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LULAC

The Magazine for Today's Latino

April, 1979

\$1.00

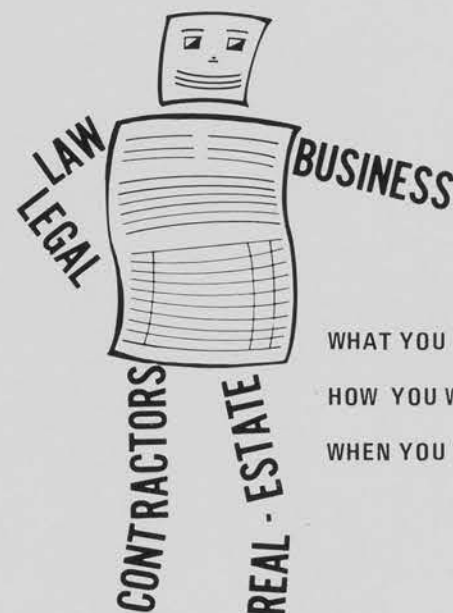
**Mario
"Cantinflas"
Moreno Honored as
Senor Internacional**

**Eduardo Pena
LULAC National President**



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NATIONAL CONVENTION

Council No. 60 of Houston is the host of the Golden Anniversary National Convention. Information on the convention may be obtained from: LULAC Council No. 60, P.O. Box 38491, Houston, Texas 77088, telephone AC 713 869-5975.

Registration for the convention will be \$20, which will include the Presidential Banquet set for Saturday, June 16. The total convention package will be \$65 and include Get Acquainted Party, \$6 on June 13; Party Under the Stars with the Stars, \$8, June 14; lunch, \$6, Friday, June 15; Baile de Esperanza, \$9, Friday, June 15; lunch, \$6, Saturday, June 16.

Angel Abita is the executive chairperson of the 1979 convention. Other convention chairpersons include M. V. Cavazos, David Adame, Ellis Barrera Jr., Joe Trevino, and Joel Lara. The Special Projects committee members are Chet Bushnell, John Ramirez, Arturo Ascension, Rev. James Navarro and Toby Hernandez.

Reservations at the Shamrock Hilton may be made at P.O. Box 2848, Houston, Texas 77001. Rates are singles, \$28; Doubles, \$38; Triples, \$39; Suites, \$80 and \$120.



Herm Wille, Vice President of Urban Affairs of the Kraft Corporation, right, was on hand for the First Annual LULAC Scholarship banquet in Pueblo, Colorado where the Kraft grant to the LULAC National Educational Service Centers, Inc. (LNEC) was made. Also participating in the ceremonies, from left, were Henry Reyes, former Pueblo mayor, Leo Cardenas, LULAC National Vice President for the Southwest, Jose Longoria, LNEC national director, and Chuck Gomez, Colorado State Director.

League receives \$15,000 Kraft grant

The Kraft Corporation has donated \$15,000 to the League of United Latin American Citizens (LULAC) to develop a career placement program and to improve its membership.

The bulk of the grant, \$10,000, goes to the LULAC National Educational Service Centers, Inc., (LNEC) the non-profit community-based agency serving the educational needs of Hispanics.

LNEC will develop and implement a pilot program for college sophomores, juniors, and seniors aimed at bridging the gap between obtaining a degree and gaining access to corporate job positions. Approximately 500 Hispanic college students will be involved.

Three day-long seminars will be held on September 22, September 29, and October 6, 1979 at Colorado Springs, Corpus Christi, Texas and Albuquerque, N.M., respectively.

Two main sessions will be held at each center for Hispanic college participants. The morning session will concern career awareness and education of corporate structure, job opportunities in the 1980's, barriers to employment and gaining access to employment in corporations.

The afternoon session will provide Kraft and other industries an opportunity to meet with students.

The remaining \$5,000 goes to the national league office to develop programs, possibly in the form of brochures and slide presentations, to improve communications with league members and the general public.

OUR COVER—The picture on our cover was taken during the 1979 Senior International Awards presentation in Laredo by Ramiro Martinez. Story on Page 3.

LULAC News

LULAC News is the official publication of the League of United Latin American Citizens (LULAC), a non-profit organization. LULAC members and the general public are encouraged to submit articles and pictures. Deadline is the 15th of the month for the following month's publication. Please let us know if you want your pictures returned. Submit articles to:

LULAC News
400 First St., N.W., Suite 716
Washington, D.C. 20001

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LULAC
THE MAGAZINE FOR TODAY'S LATINO

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I want to know more about LULAC.

- ☐ Please send me information on how to become a member.
- ☐ Please send me information on how I can become an Associate Member. I don't have enough time to give to the league at this time.
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State of the league

the president's report

We want to get young people thinking about their future.



Pena

Half of our Hispanic population is under 21.

And this is the International Year of the Child, proclaimed by the United Nations and the President of the United States. The President has also appointed a national youth commission to highlight the needs of youth.

These two facts mean a lot to LULAC, which wants to ensure that the problems and potential of our youth will receive as much recognition as those of other American youth.

For that reason, I will name in early May, a National LULAC Youth Commission to monitor the activities of the government's youth commission and make sure that it gives proper attention to Hispanic youth.

LULAC is particularly well-suited to this task, since one of our major efforts — through the LULAC National Educational Service Centers and the LULAC National Scholarship Fund — is to convince young people of the value of education, counsel them on the best choices to make on the various college programs, and to provide the money for college through loans and scholarships.

More than 7 percent of all new Hispanic enrollees in higher education last year received assistance from the LULAC network of 10 field centers across the nation, assistance that aided students who might otherwise have been unable to attend college.

Many LULAC Councils are invaluable in this effort, raising scholarship money through local fund-raising activities. Our best and most deserving students are thus helped to a college education and ultimately, to a better life.

