



Irene Gomez-Bethke Papers.

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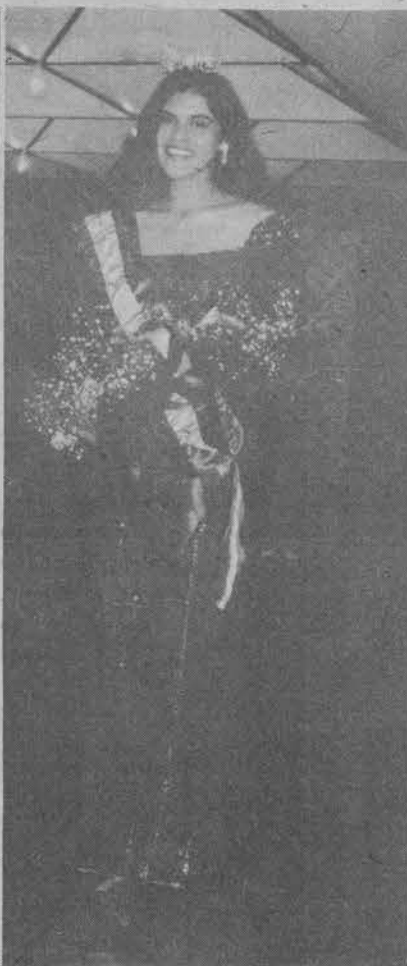
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Best Wishes on Fiesta Mexicana's 7th Anniversary 1978-84

SATELLITE

A Bilingual Variety Newspaper

Vol 1 No 4 Special Fiesta Mexicana Edition



Miss Fiesta Mexicana '84 Angelita Morga



Pictured above, left to right: Ruth Campos, Miss Fiesta Mexicana '83, Angelita Morga, Alma Linda Ramirez, Ofelia Rodriguez and Martina Rosado.

Miss Fiesta Mexicana Pageant '84 was held on Saturday, August 4, 1984 at the Sheraton, Mayfair. Angelita Morga, 18, was crowned as Miss Fiesta Mexicana '84. Pictured Above are Maria Mercedes Gutierrez (mother), Angelita Morga, and Rodolfo Paredes (Cuqui's Restaurant representative sponsor).

Congratulations

Miss Amigas

Fiesta Mexicana is the best and largest Mexican festival that takes place in the Midwestern U.S.A. It is a cultural and fundraising program which is planned, promoted and carried out annually by LAUCR (Latin American Union for Civil Rights) with the help of volunteers and the cooperation of other Mexican American Organizations of the Milwaukee community.

The main purpose of Fiesta Mexicana besides promoting Mexican, Chicano and Hispanic culture, in general is to raise funds for non-profit human service organizations and develop a scholarship to promote higher education among the Mexican American community of Greater Milwaukee.

Fiesta Mexicana '84 will be celebrating its 7th year, at the Summerfest Grounds in Milwaukee, Wisconsin on August 24, 25 and 26th. During the past six years, Fiesta Mexicana has come a long way, from a one day Festival to a three day Festival and from using only one area (Miller Jazz Oasis) to using all three areas (Pabst and Old Style).

Throughout these years, Fiesta has tried to improve in every aspect to attract more people. Most of the effort was put forth toward the Chicano/Mexicano population. However, for the first time this year, Fiesta '84 will reach out to the rest of the Hispanic and Non-Hispanic community, by bringing in internationally known entertainers.

Scheduled for Friday, August 24th, is country Western singer Johnny Rodriguez; on Saturday, August 25th, from Puerto Rico, Willie Colón, one of Puerto Rico's greatest Salsa music performers in Latin America will be performing; and on Sunday, August 26th, the well-known folkloric singer from Mexico, Lucha Villa will be performing. One of the most well known folkloric Rope Dancers from Guadalajara, Jorge Rivera and the Ballet Azteca. Plus Della Gonzalez from Texas and 14 hours of live Mariachi Music and 20 local groups.

FIESTA MEXICANA

Fiesta Mexicana will have a Children's Theatre and Play Area. There will be a raffle with \$5 thousand dollars in cash prizes. On Sunday an outdoor Mass will be held at 11:00 a.m. Senior Citizens and Disabled persons will be admitted free of charge on Friday, August 24th, from 4:00 to 6:00 p.m. And for the first time, BINGO. So come and experience the Finest Mexican music, dance and food at Fiesta Mexicana '84.

