

LA RONDALLA AMERINDIA DE AZTLAN



JERRY , MIGUEL,CESAR,RICARDO,CHITO,MANUEL,"DIABLO", "PEPE", "CHUNKY"

College puts Chavez name on a building

By Chris Moran
STAFF WRITER

January 12, 2006

CHULA VISTA – The Southwestern College building where students look for financial aid, guidance to transfer to universities, career advice and counseling has been named for United Farm Workers founder Cesar Chavez.

The board of trustees voted unanimously Wednesday night to name the building the Cesar E. Chavez Student Services Center.

About 50 faculty, employees and students known as the Chicano Latino Coalition have advocated naming a campus building for the late labor leader for a year and a half.

Chavez's life exemplifies the college's values – justice, education, community, respect, family, work and democracy – said Debbie Trujillo, director of the college's small-business development center and co-chairwoman of the coalition.

"The decision before you has the potential to provide generations to follow with an example of a heroic experience," Trujillo told the board members before they voted. "I am concerned that many are losing touch with the story and history of contemporary heroes like Cesar Chavez."

The opening of several new buildings on campus is an opportunity for the college to celebrate diversity at a college where 60 percent of students are Latino, Trujillo said.

The formal name of the Chavez building had been the Student Services Center. It's known informally as the One-Stop Center because it puts under one roof services that previously had been scattered throughout the 156-acre campus.

The coalition received letters of support from various Latino business and education organizations, as well as the San Diego NAACP's education committee and the Catfish Club.

There was no organized opposition to the proposal, but the Classified Senate, which represents nonteaching employees on campus governance issues, submitted a letter against the renaming.

In an informal October survey of slightly more than one-third of classified workers, 79 employees opposed naming the center for Chavez, 41 supported the proposal and 15 had no preference.

"The classified (employees) felt that if the building has to be named, it should be named for someone who has made a contribution to Southwestern College," Classified Senate President Wanda Maxwell said.

Chavez gave a speech on campus in 1987. His granddaughter, Barbara Ybarra, attended Southwestern in the early 1990s and spoke last night.

"I think it's a fitting tribute. Education is such a big part of who my grandfather was and what he fought for,"

Ybarra said after the vote.

Some survey respondents suggested naming the building for local figures – the late science professor Fernando Lopez-Lopez, South County pioneer Frank Kimball, current college President Norma Hernandez and former President Serafin Zasueta.

Southwestern's stadium is named for longtime former President Chester DeVore. The administration building is named for former President Joseph Conte.

In an Associated Student Organization survey of 213 students (of a fall enrollment of 18,696), 54 percent supported naming a building for Chavez, 26 percent opposed and 20 percent had no opinion. The survey asked, "Would you support the naming of the One Stop Student Services Center after *Cesar E. Chavez*, an American hero?"

The ASO's Senate voted against the renaming in October.

The Student Services Center opened in July 2004 in a building that had been the library. It was gutted and rebuilt from the inside out for \$10.5 million with money from a voter-approved bond proposition.

■Chris Moran: (619) 498-6637; chris.moran@uniontrib.com

»Next Story»

Find this article at:

http://www.signonsandiego.com/uniontrib/20060112/news_6m12chavez.html

Check the box to include the list of links referenced in the article.



**THE CHICANO LATINO COALITION
OF SOUTHWESTERN COLLEGE**

February 3, 2006

Jaime C. Salazar, Academic Co-Chair
Debbie Trujillo, Classified Co-Chair
Jose Islas, Secretary
Margarita Ramirez, Treasurer
Pat Miranda, Special Events
Coordinator

Herman Baca, President
CCR Committee on Chicano Rights
710 East Third Street
National City, CA 91950

Dear President Baca,

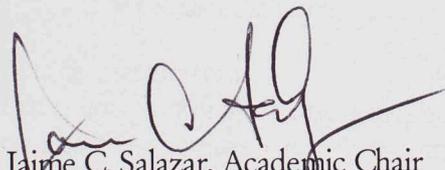
On behalf of the Chicano Latino Coalition, we send our sincere thanks to the CCR Committee on Chicano Rights for supporting the concept of naming the Cesar E. Chavez Student Services Center at Southwestern College. Your letter of support had a significant impact on the unanimous "Yes" decision made by the Governing Board of Trustees for Southwestern College on January 11, 2006. We have enclosed a copy of an article that ran in the San Diego Union the day after this exciting decision.