LULAC doesn't stop there in its good works for our young people. We also are a sponsor of SER-Jobs for Progress, which puts nearly \$50 million into manpower counselling, training and placement services for Hispanics across the nation. Much of that money goes into direct services for youth — in such things as vocational training, school-to-work programs and tutoring and skills development for school dropouts.

National LULAC Youth Commission to be named in May

In LULAC, we have recognized the importance of youth by designating the positions of National Youth President and National Vice-President for Youth, and by the LULAC Constitutional mandate that each council elect a Vice-President for Youth.

In these ways (as well as through individual youth councils) young leaders of our organization are given a basic grounding in the philosophy and principles of LULAC. This training provides a solid foundation as they continue in the councils and enter the senior levels of LULAC.

This kind of effort is particularly appropriate in this, our 50th Anniversary Year, not only because it is the International Year of the Child, but because our anniversary makes this a time of reflection.

It is a golden anniversary — and a golden moment for LULAC.

It is a time of looking back to our proud and productive past and looking ahead to an active and achievement-filled future.

LULAC is now sponsoring a national essay contest on "The Hispanic Agenda: 1980 and Beyond," for precisely that purpose.

We want to get young people thinking about their future — and how LULAC, as the leading Hispanic organization, should continue to lead the Hispanic community to action on important issues.

A \$1,000 scholarship will be given to the winner of the contest and recognition will be given to other entries of merit. The winner will be announced at our convention in Houston in June.

This contest should also give young people a chance to voice their ideas as to directions in which LULAC must lead — and help them to know that LULAC actively wants their ideas and involvement.

The LULAC National Youth Commission will be responsible for judging entries and awarding prizes in the essay contest, and will recommend other projects and programs which local councils and other LULAC Offices can sponsor throughout the year to focus attention on our youth.

The work we are doing with youth should be shared among all of us. And the best way to do that is to submit information on special activities and projects to Editor, LULAC News, 400 1st St., N.W., Suite 716, Washington, D.C. 20001.

Muchisimas Gracias.

Ed Pena Jr.

Ed Pena
National President



International

Both Washington and Mexico City have problems dealing with their own borders.

Even though Mexican-Americans are emerging as a powerful political and economic force and will shortly be the nation's largest minority, they lack any real power over American foreign policy in Latin America.

That was the theme of a conference held at the University of Texas at Austin, which explored how Hispanics in this country can become more involved in foreign policy affecting other Hispanics in the Central and South American countries.

LULAC President Eduardo Pena, Jr. was joined by other prominent Hispanics to discuss how Hispanics can increase their political clout in the forming of American foreign policy towards Latin America, including Abelardo Valdez, Assistant Administrator of the Agency for International Development (AID), Colorado College Professor Dr. Rodolfo



The 1979 Senor Internacional Awards went to Mario "Cantinflas" Moreno, Mexico's internationally known actor-comic and philanthropist, and Jerry Apodaca, former governor of New Mexico. The awards are given annually by LULAC Council No. 12 of Laredo, headed by Carlos Villarreal. Also present for this year's event, pictured above, were former awards winners Raul Velasco of Mexico City, Francisco Javier Sauza of Guadalajara and Dr. Jose Silva of Laredo. Some 2,000 people, including Mrs. Villarreal, pictured below, attended the ceremony which honors leading citizens of the U.S. and Mexico. Governor Apodaca and Cantinflas enjoy the ceremonies in picture on the bottom of page. (Photos by Esteben Solis)

Mrs. Ada Pena and former New Mexico Governor Jerry Apodaca chat during the 1979 Senor Internacional Awards ceremony in Laredo. (Photos by Esteben Solis)



Hispanics join Blacks to form powerful team

Blacks and Hispanics have been vying against each other for years for the proverbial piece of the pie. From the days of the War on Poverty to the government's Minority Enterprise Program, the majority population has maintained the two largest minority groups in a constant state of tension and competition for a dwindling share of federal resources.

A historic meeting attended in November by LULAC President Pena brought leaders of both groups together to discuss mutual concerns.

Joined by such well-known black leaders as Vernon Jordan of the Urban League and Coretta Scott King, widow of the late Martin Luther King, Pena and other Hispanic leaders agreed on a set of guiding principles in their cooperative work and agreed to meet periodically in order to continue their work.

The principles of agreement are:

- to promote a better understanding of one another's problems, common concerns and culture.

- to identify and promote mutual national policy objectives of vital interest to our communities.

- to promote cooperation and collaboration in support of jointly-held goals.

- to promote and coordinate a civic awareness by encouraging voter education and registration, and strengthening participation by Hispanics and blacks in the political process at all levels of government to seek to ensure that our constituencies do not bear the brunt of a restrictive economic, social and political climate."

In late February, the two groups met again, discussing ways of restoring social programs in the federal budget. They agreed on a common effort of lobbying Congress to restore monies for federal programs in education, housing, employment and other areas cut from the Carter Administration budget.

As a first effort, LULAC joined the other members of the group in sending a strongly-worded mailgram to Congressmen to protest cuts of the employment training budget. The mailgram read as follows:

There is a desperate unemployment problem, especially among minority group members, especially in inner city areas and every prediction is that this problem can be expected to get much worse. The answer to charges of abuse in the administration of the CETA pro-

gram is not to withdraw resources badly needed in communities across the country. It is to insist upon a better record of agency procedures. CETA provides a mechanism already in place to reach the structurally and cyclically unemployed and to reach special groups like young people whose unemployment has untold future costs. We are opposed to proposals which we understand Sen. Chiles will introduce, massive recissions for Public Service Employment and Summer Youth Employment Programs and we are opposed to any other proposal which would in further diminution of CETA's capacity to create jobs. The federal government must not turn its back on millions of jobless Americans, many of them at the beginning of their productive lives.

LEGAL DEFENSE FUND

A Legal Defense Committee has been incorporated as a public non-profit organization in Huntington Beach, California, to help defray costs of legal matters not now being addressed by traditional government and privately funded legal defense organizations.

