for Early Childhood Development". During the three and one-half hour hearing, Commissioners will hear from an array of experts on prospects for improving school success, the effectiveness of current programs in meeting children's developmental needs, and the challenges of meeting the needs of children at risk. Special attention will focus on children from low-income and migrant families, and those children with special educational needs, including physical and developmental disabilities.

An important part of the hearing will focus on the remarks of William Woodside who will open the hearing with an overview on the importance of early childhood development to America as a nation. Woodside is known nationally for his role as Vice Chairman of the Committee for Economic Development, an independent research and educational organization of over 200 business executives and educators, and as Chairman of Texas-based Sky Chefs and former Chairman and CEO of Primerica Corporation.

Other witnesses include: Barbara Bowman, Director of Graduate Studies, Erikson Institute, Chicago, Illinois; Sharon L. Kagan, Associate Director, Bush Center in Child Development and Social Policy, Yale University, New Haven, Connecticut; Aletha Wright, Administrator, Office of Child Care Development, Department of Human Services, State of New Jersey; Peggy Cortez, San Antonio parent and mother of three children; Fernando Guerra, Director, San Antonio Metropolitan Health District; Ann Sanford, Director, Chapel Hill Training/Outreach Center, and Co-Chair, North Carolina Interagency Coordinating Council for P.L. 99-457; and Valerie Bryant, San Antonio parent and mother of a child with disabilities.

The hearing is open to the public and will be held in the River Room of the Henry B. Gonzalez Convention Center from 9:00 a.m. to 12:30 p.m.

Commissioners attending part or all of the site visits and public hearing include: Commission Chairman John D. Rockefeller IV, U.S. Senator, State of West Virginia; Allan C. Carlson, Ph.D., President, The Rockford Institute, Rockford, Illinois; Nancy Daly, Founder, United Friends of Children, Los Angeles, California; Marian Wright Edelman,

President, Children's Defense Fund, Washington, D.C.; Theresa H. Esposito, Member, North Carolina House of Representatives; Martha Griffiths, Lt. Governor, State of Michigan; Adele Hall, Member, Board of Directors, Children's Mercy Hospital, Shawnee Mission, Kansas; Irving B. Harris, President and Director, Standard Shares, Inc., Chicago, Illinois; Betty Jo Hay, Former President, National Mental Health Association, Dallas, Texas; Mai Bell Hurley, President, Child Welfare League of America, Chattanooga, Tennessee; Kay C. James, Assistant Secretary of Public Affairs, Department of Health and Human Services, Washington, D.C.; Ruth Massinga, Chief Executive Officer, Casey Family Program, Seattle, Washington; Gerald W. McEntee, President, American Federation of State, County and Municipal Employees, AFL-CIO, Washington, D.C.; James D. Northway, M.D., President and CEO, Valley Children's Hospital, Fresno, California; A. Louise Oliver, Consultant, Department of Education, Washington, D.C.; Gerald (Jerry) P. Regier, Family Research Council of America, Washington, D.C.; Sarah Cardwell Shuptrine, President, Shuptrine and Associates, Columbia, South Carolina; Josey M. Velazquez, Executive Vice President, Hands in Action, Miami, Florida; David P. Weikart, Ph.D., President, High/Scope Educational Research Foundation, Ypsilanti, Michigan; Barry S. Zuckerman, M.D., Director, Division of Developmental and Behavioral Pediatrics, Boston City Hospital, Boston, Massachusetts; David Zwiebel, J.D., General Counsel and Director, Office of Government Affairs, Agudath Israel of America, New York, New York.

The National Commission on Children is a bipartisan body created by Congress and the President to develop a national policy agenda on children. Its mission is to develop recommendations to improve the health and well-being of children, and to enhance the capabilities of families to care for and nurture their children. The Commission's 36 members are a diverse group, including Members of Congress and other public officials, child health and development experts, children's advocates, business and labor leaders, and media personalities. The Commission is required to submit its final report to Congress and the President by March, 1991.

A media schedule for the Commission's visit and an agenda for the public hearing are attached.

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# The National Hispanic Reporter

An Independent Newspaper Addressing National Hispanic Issues

Volume I, Number 1

Washington, DC

September 1990

## NCLR Supports Repeal of Employer Sanctions

Washington, DC -- In late March, an independent branch of the federal government, the General Accounting Office (GAO), released a report which confirmed that our national immigration policy is causing massive employment discrimination against Hispanics. In 1986 Congress passed the Immigration Reform and Control Act, an attempt both to legalize the undocumented persons working within the United States and to control illegal immigration by fining employers who continued to hire people unauthorized to work. Despite the benefits which legalization provided to many Hispanics, National Council of La Raza and other major ethnic and religious organizations opposed the bill on the grounds that the latter provisions, known as employer sanctions, would cause massive employment discrimination against Hispanics and Asians. The GAO's findings have verified these fears and confirmed a number of independent studies which also found that enormous levels of discrimination have directly resulted from the law.

More specifically, the GAO concluded that 461,000 employers are discriminating based on "foreign" appearance or accent; 346,000 employers are unlawfully requesting work authorization documentation only to those with "foreign" characteristics; and, 430,000 employers are responding to the threat of employer sanctions by hiring

only U.S. citizens, thus illegally discriminating against those legally in the country and authorized to work. In addition, the GAO determined that this discrimination



Raul Yzaguirre  
NCLR President

was occurring throughout the country, although more frequently in areas with high Hispanic and Asian populations, in a range of industries, and in firms of all sizes.

In response to concerns about discrimination,  
See Sanctions, pg. 2

## COSSMHO Appeals to HHS Secretary for Hispanic Health Parity

Washington, DC -- In a letter to HHS Secretary Louis Sullivan, Dr. Jane Delgado, President and CEO of the National Coalition of Hispanic Health and Human Services Organizations outlined recommendations for the formulation of *Healthy People 2000*. Expressing concern over a letter from Deputy Assistant Secretary for Health J.M. McGinnis where he writes "The benchmarks of this whole initiative are feasibility and reality. *Healthy People 2000* is specifically meant to be a realistic guide to national opportunities to make improvements in health. It is not principally a rhetorical exercise."

In Dr. Delgado's letter to Secretary Sullivan she states: "I offer that the elimination of health disparity between minority and non-minority Americans is not an exercise in rhetoric, but rather an application of vision. It is of vital importance that: 1) subobjectives for minority groups be included in all of the categorical priority areas, 2) an overall priority area for minority health be established, and 3) all objectives reflect the goal of eliminating the health gap between minority and non-minority communities."



Dr. Jane Delgado  
President and CEO of COSSMHO

me that minority-specific objectives could not be incorporated into *Healthy People 2000*, without data to confirm that a given minority population is at high risk. However, Ashley Files of DHHS, in testimony before the Committee on Health and Vital Statistics, reported that 10 to 15 percent of the current objectives do not have baseline data and that 'indicative' data was being used when baseline data was not available.  
See COSSMHO, pg. 2

## MALDEF Endorses Civil Rights Act

Los Angeles, CA -- For 25 years, America made steady progress toward the eradication of sex, race, and national origin discrimination. The civil rights movement provided the catalyst for the implementation of many laws prohibiting discrimination and promoting equal opportunity in this country. One of the most instrumental

laws passed during this era is Title VII of the Civil Rights Act of 1964, which prohibits employment discrimination on the basis of sex, race, religion, and national origin. During the period immediately following the enactment of the Civil Rights Act, the Supreme Court acted as the primary protector of individual rights, upholding and strengthening the statute that prohibit discrimination in the workplace.

In June 1989, the Supreme Court handed down five decisions that caused extensive damage to existing civil rights and equal employment opportunity laws. The collective impact of these five decisions limits the scope and alters the original intent of many civil rights statutes, making it more difficult and more expensive for victims of discrimination to get into court and to prove discrimination. To date, hundreds of cases have already been dismissed as a result of these decisions.

In order to repair this damage to our civil rights laws, the Civil Rights Act of  
See MALDEF, pg. 2

## Niño Elected President of USHCC

Washington, DC -- On July 19, the United States Hispanic Chamber of Commerce (USHCC) Washington, DC office and Chevron USA Inc. hosted a reception to honor the newly elected President and CEO Jose F. Niño at the National Press Club.

Honorary Chairpersons for the event included The Honorable Lauro F. Cavazos, Secretary of Education; The Honorable Manuel Lujan, Jr., Secretary of the Interior; and The Honorable Esteban E. Torres, House of Representatives (D-CA).

As President of the USHCC, Niño brings many years of experience working with Hispanic business and professional organizations as well as an extensive background as a Chicago business owner, to the nation's foremost Hispanic business organization.

In his new capacity as President/CEO of the USHCC, Niño's responsibilities include meeting with corporate leaders, government officials and members of Congress on behalf of the USHCC, to communicate the issues impacting the nearly 400,000 Hispanic business enterprises

operating in the United States, and to influence regulatory and legislative developments in a manner that will foster the growth of the Hispanic business community and advance Hispanics at large. "It is an opportunity to serve my community and help them realize the American dream," says Niño.

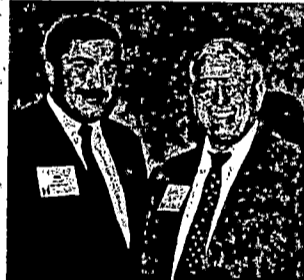


Photo by Luis Malpartida  
USHCC President Jose F. Niño and Secretary of the Interior Manuel Lujan

For information regarding the USHCC, contact: Veronica Goubault, USHCC Washington Liaison, 111 Massachusetts Ave. N.W. Suite 200, Washington, DC 20001 (202) 789-2717.

### In This Issue

Hispanic Heritage Month Events  
Fall Conference Schedules  
Highlights of Hispanic Organizations

## From the Publisher and Editor-in-Chief

Newspapers are at the heart of democracies. It's no great surprise therefore that the first amendment to the United States Constitution should be about freedom of the press. It's in the spirit of democracy and the Constitution that we offer The National Hispanic Reporter. Perhaps equally important, though, we represent The National Hispanic Reporter as a forum for American Hispanic leadership everywhere.

The British MP Neil Kinnock credited his rise of passage from poverty to power to institutions created by the poor for their own empowerment since, most often, mainstream British institutions were beyond the reach of the British poor.

Like African Americans, everywhere in the United States Hispanics too need their own institutions because mainstream American institutions are not and have not been sufficiently responsive to the growing and pressing needs of Hispanics—some 26 million strong (counting Puerto Ricans on the Island.)

We are pleased by the response from national Hispanic organizations for a forum like The National Hispanic Reporter, owing, perhaps, to the fact that we all recognize the lacunae in the American media about Hispanic views on national issues let alone any coverage about the critical issues confronting Hispanics as we close out the last decade of the 20th century. The Re-

porter will cover national Hispanic organizations and what they are doing in education, civil rights, health, business, housing, politics. The whole magillah.

We are not messianic about The National Hispanic Reporter; we need thousands of Hispanic newspapers to tell our story which really needs to be told in the pages of mainstream newspapers across the country. That's a consummation devoutly to be wished. Hopefully, the presence of The National Hispanic Reporter will hasten that consummation. Vamos a ver.

We want to express our gratitude to the following organizations for their contributions to our first issue: National Council of La Raza, COSSMHO, U.S. Hispanic Chamber of Commerce, ASPIRA, MANA, LULAC, MALDEF, Congressional Hispanic Caucus, National Association of Cuban American Women, National Association of Latino Elected and Appointed Officials, National IMAGE, Hispanic Association of Colleges and Universities, National Puerto Rican Coalition, Society of Hispanic Professional Engineers, National SER, Washington Council of Hispanic Employment Managers, and the Organization of American States. We will be reporting on these and a number of other national Hispanic organizations and their issues of concern in future publications.



Andres Tobar  
Editor-in-Chief



Dr. Felipe de Ortega y  
Gasca, Publisher

### COSSMHO, from pg. 1

Certainly, findings of the Hispanic Health and Nutrition Examination Survey provide us with the necessary starting point for incorporating objectives for Hispanic communities under all of the categorical priority areas," Delgado stated.

The document entitled "Healthy People 2000" will shape disease prevention/health promotion initiatives for the next decade and it currently falls short of seriously addressing the needs of Hispanics. It effectively omits Hispanic concerns from this nation's health care agenda for the next ten years.

Of particular concern to COSSMHO is the lack of attention paid to the data needs of Hispanics, and the Catch-22 situation that Healthy People 2000 is putting the Hispanic community in. Specifically, several of COSSMHO's suggestions for objectives to address critical Hispanic health issues were not accepted because of the lack of convincing baseline data. Yet the surveillance/data needs section, which will be significant in determining the various foci of data collection initiatives, is based primarily on existing objectives, of which very few specifically target Hispanics. Without convincing baseline data, PHS seems unwilling to add objectives to deal with Hispanic health status, and without such objectives the justification for Hispanic targeted surveillance is nonexistent.

*(Editor's Note: The preceding article was taken in part from The COSSMHO Reporter.)*

### MALDEF, from pg. 1

1990 was introduced earlier this year in the Senate and the House. This legislation would reverse the Supreme Court decisions and will restore the statutory civil rights protection of every American.

The Civil Rights Act of 1990 (S. 2104 in the Senate, and H.R. 4000 in the House) was the subject of extensive committee hearings in February and March, hearings which overwhelmingly confirmed the need for the legislation. The respective committees thereafter approved the legislation by wide bipartisan margins. The bills are now expected to be debated and voted upon by the full Senate and House in late June or in July.

**LEGISLATIVE UPDATE** The legislation passed the Senate with 65 votes in support, two votes shy of the required two-thirds necessary to override a threatened Presidential veto. The House voted 272 in favor of the legislation, 12 votes short of the required 284 needed for a Presidential veto override.

*Cont'd on next column*

### SANCTIONS, from pg. 1

nation, in 1986 Congress added several protective measures to the legislation, including a mandate for the GAO to determine whether discrimination was indeed occurring. Under this mandate, by finding a "wide-spread pattern" of discrimination attributable solely to employer sanctions the March GAO report triggered a 30 day window in which Congress could have repealed employer sanctions through an expedited procedure. The 30 days have come and gone and despite pressure from NCLR and other groups, Congress has failed to act decisively to end the discriminatory policy it had adopted.

The Senate has held two hearings focusing on the GAO report, the second of which incorporated a panel of representatives from organizations supporting repeal. NCLR President Raul Yzaguirre voiced NCLR's strong support for repeal as the only effective, as well as moral, solution to the potentially devastating impact of employer sanctions on the employment rights of Hispanic Americans. The House of Representatives delayed holding even so much as a hearing until June 27. This hearing, at which Yzaguirre again called for repeal of sanctions, focused on H.R. 4421, legislation introduced by Congressman John Bryant (D-TX) that calls for public education on employer sanctions, strengthened anti-discrimination provisions, and additional GAO studies. Yzaguirre characterized these proposals as being "too little, too late."

Hope for repeal is now coalescing around legislation introduced in the Senate by Senator Orrin Hatch (R-UT) and Edward Kennedy (D-MA) and in the House of Representatives by Congressman Edward Roybal (D-CA). In addition to repealing employer sanctions, these bills would increase penalties for harboring and smuggling undocumented immigrants; strengthen border patrol and the enforcement of labor laws.

In large part, however, repeal of employer sanctions will depend on a national outcry against the discrimination they have caused.

According to MALDEF Spokesman Mario Moreno, the two bills are expected to go to Conference Committee no later than early September. If additional members of both Houses change their vote so that both Houses obtain the two thirds needed for a Presidential override, it may convince the President to sign the legislation.

*(The preceding article was provided to The Reporter by MALDEF.)*

## National IMAGE, HACU, and OPM Sign Project Partnership

In a precedent setting agreement, National Image Inc., The United States Office of Personnel Management (OPM), and the Hispanic Association of Colleges and Universities (HACU) will work together to improve participation of Hispanics in the federal government.

The Memorandum of Understanding was signed by the Director of OPM, Ms. Constance Newman; President of HACU, Dr. Antonio Rigual; and President of Image, Manuel Olivarez. The agreement reads:

"This represents a formal agreement between National Image, Inc., the Hispanic Association of Colleges and Universities (HACU), and the U.S. Office of Personnel Management (OPM). The parties agree to coordinate and consult on matters relating to promotion of Federal student employment programs as an avenue to increasing the representation of Hispanics in the Federal work force.

"We agree to carry out all terms outlined in the agreement."

### The National Hispanic Reporter

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## HACU Conference at Chicago September 23 to 25, 1990

From September 23-25, the Hispanic Association of Colleges and Universities will host their fourth annual meeting in Chicago at the Midland Hotel located in the heart of downtown Chicago.

The Hispanic Association of Colleges and Universities (HACU) is a national organization dedicated to bringing together the member colleges and universities with potential resource providers to promote the institutions' development; improve access to and the

quality of postsecondary educational opportunities for Hispanic students; and to meet the needs of business, industry and government through the development and sharing of resources, information and expertise.

For more information on HACU contact Dr. Antonio Rigual, HACU President, 411 S.W. 24th Street, San Antonio, Texas 78207-4617. Call (512) 433-1501 and ask for the Annual Meeting Registration Desk, if you wish to attend the meeting.

## Environmental/ Public Health Fact Sheets in Spanish

The Environmental Defense Fund (EDF), a national non-profit organization which links science, economics and law to create innovative solutions to today's environmental problems, has translated environmental/public health fact sheets into Spanish. They are excellent sources of information for teachers, public health professionals, social workers and anyone who is interested. If you would like to receive free copies, please contact the Environmental Defense Fund, 1616 P St. NW, Washington, DC 20036 (202) 387-3500.

## Labor Dept. Sues California Farmer

Washington—Secretary of Labor Elizabeth Dole announced that her department has filed suit against a Ventura County, CA flower grower who is currently under federal indictment on slavery charges for allegedly holding workers in human bondage.

Dole said the Department of Labor suit was filed on behalf of an estimated 400 undocumented immigrants and domestic workers to collect unpaid back wages that could substantially exceed \$1 million.

The civil suit, filed in U.S. District Court in Los Angeles, named the Griffith-Ives Co. of Somis, a multi-million dollar ornamental flower and greenery business, and the firm's owner, Edwin M. Ives of Los Angeles.

Secretary Dole said, "Basic worker protections are a right for those employed in the United States and I intend to enforce the law to protect workers against inhumane 'slavery' treatment. Our initial investigation shows that as many as 400 workers, including many undocumented Mexican nationals, were grossly underpaid in violation of the Fair Labor Standards Act. This exploitation cannot be condoned, and we will seek to recover back wages and liquidated damages for these individuals."

Ives, his company and seven defendants were indicted May 29 by a federal grand jury that returned 15 counts charging the group with slavery, civil rights and labor law violations at the 50-acre Griffith-Ives farm and flower processing facility some 50 miles northwest of Los Angeles. That action, a criminal proceeding of the

U.S. Justice Department, will be prosecuted separately from the Labor Department's civil action.

William C. Buhl, regional administrator of the Labor Department's Wage and



Elizabeth Dole  
U.S. Secretary of Labor

Hour Division in San Francisco, said his agency will seek to recover unpaid back wages involving minimum wages and overtime due workers employed at the farm since January 1987.

According to Buhl, "Today's Labor Department suit, in addition to seeking back wages and an equal amount in damages, also asks the court to enjoin Ives and his company from any future violations of the law, including recordkeeping and shipping provisions."

personnel departments, flagged for special attention in minority recruitment programs. Candidates should send their resumes or Standard Form (SF)-171 indicating areas of specialization, date of availability and employment locations of preference to: Liz



John Stratman, President  
DC HEP Managers Council

Trujillo, Chairwoman, Vacancy Outreach Committee, Washington, DC Council of HEP Managers, P.O. Box 44351, L'Enfant Plaza Station, Washington, DC 20026-4351 (703) 358-2069.

John Stratman, President of the Washington, DC Council of HEP Managers wants

## Cavazos Signs Education Agreement with Mexico

Nuevo Laredo, Mexico, Aug. 17—U.S. Education Secretary Lauro F. Cavazos and Mexican Secretary of Public Education Manuel Bartlett Diaz today signed a Memorandum of Understanding (MOU), establishing closer U.S.-Mexican ties on education issues and programs.

Cavazos hailed the signing as "an historic occasion" that will enhance the already strong ties that exist between our two great nations.

"Education is fundamental to political freedom, economic prosperity, and mutual understanding—goals which we share," Cavazos said. "I have looked forward to this day and am proud to join Secretary Bartlett in this agreement which will enable us to learn from each other, strengthen our relationship and better educate our children."

The MOU follows almost a year of discussions between Cavazos and Mexican officials. The document creates a framework for "the expansion of mutually beneficial cooperation and exchanges..."

The agreement commits the U.S. Department of Education and the Secretariat of Public Education of Mexico to the exchange of official delegations. Mexican officials will go to Washington this fall; U.S. officials will visit Mexico City some months later.

The two secretaries also agreed to co-host a "border conference" in the winter of 1991 to be attended by educators and administrators from the southwestern U.S. and northern Mexico. Among elementary-secondary education issues to be discussed are "teaching of English in Mexico and Spanish in the United States, teacher exchange, migrant education, educational administration, educational research and innovation and improvement of intercultural understanding." The higher education

agenda will include "technological education, teacher education, and professional development in the field of education."

Other specific actions, mandated by the



Lauro F. Cavazos  
U.S. Education Secretary

MOU, are initiatives to explore opportunities to have Mexican teachers enroll in graduate-level classes in the U.S.; develop new teacher-exchange models; cooperate at the postsecondary level in technological education, including exchanges of personnel and information; involve Mexican teachers and school administrators in U.S. training sessions under the Eisenhower Math/Science Teacher Training Program; develop a cooperative Migrant Student Record Transfer System, based on the American electronic network.

The agreement is effective September 1, 1990 and remains in effect until December 31, 1991, with provisions for successive two-year extensions.

## Hispanic Advocacy in the Federal Govt.

The implementation arm of the federal government's Equal Employment Opportunity policy as it relates to Hispanics is the Hispanic Employment Program. It has hundreds of government employees - almost 300 in Washington, D.C. - whose job responsibilities are making contact with, informing and helping qualified U.S. Hispanics who are interested in entering federal government service. HEP Managers also promote understanding of Hispanic culture throughout the U.S. Government and in all their contacts with the general public. The HEP was born in the Nixon Administration in the early 1970's as "The 16 Point Program" to boost Hispanic employment.

The HEP managers are normally assigned to the Equal Employment Opportunity and Human Resources Divisions of their respective agencies. The HEP Managers for each Department and Agency are members of the Washington, D.C. Council of HEP Managers. Because these managers have more centralized information on government policy, they provide a critical role in their respective agencies in the hiring of Hispanics.

For Hispanics seeking federal employment, the HEP office provides a federal job network. Hispanic job applicants are placed in the HEP Computerized Candidate Re-

## LULAC National Headquarters to Open in Washington, DC

The national office of LULAC will be reestablished in Washington, D.C. in early September, according to Jess Quintero, LULAC National Vice President for the Northeast. Quintero also reported that LULAC National President Jose Velez has appointed Henry Garcia of San Antonio to the position of Director of Management and Operations in the National office in Washington. George Cantu of California has been named Executive Director and will be working out of the LULAC National President's office in Las Vegas, Nevada. The address of the LULAC National President is 900 E. Karen, Suite C-215, Las Vegas, Nevada 89109 (702) 737-1240.

meeting of the Council will take place on Wednesday September 26, 1990 from 1:00-3:00pm in the Buffet Conference Room of the Department of Interior located at 18th & C Sts. NW, Washington, DC. For more

## MALDEF Benefit

The Mexican American Legal Defense and Education Fund invites you to join the organization for an evening of theatre

Les Miserables

October 13, 1990

National Theatre  
1321 Pennsylvania Avenue, N.W.  
Washington, D.C.

Please join us for this special event in the nation's capital

For more information please call (202) 628-4074

\$100 Sponsor  
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\$2,500 Benefactor

## Hispanic Heritage Month Highlights

September 9 LULAC 10K & 3K Run for Health at East Potomac Park in Washington, D.C. Proceeds from the event will go to The Family Place, an agency providing prenatal care for indigent Hispanic women. The event is sponsored by six LULAC Councils from the Washington metro area. For more information call (703) 379-7487.

September 17 10:00am-12:00pm The Kick-off for National Hispanic Heritage Month. Rayburn Courtyard of the Rayburn House Office Building. Guest Speaker: Honorable Lauro F. Cavazos, Secretary of Education. The theme of this year's commemorative period is: "1492-1992, 500 Years of Hispanic Heritage . . . Education Excellence-Key to Our Future." The event is co-sponsored by the Washington Council of Hispanic Employment Program Managers and the Congressional Hispanic Caucus.

September 19 Hispanic Designer's Gala, Grand Hyatt Hotel. Contact: Grace Landin (202) 452-0092.

September 24 Annual Hispanic Pride Awards, Organization of American States, OAS Building.

September 25 7:30am-10:30am Hispanic Education Forum at the Washington Hilton Hotel. Sponsored by CHC and the National Hispanic Corporate Council. Contact: Frank Newton (703) 642-1884.

September 26 3:00pm-5:00pm Awards Tea for Latina Leaders Sponsored by the Mexican American Women's National Association. Call (202) 822-7888.

## Meet the Congressional Hispanic Caucus

Organized in December 1976 as a bipartisan group, the Congressional Hispanic Caucus includes twelve Members of Congress of Hispanic descent. The Caucus is dedicated to voicing and advancing, through the legislative process, issues affecting Hispanics in the United States and the insular areas.

Organized as a Legislative Service Organization under the rules of Congress, the Caucus is comprised solely of Members of the United States Congress. Under these rules, Associate Membership is offered to dues paying members of Congress who are not of Hispanic descent, but who wish to support the Caucus and assist its efforts on behalf of Hispanics across the nation. With its Associate Members, Caucus membership represents twenty states and three insular areas.

The Caucus monitors legislative action as well as policies and practices of the Executive and Judicial branches of government. Legislative priorities of the Caucus have included: voting rights, civil rights, administration of justice, hunger, education, employment, immigration, small business and U.S. foreign policy towards Latin America.

This year, the Chairman of the Congressional Hispanic Caucus is Congressman Kika de la Garza (D-TX). Other members include Ron de Lugo, Vice-Chair-

September 25 Evening Congressional Hispanic Caucus Institute Annual Banquet, Washington Hilton Hotel. Call (202) 543-1771



Rita Moreno, Mistress of Ceremonies  
CHC Banquet

September 26 5:00pm-7:00pm Hispanic Literacy Tribute Reception. Contact: Sally Torres (214) 631-3999.

September 26 National Council of La Raza Congressional Awards Banquet. Contact: Eileen Torres (202) 289-1380.

October 3 A Congressional Hearing on "High Tech Opportunities for Hispanics", co-sponsored by Congressman Esteban Torres' Subcommittee on Environment and Labor.

man, (D-VI), Ileana Ros-Lehtinen, Sec.-Treas. (R-FL), Edward R. Roybal, (D-CA), Matthew G. Martinez, (D-CA), Solomon P. Ortiz, (D-TX), Bill Richardson, (D-NM), Esteban E. Torres, (D-CA), Ben Blaz, (R-Guam), Albert Bustamante, (D-TX), Jaime B. Fuster, (D-PR), and Jose Serrano, (D-NY).



Kika de la Garza (D-TX)  
Chairman, CHC

For more information contact: Margarita Roque, Executive Director, Congressional Hispanic Caucus, House Annex II-Room 557, Washington, DC 20515 (202) 226-3430.

## NPRC Announces Annual Conference

New York, NY - With the largest concentration of Puerto Ricans in its population than any United States city outside of the Island, New York City has been selected by the Board of Directors of the National Puerto Rican Coalition, Inc. as the site of the Tenth Annual NPRC Conference and Membership Meeting. It is fitting that NPRC celebrate a decade of program activity and national presence in the city that historically has been the gate through which the vast majority of Puerto Ricans have gained access to the U.S. mainland and, in many cases, into the mainstream of U.S. society.

The theme of the conference, "A Blueprint for the 1990s," was selected to provide a framework for developing concrete strategies to reduce significantly by the end of the decade the debilitating effects of the problems that face the Puerto Rican community. With 40 percent living below the poverty level, the Puerto Rican community continues to occupy the lowest rung of the socioeconomic ladder. It is clear that something decisive must be done immediately to change that statistic.

For additional information contact: The

National Puerto Rican Coalition, Inc., 1700 K St. N.W. Suite 500, Washington, D.C.



Luis Nuñez  
President, NPRC

20006. Tel. (202) 223-3915. (Editor's Note: The above conference information was obtained from materials provided by NPRC.)

## NALEO Announces U.S. Citizenship Conference

Washington, DC - The National Association of Latino Elected and Appointed Officials (NALEO) will host a National U.S. Citizenship Conference on September 28 in Washington, D.C. It will take place at the Radisson Park Terrace Hotel. The conference will focus on two themes: "Fresh Insights on Naturalization: The Findings of Contemporary Research and Methods of Increasing Naturalization Rates Among Immigrant Communities".

This NALEO conference will provide a forum in which community based organizations can discuss and develop their understanding of citizenship. This issue is particularly important, since there are more than 9.6 million adult permanent residents in the United States.

Conference attendance is \$20. For additional information contact: Kelly Wagner, NALEO, 708 G St. SE, Washington, DC 20003 (202) 546-2536.



Dr. Harry Pachon  
President, NALEO

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## National Hispanic Heritage Month - A Reality at Last

By Col. Gil Coronado, USAF (Ret.)

Hispanic contribution to America is rich in history, from our nation's discovery to its exploration and development. We have an endless list of accomplishments, and personal success stories abound. One week to tell our story was not enough. Aunque somos ramas del mismo árbol, our Hispanic population represents some 30 different nationalities - each with distinctive characteristics.

One week was much too short, too compressed, and oftentimes it conflicted with the primary mission of most organizations. Not only were prominent Hispanic speakers difficult to obtain, but other deserving events such as National POW-MIA day, the United States Air Force anniversary, etc. were also held during this period.

When I was first assigned by the U.S. Air Force to Washington, D.C. in early 1985, I had the opportunity to meet some of the most distinguished Hispanic leaders in our country. In numerous discussions, I would invariably voice the need to extend Hispanic Heritage Week - and always received a very strong endorsement from the Hispanic leadership. In my naivete I thought my responsibility ended with this recommendation and assumed some prominent Hispanic would pick up on my suggestion and use his influence and leadership to make it a reality.

In 1987, a full two years later, the proposal had still not progressed beyond the discussion stage, although I sensed a near total consensus of the need to extend

Hispanic Heritage Week. In typical military fashion, I became frustrated and impatient with the lack of action. I finally decided to submit my recommendation and justification in writing to the Congressional Hispanic Caucus (CHC), and asked that this subject be made part of their agenda. I was lucky that Elvira Castillo, former executive director of the CHC, played a key role in the process. For the next eighteen months, I met with Elvira and other members of the CHC staff, rewrote and strengthened the justification, lobbied the major national Hispanic organizations, and campaigned at the grassroots level for this legislative initiative. Elvira and I hit the system from both sides. We contacted local Hispanic support groups and they applied pressure from the constituency side, while we kept up the pressure in the halls of Congress. On the Senate side, the staunch support and leadership of Senators Simon, Hatch, McCain, and Wilson, among others, insured consensus on both sides of the Political Aisle.

In the House of Representatives, I tracked the issue very closely as it grew from the original support of the CHC membership to the endorsement of the Congressional Post Office subcommittee, into 30 then 40 cosponsors by the end of 1987. The momentum continued into 1988 as it broke 100 and increased until it finally reached the magic number 218 congressional cosponsors (the majority of the 435 House members required to pass a resolution). The big moment came on August 8, 1988, when Con-



President Reagan shakes hands with Florida Gov. Robert Martinez at a White House Rose Garden ceremony proclaiming Hispanic Heritage Week. Also shown are Col. Gil Coronado and Donna Alvarado, Director of ACTION.

gressman Esteban Torres (D-CA) called me to be present for the introduction of the bill. It was presented and passed without discussion.

Notwithstanding the problems involved in changing a Public Law, I knew from the very start I was involved in a sure winner. Inspired by President Lincoln's words, "With public sentiment, nothing can fail; without it, nothing can succeed"; I knew success would follow. At the White House, Presi-

dent Ronald Reagan endorsed National Hispanic Heritage Month, designated as 15 September to 15 October, and signed it officially as Public Law 100-402 on August 17, 1988.

(Editor's Note: Col. Gil Coronado was the initiator of National Hispanic Heritage Month - an accomplishment which earned him formal recognition by Congress as well as the President of the United States. This article was published last year in the LULAC National Reporter.)

# ONE OUT OF THREE AMERICANS CANNOT READ THIS AD.

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## BUSINESS AND SPECIAL EVENTS

## Ramos Named SBA Deputy Administrator

Washington, DC -- Frank M. Ramos, a veteran manager and minority small business advocate has been named Associate Deputy Administrator for Management and Administration at the U.S. Small Business Administration in Washington, D.C.



Frank Ramos  
SBA Deputy Administrator

Ramos is responsible for the Office of the Controller, Personnel, Equal Employment Opportunity and Compliance, Information Resources Management, Administrative Services, and Program Analysis and Review.

Before joining SBA, Ramos served in a number of high level positions with the IRS in San Diego and Fresno, California and in Phoenix, Arizona. In Fresno, Ramos was the Chief of the IRS Tax Accounts Division.

Ramos also was Vice President of the National Economic Development Agency of the San Joaquin Valley, a nonprofit organization for minority entrepreneurs. He received a presidential citation for his business development work with the organization's members. He was also President of the Central California Hispanic Chamber of Commerce.

"That the SBA is based in the nation's capital should not intimidate small businesses from seeking the agency's help," said Ramos recently. "We implore people not to be reticent but to ask questions and tell the SBA their needs."

This year, the SBA plans to pay close attention to three areas: the effects of tightening interest rates on loans to small businesses; financing opportunities for women-owned businesses; and overall support of minority-owned and women-owned businesses.

"We're letting the communities know there is a friendly hand that understands those needs," Ramos said.

The agency serves the nation's small businesses through a network of field offices.

On the job nine months, Ramos already has started creating new programs to strengthen the partnership between the field offices, headquarters and local businesses.

"My vision is to provide a platform where the SBA can provide programs people can rely on" Ramos stated.

He said he wants to improve customer relations throughout the agency, and has begun integrating the information systems in all the offices. He also wants to encourage young people to consider small business as a career.

For more information contact Mr. Ramos' Special Assistant Tony Torres at (202) 653-8610.

## Successful Hispanic Business is Good for America

## U.S. Hispanic Chamber of Commerce 1990 Convention

Albuquerque, NM -- On September 25-29 members of the USHCC from throughout the U.S. and Puerto Rico will be attending the 11th annual U.S. Hispanic Chamber of Commerce National Convention. "New Horizons for Hispanic Business," will examine the role that Hispanic enterprise can and will play in the 1990's and beyond. Almost 400,000 Hispanic Business Enterprises operating in the United States account for \$25 billion in total revenues.

The topics of this year's Business Development Sessions were chosen by the Hispanic chambers of commerce and

business organizations across the country. The Business Opportunity EXPO and the conference program have been designed to provide Hispanic entrepreneurs with new information, insights, opportunities and challenges. Thousands of Hispanic business owners, of both small and large businesses, will meet in the beautiful city of Albuquerque to network with purchasing agents from the U.S. Government and many of America's top corporations.

For convention information contact: USHCC Convention Services at (816) 531-6363.

## The National Association of Cuban-American Women Sixth Annual Achievement Awards

The National Association of Cuban American Women held a reception at the Rayburn House Office Building of the Capitol to present its awards to outstanding Hispanic women.



Photo by Luis Malpartida

From left to right Dr. Perera presents an award for outstanding achievement award to Architect Teresa Deupi.



From left to right Elia Mendoza, President of the National Council of Hispanic Women receives an award for outstanding performance from Dr. Perera, representing Dr. Graciela F. Beecher, President of NACAW.



Photo by Luis Malpartida

From left to right Dr. Ana Maria Perera, founder of NACAW giving an award to Paquita Vivo, President of the Institute for Puerto Rican Affairs while Ivette Torres President of the National Conference of Puerto Rican Women applauds.



Photo by Luis Malpartida

From left to right Ana Colomar O'Brien, Chief of Protocol of the organization of American States accepting the outstanding performance award from Dr. Perera on behalf of NACAW.

For more information regarding NACAW, write to: Graciela Beecher, NACAW Chairman, 130 E. Lewis Street, Fort Wayne, Indiana 46802. (219) 745-5421.

## MANA's Hermanitas Program Helps Shape Future for Teens

The Hermanitas (Little Sisters) Program is the Mexican American National Women's Association's (MANA) key initiative to nurture leadership and self-esteem among young Hispanic girls. Over the past two years MANA's Northern Virginia and San Diego chapters have established two similar but distinct mentoring programs for Hispanic teenage girls. Each program involves parents, teachers, and school administrators in an effort to help children succeed in school.

With the dropout rate for Hispanics as high as 50% in some urban areas, programs like the Hermanitas initiative are pivotal in keeping children in school. The program's foundation is its mentorship focus, linking adult role models with young Hispanic girls. Each MANA member, for example, becomes a mentor to a young woman, supporting her in Hermanita sponsored events, school and other extra-curricular efforts.

Parental involvement is critical to the success of an Hermanitas Project. Parents are encouraged to attend events and share their ideas, opinions, and concerns regarding the project.

Here's what two MANA Chapters have done with their Hermanitas programs:

MANA of San Diego ended its 1989 Hermanitas program with commencement exercises in June, demonstrating how the program works hand-in-hand with the Hermanitas' academic work. Since May 1989, the chapter enrolled 12 high school

girls in a year-long program that provided monthly activities and mentoring. One of the program's goals is to expose the young students to a variety of career options—through career day events, field trips to various business and social service professions, and a women's conference.



Irma Maldonado  
MANA National President

Parent involvement begins with orientation in which the step-by-step process of the mentoring program is explained. Parents are encouraged to participate with their daughters in Hermanita-sponsored events and are seen as key-partners in the mentoring process. According to one Hermanita's mother, "My daughter is gifted but was feeling bored and becoming a problem. The Hermanitas program made the difference."

For more information, contact MANA, 1201 16th St. NW Suite 303, Washington, DC 20036 (202) 822-7888.

## Marquez Named Dropout Advisor

Washington, DC -- Secretary of Education Lauro Cavazos has appointed Richard Marquez, formerly a teacher and administrator from Dallas, TX, as his advisor on drop out prevention. Mr. Marquez, himself a former dropout, is known for dramatically reducing the dropout rate in a Dallas high school. Feeling that he didn't really belong in school and therefore seeing no point to stay, Mr. Marquez dropped out of school at the age of seventeen, and eventually earned a General Educational Development diploma while serving in the Army.

His philosophy, shaped by his own experience and 13 years as an educator, is that most school failures are attributable to institutional flaws rather than student deficiencies. The solution, he believes, is to make the system less bureaucratic and more responsive to individual needs.

A large part of Richard Marquez' job, which is a new position at the department, is to identify dropout prevention programs that are effective and "reproduce them." He is also working with the department's research branch to improve data on the dropout problem, which he said are notoriously flawed due to the wide variances in definitions of dropouts and ways they are tracked.

He decided early on that he wanted to be a teacher. "I felt like I'd made enough mistakes in my life and could pass that experience on to other kids," he said. He taught history and Spanish in two middle schools. Then his supervisor suggested that he was "administrator material," and he went to night school for a master's degree in educational administration.

His first job after graduation was running special programs, such as workshops for schools experiencing racial turmoil. After that, he served as an assistant principal in a middle school, and then was given the helm of Anson Jones Elementary School in 1983.

The elementary school was 96 percent Hispanic and held almost three times the number of students it was built to accommodate. Mr. Marquez is particularly proud of his work there, but his claim to fame is his tenure as principal of Sunset High School, where he reduced the dropout rate by one-third and increased the number of students in advanced-placement classes by 600 percent.

An intensive program Mr. Marquez launched at Sunset High for students who had failed the 9th grade has won him the most acclaim. But the majority of his efforts there were aimed more broadly.

"Everything in a school is interrelated," he said, "it all works toward the same goal."

## ASPIRA Continues Dropout Prevention Project

The ASPIRA Hispanic Community Mobilization for Dropout Prevention (HCMDP), now in its second year, is a national demonstration project administered by the ASPIRA Association National Office in Washington, D.C. The HCMDP focuses on creating community awareness and providing practical information to Hispanic parents on how they can improve their children's education. Through the project, participating organizations were provided staff assistance, materials, and training to enable them to conduct effective local outreach to increase Hispanic parental involvement in education.

Using a basic three-tiered model that incorporated individual casework, small group workshops and community outreach, sites in ten cities developed program strategies to respond to local needs. Each site addressed the goals of enabling Hispanic parents to become more effective advocates for their children's education both at home and in the schools. Local HCMDP project activities are currently being conducted by community based organizations in Chicago, Illinois; Camden, New Jersey; New York, New York; Philadelphia, Pennsylvania; Carolina, Puerto Rico; San Antonio, Texas; Milwaukee, Wisconsin; and Washington, DC.

HCMDP's strong emphasis on program linkages and broad information dissemination efforts at both the national and local levels, combined with a growing interest in parental involvement, resulted in a high profile program with a large overall out-

reach. The HCMDP has provided direct services to an estimated 5,330 parents. The project produced several publications targeting key community sectors: parents, teachers, school officials, researchers, community leaders, and policymakers. Through materials dissemination the pro-



Janice Petrovich  
National Executive Director

gram's impact has been extended to tens of thousands of Hispanic parents. About 8,000 copies of the project's parent publication *Making the Most of Your Child's Education: A Guide for Parents* have been distributed through the ten project sites. In addition to this dissemination, over 2,000 copies of this publication have been requested by parents and practitioners all over the mainland U.S. and Puerto Rico. The parent publication is being used by over 20 school districts, universities and community organizations for parental involvement outreach.

The ASPIRA Association proposes to follow essentially the same program model in 1990-91 as it has used in the first two grant periods. An additional year's funding will provide the opportunity to refine the local delivery model, build stronger linkages with schools and other community organizations, identify local funding and matching programs, enhance the evaluation component, and develop a parent leadership training component.

For additional information regarding this project contact: Janice Petrovich, National Executive Director or Elena Pell, Director of Program Development, ASPIRA Association, Inc., 1112 16th St. NW, Suite 340, Washington, DC 20036 (202) 835-3600.

One big problem at Sunset, according to the administrator, was low expectations on the part of teachers trying to cope with the school's changing demographics. They basically operated under the assumption, he said, that "Hispanic kids can't learn."

One significant approach taken by Mr. Marquez was to limit early "labeling" of students based on test scores, which he thinks are misused and overused.