The naming of the student services building after Cesar E. Chavez serves to honor a true American hero and provides all of us with a constant reminder of the need to continue educating our South County Community of the contributions made by the unsung heroes of our time. This is a historical and proud accomplishment and we are so pleased that you were part of this success.

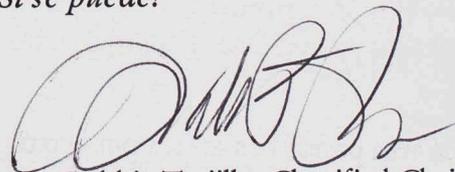
Our work to celebrate Cesar's contributions continues. In commemoration of his birthday, we are holding our Second Annual Cesar E. Chavez Breakfast on Thursday, March 30, 2006, from 7:00-9:00 a.m. at Southwestern College. We hope that you will plan to attend. Last year's event was sold out and you are encouraged to purchase your tickets early. Our program includes an exciting guest speaker and performance by *Los Alacranes Mojados*. For further information, please contact any member of the Executive Board: Jaime at 421-6700, ext. 5669, Debbie at 482-6639, Jose at 482-6626, Margarita at 482-6508, Pat at 482-6389.

Again, thank you for your support.

Juntos (United), Sí se puede!



Jaime C. Salazar, Academic Chair
SWC Chicano Latino Coalition



Debbie Trujillo, Classified Chair
SWC Chicano Latino Coalition

Enclosure

The mission of the Southwestern College Chicano Latino Coalition is to support the academic and occupational success of Chicano Latino Staff, Faculty, and Students. The goals of the Chicano Latino Coalition are: to promote a spirit of collaboration, to support and facilitate educational and professional advancement, to highlight, celebrate, and promote Chicano Latino accomplishments, and, to provide a forum for the discussion of political issues affecting Chicano Latino Staff, Faculty, and Students.

Subj: **Keynote Speaker for the Cesar E. Chavez Annual Breakfast at Southwestern College, March 30, 2006**
Date: 2/14/2006 3:09:28 P.M. Pacific Standard Time
From: jsalazar@swccd.edu
To: aztecbaca@aol.com

Estimado Herman,

On behalf of the Southwestern College Chicano Latino Coalition I thank you for accepting our invitation to be the keynote speaker. Your speech needs to talk about the legacy of Cesar E. Chavez and why we need to honor this great American hero. Of course any personal experiences you may want to share about Cesar will add to this memorable occasion. Last year we had David Valladolid speak to a sold out event. This year we expect to sell about three hundred tickets. Time yourself so that your speech is 20-30 minutes at most as we have a packed agenda for the hour and half event. Please plan to be here at 7:00 a.m. You will not need a parking permit so long as you park in the undesignated areas.

Please send me a brief biography of yourself so we can use it to introduce you. Mil gracias.

Jaime C. Salazar, Academic Chair
Chicano Latino Coalition

There are many sides to every story. A lengthier version of this letter was sent to CSEA on March 26, 2006. No response has been received to date.

Dear CSEA Leadership,

This memo is being written in question of your decision to “picket...no...not picket...that is...to make your presence known” at the Cesar Chavez Scholarship Breakfast. The Breakfast is being sponsored by the Chicano/Latino Coalition of Southwestern College.

The Scholarship Breakfast is being held the day before the Cesar Chavez Holiday to recognize both current student scholarship recipients and to raise money for future scholarship recipients.

Instead of organizing your own labor oriented event, perhaps on the date of the Cesar Chavez Holiday, which would seem more appropriate and fitting, you all have chosen to make your presence felt at an event that is **NOT** being sponsored by the District.

The District, not the Coalition, is the organization with which you have a “so-called labor” issue. Why have you chosen to target non-combatants in your battle with the District?