The Committee's objective is to raise funds for defense purposes and to monitor criminal proceedings in Hispanic communities. Committee membership is comprised of prominent individuals associated with national and local Mexican-American community organizations. Membership is open to all individuals supportive of committee goals and objectives. Information requests and contributions can be sent to "Legal Defense Fund," P.O. Box 1081, Huntington Beach, CA. 92647. All funds donated are tax-deductible.

NEW EDUCATION SUB-CENTER OPENS

LULAC National Educational Service Centers have opened a new sub-center in Visalia, California to provide educational counselling to college-bound students. The sub-center is administered by the Pomona LULAC Educational Service Center headed by Luis Mata, and it is located at 650 W. School St., Visalia, CA.

The sub-center was developed jointly by Mata and Past California State Director Jose Velez, and funded under a CETA Program of Tulare County.

"For LULAC, this represents another step in our expansion and growth in our work in education," said Jose Longoria, National Executive Director of the LULAC National Educational Service Centers, headquartered in Washington, D.C.

League history on display in El Paso

Members of the El Paso Council 664 found a novel way of publicizing LULAC by sponsoring a LULAC History exhibit at the El Paso Public Library.

Mayor Ray Salazar officially opened the exhibit, which contains copies of early issues of the LULAC News as well as various newspaper articles regarding the early years of LULAC in El Paso.

Among the items exhibited is a 1937 "El Paso Herald-Post" article in which Council 8 announced a health project being sponsored by the Council. Also, it included a program of the 1938 LULAC National Convention brochure. In that year, Councils 8 and 9 made up LULAC in El Paso. The hosting of the convention was most significant since it was sponsored by the El Paso LULAC councils only nine years after LULAC began. Chairman for the convention was Guillermo Flores, one of the early LULAC members in El Paso. Over the years, El Pasoans have played a major role in providing leadership to LULAC. These have included five El Pasoans elected as National Presidents. They are: Frank J. Galvan (1936-37), Modesto A. Gomez (1943-44), William Flores (1944-45), Albert Armendariz (1953-54), and Paul Andow (1963-64).

Mayor Salazar congratulated the organization and praised its membership for its continuous efforts. Two former LULAC District Directors (Alfredo Jacques and Memo Acosta) joined Xavier Banales, District Director, in the opening ceremonies. Chairperson for the event was Minerva Franco of Council 664. Cynthia Andrade, President of 664, and Iris Espino assisted in coordinating the event.



Roberto Ornelas



Hector Godinez



Pete Villa



William Bonilla



Paul Garza



Alfredo J. Hernandez

Pedro Garza appointed national SER director

Pedro Garza, a native of Santa Rosa, Texas, has been named as the new Executive Director of SER-Jobs for Progress, the nation's largest Hispanic employment and training program.

Garza takes over as head of the \$51 million agency after working with the organization for the last seven years. He

Pedro Garza



Philanthropy

LULAC Foundation mobilizes financial help for league, Hispanic community

For 50 years, the 37 individuals who have led the League of United Latin American Citizens (LULAC) have been faced with the same problem — enough money to meet the needs of the organization to have an impact on the needs of the Hispanic.

And for 50 years the LULAC national presidents have struggled to success with a hope that the next person will see the light at the end of the tunnel.

Several years ago, several LULAC leaders stopped wishing and started acting.

"We didn't want the next league president going through the same pains that we did," explained Roberto Ornelas, the league's 31st president.

While the economic pains continue through the administration of Eduardo Pena, the league's 37th president, there is hope.

That hope came in 1973 with the incorporation of the LULAC Foundation.



Eduardo Morga



Eduardo Pena

first joined SER in 1972 as Administrator of the Planning Division, and was subsequently promoted to serve as Deputy Director of the Planning and Program Development Department. In 1976, he became Regional Director of the Southwest Region of the national SER network, which is comprised of 134 SER Offices operating in 104 cities.

He brings a distinguished academic background and an impressive work record to his new post. He holds a B.A. degree in Government and International Relations from Texas A&M University, graduating Summa Cum Laude and eighth in a class of approximately 700. He was the recipient of a full graduate fellowship to Princeton University, where he received his M.P.A. in International Affairs from the Woodrow Wilson School of Public and International Affairs in 1969. He also was a John F. Kennedy Memorial Scholarship recipient, participating in the Experiment in International Living program in Chile.

Today, the foundation is in its third year of full-time operation with a permanent director in John Rael, who manages the national office in Denver.

Ornelas is chairman of the board, which consists of past national presidents and the current national league head. The board was structured in this manner to give it experience and continuity.

From its inception, the goal of the foundation has remained the same: mobilize financial support to meet the goals of the league.

"While we have made great strides in the last half century, we realize that the complexity of today's problems call for more than volunteer help," notes Ornelas. He added:

"We need help from the corporate and business world and they need our help in meeting the needs of all of us. It's that simple."

The LULAC Foundation has been designated as a 501(c)(3) tax exempt organization by the Internal Revenue Service.

The foundation opened its permanent office in Denver in February 1977 after receiving the first of two \$50,000 grants from the Adolph Coors Foundation. This enabled the LULAC Foundation to hire Rael, a secretary, and to further develop foundation and corporate relationships.