Fiesta Mexicana es el mejor y más grande festival mexicano que toma parte en el medioeste de los Estados Unidos. Es un programa cultural y diseñado para recaudar fondos. El festival es programado, promovido y llevado a cabo anualmente por la fundación LAUCR (Unión Latinoamericana para Derechos Civiles) con la ayuda de voluntarios y la cooperación de organizaciones mexicanoamericanas del área de Milwaukee.

El propósito principal de Fiesta Mexicana, además de promover la cultura mexicana, chicana e hispana en general, es de recaudar fondos para organizaciones no-lucrativas que se dedican a servir a la comunidad y proveer becas para promover alta educación entre la comunidad mexicanoamericana de Milwaukee.

Fiesta Mexicana '84 está celebrando su séptimo año en los terrenos de Summerfest en Milwaukee, WI. el 24, 25 y 26 de agosto. Durante los pasados seis años Fiesta Mexicana a progresado bastante. Comenzando como un festival que duraba un día utilizando la plataforma "Miller Jazz Oasis" a un festival de tres días utilizando tres de las plataformas principales (Miller, Pabst, Old Style).

A través de todos estos años Fiesta ha estado mejorando en todos los aspectos con el propósito de atraer a más gente. El énfasis principal ha sido dirigido a la comunidad mexicana y chicana. Sin embargo, por primera vez Fiesta Mexicana '84 va a enfocar al resto de la comunidad hispana y no-hispana a través de artistas internacionalmente conocidos.

Para el viernes 24 de agosto está programado el famoso cantante de música "Country Western" Johnny Rodriguez, el sábado 25 de agosto, va a venir Willie Colón, el orgullo de Puerto Rico y uno de los mejores músicos de salsa reconocido en toda latinoamerica. El domingo, 25 de agosto, vendrá la famosa cantante Lucha Villa, directamente de México. También participarán en Fiesta Mexicana los reconocidos bailarines folklóricos de Guadalajara, Jorge Rivera y el Ballet Mexico Azteca, Della Gonzalez de Texas, música típica de Mariachi y veinte grupos locales.

Fiesta Mexicana tendrá un teatro para niños y una área de recreo. Habrá una rifa de premios hasta \$5,000.00 dólares en efectivo. El domingo se celebrará misa en las afueras a las once de la mañana. El viernes 24 de agosto desde las 4:00 p.m. a 6:00 p.m. se admitirán gratis a las personas mayores de edad y a las personas incapacitadas. Por primera vez va a haber Bingo.

Fiesta Mexicana '84 les invita a que vengán, celebren y disfruten de la mejor música, baile, y comida mexicana.

SATELLITE

Salutes Fiesta Mexicana

'84



And God created breakers. And it was good



And for years lived in caves



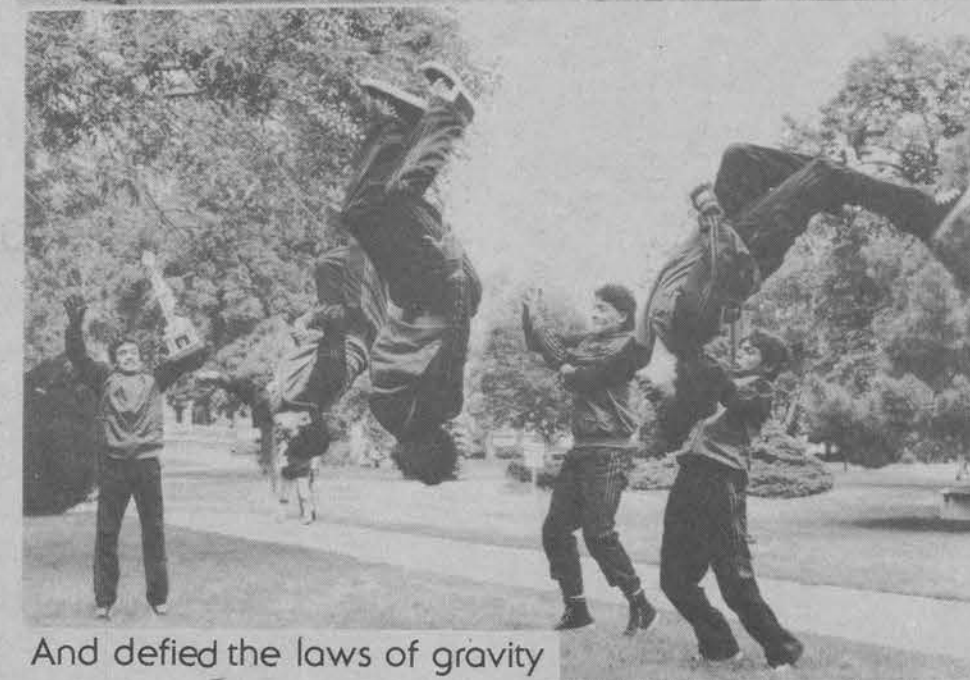
And in 1884 the Latin Express was founded