Why would you choose to make your presence felt at an event sponsored by a voluntary service organization made by of classified staff, faculty, students and administrators, of various races, ethnicities and nationalities, who have chosen, through their membership in this group, to put aside their titles and employee class distinctions, in order to raise money for a cause that is larger than themselves, namely that of assisting our students in pursuing their personal, academic and career goals?

It seems to me that you are deliberately choosing to shift the focus of the Cesar Chavez Scholarship Breakfast away from honoring the students who are going to be receiving scholarships that day.

Instead of their family members attending an event celebrating and recognizing student persistence and dedication in pursuing educational goals, you are making this event about yourselves and your own personal pocketbooks.

SWC faculty worked for 3 years, twice, without a contract rather than take any action that would negatively impact students. There was no picketing of graduation ceremonies, no sickouts, no “working to contract” nor any strikes. Not being able to utilize these tactics means faculty took it in the pocketbook for many years until two faculty contracts were finally settled through other means. Students were just off limits.

Your decision to make your presence felt at a Chicano/Latino Coalition event seems utterly amazing. Rather than make your presence felt at any of the other events being sponsored by the District during the month of March, the word is, that CSEA decided to target this event, because you wanted to take advantage of any media presence in order to publicize your “me-too clause” campaign. Why would you target this one event rather than organizing your own media events at any of the twenty or so other events being sponsored by the District during the month of March?

Your decision to make your presence known at an event put together by a group of campus volunteers takes the whole concept of “me-tooism” to a logical yet unattractive conclusion. It looks like just more of taking advantage of the work of others. As if seeming opportunistic were

not bad enough, targeting the volunteer work of many of your own classified membership seems to place them, in an awkward, and you all, in a position lacking sensitivity.

The worst interpretation of all, which I have heard from many people, is that your organization is deliberately rubbing the name and legacy of Cesar Chavez into the face of the Chicano/Latino Coalition, and of a Governing Board and administration, which for the first time in history, has a significant representation of Spanish surnamed individuals.

Many classified employees were caught up in the machinations of those who lobbied unsuccessfully to destroy the support the Chicano/Latino Coalition received from the Governing Board, District and larger community to have the name of the One-Stop Student Center changed to honor none other than: CESAR CHAVEZ.

It was stated that naming a building after someone with a Spanish surname at a community college where the student body is mainly Latino would be alienating to students of "other" races or ethnicities. Given that logic, it must be amazing to people that Latino, Pilipino, and African American students, for example, are able to do well at colleges or universities named after non-Latinos, non-Pilipinos and non-African Americans like Carnegie and Stanford.

It was stated that it would be wrong to name a building after Cesar Chavez because he was not an "American" hero. Cesar's citizenship status aside, that he shares a legacy with Mandela, Gandhi, and King, as humanitarian heroes, whose shining examples should surpass nationality or ethnicity, was diminished and discounted.

Employees wrapping themselves in Cesar Chavez's legacy as a labor leader when it comes to battling for a "me-too clause", after just having voted to oppose the naming of a building after him seems disrespectful.

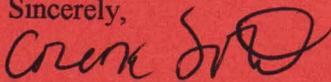
The battles that have occurred over what kind of, and how big, the signage that actually places Cesar's name on the building were also pretty embarrassing. Were any classified leaders involved in those petty behind the scenes discussions? I would hope not.

I would also like to know, just how much detail, as to classified opposition, to the naming of a building after Cesar Chavez, you provided to Dolores Huerta, before asking her for a letter of support. Only full disclosure would suffice. Any less information than the whole truth would mean that she was taken advantage of too.

I would like CSEA to take the above factors into consideration. Please concentrate on "picketing" the District and the Governing Board, as the entities which have the power to address your concerns, rather than using the volunteer work of your fellow employees in the future.

I would also like ask that your organization see fit to spread your pickets and other informational gatherings over several events, in the next several weeks, so that any perception that the Chicano/Latino Coalition Cesar Chavez Scholarship Breakfast was targeted for any conscious or unconscious racial or ethnic considerations would be ameliorated.