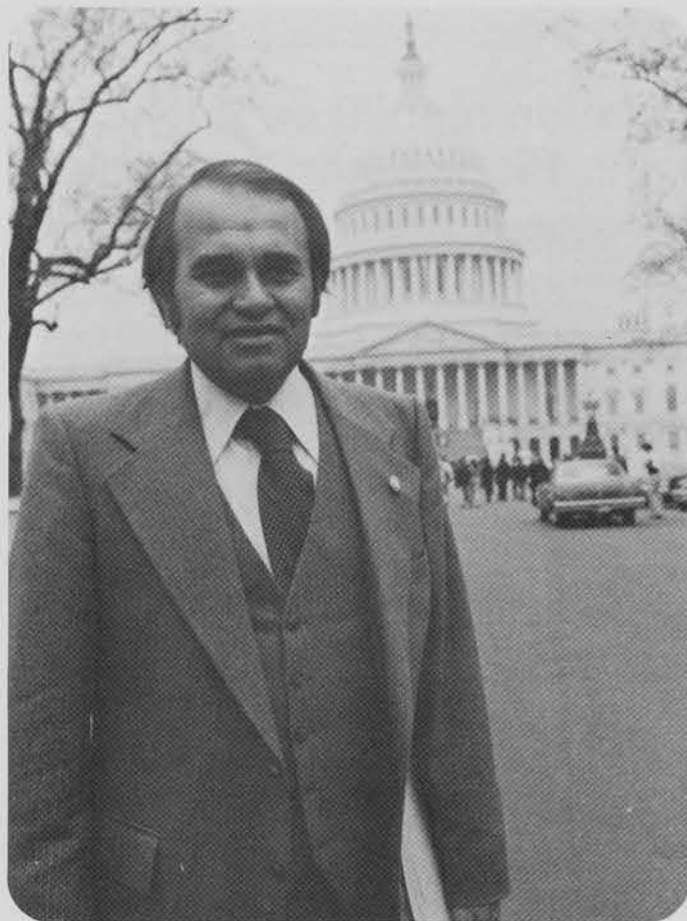
An advisory board to the LULAC Foundation is being formed. The advisory members will guide and advise the LULAC Foundation leadership in soliciting funds for programs for LULAC and the Hispanic community.

Topping the list of those who the foundation wants to help are the elderly and youth. "We are the youngest — and soon to be the largest — minority group," says Eduardo Pena, the league national president. "We have to provide programs for our youth and our senior citizens."

Vice Chairman of the foundation board is Hector Godinez, a California postmaster. Pete Villa, a Washington state social worker, is secretary, and William Bonilla, a Texas attorney serves as treasurer.

Other members of the board include Paul Garza Jr., a Laredo architect; Alfredo Hernandez, a Houston judge; Manuel Gonzales, a Waco businessman; Eduardo Morga, a California certified public accountant, and Pena.

Information on the foundation may be obtained by calling 303/458-6475 or writing to LULAC Foundation, 2460 West 26th Avenue, Suite 252C, Denver, Colorado 80211.



Eduardo Peña

A GOLDEN MOMENT

We have to make the most of this moment because the eyes of the world are on Hispanics.

Eduardo Peña, LULAC National President, speaks out on the role of the league.

Q. Why is this an important year for LULAC?

A. First of all, this is our 50th ANNIVERSARY Year — the golden anniversary of the oldest, largest and most prominent national Hispanic organization in the United States. It is a golden moment for us as well. As the leading Hispanic organization in the nation, LULAC can lead our people to emerging issues and coordinate community action throughout the country on those issues. We have to make the most of this golden moment because there will be no better time for us. Hispanics will soon be the largest minority in the United States — we are receiving national attention in newspapers and newsmagazines and the rest of the country is becoming aware of us.

Q. How can LULAC lead this emerging new force of Hispanic-Americans?

A. I think we're looking at issues that are critical to our community and finding ways of making those issues meaningful to LULAC members and Hispanics throughout the country. That's the beauty of our national organization and structure. Local members, as well as district and state officers, advise the national office of concerns of their local communities across the nation. At the same time, I attend

various meetings and briefings in Washington, D.C. and other parts of the country on issues affecting our people. We are able to then digest this information and develop a set of priority issues of concern to the national Hispanic community, and suggest possible courses of community action that can be taken to pursue solutions to problems which LULAC members have helped identify on the local level.

I think this process of involving people in issues is very important. As a national office, we can't solve a problem — like that of struggling Hispanic businesspersons — by ourselves, but we can identify groups that are working on the issue and get other people to join in those efforts.

Q. Do you have any specific examples of how this works?

A. Yes. The Report of the National President in this LULAC News has an example of how a group known as the National Minority Purchasing Council is trying to expand the markets available to minority businessmen. We tell in the report how they operate and list local offices so that Hispanics, particularly those in business, can contact the NMPC and see what they are doing, if anything, for Hispanics. You see, by men-

tioning this group, we aren't giving them a blanket endorsement or anything. I think we have to be skeptical whenever a group says they are doing something for us and monitor whether they're really helping us. That's what I'm suggesting we do with this group. They don't have many Hispanics on staff and I want us to make them prove that they are indeed helping us. And that's a good reason for putting that kind of group in our report. For the best way to see what they are doing for us — and whether we should support them — is to have members across the country calling them and finding how Hispanics can better participate in this national program.

Q. Will each President's Report follow this format?

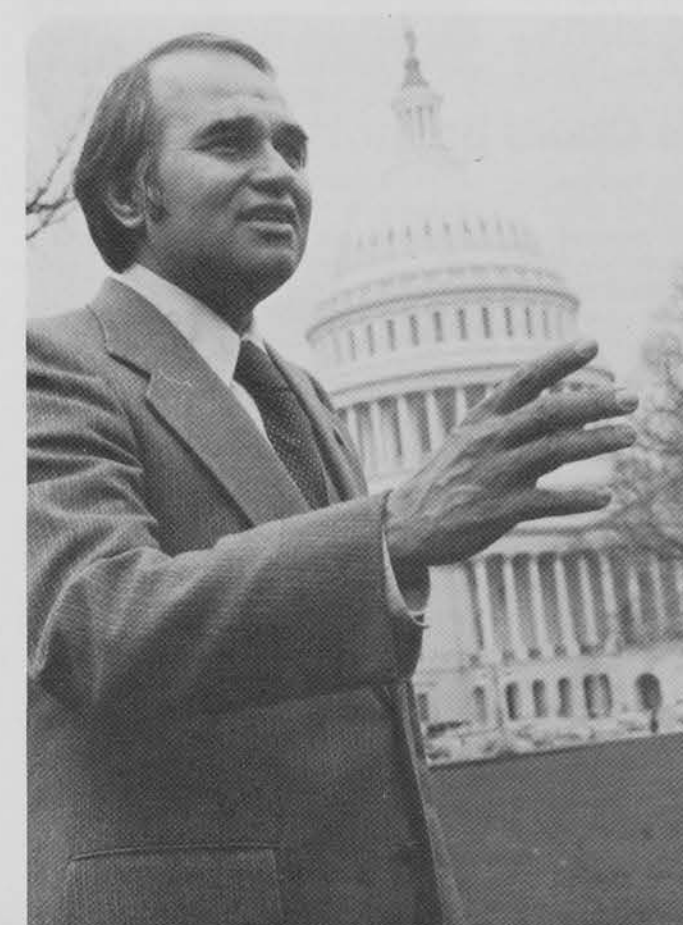
A. Yes, we'll take one or more issues and tell about national efforts that are being made in some area, such as business or education, and suggest community action that can be taken to follow-through on the information we provide.