And took over the city



went to the University



And defied the laws of gravity
(And you thought that Newton was right!)

LATIN EXPRESS BREAK CREW

Talks About Breaking

According to many, "breaking" had its origin in New York. In the Midwest break dancing is still fresh and needs more exposure.

Break dancing, besides being an art is also a sport as difficult as gymnastics. It requires the same physical strength and coordination. However break dancing has added new body movements that have never been introduced.

Break dancing requires hard work and many long hours of practice.

What is a breaker? "A good breaker has originality, style, and personality," according to José Arroyo (Sir Swift), the captain of the Latin Express Break Crew.

The team practices for long hours every day. "proper supervision should always be practiced," stressed José. "All new moves need the proper attention of everyone."

"Breaking needs to be restricted, sometimes," according to Gama Matos (Special "G"). "For example, we do not practice in hard surface floors and stages," adds Luis Mejias (Mr. Freeze).

"Yea, the floor has to be clean to do my head spin," jumps in Ricardo Gollier (Baby Breaker), the youngest of the team.

The floor must be clean, well covered with cardboard and lenoleum, advises the team. "Dancers can get hurt by the type of floors," adds Eddie Arroyo ("Freeze"), "so we check the place before beginning any routine."

Breakers care for themselves, have good inter-relations among members, and special feeling for the dance.

I like to take this opportunity to acknowledge and express my gratitude to Peter T. Bell for his continuing help and support throughout the production of this Special Fiesta Mexicana Edition.

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Founder and Editor in Chief

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LA COLECTIVA

Presents

BREAK MANIA DAY

Saturday, September 22, 1984

at the

University of Wisconsin-Milwaukee
Between Kenwood Boulevard and Maryland Ave.

UWM Student Union Ballroom
West 195 First Floor

2200 E. Kenwood Boulevard

Starting at 12:00 noon

SEE

- 4 To p Break Team Performances
- 4 Best Doubles Team Performances
- 4 Best Single Performances

Admission;

\$3.00 in advance

\$4.00 at the door

Break groups wearing
uniforms \$2.00 each person

ATTENTION BREAKERS!
Would you like to participate in Break Mania Day? If you have a break team, a doubles performance or a single routine, and would like to perform call 963-5827 for further information.

La Colectiva

Presents

Back to School Dance

Featuring

Salsa Progresiva

and

El Destino

Saturday, September 22, 1984

From 8:00 p.m. - 1:00 a.m.

\$4.50 UWM Students with valid ID

UWM Student Union Ballroom
West 195 First Floor

\$5.00 General Public

Kenwood Blvd. and Maryland Ave.

MILWAUKEE, WISCONSIN

Amigos Don't Miss!!!

FIESTA MEXICANA '84

AUGUST 24, 25, 26

The 7th Annual Fiesta Mexicana The Greatest (3) Three Day Festival In The Midwest

Presents

* Johnny Rodriguez, Willie Colon and Lucha Villa

* Best Mexican Food

* Live Mariachi Music
(Mariachi Tapatio)

* Ballet Mexico Azteca



FRIDAY, AUGUST 24
6:30 & 9:00 P.M.
From Texas
Country Western Singer
JOHNNY RODRIGUEZ



SATURDAY, AUGUST 25
8:00 P.M.
The Pride of Puerto Rico
WILLIE COLON



SUNDAY, AUGUST 26
8:00 P.M.
From Mexico, Folklore Singer
LUCHA VILLA

ATTEND FIESTA MEXICANA

AUG. 24th-25th-26th
SUMMERFEST GROUNDS-MILWAUKEE

* 20 Local Groups Performing At All (3) Three Stages:
Miller, Pabst and Old Style

* Children Theater and Play Area.