Sincerely,



Corina Soto
Faculty Member

Subj: **Cesar Chavez Breakfast attachments**
Date: 3/8/2002
To: jsalazar@swccd.edu, ncazares@swc.cc.ca.us

J.S.
Please note below,

Estimado Herman,

On behalf of the Southwestern College Chicano Latino Coalition I thank you for accepting our invitation to be the keynote speaker. Your speech needs to talk about the legacy of Cesar E. Chavez and why we need to honor this great American hero. Of course any personal experiences you may want to share about Cesar will add to this memorable occasion. Last year we had David Valladolid speak to a sold out event. This year we expect to sell about three hundred tickets. Time yourself so that your speech is 20-30 minutes at most as we have a packed agenda for the hour and half event. Please plan to be here at 7:00 a.m. You will not need a parking permit so long as you park in the undesignated areas.

Please send me a brief biography of yourself so we can use it to introduce you. Mil gracias.

Jaime C. Salazar, Academic Chair

Chicano Latino Coalition

J.S.

Attached are the following for the upcoming Cesar Chavez breakfast, any problem opening attachments feel free to phone (619) 477-3800

1) HB bio, use as you see fit,

2) Archive photo of Cesar & myself. Also use as you see fit. Caption: Herman Baca y Cesar Chavez, Saint Anthony's Hall - National City, CA, Yes on Prop. "14" Rally - 1976. Photo Credit: Herman Baca Archives.

3) Is it possible to get 6 ticket for family, and sell CCR Chicano posters for the upcoming UCSD May 15, 2006 archive celebration? Please let me know.

Gracias,

Herman Baca

Cc. Norma Cazares

A Historical Perspective

The life and death of Cesar Chavez and his impact on the struggle for franchisement by Chicanos in the U.S., in order to be understood, has to be viewed in terms of history. Historically speaking, Chavez was part and parcel of Mexican history and the Mexican experience. Yet when one analyzes his life, Chavez was also a unique phenomenon in the historical process of U.S. history. As a Chicano he was truly the first national and international historical figure to rise out of our people in the U.S. since the end of the U.S./Mexico war of 1848. In his struggle for farmworkers (the most exploited and dispossessed of our people and predominantly undocumented) he came to represent to a generation of Chicanos in the U.S. what Cuatrecasas, Hidalgo, Juarez, Morales, Zapata and Villa represented to past generations of Mexicans. His struggle for farmworkers rights, became a symbol for activism for urban Chicanos. Chavez represented to them the continuation of the ongoing historical struggle for freedom, justice, equality, and self-determination that Mexicans have fought for since the 1500's. For many Chicanos in the 60's Chavez was the "wake up call" which jump started the Chicano movement. Let us not forget that before Chavez came along that we as a people did not exist to the general population of the U.S.. To the Politicians, Policy makers, bureaucrats, sociologists, etc. We were simply known as the "silent minority", the "forgotten minority", the "sleeping giant", etc. We were a people without a national identification, no political representation, and ultimately a people which were completely powerless. For urban Chicanos (who comprise over 90% of people) the legacy which Chavez now leaves us, is not that he created a union, or an organization, but rather, that thru his struggle he raised the political and social consciousness of thousands upon thousands of Chicanos (including myself) who had never, ever participated or struggled on their own self interest. This conciencia became "La Causa" against the myriad social, economic, and political problems caused by the historical racism and discrimination that had always affected our people since the end of the U.S./Mexico war of 1848. To myself and I am sure to the thousands upon thousands of Chicanos who became involved in the movement to bring about social, economic and political change to our communities that the reason was because of Chavez and that a great debt of historical debt is owed to him. And now that he is gone, I am certain that because of his presence things will never, ever be quite the same either for our people or the United States.

Subj: **Jesse Jackson on Immigration**
Date: 3/29/2006 1:08:18 P.M. Pacific Standard Time
From: rosalio_munoz@sbcglobal.net
To: rosalio_munoz@sbcglobal.net

Wage War on Poverty, Not Immigrants
By Jesse Jackson
The Chicago Sun Times

Tuesday 28 March 2006

"Si se puede!" Yes we can. They marched by the hundreds of thousands in Los Angeles, by the tens of thousands in Milwaukee, in Phoenix, in New York. Across the country, Hispanics dramatically entered what has been an increasingly ugly debate about immigration in this country.