In his work at the high school, Mr. Marquez emphasized a restructuring of the curriculum, eliminating many low-level classes.

"Kids who create problems in the school usually create problems because their needs aren't being met," he said. "If a kid is bored in class, he's going to wreck your classroom. If a kid isn't being successful in school, it means he starts to fall back and gets retained, and it's your instructional program that's not being successful."

School systems, Mr. Marquez said, too often are bureaucracies that stifle creativity. So he wasn't surprised when he began hearing himself referred to as a "maverick." But, reflecting on that label, he added, "I ask you, if you have to be a risk-taker and a maverick to make an urban school work, does it mean urban schools are designed not to work for kids?"

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**LULAC Scholarship Fund  
Receives Grant**



The League of United Latin American Citizens (LULAC) at its recent national convention in Albuquerque, New Mexico, held workshops on topics of concern such as youth and education. The League's National Educational Service Centers (LNESEC) received praise for the work it does in providing educational programs and scholarships for Hispanic youth. Kraft General Foods contributed \$75,000 to LNESEC this year, which was earmarked for 20 scholar-

ships in addition to general support. Pictured above are, from left to right, New Mexico Governor Garrey Carruthers, LNESEC Center Director Francis A. Gandara, Charles Reid, director of urban affairs and equal employment opportunity for Kraft General Foods, and five students enrolled in the LNESEC's Young Readers Program.

*(Editor's Note: Picture and article were provided by AD RENDON.)*

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**Reports From Across the U.S.A.**

**SHPE Regional Conference Announced**

Rey Brook, NY -- The Society of Hispanic Professional Engineers will have an Eastern Technical and Career Conference on November 8 - 10, 1990. It will be held at the Rye Town Hilton Hotel in Rey Brook, New York. For more information contact Orlando Montan at (212) 566-7775 or (212) 597-3793.

**The Tomas Rivera Center Gets \$100,000 Challenge Grant**

Claremont, CA -- The James Irvine Foundation has made a \$100,000 Challenge grant to the Tomas Rivera Center for fiscal year 1990-91. Any new, or increased gift to the Center will be matched two to one by the Foundation.

The Tomas Rivera Center provides accurate and reasonably unbiased information and well-founded recommendations about educational, economic, and social policies which affect the Hispanic community. The President of the Center is Dr. Arturo Madrid. For more information about the Center and on how to make your donation write to The Tomas Rivera Center, 710 North College Avenue, Claremont, California 91711-9910. Tel. (714) 625-6607.

**Houston SER Gets Literacy Grant**

Houston, TX -- The Texas Gulf SER now can provide more basic skills training to the residents of Denver Harbor and the

City of Houston thanks to a \$100,000 two-year grant recently awarded by the Texaco Foundation.

The grant, which was presented to SER Executive Director Jose R. Perez by Tex-



James L. Dunlap (left), President of Texaco USA, and Jose R. Perez, Executive Director of SER-Jobs for Progress of the Texas Gulf Coast, Inc. observing Students at SER's Family Learning Center computer lab.

aco President James L. Dunlap, will enable Texas Gulf SER to expand its literacy and English as a Second Language programs.

"With an estimated 537,000 illiterate persons in Houston, and a high school dropout rate as high as 60 percent among Hispanics, the need for involvement is overwhelming," remarked Perez. "Texaco's response to this need is an outstanding example of corporate America's interest in addressing the important issues of our times."

Founded in February of 1988, the Texas Gulf SER's Family Learning Center provides free education and family support services to an area that is seriously lacking in community resources.

During the center's first year of operation, more than 1,000 people received family support and education assistance through its literacy and ESL programs.

"This approach to our community's dropout and illiteracy problems reaffirms a basic but critical truth: parents are our children's first and most influential teachers," commented Dunlap about the Texaco grant. "Bringing families together for basic skills development is a situation in which everyone wins - our families, our schools, our places of employment and our society." Perez added that "with additional assistance like Texaco's SER hopes to serve an ever growing number of clients and eventually round out its services with early childhood education and childcare."

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## LATIN AMERICA REPORT

## OAS Provides Humanitarian Relief to Demobilized Nicaraguan Resistance

The disarming and demobilization of the chiefs of staff and last members of the Nicaraguan Resistance which took place last June in San Pedro Lobago, Nicaragua, represented for the Organization of American States (OAS) the beginning of a new phase in the humanitarian relief effort being carried out for the last several months to help those Nicaraguan rebels demobilized within their country as well as their families.

The historic ceremony in San Pedro Lobago was presided over by President Violeta Chamorro of Nicaragua, and among those participating were Cardinal Miguel Obando y Bravo, government and military authorities, representatives from international organizations, and on behalf of OAS Secretary General Joao Clemente Baena Soares, the Coordinator of the CIAV-OAS Mission Santiago Murray was present.

Within the role mandated to it together with the United Nations within the International Commission for Support and Verification (CIAV), the OAS is responsible for relief efforts aimed at those members of the Nicaraguan Resistance who have voluntarily surrendered their arms within Nicaragua, as well as their families in case the latter had arrived by their own means from Honduras and Costa Rica.

Last April 23 the CIAV-OAS opened its first camp in Nicaragua to help in the demobilization process. As of June 25 material support had been given to a total of 17,755 former members of the Nicaraguan Resistance in nine different camps.

Clothing, a complete medical examination with the support of the Pan American Health Organization, and essential food are the first measures of relief received by those disarmed resistance members when

Baena Soares said the demobilization of the Nicaraguan Resistance "has a great significance for regional peace and stability. It is also a reaffirmation of the importance assigned to substituting armed con-



Joao Clemente Baena Soares  
OAS Secretary General

they arrive at the CIAV-OAS camps. These relief efforts continue for each individual and their families for the next six months.

OAS Secretary General Joao Clemente

frontation with an open dialogue which would contribute to the achievement of peace and would lead to national reconciliation."

## Building Closer Ties with Latin America

By Congressman Albert G. Bustamante

Washington, DC -- U.S. relations with our southern neighbors, particularly Mexico, have a difficult history. Too often, we have been perceived as a rich country who seeks only to impose its will on its smaller, less important neighbors. Currently, however, an opportunity for greatly improving relations with Latin America exists which we can not afford to ignore.

An economically unified America--that is, North, South, and Central America--would be a powerful world force. With the U.S. - Canada free trade agreement a reality and a similar U.S. - Mexico arrangement under discussion, such an economic union suddenly seems possible. This could provide the U.S. with countless diplomatic and trade opportunities.

As a believer that we must work to improve relations with Latin America, I have introduced H.R. 5473, which would establish a center in Texas to perform academic research on Mexican and Latin American development and also to foster scientific, technological, and commercial cooperation among the nations of the Western



Albert G. Bustamante  
Member of Congress

Hemisphere. The center would be called the North-South Center and would be located in Texas because of its long border and extensive trade relationships with Mexico.

H.R. 5473 would authorize the \$10 million necessary to create the center. Subsequent operational costs would be subsidized in part by business, which would pay for access to some information. In developing the bill, I worked extensively with Texas A & M University and also with Laredo State University. Senator Lloyd Bentsen has introduced similar legislation in the Senate.

I am excited about establishing a North-South Center in Texas. It will truly be a move to promote understanding and commerce between the United States and Latin America, particularly Mexico. The North-South Center is an idea whose time has come.

## Women's Commission To Study Violence

The Inter-American Commission of Women (CIM) of the Organization of American States (OAS) inaugurated its Inter-American Consultation on Women and Violence, last July, in the Padilha Vidal Room of the OAS General Secretariat Building in Northwest Washington, D.C.

Presenting opening remarks were Milagro Azcunaga de Melendez, Chairperson of the CIM; Assistant Secretary General of the OAS Ambassador Christopher Thomas; and Chairperson of the OAS Permanent Council Ambassador Edmunds Hawkins Lake of Antigua and Barbuda.

The four day-long conference has assembled women from various professional backgrounds to discuss the types of violence against women and mechanisms to eradicate or lessen this violence. "In our goals of improving the quality of life of the people of the Americas, we must also be aware of the violence against women," Thomas said. In light of the organization's recent efforts to promote democracy in the region, Thomas also added that every type of discrimination "of sex, race or any other irrational criteria" must be eradicated to preserve democracy.

He also said he was pleased to address the conference as his first official task as Assistant Secretary General.

Another objective of the participants is to determine the possibility for an international convention on violence against women

and to generate prototype legislation. "This is not a new topic," said Azcunaga de Melendez, "Violence is a violation of the human rights of women." Attention has been given to conventions for the rights of women and it is also important to direct attention to a convention on violence against women she said.

Ambassador Lake commended the CIM's efforts to elevate the position of women in society. He also cited the importance of the family and the effects violence has on the family unit. "Home is where values are nurtured," he said, "if violence in the home is not prevented or curbed, children see it as normal, thus it continues to the next generation."

The first session of the Inter-American Consultation of Women and Violence discussed the forms and causes of violence and the attitudes of the victims. Manifestations of violence included physical and psychological abuse; emotional abuse; harassment in the workplace; domestic violence; sexual abuse; and the image of women as portrayed by the media. "The problem is complex and requires specific attention," said Teresa Rodriguez Allende, Coordinator of UNIFEM'S project on Women and Violence in Latin America and the Caribbean.

"Violence against women has always existed and the first step to resolving it is to admit to its existence," said Kay Stanley,

Coordinator of Status of Women in Canada.

Other panel presentations will look at public and private sector initiatives that help victims, educate about this issue, and eradicate violence against women. Dr. Didier Operti, Permanent Representative from Uruguay to the OAS, will give a presentation on the legal aspects of the situation. Also giving a panel presentation will be Jorge Scall-Saslan a lawyer of the Inter-American Commission of Human Rights and Victoria Castillo Almindarez, Alternate Representative of Nicaragua to the OAS.

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### "Saber Cumplir" To Fulfill One's Commitment

By Col. Gil Coronado, U.S.A.F. Retired  
 I grew up in the westside of San Antonio, Texas. It was a typical barrio infested with all the social needs imaginable. My family, like most others, had strong moral values. I was coached to have good work ethics - to "cumplir" with all my responsibilities - in order to retain my dignity and to succeed. I was told a hundred times over that failure to "cumplir" would bring shame, distrust and disgrace to our family name.



Col. Gil Coronado, USAF (Ret.)

An extension of this same principle has carried out in our childhood activity by the words "No Te Rajes". This same philosophy appears to be deeply embedded in most Hispanics, particularly those who served or are still in the military. Individuals like Everett Alvarez who was a P.O.W. for eight and one half years in Vietnam is a vivid example.

Hispanics in the military have contributed dearly to America's glory - hian "cumplido" - with countless of them having paid the ultimate price in battlefields all over the world. Many patriotic Hispanic Americans grew up in our barrios and our colonies as second-class citizens, yet died as first-class heroes in some far away land. Surely, they all han "cumplido".

Hispanics have always fought the good fight, and we have shed blood all over the world. We have 37 Hispanic Medal of Honor recipients to document that - with each one individually executed by incredible acts of heroism. "Tienes que cumplir - No Te Rajes".

Courageous warriors like Cleto Rodriguez, Luis Rocco, Alejandro Ruiz, Jose Lopez, Lucian Adams, Jay Vargas, Joe Rodriguez, Silvestre Herrera, Rudolfo Hernandez, and Roy Benavides are living testimony of patriotism and valor. I say living because of the 3,394 Medals of Honor ever awarded by our government, only 222 are presently alive.

I know Rudolfo Hernandez. Rudy joined the U.S. Army at the age of 17 and in less than 2 years distinguished himself in combat. He suffered bullet, shrapnel, and bayonet wounds. His head was a bloody pulp and his throat was severed. A medic even wrote "deceased" on his medical chart. But Rudy somehow recovered, although he lost his vocal chords.

Commenting on all his pain and hardship in the past 30 years, Rudy recently said (using a voice box) "I'm not a crybaby, or like some scum who won't defend his country. I am an AMERICAN and proud of it. I would do it again and again and again." Rudy ha "cumplido" and I'm extremely proud of him. He is my friend and one of my heroes.

I recently read a book by Pete Billac. It is titled "The Last Medal of Honor" and is the true story of Roy Benavides and his six hour battle in Hell. It is a graphic detailed account of a series of daring and extremely heroic actions taken by Roy while defending our country and trying to save the lives of his fellow soldiers. Roy fulfilled the creed of the barrio - "Cumplir" - Keep our heritage proud - "No Te Rajes" - Never Tarnish your good name.

I am delighted at the prospect of having Roy's actions and personal experiences made into a movie because it would serve as a forum to educate all Americans on Hispanic contributions to the greatness of our country. Hispanics have an unquestioned love for our nation. Today we all live in a free society - here in our beloved America - a nation strong and prosperous. The privileges and rights we all enjoy on a daily basis are due largely to the multitude of patriotic Hispanics who knew how to "cumplir" - even in the face of certain death. I find it disappointing that so many Americans remain unaware of this. Each one of us puede "cumplir" by increasing our own appreciation of America - by learning more about the individuals who have contributed so much to our freedom and our way of life. Our patriots han "cumplido" - Now it is up to us to use all our available resources such as the LULAC National Convention to educate the masses on Hispanic contributions to our national defense. Also, Hispanic Month is an appropriate time to conduct workshops, lectures, and other methods of educating America at large on this important topic. Together, we can go forward with a solid message that we will help motivate future generations to again cherish that old barrio legacy: "Sabemos Cumplir". It boils down to a matter of personal Honor - for all Hispanics.

*(Editor's Note: Col. Gil Coronado is the initiator of the legislation which established Hispanic Heritage Month. Last year Col. Coronado was awarded the Presidential Award by LULAC National President Jose Garcia De Lara for this accomplishment. He is currently a private consultant in Washington, DC.)*

### Coming This Fall . . . First Annual LULAC EDUCATION MAGAZINE

College Student Recruiters, Personnel Directors and Corporate Advertisers wishing to reach Hispanic parents and high school youth are invited to request a brochure which describes the contents and advertising rates for our upcoming publication.

The magazine will contain significant scholarship information, state and federal grants information, deadlines on college admissions, exams and financial aid applications.

For a free copy of the brochure on the magazine and its advertising rates, please write to: LULAC EDUCATION MAGAZINE, c/o Hispanic Link Marketing Service, 1420 N Street NW, Washington, D.C. 20005 Tel. (202) 234-0737

### THE LAST MEDAL OF HONOR

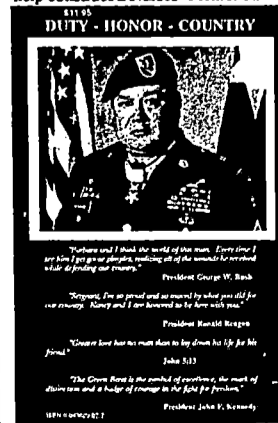
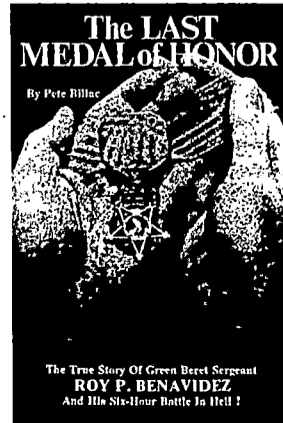
On May 2nd, 1968 Special Forces Sergeant Roy P. Benavidez distinguished himself by a series of daring and extremely heroic actions while assigned to Detachment B-56, 5th Special Forces Group (Airborne), 1st Special Forces, Republic of Vietnam. Sergeant Benavidez voluntarily boarded a helicopter, armed with only his Bowie Knife and a bag of medical supplies, to come to the aid of his wounded comrades and to rescue some secret material. He found himself in the center of a firefight with his 3 Green Beret comrades and 9 CIDG's, South Vietnamese friendlies who were trained by the U.S. His opposition was from 250 to 350 NVA, North Vietnamese Army regulars, firing small arms, machine guns and mortars.

This book, THE LAST MEDAL OF HONOR, is his story told in vivid detail

by best-selling author, Pete Billac. It is told without using one obscene word and contains over eighty photographs, and a chart pointing out over fifty wounds he received that day. You see, MSgt. Benavidez' combat part of the war ended on that day of horror in 1968. But now, he travels across the country giving talks to veterans organizations, ROTC units, civic and social gatherings, military ceremonies, and to school kids.

To order a personally autographed book of THE LAST MEDAL OF HONOR, along with a copy of the Presidential Citation, send \$11.95 plus \$1.00 postage by check or money order to: Swan Publishing, 126 Live Oak Circle, Alvin, TX 77511. Or call 1-800-933-3939 to order by major credit card.

A portion of each book sold goes to the homeless Vietnam Veterans and to help construct a Nurses' Memorial.



Subscribe today to  
 The National Hispanic Reporter

## EXECUTIVE SUMMARY

### **Hispanics are the most undereducated major segment of the U.S. population.**

Hispanic educational attainment has increased in absolute terms since 1970, but the gap between Hispanics and non-Hispanics continues to widen. Compared to Blacks and Whites, Hispanics enter school later, leave school earlier, and are less likely to complete high school, enter or complete college.

### **Hispanics represent a growing segment of the school-age population.**

The Hispanic population has grown about five times as fast as the non-Hispanic population since 1980 and is the youngest major U.S. group, and so the Hispanic school-aged population is increasing rapidly. Public school enrollment is projected to rise to almost 44 million in 2000, and nearly all the increase will be in minority -- especially Hispanic -- enrollment.

### **While in school, Hispanics face serious difficulties.**

Hispanic students have far higher rates of enrollment below grade levels than Whites, and by the time they reach the age of 13, higher rates than Blacks as well -- and there has been no overall improvement in the level of below-grade Hispanic enrollment in the past several years. Further, Hispanic student suspensions in several states with large Hispanic enrollments are increasing, while suspension rates for Whites are decreasing substantially. Also, in most states, the rate of bilingual education services for Hispanics has been decreasing in recent years, at a time when the demand for services has been increasing -- due to increased Hispanic enrollment and an increased number of limited-English-proficient (LEP) children. A high proportion of LEP Hispanic 8th grade students (31.8%) have repeated at least one grade, compared to non-LEP Hispanics (21.9%).

### **Academic achievement scores for Hispanics and Blacks remain lower than those of White students, and in some cases the gap is widening.**

As assessed by the National Assessment of Educational Progress, minorities appear to be making gains in certain test scores but not in others. Three out of four Hispanic 8th graders cannot pass a test of simple mathematical operations using decimals or fractions. In all Hispanic subgroups, 8th graders are far more likely to score below the basic level than at the advanced level in math. Hispanic students are the least likely of any group of 8th graders to take advanced math courses and the most likely to take remedial math. In addition, they more often report taking no science courses at all (8.3%) than do either Blacks (6.0%) or Whites (3.2%).

### **Hispanic 8th graders have lower educational expectations than Black or White students;**

they are less sure of graduating from high school and have the lowest expectation of finishing college. Less than one-quarter of Hispanic 8th graders (22.5%) plan to enter a college-preparatory, academic high school program, compared with 30.9% of White, 24.7% of Black, and 37.1% of Asian and Pacific Islander students. Cubans are more likely than other Hispanic 8th graders to have plans for enrolling in a college preparatory program.

**Hispanic students are unlikely to have Hispanic teachers that can act as mentors.** While Hispanics make up nearly 10% of the K-12 population, Hispanic teachers represent only 2.9% of public- and 2.8% of private-school teachers in the country. Hispanics teaching in public schools are more likely to have only a Bachelor's degree (61%) than are non-Hispanic teachers (52%); total earned income and base salaries for Hispanic teachers are, in general, lower than for non-Hispanic teachers.

**Hispanic students continue to be "at-risk" of failure and dropping out of school.** While there are many reasons why students leave school without a high school diploma, the factors most consistently linked to dropping out have to do with family socioeconomic status and other aspects of family background. Studies suggest that a combination of several factors commonly associated with dropping out -- including race/ethnicity, living in a poor household or single-parent family, low parental education or income, limited English proficiency, having a brother or sister who dropped out of high school, and being at home alone without an adult for a long period of time on weekdays -- put many Hispanic students at high risk. Students with two or more of these "risk factors" are twice as likely as those with no risk factors to be in the lowest grade and test score distributions and six times as likely to say that they do not expect to graduate from high school. Hispanic students have the highest incidence of a single risk factor of *all* major groups and are almost three times as likely as White students to have two or more risk factors.

**Regardless of the measure used, Hispanics continue to have the highest school dropout rates of any major group.** About 43% of Hispanics aged 19 years old and over are not enrolled in high school and have no high school diploma. Hispanic females tend to drop out slightly earlier than Hispanic males, but have slightly lower overall dropout rates -- 42.3% for males and 41.1% for females. By age 16-17, almost one in five Hispanics (19.5%) has left school without a diploma, compared to less than one in 16 Blacks (6.0%) and one in 15 Whites (7.1%).

**Hispanics continue to have the lowest high school completion rates of any major population group, and the gap between Hispanics and other Americans, both Black and White, continues to grow.** As of 1989, 50.9% of Hispanics 25 and over are high school graduates, compared to 76.9% of the general population. Among 18-24 year-olds, just 55% of Hispanics have completed high school, compared to 75% of Blacks and 82% of Whites. Less than half of Hispanics 35 years old and over (45%) have completed four or more years of high school, compared to three-fourths (75%) of non-Hispanics. Of all Hispanic subgroups, Mexican Americans have the lowest levels of educational attainment, and Cubans the highest. Only 50% of the young adult Mexican American population aged 25-34 have completed four or more years of high school, compared to 70% of Central and South Americans, 76% of Puerto Ricans, 84% of Cubans, and 77% of Other Hispanics.

**Hispanic higher education enrollment is low and Hispanic students tend to enroll at two-year colleges and other schools not offering advanced degrees:** In 1986, about 78% of students enrolled in the nation's colleges were White, 9% were Black, 7% were

Hispanic, 5% were Asian, and 1% were Native American. These percentages vary considerably by type of institution. In 1988, Hispanic students accounted for 7.9% of all students enrolled in two-year colleges, but only 3.6% of those enrolled in four-year institutions. Only 10% of Hispanics 25 years old and over have completed four or more years of college, compared to 21% of non-Hispanics.

**Compared to Whites and Blacks, Hispanic students rely more heavily on student loans and less on grants in financing their postsecondary education.** While Hispanic families have incomes far below those of Whites, Hispanic students appear to have the largest average loan amounts outstanding of all groups of students.

**Illiteracy rates are much higher for Hispanics than for Blacks or Whites.** By the traditional measure of literacy -- the completion of less than five years of schooling -- 11.9% of Hispanics 25 and over could be considered illiterate as of 1987, compared to 1.8% of the total non-Hispanic population. When functional measures of literacy are used, the Hispanic illiteracy rate may be over 50%. One national study found that 56% of Hispanic adults are functionally illiterate, compared to 44% of Blacks and 16% of Whites. While only a small percentage of young adult Hispanics have attended less than five years of school, studies show that a very large proportion of Hispanics lack the reading, writing, and computational skills needed for full participation in the nation's economic mainstream.

The nation's -- and the world's -- technology is advancing rapidly, requiring increased levels of literacy, analytical and technical skills for stable employment. Failure to improve educational access, opportunities, and outcomes for Hispanic children now will have enormous long-term costs for the individual, family, community and society. Individuals will be consigned to lives of unstable employment, limited participation in mainstream society, and continued poverty. Employers will lose potential productivity and international competitiveness. And society as a whole will pay the price of wasted human resources in increasing social welfare costs. **Closing the education gap between Hispanics and other Americans is therefore a national -- not just an Hispanic -- imperative.**

THE WHITE HOUSE

Office of the Press Secretary

EMBARGOED FOR RELEASE  
UNTIL 1:20 P.M. EDT  
WEDNESDAY, JULY 18, 1990

TEXT OF REMARKS BY THE PRESIDENT  
TO THE NATIONAL COUNCIL OF LA RAZA

Regency Ballroom  
Omni Shoreham Hotel  
Washington, DC

July 18, 1990

I'm proud to be sharing the stage with two members of my Cabinet today: Secretary of HHS Louis Sullivan and Secretary of Education Lauro Cavazos, who are doing such a magnificent job for the American people. And I also want to pay my respects to Senator Orin Hatch and Congressman Esteban Torres.

I'm grateful for this opportunity to greet the National Council of La Raza, and pleased to see so many distinguished leaders from America's Hispanic service, education and business communities, gathered here in our Nation's capital.

Today, we are very pleased and honored to welcome you to Washington and to have this opportunity to tell you just how important we believe your efforts are.

I mentioned Lauro Cavazos, and also want to salute Manuel Lujan, our Secretary of the Interior. As outstanding Cabinet Secretaries, they represent not only the new energy and leadership Hispanic-Americans are bringing to this great country -- but also two of our Administration's most important priorities: The protection and use of our natural resources, and excellence in education.

Indeed, our Administration has made educational assistance for Hispanic-Americans one of the top priorities of our campaign to revive educational excellence. We will seek -- we will demand -- educational excellence for America. That means reforms like giving parents a choice in their children's education and that means educational excellence for all Americans.

I know Lauro spoke to you yesterday, but I'd like to touch on just a few of our most important new efforts. Last December, we launched a new effort, specially designed to assist Hispanic-Americans, and developed in part with the assistance and advice we received from many of you here today. I directed the Secretary of Education to form a Hispanic Education Task Force, aimed at identifying not only educational obstacles -- but also educational opportunities.

Lauro has told me that the work of the Task Force is well under way, seeking new ways to improve Federal education programs that serve Hispanic-Americans -- and seeking ways to make them more attractive. We need to focus on finding solutions.

And you who are part of the proud La Raza tradition have also been one of those solutions. Efforts like Project Second Chance, the Family Reading Program, and Project EXCEL -- designed to help Hispanic community organizations become effective partners with schools -- are already making a difference for thousands of young Americans.

But let me also address one of the most important priorities of my Administration: Helping to build a better America where the doors of opportunity are open to every citizen and every child.

I hope you know where I have always stood on civil rights. The Civil Rights Commission has been reauthorized. The Hate Crimes Statistics Act is now the law. And I will sign the Americans with Disabilities Act into law next week.

And for the past several months, we have been working hard to make another civil rights law a reality. I met with many of you at the White House in May -- leaders like Mario Moreno of MALDEF, Jess Quintero of LULAC, and your own Raul Yzaguirre. But I told Raul that I wanted to sign the "Civil Rights Bill of 1990" -- not the "Quota Bill of 1990."

Morris Abram, who many of you know as a champion of civil rights, recently wrote me about this bill, urging me to oppose the bill as it is currently written. He told me, "All my life, even on the darkest days of segregation in Georgia I fought against the principle of color preference, then known as white supremacy." This bill, he pointed out, would "achieve precisely what the 1964 Civil Rights Act stood four-square against."

He recalled Frederick Douglass' famous statement of 1871: "Equality of numbers has nothing to do with equality of attainment." We all know quotas aren't right. They're not fair. They divide society instead of bringing people together.

I did give Raul a commitment back in May. I want to sign a new civil rights bill. I did then. And I do now. Yesterday's announcement marked only the end of a chapter -- not the end of a campaign. We renew the fight for a civil rights bill today. I need your help -- to make the changes needed to ensure a bill that does not result in quotas -- changes needed to ensure a bill that will protect the rights of all Americans, and injure the rights of none.

From the time it was first launched in 1968, the National Council of La Raza has played a unique role in working to improve opportunities for Americans of Hispanic descent. The success of your efforts is evident in the many success stories represented throughout this room. And so I'm here to salute you for the important work you do. By working today for Hispanic-Americans -- you're building a better tomorrow for all Americans.

###



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Fax Number: (202) 401-0596

**FAX COVER SHEET**

**MESSAGE**

TO: Jennifer Grossman

Hope this helps.

FAX NUMBER: 456-6218

FROM: Ally McElroy

- o In 1988, Hispanic students scored below the national average on both the SAT (904) and the ACT (18.8). Overall, Hispanics constituted about 5 percent of SAT test-takers in 1988.

#### VI Hispanic Dropout Rate

- o In 1986, 35 percent of Hispanics 20-21 years old were high school dropouts, compared with 14 percent of Anglos in the same category and 18 percent of Blacks.
- o In 1988, About one-third of all Hispanics aged 16-24 were not enrolled in school and had not graduated from high school.
- o Among Hispanics over the age of 25, an alarming 52 percent have not completed high school, compared with 24 percent of non-Hispanics.
- o Between 9 and 11 percent of Hispanic students drop out of high school each year, the highest rate of any major ethnic or racial group.
- o Hispanics, along with American Indians, are the least likely of all ethnic groups to return and complete high school. 61 percent of Hispanic dropouts from the class of 1982 had not returned to school by 1984, compared with 42 percent of Anglos and 38 percent of Blacks.
- o Despite the fact that overall dropout rates have been declining over the past ten years, there has been no improvement in Hispanic rates for the past 15 years.

#### VII Hispanic Postsecondary School Attendance and Performance

- o In 1988, only 29 percent of 25-34-year old Hispanics had completed one year of college, compared with 44.8 percent of the population as a whole.
- o In the same year, only 11.9 percent of Hispanics in this age group had completed 4 years of college, compared with 23.7 percent for the population as a whole.
- o At 29 percent in 1988, Hispanic college attendance rates remain below those for both Anglos and Blacks.
- o In 1984-85, Hispanics were awarded approximately 19,400 of all Associate degrees (4 percent); 25,900 of all Bachelor's degrees (3 percent); 6,900 of all Masters degrees (2 percent); 700 of all Doctor's degrees (2 percent); and 1,900 of all "First professional" degrees (3 percent).
- o However, over the past decade Hispanic college attendance has risen more dramatically than that of any other ethnic group.

THE WHITE HOUSE  
WASHINGTON

September 8, 1989

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *CW*

FROM: DANIEL MCGROARTY *DM*

SUBJECT: REPUBLICAN NATIONAL HISPANIC ASSEMBLY DINNER REMARKS

I. SUMMARY

On Tuesday, September 12 at 7:30 p.m. you will address the Republican National Hispanic Assembly Dinner. About 700 people are expected.

Lee Atwater will emcee the event, and you will be introduced by Cathi Villalpando.

II. DISCUSSION

The remarks applaud the many valuable contributions that the Republican National Hispanic Assembly has made to the Republican party. They also point out that the success of Hispanic-Americans, both in the Republican party and in American society in general, give credence to the fact that we are the party of opportunity and inclusion.

McGroarty/Dooley  
September 8, 1989  
6:00 pm  
[HISPANIC]

PRESIDENTIAL REMARKS: REPUBLICAN NATIONAL HISPANIC ASSEMBLY  
DINNER  
OMNI-SHOREHAM HOTEL, WASHINGTON, D.C.  
SEPTEMBER 12, 1989  
7:30 PM

Thank you, Cathi [Villalpando, nominee for U.S. Treasurer].  
I'm looking forward to having you officially on the team. I know  
you're going to make a great U.S. Treasurer.

I am pleased to be joined tonight by my Chief of Staff John  
Sununu, and I want especially to acknowledge your guest of honor,  
Senator Orrin Hatch -- Chairman of the Republican Senate Task  
Force on Hispanic Affairs -- for all of his efforts on behalf of  
the Hispanic community.

Like me, I know many of you had a chance to get away on  
vacation this summer. Before I go any further, I want to put an  
end to a rumor that's making the rounds since I was up in Maine  
about a covert, amphibious operation off the coast of the  
American northeast. There's simply no truth to the talk that the  
bluefish I finally caught was hooked on my line by a Navy  
frogman.

I see tonight's Master of Ceremonies is the Andres Segovia of the Republican Party, Lee Atwater. [[Pause]] Actually, the tunes Lee likes to play aren't always music to everyone's ears. I hear Lee asked Orrin Hatch: "If I bring my guitar tonight, would you have any special requests?" Orrin said: "Just one -- that you don't play it." [[Pause]]

Let me say I'm deeply honored to meet once again with a group I've watched with admiration since its very beginning 15 years ago -- one that's devoted so much time and energy to advance the Republican cause.

You've made the 1980s a time of great pride for Hispanic Americans. I'm honored to enjoy the advice and counsel of two able Cabinet officers of Hispanic descent: Manuel Lujan and Lauro Cavazos. And just one week ago, we welcomed Ileana Ros-Lehtinen to Washington -- the first Cuban-American to serve in Congress, and the twelfth American of Hispanic heritage in the 101st Congress. Ileana is here tonight -- and I can tell you after just one week, she's going to be a force to be reckoned with on Capitol Hill.

I can't tell you what Ileana's victory has done for our spirit in Florida -- but I haven't heard of so much enthusiasm since my family found out I caught a fish. [[Pause]]

Ileana's election is just one more sign that Hispanic Americans have made it into the mainstream -- and that more and more Hispanic Americans are choosing the Republican Party. For everyone in this room tonight, that's the ultimate victory we're fighting for. I thank you -- and I want to thank tonight's Master of Ceremonies, Lee Atwater, who is dedicated to making the Republican Party the party of outreach and inclusion: a majority party built on mainstream values.

Last week, I spoke to the Hispanic Chamber of Commerce down in New Orleans about the extraordinary accomplishments of Hispanic entrepreneurs. The enthusiasm was electric -- and the contribution these businessmen and -women are making to the American economy can't be measured in terms of GNP alone. They understand that they are role models to the next generation of Hispanic Americans -- tangible proof that every door is open, and success is within their reach.

And the successes we see really come as no surprise. The values the Hispanic community holds dear are the very founding values of this nation -- and of the Republican Party: faith and family, hard work and individual responsibility, respect for others. And above all, an abiding love of freedom. Those are all the ingredients anyone ever needs to succeed -- anywhere from the streets of San Antonio or Miami to the halls of Congress or at the President's table as an officer of the Cabinet.

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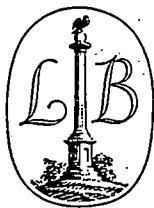
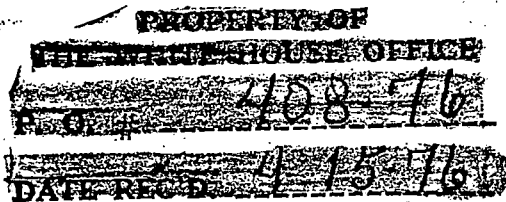
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cott, p. 522a.

from changes of circumstances, are  
often justifiable.<sup>1</sup>

*Speech [July 25 and 27, 1846]*

Liberty exists in proportion to whole-  
some restraint.

*Speech at the Charleston Bar*

*Dinner [May 10, 1847]*

The law: It has honored us; may we  
honor it. *Ib.*

I have read their platform, and  
though I think there are some unsound  
places in it, I can stand upon it pretty  
well. But I see nothing in it both new  
and valuable. "What is valuable is not  
new, and what is new is not valuable."<sup>2</sup>

*Speech at Marshfield, Massachu-  
setts [September 1, 1848]*

I was born an American; I will live  
an American; I shall die an American.

*Speech [July 17, 1850]*

Faneuil Hall, the cradle of American  
liberty. *Letter [April 1851]*

Men hang out their signs indicative  
of their respective trades: shoemakers  
hang out a gigantic shoe; jewelers, a  
monster watch; and the dentist hangs  
out a gold tooth; but up in the moun-  
tains of New Hampshire, God Al-  
mighty has hung out a sign to show  
that there He makes men.

*On the Old Man of the  
Mountain;*<sup>3</sup> *attributed*

I still live.

*Last words [October 24, 1852]*

### SIMÓN BOLÍVAR

1783-1830

A state too extensive in itself, or by  
virtue of its dependencies, ultimately  
falls into decay; its free government is  
transformed into a tyranny; it disre-

<sup>1</sup> L'homme absurde est celui qui ne change  
jamais [The absurd man is he who never  
changes]. — AUGUSTE MARSEILLE BARTHÉLEMY,  
*Ma Justification* [1832]

<sup>2</sup> See Lord Brougham, p. 540a.

<sup>3</sup> Natural rock formation in the shape of a  
human profile, in the Presidential Range of the  
White Mountains. It gave Hawthorne the theme  
of his story *The Great Stone Face*.

gards the principles which it should  
preserve, and finally degenerates into  
despotism. The distinguishing charac-  
teristic of small republics is stability:  
the character of large republics is  
mutability. *Letter from Jamaica*

Among the popular and representa-  
tive systems of government I do not  
approve of the federal system: it is too  
perfect; and it requires virtues and  
political talents much superior to our  
own. *Ib.*

Let us give to our republic a fourth  
power with authority over the youth,  
the hearts of men, public spirit, habits,  
and republican morality. Let us estab-  
lish this Areopagus to watch over the  
education of the children, to supervise  
national education, to purify whatever  
may be corrupt in the republic, to de-  
nounce ingratitude, coldness in the  
country's service, egotism, sloth, idle-  
ness, and to pass judgment upon the  
first signs of corruption and pernicious  
example.

*Address to the Congress of  
Angostura*

Those who have served the cause of  
the revolution have plowed the sea.

*Attributed*

The three greatest dolts in the world:  
Jesus Christ, Don Quixote, and I.

*Attributed*

### REGINALD HEBER

1783-1826

Brightest and best of the sons of the  
morning,

Dawn on our darkness, and lend us  
thine aid.

*Hymns. Epiphany, st. 1*

By cool Siloam's shady rill  
How sweet the lily grows!

*Ib. First Sunday after Epiphany,  
no. 2*

The Son of God goes forth to war,  
A kingly crown to gain;

His blood-red banner streams  
Who follows in His train?

*Hymns. The Son  
Goes Forth to W*

From Greenland's icy mount  
From India's coral strand,  
Where Afric's sunny fountains  
Roll down their golden sand.

*Ib. Missionary Hy*

Though every prospect pleas  
And only man is vile.

The heathen in his blindness  
Bows down to wood and stone

Holy, Holy, Holy! Lord God  
Early in the morning our song  
to Thee:

Holy, Holy, Holy! Merc  
Mighty!

God in Three Persons, Blesse  
*Ib. Holy, H*

### WASHINGTON IRVING

1783-1859

How convenient it would be  
of our great men and great  
doubtful origin, could they  
privilege of the heroes of  
whenever their origin was in  
obscurity, modestly announ-  
selves descended from a god.

*Knickerbocker's Histo-  
ry [1809], b*

His wife "ruled the roas  
governing the governor, go-  
province, which might thus  
be under petticoat governme

They claim to be the first  
of those recondite beverage  
stonefence, and sherry cobb

There is in every true wo  
a spark of heavenly fire,  
dormant in the broad dayli  
perity; but which kindle

<sup>1</sup> See Themistocles, p. 77b.

<sup>2</sup> See Browning, p. 666b.

THE WHITE HOUSE

WASHINGTON

September 19, 1990

MEMORANDUM FOR CHARLES KOLB ✓  
SHIREE SANCHEZ ✓  
FROM: JOHN SCHALL JAS  
SUBJECT: Hispanic Education Fact Sheet

It looks more and more like the President will be announcing the DPC's Hispanic education initiatives, including the Executive Order, at Monday's event.

Attached is a draft Fact Sheet on the Hispanic education initiatives, for your quick perusal. If the two of you could quickly comment on the Fact Sheet Thursday morning, I'd like to get it Jim Cicconi for clearance. You will obviously then get another look at it, I just want to know if you think this is on the right track.

Thanks.

Attachment

# DRAFT

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

September 24, 1990

## FACT SHEET

### EXECUTIVE ORDER ON EDUCATIONAL EXCELLENCE FOR HISPANIC AMERICANS:

The President today issued a new Executive Order on Educational Excellence for Hispanic Americans. In issuing the Executive Order, the President acted upon a recommendation from his Domestic Policy Council Task Force on Hispanic Education, chaired by Secretary Cavazos. The DPC Task Force reported to the President after holding a series of public forums on the issue of Hispanic education in San Antonio, Boston, Miami, Chicago, and Los Angeles. The DPC Task Force examined ways to improve efforts to serve children most in need in the educational system, including at-risk Hispanic children and all other children that face similar challenges.

Highlights of the Executive Order include:

- o The President's Advisory Commission on Educational Excellence for Hispanic Americans. The Order establishes an Advisory Commission in the Department of Education. Members of the Commission will be appointed by the President. The Commission will advise the Secretary of Education on how to improve Federal efforts to promote quality education for Hispanic Americans, giving particular emphasis to enhancing parental involvement, providing early childhood education, removing barriers to success in education, and helping students achieve their potential at all educational levels.
- o White House Initiative. The White House Initiative on Educational Excellence for Hispanic Americans, housed in the Department of Education, was created to provide support for the Commission.
- o Emphasis on private sector leadership. The Office of National Service will highlight and encourage the efforts of volunteers and the private sector to improve the quality of education for Hispanics.

what does it do →

addresses

★ (1) Federal commitment to education for Hispanic Americans. The Order directs Cabinet agencies to be actively involved in helping advance educational opportunities for Hispanic Americans, including working with individuals and educational, business, and community groups serving Hispanic Americans. Federal Departments and agencies will collect data on participation rates of Hispanics in Federal education programs. The Secretary of Education will issue an annual report on the progress achieved by Hispanics toward the national education goals.

OTHER FEDERAL INITIATIVES TO PROMOTE EXCELLENCE IN HISPANIC EDUCATION:

In addition to issuing the Executive Order, the President endorsed several Federal initiatives to increase parental involvement, improve language skills among the very young, and enhance opportunities in adult education:

- Dill initiative but Pres' endorsed*
- (2) The Secretary of Education will work with Governors from key States enrolling large numbers of students in migrant education programs to create and endorse a compact that develops criteria for a high school diploma for migrant students.
  - Federal education programs will strengthen the involvement of parents and community groups, emphasizing the responsibility of families and parents to be teachers of their children and advocates for their children's education.
  - Federal education programs, such as Head Start and Chapter One, will intensify efforts to increase language development among preschool children. Head Start will provide general guidance to program grantees to make early language efforts a priority.
  - Federal Departments administering public assistance programs will initiate special activities to assist low-income families in planning early for the later schooling of their children, such as providing information on grant, loan, and other student assistance programs.
  - Amendment to the Bilingual Education Act will be sought for early education programs to achieve English proficiency prior to school for young children with limited English proficiency, including immigrant children.
  - The Department of Education will seek to fund demonstration programs of alternative certification of bilingual teachers.

- o The Department of Education will promote a variety of methods to foster language development. In Bilingual Education, the Department will encourage demonstration programs displaying rigorous diagnosis of learning styles, early intervention and a diversity of teaching strategies, including the use of parents, families and community organizations as parts of the delivery system.
- o The Department of Education will encourage State and local education agencies to improve their remediation strategies, particularly to provide for the continuous progress of students in school and to make every effort to teach at-risk students with their peers. Emphasis will be placed on encouraging individualized instruction and dropout prevention.
- ⑨ o The Department of Education will encourage States to increase the availability of adult basic and secondary education programs in community colleges. States will be asked to enhance the role of community college systems in planning the distribution of Federal adult education funds at the State level.