Q. That's really something only a national organization can do, isn't it?

A. Yes. And I think that shows the power of people pulling together. All of us working for the betterment of our people in some area may sometimes feel that we aren't accomplishing very much. But our efforts, however slow or small, taken together, generate progress that is very meaningful, very significant. And I think that whatever it is that makes us committed keeps us going even when the progress is hard to measure.

Q. Of course, LULAC has made a lot of visible progress, hasn't it?

A. That's why I think people continue to be active in our organization and why our organization remains strong — because we have more than a hundred SER/Jobs for Progress centers that would not be there without LULAC, because we have 10 LULAC National Education Service Centers that would not be there without LULAC. We have also developed other organizations like the Mexican American Legal Defense and Education Fund (MALDEF) and the National Economic Development Association (NEDA), which are making significant contributions of their own on behalf of our communities.



Q. What about the future of our organization? What are we doing to get young people involved as we start on our next fifty years?

A. Well, in addition to the work we are doing on issues, we are sponsoring a national essay contest which will award a \$1,000 scholarship to a high school senior or college student who best addresses the theme of "The Hispanic Agenda: 1980 and Beyond." This contest was sponsored with our 50th Anniversary — and our next fifty years — in mind. We wanted Hispanic students to think about our future and how LULAC, as the leading Hispanic organization, should chart the way in our future. I want the essays to develop some directions that LULAC should lead in, and give us some ideas about the best way we can continue to be the advocate for the nation's Hispanic-Americans.

We will also be naming a National Youth Commission, not only because this is the International Year of the Child, and we want Hispanic youth to be included in the national deliberations on youth in the United States, but because this is yet another way to bring youth into LULAC and have youth contribute their time and talents to our next fifty years.

Q. What are some of the other programs LULAC will be sponsoring in the next few months?

A. We're going to have some exciting things happening. In response to the fact that 1980 means another Presidential election year, we will this year be developing a voter registration manual that will be distributed to LULAC Councils across the country on how to get Hispanics involved in the political process. We will also be working on expanding our membership substantially in this, our 50th Anniversary Year. I think we'll have good success with the drive because people are recognizing, through SER, the education centers and other efforts, that LULAC is a can-do organization, that it gets things done which benefit the entire community.

Q. To me, one of the impressive things about LULAC is the way people have given their lives to it. Didn't you yourself become involved when you were still in high school?

A. Yes, I was a student at Martin High School in Laredo and the National President Oscar Laurel, was a good friend of mine. I was editor of the high school newspaper and so I agreed to help on the LULAC News. Also the LULAC Youth Organization had a national convention in Laredo and we organized a Youth Council to get involved that way.

Q. Weren't you also the founder of the Washington, D.C. Council of LULAC?

A. Yes. We brought the organization to the East Coast for the first time. It has always been my dream to make LULAC a National Organization and by starting a chapter in the nation's capitol we were really able to do that. We opened the first LULAC lobbying office in Washington, D.C. and we made LULAC a strong voice in the White House, the Congress and administrative agencies of the government. We also brought in councils from other states and other Hispanic groups on the East Coast; Cubans in Florida and Puerto Ricans in the Northeast.

Q. I would guess, like the rest of the members of LULAC, that you're looking forward to our first convention on the East Coast, in Washington, D.C. in 1980?

A. I certainly am and I think it will really show, not only to our members, but to the rest of the country, that we've come a long way and that we're truly a national organization.

Q. Thank you very much.

A. Thank you.

It's the duty of all Hispanics to monitor all programs in their communities.

INTERVIEW INTERVIEW

Employment practices should be considered by banks, S&Ls

How important are a bank's lending practices? These practices can be very important if millions of dollars are invested in high income areas, and away from low-and-moderate income Hispanic neighborhoods.

But measuring a bank's concern for the total community's credit needs can be almost meaningless if employment of Hispanics, women and other minorities is not taken into account, according to LULAC President Eduardo Pena.

"If a bank discriminates in its hiring practices, it's for damn sure it's going to discriminate in its lending practices," Pena told officials of the Comptroller of the Currency, the federal agency which oversees the country's nationally-chartered banks.

Pena's remarks came during a meeting called by the Comptroller to brief national civil rights organizations on federal regulations contained in the recently-enacted Community Reinvestment Act. The act mandates banks and other lending institutions make efforts to meet the credit needs of their local communities, including low-and-moderate income areas, and that financial institutions create a process to open up the banks' lending decisions to community involvement.

Pena noted that assessment factors to determine how well lenders meet the mandates of the act do not specifically mention employment discrimination. And he said that overlooking the vital area of equal employment opportunity would dilute the impact of the act.

"If there are Mexican-Americans making the loans in a Mexican-American community, the discrimination will be that much less," Pena said.