* Raffle \$5,000 in Cash Prizes.

* Sunday Outdoor Mass - 11:00 A.M.

* Senior Citizens and Disabled Free From 4-6 P.M. Friday, August 24, 1984

* Bingo!

* Special Groups Rates Tickets, Buses, Hotels.

* Admission \$3.00 Advance, \$4.00 At Gate. Children Under 12 Free With Adult

* Tickets at Fiesta Mexicana Office & Ticketron of Wisconsin & Illinois

* Friday, August 24, 4:00 P.M. to Midnight; Saturday & Sunday Noon to Midnight

— SUMMERFEST GROUNDS ON MILWAUKEE'S LAKEFRONT —

For More Information Call or Write To: Fiesta Mexicana at (414) 645-6740 or
P.O. Box 04155, 809 West Greenfield Avenue, Milwaukee, Wisconsin 53204

Interview with Fiesta Mexicana Representatives

For many, Fiesta Mexicana is an event where having fun, celebrating, eating, drinking and listening to and enjoying fine music and dance, takes place at the Summerfest Grounds.

However, what goes on behind the scenes before the three day celebration, is unknown to many who enjoy attending Fiesta Mexicana in Milwaukee, Wisconsin.

Satellite interviewed two staff members of the Fiesta Mexicana planning committee, Maria Gonis and Salvador Sanchez. Questions concerning the planning, organizing and their personal experiences with Fiesta Mexicana were asked to better inform the public at large about the workings of having a festival.

Maria Gonis, the advertising and promotion coordinator and board member, shared her personal experiences and insights since she began working with Fiesta Mexicana. "I came aboard with Fiesta Mexicana on April 23, 1983, my first time working with Fiesta Mexicana, which was a very joyful experience and a very difficult thing to learn, not being aware of anything regarding Fiesta Mexicana or the organizational process."

Every year a new Fiesta Mexicana administration and Executive Director is elected. Gonis started working with the new board for Fiesta Mexicana in 1983. At that time "we had three and one half months to prepare for Fiesta Mexicana '83, and had the biggest success last year. It was attributed to the efforts of all the volunteers," she said.

Gonis said that in order to plan a good Fiesta "you need to start as soon as last year's festival is over."

Fiesta Mexicana depends on Volunteers

Gonis also mentioned that the most important job of Fiesta Mexicana is not centered on one aspect but "every coordinator in charge of food, entertainment, tickets, etc. and everyone's input is very important."

"Everyone's contribution is very important," she explained. But she does admit that the "toughest one is actually getting the coordinators to commit themselves to take the job as coordinator. Once the volunteers are established to head these committees then everything basically falls in line. She continued saying that "at the early stages we need to have at least the coordinating committees set up. The plan needs to be laid out." She also

added that the heads of the coordinating committees should get established in September (Fiesta Mexicana takes place late in August). As an example, Eloisa Valderas, who heads the beer and wine starts from day one and has done a tremendous job as a volunteer. "Fiesta wouldn't be a success without the cooperation of the volunteers," she said.

For example, "one component the advertising and promotions, which I am doing right now, you have to make sure you reach everyone." The food committee, has the responsibility of "meeting with the vendors, selecting the food places and menus, and meeting in conjunction with the sanitation laws. The entertainment committee needs to make sure the sound equipment is correct for each stage, getting the musicians organized, etc." Gonis believes that every component is important, "so I say that all of them are tough jobs."

Operating Cost

Along with great music, food and entertainment in general comes great expenses. "Also of people having the misconception that because we have a big Fiesta, we make big money. However, the fact is that last year we came out even. Also, we had a \$21,000 debt from Summerfest in the previous year."

The Summerfest grounds are not free, they are rented from Summerfest. "Our major expenses are incurred at the Summerfest grounds; they are very expensive." Over \$200,000 are needed to operate Fiesta Mexicana, "which people fail to realize that that is what it takes to have a Fiesta," explained Gonis.