Rep. Tom Tancredo is gaining national attention railing against undocumented immigrants. He wants them turned into felons, a wall built along our border to keep them out, police dispatched to send them home. He does not bother to tell us how he plans to transport 11 million estimated undocumented workers out of the country. Nor what will happen to the millions of their children who were born here and are American citizens.

Senate leader Bill Frist is doing his own Tancredo. Efforts by Senators Kennedy and McCain to fashion a compromise look likely to fail in the face of the furies. President Bush has offered an employers bill - why does this not surprise? He'd increase enforcement at the border, but create a guest worker program so that employers could ship low wage immigrants in, so long as they promise to boot them out when they've finished exploiting them.

When employers brought slaves to America, few objected as long as they were prepared to work without wages and without rights. When they began to demand equal rights, all hell broke loose. No one minded when Mexican farm workers came to pick the crops, do the lawns, clean the houses. When they started to demand the right to citizenship, to vote, to organize - the furor started.

American workers are sensibly worried that the flood of immigrant labor will bring lower wages as part of the global race to the bottom. But their complaint is with employers who prefer undocumented workers whom they can exploit without complaint, and with federal and state authorities who turn a blind eye to that exploitation.

There is no way anyone is going to locate, arrest, detain and ship millions of undocumented workers out of America. Our choice is whether we want to maintain permanently a large underclass of undocumented workers that can be easily exploited by cynical employers, and slurred by callous politicians - or whether we want to

fulfill America's promise by providing them with a road to citizenship, benefiting from their willingness to work, pay taxes and contribute.

How do we stop our country from being overrun by impoverished immigrants if we offer them pathways to citizenship? There is only one way - and it is not mentioned in this debate. We passed a treaty called NAFTA with Mexico and Canada that guaranteed rights to employers and investors but not to workers. The results have been catastrophic. Wages in Mexico, the United States and Canada have fallen. Mexico now exports more cars to the United States than the United States exports to the world - all made by US companies benefiting from cheap labor in Mexico. And US food exports have displaced millions of poor Mexican peasants and driven them from their communities. They don't come to the United States because they want to leave their homes. They come desperate for work.

The only way to stop the flood of immigrants is to help lift their standards up, rather than drive ours down. When Europe created one trading union including impoverished Spain and Portugal, the high wage countries of the north spent billions on development in the poorer countries, while demanding that they adhere to labor rights, environmental protections and basic social protections. While those countries still are not as wealthy as those in the north, their people were given hope and opportunity - and would much prefer to stay home.

We can spend billions trying to lock immigrants out and hold those that come in down. Or we can devote energy and resources now wasted on a civil war in Iraq to help lift our neighbors up, gain real trading partners and significantly reduce the misery that drives people from their homes.

Potential presidential candidates like Frist, Tancredo and even supposedly straight-talking John McCain won't say anything like this. But that's the truth. And in the end, it is the truth, and only the truth, that will set you free.

[Go to Original](#)

Subj: **Chavez presentation notes**
Date: 3/29/2006 3:50:58 P.M. Pacific Standard Time
From: ncazares@swccd.edu
To: AztecBaca@aol.com

Herman,

These are some points for consideration in your presentation tomorrow:

- Thank the Chicano Latino Coalition for hosting the event to raise student scholarships in honor of Cesar
- Thank the Coalition for inviting you to be the keynote speaker (and Vicky Lopez, the MC, who will be introducing you)
- Mention any association with SWC (i.e., your son Andy was a Puente student who is now at Monterrey Bay and your daughter Sara is currently attending.
- Acknowledge the President/Superintendent, Norma Hernandez, and Governing Board members
- Acknowledge the Chavez family members present; Cesar's grandchildren Barbara and Richard Ybarra (Richard Ybarra's adult children)
- Acknowledge the demonstration outside by the CSEA (classified employees union) regarding their union contract. I really prefer that you keep this to a minimum (maybe encourage the administration to sit down with the union leadership and work it out so everyone can get back to the most important business . . . helping students.)