THE WHITE HOUSE

Office of the Press Secretary

FOR IMMEDIATE RELEASE

May 4, 1990

The President today named the Hispanic Employees Association (HEA) of Pacific Gas and Electric Company, of Fresno, California, as the one hundred thirty-fourth "Daily Point of Light." HEA members work diligently to enhance the lives of Hispanic students.

HEA was developed in response to the increasing number of Hispanic students who drop out of school. Most HEA members are from similar backgrounds and have shared the same problems as the youth sponsored by HEA, but have returned to school and completed their education. The volunteers participate in classes and assist teachers in discussing drug and alcohol involvement, teenage pregnancy, and educational opportunities.

Through the Achievement Camp, elementary school teachers and counselors identify at-risk youth who are invited to attend a 3-day seminar in the mountains. The youth participate in leadership training seminars, motivational counseling sessions, interaction with positive role models, and recreational activities.

In addition, HEA's Scholarship Program offers scholarships to students who receive A's and B's, as well as those who have shown significant improvement in their scholastic endeavors. The Parenting Program focuses on parents of at-risk students. HEA members stress parental involvement with school work, nutritional improvement, and substance abuse awareness.

The President salutes the Hispanic Employees Association as the one hundred thirty-fourth "Daily Point of Light." Daily Point of Light recognition is intended to call every individual, group, and organization in America to claim society's problems as their own by taking direct and consequential action; to identify, enlarge, and multiply successful initiatives, like the Hispanic Employees Association; and to discover, encourage, and develop new leaders in community service, reflecting the President's conviction that, "From now on in America, any definition of a successful life must include serving others."

# # #

FOR FURTHER INFORMATION CONTACT: Tracey Taylor or Robert Marbut  
(202) 456-6266

Larry Alvarez  
650 "O" Street  
Fresno, CA 93760-0001  
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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

March 19, 1990

The President today named Jesse Sanchez Berain of Boise, Idaho as the ninety-fourth "Daily Point of Light." For over thirty years, Mr. Berain has devoted his time and energy to improving the living conditions of migrant agricultural workers.

After working on a farm as a child, Jesse Berain became acutely aware of the needs of migrant workers and determined to do something about them. He co-founded IMAGE de Idaho and CAMP (College Assistance for Migrant People), initiatives designed to encourage Hispanic Americans to seek employment and achieve academically. IMAGE de Idaho uses Hispanic role models to provide youth with alternatives to substance abuse, while CAMP offers scholarships to Hispanic Americans to study at a college of their choice. Mr. Berain also voluntarily speaks at elementary schools about Hispanic history and how it relates to American history, and he offers classes on Mexican cooking.

In addition, Mr. Berain interprets and writes letters, takes community members to medical appointments, assists with income tax form preparation, voluntarily teaches a citizenship class and has served as an interpreter in court. He also works with community groups and churches, planting grass, trees, and flowers in migrant worker camps. He even broadcasts a special radio program for Hispanics publicizing community events.

The President applauds the work of Jesse Berain. His outstanding commitment to helping migrant agricultural workers exemplifies the President's belief that, "From now on in America, any definition of a successful life must include serving others."

# # #

FOR FURTHER INFORMATION CONTACT: Tracey Taylor or Robert Marbut  
(202) 456-6266

1725 Gourley Street  
Boise, ID 83705  
(208) 334-1904

Lucy Narais

if you want to use  
an elderly

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

December 14, 1989

THE DAILY "POINT OF LIGHT"

The President today named Antonio Valle, Jr. of La Habra, California as his seventeenth daily "Point of Light." Valle, a special education teacher at Sonora High School in La Habra, volunteers his time to help the people of his community.

From co-founding a program to deter elementary school students from getting involved in gangs and drugs, to taking food to elderly homebound residents, Mr. Valle is always ready to help those in need. He has shown his dedication to community service through his 14 year endeavor to keep his community from sliding into decline.

The President extends his deepest appreciation to Anthonio Valle for his outstanding work with the young people of his community. His devotion and commitment to his neighbors are an inspiration to us all.

# # #

FOR FURTHER INFORMATION CONTACT: Lucy Carney (202) 456-6266

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La Habra CA 90631  
(213) 905-9826

THE WHITE HOUSE

Office of the Press Secretary

FOR IMMEDIATE RELEASE

April 6, 1990

The President today named Nicholas Monreal, Jr. of San Antonio, Texas as the one hundred and tenth "Daily Point of Light." Mr. Monreal founded Teach The Children, a program which provides school supplies for students from low-income families.

After seeing a student retrieve a crumpled piece of paper from a garbage can and use it for school work, Mr. Monreal realized that one cause of poor educational performance in his community was that many families could not afford to purchase school supplies for their children. He recognized that children's natural enthusiasm for learning can be shattered by embarrassment when they lack basic supplies. The effects of this deprivation can be apathy toward school work, poor attendance, and a high drop-out rate.

Since 1976, Teach The Children has helped tens of thousands of students obtain free school supplies. After the program's first year of success in San Antonio, eight other cities in Texas have now replicated the effort. Each city forms a committee composed of interested community members who plan and develop fundraising events. The events involve volunteers from all segments of the community, including teachers, parents, business members, and the media. Funds are raised through corporate contributions, private donations, and special events such as picnics, car washes, and a local telethon. School supplies are then purchased and distributed to needy students who are identified by teachers and school counselors.

The President applauds Mr. Monreal's dedication to enhancing the education of low-income youth. His work exemplifies the President's conviction that, "From now on in America, any definition of a successful life must include serving others."

# # #

FOR FURTHER INFORMATION CONTACT: Tracey Taylor or Robert Marbut  
(202) 456-6266

9307 Lamerton  
San Antonio, Texas 78250  
512-681-8052

THE WHITE HOUSE

Office of the Press Secretary

FOR IMMEDIATE RELEASE

June 1, 1990

The President today named the El Paso Boys' Club Association, of El Paso, Texas, as the one hundred fifty-eighth "Daily Point of Light." The club brightens the lives of economically disadvantaged youth.

Since 1929, the El Paso Boys' Club has provided recreational and guidance programs in predominantly Hispanic neighborhoods. Youngsters, ages 6 to 17, participate in programs which include seasonal athletics, leisure games, field trips, camping, and tutoring. The staff and volunteers establish one-to-one relationships with the young people, encouraging fair play, personal responsibility, and respect for the rights and feelings of others. They also encourage the students to stay in school and continue their education through high school and beyond. In addition, the Club operates a meal program for the youth and an aluminum recycling program.

The President salutes El Paso Boys' Club Association as the one hundred fifty-eighth "Daily Point of Light." Daily Point of Light recognition is intended to call every individual, group, and organization in America to claim society's problems as their own by taking direct and consequential action; to identify, enlarge, and multiply successful initiatives, like the El Paso Boys' Club Association; and to discover, encourage, and develop new leaders in community service, reflecting the President's conviction that, "From now on in America, any definition of a successful life must include serving others."

FOR FURTHER INFORMATION CONTACT: Tracey Taylor or Robert Marbut  
(202) 456-6266

Jay Lofton  
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El Paso, TX 79991  
(915) 532-7410

THE WHITE HOUSE

Office of the Press Secretary

FOR IMMEDIATE RELEASE

August 6, 1990

The President today named Project Amigos, of San Antonio, Texas, as the two hundred fourteenth "Daily Point of Light." Project Amigos, an initiative of the Mexican American Unity Council, offers a positive after-school environment for young people.

Founded in 1987, Project Amigos coordinates recreational and educational activities for Hispanic youth. Parents are encouraged to participate in the activities, thereby stressing family unity and stability. The program involves young people in cultural and educational activities, such as visiting museums and attending plays, and it ensures that the students continue their education.

Throughout the school year, young people visit the center after school and on the weekends. Volunteers and staff tutor the youth in a variety of subjects and coordinate educational workshops. They also lead recreational activities, whereby the children spend time with family and friends. During the summer, the center is open throughout the day, offering a variety of recreational activities and continuity to the students' school work. Volunteers also lead camping trips and visits to nursing homes.

The President salutes Project Amigos as the two hundred fourteenth "Daily Point of Light." Daily Point of Light recognition is intended to call every individual, group, and organization in America to claim society's problems as their own by taking direct and consequential action; to identify, enlarge, and multiply successful initiatives, like Project Amigos; and to discover, encourage, and develop new leaders in community service, reflecting the President's conviction that, "From now on in America, any definition of a successful life must include serving others."

# # #

FOR FURTHER INFORMATION CONTACT: Tracey Taylor or Jill Chodorov  
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Acente Flores  
Project Amigos  
1921 Buena Vista  
San Antonio, TX 78207  
(512) 978-0505

THE WHITE HOUSE

Office of the Press Secretary

FOR IMMEDIATE RELEASE

August 10, 1990

The President today named Lucy Narvaiz, of Santa Fe, New Mexico, as the two hundred eighteenth "Daily Point of Light." Ms. Narvaiz, 79, has dedicated her life to serving others.

Since she was 9 years old, Ms. Narvaiz has been serving her community. As a young girl, she was the only member of her village who spoke English. She would help her neighbors translate medical instructions, interpret tax forms, and read letters. Eventually, she became the 4-H club leader, a position she held for over 19 years, teaching children how to grow, harvest, and preserve fruits and vegetables.

For the last twenty years, Ms. Narvaiz has been a volunteer tutor to Hispanics and Native Americans through the local community college and Literacy Volunteers of America. She also provides financial help to needy individuals until they are able to support themselves.

The President salutes Lucy Narvaiz as the two hundred eighteenth "Daily Point of Light." Daily Point of Light recognition is intended to call every individual, group, and organization in America to claim society's problems as their own by taking direct and consequential action; to identify, enlarge, and multiply successful initiatives, like the efforts of Ms. Narvaiz; and to discover, encourage, and develop new leaders in community service, reflecting the President's conviction that, "From now on in America, any definition of a successful life must include serving others."

# # #

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Route 6, Box 104  
Santa Fe, New Mexico 87501  
(505) 471-2454

THE WHITE HOUSE

Office of the Press Secretary

FOR IMMEDIATE RELEASE

September 7, 1990

The President today named the volunteers of the San Antonio Air Logistics Center-Kelly Air Force Base/Southwest Independent School District Mentoring Partnership, of San Antonio, Texas, as the two hundred forty-second "Daily Point of Light." The Kelly/Southwest Mentoring Partnership pairs members of the armed services with young people, offering the youth inspiration and courage needed to better their lives.

After attending an intensive training workshop, Kelly Air Force Base Air Logistics Center personnel mentor "at-risk" 2nd and 4th grade students throughout the Southwest Independent School District. More than 300 volunteers meet with students on a weekly basis at the students' schools. The volunteers read to the young people, tutor them in reading and writing, and discuss subjects of interest. Most importantly, the volunteers inspire the young people to strive for their goals and aspirations.

Kelly Air Force Base and the Southwest Independent School District provide support to the mentors and students. The base authorizes and arranges field trips to its facilities, assists with training workshops, and encourages employees to serve as student mentors. The base allows employees "flex time" for those involved, enabling them to serve during work hours. The School District identifies the students most in need of a mentor, provides materials, supplies a site for the mentor to meet with students, and assists in training volunteers.

The President salutes the volunteers of the Kelly/Southwest Mentoring Partnership as the two hundred forty-second "Daily Point of Light." Daily Point of Light recognition is intended to call every individual, group, and organization in America to claim society's problems as their own by taking direct and consequential action; to identify, enlarge, and multiply successful initiatives, like the volunteers of the Mentoring Partnership; and to discover, encourage, and develop new leaders in community service, reflecting the President's conviction that, "From now on in America, any definition of a successful life must include serving others."

On behalf of the President, Lou Gallegos, Assistant Secretary of the Interior, will present a letter of recognition to the mentors and students at the Indian Creek Elementary School.

# # #

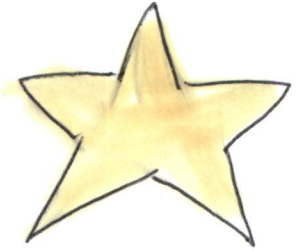
FOR FURTHER INFORMATION CONTACT: Tracey Taylor or Jill Chodorov  
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Maria Ferrier or Phillip Steely  
Department of Air Force  
Headquarters, San Antonio Air Logistics Center  
Kelly Air Force Base, Texas 78241

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**FAX COVER SHEET**

**MESSAGE**

TO: Jennifer Grossman

FAX NUMBER: 456-6218

FROM: Liz Barnes

Per our conversation.

THANK YOU, CHAIRMAN DE LA GARZA. I'M PLEASED TO JOIN THE MEMBERS OF THE CONGRESSIONAL HISPANIC CAUCUS, ALONG WITH THE WASHINGTON COUNCIL OF HISPANIC EMPLOYMENT PROGRAM MANAGERS, IN LAUNCHING THIS YEAR'S OBSERVANCE OF HISPANIC HERITAGE MONTH.

I'M ALSO GLAD THAT YOU HAVE ASKED ME TO SPEAK TODAY ABOUT EDUCATIONAL EXCELLENCE. FOR EVEN AS HISPANICS LOOK WITH GREAT PRIDE TO THE ACHIEVEMENTS OF THE PAST -- AND WE ARE JUST TWO YEARS AWAY FROM CELEBRATING 500 YEARS OF HISPANIC HERITAGE IN THIS HEMISPHERE -- WE MUST DEDICATE OURSELVES TO MEETING THE CHALLENGES FACED BY HISPANIC AMERICANS IN THE 1990S AND BEYOND. AND AS WE LOOK FORWARD TO A SIXTH CENTURY OF HISPANIC ACHIEVEMENT, THERE CAN BE LITTLE DOUBT THAT EDUCATIONAL EXCELLENCE TRULY IS THE KEY TO OUR FUTURE.

EDUCATION HAS LONG BEEN AN IMPORTANT PART OF HISPANIC HERITAGE AND CIVILIZATION. THE SPANISH ESTABLISHED UNIVERSITIES AT LIMA AND MEXICO CITY IN 1551 -- THE FIRST INSTITUTIONS OF HIGHER EDUCATION IN THE NEW WORLD -- AND FIVE MORE BEFORE HARVARD OPENED ITS DOORS IN 1636.

NEARLY 300 YEARS LATER, SIMON BOLIVAR EXPRESSED A SIMILAR APPRECIATION FOR THE VALUE OF EDUCATION, PARTICULARLY IN THE LIFE OF GREAT NATIONS. IN AN ESSAY ON PUBLIC EDUCATION, HE WROTE -- AND I QUOTE:

NATIONS MOVE TOWARD THE PINNACLE OF THEIR GREATNESS IN

PROPORTION TO THEIR EDUCATIONAL PROGRESS. THEY ADVANCE IF EDUCATION ADVANCES; IF IT DECAYS, THEY DECAY; AND THEY ARE ENGULFED AND LOST IN OBLIVION ONCE EDUCATION BECOMES CORRUPT OR IS COMPLETELY ABANDONED.

IT IS WORTH NOTING THAT ONE OF THE "ILLUSTRIOUS NATIONS" THAT BOLIVAR PRAISED FOR ITS DEVOTION TO EDUCATION WAS THE "REPUBLIC OF THE UNITED STATES."

OUR LEADERS TODAY WOULD UNDOUBTEDLY AGREE WITH BOLIVAR'S ASSERTION ABOUT THE IMPORTANCE OF EDUCATION. WHEN PRESIDENT BUSH AND THE GOVERNORS RELEASED THE JOINT STATEMENT ANNOUNCING OUR NATIONAL EDUCATION GOALS, THEY DESCRIBED EDUCATION AS "THE HEART OF OUR ECONOMIC STRENGTH AND SECURITY, OUR CREATIVITY IN THE ARTS AND LETTERS, OUR INVENTION IN THE SCIENCES, AND THE PERPETUATION OF OUR CULTURAL VALUES." FROM THIS PERSPECTIVE, EDUCATION IS THE KEY NOT ONLY TO THE FUTURE OF HISPANICS, BUT ALSO TO THE CONTINUED HEALTH AND WELL-BEING OF OUR NATION AS A WHOLE.

THE ROLE OF HISPANIC AMERICANS IN THE UNITED STATES IS CLEARLY EXPANDING. THE HISPANIC COMMUNITY NOW NUMBERS MORE THAN 20 MILLION, AND IS EXPECTED TO NEARLY DOUBLE EARLY IN THE NEXT CENTURY, THANKS TO A GROWTH RATE ALMOST FIVE TIMES THE NATIONAL AVERAGE. ONE IMPORTANT CHARACTERISTIC OF THIS COMMUNITY, ESPECIALLY IN VIEW OF OUR FOCUS THIS MORNING ON EDUCATION, IS ITS YOUTH. THE MEDIAN AGE OF HISPANIC AMERICANS IS 25.9 YEARS,

*double-check*

*40<sup>2</sup> million* *new*  
*1990+ sept*

COMPARED TO 33.2 FOR THE NON-HISPANIC POPULATION.

---

WE NEED ONLY LOOK TO OUR SCHOOLS FOR FURTHER EVIDENCE OF THESE TRENDS. ALMOST 28 PERCENT OF HISPANICS ARE OF SCHOOL AGE, COMPARED WITH JUST 21 PERCENT OF NON-HISPANICS, AND THIS HELPED DRIVE MINORITY ENROLLMENT TO 30 PERCENT OF TOTAL PUBLIC SCHOOL ENROLLMENT IN THE 1986-87 SCHOOL YEAR. COMBINED MINORITY ENROLLMENT IN OUR PUBLIC SCHOOLS IS EXPECTED TO COMPRISE A MAJORITY IN THE FIRST DECADES OF THE NEXT CENTURY, AND THE TEN LARGEST SCHOOL DISTRICTS IN THE UNITED STATES ARE ALREADY 70 PERCENT BLACK AND HISPANIC. THE IMPACT OF THESE DEMOGRAPHIC CHANGES WILL SOON BE FELT IN THE WORKPLACE. DURING THE NEXT TEN YEARS, ONE IN THREE NEW WORKERS WILL BE MINORITY, AND BY THE END OF THE CENTURY, IT IS ESTIMATED THAT ONLY 15 PERCENT OF NEW ENTRANTS TO THE LABOR FORCE WILL BE ANGLO MALES.

THESE DEMOGRAPHIC CHANGES MEAN THAT WHILE OUR SHARED HISPANIC HERITAGE HAS LONG HELPED TO SHAPE THIS COUNTRY, THE HISPANIC COMMUNITY IS POISED TO PLAY AN EVEN GREATER ROLE IN AMERICA'S FUTURE. MANY OF YOU GATHERED HERE THIS MORNING -- MEMBERS OF CONGRESS AND OTHER LEADERS IN GOVERNMENT -- SYMBOLIZE THE OPPORTUNITIES FOR HISPANICS THAT ARE CONTINUING TO EXPAND AS BARRIERS TO PARTICIPATION FALL AND AS THE HISPANIC PRESENCE GROWS STRONGER IN AMERICAN SOCIETY.

HISPANICS MUST BE PREPARED FOR THIS NEW ROLE, HOWEVER, AND

THE EVIDENCE SUGGESTS THAT WE ARE NOT YET READY. HISPANIC LEVELS OF EDUCATIONAL ACHIEVEMENT CONTINUE TO LAG BEHIND NOT ONLY ANGLOS BUT ALSO OTHER AMERICAN MINORITY GROUPS. MOST OF YOU HAVE HEARD THE FAMILIAR LITANY OF MEASURES QUANTIFYING THE EDUCATIONAL DEFICIT OF HISPANICS: LET ME OFFER JUST ONE. IN 1986, 32.2 PERCENT OF HISPANICS AGED 14 TO 34 WERE HIGH SCHOOL DROPOUTS. THAT'S NEARLY THREE TIMES THE 11.3 PERCENT RATE FOR ANGLOS, AND TWICE THE 15.5 PERCENT RECORDED FOR BLACK AMERICANS. HISPANICS WHO DO NOT COMPLETE HIGH SCHOOL WILL NEVER RECEIVE THE ADVANCED TRAINING NEEDED FOR SO MANY CAREERS IN OUR TECHNOLOGY-BASED ECONOMY. NOR WILL THEY BE ABLE TO PURSUE LAW, MEDICINE, ENGINEERING, OR ANY OTHER PROFESSIONAL OCCUPATION. CLEARLY, WE HAVE A LOT OF CATCHING UP TO DO IF WE ARE TO TAKE ADVANTAGE OF THE NEW OPPORTUNITIES BROUGHT BY OUR GROWING DEMOGRAPHIC STRENGTH.

THE FIRST CLASS OF 21ST CENTURY HIGH SCHOOL GRADUATES IS ALREADY IN SCHOOL, AND IN TOO MANY INSTANCES, ALREADY FALLING BEHIND. AND IT'S NOT JUST THE HISPANIC CHILDREN THAT WE ARE FAILING TO EDUCATE. THE CRISIS IN OUR SCHOOLS -- FIRST DETAILED IN THE DEPARTMENT OF EDUCATION'S 1983 REPORT, A NATION AT RISK, TOUCHES EVERYONE. THIS IS WHY PRESIDENT BUSH HAS DEDICATED HIMSELF TO ACHIEVING EDUCATIONAL EXCELLENCE FOR ALL AMERICANS.

DURING HIS FIRST YEAR IN OFFICE, THE PRESIDENT PROVIDED EFFECTIVE LEADERSHIP IN GALVANIZING A NATIONAL COMMITMENT TO THE

RADICAL RESTRUCTURING OF OUR SCHOOLS. AMONG OTHER EFFORTS, THE PRESIDENT SUBMITTED HIS EDUCATIONAL EXCELLENCE ACT TO CONGRESS, HE CONVENED THE EDUCATION SUMMIT WITH THE NATION'S GOVERNORS, HE COORDINATED THE DEVELOPMENT OF OUR NATIONAL EDUCATION PERFORMANCE GOALS, AND HE CREATED THE TASK FORCE ON HISPANIC EDUCATION.

THIS NECESSITY IS REFLECTED IN THE NATIONAL EDUCATION PERFORMANCE GOALS DEVELOPED BY PRESIDENT BUSH AND THE NATION'S GOVERNORS. TAKEN AS A WHOLE, THE GOALS ARE FOCUSED NOT ON IMPROVING THE EDUCATION OF OUR BEST STUDENTS, BUT ON DRAMATICALLY RAISING THE AVERAGE LEVEL OF EDUCATIONAL ACHIEVEMENT FOR ALL AMERICANS. MANY OF YOU ARE FAMILIAR WITH OUR EDUCATION GOALS, BUT LET ME MENTION EACH OF THEM BRIEFLY. THEY REFLECT THE ISSUES WE MUST ADDRESS IF WE ARE TO SUCCESSFULLY REFORM OUR SCHOOLS.

THE FIRST EDUCATION GOAL IS TO MAKE SURE THAT BY THE YEAR 2000 EVERY CHILD STARTS SCHOOL READY TO LEARN. PARENTS PLAY AN IMPORTANT ROLE IN DEVELOPING THE HEALTHY SELF-ESTEEM AND POSITIVE ATTITUDES TOWARD LEARNING THAT ARE CRITICAL FOR A CHILD'S SUCCESS IN SCHOOL.

THE SECOND GOAL IS TO INCREASE THE HIGH SCHOOL GRADUATION RATE FROM ITS CURRENT 71.1 PERCENT TO 90 PERCENT BY THE YEAR 2000. THE HIGH SCHOOL DIPLOMA IS NOT JUST FOR THE COLLEGE-BOUND, IT IS THE MINIMUM, MINIMUM REQUIREMENT FOR SUCCESS IN OUR TECHNOLOGICALLY COMPLEX ECONOMY. AS YOU KNOW, HISPANICS

CURRENTLY SUFFER FROM THE HIGHEST DROPOUT RATE IN THE NATION.

THE THIRD NATIONAL GOAL REQUIRES THAT BY THE YEAR 2000, AMERICAN STUDENTS AT THE FOURTH-, EIGHTH-, AND TWELFTH-GRADE LEVELS DEMONSTRATE COMPETENCY OVER CHALLENGING SUBJECT MATTER, INCLUDING ENGLISH, MATHEMATICS, SCIENCE, HISTORY, AND GEOGRAPHY. FAR TOO MANY HIGH SCHOOL GRADUATES ARE ILL-PREPARED FOR EITHER HIGHER EDUCATION OR THE WORKPLACE.

THE FOURTH GOAL IS TO TAKE AMERICAN STUDENTS BEYOND COMPETENCE, AND TO MAKE THEM FIRST IN THE WORLD IN MATHEMATICS AND SCIENCE ACHIEVEMENT BY THE YEAR 2000. MATH AND SCIENCE SKILLS ARE PARTICULARLY IMPORTANT FOR MINORITY AND FEMALE STUDENTS, WHO WILL FORM A GROWING SHARE OF THE POOL OF SCIENTIFIC AND TECHNICAL WORKERS NEEDED BY AMERICAN BUSINESS.

OUR FIFTH NATIONAL EDUCATION GOAL CALLS FOR ENSURING THAT BY THE YEAR 2000 EVERY ADULT AMERICAN IS NOT ONLY LITERATE, BUT PREPARED FOR THE LIFELONG LEARNING THAT WILL BE REQUIRED FOR PARTICIPATING IN THE MODERN GLOBAL ECONOMY AND FOR EXERCISING THE RIGHTS AND RESPONSIBILITIES OF CITIZENSHIP. CONTINUING HIGH RATES OF ILLITERACY IN AMERICA ARE A SHAMEFUL LEGACY OF THE FAILURE OF OUR SYSTEM OF EDUCATION.

FINALLY, WE MUST WORK TO MAKE EVERY SCHOOL IN AMERICA FREE FROM DRUGS AND VIOLENCE, AND TO CREATE DISCIPLINED CLASSROOM

ENVIRONMENTS CONDUCTIVE TO LEARNING.

THESE NATIONAL EDUCATION GOALS GREW OUT OF THE EDUCATION SUMMIT THAT WE HELD IN CHARLOTTESVILLE, VIRGINIA LAST YEAR. AN EQUALLY IMPORTANT RESULT OF THE SUMMIT, HOWEVER, WAS THE DECISION TO UNDERTAKE A MAJOR STATE-BY-STATE EFFORT TO RESTRUCTURE OUR EDUCATION SYSTEM. MANY OF YOU HAVE HEARD THE TERM "RESTRUCTURING" USED TO DESCRIBE BUSINESS EFFORTS TO REORGANIZE IN ORDER TO COMPETE MORE EFFECTIVELY. THE PROCESS IS SIMILAR, THOUGH PERHAPS EVEN MORE DIFFICULT, IN EDUCATION. RESTRUCTURING INVOLVES FUNDAMENTAL, RADICAL CHANGES IN THE ORGANIZATION OF OUR SCHOOLS. THE PRECISE NATURE OF THESE CHANGES WILL DEPEND ON LOCAL CONDITIONS AND CIRCUMSTANCES, BUT THEY HAVE ONLY ONE PURPOSE: TO ALLOW PARENTS, TEACHERS, AND ADMINISTRATORS TO RESPOND TO THE NEEDS OF STUDENTS RATHER THAN TO THE REQUIREMENTS OF BUREAUCRACY. THE ESSENTIAL IDEA OF RESTRUCTURING -- AND I BELIEVE THIS IS PARTICULARLY IMPORTANT FOR HISPANICS -- IS TO FIT THE SCHOOL TO THE STUDENT, RATHER THAN THE STUDENT TO THE SCHOOL. RESTRUCTURING IS THEREFORE CRITICAL TO OUR EFFORTS TO EDUCATE AN INCREASINGLY DIVERSE SOCIETY. AND WHILE WE ARE LIKELY TO SEE AS MANY RESTRUCTURING STRATEGIES AS THERE ARE SCHOOL DISTRICTS, EACH REPRESENTS AN OPPORTUNITY FOR HISPANIC AMERICANS TO MAKE SCHOOLS MORE RESPONSIVE TO THEIR NEEDS.

TWO RESTRUCTURING STRATEGIES THAT PRESIDENT BUSH AND I BELIEVE HOLD SPECIAL PROMISE ARE ACADEMIC CHOICE AND SCHOOL-BASED

MANAGEMENT. ACADEMIC CHOICE FORCES SCHOOLS TO LISTEN TO PARENTS, AND SCHOOL-BASED MANAGEMENT ENABLES TEACHERS AND ADMINISTRATORS TO NOT ONLY LISTEN, BUT TO RESPOND. UNDER SCHOOL-BASED MANAGEMENT, AUTONOMY AND AUTHORITY ARE GRANTED TO INDIVIDUAL SCHOOLS AND TEACHERS IN EXCHANGE FOR A PROMISE OF IMPROVED RESULTS. THE FOCUS OF EDUCATION PROFESSIONALS IS SHIFTED AWAY FROM THE DISTRICT OFFICE AND BACK TO TEACHERS AND STUDENTS IN THE CLASSROOM. DECISIONS OVER STAFF SELECTION, CURRICULUM, AND BUDGET ALLOCATION ARE MADE IN THE SCHOOL BUILDING BY PRINCIPALS, TEACHERS, AND PARENTS, WHO WORK TOGETHER TO MEET THE PARTICULAR NEEDS OF THEIR STUDENTS. WHILE CHOICE EMPOWERS PARENTS, SCHOOL-BASED MANAGEMENT EMPOWERS TEACHERS AND ADMINISTRATORS, REWARDING EDUCATIONAL EXCELLENCE INSTEAD OF COMPLIANCE WITH BUREAUCRATIC MANDATES. TOGETHER, ACADEMIC CHOICE AND SCHOOL-BASED MANAGEMENT ARE A POWERFUL COMBINATION FOR EDUCATIONAL EXCELLENCE.

I BELIEVE ACADEMIC CHOICE IS ESPECIALLY IMPORTANT FOR HISPANIC STUDENTS. OUR PUBLIC SCHOOLS HAVE FAILED TO MEET THE EDUCATIONAL NEEDS OF MANY HISPANICS, BUT WITHOUT CHOICE, FEW HISPANICS HAVE THE OPTION OF ATTENDING BETTER SCHOOLS, OR ARE ABLE TO FORCE SCHOOLS TO ADDRESS THEIR SPECIAL NEEDS. THE EXPANSION OF ACADEMIC CHOICE WILL GIVE ALL PARENTS -- RICH OR POOR, ANGLO OR HISPANIC -- THE OPPORTUNITY TO CHOOSE THEIR CHILDREN'S SCHOOLS THAT UNTIL NOW HAS BEEN AVAILABLE ONLY TO THOSE WHO COULD AFFORD TO MOVE TO THE BETTER SCHOOL DISTRICTS.

WHILE THE FEDERAL GOVERNMENT CANNOT RESTRUCTURE AMERICA'S SCHOOLS BY DECREE, WE CAN AND WILL HELP YOU TO DEMAND AND IMPLEMENT EFFECTIVE EDUCATION REFORM AT THE STATE AND LOCAL LEVELS. WE ALSO WILL CONTINUE TO PROVIDE SPECIAL ASSISTANCE TO THOSE WHO NEED IT: MINORITIES, THE ECONOMICALLY DISADVANTAGED, AND PEOPLE WITH DISABILITIES. PRESIDENT BUSH AND I ARE DEEPLY AND ACTIVELY COMMITTED TO EQUAL EDUCATIONAL OPPORTUNITY FOR ALL AMERICANS, AND THE PRESIDENT HAS EXPRESSED SPECIAL CONCERN FOR EDUCATIONAL DIFFICULTIES EXPERIENCED BY HISPANIC AMERICANS. LAST DECEMBER, HE CALLED FOR A NATIONAL EFFORT TO IMPROVE EDUCATION FOR HISPANICS, AND ASKED ME TO FORM A TASK FORCE ON HISPANIC EDUCATION TO DEVELOP RECOMMENDATIONS TO GUIDE THAT EFFORT.

THE TASK FORCE COLLECTED EXTENSIVE TESTIMONY FROM HISPANIC AMERICANS AND OTHER CONCERNED CITIZENS AT FIVE REGIONAL HEARINGS, AND ALSO DREW ON OTHER SOURCES FOR IDENTIFYING POSITIVE STEPS TO IMPROVE THE EDUCATION OF HISPANICS. THE WHITE HOUSE DOMESTIC POLICY COUNCIL IS NOW CONSIDERING OUR FINDINGS, AND IS EXPECTED TO MAKE ITS RECOMMENDATIONS TO THE PRESIDENT IN THE NEAR FUTURE. AT THIS STAGE, IT WOULD BE INAPPROPRIATE FOR ME TO DISCUSS ANY SPECIFIC FINDINGS OR RECOMMENDATIONS BY THE TASK FORCE, BUT I BELIEVE IT IS FAIR TO SAY THAT OUR FINAL REPORT WILL SERVE AS A BLUEPRINT FOR MARKEDLY IMPROVING THE EDUCATION OF HISPANICS DURING THIS DECADE. WE MUST PREPARE OUR CHILDREN AND YOUNG PEOPLE TO ENTER THE NEXT MILLENNIUM READY TO COMPETE IN THE MAINSTREAM, AND TO TAKE ADVANTAGE OF THE GREAT OPPORTUNITIES THAT

THIS COUNTRY OFFERS TO ITS CITIZENS.

I WOULD LIKE TO DISCUSS ONE SUBJECT, HOWEVER, THAT WAS PROMINENT DURING THE HISPANIC TASK FORCE HEARINGS: THE ISSUE OF PARENTAL INVOLVEMENT. WE CANNOT ESCAPE THE FACT THAT THE SINGLE MOST IMPORTANT PREDICTOR OF A CHILD'S EDUCATIONAL ACHIEVEMENT -- ACROSS ALL ETHNIC AND RACIAL GROUPS -- IS PARENTAL INVOLVEMENT. THERE ARE OTHER FACTORS OF COURSE, SUCH AS THE QUALITY OF TEACHING, SCHOOL FACILITIES, SCHOOL BUDGETS, POVERTY, AND MANY OTHERS WHICH MUST BE ADDRESSED OVER TIME. BUT A PARENT'S CONCERN FOR HIS OR HER CHILD'S EDUCATION IS INDEPENDENT OF THESE, AND CAN MAKE ALL THE DIFFERENCE IN THE WORLD. MORE IMPORTANTLY, PARENTAL INVOLVEMENT CAN MAKE AN IMMEDIATE DIFFERENCE, UNLIKE OTHER REFORM PROPOSALS THAT CAN TAKE MANY YEARS TO IMPLEMENT. OUR CHILDREN CANNOT WAIT THAT LONG.

PRESIDENT BUSH AND I REALIZE THAT PARENTS CANNOT DO IT ALL ALONE, PARTICULARLY IF THEY DO NOT SPEAK ENGLISH OR THEY NEVER FINISHED SCHOOL THEMSELVES. PARENTS NEED HELP IF THEY ARE TO SERVE AS THEIR CHILD'S FIRST TEACHER, AND CONTRIBUTE TO THEIR CHILD'S PROGRESS AND SUCCESS IN SCHOOL. THIS IS WHY WE HAVE PUSHED SO HARD FOR POLICIES AND PROGRAMS THAT EMPOWER PARENTS. ACADEMIC CHOICE AND SCHOOL-BASED MANAGEMENT, FOR EXAMPLE, ARE EFFECTIVE RESTRUCTURING STRATEGIES BECAUSE THEY CREATE NEW OPPORTUNITIES FOR INCREASED PARENTAL INVOLVEMENT IN OUR SCHOOLS.

WE ALSO RECOGNIZE THAT THERE ARE MANY BARRIERS TO PARENTAL PARTICIPATION IN THE EDUCATION PROCESS, BARRIERS WHICH CAN SEVERELY LIMIT THE OPPORTUNITIES FOR PARENTAL INVOLVEMENT. A HISPANIC PARENT WHO SPEAKS LITTLE OR NO ENGLISH, FOR EXAMPLE, MAY BE RELUCTANT TO VISIT SCHOOL AND TALK TO TEACHERS ABOUT HIS OR HER CHILD'S PERFORMANCE. THIS IS ONE REASON I RECENTLY URGED COLLEGES OF TEACHER EDUCATION TO REQUIRE THEIR STUDENTS TO MASTER A FOREIGN LANGUAGE. WHATEVER LANGUAGE PROSPECTIVE TEACHERS CHOOSE TO LEARN, THE STUDY OF ANOTHER LANGUAGE AND CULTURE WILL SENSITIZE THEM TO THE KINDS OF DIFFERENCES THEY WILL ENCOUNTER AMONG STUDENTS AND PARENTS IN OUR DIVERSE SOCIETY. SCHOOLS AND TEACHERS MUST REACH OUT TO PARENTS, AND MAKE THEM FEEL WELCOME AS FULL PARTNERS IN THE EDUCATION OF THEIR CHILDREN.

ALL HISPANICS, WHETHER OR NOT THEY HAVE CHILDREN IN SCHOOL, MUST WORK TO IMPROVE THE QUALITY OF EDUCATION FOR ALL OUR CHILDREN. DURING HISPANIC HERITAGE MONTH, WE LOOK BACK WITH PRIDE ON THE ACHIEVEMENTS OF THOSE WHO CAME BEFORE US, AND DRAW THE INSPIRATION AND MOTIVATION NEEDED TO BUILD THE FUTURE.

THE HISPANIC EXPLORERS OF THE NEW WORLD -- MEN SUCH AS HERNAN CORTEZ, FRANCISCO CORONADO, AND PEDRO DE VALDIVIA -- DEMONSTRATED TREMENDOUS VISION, GREAT COURAGE, AND STUBBORN DETERMINATION. CENTURIES LATER, THOSE WHO FOUGHT FOR INDEPENDENCE FROM SPAIN -- SIMON BOLIVAR, JOSE DE SAN MARTIN, BERNARDO O'HIGGINS, AND BENITO JUAREZ -- SHOWED THAT SAME VISION

AND DETERMINATION. AND SO MUST WE.

ONE HUNDRED AND EIGHTY YEARS AGO YESTERDAY, FATHER MIGUEL HIDALGO Y COSTILLO RANG A CHURCH BELL IN THE TOWN OF DOLORES TO CALL HIS PARISHIONERS TO THE STRUGGLE FOR INDEPENDENCE AND FREEDOM. HE MIGHT WELL HAVE RUNG A SCHOOL BELL, FOR IN EDUCATION LIES TRUE LIBERATION, AND TRUE FREEDOM.

THANK YOU.

THE WHITE HOUSE  
WASHINGTON

December 6, 1989

ATTACHMENT A

MEMORANDUM FOR THE SECRETARY OF EDUCATION

SUBJECT: Education of Hispanic Americans

All children in America should have the opportunity to achieve their fullest potential as human beings. And, as you know, much of that opportunity depends on education.

Sadly, Hispanic Americans are especially undereducated. As Hispanics become the largest minority group in the United States early in the next century, it becomes more and more important to overcome the crisis in Hispanic education.

Indeed, the statistics that you have provided to me compel attention:

- o Between 9 and 11 percent of Hispanic students drop out of high school each year -- the highest dropout rate of any major ethnic or racial group.
- o Among Hispanics over the age of 25, an alarming 52 percent have not completed high school, compared to 24 percent of non-Hispanics.
- o Only 10 percent of Hispanics over the age of 25 have completed 4 or more years of college, compared to 21 percent of non-Hispanics.
- o Every major report on adult illiteracy has found that the rate for Hispanics is much higher than the rate for the non-Hispanic population.-

The Working Group on Education of the Domestic Policy Council, which you chair, is already addressing important education issues. I am directing you to form a Task Force within that Working Group to focus on Hispanic education. The Task Force on Hispanic Education will report to me through the Domestic Policy Council and its Education Working Group.

2

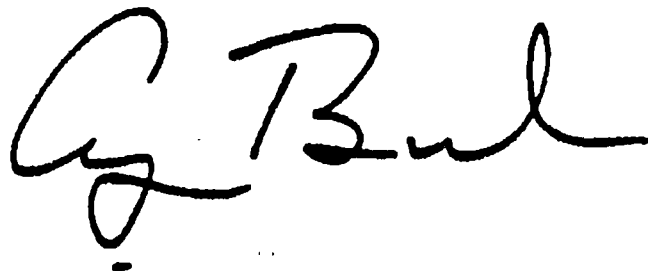
Specifically, the Task Force on Hispanic Education should:

- o Assess the participation of Hispanics in Federal education programs.
- o Identify barriers that may limit Hispanic participation in Federal education programs.
- o Suggest alternative strategies to enhance Hispanic participation in Federal education programs.

The Task Force should complete its work and report to me by the end of February 1990 so that the results of its work can be incorporated, as appropriate, into our broader efforts to improve American education in conjunction with the setting of national goals as called for at our Education Summit.

I also understand that you will be appointing a special advisor on dropouts -- a new position in your office. Because of the problem of dropout rates in the Hispanic community, I urge you to direct your special advisor to work closely with representatives of the Hispanic community.

We must step up our efforts to ensure the education of Hispanic Americans as a vital part of our overall commitment to excellence in education.



## EXECUTIVE SUMMARY

**Hispanics are the most undereducated major segment of the U.S. population.** Hispanic educational attainment has increased in absolute terms since 1970, but the gap between Hispanics and non-Hispanics continues to widen. Compared to Blacks and Whites, Hispanics enter school later, leave school earlier, and are less likely to complete high school, enter or complete college.

**Hispanics represent a growing segment of the school-age population.** The Hispanic population has grown about five times as fast as the non-Hispanic population since 1980 and is the youngest major U.S. group, and so the Hispanic school-aged population is increasing rapidly. Public school enrollment is projected to rise to almost 44 million in 2000, and nearly all the increase will be in minority -- especially Hispanic -- enrollment.

**While in school, Hispanics face serious difficulties.** Hispanic students have far higher rates of enrollment below grade levels than Whites, and by the time they reach the age of 13, higher rates than Blacks as well -- and there has been no overall improvement in the level of below-grade Hispanic enrollment in the past several years. Further, Hispanic student suspensions in several states with large Hispanic enrollments are increasing, while suspension rates for Whites are decreasing substantially. Also, in most states, the rate of bilingual education services for Hispanics has been decreasing in recent years, at a time when the demand for services has been increasing -- due to increased Hispanic enrollment and an increased number of limited-English-proficient (LEP) children. A high proportion of LEP Hispanic 8th grade students (31.8%) have repeated at least one grade, compared to non-LEP Hispanics (21.9%).

**Academic achievement scores for Hispanics and Blacks remain lower than those of White students, and in some cases the gap is widening.** As assessed by the National Assessment of Educational Progress, minorities appear to be making gains in certain test scores but not in others. Three out of four Hispanic 8th graders cannot pass a test of simple mathematical operations using decimals or fractions. In all Hispanic subgroups, 8th graders are far more likely to score below the basic level than at the advanced level in math. Hispanic students are the least likely of any group of 8th graders to take advanced math courses and the most likely to take remedial math. In addition, they more often report taking no science courses at all (8.3%) than do either Blacks (6.0%) or Whites (3.2%).