Initially, Comptroller officials disputed Pena's Contention, saying the legal language of the act did not specify employment discrimination as a measure of a bank's community involvement.

But Pena said that federal agencies can be as free as they want to fulfill the spirit, as well as letter, of the law.

"You can be sensitive to interpreting it in the right direction," Pena said, "in analyzing the intent of Congress that there is a need to expand the scope of the act to include employment discrimination."

Pena's suggestions about considering employment opportunity in banks were favorably received by other officials of the Comptroller's office.

One idea in particular — that banks found guilty of employment discrimination by other federal agencies have this reflected as an assessment factor in reviewing performance under the act — was accepted by Comptroller officials for inclusion in regulations on how the act will be administered.

"I think at a minimum we can do that," said Zina Greene, head of the Comptroller's Civil Rights office.

She also said that "CRA will evolve and the examination of banks to evaluate their CRA performance will change and at some point the regulations could be expanded."

Pena concluded his remarks by detailing the importance of the comptroller's office itself to improve its employment profile of Hispanics, women and other minorities.

"You people are making policy which affects millions of people and they have to be part of the policy-making process," he said.

For that reason, he said, "we want jobs in this agency and every other federal agency for the jobs themselves, and for the fact that being in these positions we can become part of the policy-making process and create policies helpful to our people."

Other persons attending the meeting included Jo Ann S. Barefoot, Deputy

Comptroller of the Currency for Customer and Community Programs.

What Does CRA Mean for Local Communities:

Under CRA regulations, lenders must:

1. Publish a "CRA Statement." As of Feb. 6, 1979, the end of the 90-day start-up period for CRA, the Board of Directors for each institution must adopt and review at least annually a Community Reinvestment Act Statement. The statement must include:

- a map outlining the local community;

- a list of the specific types of credit the lender is prepared to extend to the community;

- a copy of the "CRA Notice" which publicizes the availability of the "CRA Statement."

In addition the regulations encourage lenders to include in their CRA Statement a periodic report of how they are helping to meet community credit needs and a description of their efforts to assess local credit needs.

2. Provide a "CRA Notice." The CRA Notice, which will appear in the lobby of the lender's offices, must explain that:

- The CRA Statement is available in the institution's offices;

- that written comments on the statement and the institution's performance in helping to meet local credit needs may be submitted to the institution and its supervisory agency.

3. Maintain a public comment file or "CRA File." Each institution must maintain a public file of all signed written comments received by the lender in the past two years and any lender responses to those comments.

GI Forum lifts Coors boycott

The American GI Forum has ended their 12-year boycott of Coors beer.

Announcement of the disengagement of the boycott was made by Don Pacheco, Forum National Chairman, and Ivan Padilla, national boycott chairman.

They said the termination also means that groups which had supported the Forum are now released from their pledges.

Pacheco said the Forum leadership made the decision at the group's mid-year conference in Albuquerque and based it on Coors' increase hiring of Mexican-Americans, the brewery's cooperative attitude toward major Hispanic organizations, the decertification of a union at the plant and "a clear reflection" that the boycott had achieved success.

"The American GI Forum's decision to end its long-held boycott of our products is positive and welcome news," said Bob Russo, director of corporate

communications at Coors. "Our goal has always been to make a meaningful contribution to our communities by working with civic, minority, women's and professional groups."

Russo said the boycott was the result of non-existent or poor communications throughout the years and a "lack of sensitivity on our part of the true aims and objectives of this organization." He cited negotiations between the brewery and Forum in 1977-78, which he said failed due to the union strike.

"But through patience and understanding, our two organizations can now look forward to working together for the benefit of the Hispanic communities," Russo added.

Ed Pena, national LULAC president, said he welcomed the news of the end of the boycott and was prepared to continue working on what Pacheco called a "unified position of the major Hispanic organizations."



ERMILO LOZANO



MAURO M. MACHADO



JAMES TAFOLLA JR.

ERMILO LOZANO

Ermilo Lozano served as the sixth President General of LULAC in 1934-35. He was a native of San Antonio.

It was during the administration of Mr. Lozano that LULAC introduced the system of responsibilities under a "governor" for certain regions, and in some cases, states.

Mr. Lozano, during his tenure, continued to stress education and, as a result, saw the league prosper in membership.

To Mr. Lozano goes the credit for bringing about a reform in the state prisons. It was he who went to the Governor of Texas and explained that it was impossible for the Mexican people who knew no English to understand orders from the guards. Failing to obey they were severely punished. That these people were innocent and needed guards who could speak the Spanish language. The Governor agreed and bilingual guards were hired.

MAURO M. MACHADO

Mauro M. Machado served as LULAC's fifth President General in 1933-34.

During his tenure, he was credited with being instrumental in organizing and establishing 85 per cent of the councils of LULAC.

A review of previous LULAC News shows that Mr. Machado was known as a prolific letter writer and for his contacts in the Hispanic community. "He knew leaders in practically every community in the Southwest," LULAC News says, and adds:

"That was the secret of his success."

Mr. Machado's dedication to the league is unmatched. History tells us that on his deathbed, he made a final appeal:

"Keep up the work of LULAC."

Mr. Machado was a member of LULAC Council 2 in San Antonio.

JAMES TAFOLLA JR.

James Tafolla Jr. of San Antonio served as LULAC's seventh President General in 1935-36.

He was recognized as the "dean" of the Hispanic attorneys at a time when the Mexican American community was suffering from a lack of Hispanic lawyers.

50
years
of
community
leadership

nuestra
historia



Born on August 31, 1898, he was educated in San Antonio public schools and attended John K. Webber School of Law, a private institution in the Alamo City. He later passed the bar examination and went on to serve as Assistant County and Criminal District Attorney of Bexar County.

His father was James Tafolla Sr. and, according to a previous edition of the LULAC News, the senior Tafolla was "one of the best representatives of the old line, so-called 'Mexican' citizens of this country, who help start the struggle for recognition of our group as Americans, back when it took real guts to stand for your rights."