I guess you're lucky that's all I can think of for now to add to your 15 minutes!

Norma A. Cázares, MS
Southwestern College
Interim Transfer Center Coordinator/Counselor
Puente Project Mentor Coordinator
(619) 482-6473
(619) 482-6514 (fax)



OUR MISSION

The mission of the Southwestern College Chicano Latino Coalition (ChLC) is to support the academic and occupational success of Chicano/Latino staff, faculty, and students. The goals of ChLC are to promote a spirit of collaboration; to support and facilitate educational and professional advancement; to highlight, celebrate and promote Chicano/Latino accomplishments, and; to provide a forum for the discussion of political issues affecting Chicano/Latino staff, faculty and students.

SOUTHWESTERN COLLEGE CHICANO LATINO COALITION

2007 Scholarship Breakfast Fundraiser in Honor of Cesar E. Chavez

Southwestern College Foundation

Board of Directors

- Bill Abasolo David Bejarano
- J.R. Chantengo Adela C. Garcia
- Jose R. Garcia Holly Hidingier
- Dan Hom Pete Mabrey
- Jean Roesch, Ed.D.

Southwestern College Chicano Latino

Coalition Board of Directors

- Jaime Salazar, Academic Co-Chairperson
- Lourdes Sevilla, Classified Co-Chairperson
- Jose Islas, Secretary
- Margarita Ramirez, Treasurer
- Patricia Miranda, Events Coordinator

Southwestern Community College

District Governing Board

- David J. Agosto
- Jean Roesch, Ed.D.
- Jorge Dominguez, Ph.D.
- Yolanda Salcido
- Terri Valladolid
- Hector Rivera, *Student Trustee*
June 2006–May 2007
- Greg Sandoval
Acting Superintendent/President



*"The End of All Education should surely
be the Service to Others"*

Cesar E. Chavez
1927-1993

Born in Yuma, Arizona on March 31, 1927, Cesar at an early age was exposed to the hardship of a farm worker's life. He and his family toiled under brutal weather and labor conditions in the farm fields of Arizona and directly experienced rampant racism and discrimination. With the support of his parents, wife, and children, Cesar subsequently devoted his entire life to alleviate human suffering, not just in the farm fields of the southwest, but in the urban and rural communities across America. His untiring devotion to equality, social justice, and the respect for human dignity awakened the spirit of a nation. Today across California we gather to rekindle Cesar's spirit:

A spirit of self-sacrifice and service to others.

**The Southwestern College Chicano Latino Coalition
Invites You to a Scholarship Breakfast Fundraiser**

*In Honor of
Cesar E. Chavez*

Michael Aguirre, San Diego City Attorney
Keynote Speaker

Ms. Arlie Ricasa
Mistress of Ceremonies

Christian Gonzalez, Harpist
Musical Entertainment

Thursday, March 29, 2007, 7-8:30 a.m.

Breakfast will be served commencing at 7:15 a.m.

Southwestern College • Student Union East • 900 Otay Lakes Road • Chula Vista, CA

\$30 per person • \$10 students • \$200 reserved table of 6 • \$500 VIP Table Seating

*(Includes reserved seating for six, print program recognition, and
display of company/organization banner in banquet hall)*

Deadline for table reservation/ticket purchase: Thursday, March 22, 2007

To purchase or reserve tickets please contact Ms. Margarita Ramirez at (619) 482-6508. Tickets are limited.