However, these expenses are perhaps very worthwhile. Fiesta Mexicana is the largest Hispanic festival in the area according to Gonis. "As far in attendance and expenses," she said, "Fiesta Mexicana is very well done to promote the traditions and culture of the Mexican people."

What makes Fiesta Mexicana happen year after year? Gonis says that it is the enthusiasm and willingness to share our culture and the efforts and contributions of volunteers and of people who believe in Fiesta Mexicana. Gonis says that "Miller has been the Brewery that has cooperated the most with Fiesta Mexicana. They have been very attentive with Fiesta Mexicana." Also, "Dr. Pablo Pedraza who has been a contributor for the second year, a very loyal contributor," she said. Gonis also expressed her gratitude to: Mercado El Rey, Pauls Jewlers, and Family Health Center for helping out with the cost of posters, raffle and fiesta tickets.

Gonis concluded saying that "it has been an honor to be involved with Fiesta. There has been a lot of headaches." But in the long run she felt "very satisfied that I have been part of Fiesta Mexicana."

Gonis plans to continue working with Fiesta Mexicana, but at a lesser capacity than before because she also plans to return to school at Alverno College.

Again she emphasized, "a very special thanks should be given to all those who volunteered during Fiesta Mexicana because they are the ones who make it."

español

Para muchos, Fiesta Mexicana es simplemente un evento que toma parte en los terrenos de Summerfest en el cual se disfruta de la sabrosa comida, música y baile típicos de México.

Sin embargo, el esfuerzo y trabajo necesario para que esta celebración ocurra es desconocida por la mayoría de las personas que asisten a Fiesta Mexicana.

Satélite tuvo el placer de entrevistar a dos de los miembros del comité encargado de planear Fiesta Mexicana: Maria Gonis y Salvador Sánchez. Obtuvimos información concerniente a los planes, organización, y experiencias personales que tuvieron con Fiesta Mexicana, con el propósito de informar al público lector sobre el trabajo que se requiere para poner el festival en marcha.

Maria Gonis, la coordinadora de publicidad y promoción, y miembro de la Junta de Directores, comparte sus experiencias personales desde que comenzó a trabajar con Fiesta Mexicana. "Comencé a trabajar con Fiesta Mexicana el 23 de abril en 1983, la cual ha sido una experiencia muy placentera y muy difícil de aprender al mismo tiempo debido a que no estuve informada de los procesos de organización de Fiesta Mexicana."

Cada año surge una nueva administración y un director ejecutivo es elegido. Cuando Gonis comenzó a trabajar con la dirección administrativa de Fiesta Mexicana en 1983 ella recuerda: "Solamente tuvimos tres meses y medio para organizar Fiesta Mexicana '83, en la cual tuvimos el mejor éxito gracias a la ayuda de todos los voluntarios."

Gonis nos informó que para poder planear una buena Fiesta "se necesita comenzar tan pronto que se acaba el festival."

Continúa en la página 6

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Costos de Operación

Conjuntamente con la gran música, comida, y entretenimiento en general, vienen los gastos increíbles.

"Mucha gente comenta la equivocación de pensar de que porque es un festival de gran magnitud se hace mucho dinero. Sin embargo, la verdad es que "el año pasado, las ganancias alcanzaron para cubrir los gastos solamente. También tuvimos una deuda alrededor de \$21,000.00 a Summerfest del año anterior.

Los terrenos de Summerfest no son gratis, sino que son rentados de los propietarios de Summerfest. "Nuestros mejores gastos provienen del alquiler de los terrenos de Summerfest. Estos son muy caros." Sobre \$200,000.00 se requieren para poner a Fiesta Mexicana en marcha. "Lo cual la gente no se da cuenta de que eso es lo que se necesita para crear el festival," dijo Gonis.

Sin embargo, estos gastos son muy provechosos. Fiesta Mexicana es el festival hispano más grande en toda esa área de acuerdo a Gonis "en términos de asistencia y gastos." También mencionó que "está muy bien organizada (Fiesta Mexicana) con el propósito promover la cultura y las tradiciones del pueblo Mexicano."