**Hispanic 8th graders have lower educational expectations than Black or White students; they are less sure of graduating from high school and have the lowest expectation of finishing college.** Less than one-quarter of Hispanic 8th graders (22.5%) plan to enter a college-preparatory, academic high school program, compared with 30.9% of White, 24.7% of Black, and 37.1% of Asian and Pacific Islander students. Cubans are more likely than other Hispanic 8th graders to have plans for enrolling in a college preparatory program.

(C) So. Am. Day

Where?

--looking forward to our trip to several A. Am. nations, to build upon the common bonds between our people, and to strengthen the foundation of political liberty and free enterprise in our two continents

--heritage -- feel pride and love and dignity in their heritage -  
- don't let traditions become memories

--LA name: El Pueblo de Nuestra Senora la Reina de LA de la Porciuncula (the town of Our Lady, Queen of the Angels of the Poinciuncula); names of CA, Nevada, Texas (land of tile roofs); Colorado

3.

--values of faith, family and freedmon -- very values Am. needs

--culture, tradition

keep

--you understand and touch lives in ways that gov. can't, and we rely on your insight, determination and initiative

--Dionico: 80-year-old working mother; old folks babysit kids; fill a need; become more productive; instill heritage; multi-generational

--family structure -- so imp. -- this a gift you have

JS

--debt to ancestors. took risks and made sacrifices for us, ached to pass on a richer life, a freer life, a better life, sacrificed all had known in order to guarantee for their children and their children's children the freedom, opportunity, hope and equality that has been America's call to the world for 400 years

--what moves me is strength of moral avalues -- love of family; must return to the essential lessons immigr. brought to us

--church, love of country, belief in work ethic -- how you answer Am's call for freedom

--common thread run through stories of HAS making a diff. -- compassion, patriotism, love of God

~~4b~~

~~--Theme of month: "Educ. Excellence -- Key to Our Future"~~

5.

--need for school readiness

--by 2000, 12% school age children Hispanic

--1995, 50% h.s. pop in LA and San Antonio

--need to increase school readiness;

--only 64% of H. 16-24 had hs diploma; 9% drop out

--need parential involvement; s=community; school reach out to parent

6.

--all children in Am. should have opportunity to achieve their fullest potential as human beings; and much of that opportunity depends on education

--median age 26, YOUTH is key -- must be ready to play new role

--I'm dedicated to educ. excellence

--His. -- as become largest minorityi group in US early in next century (20 + m now; will double by early 21st century), becomes more and more imp. to overcome the crisis in Hispanic education

--insert p iii

(D) 3

within our broader efforts to improve Am. educ. in conjunction with the setting of nat'l goals as called for at Educ. Summit  
--approach 500 years; must dedicate selves to meeting challenges faced by HAS in your 6th century here  
--Educ. -- 1st univ. in new world, Lima and Mexico City, 1551 (85 years before Harvard)

(D) --Simon Bolivar: "Nations move toward the pinnacle of their greatness in proportion to their educational progress"

--MUST PREPARE TO COMPETE in 21st century (and take full advantage of what US life can offer)

--School Recog. Program speech, p. 2, 1st P., nation commitment to educ. (and last sentence of 2nd P)

--p. 3, goals

7.

--Dec. 89 -- to ensure have ample opportunity, directed by Sec. of Ed. to form Hispanic Educ. Task Force, working to find ways to improve Fed. educ. program that serve Hhisp. Ams., enhance ed. to promote continued social and economic advancement)

--Task Force to: 1) assess partic. of Hisp. in fed. ed. program  
2.) identify barriers that may limit Hisp. Participation  
3) suggest alternative strategies to enhance participation

--goals

--extensive regional hearings;

8.

--major announcement: H. Ed. In.

--"final report will serve as a blueprint for markedly improving the education of Hispanics during this decade"

--can't afford to wait -- or waste -- a generation. jTo all of you, as look ahead to our goals and the year 2000, let's answer the call "Let tomorrow begin today."

9.

--something Jebby taught me: Vayan con Dios!

try  
Helen  
Coronado  
Ex Assist to  
President

Jay Suchan 1<sup>st</sup> lady's Press office 7136  
yes Jeb's wife & kids.  
Jeb's b'day 12-13-83

Anne Brach scheduling 6633

*NO, will not be introducing him, intro of [unclear]*

*Do we want to ask Points of light will both  
7 Jesse Sanchez Benain (1st will be new)*

(Hinchliffe/Grossman)  
September 19, 1990  
HISPANIC

*John Galan  
(one of members of Hispanic Employees Association)*

PRESIDENTIAL REMARKS: HISPANIC HERITAGE MONTH  
September 24, 1990

*WADE DYKE  
(Ticket)  
401-3000*

*Jessie Sanchez*  
Thanks, Lauro

-- it's an honor to be introduced by someone who's bringing such purpose and dedication to one of the toughest and most vital jobs in our administration -- and in our country.

Our special guests out there: hundreds of welcoming faces across the South Lawn. Thanks for the generosity and true friendship of your greeting. The one in our family who usually gets that kind of warm reception nowadays is our author -- Millie. But she's impossible to live with now that she's a bestseller. I gave her Alpo last night -- and she wanted to see a wine list. \\

My friends, I'm delighted to be here. This is really very special to me: the chance to celebrate Hispanic-American culture. More than just celebrate -- **we have the opportunity to show we honor, admire and respect your proud ethnic heritage.** A heritage which in two years will have been in this hemisphere 5 centuries.

*Wade Dyke*

*(since Columbus)*

All Americans can learn from the fiercely held moral values of your community. You live many things that touch me in a very personal way. As President, I have a tremendous opportunity to reach people -- maybe even to influence them to change their lives. One of my deeply private goals is to have everyone see the tremendous and urgent need this country has -- the need to rediscover a moral compass by which to navigate our lives and our country's destiny. This is absolutely critical if we're to enter the 21st century as a strong, admirable and successful society. \\

I would like to hold up as an inspiration your culture's

9/18

Jennifer / Beth-

Attached are Daily Points of Sight  
that relate to Hispanic individuals.  
Please let us know if you need any  
further information.

Thanks,

Tracy x6266

dedication to the dignity of life -- and to faith; to family; and to freedom. These are the very principles on which our country was founded -- and they're the ideals which have been interwoven into the strong, bright fabric of your tradition for generations.

And these are the values for which our young men and women are today making their brave stand in the harsh sands of a distant land. You, whose families have fought or fled repressive regimes and have made sacrifices in the name of freedom, can understand why we're making our stand for humanity in the Gulf. \\

Another Hispanic value we admire is your allegiance to family and community -- loyalty based on affection and respect. I think of Dionicio Morales, an 80-year-old Californian who organizes Spanish-speaking nursing home residents to babysit. This fills a practical need, allowing Hispanic mothers to return to productive work; and it provides a multi-generational refusal to let the richness of your heritage become only a memory. \\ \\

DEE - OH - NEE - SEEYO

where is this from?

isn't raising children productive work?

America is not a melting pot, where everyone and everything emerge blandly identical. No, it is a marvelous, living mosaic.

To it, you contribute your bright culture and vital tradition. When Barbara and I lived in Texas, we saw the wonderful Hispanic communities which give that vibrant state so much of its character. And on a personal level -- my son Jeb's wife and children are Hispanic-American, and we cherish the wonderful richness they bring to our family. I remember how very proud Barbara and I were when little Noelle and her mariachi group sang at the First Lady's Luncheon during our Inauguration. \\ \\

Jay Suchan or lady's press office

Anne Brach 1st lady's scheduling

There are those who believe that an important element of

education is transmitting the culture of a people to the younger generations. Well, the theme of this year's Hispanic Heritage Month is "Educational Excellence -- Key to Our Future." And while we celebrate your cultural education; we need to examine how we can improve the formal education this country offers.

It was Simon Bolivar who said: "Nations move toward the pinnical of their greatness in proportion to their educational progress." We must see that education is the key to our future; to our identity as a nation; and to our very soul as a people.

But the Hispanic-Americans are the most educationally deprived segment of the U.S. population. As a country and a government -- that is our shame. And we will correct it.

And we will start now. Because within five years, Hispanics will make up more than half the high school population in some major cities, such as Los Angeles. Within ten years, 12% of all school-age children will be Hispanic. [And after the turn of the century, Hispanics will become the largest ethnic segment of our population -- with a median age of only 26.]

This means that youth is the key to the flourishing of your community. But today less than 2/3 of Hispanic young people have a diploma. They are the most "at risk" group, with the highest dropout and illiteracy rate. We must figure out how to help them, how to equip them with the tools to enter a nation and a world where technology advances so rapidly that literacy, and analytical and technical skills are not luxuries, but essentials.

My Hispanic friends: education has let you down. No longer should schools smother your roots and language -- that strong,

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based on middle  
series assumptions

beautiful language of rhythm, music and colors which is also your cultural identity. We must strengthen that wondrous, rare pride: your children should hold it close as the treasure it is. \\

We must help education help you so that your children can enter the 21st century prepared to take their rightful place at the American table of opportunity. After all, yours is a history strong in education. In 1551, your Hispanic ancestors founded the first universities in the new world: 85 years before Harvard.

To ensure that Hispanic educational needs are met, last December I founded the Hispanic Education Task Force under Secretary Cavazos. Today, I stand before you to announce that, as a result of this task force's hearings, assessment and reflections, I am enacting the Initiative on Hispanic Education. It is with a sense of urgent responsibility and great optimism that I announce the creation of this thoughtful and historic guide to the improvement of education for Hispanics. \\

As part of this, I'm issuing an Executive Order, creating an Advisory Commission on Educational Alliances for Hispanic-Americans. This group, made up of representatives of business, educational and community organizations, will advise on how to improve federal efforts for quality education for Hispanics. I particularly want them to address: removing barriers to success; increasing parental involvement and teacher understanding; helping children start school ready to learn. For this last goal, I have requested an increase of \$1/2 billion dollars for Head Start. \\

I'm excited about this Initiative: it's about time. There's lots to do and we must do it together. We can't afford to wait

Lenna

Wade Dyle  
Cavazos  
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Legislative Affairs

456-6782 Sean Smeally

-- or waste -- a generation. Together, let's answer the call:

"Let tomorrow begin today." \

Anne Brach  
Arlene in  
Jeb's office

As my 7-year-old grandson Jebby taught me to say: "Vayan  
con Dios." God bless you, and the project we undertake today.

\* \* \* \* \*

Lynne B. Day 12-13-83

what is status of  
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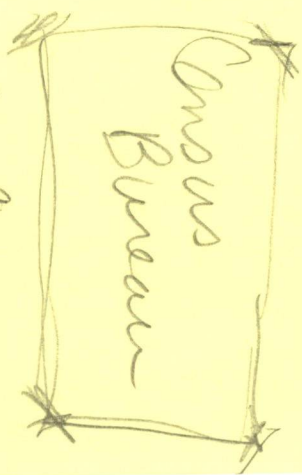
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SPECIAL ISSUE

# HISPANIC

SEPTEMBER 1990 \$2.00

**HISPANIC  
HERITAGE  
MONTH!**





# Marlboro

© Philip Morris Inc. 1990

17 mg "tar," 1.2 mg nicotine  
av. per cigarette by FTC method.

ADVERTENCIA DEL CIRUJANO GENERAL: Fumar Durante el Embarazo Puede Causar Daño Fetal, Parto Prematuro y Reducir el Peso del Recién Nacido.

Building tomorrow together

# Applied imagination

Rolando Cardenas has an imagination that's more than active, it's a force. It's pushed him to become an honor student at the University of Texas at El Paso majoring in electrical engineering. And it's going to keep pushing him as far as he wants to go.

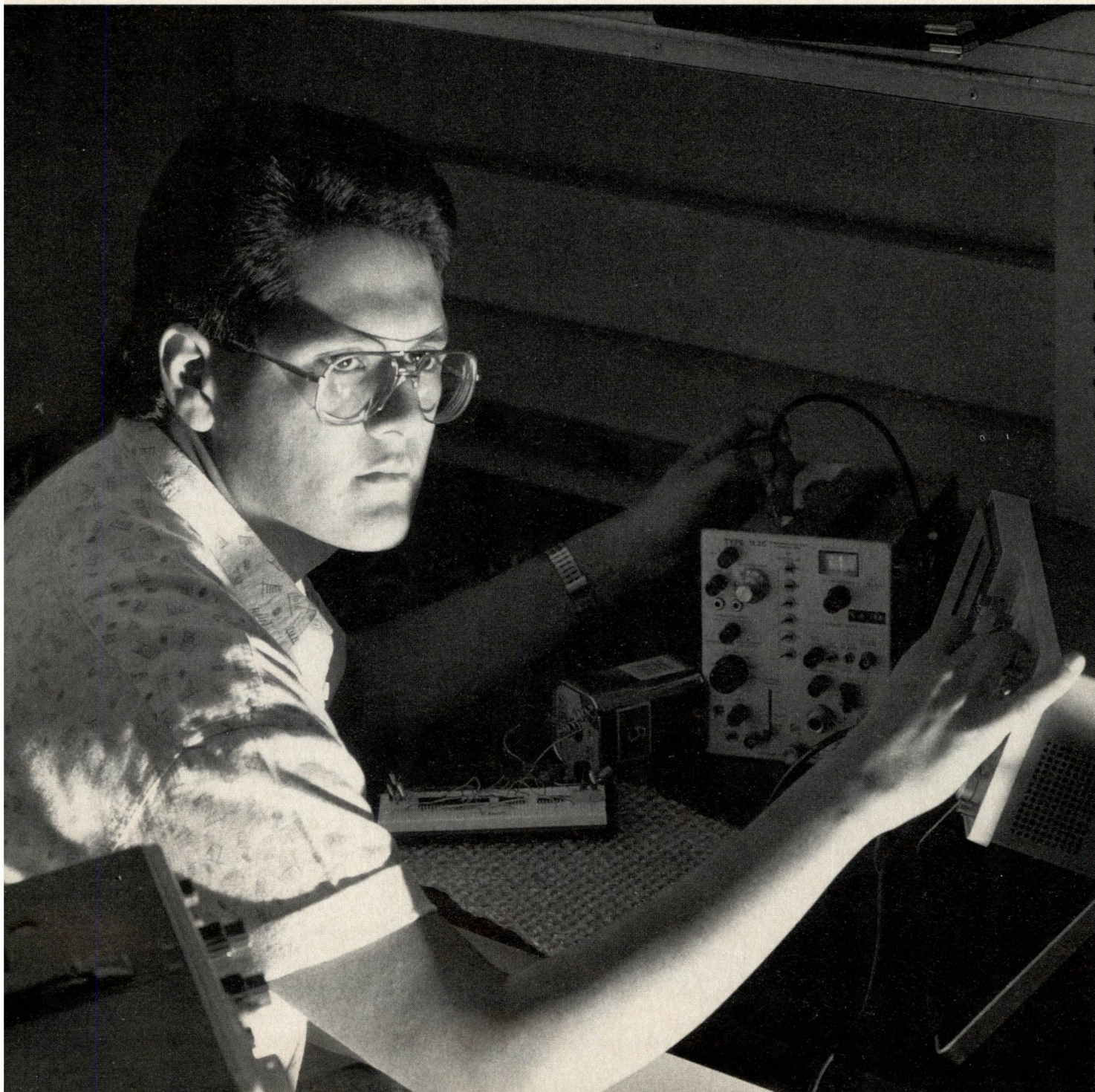
At General Motors we care about people with imagination. It's why we gave Rolando a GM scholarship to pursue his studies. Because at General Motors we believe that standing behind

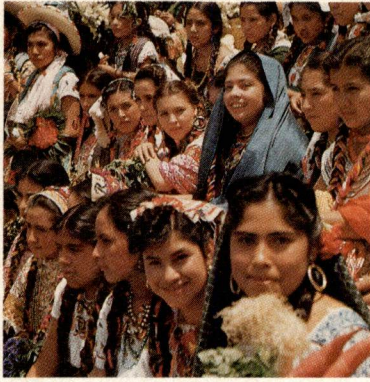
the people who buy our Chevrolets, Pontiacs, Oldsmobiles, Buicks, Cadillacs and GMC Trucks is more than just a corporate responsibility—it's good business.



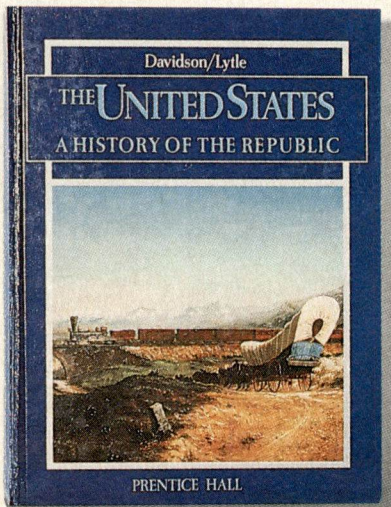
**GENERAL MOTORS**

We never forget  
who's driving.





10



14



24

# HISPANIC

THE MAGAZINE FOR AND ABOUT HISPANICS

September 1990

## FEATURES

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### 10 Hispanic Heritage Month

Do you know what lies behind the celebrations and the parades? The story of a long, victorious struggle for independence.

*By Margo Cummings*

### 14 History in the Making

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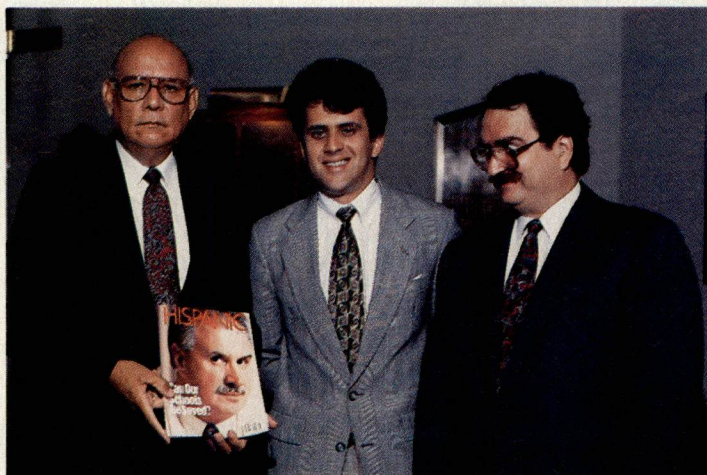
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## FROM THE EDITOR



WILLARD TAYLOR

Tino Durán (left), Alfredo J. Estrada, and Ernest Bromley

**T**his month we are proud to present a special issue to celebrate Hispanic Heritage Month, September 15-October 15. As José McMurray points out in our Forum, our Hispanic heritage is an extremely personal thing. Yet it is also something that we can cherish together and share. This sharing is what Hispanic Heritage Month is all about. All of us, whether Hispanic or non-Hispanic, can take pride in the rich tradition that has made this country great.

We explore how this heritage is taught in our schools in "History in the Making." While critics have labeled this approach ethnic cheerleading, it is clear that a fresh, multicultural perspective is needed in our schools. In this regard, the upcoming Quincentennial, which we reported on in our June 1990 issue, provides an excellent opportunity to fill in the gaps in American history. But Hispanic Heritage Month concerns not only the past but also the future, and in "Where to Draw the Line," we examine how redistricting is shaping a new Hispanic political agenda. Finally, our third annual Profiles in Excellence section salutes Hispanic achievers in Corporate America.

Many thanks to Tino Durán, President of the National Association of Hispanic Publications, Ernest Bromley of Sosa & Associates, and the other participants in the Hispanic Media Forum held August 7 in Washington, D.C.

*Alfredo J. Estrada*

Alfredo J. Estrada  
Editor

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# LETTERS

## QUINCENTENNIAL

The National Hispanic Quincentennial Commission (NHQC) was pleased to witness a heightened interest among Hispanics regarding the Quincentennial, as evidenced by your magazine's choice of cover story for June.

Yet, while we were heartened by your coverage of the topic, we feel that we must point out to you that the article included some erroneous information. Firstly, the NHQC plans to raise \$10 million, a great deal more than the figure mentioned in your article. We are supported by the U.S. Department of Education, have received financial contributions from Fortune 500 companies, and we are presently working with an international marketing firm as we prepare corporate sponsorship packages.

Secondly, the scarcity of Hispanics on the U.S. Christopher Columbus Quincentenary Commission is more pronounced than stated in your article. Of the 24 presidentially appointed members, only two are Hispanic, and not four, as mentioned in the article. The NHQC has been actively lobbying the White House to bring

about a change, and we feel confident that the Bush Administration will soon announce a Mexican American appointment to the Jubilee Commission.

*Elaine Coronado  
Executive Director  
National Hispanic  
Quincentennial Commission  
Washington, D.C.*

After reading "Hello Columbus—Sailing Towards the Quincentennial" [June 1990], I am appalled that HISPANIC focused on a man that did not sail to America to prove the world was round, but to substantially return the capital of his investors with spices, gold, and slaves. During Columbus' first meeting with the Arawak people of the Caribbean, he wrote in his journal that "they would make fine servants." An estimated three million of these people died from slavery in Hispaniola (now Haiti and the Dominican Republic).

In reference to the authors' comment about "an as yet indifferent public," the public should be indifferent to facts that

are less than an honorable representation of the Latin American cultures.

*Claudia M. Milian Arias  
West New York, New Jersey*

## DEAR BRIAN

Regarding a previous letter to the editor from Brian J. Donner of Santa Monica [Letters, June 1990]. I am a proud Californian and it's thinking like his that give the proud people of California that stereotype label of being airheads.

I find it hard to believe, and funny—then at the same time sad to see this in 1990. I can't believe how much work we still have to do. I suppose Brian is out hassling the Black community because *Jet Magazine* has all Black surnames on their editorial credits. I know Brian will want to really come down on all those female first names in the credits of *Cosmopolitan* and *Playgirl* because they're discriminating against men.

HISPANIC appeals to me because it is informative (how else would I have found Brian?), inspiring and chock-full of Hispanic success stories, which I enjoy reading. It does not contain negative

# TO FULLY APPRECIATE THE ROOM OF A



# LETTERS

stories of the everyday prejudices we endure and petty jealousies from the Brian J. Donners of the world.

And to Brian Donner, I too am an American and a veteran of the Vietnam War. Neither you or any man alive is big enough to tell me what I should read.

*Ernie J. Ayala  
Baldwin Park, California*

In reference to Brian Donner's comments, where has he been all his life? Hasn't he heard of the magazine *Irish America* (for Irish Americans)? Is he going to accuse these people of being prejudiced for using their name of identity?

Also, he accuses your magazine of bigotry. I have yet to read an article in *HISPANIC* that slurs or denigrates other ethnic groups. I found his comments immature. Snap out of it, Brian.

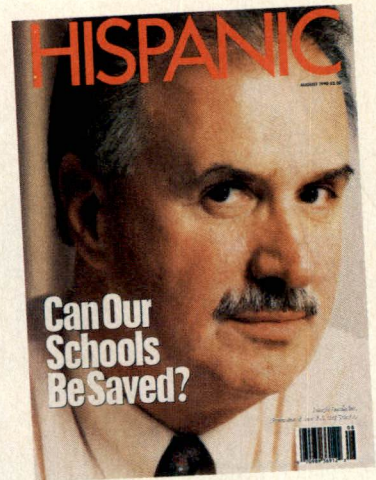
As residents of the United States, we should all educate ourselves by learning about each other's origins. The more we know, the better we can all appreciate each other.

*Diana Castro  
New York City, New York*

This letter is in reply to Brian J. Donner's accusation of Hispanic households being full of racist attitudes. I look around my ethnic household and I don't see perpetrators of racism, but victims of racism. Mr. Donner, how many times since childhood have you been asked how long you have lived in the United States, when you are a California native? How many times have people asked you for how long you have been speaking English fluently, when it has been your only language since childhood? How many public school teachers have you had who have had the attitude of not expecting as much potential from you as from your White Anglo/Saxon classmates because you are Hispanic?

We don't need a magazine called White Anglo/Saxons on the shelf because we have enough of those magazines in the stores that go by other aliases, magazines which have overwhelmingly White Anglo/Saxon surnames, and address overwhelmingly White Anglo/Saxon issues.

Mr. Donner, don't tell me my household has a racist attitude when your household has had it so long that it no longer can



be discerned as such and instead is considered the norm.

*Joseph Gallegos III  
Gilroy, California*

HISPANIC welcomes letters to the editor. Mail should be addressed to: HISPANIC, Letters to the Editor, 111 Massachusetts Ave. NW, Suite 410, Washington, D.C. 20001, and should include the writer's full name, address, and daytime telephone number. Not all letters can be printed, and those published may be edited for reasons of clarity or space.

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# HISPANIC HERITAGE MONTH

## SEPTEMBER 15-OCTOBER 15

BY MARGO CUMMINGS

**Have you heard of Hispanic Heritage Month? Many Americans still have not, since it is a relatively new celebration. Hispanic Heritage Month, September 15-October 15, was set aside by Presidential Proclamation to commemorate the contributions made by Hispanics throughout our nation's history. It is a month to reflect not only on the past, but also on the future, on the role of Hispanics in the United States, as we approach the 21st century.**

**H**ispanic Heritage Month is also an opportunity to learn about ourselves, about our culture, and about the events of the past that make possible our dreams of the future. So no celebration of Hispanic Heritage Month would be complete without the awareness of the struggles faced by our ancestors.

Each September 15, at exactly 11 pm, the bells in every Mexican church peal in memory of the passionate struggle for the country's independence. It was on that day in 1810 that the priest of the Mexican town of Dolores, don Miguel Hidalgo y Costilla, freed the prisoners held captive by the Spanish authorities. By ringing the bells of the church, he called his parishioners to band together, overthrow the Spanish government, and bring an end to its despotic rule over Mexico and the rest of Central America. This event—

*El Grito de Dolores*—considered the high point of the Mexican independence movement, is re-enacted annually every September 16 in all Mexican cities, as well as in some of the cities in the United States with significant Hispanic populations.

But, ironically, the very Mexican *Grito* began with a French accent.

In 1808, when Napoleon Bonaparte invaded Spain, many Creoles (Spaniards born in the Spanish colonies) saw it as the perfect opportunity to assert their independence from Spain. When news of Napoleon's invasion reached Mexico, these words appeared on the walls of the capital: "Open your eyes, Mexican people, and use this opportunity. Beloved compatriots, fate has placed freedom in your hands; if you do not shake off the Spanish yoke, you will be wretched



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Colorful costumes enhance Independence Day Celebrations in Mexico City.

indeed."

And so began the movement for independence within Latin America, a struggle that lasted twelve years. Coup d'états, uprisings, and revolts were widespread, yielding many national heroes and leaders who heeded the cry of "Liberté, Egalité, Fraternité," and gave it a new Western accent. Creoles in Mexico City began demanding self-government, racial equality, and redistribution of the large estates. Their efforts were quickly suppressed by the *gachupines*—Spaniards established in the New World—and many resistance leaders were imprisoned.

In 1811, Mexican delegates were invited to a convention in Cádiz, Spain, after a new Spanish government was formed in opposition to the rule of Joseph Bonaparte (Napoleon had appointed his brother to the Spanish throne after the invasion). Two years later, in 1813, a constitution was drafted demanding the elimination of caste distinctions, equal justice for all, the construction of roads and schools, the establishment of a free press, a push towards industrialization, and the declaration that "sovereignty resides in the people."

The Cádiz constitution was opposed by many Spaniards, and even some of the richer Creoles, prompting Viceroy Félix María Calleja to repeal the constitution in August.

This only served to further inspire the insurgents. A congress convened in Chilpancingo, asking delegates to proclaim independence, declare Catholicism the sole legitimate religion, and announce that all laws "should moderate opu-

lence and poverty" and eliminate "ignorance, plundering, and theft." On November 6, Mexicans celebrated their Act of Independence, which stated "there is not, nor can there be peace with the tyrants."

But for every forward step made by the rebels, an opposing force was making them retreat. It wasn't until September 15, 1821—exactly eleven years after Hidalgo's *Grito*—that Mexico officially declared its independence from Spain, although it is celebrated on September 16. Costa Rica, El Salvador, Honduras, Guatemala, and Nicaragua all chose September 15 as their independence day, and on that day all of Central America honors those who dreamt of independence and those like Simón Bolívar, José de San Martín, and Miguel Hidalgo who died to achieve it.

The struggle was not easy, and a period of great instability followed. For many of the smaller Central American countries, independence without the financial support of Spain meant poverty. Some were underpopulated and



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Mexican women recreate the past dressing up as civil war *soldaderas*.

suffered from a lack of organization.

Finally, in 1824, the Central American Federation was founded with Guatemala City, Guatemala, as its headquarters, to help give the newly independent countries a feeling of unity. **H**

*Margo Cummings is a contributing editor at HISPANIC Magazine. She will be a junior at Mt. Holyoke College this fall.*



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Precision marching in white at the firemen's parade in Mexico City.

# NEW VOICES



## 1990 HISPANIC SHORT STORY CONTEST SPONSORED BY PHILIP MORRIS COMPANIES INC.

Philip Morris Companies Inc. and HISPANIC Magazine are proud to encourage developing young writers by announcing the Second Annual New Voices Short Story Contest.

All unpublished writers 18 years or older are encouraged to submit a short work of fiction in English dealing in some way with the U.S. Hispanic experience. An "unpublished" writer is one whose work has not been published in a national publication, with the exception of literary magazines and school publications. Only one short story per individual will be accepted.

All entries must be typed double-spaced, *no longer than 5000 words* (approximately 20 pages), and must be postmarked no later than October 31, 1990. Materials will not be returned. Entries will be judged by a panel of literary experts selected by HISPANIC. The winner will be notified by December 31, 1990, and will receive a \$1,000 honorarium. The winning short story will be published in HISPANIC.

To enter, please send your name, address, telephone number and a list of publications your work has appeared in (if any) together with your entry to:

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Welcome to American history, 1990s-style, where the buzzword for school textbooks is MULTICULTURAL. In states where Hispanics, Asians, African Americans, and Native Americans are growing in numbers, such as California and New York, school boards and departments of education are resolving to change the way history is taught to include the experiences of so-called minorities.

After years of crusading by parents, students, and education advocates, the new history and social studies textbooks being considered for use in schools are finally beginning to reflect the change in attitude. So much so that Prentice Hall's book *The United States: A History of the Republic* can ask at the end of its lesson on the famous math teacher, "What did *ganás* mean to Escalante?"

The new elementary, junior, and senior high school textbooks include such topics as immigration and the "Hispanic Movement" of the 1960s. Puerto Rican poet Lola Rodríguez de Tió, whose poetry stirred the fires of independence in Cuba in the 1880s, is noted in one textbook, as is United Farm Workers labor leader César Chávez, who "began organizing Mexican American grape pickers for higher wages and better working conditions" 30 years ago.

"The perception has been that history is taught from a Western European perspective because they were the majority," says Patty Taylor, a consultant for the California Curriculum Commission who happens not to be Hispanic. The new approach, she says, is "an awareness, a respect for all cultures."

In October, the California Board of Education will vote on which history textbooks to recommend to its 1,010 districts, using the commission's "Historical Social Science Framework," which mandates incorporating a multicultural perspective throughout the history and social science curriculum. This year's textbook adoption process attracted unparalleled interest and criticism because its guidelines call for a radical restructuring of the way history is taught in the public schools.

"People have different ideas on what multicultural means," says Taylor. "Some think it means teaching Hispanic kids about Aztec artistry, or all kids about *Cinco de Mayo*. We say it means incorporating the perspectives of all cultures in all subjects. We want to reinforce that America is made up of a diverse group of people."

The framework's guidelines, for example, state that high school lessons must include "the presence of Black explorers and soldiers in the earliest Spanish expeditions by sea and land, and the participation of Spaniards, Mexicans, and Blacks in the founding of the Alta Califor-

nia settlements." The emphasis, according to the guidelines, is on history as "not just a celebration of holidays, but as an awareness at each point in history of the influence of all our diverse cultural groups." The framework changes the historical scope to be covered by various grade levels, and demands that publishers provide books that teach history in a lively, vivid way, covering controversial issues and portraying the roles of all racial and ethnic groups.

This summer, in the first round of California's textbook adoption process, a panel of 60 teachers and university professors rejected seven of nine publishers for not

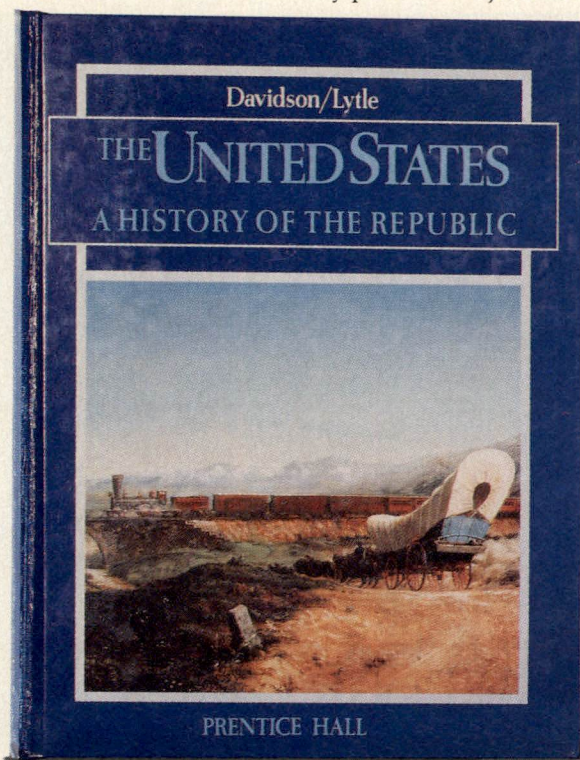
including cultural diversity in their textbooks, among 17 other reasons. All of the publishers—even Houghton-Mifflin and Holt, Rinehart & Winston Inc., whose textbooks were approved—got low marks for the way in which they treated ethnic minorities as superficial "add-ons," rather than being woven into the historical narrative. The publishers now have to try and persuade the state Board of Education by October that they do meet the standards.

Education advocates are also demanding much more than historical footnotes. More and more the trend will be to integrate Hispanics into the texts, not to separate them as boxed items of interest, says Alexander Caswell, spokesman for

Houghton Mifflin, one of the biggest school textbook companies. Caswell predicts that "publishing houses will have to work hard to meet the challenge."

Another flaw in the educational system has been that the best experts on world culture—college and university professors, for example—have been encouraged to write more for scholarly journals rather than for textbook companies, say those interested in improving the quality of textbooks. They insist that the practice be changed. "After all, who knows better how to teach the subject of history—a college professor, or some editor sitting in his New York office?" asks Mary Jo Baker, secondary schools social studies coordinator for the San Antonio independent school district. As co-chair of an education task force on Texas history for the state, she notes the innovative work being done by the Institute of Texas Cultures to recruit better, more culturally sensitive teachers. The nonprofit institute conducts two-week courses for teachers to develop multicultural history teaching materials.

History Lesson #2: Ernesto Galarza. *From Nogales, the Galarza family moved to Sacramento. They found life there very different from Mexico. The family moved to a barrio, a neighborhood where other Mexican people lived. But people*



**In California, a panel of 60 teachers and university professors rejected seven of nine publishers for not including cultural diversity in their textbooks.**

from other countries lived there as well...Galarza found out not only Japanese in his neighborhood, but also Filipinos, Portuguese, Italians, Poles, Yugoslavs, Koreans, and Blacks. He described his neighborhood as a joyful mixture. "It was a kaleidoscope (changing pattern) of colors and languages and customs that surprised and absorbed me at every turn." (From Houghton Mifflin's *America Will Be*)

In New York, State Education Commissioner Thomas Sobol sparked a fiery debate when his advisory Task Force on Minorities: Equity and Excellence issued a report called "A Curriculum of Inclusion." The Board of Regents voted to accept his challenge to teach the history and culture of America's diverse groups, as well as the history and culture of other people of the world.

Sobol explained that by the year 2000, one of every three New Yorkers will be what we now call a "minority," that disproportionate numbers of "minority" students are not succeeding in school, and that to do well, students must see their cultural background reflected and honored, not ignored or rejected, in school. He proposed developing a new curriculum, and getting new textbooks and other instructional material.

"The various contributions of the African American, the Asian American, the Puerto Rican/Latinos, and the Native Americans have been systematically distorted, marginalized, or omitted," the report stated. The multicultural approach "is seen as serving the interests of all from all cultures. Children from [minority] cultures will have higher self-esteem and self-respect, while children from European cultures will have a less arrogant perspective of being part of the group that has 'done it all.'"

The call to reexamine history is under attack by Sobol's opponents as "ethnic cheerleading." Diane Ravitch, an education historian with Columbia University's Teachers College, a consultant to the task force, has been vocal about the opposition to the language of the report as being divisive and angry. "The tone of the report is consistently anti-Western and anti-White," she wrote in a piece for the *New York Daily News*. "It sees nothing in Western culture but racism, greed, and intolerance. The task force thinks that White children are too arrogant."

"History should not be used to teach self-esteem," Ravitch was quoted saying, "it should not be used to pull scabs off old wounds and recreate hatred generation after generation. Nor should it be used to teach devotion and reverence."

Ravitch's attitude has been shared by the American Federation of Teachers, New York State United Teachers, *Time*, *The New Republic*, *The Wall Street Journal*, *Newsday*, *The Daily News*, and *The New York Post*. But it's not shared by all. "Raw fear appears to be pulling the trigger," *The Village Voice* wrote not too long ago, "fear of people's differences, fear that the American Way of Life, a.k.a Western Civilization, is about to be bagged."

On the other hand, Sobol has been criticized for not moving fast enough. In July, eight Black students filed a class-action suit against Sobol, U.S. Secretary of Education Lauro Cavazos, New York City Chancellor Joseph

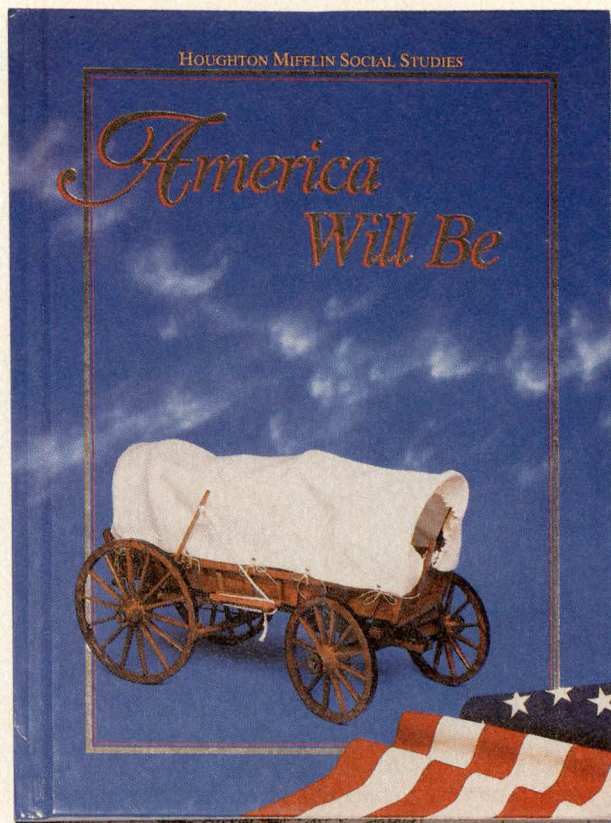
Fernández, and the city, state, and federal school boards and departments on behalf of those "victimized by a school system that teaches [minority] pupils they are inferior to Whites." Bob Law, a radio talk show host who helped organize the lawsuit, said he took action in part because Sobol was stalling on his own task force's recommendations.

The lawsuit demands that the school system adopt a multicultural curriculum so that children no longer will have to "suffer the irreparable damage through 'a curriculum of exclusion' that literally teaches that people of Africa, Latino, and Asian descent have made no significant contribution to the development of civilization." Law said that even at its most benign, the school's "Eurocentric bias" sends

negative signals to non-White children. By the end of the month, Sobol appointed a twenty member panel to work on the curriculum of history and culture classes, saying that for it to work there would have to be teacher training and perhaps a longer school year.

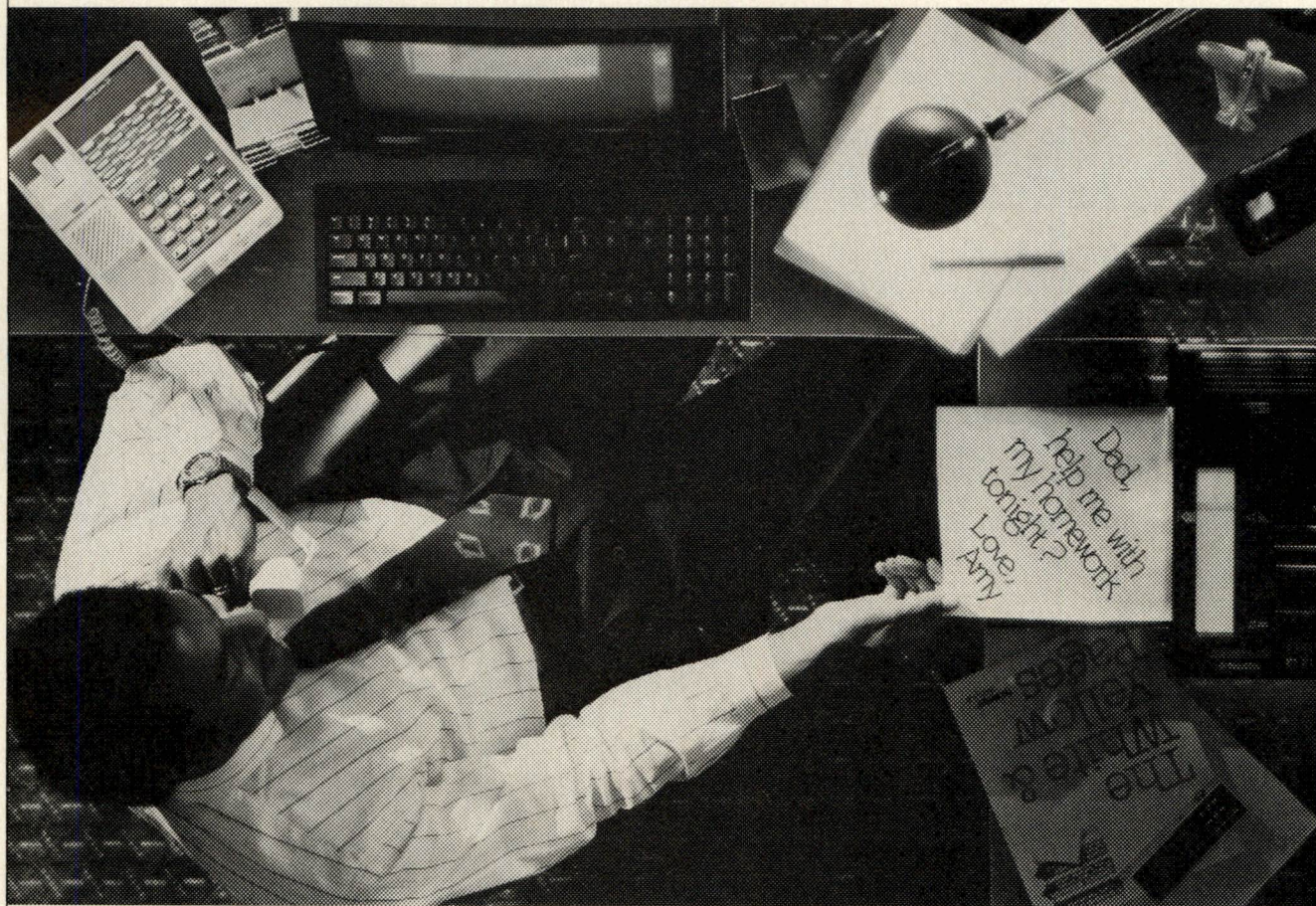
History Lesson #3: Pluralism. *Maybe the hardest problem in a pluralistic culture is prejudice, disliking a person without knowing anything about them...Pluralism is good for a nation. However, it also presents challenges...The special story of the American nation is how the people built a united country in spite of their great diversity.* (From Houghton Mifflin's *America Will Be*)

The new approach to history is "just the tip of the iceberg," as far as Thomas López is concerned, "and even then it's still an uphill battle because people are not buying into it." López is manager of the Office of Humanities at California's State Department of Education. He says no two educators can agree on what exactly is a multicultural approach, and that teachers must exercise caution to prevent more harm than good out of the lessons. "Students might learn that on *Cinco de Mayo* and



**The lawsuit demands that the school system adopt a multicultural curriculum so that children will no longer suffer through a "curriculum of exclusion."**

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## Unit Six TRANSFORMING A NATION



The Homestead Act, which offered land to settlers, encouraged many Americans to move onto the Great Plains.