*Proudly cosponsored by the Southwestern College Foundation and
the Southwestern College Office of the Superintendent/President*

César Estrada Chávez
(1927-1993)
Speech at Southwestern College
March 29, 2006

1. Muy buenas dias, good morning. As is the custom of our people, I want to first thank the Chicano Latino Coalition
 - For inviting me today, to be the keynote speaker
 - and for their struggle and victory in naming the new Student Services Center the Cesar Chavez Center.
 - hosting today's event to raise student scholarships in honor of Cesar Chavez.
 - Vicky Lopez, the MC,
2. I also want to thank a very special person who I have known for a long time; she once worked in Logan Heights, moved up and is now your Southwestern's College, Ms. President Norma Hernandez, and the Board of Trustees.
3. Cesar's grandchildren Barbara and Richard Ybarra,
4. One of the first Chicano trustees in the state of California, and SW first Chicano Trustee an individual who in my opinion is responsible for most of you having had the opportunity to get a job here at Southwestern, Mr. Ben Moreno.
5. Last but not least, the 2 main women in my life, my soon to be 90 year old mother Eloise C. Baca, and wife Nadine Alderete Baca,
6. As I walked in, I joined the picket line of the CSEA, the classified employees union. That is something that I am certain Cesar would have also done. As I walking the picket line I remembered the last time I was here at SW, it was in the 1970's picketing SW because Chicano and Chicanas and other so-called minorities were not being employed. Hopefully the administration will sit down with the union leadership and work things out, so everyone can get back to the most important business of educating students.

I first heard about Cesar Chavez in 1968 when I first got involved in the Chicano Movement. Huelga (or strike) and Boycott Grapes were the words that got me and a lot of my friends politically involved. Many of us who you see here, got our political training on sidewalks, in front of Safeway stores thru-out SD County, and especial the Safeway store on Highland Avenue in NC. Many of us not only picketed, boycotted and march but also journeyed to Delano to support, march and take food and other needed items to help the UFW strike.

I first met Cesar around 1972 in San Ysidro, CA. Reason we meet was because farmworkers in Imperial Beach had called me as head of MAPA to help them after they had gone out of the fields on strike. At the time I was with

STUDENTS - WHEN I SEE THEM

2006
1850

156

TO OUR PEOPLE - FOR 156 YEARS - WE ARE NOT CUMULATIVE,

TO U.S. SOCIETY. I WANT SAY ^{WHAT YOU SEE} MARCHES &

- WE AREN'T LISTENING NO MORE, TODAY IT'S PROTEST

- TOMMOROW THE VOTE

- ~~WE DEALING WITH A~~

↓ RACE

- IF WE CAN PUT THE EMOTIONS ASIDE WE, ALL OF US ARE

HISTORICAL,

ARE FACING A PROBLEM THAT IS INTERNATIONAL, SOCIAL, ECONOMIC

& POLITICAL. & THOSE

^{IN MILITARIZING THE US/MEXICO B.}

SOLUTIONS ARE NOT BUILDING FENCES, INCREASING THE B.P.,

DEPORTING OR SO-CALLED GUEST WORKER PROGRAM - 02AC20

César Estrada Chávez
(1927-1993)

Speech at Southwestern College
March 29, 2006

1. Muy buenas dias, good morning. As is the custom of our people, I want to first thank the Chicano Latino Coalition
 - For inviting me today to be the keynote speaker and for hosting today's event to raise student scholarships in honor of Cesar Chavez.
 - I especially on behalf of the community want to thank all of them for the struggle and your victory in naming the new Student Services Center.. the Cesar Chavez Center.
 - Special thanks to Vicky Lopez, todays MC,
2. Thanks also goes a very special person who I have known for a long time; who once worked in Logan Heights, has moved up and is now your and Southwestern's College, President Ms. Norma Hernandez, also thanks to the Board of Trustees.
3. I want to recognize Cesar Chavez's grandchildren Barbara and Richard Ybarra,
4. One of the first Chicano trustees to be elected in the state of California, and SW College first Chicano Trustee, an individual who in my opinion has not been duly recognized by this institution and who is in my opinion responsible for most of you having had an opportunity to have a job here at Southwestern, Mr. Ben Moreno.
5. Last but not least, I want to acknowledge the 2 main woman in my life, my soon to be 90 year old mother Eloise C. Baca, and wife Nadine Alderete Baca,
6. Today as I was walking in for the breakfast, I joined the picket line of the CSEA , the classified employees union, because that is something I am certain Cesar would have also done. As I walked the picket line I remembered that the last time I was here at SW, in the 1970's it was to picket SW because Chicano and Chicanas and other so-called minorities not being employed here. Hopefully the administration will sit down with the union and work things out, so everyone can get back to the most important business of educating our students.