¿Qué es lo que hace que Fiesta Mexicana ocurra año tras año? Gonis dijo que "es el entusiasmo y el deseo de compartir nuestra cultura, los esfuerzos y contribuciones de voluntarios y de personas que creen en la causa y propósitos de Fiesta Mexicana. "La cervecería Miller ha sido muy servicial con Fiesta Mexicana." Ella también añadió que "Miller ha sido la cervecería que más ha cooperado con Fiesta Mexicana." También, "Dr. Pablo Pedraza, quien ha sido un contribuidor por segunda vez, ha sido un contribuidor muy leal." Gonis también expresó su gratitud hacia Mercado El Rey, Paul's Jewelers, y a Family Health Center por haber ayudado con los costos de los carteles y las taquillas de las rifas y de Fiesta Mexicana.

Gonis concluyó diciendo que "Ha hecho un honor para mí haber participado con Fiesta Mexicana. Han habido muchos dolores de cabeza." Aún así, ella se siente "muy satisfecha de haber sido parte de Fiesta Mexicana."

Gonis planea continuar trabajando con Fiesta Mexicana en el futuro pero con menos dedicación debido a que va a continuar sus estudios universitarios en Alverno College.

"Otra vez" ella enfatiza, "quiero expresar la profunda gratitud que siento por todos los voluntarios que participaron con Fiesta Mexicana, ellos son los cuales la forman."

Fiesta Mexicana
Depende de la ayuda de Voluntarios

Gonis también mencionó que el trabajo más importante de Fiesta Mexicana no está centralizado en un aspecto solamente sino que "la contribución de todos es muy importante. El esfuerzo de los coordinadores encargados de la comida, entretenimiento, taquillas, etc. es importante." Sin embargo ella se da cuenta de que "el trabajo más difícil es el de encomendar voluntarios como coordinadores de cada comité y cerciorarse de que cumplan su función. Después de que se obtienen los coordinadores que dirijan los comités, el resto básicamente queda en orden." Ella continuó diciendo que "al principio necesitamos tener por lo menos los comités establecidos." Ella continuó añadiendo que los líderes de cada comité deben estar listos alrededor del mes de septiembre (Fiesta Mexicana -- toma parte de finales de agosto). Como por ejemplo, Eloisa Valderas, la cual esta encargada del comité encargado de las cervezas y vino, comienza a trabajar lo más pronto posible, y ha hecho un tremendo trabajo como voluntaria. "Fiesta Mexicana no sería un éxito sin la cooperación de los voluntarios."

Por ejemplo, "en el área de publicidad y promociones, la cual yo dirijo, uno tiene que asegurarse de ponerse en contacto con todos." el comité de la comida tiene la responsabilidad de reunirse con los vendedores, seleccionar los lugares de venta, y familiarizarlos con las leyes de sanidad. El comité de entretenimiento tiene que asegurarse de que cada plataforma tenga el equipo de sonido adecuado, organizar a los artistas, etc." Gonis opina que cada

una de estas áreas son muy importantes y que "por eso digo cada una de las áreas son difíciles de manejar."

Interview with Salvador Sánchez

Salvador Sánchez, the Executive Director of the Latin American Union for Civil Rights, started as a volunteer when Fiesta Mexicana began about seven years ago.

His real involvement began last year when he became the director of LAUCR, involving and taking responsibility of Fiesta Mexicana '83.

Sánchez said that if Fiesta Mexicana is to be a success, a year round plan must be executed to organize the event and that every detail must be covered. "In the way that Fiesta has grown, there is no way to plan this type of three day festival in three or four months," he said.

Sánchez added that the financial aspect of Fiesta is the toughest part because "Fiesta has not been in the profit side." He said that the rainy season has caused Fiesta to be in debt. "We need another year without rain," like last year.

Fiesta Mexicana Expenses

This year's Fiesta will be the most expensive because of the type of performers coming, according to Sánchez. "The entertainment cost is the highest, next is the rental of the Summerfest grounds," he said.

Sánchez finds that the rental of the Summerfest Grounds to be high, but he understands that Summerfest has to keep up the grounds.

He explained that the Summerfest grounds are developed especially for the types of Festivals in Milwaukee and "anyone going to the Summerfest grounds is going to enjoy it, just by the scenery. Just like a good restaurant, it is not going to be cheap. Your're paying for what your getting for," he said.