By the 1800s, most immigrants to the United States were arriving from eastern and southern Europe.

### UNIT OUTLINE

- Chapter 19 The Western Frontier (1865–1914)
- Chapter 20 An Age of Industry (1865–1914)
- Chapter 21 Politics and Reform (1867–1900)
- Chapter 22 Toward an Urban Age (1865–1914)



During the Gilded Age, wealthy people indulged in elaborate decorations, such as this Tiffany lamp.



Late 1900s museums were among the attractions of the expanding cities.

	1865	1870	1875	1880	1885	1890	1895	1900	1905	
<b>POLITICS AND GOVERNMENT</b>			1872 Credit Mobilier scandal is first one of Grant presidency		1883 Civil Service Act passed					
<b>SOCIETY AND CULTURE</b>		1869 Wyoming grants women right to vote		1881 Tuskegee Institute founded for black students		1889 Addams founds Hull House		1893 Columbian Exposition celebrates American progress and industry		
<b>ECONOMICS AND TECHNOLOGY</b>		1870 Rockefeller founds Standard Oil		1876 Invention of telephone revolutionizes communication		1887 ICC set up to regulate railroads		1894 Carey's Army protests the government's silver policy		
<b>WORLD EVENTS</b>	1866 Atlantic cable provides rapid communication with Europe			1882 United States bars Chinese immigration				1897 Wheat crop failure in Europe creates demand for American farm exports		
	Johnson	Grant		Hayes	Arthur	Cleveland	Harrison	Cleveland	McKinley	Roosevelt



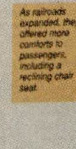
398 The Plains Indians respected nature and believed that the arrival of settlers from the East threatened their way of life.



1878 Thomas Edison invented the photograph, which was patented in 1839.



The steel industry grew rapidly in the late 1800s. This painting shows steelworkers at lunch time.



As railroads expanded, they offered more quarters to passengers, including a reclining chair seat.



399

September 16 we eat *tacos* and *enchiladas*. But that might show that's all we do: eat *tacos* and *enchiladas*," says López. "Now, I like *tacos* and *enchiladas*, but I don't want to get into stereotyping."

López, 55, grew up in Houston, in an era when he was spanked every other day for speaking Spanish. He hopes new textbooks will include sports heroes like Nancy López and Fernando Valenzuela, or political heroes like San Antonio Mayor Henry Cisneros. "Who'll know about these guys? Very few, unless they get into our textbooks," he says.

For now, Hispanic students have often had to rely on parents, interested teachers, or their own reading to learn about Hispanic historical figures and events. Anna Loubriel, a senior at Stevenson High School in the Bronx, read on her own, outside of school, a book on Puerto Rican *independentista* leader Lolita Lebrón.

"I feel cheated," Loubriel says of the education she got in the classroom. "We were always taught about George Washington, Abe Lincoln, the stars and stripes songs. They just asked us to put our hands over hearts and sing. But I never got taught anything about Puerto Rico, even though most of the kids in school are Puerto Rican."

At Central Park East High School in East Harlem, Margarita Sánchez's teachers didn't use textbooks because there were none about Puerto Rican history. Instead, they used photocopied passages from other books, and she got to know about people like poet Pedro Pietri, and events like the Puerto Rican migration to North America.

In Oakland, California, teachers Rick Coffee and Al Flores use their own source materials to teach about Father Junípero Serra founding the Alta California missions ("By basically enslaving people," says Coffee), and about Alexander Leidesdorff (Don José), who arrived in Yerba Buena (San Francisco) in 1841, and built the first hotel there. They also teach students about Joaquín

Nurieta, "the Robin Hood of the Old West," and about the 1943 *Pachuco* Riots in Los Angeles ("when sailors and marines from Pendleton came in to beat up the *Mexicanos* dressed in Zoot suits.>").

Jorge Martínez, a recent high school graduate who starts this year at the University of California at Berkeley, is critical of the education he got from textbooks. "The history books didn't have much on anything Latino. It was either Black or White, nothing in between. They maybe mentioned the Mexican-American War, a bit about the annexation of Texas and California, a little on ancient civilizations, but not much on world cultures."

Martínez is shocked that there are opponents to the multicultural approach, and says that a better job could be done about teaching what little Hispanic history has been written for schools. "There's no mention of Miguel Hidalgo or Francisco Villa, and I know there's more people than César Chávez who influenced American society. They should be recognized, too. We should be able to be proud of our heritage."

Martínez also describes a familiar situation at many schools with predominantly ethnic populations, where the assimilated Hispanics who don't speak Spanish clash with new South and Central American immigrants who don't yet speak English, and the bilingual students straddle both worlds. "It's so stupid, because they're always in separate groups. They call each other names and ridicule each other." He thinks the multicultural approach to history, once new textbooks are developed, might just work to erase those feelings amongst Hispanics and with non-Hispanics. By teaching the history of the Americas and the ways in which Hispanics have shaped this country, he says, "a common knowledge of our heritages would bring us together." **H**

*Mandalit del Barco* is a writer and producer at National Public Radio in Washington, D.C.



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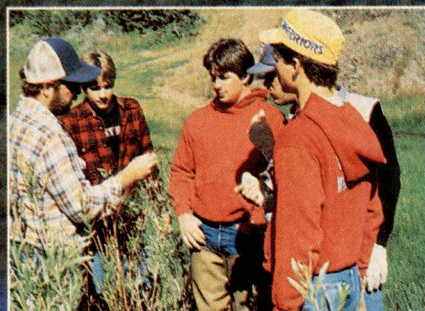
**National Park Service (NPS)** administers the National Park System, which includes parks, monuments, historical sites, battlefields, seashores and lakeshores, and recreational areas; maintains and protects natural and cultural resources.



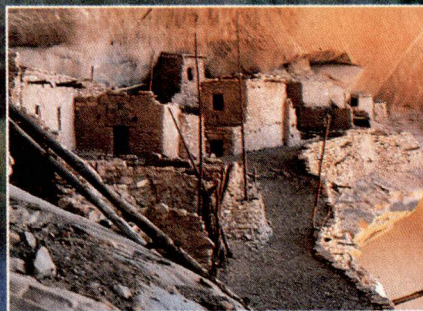
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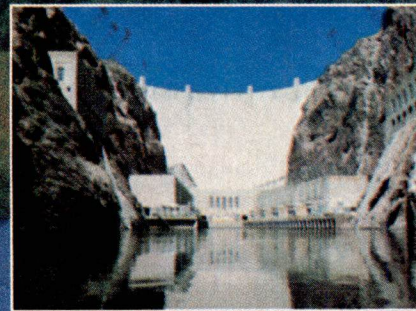
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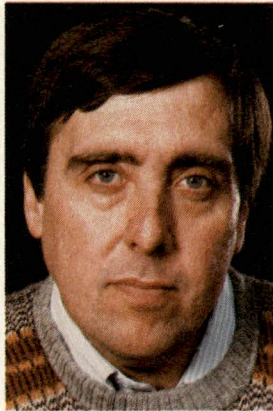


# S P O T L I

## Tender, Loving, Care

They are coveted by college students—eagerly awaited and rapidly consumed. No, not the unidentifiable dining hall dinners, but rather the “care packages” from home filled with homemade cookies or banana nutbread. But many students don’t know how the care package got its name.

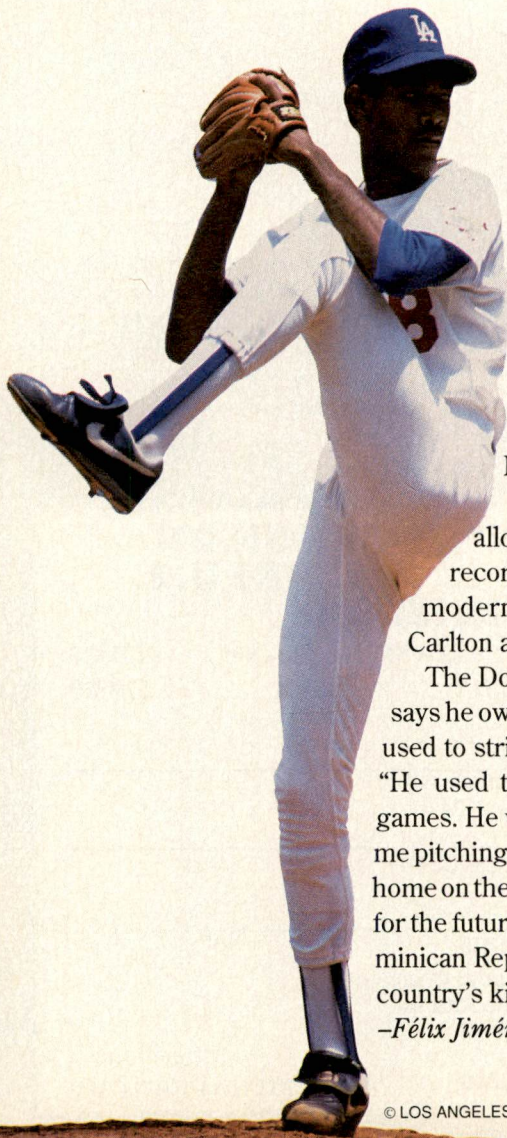
In 1945 an organization (Co-operative American Relief Everywhere) was formed to support the countries devastated by World War II. Referred to as CARE, the organization sent a box of supplies to Le Havre, France in 1946, and the



CARE package made its debut. It has since grown to be the largest non-profit relief and development organization in the world.

**Tom Alcedo**, a former Peace Corps volunteer in Kenya, is now CARE’s “country director” in Peru. He supervises CARE’s four focus areas: health and nutrition, agriculture and environment, small businesses development, and emergency aid. “In light of the recent happenings in Eastern Europe, we are witnessing a situation of thinning resources. We at CARE are trying to react in an efficient manner to ensure continued financial support for the countries of Latin America.”

—Margo Cummings



## PITCHING POETRY

Right after Los Angeles Dodgers’ pitcher **Ramón Martínez** struck out eighteen Atlanta Braves one fine night last June, an eager Associated Press sportswriter described him as “the most popular Ramón in Los Angeles since silent screen star Ramón Navarro.” Another scribe strived for poetic punch, suggesting that Martínez had been “flirting with immortality.”

Well, he was. And Lady Immortality delivered, allowing Martínez, 22, to tie Sandy Koufax’s club record, and putting him just one strikeout shy of the modern National League record shared by Steve Carlton and Nolan Ryan.

The Dominican Republic native, now a media darling, says he owes it all to his father, Paulino Jaime, who himself used to strike out plenty of batters as an amateur pitcher. “He used to tell me all these stories about his baseball games. He was something. And now, he’s been able to see me pitching,” says Martínez, who is considered a hero back home on the strength of his 96 mph pitches and 3.14 ERA. As for the future, after his career is over he’ll go back to the Dominican Republic and work with children. “I just want my country’s kids to give 100 percent to everything they do.”

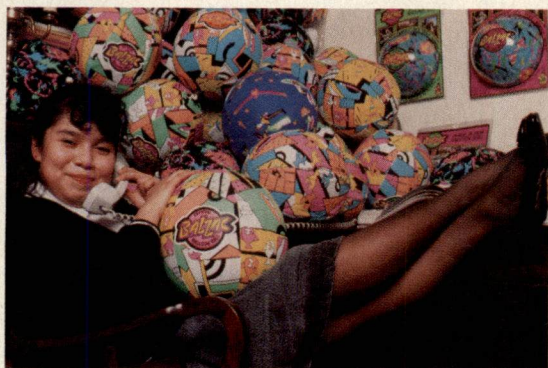
—Félix Jiménez



# I G H T

## Having a Ball

Bouncing her way to the top, 14-year-old **Mary Rodas** is Vice President of Marketing for Catco, Inc, a New York based toy company in which she has



more than her share—and shares—of interest. While other kids her age keep busy with sports or music, she is doing research for the company.

How's this for a schedule—at 2:30 pm the young Salvadoran American is picked up from school by a stretch limousine, and driven home, where she

changes into her business attire. By 3:15, she's ready to work. "My job is to take the toys to school and to see how the kids react to things like the Balzac," she explains.

The Balzac, one of Catco's toys, is a balloon in a colorful cloth sack that is unique because it can be bounced on water, batted, and even sat on. Rodas was responsible for some of the ideas that went into the making of the product. "They play with it and they all go crazy. It's appealing because you can use it in so many different ways."

The young executive does not receive a salary, but her job will start paying when she enters college—Catco Inc. will cover all her educational expenses. Until then, Rodas will be keeping daily tabs on the stocks given to her by the company, which are going up and looking good, just as her future.

—Anna María Arias

## LIGHTS ON

In the museum world, the name **Hugo Ramírez** is synonymous with nineteenth century lighting.

Ramírez, whose involvement with the art of lighting goes back more than 25 years, is the indisputable expert in the field. He started as a collector and became fascinated with authentic restorations. His techniques are self-taught and the result of prodigious research studying the old finishes. He was a sculptor and interior decorator before focusing on lighting as his profession.

There are more than 1,000 fixtures, lights, and lamps dating from 1780 to 1920 in his New York City shop, Galleria Hugo. Some are for sale and others await major or minor restorations. Among Ramírez's proud achievements is his work for New York City's Gracie Mansion, the mayor's official residence.

Ramírez is a purist. "Restoration should never alter the integrity of an artifact. It should have the same finish and appearance as the original. And refurbishing should only be undertaken after a thorough study of the particular period and its idiosyncratic intricacies."

—Denise Rodríguez

## WOMAN AND LAW AT YALE

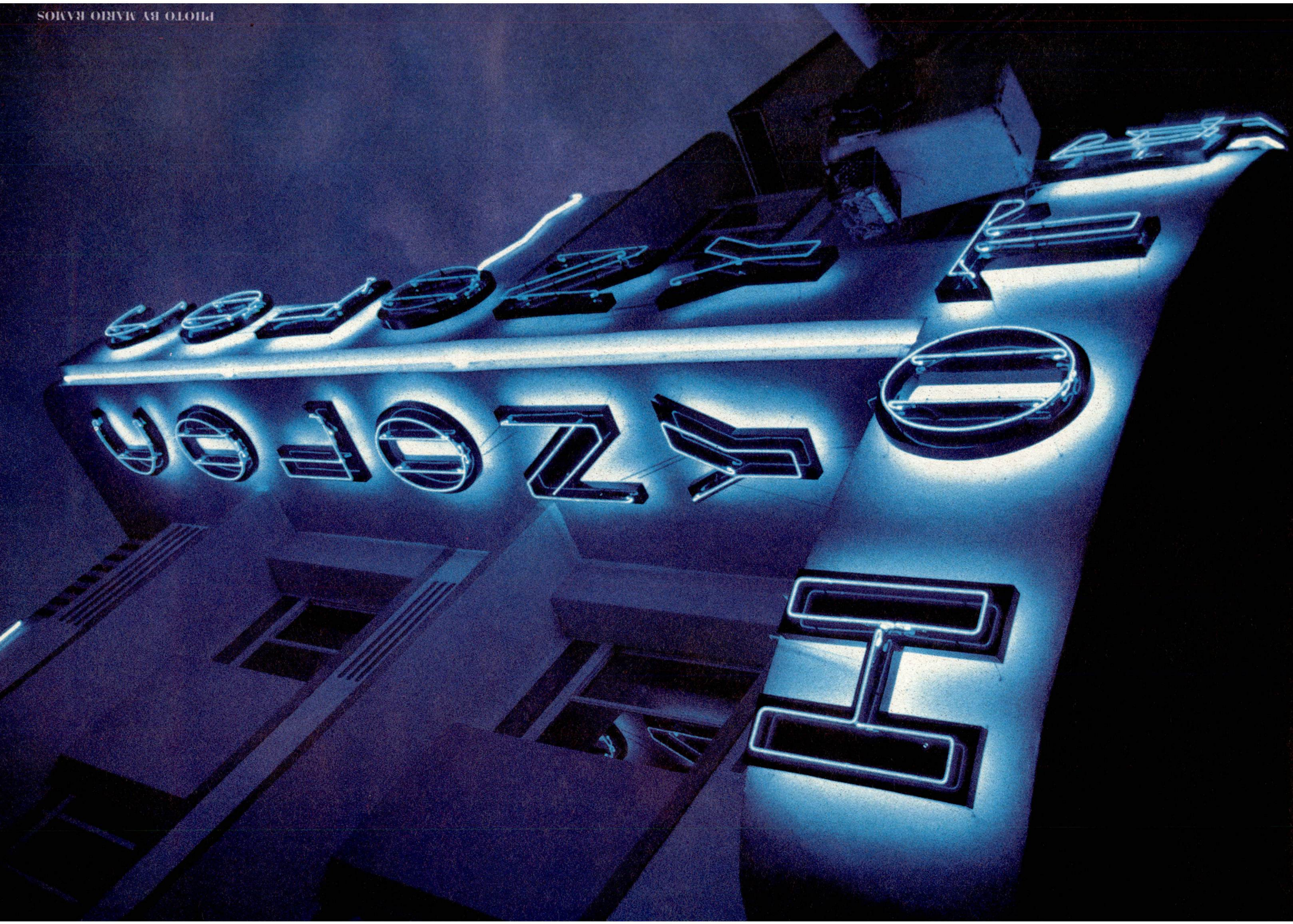
As the new Assistant Dean of the Yale Law School, 28-year-old **Marcelina Rivera**—the first Hispanic female to hold that title in an Ivy League institution—knows that she will be held to the highest standards and that she'll be constantly watched and rated by Hispanics and non-Hispanics alike.



A graduate of the University of Denver and the University of Colorado Law School, Rivera moved to Connecticut last year to become Assistant Director for Counseling and Special Programs at the Office of Career Planning and Placement at the Yale Law School. She also was a Mid Career Fellow at the Yale Bush Center in Child Development and Social Policy. And last month she moved into her new office.

"It's very exciting to be here," says Rivera. "And I hope that I'll be able to inspire other Hispanic lawyers to do the best they can." And what about Yale, the best law school and the best college in the country according to *U.S. News & World Report's* annual survey? "I don't like to compare law schools, but..." Evidently, she has nothing against being number one.

—Félix Jiménez



# ANYTHING GOES

BY SKIP KALTENHEUSER

IT IS MANY THINGS and evokes many more—the flavor of a film noir which some prankster splashed with colors, the stage sets for a revival of Cole Porter's *Anything Goes*, the land of Jack Lemmon and Tony Curtis on the lam with Marilyn Monroe's almost all-girl band. Because some like it hot. And the Art Deco District of South Miami Beach is for them.

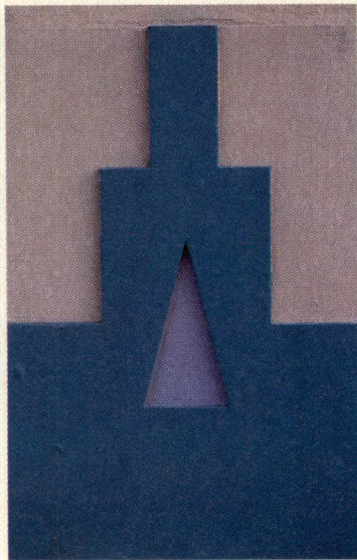
**T**rying out Miami on a layover, I had no idea where I was going when I caught a bus from the airport. After three kind, elderly ladies separately assessed my backpack and tried to direct me to the Clay Hotel, I finally had a destination—the Clay, in the heart of the Art Deco District.

I was pegged for the Clay on Washington Avenue because it includes an international hostel, and a steady stream of backpackers from around the world migrate to it like ants carrying breadcrumbs. Inexpensive private rooms and apartments can also be found for as little as \$85 a week, making it a landing site for artists

and other migrants trying the neighborhood on for size and adventure.

Sometimes—many times—it seems it all happened here. One knows it didn't, but so it seems. The Roaring Twenties Hotel was the hangout for Al Capone's legendary gambling syndicate. Desi Arnaz started the *rumba* craze on its sidestreet, Española Way, a former red-light district and Bohemian enclave. It has been a frequent backdrop for *Miami Vice* episodes, rock videos, and films. More importantly, it has the best \$5 T-shirt in town.

The celebrated Art Deco District secured designation in 1979 as the nation's first and largest Twentieth Century Na-



SHARPSHOOTERS/NICK NORWOOD

tional Register Historic District. The one square mile area, roughly bounded by the ocean,

Lenox Court, Sixth Street, and Dade Boulevard, embraces nearly 800 buildings constructed between 1923 and 1942. Architectural styles floating into each other include Art Deco, Mediterranean Revival, Mission, Zig Zag Moderne, and Depression Moderne.

The "Tropical Deco" vibrates with



SHARPSHOOTERS/PAUL MORRIS

pastel pinks, bright aquas, and country yellows, laced with artful neon signs that add to the nighttime shimmer. Stucco and keystone façades are also tinted with emerald, jade, silver, gold, crimson, and scarlet. Ocean-liner themes, with porthole windows, decks, and balcony rails make beachfront buildings appear as giant houseboats that blew ashore. Buildings of differing scales and designs create a particular atmosphere unfelt in most American cities. The Art Deco District is large enough to provide not just token architectural samplings, but to evoke the feelings and moods of an era. In this sense, it is different for most of us urban beings, accustomed to glass and chrome.

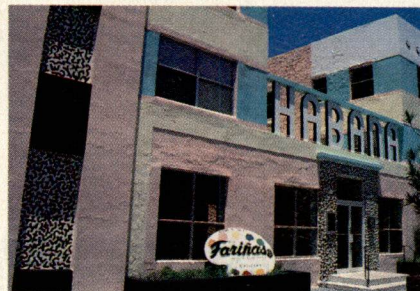
But it is also familiar. The beach is a beautiful white curve, long and broad, with a pastel backdrop. Between 5th and 14th Streets it is rimmed by the grassy, palm-

lined Lummus Park. Early in the morning, the water is as clear and calm as a swimming pool. Cruise ships leaving Miami steer close by, just as they did decades ago.

During the Great Depression, Miami was a middle-class escape and a gateway to Havana, Nassau, or South America. The Silver Meteor "express" train made it from New York in a mere 30 hours, and seven steamship lines brought people from New York or Galveston. In 1930 Miami had a population of 6,494, that swelled in the winter to 35,000. By 1936, hotels opened at the rate of two per week, and apartment houses were finished at the rate of one building per day. By 1940, the resident population had grown to 28,000, expanding to 80,000 during the winter. After World War II, many of the soldiers who had been housed in local hotels came back with their families to stay. Miami had, for all concerned, energy and promise.

The South Beach area has been poised for a major comeback for years after being rocked by crime and the departure of established businesses. It suffered a lingering hangover, a loss of energy, and an influx of broken dreams. After a number of false starts, the entire area now appears to be one large renovation project. A walk along Ocean Drive at night reveals many clubs with live music, sidewalk cafes, and poolside bars. There are elegant restaurants and bars that have that Fred Astaire touch of class. Some

wait calmly for rediscovery, content for now to be simply as romantic as can be envisioned. On a quiet street late at night, the humming neon signs have a way of stopping time. And although it may be true that there are few individual masterpieces, the District's architectural sum is greater than its parts. For example, Ocean Drive's Beacon Hotel, designed in 1936 by Henry O. Nelson, stands out with a stepped parapet, vertical fluting, horizontal stripes and stucco relief when viewed from the front. But take a look at it from a



MARIO RAMOS

side angle, and it joins the surrounding, closely-packed buildings to become a facet of the roadside architecture's cubist shapes.

Most of the hotels along Ocean Drive—the site of a failed coconut plantation—were built in a similar scale when elevators were an expendable luxury and the Atlantic Ocean's tropical breezes served as its only air-conditioning. An unusual seven-story exception, the 1937 Park Central Hotel at 630 Ocean Drive, considered one of Henry Hohausser's best efforts, has a simple scale that minimizes its height. A deep porch is shaped by a tin canopy, surrounding octagonal windows, and a white, mauve, and green color scheme.

It's an attempt to fuse the past with the present. The Mediterranean architecture, gaslight streetlamps, elaborate grillwork, and stripped awnings of Española Way—founded in 1922 as an artists' hangout and designed mostly by Robert Taylor in 1925—brings back the old-time elegance and attracts newcom-



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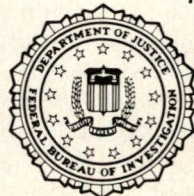


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ers from all parts of the country.

An intriguing fusion of the contemporary and the old is the Starr Hagenbring Studio on Española Way, a shop of the Clay Hotel. Hagenbring was a successful Soho artist specializing in fabric creations and wearable art. She recently left New York, fed up by the hype of the art scene there and the sense that—if she stayed—the Big Apple would take a bite out of her. By contrast, the Art Deco District seems “like a warm bath—relaxing, serene, and thoughtful.” Her current endeavors are hand-painted representations of master paintings on antique tuxedo dinner jackets.

Hagenbring is one of many artists who visited the Art Deco District and stayed to stir the cultural melting pool that reflects Miami. Florida has long been accused of having its main intellectual preoccupation centered on where to play tennis. Perhaps local culture is overlooked because so much of it is foreign or always in constant flux.

Much of the hybrid art in the area remains as whimsical as pink flamingos, but its diversity grows as outsiders bring new influences. Lincoln Road is testimony to this. Once the most exclusive shopping mall in South Florida, it has been reborn as an arts center. Other attractions within walking distance include the 5,000-seat Abel Holts Tennis Stadium (yes, the sport is inescapable here), the Miami Beach Garden and Conservatory, the Miami Beach Marina, and the Colony Theater. Close by is a two-mile boardwalk with a continuous parade of walkers, joggers, and tourists.

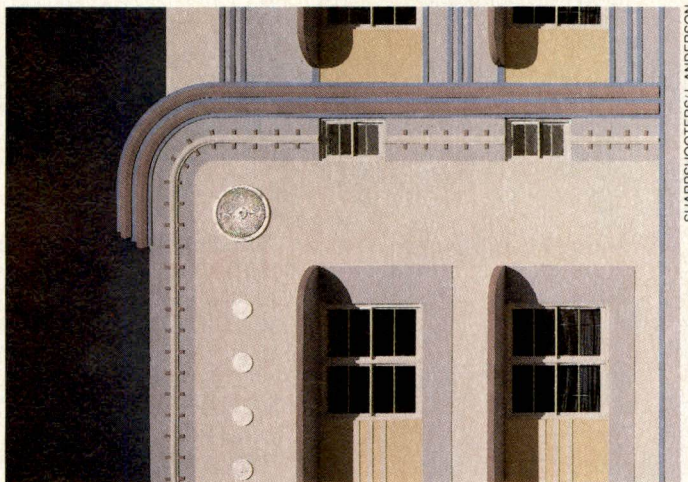
For some of the elderly, however, there is an end-of-the-road sadness.

They watch the revitalizing forces of the city at work, but can't identify with them.

Most have come south for a memory, and have found that the festive times have dwindled to inane bingo games huddled in postcard settings.

Yet many do not accept front-porch sitting as the main event. They still want to write another lively chapter for their golden years. Strolling along the beach, biking at the end of the pier, sprucing up for one of the dances at the old hotels, and working with volunteer groups—they remain in motion.

It is the cult of the physical that reigns supreme by the beach. The older gentle-



SHARPSHOOTERS/J. ANDERSON

men in mismatched sport clothes and hats sitting on the sand watching over the topless angels won't argue the point. Clothes are hot, tropical, and there are numerous fashion shoots on the beach. At night in the clubs, women wear a blend of beachwear and exercise outfits, perhaps colorful paper-thin bicycle shorts, and skin, lots of skin. Attractive people parading in attractive settings. Perhaps because of the cotton-candy, carnival feeling of some of the buildings, understated fashion is simply invisible.

Then there are the gold chain-draped drivers in black T-shirts that cruise the scene in hot muscle cars. It's anyone's guess how much of their act represents ill-gotten gain or just garish bad taste. After the TV culture of *Miami Vice*, art imitating life imitating art is the replacement riddle for the chicken or the egg. In any case, plenty of money is spent on the shows—the real, live versions and the ones taped for fantasy's consumption.

And it is a good show. As you stroll through the neighborhood, the pleasures and the buildings will keep you musing over the past and the present. It's a vacation, after all. **H**

*Skip Kaltenheuser is a free-lance writer based in Washington, D.C.*

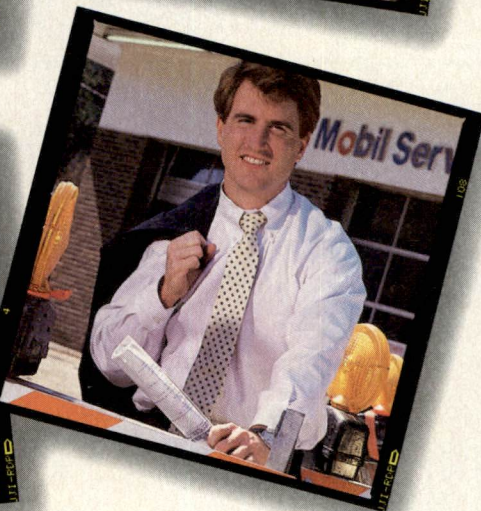
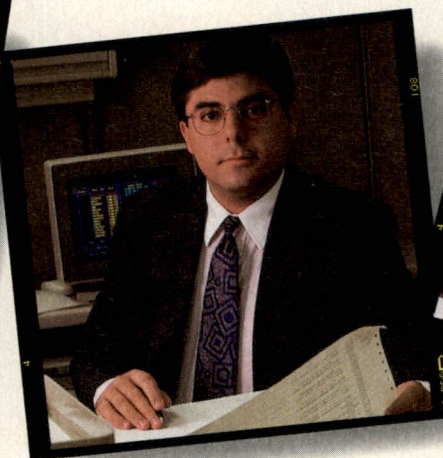
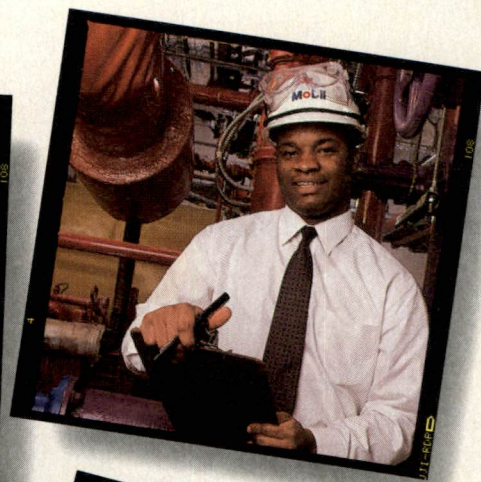
## WHAT IS ART DECO?

The term was coined in 1968 after a book of the same name written by Bevis Hillier. It defies precise definition, since it is a movement that broke away from classical forms of architecture, overlapping many design styles. Generally, it refers to an attempt in the late 1920s and 1930s to redefine history and the environment in geometric terms around a futuristic perspective. The Cubists calmed down the flowery excesses of *Art Nouveau* and presented more simplified forms instead of excessive detail. There are also influences of Egyptian, Aztec, Pueblo, and pre-Columbian tendencies. In New York, wealthy industrialists applied Art Deco to their skyscraper cathedrals of commerce such as the Empire State Building, the Chrysler Building, and Rockefeller Center with its Radio City Music Hall.

The Great Depression and the Machine Age added an emphasis on austerity and streamlining. Aerodynamic shapes and ships were adopted not just in architecture but also in cars, household appliances, furniture, graphics, sculpture, glass, ceramics, metals, textiles, lighting, jewelry, and painting. When the emphasis moved from vertical to horizontal, racing stripes were everywhere. During the Great Depression, the federal government enacted programs that put writers, architects, and artists (particularly muralists) back to work rebuilding the country and rediscovering traditional values. This added steam to the movement that was taking classical architecture into the future through the use of simpler and less costly lines.

— Skip Kaltenheuser

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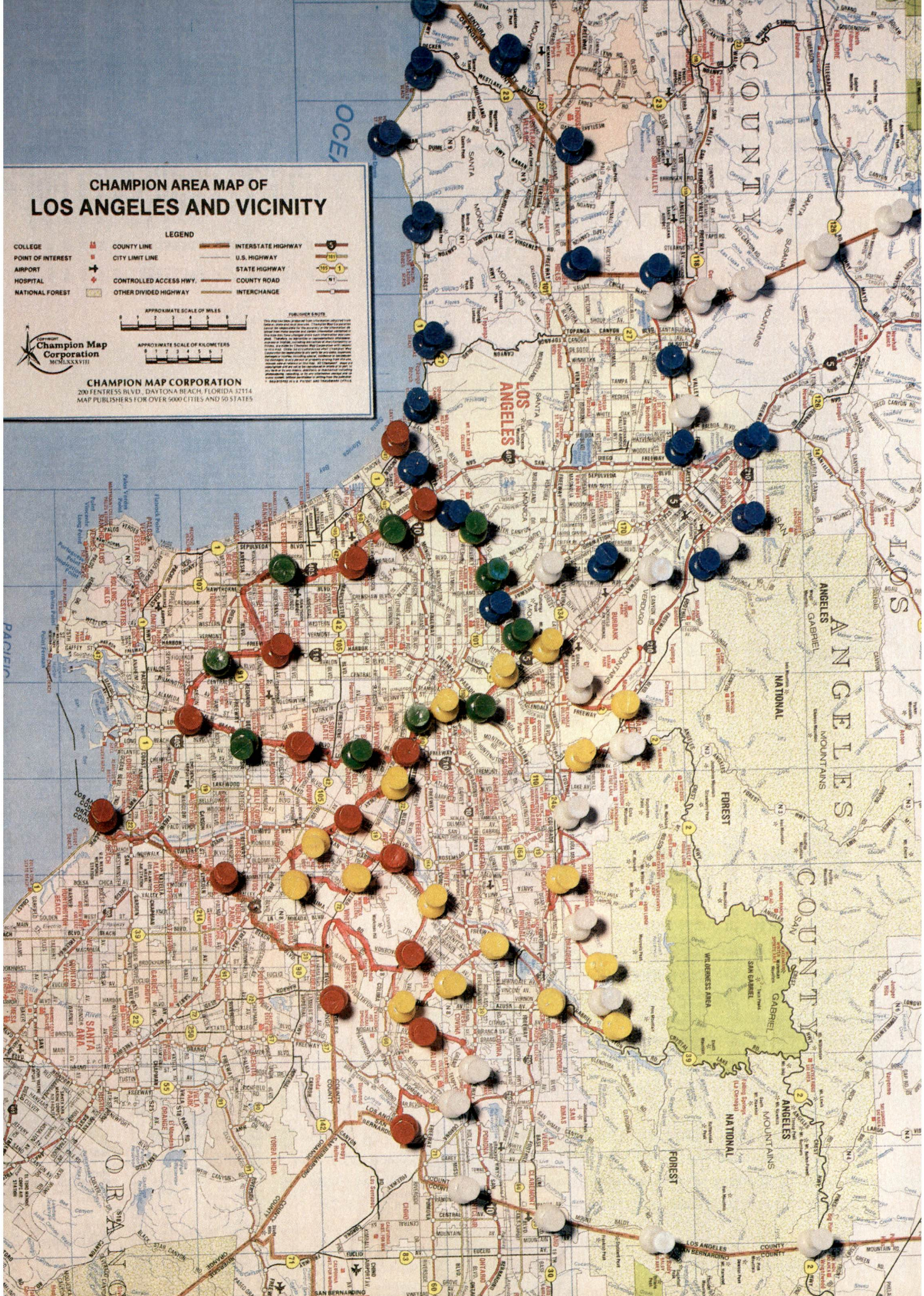
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# WHERE TO DRAW THE LINE

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BY DIANA MARTÍNEZ

The County of Los Angeles had not seen one Hispanic supervisor in 138 years. It was a record that the Mexican American Legal Defense and Educational Fund (MALDEF), the American Civil Liberties Union (ACLU), and the U.S. Justice Department set out to change and the L.A. Board of Supervisors tried to maintain.

Hispanics won.

In what is being hailed as a "victory against discrimination" and "a landmark civil rights decision," U.S. District Court Judge David V. Kenyon found last June 4 that the Los Angeles County Board of Supervisors had violated the voting rights of Hispanics when drawing district boundaries in 1981. Following the three-month trial, the federal judge ordered the supervisors to draft a new redistricting plan to enable a Hispanic to be elected to the nation's most powerful local office, L. A. County Supervisor. Kenyon rejected the supervisors' plan, calling their remapping "insensitive" to the voting rights of Hispanics and African Americans. The judge then accepted a MALDEF/ACLU plan with slight revisions, creating a Hispanic majority in one of

five voting districts.

The historic court decision "is a major breakthrough for Hispanics, not only in Los Angeles, but for the rest of the nation," exults Antonia Hernández, President and General Counsel of MALDEF.

In Hernández's view, this decision sends a signal to all politicians that Hispanic concerns cannot be easily dismissed, and the potential for a nationwide legal challenge is quite real. "For the first time in California, a court has found intentional discrimination...If you can prevail in the largest and strongest and most powerful jurisdiction, then the door has definitely been opened to all

**"What happens in this case in L.A. County will set the tone for a lot of other cases. California is a legal measuring stick for the rest of the nation... a lot of people are watching L.A. County to see how the law shapes up and what posture they're going to take in defending these cases."**

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"What happens in this case in L.A. County will set the tone for a lot of other cases. California is a legal measuring stick for the rest of the nation... a lot of

people are watching L.A. County to see how the law shapes up and what posture they're going to take in defending these cases," agrees MALDEF attorney Richard Fajardo, principal attorney in the case, known officially as *Garza v. L.A. County*.

MALDEF's contention was that the supervisors deliberately gerrymandered, or carved up, Hispanic neighborhoods to minimize the Hispanic vote. MALDEF called it a "greedy act of self-preservation." Although more than 35 percent of L.A. County's 8.7 million residents is Hispanic, the all-Anglo Board of Supervisors fragmented the county's

"core" Hispanic community among three districts when drawing supervisorial lines. MALDEF was able to prove that when supervisors held public redistricting hearings through a board-appointed boundary commission, they also had secret redistricting discussions and secretly hired consultants to analyze

data and to draw district lines that would protect their incumbencies. Hispanic political strength was knowingly manipulated to ensure the continuation of an all-Anglo male governing board.

J. Morgan Kousser, a Caltech professor, testified that "it was not possible to protect five Anglo incumbents ... without discriminating against the Hispanic population." And MALDEF maintained that, for decades, the county has deliberately fashioned district lines to deny Hispanics a seat on the powerful board, which has not had a Hispanic, or any elected minority member, for more than one hundred years. As ACLU attorney Mark Rosenbaum put it, the board was "the most powerful and enduring all-White club" in the nation.

That is no overstatement. The members of the L.A. County Board of Supervisors are the country's most powerful local officials. They represent more people than the governors of 42 states and have a \$10 billion budget in total. Each individual supervisor administers well over a billion dollars.

The club does not intend to go down without a fight. The supervisors fought the suit down the line, and have spent \$4 million so far on the case. In fact, on occasion, their actions acquired the characteristics of a soap opera. In a bizarre twist of events, for example, Supervisor Peter Schabarum first claimed that he was Hispanic, and then announced last March that he would not seek re-election. Candidates with little name recognition then threw their hat into the race, including Schabarum's aide, Sara Flores. But Schabarum would not endorse her and even described her as "a glorified secretary." Flores was the top vote-getter in a June primary, and Judge Kenyon has lifted the residency requirements so that Flores and Judge Gregory O'Brien, both residents of Glendora, can run for the 1st District seat in the November runoff election.

In the meantime, the supervisors now vow to take the case to the U.S. Supreme Court and have already set aside an additional \$500,000 for that purpose.

Regardless of the outcome of the appeal, the victory has already made Hispanics buoyant with pride and optimism.

"The psychological uplift to our community nationally is tremendous," points out Hernández. "It's the vindication of rights for our community, the beginning of the end of legislative discrimination and exclusion."

As if this historic voting rights decision was not enough good news in itself, it also comes at an extremely important political juncture: national redistricting in 1991, followed by an election year in 1992.

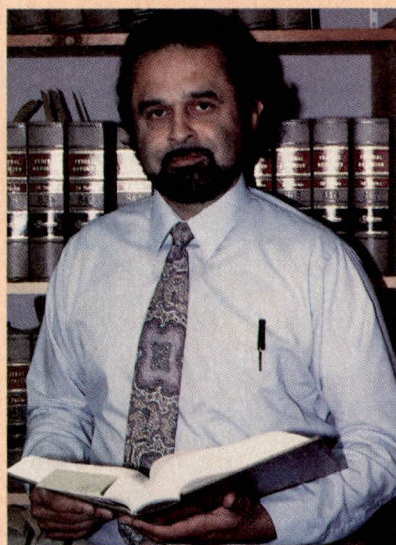
Across the country, tens of thousands of political jurisdictions will redraw their political boundaries following the 1990 census. The 1991 "redistricting" is being called the country's most pivotal and a key political event of the decade. Legis-

lative boundaries will be changed for the national, state, and local levels. This reapportionment process will determine if a fair system of elections is established which will allow Hispanics to elect their own political leadership and will have

## JOAQUIN AVILA: THE LEGAL CARTOGRAPHER

Graduates from Yale or Harvard with a string of prestigious awards and a sterling reputation can generally spell their name on the door of a ritzy firm, drive BMWs, and drink Dom Perignon with dinner.