Where are the Carter promises?

That's what Ada Pena — and most Hispanics — want to know. The league's First Lady did something about it: She asked Vice President Mondale

Attending a concert at the White House recently to hear Spanish classical guitarist Andres Segovia, Ada Pena didn't let the heady feeling of the occasion keep her from making the most of the moment for the Hispanic community.

Shortly after the concert ended, Ms. Pena stood patiently in a reception line waiting to meet Vice-President Walter Mondale. When her turn came, however, she took the occasion to remind the Vice-President of the promises the administration had made to Hispanics at election time, telling him that the hopes of millions of Hispanic Americans rested on Mondale and President Carter's efforts.

It was perhaps an unusual experience for the Vice-President used to perfunctory hand-shaking and smiles, but it was completely in character for her.

Ms. Pena, in fact, has established a solid record of service to the Hispanic community apart from her duties as LULAC's First Lady. She is a member of the national Advisory Committee to the Immigration and Naturalization Service (INS), appointed by INS Commissioner Leonel Castillo. The commission studies and recommends improvements in INS operations and pays particular attention to ensuring that INS personnel are sensitive to the rights of Hispanic-Americans.

"This will be a significant post because LULAC will be involved in possibly providing services for aliens in this country. I relate to this problem because I'm from a border town, Laredo, Texas, and I want to do all I can to see how we can assist and provide services to new immigrants of this nation of immigrants.

By Douglas Martinez

Ms. Pena is also a member of the Maryland Commission for Women, appointed in 1978 for a term lasting until 1982 and is a charter member of the Montgomery County, Maryland, chapter of the National Women's Political Caucus. Ms. Pena is a former National Vice-President of the Mid-West and the Eastern Seaboard for LULAC.

Like many other LULAC women, Ada Pena combines the duties of LULAC and other community efforts with raising a family and working as well. She is a travel agent for Discovery. Travels of Washington, D.C. and has two children, Celinda, a senior in high school and Eduardo, III, a 6th grade student.



Civil Rights

Hispanics, Texas police chiefs recommend deadly force changes

Reports on the use of excessive force by police on Hispanics took a 50 per cent jump in twelve month 1978.

That's a highlight of the annual report of the Community Relations Service (CRS), the racial trouble-shooting agency of the U.S. Department of Justice.

The increase in reports of police use of deadly force resulted in racial tension — and in keeping with a 50-year tradition, LULAC paved the way for solutions to the problem.

"Whether police routinely and unnecessarily use such force against minority groups was clearly the major issue affecting police-minority relations," said CRS Director Gilbert G. Pompa, a former San Antonio assistant district attorney.

Of the 1,353 racial incidents brought to the attention of CRS, one third involved problems between minorities and police and half of these affected Hispanics.

The problem reached near crisis proportions in Texas where 17 Mexican-Americans died while under police custody in an 18-month period. This touched off a series of protest marches and fears of violence.

And this is where CRS, the conciliation and mediation arm of the Justice Department, and LULAC, stepped in.

"We were getting to a point where very naturally we were asking ourselves, 'How long can this go on?'" said Bob Greenwald, a CRS mediator from Dallas.

The mediator, whose primary job is to act as a third party to facilitate communications between opposing groups, said Hispanic and law enforcement groups knew only what they heard about the other in the news media.

Last May, Greenwald attended a meeting in Dallas of a coalition of organizations dealing with alleged police misconduct.

Greenwald approached Ruben Bonilla after the meeting to gauge the LULAC state director's interest in a police-Hispanic meeting. Bonilla originally was skeptical, but later supported the idea.

Hispanic leaders and law enforcement officials met in September in Dallas and formed the Steering Committee on Texas Law Enforcement and Community Relations after what both sides termed a "historic meeting."

The committee went to work on ex-

panding its scope. Organizations like the American GI Forum of Texas, Image de Tejas, the Mexican American Legal Defense and Education Fund (MALDEF) and the Texas Police Association were successful in some funding from the Hogg Foundation.

By the time the conference raised its curtain, the attendees included some of the top Mexican American leaders in Texas and more than 50 police chiefs, sheriffs and command officers.

Getting the people together was not an easy task. Neither was the initial reaction despite the pleas of conference leaders.

Pompa told the delegates the conference "has the potential of being a landmark in Texas law enforcement."

Bonilla said, "We want to promote professionalism and competence among law enforcers and calm the rhetoric in the Hispanic community."

Not everyone was pleased with the moderation demonstrated in the opening session.

Ruben Sandoval, a civil rights lawyer from San Antonio, called the opening day "horrible" and said conference organizers are trying to "soft peddle" the problem of excessive force.

But Bonilla said the conference cannot dwell on the past deaths of Mexican-Americans, but must find guidelines for prevention.

And that's what the conference did. Texas Attorney General Mark White said that he will propose stiffer penalties for brutality by law officers.

His proposed legislation would make police brutality a felony if it resulted in severe injuries. Most such cases at present are prosecuted in the federal court system.

Current Texas law provides penalties of up to a year in jail and a maximum fine of \$2,000 for official oppression, a misdemeanor. However, an officer who unlawfully kills or injures a person can also be prosecuted for felony assault or murder.

White also called for:

- Clear and precise rules on when officers should, and should not, use a gun.
- Psychological testing for police recruits.
- More minority members and women on police forces statewide.
- Sensitivity training to help officers



Ruben Bonilla



Gilbert Pompa

understand the feelings of minority residents.

The attorney general said the conference should have happened 25 years ago and is "a giant step" beyond street corner confrontations between police and Mexican-Americans.

Workshop recommendations were:

- Passage of a state civil rights bill.
- Implementation by law enforcement administrators of written guidelines on the use of firearms and force and the employment of firearms in cases involving a fleeing felon.

- Adoption of apprehension and arrest procedures and written internal review policies in cases of alleged police brutality.