Fiesta Mexicana the Largest in the Midwest

Fiesta Mexicana is the largest Hispanic festival according to LAUCR. Sánchez said that Chicago has festivals all summer, but, that they do not have facilities such as the Summerfest grounds provide. "The grounds," he said "are an attraction in itself, and if Fiesta Mexicana keeps bringing top entertainment, people will be coming back."

This year people from Minneapolis will be studying Fiesta in hopes of planning a similar event, he said.

However, Sánchez said, that without the Summerfest facilities, which are unique to Milwaukee, planning an event in the streets and parks is extra hard.

Fiesta Mexicana began three months after Festa Italiana had started. The idea was to have Fiesta Mexicana as close as possible to Mexico's Independence Day, (September 16).

During the early years Fiesta could have been scheduled anytime, to prevent the rainy season, but now "it's impossible because of the other ethnic festivals. And no one would compete during State Fair," Sanchez said.

This Year's Plan

What will Fiesta try to accomplish this year? "For the first time a strong effort will be made to reach out to the non-Hispanic and the rest of Hispanic community," Sanchez said.

Performers such as Johnny Rodriguez will attract Hispanics and non-Hispanics. "he will be singing to the 'Country Western' music lovers," Sanchez said.

Willie Colón will attract audiences from Puerto Rico, Cuba and Columbia. "In Chicago, we plan to promote a lot Willie Colón," he said.

Also, lectures on the Mexican Culture will be presented in the culture tent this year. Topics will include "what is the meaning and origin of Christmas in Mexico? the history of 'la pifata,' 'las posadas,' and 'la muerte.'"

Sánchez said that "these lectures will be interesting and advantageous to high school and college level students."

Prediction of Fiesta Mexicana

Sánchez said that he predicts Fiesta will double the attendance from last year. He also said that next year, Fiesta Mexicana will probably attract more people because of the positive response in planning, the enthusiasm of volunteers, and the top entertainment that will appeal to a wide variety of audiences.

Entrevista con Salvador Sánchez

Salvador Sánchez, el director ejecutivo de LAUCR, empezó a trabajar como voluntario desde que Fiesta Mexicana comenzó hace como siete años.

Su mayor involucimiento comenzó el año pasado cuando fue elegido director de LAUCR, tomando también la mayor responsabilidad de llevar a cabo Fiesta Mexicana '83.

Sánchez opina que para que Fiesta Mexicana sea un éxito hay que tener un plan de antemano el cual debe ser ejecutado para organizar el evento y todos los detalles deben ser resueltos. "en esta manera ha sido como Fiesta ha crecido, es muy difícil planear este tipo de festival en tres o cuatro meses."

Sánchez añadió que el aspecto financiero de Fiesta es la parte más difícil porque Fiesta no ha podido producir ganancias. Dijo que la temporada lluviosa a sido la causa de mantener a Fiesta en deuda. "necesitamos otro año sin lluvia" como el año pasado.

Gastos de Fiesta Mexicana

Fiesta Mexicana '84 va a ser el más costoso debido a los artistas que van a venir este año. De acuerdo a Sánchez "los gastos de entretenimiento son los más costosos, luego le siguen los costos del alquiler de los terrenos de Summerfest."

Sánchez encuentra que el costo del alquiler de los terrenos de Summerfest es bastante caro pero que a la misma vez comprende que Summerfest tiene que mantenerse. El explica que los terrenos de Summerfest están especialmente diseñados para los tipos de festivales que se hacen en Milwaukee. "Cualquiera que vaya a los terrenos de Summerfest va a disfrutarlos simplemente con el paisaje. Es como ir a un buen restaurante, no va a salir barato. Uno está pagando por lo que se obtiene," dijo Sánchez.

Fiesta Mexicana la más grande del Mediooeste

De acuerdo a LAUCR Fiesta Mexicana es el festival hispano más grande. Sánchez dice que aunque en Chicago tienen festivales a través de todo el verano, estos no se comparan con las facilidades que proveen los terrenos de Summerfest. Sánchez añade que "los terrenos por su cuenta son una atracción, y si Fiesta Mexicana sigue trayendo entretenimiento de alta calidad, la gente seguirá regresando."

Este año, gente de Minneapolis va a venir a estudiar a Fiesta para poder planear un evento similar."

Sánchez opina que sin las facilidades de Summerfest, las cuales son únicas en Milwaukee, y planear un evento de esta magnitud en calles y parques sería mucho más complicado.