For lawyer Joaquín Avila, these Ivy League qualifications meant follow-



ing up his work as president of MALDEF by setting up an independent law practice to challenge discriminatory election practices. Avila may be the only attorney in the country with a full-time practice devoted to voting rights. After more than 40 cases in Texas and California, and as a direct result of his work in Texas during the '70s, more Chicanos were elected to political office, changing the face of Texas politics. In California, Avila's precedent-setting wins in Watsonville and Salinas resulted in the creation of councilmanic districts and the election of those cities' first Chicano representatives.

The Watsonville case helped pave the way for the case against the Los Angeles County Board of Supervisors. Avila also was part of the team that planned the trial strategy. His biggest challenge, however, is just beginning—as torch bearer for redistricting.

"I've been gearing up for the 1990 redistricting since the early '80s. Nearly everything I've done so far has related to preparing myself for the redistrictings that are going to be coming up. I see the '90s as the most critical challenge. When I was in Texas from 1976 to 1982, I realized it was going to be a tremendous period of political empowerment for Chicanos in Texas and that's the same way I feel now about California."

Avila's decision to devote his career to voting rights has not been without sacrifices. Voting rights cases are quite time consuming, and it can sometimes take years before an attorney is awarded fees. Avila also conducts research, teaches, and has even sold furniture to finance his work and to support his wife and three children. In addition, he has authored a book, *Latino Political Empowerment—A Perspective*, which he sells at his speaking engagements.

At the beginning of his legal career, Avila intended to be with MALDEF only for a couple of years. But he became involved in a voting rights case for the San Fernando Valley. He lost that one, but was hooked on redistricting and the desire to make a lasting contribution to the Hispanic cause.

Avila credits his parents for emphasizing the importance of education to him, and his Uncle Edmund for encouraging him to go beyond what he thought he was capable of. Edmund, who was self-educated, would explain the articles in *Scientific American* to young Joaquín. He not only encouraged Joaquín's interest in a career in law but inspired him in other ways, too.

"My uncle set up a volunteer agency in a local community at a time in the '50s when it was not fashionable. He helped people with immigration and applications. He did this in addition to his full-time job. Here is a man that gave so much."

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tremendous effect on Hispanic civic participation for the next ten years.

With the accumulated experience of *Garza v. L.A. County* and other major voting rights cases, coalitions of Hispanics are gearing up their resources to effect change in the drawing of electoral district lines, in an across-the-board push to create meaningful political participation.

How do activists plan to do this? Using the three C's: Computers, Committees, and Courts—computers to create a data base to provide the information needed to draw district lines, committees from the grass roots level up through the legislature to pressure politicians when it comes time to actually draw district lines and, if needed, appeal through the court system.

The Southwest Voter Research Institute (SVRI) is an arm of the Southwest Voter Registration Education Project (SVREP) and is part of the foundation for this strategy. In preparation for redistricting, it is the institute's business to collect political data on Southwest Hispanics.

According to the Southwest Voter Research Institute, the Census Bureau reports a 39 percent increase in the Hispanic population from 1980 to 1989, five times greater than the increase among non-Hispanics. Projections for the three states where eight in ten persons of Mexican origin reside, show that by 1990 there will have been a 55 percent increase among Hispanics in Texas and Arizona and a 73 percent increase in California. These states stand to gain as many as eleven new Congressional seats in the reapportionment process.

Bob Brischetto, Executive Director of the institute, says even with Hispanics' increasing numbers and rapid growth rate, the community is seriously far behind in representation at all levels of government. "While Latinos constituted 8.1 percent of the total U.S. population in 1988, they held fewer than two percent of the elective offices at any level. There are currently nine Hispanics in Congress, fewer than one-fourth of what would be expected if Hispanics were represented in Congress in the same proportion as they are in the population."

Following the 1980 census, California's Hispanic population was documented at nearly 20 percent, but currently only 5.7 percent of the elected officials are Hispanic: three are serving in the 80-member state Assembly, three in the 40-member state Senate, and three in the state's 45 member delegation in the

House of Representatives. There is also a serious lack of Hispanic representation on city councils, school boards, and county boards of supervisors in California. At the heart of these dismal statistics is the practice of "racial gerrymandering." In past redistricting plans, legislators have deliberately carved up communities where large populations of

Hispanics live to dilute their voting power. Since the legislators themselves draw the lines, redistricting can become a situation of the "wolves guarding the henhouse."

One of the lawyers involved in *Garza v. L.A. County* has first-hand knowledge of how winning an election case can change a community. Joaquín Avila is

## RICHARD FAJARDO: PART OF THE SOLUTION

There were two events that helped shape Richard Fajardo's life.

The first occurred when he talked to his father about going to college. As they had discussed, he would start taking college prep classes in ninth



grade. Richard filled out his request for Math, Science, English, and Spanish, but what came back on his class schedule was wood shop, plastics, drafting, and some English. Richard went to the counselor and was told there was not enough room in the college prep classes. Besides, the counselor told him, "those classes are very competitive and we don't think you'll do very well."

Fajardo took the schedule back to his dad. Mr. Fajardo asked his son: "Do you want to go to college or not?"

"I said, 'Yeah!' And he went down there and talked to the counselors and got me into the college prep classes." Others, he adds, are not so lucky. "For many people in our community there is no one to intervene for them."

The second event took place when he was in high school and Chicano students walked out to protest educa-

tional conditions. "For the first time it dawned on me that, in that classic line, if I wasn't part of the solution, I was part of the problem. That changed me and a number of my friends."

Today Richard Fajardo, a graduate of UCLA law school and a lawyer for MALDEF, is the lead counsel and the most visible attorney on the Los Angeles County redistricting case.

What he appreciates most about his work at MALDEF, he explains, is being on the cutting edge of the law, not only protecting people's rights but also being able to argue and shape the legal issues that define civil rights for Hispanics.

As lead counsel of *Garza v. L.A. County*, Fajardo has been responsible for this powerful case day to day. And that has meant putting some parts of his life on hold.

"When I was invited somewhere, particularly to my family's home, I wondered if it was better to show up for a fast hello or not to show up at all," he says.

In a self-deprecating manner, Fajardo is quick to point out that as lead counsel he feels he gets more credit than he should. "It's not Richard Fajardo that did this...it's Richard Fajardo as part of a legal team," he explains.

Still, Fajardo feels fortunate to be lead counsel in *Garza v. L.A. County*, and recognizes its importance. "I wanted to be in a position where I could be an activist in the community or to do do-gooder type stuff. This work at MALDEF has been a perfect combination of work with the community and has a tremendous impact on Los Angeles County and the State of California. There is a real sense of accomplishment of being in a place where this is an event that is going to be remembered for a long time."



The Los Angeles County Board of Supervisors. From left to right: Michael Antonovich, Edmund Edelman, Peter Schabarum, Kenneth Hahn, Deane Dana.

considered the foremost authority on voting rights cases. Avila, a past president of MALDEF, now runs a full-time practice devoted to voting rights. He has challenged more than 40 voting rights cases in Texas and California. Avila is responsible for two other recent wins in Watsonville and Salinas. The issue in the Watsonville case wasn't gerrymandering, but a practice known as "at-large elections." Members of the Watsonville city council were not elected from single member districts, like members of congress, but by everyone voting for all members of the city council "at-large." The Anglo majority always carried the vote, and so there was no Hispanic ever elected to the city council until the time of the trial. When single district elections were held in Watsonville, Hispanic voter participation tripled in the Hispanic community.

The Watsonville victory, Avila says, helped secure other victories. "The Salinas City Council decided to settle so they had an election and the agreed upon plan was passed by the electorate...they had their first election in June of 1989 and they elected the first Mexican American to the City Council. And in December of 1989, the Watsonville election was held...and there the first Latino was elected from the *barrio* areas." The City of Los Angeles also came to a compromise agreement, and as a result L.A.'s first Hispanic councilwoman, Gloria Molina, was elected.

Avila is currently investigating several other cities, school boards, and special election districts in California which may be in violation of the Voting Rights Act, and considering bringing suit against them. Ninety percent of these cases will be to challenge at-large elections. He has recently written a book on Hispanic political empowerment, dedi-

cated to his friend and associate, the founder and former president of the SVREP, the late Willie Velasquez. Avila says Velasquez helped lay the foundation for these cases with his message to stop blaming the victim for lack of political participation and electoral success and instead to challenge discriminatory election systems.

In addition to gerrymandering and at-large elections, there are other equally serious political obstacles that have shut Hispanics out of political participation, including failure to enforce the Voting Rights Act, monolingual ballots, and modern-day voter intimidation. In November of 1988 in Santa Ana, California, Hispanic voters were met by hired guards who carried signs that read "Illegal aliens can't vote." These kinds of tactics have prevented Hispanics from meaningful participation and have led to the notion that Hispanics "just don't vote." Andrew D. Hernández, President of the SVREP and SVRI, says that for the most part, it is a simplistic and misleading notion. Hispanics have always voted, when there has been something to vote for. He believes that lack of participation is a result of what he calls induced apathy. "It wasn't that people didn't care, there were and still are structural barriers that induce apathy. When people said their vote didn't make a difference they were telling the truth—it didn't make a difference when at-large elections were in place or when areas were gerrymandered....When we first started out work and people started running for office, their businesses were boycotted, they would lose their jobs for doing voter registration campaigns, they faced intimidation and harassment." While Hernández admits that Hispanics are not voting in proportion to their large numbers, but as a group Hispanic voter

participation has increased, while other groups have declined. "In 1988, if Hispanics hadn't increased twenty times their rate, the country as a whole would have suffered a decline. We had twenty times the rate of increase in terms of votes cast." The bottom line? "At a time, when people are dropping out of political participation in this country...Hispanics are buying in, in record numbers!" says Hernández.

The 1991 redistricting can give opportunities to Hispanics to make substantial political leaps. The SVREP is confident that its 3 C's strategy (Computers, Committees, and Courts), will spell Hispanic political power.

Step one is already underway. The Digital Equipment Corporation will provide the SVRI with a minicomputer, which will allow the institute to scrutinize the Census data, and to develop a data base with which to draw district lines. To Hernández, this is a key factor. "We will have a movement of independence so that we aren't dependent on other people's computers or their data."

This information could then be loaded into P.C.s, which the SVREP could use in step two. A series of redistricting conferences is planned throughout the Southwest to educate and train Hispanic leadership in redistricting. The plan is to have redistricting committees in every town. People will be trained to draw lines on their own personal computers. Avila even hopes to set up a redistricting hotline to offer redistricting information and referrals to people who want to challenge local governments.

And if step three is necessary, MALDEF, along with other attorneys, will be ready for more litigation.

The goal for the 1990s is Hispanic political empowerment. Perhaps the most important aspect of the struggle over redistricting is that the impetus has come from within the Hispanic community. MALDEF, which leads the struggle, and the SVREP, which provides support, are homegrown Hispanic organizations which don't depend on either political party. They are examples of Hispanics defining their own agenda.

As Antonia Hernández puts it, "The decade of the '80s [Decade of the Hispanic] was never coined by our community. There is a feeling within our community that the '90s will be ours. Self-determination is within our reach." ■

*Diana Martínez is a free-lance writer based in Los Angeles, California.*



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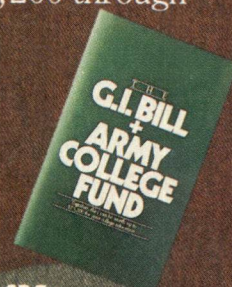
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SPANIC

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AWARDS

# A Celebration Of Hispanic Excellence



The 1988 Awards ceremony at the Rose Garden: President Ronald Reagan with, from left to right, Col. (Ret.) Gil Coronado, Florida Gov. Bob Martínez, Artist Orlando A.B., writer Dr. Nicolás Kanellos, and teacher Jaime Escalante.

BY ANNA MARIA ARIAS

**T**wenty-two years ago, Hispanics celebrated across the nation, because Congress had finally resolved that the second week in September would be declared Hispanic Heritage Week. For nineteen years after that, the community honored its culture and contributions to the American way of life until a group of Hispanics in the nation's capital got together to make a change. The now retired Col. Gil Coronado was one of the front liners in changing Hispanic Heritage Week to a full month, from September 15 to October 15. He didn't stand alone. The Congressional Hispanic Caucus, Congressman Esteban Torres, and several others were strong backers of the idea.

After twenty months of lobbying, the bill to change Hispanic Heritage Week to a month became effective January 1, 1989.

"This time the intent was not to increase the number of parties and celebrations and dances, but rather to allow 30 days for more education to America at large about the contributions of Hispanic Americans toward our country," says Coronado.

Congressman Torres, author of the bill, agrees that Hispanic Heritage Month "gives everyone in the United States the opportunity to learn, appreciate, and become sensitive to the contributions, achievements and aspirations of the Hispanic community. For Hispanics, this period gives us the opportunity to focus national and international attention on our particular concerns as a community."

In 1987, Rudy Beserra, then Associate Director of the Office of Public Liaison for the White House, brought together a meeting of prominent Hispanics from the private sector and the administration to create an event to eclipse all other celebrations then being held around the country, from Texas to New York to Florida. Some of those included in the group



At the 1987 Awards: from left to right, Exec. Dir. of The National Hispanic Scholarship Fund Ernest Robles, Congressman Esteban Torres, Archbishop Patrick Flores, Artist Jesse Treviño, and President and CEO of Dr Pepper/Seven Up Companies John Albers.

**"We started the Hispanic Heritage Awards Program to bring recognition to individuals who personify the best of Hispanic culture, tradition, and achievement."**

were Amparo Bouchey, with the Department of Transportation; Rafael Franchi, with Inter-American Development Bank; Ana Perera, U.S. Department of Agriculture; Rodolfo Balli Sánchez, President of Hispanic Americana, Inc.; Richard J. Bela, President of Marquez, Bela and Associates.

The brainchild of these sessions was the Heritage Awards, an ultraprestigious event to honor contemporary Hispanics for their achievements and commitment to the community.

"We started the Hispanic Heritage Awards Program to bring recognition to individuals who personify the best of Hispanic culture, tradition, and achievement," states Rudy Beserra, now in the private sector. "White House involvement in the program demonstrated support at the highest levels, and added significantly to the prestige of the program," he explains.



1989 Awards: Jimmy Santiago Baca for Literature, receiving from Ambassador Phillip V. Sanchez.

Once the event was agreed upon, the wheels started turning. The first Annual Gala Awards dinner took place at the Meridian House International in Washington, D.C., with The Seven-Up Company as the corporate sponsor. John R. Albers, President and Chief Executive Officer of Dr Pepper/Seven-Up Companies, Inc. in Dallas, Texas, was impressed with the concept, energy, and prestige of the organizing committee. "Dr Pepper Company and The Seven-Up Company are proud of the companies' leadership in recognizing Hispanics of achievement. Many Hispanics who have risen to the top have done so against the age-old backdrop of ethnic prejudice, socioeconomic disadvantage, and inadequate educational opportunities. Yet these odds have been overcome to produce exemplary leaders and role models of tremendous proportion. Entrepreneurship, leadership, and education are key threads in the fabric of our American heritage. That fabric includes the indelible marks of Hispanic achievement. We thoroughly enjoy the association with our Hispanic co-hosts to honor those who deserve our proudest salute," says Albers.

"The function of the Hispanic Heritage Awards is twofold. First, by honoring achievements we enshrine them in the written history of this country. That is the way we honor the past and present. Secondly, we provide role models in all fields of endeavor for children of all ethnicities. In this way, we honor the future," says Bela, co-chair of the Hispanic



Left to right: Awards co-chairman Ric Bela and Rodolfo Sanchez greet Congressman Albert Bustamante and Dr. Héctor Pérez García, winner of the 1989 Leadership award.

Heritage Awards.

The first year's honorees, chosen by the committee, were artist-muralist Jesse Treviño (Arts), Ernest Z. Robles, Executive Director of the National Hispanic Scholarship Fund (Education), and Archbishop Patrick Flores (Leadership).

Three years later, Archbishop Flores remembers. "Every busy man and woman needs an occasional pat on the back. All of us, no matter how high on the ladder we might be, we need to be spiritually lifted. This is what this yearly honor did for me. When I hear of others being so honored I know what



**1989 Awards: Secretary Manuel Lujan with President and CEO John R. Albers.**

it will do for them, but not only for them, for all of us who are a part of that heritage."

The Archbishop also has warm praise for the sponsors of the event. "I want to congratulate The Seven-Up Company for taking time to look around, and to applaud and to thank those great men and women who have been courageous in their service to others in the country."

In 1988 most of the original committee members returned as the host committee, but on this occasion Hispanic community organizations were recruited to identify and nominate outstanding candidates. Organizations on the nominating host committee include the National Council of La Raza, (NCLR) the National Association for Bilingual Education, the National Puerto Rican Coalition, the U.S. Catholic Conference, the Mexican American Legal Defense and Educational Fund, the Mexican American National Association for Women, the National Association of Latino Elected Officials, the National Hispanic Scholarship Fund, and the National Association of Cuban Women. Subsequent private balloting selected the three honorees for the year.

The three selected in 1988 were Orlando A.B. (Arts), Dr. Nicolás Kanellos (Literature) and Jaime Escalante of the movie *Stand and Deliver* (Education). Katherine D. Ortega, former Secretary of the Department of Treasury, was one of the presenters of the 1988 Hispanic Heritage Awards and still takes pride in the event. "I think it's an excellent vehicle to give national recognition to deserving individuals who in some cases are unsung heroes," says Ortega.

Every year the gala event gets bigger and stronger, with continuing supporters. In 1989, people and the national press were describing the gala as spectacular. "Last year's Hispanic gala was truly a spectacular event. It is a great addition to our community's celebration of National Hispanic Heritage Month," says Raúl Yzaguirre, President of NCLR.

Irma Maldonado, representing the Mexican American Women's National Association (MANA), is also on the host

**"Each year Americans recognize the many contributions of its Hispanic citizens. These awards are indicative of Hispanics in many different occupations who are making a great contribution to their country and demonstrating that this is indeed the land of opportunity."**

committee. "The Hispanic Heritage Awards is an opportunity to honor the talent and creativity that exists in our community. The only drawback is that the number of qualified recipients outnumbers the awards granted each year," she says.

Last year, Dr. Héctor Pérez García, founder of the G.I. Forum, was one of the honorees. "The recognition that is given by the Hispanic Heritage people should be an incentive to be proud of our Hispanic culture and at the same time to remind us to serve and recognize the rest of our people who made this award possible," says García, who received his award for Leadership. The other two honorees in 1989 were Jimmy Santiago Baca (Literature) and Fernando Bujones (Performing Arts).

This year's gala, to be held September 24, 1990, promises to live up to the excellence of the past years.

The guest list includes Hispanics from across the nation, who will come to pay tribute to the new three recipients, a Mexican American, Cuban American, and a Puerto Rican. The winners and presenters for this year are Rita Moreno (Performing Arts), who will receive her award from Marta Isotomin, former Artistic Director at the John F. Kennedy Center



**1989 Arts Awardee Fernando Bujones speaking at ceremony held at the OAS.**

for the Performing Arts. Dr. Pedro José Greer, a Cuban physician (Leadership) will receive his award from Congresswoman Ileana Ros-Lehtinen. Coach Tom Tellez (Sports), will receive his award from one of his athletes, Olympic gold medalist Carl Lewis.

Secretary of Interior Manuel Lujan says it all in a nutshell. "Each year Americans recognize the many contributions of its Hispanic citizens. These awards are indicative of Hispanics in many different occupations who are making a great contribution to their country and demonstrating that this is indeed the land of opportunity."

Adds Albers: "The stories of our honorees tell the stories of people rising through determination, education, and cultural pride. Dr Pepper/Seven-Up Companies applauds Hispanic Heritage honorees of the past, present and future". **H**



# Pedro Jose Greer, M.D.

Three years ago, as Dr. Pedro José Greer was making his rounds, one of his patients pulled a gun on him.

"There's a lot of crack and I.V. drug users in certain areas, and I was walking around under one of the bridges and a guy who was just ripped out of his mind pulls a gun on me, cause I looked like a cop. I said, 'Look, I'm Dr. Greer,' and he said 'No, I know Dr. Greer and he's fat.' And I said, 'Look, in a few minutes you will get off your crack.'" The crack finally wore off and Dr. Greer was able to talk him into getting medical attention at Camilus House, a free clinic in Miami. Did Greer learn any lesson from this?

You bet! "Now I wear a lab coat," he laughs.

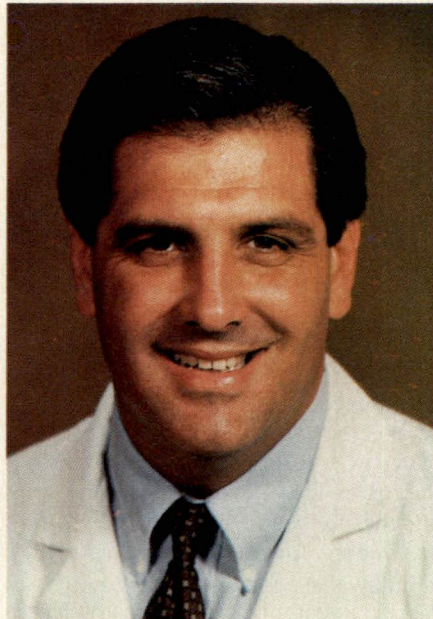
Despite scary experiences like this one, 33-year-old Greer does not plan to give up his "house calls" for the homeless. He actually goes out to the streets and bridges that are the homes of many of his patients to coax them into going to one of his free medical clinics for treatment.

Today Dr. Greer is the man in the white lab coat and a friendly, familiar face to many of the homeless without hope in Miami. Homelessness has become a devastating reality to four million people in the United States. In Miami, Florida alone, ten thousand people live on park benches, abandoned garages, or even under freeway bridges that serve as a roof over their heads.

Virtually all of Greer's work with the homeless, battered women, and children is on a volunteer basis and is carried out at three clinics in Miami which he founded—the Camilus House, the Douglas Elementary Clinic, and the new extension of the Camilus House. The Camilus House, in the middle of the Overtown ghetto, serves 70 percent Nicaraguans and 30 percent Blacks. The facilities survive by getting \$5,000 a month from the government and free medical supplies from pharmaceutical companies. With this money and other financial help, the clinics treated over 12,000 people last year.

Greer holds medical care for the homeless a priority, but points out that other health issues in the Hispanic community, including prenatal care, infant care, and the increasing incidence of substance abuse, need to be properly and urgently addressed. "Traditionally, people wait for a crisis. Health in the Hispanic community is very interesting for various reasons. The perception of health, the perception of diet, the perception of access to health is completely different in different cultures." He uses as example the concept of approaching a Hispanic family for the prevention of AIDS. "Can you imagine going to a Mexican or Puerto Rican or a Cuban father, and in Spanish saying: 'I want to talk to you on how your daughter can prevent [herself from] getting AIDS through sex by using condoms? You'll get shot! I don't think that people approach it correctly, so how can you have an appropriate solution to a problem when you don't have an appropriate approach?'"

Greer believes we all must work together to make things better. "It's kind of like Huckleberry Finn whitewashing the wall. It might be hard work, but if everyone gets together and does it, it's fun."



## Congresswoman Ileana Ros-Lehtinen

Ileana Ros-Lehtinen represents the 18th Congressional District of Florida. Sworn in September 6, 1989, she is the first Cuban American, as well as the first Hispanic woman, elected to Congress.



Ros-Lehtinen will be presenting the prestigious Leadership Award to Dr. José Pedro Greer, Jr., and is the perfect person to do so.

Both congresswoman and physician have much in common. They are both Cuban, live in Miami, strive to serve the community, and both believe in the importance of Hispanic

Heritage Month.

Ros-Lehtinen stresses the importance of Hispanic influence. "Hispanic culture has had a dramatic positive impact upon America. The Hispanic spirit and flavor add to the variety in American society. With the number of Hispanics growing in the U.S., it is important to draw on the strengths of our heritage so that we may progress into a brighter future."

# Rita Moreno

"A rare commodity" would be a good way to describe well-known and respected actress/singer/dancer/mother/wife/role-model Rita Moreno.

If there ever was a person the Hispanic community could look to as a sign of success and claim it with pride, it would be this Puerto Rican female performer.

Moreno was born Rosa Dolores Alverio in Humaco, a small town near the famous rain forest El Yunque in Puerto Rico. When she was five years old, she and her mother moved to New York and the following year she started dance lessons. At thirteen she made her Broadway debut in *Skydrift*, which starred Eli Wallach. It was only five years later that Moreno was "discovered" by a talent scout who arranged for the young performer to meet Louis B. Mayer. She was signed to a contract with MGM.

In 1962 Moreno won an Oscar for her performance as Anita in *West Side Story*. Her Tony Award was for her portrayal of Googie Gomez in the *Ritz* in 1975. In 1972 her talent was awarded a Grammy for her work on the *Electric Company Album*, and finally she added a pair of Emmys, one in 1977 for a series of appearances on *The Muppet Show*, and the other in 1978 for her dramatic acting on *The Rockford Files*.

But showbiz wasn't always sweet. Moreno went through the typecasting problems of being offered the "Mexican spitfire" or "Indian maiden" roles more than she may have wanted. But these days Moreno doesn't do much worrying about ethnic typecasting. The star and her daughter, Fernanda Luisa, have just completed a series of performances of the play *Steel Magnolias* at the Cherry County Theatre in Traverse, Michigan, where they played mother and daughter. This month the dynamic duo will perform together again as sisters in *The Taming of the Shrew* at the Williamsburg Shakespeare Theatre in Washington, D.C.

Moreno remembers that when she first started out, there weren't any Hispanic role models for her to look up to, so her role models were non-Hispanic. "When I was a young starlet, I wanted to be an all-American girl. I wanted to be Lana Turner. But when I grew up and developed a sense of self-esteem as a Hispanic, I learned how essential it was to cling to one's own heritage, for only in that way can we truly understand our ancestors, our culture, and ultimately understand ourselves."



## Marta Casals Istomin

Marta Casals Istomin, former Artistic Director of the John F. Kennedy Center for the Performing Arts and co-

chairman of the Hispanic Heritage Awards, is the perfect match to present this year's Hispanic Heritage Award for the Performing Arts.

Like honoree Rita Moreno, Istomin is of Puerto Rican descent and has had a successful career in the arts.

In her capacity as Artistic Director of the Kennedy Center, Istomin oversaw policies and programming for dance, opera, and music. She arrived in 1980 and achieved an

extraordinary reputation for her influence and high standards, which the Kennedy Center's 1.34 million patrons thoroughly enjoyed.

Istomin explains the importance of this event. "Hispanic Heritage Awards are very encouraging to those who have made substantial contributions to our country and the more we know of our fine citizens and their great achievements, the more they will be an inspiration to the millions of Hispanics who will regard them as role models."



# Tom Tellez

Many people call this man Coach T, or just plain coach, but four-time Olympic Gold winner Carl Lewis says Tom Tellez is a whole lot more—a friend and role model that so many have learned and gained from, not only in track and field, but in the game of life.

Coach T grew up in Montebello, California, when it was not the predominantly Hispanic area it is now. He was a Mexican American in a non-Hispanic community. “My last name is not really a common Hispanic name. If the pronunciation was Tel-lez, then people wouldn’t know I was Hispanic,” the coach explains.

Although he grew up aware and proud of his culture, Tellez believes that being Hispanic affects you consciously and unconsciously, and is convinced that the proper influences in one’s life could make all the difference in the world. Coach T says the role models in his own life had a strong influence on who he is today. “My parents really emphasized successful people that were Hispanic, and let me know that I could be successful if I wanted to. And there were several very fine Hispanics at that time that were very good athletes, like Pancho González—at that time a tennis player—and many others, and of course I had my own role models. My dad’s brother went to USC and played baseball,” says Tellez.

He believes athletics is a good path for Hispanic youth to follow, but says we need more Hispanic athletes as heroes to emulate and to motivate kids to stay in school and go on to college by using athletics, like many Black Americans have done.

“I think the Black community has benefitted from this, and there is no reason why Hispanics can’t, because I think there are some real fine athletes out there. However, the emphasis should be placed on education, and athletics can pay for that education. I think in athletics, with the publicity, TV and media coverage that comes with being an athlete, if the Hispanic [athlete] is very good, he or she can serve as role models for the younger kids. The more role models we can get out there, the better it is for the younger kids,” says Tellez.

Tellez is regarded by coaches, athletes, and experts in the world of sports as the best technical field events coach in the nation, and one of the best in the world. In his career, he has coached one world record holder, eight Olympians, and eleven national record holders. Currently he is coaching at the University of Houston, and his training techniques have been featured in numerous articles in sports magazines.

Carl Lewis explains coach Tellez’s technique. “He’s the kind of coach that gets the same amount of joy out of working with someone who is a 21-foot jumper as he would a 28-foot jumper. He just likes to see improvement. And when coach Tellez says, hey, that was a great jump, you feel like, ‘Oh, my God! That’s the best that can be done.’ It’s a great feeling.

“I couldn’t have done it [won four gold medals] without Coach Tellez.”



From left to right: Joe DeLoach, Coach Tom Tellez, and Carl Lewis

## Carl Lewis

There are few people who don’t know who four-time Olympic gold medal winner Carl Lewis is. In his freshman year at Houston, he won the NCAA long-jump title and has been the best in the world ever since.

Lewis explains that Coach Tellez is the type of person who believes everyone can achieve. A person just has to have that desire to do whatever is necessary to get the job done. “When we [Lewis and other athletes] first started here we were just athletes. We didn’t know how good we would be, but we reached the ultimate and he did too. He was a part of the whole thing. Coach Tellez is a genius in track and field and I think he’s a role model because he shows that anyone can achieve with hard work, strong faith and a strong ability to be the best that you can be.”

Today, Lewis still trains with his Olympic coach and is proud to present him with the distinguished Hispanic Heritage Award for Sports.

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## Carmen Zapata UNA HISPANA EXTRAORDINARIA

POR JOSÉ LUIS SIERRA

Erased una niña con inmensos deseos de cantar bajo la sombra de los viejos edificios de Nueva York. Soñaba con interpretar el dramatismo y la realidad que siempre encierra la ópera. Su sueño era tan grande como su pobreza.

Hija de inmigrantes, y con los obstáculos de quienes empiezan vida nueva en un país extraño, su visión de plantarse en un escenario se materializó con el tiempo. Hoy, Carmen Zapata conoce el sabor del triunfo, y conserva con nostalgia el valor del sacrificio.

No fue fácil, pero en sus más de 40 años en el mundo del arte dramático, Carmen Zapata ha logrado ser actriz en los grandes escenarios de Broadway con obras como *Oklahoma*, y aparecer en la pantalla chica de la televisión en series tan conocidas como *Medical Center*, *Adam 12*, *The Rookies*, *Wonder Woman*, *The Streets of San Francisco*, *Married with Children*, *Falcon Crest*, y *Villa Alegre*.

Poco a poco, su trabajo la empujó a desempeñar papeles que quizá ella misma nunca imaginó, como el de traductora de obras teatrales hispanoamericanas, o productora en más de 60 obras. Zapata ha sido también maestra de actuación en la Universidad de California en Los Angeles (UCLA) y el Colegio del Este de Los Angeles, entre otros.

Desde hace ya varios años, esta extraordinaria mujer ocupa el exigente y cada vez más prestigioso puesto de directora de la Fundación para Artes Bilingües, también conocida como BFA (Bilingual Foundation for the Arts).

Hoy, Carmen Zapata todavía cree en la realidad de los sueños, pero, curtida por la experiencia, se entrega a ellos con calma y de manera metódica.

"La familia mía es la del teatro", declara la mujer de figura esbelta. Sus ojos café oscuro se clavan momentáneamente en su agenda. Se excusa para hacer una llamada telefónica. Confirma

su cita a las once y retoma su historia.

"Llegué hace 25 años a Los Angeles, para tratar de hacer una carrera en cine y en televisión, pero nunca me llenó", comenta Zapata, agregando que los papeles que entonces se ofrecían—y los que todavía frecuentemente se ofrecen—a los actores hispanos, son may-



Carmen Zapata dirige a sus alumnos durante una sesión de trabajo.

ormente estereotipos. "En fin, me di cuenta que no había teatro, y mucho menos teatro en español".

Zapata aún recuerda la representación de *Cada Quien Su Vida*, de Luis E. Basurto, en el teatro Globe, de Los Angeles. Era una de las primeras obras en las que la actriz participaba, y el teatro estaba repleto. "Al principio [los espectadores] pensaban que era una telenovela, y preguntaban cuándo pasaríamos al siguiente episodio", comenta sonriente. "Ahí me di cuenta que la gente quería teatro en español. Alguien lo tenía que hacer, y a mí me tocó empezarlo".

Fue un camino que la llevó por un sendero muy diferente al que ella había planeado, y del que hoy quedan muchos recuerdos en las paredes de la Fundación Bilingüe para las Artes.

El teatro de la fundación es pequeño. Fundado oficialmente en 1973—con la participación de la artista y directora Margarita Galván, y de la guionista y escenógrafa Estela Escarlata—el teatro

tiene espacio para 99 personas. Pero las limitaciones físicas del edificio son fácilmente superadas por la calidad de las obras que allí se presentan, un vastísimo repertorio que incluye desde piezas teatrales clásicas del Siglo de Oro de la literatura española hasta obras de Federico García Lorca y otros dramaturgos contemporáneos. Durante la temporada anual se exponen nueve obras con sus respectivas representaciones en inglés.

"Necesitamos un espacio más grande, y estamos buscándolo", declara Zapata. "Pero aun cuando nuestro presupuesto ha crecido de \$5,000 a medio millón de dólares anuales, todavía enfrentamos muchas limitaciones. Hay mucha gente que quiere ver teatro, y son muchos los que quieren aprender".

Numerosas son las figuras hoy famosas que han recibido entrenamiento en la fundación, como por ejemplo Andy García y Henry Darrow, ganador de un Emmy por su trabajo en la telenovela *Santa Barbara*.

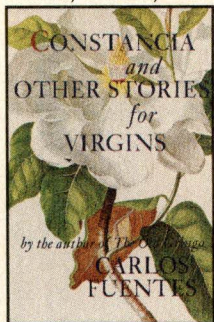
"Yo sé que lo que estamos haciendo es muy importante", comenta Zapata. Pero a pesar de su orgullo por la labor ya desempeñada, sabe que el camino por recorrer aún es largo. Incluso es consciente de que el sacrificio que hizo de su propia carrera como actriz para entregarse de lleno a la Fundación Bilingüe para las Artes no será suficiente para llenar el vacío que existe en los Estados Unidos de foros que le den su justa importancia al teatro, o a los actores y autores hispanoamericanos.

En lugar de representar un obstáculo para Carmen Zapata, esta situación es parte de una realidad que ella está dedicada a cambiar. **H**

José Luis Sierra es reportero del diario *La Opinión*, de Los Angeles, California.

HISPANIC desea recibir artículos de los lectores sobre hispanos extraordinarios. Los manuscritos deben enviarse a: En Español, HISPANIC, 111 Massachusetts Ave. NW, Suite 410, Washington, D.C. 20001.

*Constancia and Other Stories for Virgins*, by Carlos Fuentes. Translated by Thomas Christensen. (New York, NY: Farrar, Straus, Giroux, 1990) 340 pp., \$19.95.



This book is mostly about skin, about the creases and folds and wrinkles that relentlessly attack the body, but primarily the human soul. The five stories in this volume sustain Carlos

Fuentes' funereal philosophy of life—before we die, we die. Oddly enough, it is women who die in this book, while men forever carry their deaths upon their shoulders.

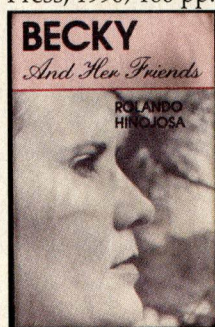
The title story flows as does a soft-focus feature. Amid the haziness of Savannah, Georgia, an elderly Russian doctor, Kolnikov, and his Sevillian wife, Constancia, embrace and defy each other in a final tug-of-war before her death. We enter this love story when the couple's mutual trust is exiting, literally, through the window. One of the doctor's patients might turn out to be the wife's longtime lover from pre-World War II days, and perhaps the reason why Constancia married Kolnikov—to flee Europe and save lover and self. Kolnikov tries to understand how a love that lasted for decades could have withered or, worse yet, never been true. He invokes Kafka and Walter Benjamin, travels to Spain, and back home in Savannah, without Constancia to love, he learns to wait for death. Death is also the centerpiece of "La desdichada," where boys will be voids. Two students adopt, dress, and undress the world's most beautiful mannequin, savoring a frail, blind lust that leads to the end of their friendship and the mannequin's ornate funeral. And death surfaces in "The Prisoner of Las Lomas" as protracted agony when a high-tech lawyer's mansion is taken over by strangers. The self-proclaimed Mexican dandy ("We're half Napoleon, half Don Juan, and we can't help it.") has "seduced five generations of women," learning the pleasures of wine tasting from older women, the fervor of literature from younger ones, but his conquests end after his bizarre home arrest, a retribution for the accidental death of his favorite lover. Fortunately, after these chronicles of guilt and bodies floating in pools of blood, "Viva Mi

Fama!" provides a bittersweet respite, with bohemian Madrid alive in the romps and rifts of prostitutes and toreadors and sinners.

Fuentes attempts to play with language here, to frame with humor the body's decay and demise. Sometimes he pulls it off, most often he doesn't ("He who reads Proust, prostitutes himself"). But humor seems to be a particularly masculine trait in these stories, as if to say that men, forever escaping, laugh at pain but will never learn to take it as men should and women do.

Félix Jiménez

*Becky And Her Friends*, by Rolando Hinojosa. (Houston, TX: Arte Público Press, 1990) 160 pp., \$8.50.



evokes seems like a version of García Márquez's Macondo, Santa Fe-style. Small-town mentalities thrive and sometimes wrestle with big-time dreams. The cast includes twenty-six characters—Becky among them—who are individually interviewed and give their impressions of the title character. While doing so, they hint at their ethnic realities, with the Anglo specter hovering in and out of their streams of consciousness.

The text is almost cinematic. One could call it a script, if just for its descriptions of sets and camera angles and the use of long, revealing monologues. Rebeca Escobar's family tree unfolds through a potpourri of remembrances, with the mosaic of Klail as the backdrop for her big-bang decision—to remove her husband from her life.

One fine day, Becky waits for her husband to come home from work, and simply repeats: "I've decided that you are not going to live with us anymore." Her husband, Ira Escobar, can only helplessly grumble, "What?" Becky accomplishes what Henrik Ibsen's Nora and even Streep's Mrs. Kramer, among others, have done in the past—escape their smothering domestic existence (except that Becky keeps her kids). Becky is

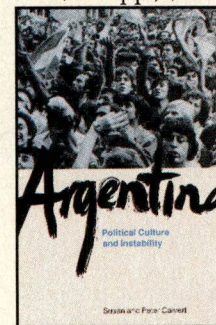
forged as a symbol of self-determination and freedom from male, family, and ethnic dominance.

All of Hinojosa's characters talk with the same speech mannerisms, including a fastidious tendency to repeat in Spanish the words and phrases that they have just spoken in English. The characters—alternatively too human and larger-than-life—maintain the reader's attention through their emphatic brand of story-telling.

What Hinojosa's novel—the latest in his Klail City series—may lack in plot and psychological insight it compensates for in the colorful and passionate narrations of Becky's and her friends' imbroglios. As Hinojosa would put it, the reader will have to sit down, limeade in hand, relax, read and sip, and be the judge. As for us, we'll let it go at that.

Héctor Jiménez

*Argentina, Political Culture and Instability*, by Susan and Peter Calvert. (Pittsburgh: University of Pittsburgh Press, 1990) 352 pp., \$39.95 (hardcover).



Two British scholars have produced one of the most interesting studies to come out in recent times on Argentina's political troubles. Their analysis focuses on the Iberian heritage and the legacy of Ca-

tholicism, the impact of liberalism, and Argentina's proverbial orientation to Europe to explain the country's host of chronic troubles.

The authors also deal with the problem of legitimacy in Argentina's political structure and the influence of personalism in the country's institutional traditions. The Calverts have a keen eye for detecting some of Argentina's less evident defects, including what some have termed a "pendular trend" to authoritarianism. However, they do express moderate optimism on Argentina's political future, primarily because of the country's cultural vitality. They claim that it is possible for a nation with so many prominent figures in the arts to pull itself up by its bootstraps. Although sometimes blurred by sociological jargon, this book is a substantial contribution to the study of one of Latin America's most complex societies. **H**

Anselmo Conde

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# PROFILES IN EXCELLENCE

**T**here may come a time when singling out Hispanics who have achieved a great measure of success in the corporate world will seem commonplace, maybe not even newsworthy at all. But while we wait for those days filled with the reality—not just the unfulfilled promise—of equal opportunity, celebrating our achievements in this Hispanic Heritage Month is still in order.

With a new decade at our doorstep, the future of Hispanics is constantly being discussed in the media with facts and figures—how many will be entering the workforce; how many will enter college and then graduate compared to those who will drop out; how success stories may outnumber stories of anger and frustration. But beneath the facts and figures are the faces that make it all possible, with their very own worries and fears and illusions, and with that unabated passion to succeed that keeps them going. It was not easy to interview our Profiles in Excellence. These are busy people, constantly on the go. We asked them all the same question: “What does it take to succeed in Corporate America?”

HISPANIC Magazine is proud to acknowledge the women and men who have strived for success, who have persevered, and who now prepare themselves to train, counsel, and lead other Hispanics into the '90s and beyond.

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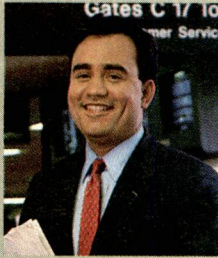


MASTERMINDING TOMORROW'S TECHNOLOGIES

MARTIN MARIETTA

**MARTY CASTRO**  
**Marketing Training Center Supervisor**  
**Mobil Oil Corporation**  
**Fairfax, Virginia**

Fresh from his degree in economics from the University of California at Davis, Marty Castro went to work for Mobil in Los Angeles as a marketing representative. But



before he got the job, he applied to 100 places. The year was 1983, and now he can look back, not in anger, but in triumph. After his first assignment at Mobil, he was transferred to Phoenix as a salary coordinator, then to Chicago and San Francisco, where he worked as a marketing area analyst supervisor. Later he went to Sacramento as area manager, and then once more back to Phoenix. Now, as Marketing Training Center Supervisor, he is in charge of the 17-week courses that prepare potential resale marketing experts, making sure that people understand the business to make professional recommendations on price counseling.