The suggestions by the citizen complaints and police investigations workshop included:

- Referral of cases to a grand jury where evidence of a crime committed by law enforcement officers exists.

- Establishment of efficient, internal affairs divisions in law enforcement agencies with written and publicized procedures.

- Formation of a civil rights unit in the state attorney general's office.

U.S. Attorney Tony Canales of Houston, who was in the complaints and investigation workshop, encouraged delegates to send alleged criminal offenses to grand juries rather than keep such investigations within the law enforcement agency.

Canales said law enforcement administrators become "like mother hens" when a criminal act may have been committed by law officers.

Dr. Guadalupe Quintanilla, University of Houston assistant provost for undergraduate affairs, presented the police cultural-awareness program she has conducted over the past year for Houston police. The two-month long course gives police officers working in the Mexican-American community a basic system of communication in Spanish, and a sensitivity to Mexican-American culture.

The Texas Police Association plans to lobby for support from the Texas Legislature to provide funding to develop similar programs in Texas as a result of the workshop.

Nuestra Gente Nuestra Gente Nuestra

Elias C. Rodriguez, a charter member of the Washington, D.C. LULAC Council, has been named an Administrative Law Judge for the U.S. Civil Aeronautics Board (CAB).

Rodriguez, who has served as Executive Assistant to CAB Member Richard J. O'Melia since December, 1973, previously worked in the Board's Bureau of Enforcement as Chief of the Informal Compliance Division.

Prior to his career with the Board, Rodriguez had extensive experience in international and aviation affairs. As a foreign service officer in the Department of State he participated in the negotiations of bilateral and multilateral patent, trademark and copyright agreements, served as First Secretary of the American Embassy at Rome, where he also was primary economic officer in charge of civil aviation matters, Assistant commercial Attache, and United States Treaty Claims Officer.

He was later designated Chief of the Department's Aviation Negotiations Division in Washington. In that capacity he chaired U.S. delegations in aviation negotiations with European, Asian, African and Middle East countries. Earlier in his career he was on the Legal Advisor's staff of the International Monetary Fund in Washington, D.C.

Rodriguez also was the Hispanic Employment Program coordinator for the CAB.

James DeAnda, a Texas attorney from McAllen, has been picked for a new federal judgeship in the southern district of Texas.

DeAnda will be the second Hispanic to be named to the federal bench in Texas. U.S. District Judge Reynaldo Garza of Brownsville is the chief judge of the southern district.

DeAnda, 53, filed the 1968 desegregation suit against the Corpus Christi school board.

A fund to defray hospital expenses for the late Roque "Rocky" Martinez, 42, of Victoria, Texas remains open at the Victoria Bank and Trust Bank.

Martinez died following open heart surgery.

He was honored at the 1978 Texas LULAC convention for his help for others — even though he was almost totally blind.

A member of Council 626, Martinez served as League Director of District X and was a member of the National Association for the Advancement of Colored People (NAACP), the board of the Political Action League and the advisory committee to the Victoria Police Department.

Bernardo M. Perez, a 5-year veteran of the Federal Bureau of Investigation, has been appointed by FBI Director William H. Webster as Assistant Special Agent in Charge of the San Juan, Puerto Rico FBI Office.

Perez was a supervisor in the Los Angeles FBI office prior to his appointment.

Born in September 26, 1939, in Lone Pine, California, he received his early education in Fresno, California. He began his career with the FBI in 1960 as a file clerk at FBI Headquarters, Washington, D.C., and subsequently attended Georgetown University, in Washington, D.C., receiving his Bachelor of Science Degree in 1963.

Perez entered on duty with the FBI in September, 1963 and following a period of training, was assigned to the Tampa, Florida, FBI Office.

Council 1025 held its traditional Red, White and Blue Ball at the Morenci Club in Clifton, Arizona to commemorate the 50th Anniversary of the League of United Latin American Citizens.

Honored guests included Mr. and Mrs. **Luis Ochoa**, Mr. and Mrs. **Royse Ross** and Ms. **Thora Pollock** who were representing the Council on Aging. Mayor **Thomas B. Aguilar** led the assembly in the Pledge of Allegiance, and the guest speaker for the event was the Honorable **Alfredo Gutierrez**, State Senator.

The dinner program was completed by **Dr. Jorge O'Leary**, President of Council 1025, with his presentation of certificates of merit to outstanding local citizens.

The proceeds of this dinner-dance were earmarked for the Senior Citizens Center being completed on Chase Street in Clifton.

David Velasquez, Council Treasurer, presented Royse Ross a check for \$1,225 from the sale of tickets and donations for the dance.

Mike Franco, chaired the arrangements committee.

Thomas H. Martinez, EEO Specialist and Program Manager for the Fort Bliss Hispanic Employment Program, has retired from the federal government after 36 years of combined military-civilian service.

However, Martinez plans to continue to build on his now 41 years of service to the League of United Latin American Citizens — typifying the dedication of decades-long service that many members of LULAC show.

Martinez joined LULAC Council 113, in Trinidad, Colorado, in 1938 as Council Secretary. In 1941 he was Regional Governor for the State of Colorado. In the 1970s he joined Council 3006, in Colorado Springs, after retirement from the Army. In January, 1978, he transferred to El Paso, Texas where he joined Council 132, and served as Director of Publicity for the Fiesta de las Flores event. Upon his recent retirement, Martinez was awarded an Outstanding Service Plaque by LULAC Council 132 for 41 years of service to the League. Martinez will continue to be active and his membership is now being transferred back to Council 3006 in Colorado Springs.

Thomas H. Martinez



When a Hispanic student doesn't go to college, he loses \$6,200 a year...

...and you lose a poet, a doctor, a teacher, a community leader.

it's everyone's loss!

Who cares enough to do something to prevent it?



LNESC is a national network aimed at increasing the number of Hispanics in postsecondary institutions through counseling and retention.



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