Fiesta Mexicana empezó tres meses después de Festa Italiana. La idea era de tener una fiesta lo más cerca posible al día de la independencia de México (16 de septiembre).

Durante los años comensantes de Fiesta era posible planearla en cualquier ocasión con tal de no tenerla durante la época lluviosa, pero ahora "es imposible debido a los otros festivales étnicos. Y nadie competiría durante State Fair," dijo Sánchez.

El Plan de Este Año

¿Qué es lo que fiesta quiere llevar a cabo este año? "Por primera vez un esfuerzo se ha hecho para alcanzar a las otras comunidades no hispanas e hispanas en general. Algo que no se intentó en las fiestas pasadas," dijo Sánchez.

Artistas como Johnny Rodriguez van a atraer a los hispanos al igual que a los no hispanos. "El va a cantar a los amantes de la música 'Country Western'." Willie Colón atraerá a los amantes de la salsa, especialmente a los de Puerto Rico, Cuba, Colombia y Latinoamérica en general. "En Chicago vamos a planear promover mucho a Willie Colón," dijo Sánchez. Lucha Villa, una cantante Mexicana, atraerá a la comunidad mexicana.

Además, conferencias sobre la cultura mexicana van a ser presentadas en el "Culture Tent" este año. Algunos de los temas que van a cubrir son el significado y origen de las navidades en México, las historias detrás de la "piñata," "posadas," y "la muerte." Sánchez mencionó que "estas conferencias serán de provecho para estudiantes de escuela secundaria y de nivel universitario."

Predicción Para este Año

Sánchez predice que la asistencia para Fiesta Mexicana '84 será el doble de lo que tuvieron el año pasado. También añadió que en el año que viene Fiesta Mexicana atraerá a más gente todavía debido a la reacción positiva en el planeo, el entusiasmo de los voluntarios y la alta calidad en entretenimiento la cual atraerá a una gran variedad de audiencias.

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Break Dance Extravaganza

"You haven't seen break dancing at its best," explains Efrén Manzanete Jr., member and choreographer of the Magic Rockers.

Break Dance Extravaganza is coming to Milwaukee for the first time at the Performing Arts Center. The Furious Rockers from New York City's Roxy, a break group which has appeared in "Dance Magazine" and the movie "Beat Street," plus Funky Frank and Loose Bruce from the Big Apple Breakers, will be performing in the Break Dance Extravaganza, Sunday August 19, 1984 at

But, what's so special about it? Satellite found the answers to this and other questions.

The idea was started by Oswaldo Bermudez co-producer of the Extravaganza, in mid-July. He works as the promoter/advertiser and the PAC contact.

Efrén Manzanete will be working as the stage manager and choreographer.

John Jaquez, of Jaquez Fashions, is the sponsor of the Magic Rockers (who will also be performing), worked in contracting the performers.

These gentlemen, at one time, all came from New York, where breaking really began. Break dancing has been becoming popular in the Midwest. For the first time, Break Dance Extravaganza, a show for

Milwaukee audiences promises to be an exciting and entertaining.

Many breakers are either Hispanic or Black. One unique aspect is that the production is being entirely operated by young Hispanic men. A goal, faith, and a desire to organize and share this dream together has strengthened the group's friendship, they explained.

"We have overcome many challenges because we meet, talk and keep records," said John Jaquez.

"We did not anticipate some of the things we faced," added Oswaldo Bermudez.

"One thing I learned is plan ahead," said Efrén.

"But, next time it will be easier."

The group has had previous experience in choreography and producing shows but at a smaller scale. This event is a test, a new challenge and experience in production, explained the group.

The purpose is to expose break dancing, and the Hispanic and Black culture in respect to dancing; the young people will gain experience as being professional entertainers.

The audience is sure to enjoy the view and surroundings made possible by the PAC.

"Your're going to see break dancing at its best, a show with comedy and acting," concluded Efrén.

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News Index

COVER: Miss Fiesta Mexicana
Angelita Morgia

INTERVIEW: Marla Gonis

INTERVIEW: Salvador Sánchez

LATIN EXPRESS Break Crew:
Talks About "Breaking"

Miss Fiesta Mexicana '84

FIESTA MEXICANA '84

ATTENTION BREAKERS:
See Page 3

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