Castro summarizes his advice to young people who want to make it in the corporate world "in two words, commitment and sacrifice. It's a matter of competition. Given the opportunity, are you willing to make the sacrifices to be successful, such as relocation and time commitment, to really step out and be in front of your competitors?"

**JIM ESTRADA**  
**National Hispanic Marketing Manager**  
**Anheuser-Busch Companies, Inc.**  
**St. Louis, Missouri**

Jim Estrada believes that the successful professional has to make a commitment to a goal or set of objectives. Since October 1989, Estrada has been committed to



preserving the image of the Anheuser-Busch Companies, planning and implementing national advertising, and developing marketing and promotional strategies.

Prior to becoming National Hispanic Marketing Manager, Estrada was Manager of Corporate Relations for the Southwestern Region. But his experience spans the fast food market (as Regional Advertising Supervisor for McDonald's in San Diego), public relations (as president of his own agency, Estrada & Associates, from 1978 to 1984), and broadcasting (as assistant to the president of the McGraw-Hill Broadcast Com-

pany in New York City).

Estrada was raised in San Diego and attended San Diego State University, majoring in broadcasting journalism. He later completed studies in Corporate Community Relations at Boston College in Newton, Massachusetts.

"Learn to be confident of your abilities and your opinions. They are as important as those expressed by those around you; especially when you consider that they have allowed you to accomplish what you have to date," he advises. "Keep an open mind about new concepts and practices. There are a number of ways to accomplish the same goal. In many instances there are always new methods by which to improve on those techniques on which we have learned to rely."

Estrada is also an advocate of "patience, patience, and more patience. Develop the patience to avoid impulsive reaction to what is occurring around you. Wiser decisions can be reached after having time to analyze ALL of the information and who is presenting it. Have a focused perception of what you want from your present position and where you expect it to take you relative to your overall career goal. And don't be afraid to change your mind after reviewing the available information."

**JEFF FERNANDEZ**  
**Manager**  
**Dealer Marketing Associations**  
**Pontiac**  
**Detroit, Michigan**

He's not 30 yet, but he's riding high. Jeff Fernández has stayed on the course with Pontiac for the past eight years, and his dedication and commitment to the com-



pany have led him to a position in the Pontiac Central Office in Detroit, Michigan. Since joining Pontiac in 1982, Fernández has held positions as District Sales & Service Manager, in Bismarck, North Dakota; and Zone Marketing Manager and Assistant Zone Manager for Administration in Kansas City, Missouri. He graduated from Michigan State University in 1982 with a bachelor's degree in marketing.

"One of our very first managers reminded me that to accomplish my objectives, the sequence of events should be: ready, aim, fire. It became very apparent that fire, ready, aim, or 'shooting from the hip,' would never replace the luxury of having the time and ability to aim. Preparation and determination make goals attainable. If you are on top of your game, you become a problem solver, a great asset to any organization."



**¡SABOR QUE LLEGA!**



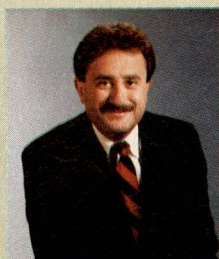
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**SOLOMON D. TRUJILLO**  
**Vice President/General Manager**  
**US West Communications**  
**Small Business Services**  
**Phoenix, Arizona**

From Wyoming to Arizona, Sol Trujillo has come a long way. Trujillo began his business career over twenty years ago in Cheyenne, Wyoming. Assignments followed



in Colorado and New Mexico, where he was named Vice President and Chief Executive Officer of the Mountain Bell New Mexico operations at 32, making him the youngest corporate officer in the company's history. In December 1987 he was named Vice

President and General Manager of the newly created Small Business Services Market Unit for U S West Communications. From his office in Phoenix, Arizona, he directs the efforts of the telecommunications giant to meet the communications needs of 745,000 small businesses in U S West's fourteen-state territory. In addition to his professional duties, Trujillo devotes time to civic endeavors in an attempt to champion local economic development efforts and to improve education. He was a member of the Colorado Commission on Higher Education and of the New Mexico Economic Development and Tourism Board.

"I'd start by saying that a tool to succeed in Corporate America is a solid foundation. That means a good education. It helps to have a business or computer science kind of background. Then there is a combination of factors. One is clearly hard work. There is no substitute for hard work. Second, demonstrating initiative. Third, risk taking—at times, when you are looking to make a change, you need to take risks. Finally, performing. It's not good enough to be there. You have to do things well, with the customers' need as the true motivation."

**PATRICIA ASIP**  
**Manager of Special Segment Marketing**  
**J.C. Penney Co. Inc.**  
**Dallas, Texas**

As Manager of Special Segment Marketing for the J.C. Penney Co., Inc., Patricia Asip handles the development of Spanish-language and minority advertising and marketing strategies targeting the country's fastest growing segment of the U.S. population. J.C. Penney's first acquaintance with the market occurred in 1978, when Asip, working as an editor for the J.C. Penney Catalog, presented the facts and figures and argued a convincing

case for cultivating Hispanic business. In addition to putting out a Spanish-language guide to catalog shopping, Asip persuaded J.C. Penney senior management to



make an ongoing commitment to the Hispanic market by creating a corporate-level program under her leadership. In addition to her corporate responsibilities, Asip is active in several major national civic and business organizations, political clubs, and currently serves as a Board Member to the U.S. Committee for UNICEF, the National Council of La Raza, and the Hispanic Policy Development Project. Her activities reflect her faith in the ability of the Hispanic community to make an impact in the United States.

"I am truly optimistic about the great strides that U.S. Hispanics will attain in every field of endeavor in this decade, not only in the United States but in the global sense. For example, the turning point in [U.S.-] Latin [American] relations, particularly the hemispheric trade zone plan recently announced by President Bush, will greatly enhance the necessity for bilingual communications and trade."

**TONI MARTINEZ-BURGOYNE**  
**Director of External Affairs**  
**Public Relations Department**  
**ARCO**  
**Los Angeles, California**

Toni Martínez-Burgoynes voice is one of her greatest assets. As Director of External Affairs at Atlantic Richfield Company (ARCO), Martínez-Burgoynes serves as the liaison with vital constituency



groups, concentrating mainly on consumers' affairs, women's affairs, minority programs, and environmental issues. That entails a lot of explaining and networking, and she always—and expertly—complies.

Martínez-Burgoynes is no stranger to the corporate world. A native of Los Angeles, she received her bachelor's degree from Immaculate Heart College, and then attended Drexel University in Philadelphia, PA, where she completed a master's degree in interior architecture. After working at two advertising concerns in Los Angeles, she became a planner in the housing rehabilitation program of the City of Los Angeles, and worked her way up to Chief Designer with the County's Department of Facilities. She joined ARCO's Architectural Department in

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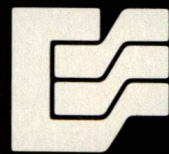
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1979, and she has held several top positions there, including Public Relations Representative and Program Officer for the ARCO Foundation.

Martínez-Burgoyne also is involved in community programs at the local and national levels, serving as Second Vice President of the Los Angeles Council of the Girl Scouts, and as a board member of the National Hispanic Corporate Council and the National Network of Hispanic Women, among others. She believes that a corporate setting can enhance and enrich the lives of young Hispanics.

"The future is very bright for Hispanics with education and experience who aspire to 'make it' in Corporate America. But they must be prepared to work smartly in a very competitive environment, to be productive and self-assured, and to become active participants in the 'culture' of their corporations. While this may seem like a tall order, the personal and professional rewards are many."

**FRANCIS D. GOMEZ**  
**Director of Public Affairs**  
**Philip Morris Companies Inc.**  
**New York City, New York**

At age 24, Frank Gómez found himself in Bogotá, Colombia, serving as Acting Director of a 5,000-student cultural center. His success there led him to San José,



Costa Rica, where he rescued a similiar institution from bankruptcy. And that success took him to Africa, the Caribbean, and Washington, D.C., where in different capacities he has combined his expertise in policy analysis and management. Gómez was

appointed Director of Public Affairs Programs for Philip Morris Companies Inc. in October 1988. Prior to joining Philip Morris, Gómez was a self-employed public affairs consultant from 1984 to 1988, and a foreign service officer with the U.S. Information Agency since 1965.

Born in Belle Fourche, South Dakota, and raised in Vancouver, Washington, Gómez received a B.A. in Political Science from the University of Washington, and an M.S. in Administration from The George Washington University. He was named a fellow at the Woodrow Wilson School of Public and International Affairs at Princeton University in 1973-74.

"Hispanics must take advantage of summer jobs, internships, and other opportunities already available," he says. "And *Latinos* in corporate management must remember where they came from, [and] extend a helping hand to their brothers and sisters. On an individual basis,

we have to realize that we can and must do it ourselves. 'Hat in hand' will just not cut it. Professionalism, performance, and productivity—bottom line results—are the only criteria in running profitable industries."

**ELIOT LOPEZ**  
**Senior Specialist**  
**Business Development**  
**E-Systems**  
**Dallas, Texas**

In October 1983, after 22 years in the Air Force, Chief Master Sgt. Eliot López said goodbye to the airborne missions and the reconnaissance flights of his military career.



By the end of the month he already had stepped into the corporate ladder, as a Senior Electronic Systems Engineer with E-Systems in Dallas, Texas. From then on his career there took off. After a brief stint as Engineering Specialist, last December he

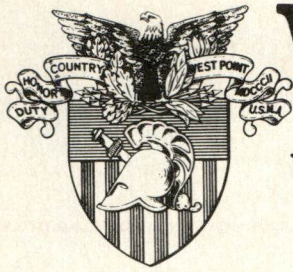
was appointed Senior Specialist in charge of Business Development.

López's responsibilities at E-Systems include recommending strategies for entry or expansion into new business areas, designing and developing hardware and software systems, and interfacing with government agencies and foreign nations.

By now López, who was born in Cayey, Puerto Rico, has learned to balance his professional life with his personal life, which includes his wife Carlene Walker, three children and one grandchild.

"I strongly advise young applicants to look for employment in corporations that have made a definite commitment to the development and advancement of professional minorities," he says.

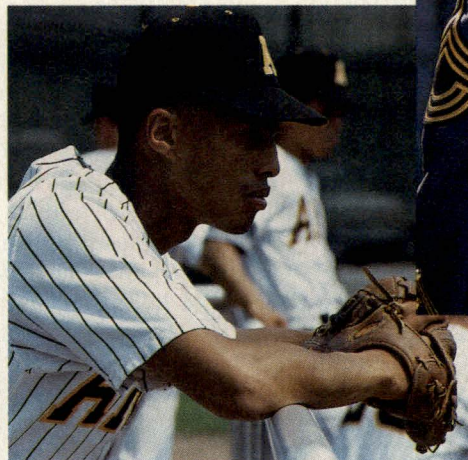
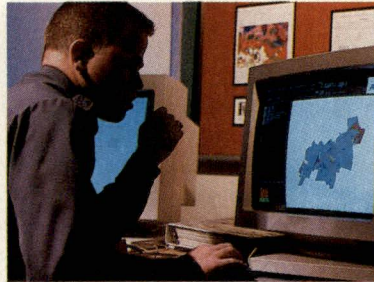
"Motivation begins while job hunting. You cannot wait to secure a job before becoming motivated. Set your goals, accept the job which will provide you the opportunity for the fulfillment of these goals—and once you have found the right job in the right company, do not allow complacency to set in. It has been my experience that setting milestones (short and mid term goals) provides a means by which to gauge the progress necessary to satisfy long term goals, and thus reinforce motivation. Work with your supervisors and management, and if necessary help them to stimulate the motivational environment that will help you to take advantage of the new opportunities which are opening up to Hispanics (and other minorities) each day." ■



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## ARIZONA

### AND JUSTICE FOR ALL?

Phoenix—There may be two sides to every story, but even that old adage could be an understatement when it comes to getting to the bottom of an alleged injustice against Hispanics. Employees at the Phoenix Municipal Court claim that there aren't enough Spanish-speaking interpreters to handle the case volume there, but Phoenix Judge Louis Levin and his administrators contend that the problem is under control.

The controversy started with a letter sent to Phoenix Rep. Armando Ruiz by court bailiff and American Federation of State, County, and Municipal Employees (AFSCME) Chief Rep. Julián Natividad. He wrote that, within the City of Phoenix Municipal Courts System, the constitutional rights of minority monolingual defendants are being violated. He pointed out that it was the responsibility of the judicial system to ensure the equal protection of every defendant by the prompt and expeditious handling of their cases. Ruiz replied by setting up a meeting with Judge Levin to discuss the matter at hand. Neither Judge Levin nor Ruiz showed up, but City Administrator James R. Scorza and Natividad did meet, and by the end of the meeting, it was decided that the city would contract hire more interpreters.

Natividad, who has been with the court system for 22 years, is not satisfied with the solution. "This is just a Band-Aid approach," he says, adding that since money used to pay the interpreters is taxpayers' money, Hispanics should not shy away from asking for more interpreters. "We [Hispanics] are paying city taxes. [The money] is coming from the Hispanic community."

According to Scorza, the

bases are being covered by having just hired three interpreters whose combined work totals 44 hours per week. Also, bilingual city employees are called to help out when needed.

Ron Hess is one of those employees. He feels that there is "definitely, without a doubt" a need to hire more interpreters. Hess and co-worker Herculano Bailon are regularly called to do interpreting. In fact, many times half their workday is spent interpreting. Bailon agrees that there are not enough interpreters. He says some Spanish-speaking people have to wait from two to three hours or until there is an available interpreter. Sometimes defendants are even told to go away and to come back only when they are accompanied by someone who can speak Spanish, he adds.

City employee Nancy Grey explains how another bilingual city employee had to walk a defendant through "the process" because she could not get an interpreter. She had a warrant in her hand for her arrest and didn't know why. She was never explained the terms and conditions of paying her outstanding debts on installments. The reason—there was nobody to interpret. Bailon re-

members a case in which a Spanish-speaking Hispanic male spent six months in jail because no one could interpret for him once he was arrested with a warrant.

Bailon doesn't mind helping out as an interpreter, but feels they should be compensated more. Both Bailon and Hess get only \$8 a day for their interpreting services, at the expense of getting their regular workload back up. "I have an eight-to-five job, and on Friday, if my regular work isn't done, I either have to come in early or stay late, and no overtime is paid," says Bailon.

Judge Levin has another opinion on the matter. "I will tell you this: that interpreter services here are not perfect. It is a situation that is not in bad shape, but it could always be better." The judge feels that the rules on how interpreters are paid needs to be amended, and has talked to the Personnel Director about this. "[About] these two [city employees] that you talked to, if they say they're spending four hours interpreting, that's too much for them because they do have work to do, and they are hired as clerks, bailiffs or whatever. I agree that's a bad situation and it shouldn't go on. And if it goes on—and I didn't know about it until you told me—I would hope that we don't do that. The world can't come to an end because of something like this. If it's wrong, it needs to be corrected," says Levin.

The city has recently done a study to find out how many more interpreters are needed. But the outcome of the survey does not give credence to the employees' version. Judge Levin says he will talk to the administrator to "find out what the hell is going on down there."

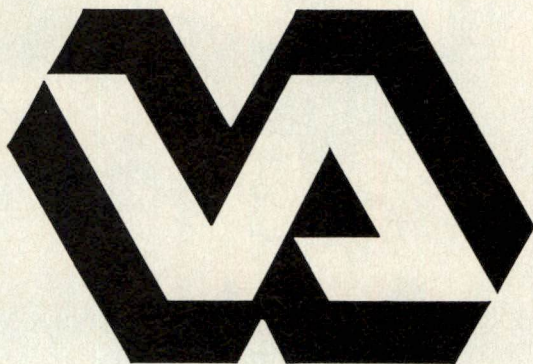
Anna María Arias



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## CALIFORNIA

### CASA COLINA

*Los Angeles*—Twenty-five year old Gabby Sapien felt all the emotions associated with becoming a first time mother, but then fear set in. Doctors informed her that her newborn baby had a deforming disease and would be paralyzed for the rest of her life. Little Vanessa Sapien was born with spina bifida, a condition that would keep Vanessa in a wheelchair for the rest of her life.

Casa Colina Centers for Rehabilitation helped Gabby Sapien lose her fear. The center strives to meet the needs of families whose children have physical, developmental, or emotional disorders, by providing a variety of outpatient services, including physical therapy, occupational therapy, speech and language evaluations, and psychological/neuropsychological therapy.

Sapien's daughter is only one of the many children who have benefitted from the center's services. And now, thanks to Sapien and two other women, Alba Dunn and Angie Gómez, there is a bilingual support group for Spanish-speaking parents. "We started a bilingual support group for mothers with children with disabilities because, as I was going through this, I noticed that there were a lot of mothers who didn't speak English and didn't get the services that they could get," says Sapien. She realized that Hispanic children with disabilities were falling behind because their parents sometimes were too embarrassed of their broken English to pursue help.

The group's purpose is to let Spanish-speaking parents know what kind of services are available, and to teach them to speak up and not be afraid to ask for more information.

"One thing that I have learned is that you have to be pushy, because nobody is really going to take care of your

child's needs as well as you will. You have to be pushy. Because doctors have so many patients, they can only do so much. Hispanic mothers don't push things, they don't make [phone] calls, and it's because they are embarrassed of their English, if they do speak it," adds



Two-year-old Vanessa Sapien develops her motor skills under the guidance of her grandmother Virginia.

Sapien.

During the bilingual group sessions, parents can learn what phone numbers to call and what places to go to for help. They also are taught how to organize their medical documents—everything from a record of doctor's visits and medication expenses to home therapy bills. Sapien even obtained information on how to get financial help to pay for her daughter's medical expenses.

While parents are learning, the children are off working with therapists and doctors in individualized sessions. Generally, therapists work alone with a child for 45 minutes, teaching him or her motor skills—how to sit, crawl, roll over. Then, after physical therapy, the children meet for a variety of educational activities.

With the help of this program, Sapien's two-year-old daughter is now performing at the three-year-old level.

Some children with chronic conditions like cerebral palsy undergo sporadic therapeutic interventions. "And as they grow they may also need different devices. They may need a wheelchair modifier because they're taller," says

Sarah Keeney, Director of Children's Services at Casa Colina. And once the children grow up and the Children's Services Center can no longer meet their particular needs, they are referred to Casa Colina's satellite centers for adults.

Casa Colina has helped thousands of disabled children and adults achieve long-term health, productivity, and self-esteem. But because of space constraints, not everyone can be admitted, and the primary criterion for admission is the child's potential to benefit from rehabilitation or psychological services. Patients may be referred by friends, physicians, discharge planners, social workers and other health care and community agencies.

Casa Colina's interdisciplinary team of pediatric rehabilitation professionals works together with the children's families, physicians, and educators. The goal is to improve communication through individual case management, which ensures that the children will receive the most appropriate treatment.

Keeney stresses that Casa Colina does everything possible to obtain financial help for needy children. The center's services also are covered by most group health plans, HMOs, and PPOs, and the fees for outpatient services may be eligible for reimbursement under California's MediCal program. "The most important thing is to let people know that there are services available," says Sapien. "You would be surprised at how much support there is out there. I didn't know about it until I had my daughter. Now I feel it's very important to be in a support group."

For detailed information, call the Children's Services Center at (714) 593-7521, or Patient Services at (714) 596-7733.

*Anna María Arias*



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## MASSACHUSETTS

### THE ART OF RAP

*Boston*—Millions of American teenagers may dream of making it big as rap stars. But four Boston teens hope to be the first to make it in two languages.

The Hispanic rap group P.H.D. has won the hearts of thousands of Boston teens. At teen talent shows and youth concerts, it performs with propulsive energy and offers positive messages to teens in crime-plagued neighborhoods. When the band belts out the Spanish lyrics to the song "Absolutamente positivo," Hispanic teens in the audience literally jump for joy. The rap is a dialogue between two band members, Harold Aguilar, 19, and George Ramos, 19. They talk to each other as cousins, extolling the virtues of Hispanic families:

*Yo no creo en el negativo*

*Mi madre me crió, y mucho me enseñó*

*Trabajaba día y noche desde que yo era pequeño*

*Ahora soy un hombre hecho y derecho.*

"Absolutamente" and two other raps in Spanish break new ground on the rap scene in Boston, and even nationally. So far raps in Spanish are virtually nonexistent.

But like many Hispanic teens, Ramos, Aguilar, and the other two band members, David Santiago, 15, and Oscar Carasquillo, 19, have been fond of rap's aggressive beat and social messages for a long time. Writing and performing raps in Spanish seemed only natural. "Most rappers are Black or White, but you never see any Hispanic rap groups," says former P.H.D. manager César Rodríguez. So P.H.D. has become a source of great pride for the performers and their audiences.

"We get goose bumps and the audiences get really happy," says Rodríguez. "They think 'Wow, my country's making it.'"

The group was formed two years ago at a party. "One guy started rapping, another followed, then another," remembers Rodríguez. "I said, 'These guys have got talent.'"

The fledging band immediately came under the wing of the busy Teen Center operated by Boston's Youth Outreach in the Villa Victoria apartments. Ramos

and Carasquillo once worked at the center, and the staff provided an anchor for the anti-drug and anti-crime sentiments reflected in P.H.D.'s songs, such as "I Have a Dream":

*This world is filthy and you say 'big deal!'*

*Word up! I'm fed up, I gotta find a better way*

*Saying no doesn't work when drugs are served on a tray.*

The message strikes responsive chords among African American, White, and Asian teens in Boston neighborhoods, where drug abuse and violent crime are particularly threatening to young people.

But P.H.D.'s most devoted fans are young Hispanics. "I like the Spanish and English mixed together, it's more interesting," says 12-year-old George Porrata, a Villa Victoria resident who hangs out with friends at the Teen Center to watch P.H.D. rehearse. "And they're into keeping people off drugs."

The group has yet to make any money. They win small cash prizes at talent shows, and sometimes get paid to perform at parties, but all the money goes into expenses and new equipment. They're hoping to cut a demo tape soon with a producer.

RICARDO VEGA



P.H.D.—rapping its way to bilingual fame.

Meanwhile, they've gone through some personnel changes. When one band member left earlier this year, his nickname was missed more than his singing and dancing: P.H.D. stood for Popeye, Harold, and David, the three original rappers. When Popeye left, the group improvised "Performing, High-scratching, and Dancing" to hang onto their already well-known handle.

Then manager César Rodríguez had to back out for personal reasons, and he's been replaced by manager Carlos Carasquillo.

As the group spends a busy season rehearsing and performing for teenagers, its mission remains unchanged: promoting positive behavior among young people, and staking a claim for their culture and language in their favorite American art form.

*Jim Hight*

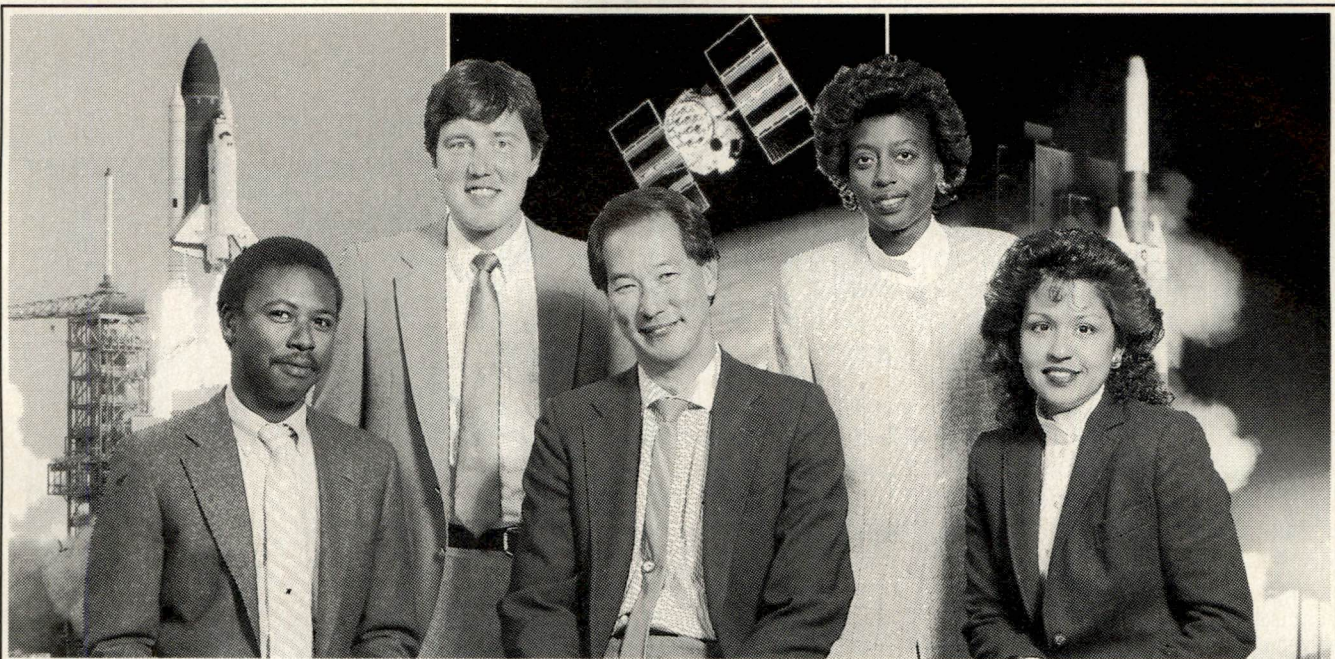
## NEW MEXICO

### INTERIOR EQUALITY

*Albuquerque*—Interior Department Secretary Manuel Lujan Jr. opened a three-day National Equal Opportunity Conference here by proclaiming that his department "cannot be content with merely paying lip service to equal opportunity." After assessing the department's track record on equal opportunity—pointing out that the department

ranks eighth out of fourteen federal government agencies in minority employment, and tenth in the employment of Hispanics—Lujan stressed the importance of recruiting more minorities into the ranks of the Department of Interior.

Lujan instructed the Interior officials to "lead the way in making equal opportunity a major goal." The three days of workshops and forums provided infor-



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mation about ways to increase and strengthen EEO policy. The recent changes in EEO laws and regulations, and discussions of the complaint resolution process and related court decisions, were also a part of the agenda.

Secretary Lujan also announced the creation of a top level Subcommittee on Human Resources, chaired by Lou Gallegos, Assistant Secretary for Policy, Management, and Budget, to ensure that EEO goals remain in the forefront of Interior's management priorities.

Also unveiled at the Conference were two innovative education and recruitment initiatives in cooperation with the Hispanic Association of Colleges and Universities (HACU) and the New Mexico Highlands University. Internships and teacher exchange programs

geared toward helping Hispanic students and faculty members will be available.

Also, a newly created Saving Institutions Partners Program provides for the creation of a committee on policies, procedures, programs, and services, geared toward providing Hispanic students with the training and skills necessary for future employment with the Department of Interior.

"We sincerely hope that more federal agencies will join in channeling much needed assistance to the colleges and universities that enroll almost half of the nation's postsecondary Hispanic students," said HACU President Antonio Rigual, after commending the Department for its efforts.



Secretary of Interior Manuel Lujan

## NEW YORK

### TWO GUARDED SECRETS

*New York City*—When Sandra S. Horacio goes to work, she is likely to change out of a chic suit into jeans, tucking a .357 magnum Smith & Wesson, handcuffs, radio, and credentials into her purse. No one would guess that this attractive 33-year-old is an undercover Secret Service agent.

Sandra and Rosa Alvarado are two of the three Hispanic women currently working as Secret Service Special Agents. The first woman agent was hired in 1971—today there are 103 women out of a force of 1,943.

Protecting the President is the high-profile assignment for a Secret Service

Special Agent, but agents are rotated between protective and investigative work. Catching currency crooks is a big priority—the Secret Service was founded in 1865 as a bureau of the Treasury Department.

Rosa Alvarado, 34, is tall, slim, and self-assured. She also has an older brother who was in law enforcement. "Growing up in the San Joaquin Valley, I was always interested in law enforcement. My dad worked in the fields—he had come from Mexico. He was excited about my going into the Secret Service. My mother thought I should do something a little bit more feminine. But they had a headstart on the idea because of my older brother."

Rosa graduated from Fresno State with a B.S. degree in criminology, worked briefly in the Sheriff's Department in Fresno, and moved on to the Secret Service seven years ago. She's been on former

President Gerald Ford's protective division for two years.

Part of her training included acquiring proficiency in the use of handguns, shotguns, and Uzi submachine guns, and passing a physical fitness test.

"You have to be able to be alone. You have to like yourself. And you gotta be cool. If you don't want to do undercover [work], you don't have to. I like it."

She must. Rosa tells a hair-raising story of working undercover in Seattle. "I was wired with a Nagra [a listening device] taped to my bra. I'm talking to this guy and he's spilling his guts, and all of a sudden he says, 'what's that?' pointing at me. He reaches past over my shoulder and goes through the 'I've got your nose' thing. When he went 'Gotcha!' I thought I might lose it. But you can't show you're scared."

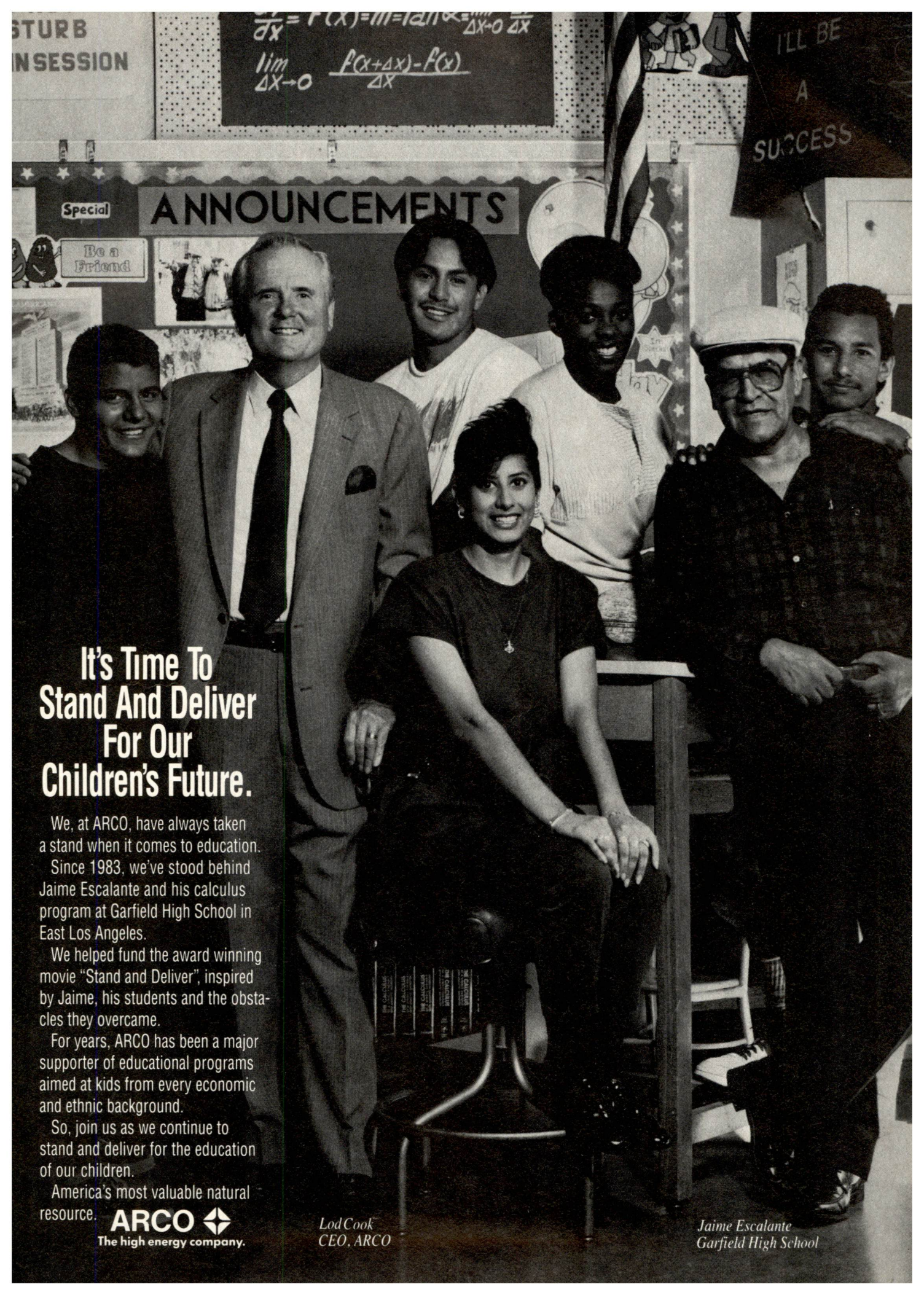
"You do ugly stuff, but there's also nice stuff. I just got off a cruise with the Fords through the Mediterranean. And when Ford had a private audience with the Pope in Rome, he introduced us. The Pope seemed surprised. 'You mean you have female security?'"

The down side is the lack of free time. "It's difficult to have a personal life," Rosa admits. "Ford's protective division works 24 hours. My schedule changes every two weeks."

Sandra Horacio's features could be



Sandra Horacio and Rosalinda Alvarado at the 6th Annual Conference of the National Council of Hispanic Women in Washington, D.C.



## It's Time To Stand And Deliver For Our Children's Future.

We, at ARCO, have always taken a stand when it comes to education.

Since 1983, we've stood behind Jaime Escalante and his calculus program at Garfield High School in East Los Angeles.

We helped fund the award winning movie "Stand and Deliver", inspired by Jaime, his students and the obstacles they overcame.

For years, ARCO has been a major supporter of educational programs aimed at kids from every economic and ethnic background.

So, join us as we continue to stand and deliver for the education of our children.

America's most valuable natural resource.

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The high energy company.

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CEO, ARCO

Jaime Escalante  
Garfield High School

easily mistaken for those of a Puerto Rican, Filipino, or even Oriental. In reality, her mother is Spanish-Italian, and her father is from Venezuela.

She attended Catholic schools in New York City before graduating from St. John's University in Queens with a major in criminal justice. "The nuns tried to talk me out of it but I was always interested in mysteries, starting with Nancy Drew. And my parents really encouraged me." A college internship program sponsored by the U.S. Customs Service was the turning point. After graduating from college, she went to work for customs, and later switched to the Secret Service in 1985.

Because of her "versatile" face, as she calls it, Sandra has mostly worked undercover, both at Customs and as a Spe-

cial Agent. Her delicate appearance is very—and usefully—misleading. On a routine covert work on a credit card fraud case that extended to twenty individuals scattered from Florida to Boston—"Like a spider web," she says—the estimated loss was \$7 million. Sandra was posing as a "walker"—a girl who shops using a phony credit card and keeps a percent of the cash advance. "A male agent went with me, pretending to be my brother who had to drive me. We go into this project like twenty stories high—and one thing we *don't* like to do is go into apartment buildings.

This male suspect bolts a steel door behind us and pushes like four locks. There were agents on the floors above and below, but how were they going to get through a steel door? Anyway,

eventually we arrested the individual and he served a year in prison."

And, no, she wasn't wearing a bullet-proof vest. "It would be too bulky."

The women agents network a lot, and have a good mutual support group. But, Sandra says, "as a woman, if you do well in one squad, then go to another, your reputation doesn't precede you. You have to prove yourself all over again. Men don't have to do that.

"When you reach burn-out, it's time to change," Sandra admits. "I've expressed wishes to be transferred to Washington, D.C. or to a protective detail." And she thinks about the future. "We have married women agents. One even has two children!" She and Rosa laugh incredulously but, at the same time, they seem encouraged.

*Cissie Coy*

## WASHINGTON, D.C.

### CARNAVAL IN JULY

Washington, D.C.—While an estimated 60,000 Latinos were swaying to the salsa rhythms of Rubén Blades and Luis Enrique at the Twentieth Annual Latin American Festival, Jorge Negrón, one of the festival's coordinators, was most probably stopping at a first aid station for Tylenol.

One week before the event, Negrón was already feeling the inevitable tension that comes with being involved in a project like this. "Planning an event of this magnitude is a headache plus! We've been working from six o'clock in the morning until nine o'clock at night. Although this is the first time I've been involved with the Latin Festival personally, I've been involved with smaller festivals in the past. The concept is the same, it's just a matter of multiplying everything by a thousand instead of a hundred."

"The festival used to be held in the Adams Morgan section of Washington," said Negrón, commenting on the growth of the event. "But last year was the first time it was held on the mall. This year the National Park Service and the Department of Interior are charging us for using the mall. We understand

the city's budget difficulties and we're working closely with city officials. But Latinos and non-Latinos in Washington are expecting a festival, and a festival they will get. We're in for a grand event."



Rio revisited? Constitution Avenue explodes with celebrations during Washington, D.C.'s Latin American Festival.

And despite cutbacks and budget dilemmas, a grand event it was. The planning committee demonstrated its "show must go on" mentality. The result was one of the most impressive festivals in its history. This year's highlights included the parade along Constitution Avenue which featured marching bands from as far away as Honduras and Guatemala, and 20 colorful floats. Dancers decked out in native garb made

Constitution Avenue look like Rio de Janeiro during Carnival. Saturday night a Gala Dance Fundraiser to benefit the festival was held at the Capitol Hilton Hotel and was also a grand success.

Back at the mall, Blades and Enrique rocked the spectators at the Washington Memorial's stage. One of the high points of Blades' performance was the appearance of Jessie Jackson. Coming out between songs, Jackson encouraged spectators to register at the voter registration tables located throughout the mall, reminding the Hispanic community of the need to vote and be heard. He rallied the crowd leading them in the chant, "I am somebody."

Elsewhere on the mall, local talents could be seen singing and dancing, and food vendors were selling traditional Latin fare such as *arroz con pollo*, *fajitas*, *tacos* and *empanadas*.

Although this year's festival is still fresh in our minds, planning for next year's extravaganza has already begun. There is always the challenge to make the next year's festival better than ever, and the 1991 festival planners have a tough job ahead of them.

*Margo Cummings*

ADVERTENCIA DEL CIRUJANO GENERAL: El Humo del Cigarrillo Contiene Monóxido de Carbono.



**Kent.**  
**Un Sabor Rico y Suave.**

# HISPANIC ACHIEVERS

## Meeting the President

**O**n July 18, 1990, José Niño met with President Bush to discuss the future of the Hispanic business community.

"We applaud President Bush for his interest in our efforts to foster political and economic empowerment of the Hispanic business community and of Hispanics at large," stated José Niño following his meeting with the President.

Niño has every reason to be optimistic. He was recently elected President and CEO of the United States Hispanic Chamber of Commerce (USHCC), one of the nation's largest Hispanic organizations. President Bush met with Niño and other members of the USHCC Board of Directors in the Roosevelt Room of the White House. Niño came to Washington D.C. to show support for the President's "Enterprise for the Americas" initiative, which addresses trade, investment, and debt in a new partnership to encourage growth in Latin America.

The USHCC, based in Kansas City, Missouri, is a national advocate and information center for the Hispanic business community. Founded in 1979, the USHCC serves the nearly 400,000 Hispanic businesses in the United States which, in 1987, had revenues amounting to \$20 billion. In 1990, this is expected to rise to \$29.6 billion, an increase of 48%.

Niño brings to the USHCC many years of experience working with Hispanic business and professional organizations, as well as his extensive background as a successful businessman

and entrepreneur. Niño served as Director of the USHCC from 1985-1989, and held various offices, including Secretary, Treasurer, and Region IV Co-Chairman. During this same period, Niño was President and CEO of Inamco and Company, an international consulting firm specializing in corporate relations and product distribution between firms in the United States and Latin America.

According to Niño, the 1980's witnessed a tremendous growth in the Hispanic business community. One of the greatest challenges facing Hispanic entrepreneurs is the need to develop more business contacts and to gain practical information to assist in the growth of their businesses. These are some of the issues to be explored at the 11th Annual Convention of the USHCC, to be held September 26-30, 1990, in Albuquerque, New Mexico. Guest speakers at last year's convention included not only President Bush but also Secretary of the Interior Manuel Lujan, Jr.

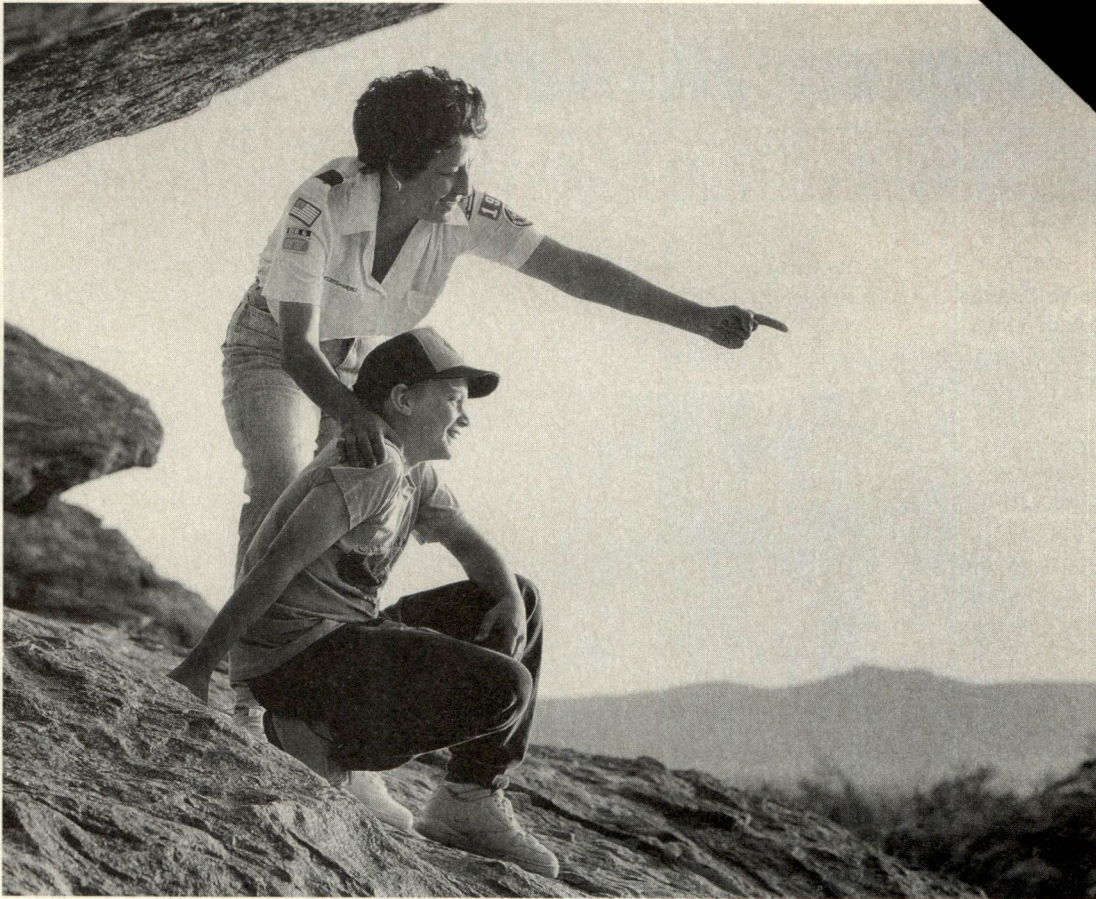
"The USHCC convention is the only national Hispanic forum whose focus is strictly business development—making business contacts and gaining some valuable tools to help Hispanic businesses grow. Every Hispanic entrepreneur should take a good look at where they want to go in the next decade, and this conference can help them gain the insight and resources they need to get there," explains Niño in describing the focus of this year's convention.



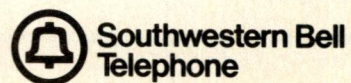
José Niño and President George Bush.

DAVID VALDEZ/THE WHITE HOUSE

LEONOR GARCIA HAS MADE CONNECTIONS THAT ARE PRICELESS.



AS SENIOR RECORDS CLERK FOR SOUTHWESTERN BELL TELEPHONE,  
LEONOR GARCIA MAKES CONNECTIONS THAT KEEP US  
COST EFFICIENT AND ON TRACK. BUT IT'S OFF THE BEATEN TRACK  
THAT HER EFFORTS WITH THE BOY AND GIRL SCOUTS ARE PAYING OFF.  
AND HER PRESIDENCY OF THE PARENT-TEACHER ORGANIZATION,  
COUPLED WITH HER CO-CHAIRMANSHIP OF A SCHOOL IMPROVEMENT  
COMMITTEE, HELPED PUSH THROUGH A \$50,000,000 BOND ISSUE.  
ASK HER WHY SHE DOES SO MUCH AND SHE'LL SAY,  
"YOU GET INVOLVED SIMPLY BECAUSE KIDS ARE SPECIAL PEOPLE."  
WELL, AS FAR AS WE'RE CONCERNED, SO IS LEONOR.  
THANKS TO HER, AND ALL THE OTHER "SPECIAL" PEOPLE WHO WORK FOR  
SOUTHWESTERN BELL, WE'RE HELPING TODAY'S YOUTH  
BECOME TOMORROW'S STRENGTH. AND THOSE ARE THE KINDS OF CONNECTIONS  
THAT ARE WORTH MORE THAN MONEY.



# ic Heritage Month Calendar



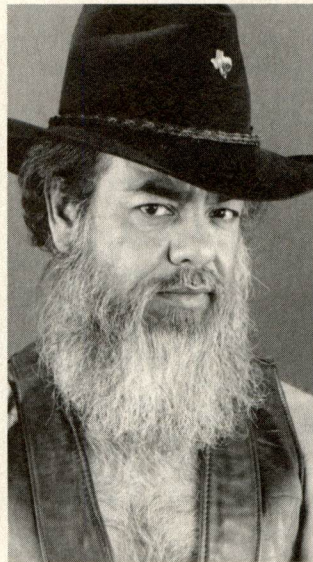
In honor and commemoration of Mexican Independence Day there will be a celebration extravaganza with live entertainment, booths, food, and lots of fun for everyone. The activities will be 2 pm-7 pm, and will take place on the South Lawn of City Hall in Los Angeles. Beginning about 7 pm, the more formal *Grito* celebration will commence on the Spring Street side of City Hall. For information on how to attend call (213) 888-6944.

**ILLINOIS**  
**Grand Parade of Independence**  
**September 15**

The parade will be in honor of the Mayor of Chicago, officials from the Mexican Government and from the City of Chicago and the State of Illinois. Board members and members of the Mexican Civic Society will start at 1:30 pm on Michigan Ave., in Chicago. For more information call Eusebio Arce (708) 762-5662 or Juan Salas (708) 674-5838. Later that evening, a civic ceremony titled "The Cry of Independence" will take place at the Petrillo Bandshell of Chicago's Grant Park. The ceremony starts at 7 pm. For information call Connie Salas (708) 674-5838.

**TEXAS**  
**Through September**  
**Fiesta Noche Del Rio**  
 The 33rd Annual Fiesta put on by the Alamo Kiwa-

Club will include a song dance review of Mexican, Spanish, and Latin American music. Lead



Little Joe

singer and director of his ensemble cast is Mario Bosquez, with choreography by Vivia Zamora. The fiesta will feature traditional dances from South America. Every Tues., Fri., & Sat. at 8:30 pm, at the outdoor Arneson Rover Theatre. On the river walk at 418 Villita St., **San Antonio.** (512) 226-4651.

**WASHINGTON, D.C.**  
**Congressional Hispanic Caucus**  
**September 25**

The Congressional Hispanic Caucus Institute, Inc. is going strong with its annual fundraising dinner. This year's theme is "Unity in Diversity: Challenges for the Nineties." Both Hispanics and non-Hispanics come from all over the country to attend this event. The Master of Ceremonies is Rita

Moreno and entertainment will be provided by Little Joe y *La Familia*. The proceeds of the dinner serve as an educational clearinghouse to administer internship and fellowship programs for Hispanic youth. Tickets to the dinner range from \$200 to \$10,000, and will be on sale until September 24. The events will be at the Washington Hilton Hotel, International Ball Room Center, 1919 Connecticut Ave., NW, **Washington, D.C.** For information on how to attend call (202) 543-1771.

**1990 Hispanic Heritage Awards**  
**September 24**

The National Hispanic Host Committee of the 1990 Hispanic Heritage Awards will host a VIP reception honoring this year's honorees. The three recipients are Dr. Jose Pedro Greer for Leadership, Rita Moreno for the Arts, and Tom Tellez for sports. The event will be on Monday at 8 pm. Location is the Organization of the American States building, 17th St. and Constitution Ave., NW, **Washington, D.C.** Event is by invitation only. For information call (512) 225-0731.

**"Dedicated to Democracy: An Expression of Freedom"**  
**September 24**

The National Hispanic Heritage Presidential Tribute and Gala will be an evening full of fun. First a reception then dinner and dancing to the music of Tito Puente and his Orchestra. Invited guests

include President and Mrs. George Bush. The reception begins at 6:30 pm and dinner will start at 7:30 pm. Tickets are \$125 per person. Location is the Ramada Renaissance-Techworld Hotel, 999 Ninth St., NW, Washington, D.C. To attend call (202) 662-1446.

**NCLR 1990 Congressional Recognition Dinner**  
**September 26**

A dinner hosted by the National Council of La Raza (NCLR) in recognition of four members of Congress who made significant contributions to the Hispanic community in the 101st Congress. Tickets are \$150, tables of ten are available for \$1,500. The dinner will be held at the Hyatt Regency on Capitol Hill, 400 New Jersey Ave., NW, **Washington, D.C.** For more information call (202) 289-1380.

**"Celebration of Hispanic America"**  
**September 14**

The Democratic National Committee (DNC) is holding a "Celebration of Hispanic America" reception which will be held at the same time as the Autumn meeting of the DNC. Your involvement will highlight the continuing commitment shared with other Hispanic constituents to the values, goals, and opportunities which are the common bond between Hispanic supporters and the Democratic Party. Event is 6-8 pm, by invitation only. Washington Hilton Hotel in **Washington, D.C.** Call (202) 863-8000.

# Unity and Diversity:

## CHALLENGES FOR THE NINETIES

Each year Hispanics and non-Hispanics come from all over the nation to participate in activities to celebrate Hispanic Heritage Month. "Unity and Diversity: Challenges for the Nineties," is the focus of this year's Thirteenth Annual Congressional Hispanic Caucus Institute, Inc. (CHCI) Gala event.

The theme seems most appropriate when the true purpose of the event becomes apparent. The CHCI uses the money raised in ticket sales for the gala to bring Hispanic college students, college graduates, and high school students to the nation's capital to gain experience that they may not get otherwise.

Unfortunately, the proceeds from ticket sales to the Gala do not come close to the amount needed to cover the expenses of the interns. This is where corporations like Philip Morris Companies Inc., McDonald's Corporation, and Coca-Cola USA



1990 Coca-Cola USA Interns, (left to right) front: Silvia Rubalcalva, Jeannette Alvarado, Lisa Baltazar, Marla Cuellar; back: Eladio Valdez, Antonio Frias, Jorge Tocuyo, Gustavo Fortich.

play a major role. For example, during the summer, Coca-Cola USA sponsors eight Hispanic high school students to live and work in Washington, D.C. While the students are in town "they are provided with work experience and housing, as well as a stipend to replace summer earnings they will need for college. The Institute and the sponsoring corporations offer the chance to observe first-hand the workings of a congressional office," says Congressman E. (Kika) de la Garza, Chair of the Congressional Hispanic Caucus. Interns are placed in corporations, organizations, and media positions, but most chose to experience "The Hill."

In these two months, the students share interests and

dreams and learn about their potential to give something back to the Hispanic community, whether their ambition is to go into business, law, politics, media or medicine.

"In many cases our interns are breaking down barriers by being the first Hispanics to work in the Congressional offices, government agencies, and private businesses where they are placed," says Marina M. Laverdy, Deputy Director of the CHCI.

"These young people selected to participate in our internship and fellowship programs are our hope. They are the motivated, committed, individuals who made conscious decisions not to become another negative Hispanic statistic and fall into the mire of drugs, gangs, and

under-education," she adds.

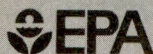
According to de la Garza, "an internship can be one of the most informative and inspiring experiences in a young person's life." Please share this opportunity with any interested friends. Applications are now available. If you have any questions about applying or about any of the Institute's programs, please call 1-800-367-5273.



Congressman E. (Kika) De La Garza



## We Need Your Help!



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Environmental Protection  
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## Protect Our Environment— You Can Make A Difference!

If you're completing your last year of undergraduate or graduate studies and would like to become part of the U.S. Environmental Protection Agency's Management Intern Program - *apply today!*

We are actively seeking candidates who demonstrate strong commitment to public service, potential for leadership, good communication skills, and solid academic achievement (minimum GPA 3.0/4.0). Entry level pay ranges from \$20,195 to \$29,891 and is dependent upon academic performance and relevant work experience.

For details and application materials contact:

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Human Resources Development Division  
(PM-224)  
U.S. Environmental Protection Agency  
401 M Street, S.W.  
Washington, DC 20460  
(202) 382-5651

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UNIVERSITY OF MIAMI  
SCHOOL OF MUSIC  
PRESENTS

Festival  
MIAMI

S E P T E M B E R

**Friday, September 21**

11:30 a.m.

Gusman Concert Hall

Free admission

**Dress rehearsal for opening night.**

Featuring the presentation of Saint-Saens' *Carnival of the Animals*, in association with IBM and Dade County Public Schools.

**Friday, September 21**

8 p.m.

Gusman Concert Hall

\$22.50/\$15/\$8

**Opening Night**

Bessler-Reis Quartet; Nelson Freire and Luiz Fernando Benedini, pianists; Donald Kahn, narrator; Richard Hancock, clarinetist; Christine Niield, flautist; Lucas Drew, doublebass; Fred Wickstrom, percussion.

Presented by Embraer Aircraft Corporation  
Brahms, Piano Quintet in F minor  
Saint-Saens, *Carnival of the Animals*

**Saturday, September 22**

7 p.m.

Location to be announced

\$125

**Festival Miami '90 Gala**

Sponsored by Bell South Mobility  
Mr. and Mrs. Donald Kahn, chairmen

All performances are held at the University of Miami Gusman Concert Hall unless otherwise indicated.

**Festival Miami Friends**

Become a Festival Miami Friend. Your contribution of \$100 includes two preferred tickets to Opening Night and two tickets to each of four pre-selected Festival Miami concerts. Call 284-4940 for more information.

**Sunday, September 23**

4 p.m.

Gusman Concert Hall

\$18/\$12/\$6

**Bessler-Reis Quartet, Nelson Freire, pianist**

Presented by Embraer Aircraft Corporation  
Puccini, *Crisantemi*  
Morelenbaum, *A mew Deus um Canto Novo*

Gismonti, Quartet No. 4

"Eterna"

Quartet No. 3

Piazzolla, *La Muerte del Angel*

Dvorak, Piano Quintet in A Major, Op. 81



The Bessler-Reis Quartet

**Tuesday, September 25**

8 p.m.

Gusman Concert Hall

\$12/\$6

**Vogler String Quartet**

Presented by Lufthansa German Airlines  
Mozart, Quartet in E flat Major, K 428  
Bartok, Quartet No. 2  
Verdi, Quartet in E minor

**Wednesday September 26**

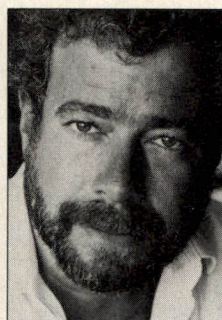
8 p.m.

Parker Playhouse, Ft. Lauderdale

\$12/\$6

**Vogler String Quartet**

Presented by Lufthansa German Airlines  
Mozart, Quartet in E flat Major, K 428  
Bartok, Quartet No. 2  
Verdi, Quartet in E minor



Nelson Freire

**Wednesday September 26**

8 p.m.

Gusman Concert Hall

\$12/\$6

**Festival Artists**

University of Miami Alumni Night  
In collaboration with the University of Miami Alumni Association.  
Gables Trio; David Alt, Lorine Buffington, John Dee, Teresa Escandon, Richard Hancock, Valerie Von Pechy, Russell Young.

Fuchs, *Face of the Night* (after a painting by Robert Motherwell)

Poulenc, *Le Bal Masque*

Orbon, *Las Cantigas del Rey*

Turina, *Canto a Sevilla*

**Friday, September 28**

9 a.m.

Arnold Volpe Building, room 101

Free admission

**Composer's Forum**

Julian Orbon

**Sunday, September 30**

4 p.m.

Gusman Concert Hall

\$15/\$7.50

**University of Miami Singers**

Lee Kjelson, director; Rosa Vento, soprano; Teresa Escandon, pianist.

Works by Britten, Mozart, Pierce, Gower, Cassals, Granades, Rossini, and Donizetti. Lobby musical interlude provided by Sigma Alpha Iota Chamber Ensemble.



Rosa Vento



The Vogler Quartet

This program is supported by the Southern Arts Federation that receives funds from the National Endowment for the Arts, the State of Florida, private contributions, and by the Meet the Composer, Inc., the Metropolitan Dade County Cultural Affairs Council, the City of Coral Gables, the Metropolitan Dade County Board of County Commissioners, and the Janet A. Hooker Charitable Trust.

**For ticket information and reservations please call the Festival Miami office at 284-4940.**

Special 15 percent discount for groups of ten or more. No refunds. No exchanges. Program and artists subject to change or cancellation without notice.

# la MERIENDA

## CITY BLUES

Those little town blues might have melted away, but then again, they might come back to haunt you. A recent *New York Times*/CBS-TV News Poll revealed that, given the choice, Hispanics would rather live elsewhere than in the City That Never Sleeps. The simple question was: "Four years from now, would you prefer to be living in New York City or somewhere else?" A whopping 68 percent of Hispanics said that they would pack up and go, compared to 56 percent of the African Americans and Whites interviewed. Only 26 percent of New York City's Hispanics wanted four more years of street-side pretzel vendors and midnight movie shows. Forty percent of African Americans and 43 percent of Whites said they wouldn't mind another New Year's Eve at Times Square.

## ICE CREAM, MONEY, AND VIDEOTAPE

Chicago Alderman Luis Gutiérrez and four of his colleagues earned some extra money recently. Some honest money.

Gutiérrez and his friends starred in an ice cream commercial for Edy's Grand, a popular brand in the Windy City. They just did what comes natu-

rally: the script had them fighting over their favorite flavors, much like a City Council meeting.

And the money was good. "Where else," asked Gutiérrez after the ice cream tasting, "can an alderman make \$3,000 in one afternoon and not go to jail?"

## TONGUES UNTIED

*The Sun*, that sunny national tabloid fond of chronicling fictional facts, recently ran a story about bilingualism—its own brand of bilingualism. The issue date was April 24, for those of you who might want to check. According to the article's author, Dr. Bruno Gosse, 34-year old Frenchman Philippe Deone was born with "two incredibly large tongues," one on top of the other. The rare condition is known as Bifid Tongue. It seems that Deone speaks English and French—at the same time.

"When I was growing up," the doctor quotes Deone, a construction worker, "my parents got me confused by speaking both French and English in the house. When I didn't know which language to speak, I'd just make a sound with my throat and use one tongue to turn it into English and another to talk French."

Deone performs in French shopping malls and French TV, but he wants to

become a translator at the United Nations and—get ready for this—find a woman who can "fill the emptiness" in his life and appreciate his kisses.

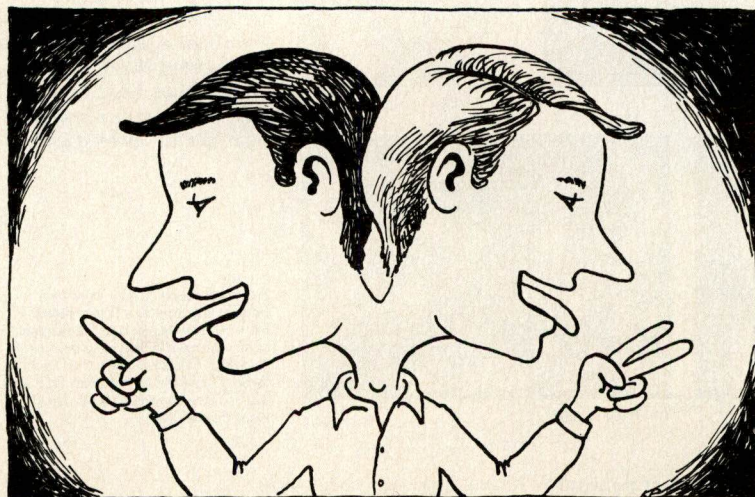
*Hispanic Link*

*HISPANIC Magazine welcomes reader contributions to La Merienda. Materials submitted should be no longer than 150 words. Send your interesting trivia to: La Merienda, HISPANIC Magazine, 111 Massachusetts Ave. NW, Suite 410, Washington, D.C. 20001.*

## NEXT MONTH IN HISPANIC

- **The Cuban Crossroads**  
Cubans in the United States watch the changing global politics with hope and trepidation.
- **Hispanics: Off and Running**  
Throughout the country, Hispanic candidates gear up for key political races.
- **More than Switchboards**  
For those who want to reach out, careers in telecommunications are growing.

*And much more...*



KATHY PIRK

### AUGUST PUZZLE ANSWER

P	E	G	A	J	O	S	O		A	G	O	S	T	O
A				E			B				R			P
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## Dallas, Texas— Committed to Education

The Dallas Independent School District has made a commitment to education and educators, especially **Bilingual Educators**. The commitment is to provide the best education for students and to provide the best employment environments and incentives available for **Bilingual Educators**.

There is a critical need for Elementary and Secondary level **Bilingual instructors** in the areas of:

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General Elem	Special Ed-	Reading	Special Ed-
Kindergarten	Emotionally	Math	Emotionally
Bilingual	Disturbed	General Science	Disturbed
ESL			

The D.I.S.D. offers excellent benefits programs, bilingual stipend, summer employment opportunities, career advancement, excellent school facilities and a competitive salary.

This commitment, combined with the Dallas area's quality of life, healthy economic climate and excellent real-estate values creates a truly rewarding and exceptional career opportunity.

Please contact:



Mr. Hector M. Flores  
 Minority Recruitment Specialist  
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 in Texas: 1-800 443-6181  
 outside Texas: 1-800 548-6084

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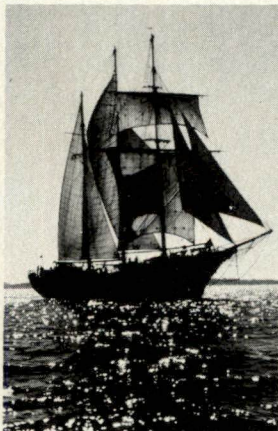
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American Heart Association

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# HISPANIC CALENDAR

## ARTS

### CALIFORNIA Through September 9 The Art of Manuel Alvarez Bravo

An exhibit of 113 black-and-white images, this is the first of Alvarez Bravo's work in the Western United States in more than ten years. After this showing, the exhibit will embark on a national tour. "Manuel Alvarez Bravo is one of the giants of twentieth century photography. He represents by himself not only an entire country, but a whole school and has influenced over the decades many generations of younger photographers," observes the curator of an exhibit of Bravo's work in 1983 for The Israel Museum in Jerusalem. His photographs are known for their rich content and powerful imagery. The images are poetic and often symbolic, portraying an inner vision of Mexico. Early on he was influenced by the muralists Diego Rivera, David Alfaro Siqueiros, and José Clemente Orozco, as well as distinguished colleagues in his field such as Paul Strand and Edward Weston. The museum is open every day 10 am-5 pm, Thurs., 10 am-9 pm. Admission is \$2.50; free to MoPA members and children under 12 accompanied by an adult. Tours are available on weekends at 2 and 3 pm, and are included in the price of admission. The Museum of Photographic Arts, 1649 El Prado, Balboa Park, **San Diego**. For information call (619) 239-5262.

### COLORADO Through January 27 Ancient Ceramic Figures

A selection of rare ceramic human figurines found buried in tombs and sacred caches throughout Latin America goes on view. While previous exhibitions have focused on collections of Mexican burial figures, this is the first time figurines from most of the major pre-Columbian cultures will be shown together. Dating from 3500

B.C. through the Spanish Conquest, the objects range in size from 3/8 of an inch to 11 inches tall. Ceramic figures were first discovered in the Western Hemisphere around 1940, when workers digging clay for brickmaking in the Mexican town of Tlatilco uncovered several small ceramic forms in what was apparently an ancient burial ground. Hours are 10 am-5 pm, Tues.-Sat, and noon-5 pm, Sun. Admission is \$3 for adults, \$1.50 for seniors and students. Sat. admission is free. The Denver Art Museum is located at 100 W. 14th Ave., Parkway, **Denver**. For more information call (303) 640-2793.

### NEW YORK Through October 14 Andean Four Cornered Hats at the Met

Thirty-two Andean hats dating from the second half of the first millennium A.D. will be the focus of this exhibit. These close-fitting fabric caps with square tops and upright corner peaks were worn by high-ranking men in the central Andean area of Peru, Bolivia, and Chile. The hats were associated with warriors and their ceremonies. These hats are drawn from the collections of Arthur M. Bullowa of New York. The careful workmanship and extensive use of dyed alpaca wool give the hats a most distinctive appearance. Some have squat forms with colorful animal figures, while others are more elongated with ridged patterns and somber colors. The corner peaks may be a vestigial reference to the ears of animals appearing on other examples of Andean head-dress. Exhibit is open Tues.-Thurs. and Sun., 9:30 am-8:45 pm. Admission: adults \$5, students and seniors \$2.50. The Metropolitan Museum of Art, 82nd St. and Fifth Ave., **New York City**. (212) 879-5500.

### WASHINGTON, D.C. Through September 8 Sculpture of the Americas into the Nineties

In its most comprehensive effort to date, the Museum of Modern Art of Latin America will exhibit the work of 66 of the most important artists currently at work in Latin America, the United States, and Canada. Self-consciously comprehensive in its objectives, this exhibit aims at representing the breadth of aesthetic sensibilities currently at the fore of sculptural production in this hemisphere. An added goal has been to exhibit the work of the most recent generation of North and South American artists. Examples of the work of sculptors like Fernando Botero, Jiménez Deredia, Gonzalo Fonseca, Alfredo Halegua, Peter Mackie, Edgar Negret, and Eduardo Ramirez Villamizar will be shown along with the works of Milton Becerra, Elba Damast, Marta Minujin, Marta Palaue, and Liliana Porter, among others. The exhibit will be on view Tues.-Sat., 10 am-5 pm. Museum of Modern Art of Latin America, 201 18th St., NW, **Washington, D.C.** (202) 458-6019.

## THEATER AND FILM

### CALIFORNIA September 24-December 9 *Doña Rosita the Spinster*

This play spans three decades in the life of a young woman, Rosita, who is engaged to be married, but her fiancée must leave to fulfill a family obligation. He asks her to wait for him, which she does for many years, only to find out later that he has married and will not be returning. The vibrant new translation captures the rhythm and poetry of the original work, revealing to English-speaking audiences the magic and beauty of one of the richest plays in all Spanish literature. Admission for students, seniors, teachers, and members of the Entertainment Union \$9. Bilingual Foundation of the Arts, 421 North Ave. 19, **Los Angeles**. For reservations call (213) 225-4044.

### COLORADO Through September 2 Summer Showcase

*El Centro Su Teatro* presents the 4th Annual Summer Showcase, an evening of one-acts featuring first-time performers, in an outdoor festival setting. The performers are reviewed by a team of evaluators following the first weekend of performances, and then rehearsed to correct and improve their work. The panel consists of a local drama critic, a theater academic, and one person from the neighborhood. The Summer Showcase also is a proving ground for original scripts. Anthony J. García's *Serafin: cantos y lágrimas* ran for 3 months at *El Centro Su Teatro*, and was showcased at the *Pregoneros Teatro Festival!* in the Bronx, New York. The 4th Annual *Su Teatro* Summer Showcase is free and open to the public. Curtain is at 7 pm at 4725 High St., **Denver**. Call for more details (303) 296-0219.

## MUSIC AND DANCE

### CALIFORNIA October 6 Francisco Martínez Dance Theatre

The Rudy Pérez Performance Ensemble will be performing a contemporary classical ballet. The ballet is called *Azulada*, and not surprisingly everything will be blue, including the set and costumes. The dance company consists of nine people, six of which are Hispanic. Admission is \$14 - general and \$12 - students and seniors. The Keck Theater, Occidental College, 1600 Campus Rd., **Los Angeles**. For ticket and performance information call (213) 259-2737.

### HAWAII Battle of the Bands

On September 15, Waikiki will be hopping to the battle of the bands 1990. *ALMA LATINA* Productions will present this event with competing bands: Mike Balle y sus *Latinos Escogidos*, *La Po-*

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# HISPANIC CALENDAR

tencia, 2nd Time Around, *Con Sabor* and *Los Caminantes*. Special guest artists: Ka Leo Kalani, *Las Señoritas*, *Los Dancers* Spanish Dance Troupe, Jeni and the Black Jackets, Alfonso Velásquez, Chad and Jay Abriñana, Gina Ayala and Linda Souza. There will also be a guest appearance by Puerto Rican Aloha Miss 1990. If you are fortunate enough to be in Hawaii during this time and would like to attend, call ALMA Productions for details at (808) 833-7313.

## TEXAS

September 14-16

### A Tribute to the American Cowboy

The 9th Annual Jimmie Rodgers Jubilee expands this year, beginning on Friday night, at the Cowboy Artists of America Museum with a tribute to the American Cowboy, featuring Don Hedgepeth and other performers. Saturday the Jubilee will move to the Schreiner College Campus, beginning at 10 am with a day of traditional country, blues and jazz. Sunday at the college, Mexican music will be featured in a traditional *tardeada*. For tickets and more information call (512) 257-2486.

## OTHER EVENTS

### MASSACHUSETTS

September 3-9

#### Auffant College Connection

Planning for the Auffant College Connection Tour Volume II to Puerto Rico is well underway. The Connection tries to generate interest in Puerto Rico for small U.S. colleges. About a dozen colleges send representatives to the island for a one week tour of high schools. They travel to two or more high schools each day, and at trip's end are hosted by the governor of Puerto Rico. Some of the colleges sending representatives include Edgewood, Wheelock, St. Joseph, Elms, New England, and Carlo College. For details call Agustine Auffant (508) 853-2949.

### NEW YORK

September 8 & 9

#### World Latin Fair & Expo

International Promotions is presenting the 2nd International World Latin Fair & Expo. This consumer/trade show is geared to the Hispanic community in the New York City metropolitan area. The consumer show will be at the Sheraton Centre in New York City. For information on how to attend or set up a booth, contact Mickey Schwartz (212) 239-6060.

October 21-25

#### 1990 Annual Conference

The National Minority Supplier Development Council will hold the nation's foremost forum on minority business opportunity. If you attend you will take in one-on-one presentations, the awards banquet, special events, not to mention networking with hundreds of prospects in one setting. The program includes plenary sessions, workshops and roundtables with corporate CEOs, purchasing executives, minority entrepreneurs, government decision-makers, and many other national experts on minority business development. The location of the conference is the Hyatt Regency Houston, 1200 Louisiana St., Houston. For more details call (212) 944-2430.

### PENNSYLVANIA

September 17

#### *Cry, Argentina*

*Cry, Argentina* is a special one-hour report on the democratic experiment in Argentina, and the economic crisis that threatens to undermine it. Democracy returned to Argentina in 1983 after years of military dictatorship, but democracy hasn't brought prosperity, and continuing economic chaos now threatens its survival. *Cry, Argentina* raises the critical questions for the 1990s that confront emerging democracies throughout Latin America and Eastern Europe. The Argentine people are the real stars of *Cry,*

*Argentina*: an abandoned mother of two who now heads a housing co-op in one of the new shanty towns surrounding Buenos Aires; a young veteran of the war with Great Britain over the Falkland Islands (Malvinas); a popular national TV personality; a labor union president; a rancher representing the old landed elite; a poor parish priest from Menem's home town of La Rioja. The presenting station is WHYY TV/Philadelphia. For more information call (215) 351-1265.

## HISPANIC ORGANIZATIONS

### HAWAII

September 15

#### The 6th Annual Fiesta Boat Cruise

The Hispanic Cultural Association presents The 6th Annual Fiesta Boat Cruise aboard The Aikane I Catamaran. Cruise the evening Waikiki shoreline in the evening, departing from Kewalo Basin at 6 pm, and returning at 11 pm. There will be music by Adela Chu y su Conjunto Libre, and plenty of food and drink. Don't miss this event—you just might win one of the many door prizes. Admission price is \$25 for members and \$30 for non-members. In Honolulu call María Ester Correa for more details (808) 689-4651.

### ILLINOIS

September 23-25

#### "Our Nation's Imperative: Recruitment and Retention of Hispanic Students, Faculty and Administrators"

This will be HACU's (Hispanic Association of Colleges and Universities) 4th annual meeting of an overview of the most up-to-date information on Hispanics in higher education. Sessions include presentations on public-private partnerships with Hispanic-serving institutions; developing Hispanic leadership in higher education; and HACU's Washington, D.C. public policy

issues. Admission fee is \$125 for members and \$175 for nonmembers. The meeting will be at the Midland Hotel in Chicago. For more information call Gene González, Director of Association Programs at (512) 433-1501.

### MICHIGAN

September 21-23

#### 3rd Annual Midwest Regional Hispanic Institute on Substance Abuse Prevention and Training Conference

Topics discussed will be the "Ice Age" in the United States, "Pregnant Addicted Women," "Counseling Dynamics *La Familia*," "Drug Use Among Seriously Delinquent Hispanic Youth." Keynote speakers are Jimmy Gurule, President, Hispanic Bar Association, speaking on the late DEA agent Enrique (Kiki) Camarena; Juan Ramos, Ph.D., Deputy Director for Prevention and Special Projects OD, National Institute of Mental Health speaking on Dual Diagnosis and Hispanics; and Vivian Smith, MSW, ACSW, Deputy Director, speaking on Technical Assistance in the Midwest. Conference will be held at the Holiday Inn, 7501 W. Saginaw, Lansing. For more information contact Guillermo Velásquez, President, Midwest Regional Hispanic Institute at (517) 484-8380.

### NEW MEXICO

September 26-30

#### "New Horizons for Hispanic Business"

The theme of this year's 11th Annual National Convention and Business Opportunity EXPO is "New Horizons for Hispanic Business." The United States Hispanic Chamber of Commerce (USHCC) invites you to join in as they celebrate the achievements of the Hispanic business community and the National Hispanic Business Network. The convention will attract Hispanic entrepreneurs, representatives from corporate America and a vast array of businesspeople and delegates from across the U.S. and



Photo: Steve Williams

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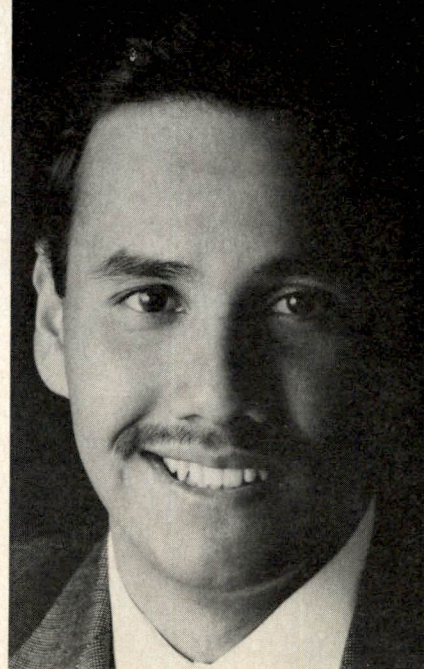
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# HISPANIC CALENDAR

Latin America. This event provides a forum in which to develop and foster business relations and opportunities. There will be business development sessions which will cover some of the most important topics facing Hispanic entrepreneurs today. On Friday Sept. 28, a "New Mexico Fiesta" will take place at the New Mexico State Fairgrounds, and will celebrate the rich cultural history that Albuquerque possesses. Saturday evening a *Noche de Gala* will be a spectacular finish to the busy convention week. Make plans now to exhibit at the Business Opportunity EXPO, advertise in the convention magazine, and attend the conference. Register early to take advantage of early registration discounts. This year, the events will take place in several hotels in **Albuquerque**. For information contact Joe Unger, USHCC Convention Services, at (816) 531-6363.

## September 28 & 29

### Hispanic Bar Association

The New Mexico Hispanic Bar Association will sponsor a day-long continuing legal education program. The program will feature prominent speakers on topics relating to law office management and professional responsibility. On Sept. 29, the association will host its annual membership meeting. During a morning breakfast session, the Association will sponsor a debate on the new judicial selection process in New Mexico and gubernatorial appointments of judges. The debate will be between the Democratic candidate for Gov. Bruce King, and his Republican opponent, Frank Bond, moderated by New Mexico Supreme Court Chief Justice Dan Sosa, Jr. For more information on this meeting, please contact Raymond Z. Ortiz, President, New Mexico Hispanic Bar Association, P.O. Box 279, Santa Fe, New Mexico 87504-

0279, or phone (505) 988-8979.

## WASHINGTON, D.C.

### September 19

#### Hispanic Designers Gala Fashion Show and Benefit

The Sixth Annual Gala will honor America's top designers of Hispanic descent. This event is the subject of a national Spanish television show, *Nuestra Moda*, aired on Univision. This year, the designers appearing will be Adolfo, Oscar de la Renta, Carolina Herrera, Paloma Picasso, Fernando Pena, Fernando Sánchez, and others. There will be a reception, dinner, fashion show and awards, and dessert and dancing. Location Grand Hyatt Hotel, Independence Ballroom, 1000 H St., NW, **Washington, D.C.** For details call (202) 452-0092.

### September 26

#### Cultivating America's Greatest Resource: People

SER Jobs For Progress will

host a reception honoring against illiteracy for those oring those who have donated company resource volunteer time, and those government officials who have pushed for the literacy initiative. Ceremonies will be held from 6 pm-8 pm at the Washington Marriott, 1221 22nd St., NW, **Washington, D.C.** For more information contact Sally Torres or Desiree Courtney at (214) 631-3999.

*Compiled by Anna María Arias*

*HISPANIC welcomes submissions regarding Hispanic organizations and upcoming events. Submit to HISPANIC Calendar Editor eight weeks in advance to ensure publication. All submissions should include daytime phone numbers and contact person. Send to 111 Mass. Ave., NW, Suite 410, Washington, D.C. 20001*

## BILINGUAL CRUCIGRAMA

Clues in English - Puzzle in Spanish

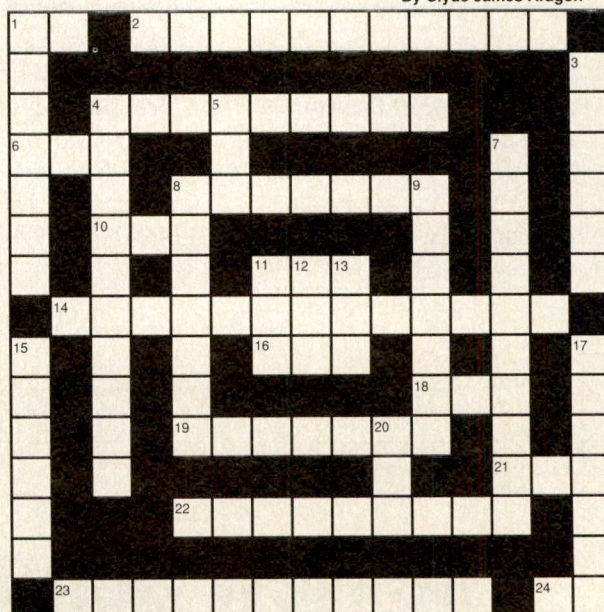
By Clyde James Aragón

### ACROSS

1. Ace
2. Muffler
4. Auto choke
6. Yet
8. Flywheel
10. Grape
11. Sun
14. Headlight  
(two words)
16. Even
18. Estuary
19. Teardrop
21. Bravo!
22. Generator
23. Condenser
24. The

### DOWN

1. Framework
3. Oil
4. Undulation
5. Use
7. Alternator
8. Manly
9. Editor  
(feminine)
11. To be
12. Ocean wave
13. The  
(feminine pl.)
15. Brakes
17. Battery
20. Mine



AUGUST ANSWERS ON PAGE 74

# CAREER OPPORTUNITIES IN TROPICAL FORESTRY



Jose M. Salinas Jr.

The Caribbean National Forest is one of the 153 forests in the USDA Forest Service, and is a leader in tropical forest management. For over 70 years, the Caribbean National Forest has provided a living example of how to save tropical forests. It promotes the wise use of natural resources through tropical forestry education, training, and management. An ambitious program in reforestation has contributed to the environmental stability of Puerto Rico.

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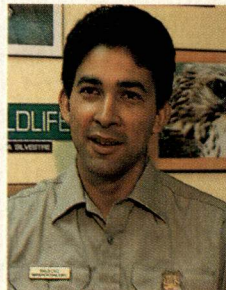
Dr. Ariel Lugo



Mary Jeane Sánchez

ideas to balance Forest Biodiversity and productivity. These ideas are then shared with conservation professionals and research groups throughout the tropics to help stop the relentless march of tropical deforestation.

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Pablo Cruz

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# Then and Now

BY JOSÉ McMURRAY

I clearly remember the first time I heard of Hispanic Heritage Week. I was working at KBBF, a community-owned and operated bilingual public radio station in Santa Rosa, California. I was training a high school student in journalism when we happened to run across a press release from the White House announcing that President Carter had signed a proclamation declaring a week in September as Hispanic Heritage Week.

It is one of those moments that stays in your mind for the rest of your life. I still remember how happy I felt reading the press release, sitting out there in the middle of an old run-down trailer in what had been a Navy camp during World War II and now was our radio station. For a few minutes I did not feel so isolated. I felt inspired by the thought that, while we were out there in the trenches of Hispanic journalism, a president in Washington was proclaiming a week of national celebration and festivities to honor *our* heritage. Once more it all felt worthwhile—we were not alone. Finally we were getting the recognition we deserved.

At KBBF, we took the proclamation seriously, and joyously too. We planned a soccer tournament, a *tardeada*, and a Mass to close the week's events. In my mind I pictured a celebration across the country where Latin music, food, and *piñatas* celebrated the awakening of the "sleeping giant," as several advertising companies were calling the Hispanic community in the United States in those days.

A few years later, when I came to Washington, D.C. to work for National Public Radio, I kept telling my colleagues how we should join in the celebration of Hispanic Heritage Week. My fellow journalists at NPR were not too impressed with the presidential proclamation. One producer said that he had a really hard time with the concept of doing something special for Hispanics, because then the Blacks would want to do it also, and so on and so forth for every minority group in the United States. When Hispanic Heritage Week



came around, I felt like a heel. The Capitol hardly planned anything—a speech here and there at some government office—if anything was done at all.

As a cub producer for a radio network, I felt let down. I had pushed for the network to commit air time to Hispanic Heritage Week, and when it rolled around there were few things to cover, and what was available did not make for great radio.

That was eleven years ago. Today, here in Washington, D.C., we celebrate not just Hispanic Heritage Week, but Hispanic Heritage Month with much more *corazón* and spirit. Nearly every government office sponsors conferences and seminars. Hispanic organizations in the area hold receptions and fundraising dinners. Everyone wants to participate, to celebrate the heritage. Yes—the "sleeping giant" is definitely waking up.

Soon, not only will Hispanic staffers at government agencies plan all activities, but the agencies themselves will allocate funds to really celebrate the month. And soon I will be attending a plush reception or conference at some agency, and will remember that years ago the celebration was more down-to-earth, simpler, non-alienating... So before this happens, I have decided to make Hispanic Heritage Month a celebration of my customs and of the cul-

ture that I so dearly love. We need to encourage all who want to celebrate our heritage to do so, but we Hispanics who live with it day in and day out need to do something personal, intimate, for our *cultura*.

I'm going to share the *cariño* that I received as a kid from the *barrio* that nurtured me. I'm going to post signs in my *barrio* announcing that during Hispanic Heritage Month we will break up a *piñata* in the plaza. I will call my friends and tell them about this idea I have of sharing our personal feelings about being *salvadoreño*, *cubano*, *mejicano*, Hispanic, what our culture has given to us, and how it has made us the individuals we are today.

Sometimes I try to explain to my daughter what it means for me to be a *Latino* in this country. We talk about the passionate songs that we enjoy. We talk about language—about how when I speak English I'm one person, and when I go to my native Uruguay or any other Latin American country I'm completely different. We talk about how I get depressed when I come back from these trips, and how it hurts to be so far away from my homeland, and how I want to retire there. And we talk about the need to preserve our language—the language of the angels, and of her *tías* who stayed in the old country.

So when I listen to a *tango*, or when I write to the friends I left back home, she sees me get nostalgic. And she then remembers the *cariño* and the candies she received when she was there, how store owners gave her *caramelos* when she walked by, and those white-haired women that fussed over her would tell stories about papa when he was a boy about her age...

Hispanic heritage—it's such a personal thing, and yet I don't get to share it with everybody all the time. I at least want to let those in my *barrio* and at the office know that *piñatas*, music, and food are just some of the few great things about being Hispanic. ■

*José McMurray is Executive Director of the National Association of Hispanic Journalists, in Washington, D.C.*



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