Today I've been asked to speak about Cesar Chavez. Cesar was a man I first heard about in 1968 when I first got involved in the Chicano Movement. Like so many of my friends Cesar was one of the main reasons why I got involved politically. The words of Cesar and

2
the UFW, Huelga (or strike) and Boycott Grapes were words that provided me and a lot of people who I see here today our political education on sidewalks in front of many Safeway stores thru-out SD County, and especial the Safeway store on Highland Avenue in NC. Many of us journeyed to Delano to picket, boycott, march and to take food and other needed items to help the UFW strike.

I first personally met Cesar around 1972 in San Ysidro, CA. Reason we met was because farmworkers in Imperial Beach had called me as head of MAPA to help them after they had struck and walked out of the fields. Initially, the local organizer got involved and then a decision was made by the UFW for Cesar to come down and put the union in charge. I remember meeting in SY at the home of the local strike leader, to discuss what could or could not be done.

The second time we met was I believe around 1974 at Christ of King Church in San Diego where we had to be honest, a friendly but frank and hot discussion about the immigration issue. At the time we were on opposite sides of the immigration issue. I was with organization called Casa who advocated for organizing all workers and the UFW position was that some of the workers were breaking strikebreakers. The UFW as other unions in this country position has changed to one of organizing undocumented workers. Today you hear a lot of right-wingers using and taking out of context Cesar's early 1970 position to bolster their political position against undocumented workers. Let me state that we all learn and in all fairness to Cesar and the UFW that in 1970 mostly everyone in the Chicano community including myself believed the systems big lie that the so-called illegals were to blame for most of our problems. As we have witnessed the last few weeks, that perception has radically changed.

We again met in 1976 when the CCR planned and hosted a community rally for YES on Prop. 14. at St. Anthony's Church Hall in NC that was attended by local dignitaries and hundreds of farmworkers and community persons. Proposition 14 was a proposition to enact statewide legislation to recognize the right of farmworkers to organize a union. A right that other worker had since the 1930's..

After that we met a number of times once to discuss the shooting death of a young Latino by NC police when the CCR was recalling the entire NC city council, other issues involved marching with priests, nuns and community people in Riverside, CA to protest the Catholics Church's failure to name Chicano Bishops.

One of my most vivid memories was I had just boarded of the plane in San Antonio, Texas. While walking in the airport I heard a voice calling "Herman" I looked around and saw both of Barbara and Richards Ybarra grandfathers, Cesar and Mike Ybarra. We spoke for a couple of minutes, They were leaving a conference and I was going to attend a conference.

Historically speaking to understand the impact of Cesar Chavez on the Chicanos historical in the U.S. we have to look at history. Cesar was part and parcel of Mexican history and

3
the Mexican experience. Cesar was also a unique phenomena in the historical process of U.S. history. Since the end of the U.S./Mexico War of 1850 and especially when you look back to the 1960's Cesar was the first Chicano historical figure to rise out of our people who gained national and international notoriety. As the leader of the farmworkers, the most exploited and disposed of our people, predominantly undocumented, that was something that most Chicanos of my generation who worked in the fields to Cesar came to represent to a generation of Chicanos in the U.S. what Cuahatemoc, Hidalgo, Morelos, Juarez, Villa and Zapata represented to past generations. To Chicanos, Chavez represented the ongoing historical struggle for freedom, justice, equality and self-determination that we as persons of Mexican ancestry have been fighting since 1500!

Chavez for many Chicanos was the "wake up" call, that jump-started the Chicano movement. Before Cesar came along, we as a people in U.S. society did not exist to the politicians, policy makers, sociologists, business. In those days we were labeled the forgotten, the silent the invisible minority or the sleeping giant. We were a people without a national identification, no organized political representation no economic power, which ultimately made us a completely powerless people.

For urban Chicanos that comprise over 90% of our people in the U.S. the legacy that Cesar Chavez left us is not that he created a union, or an organization, but that he thru his struggle raised the political and social consciousness of thousands upon thousands of Chicanos and Chicanas (including myself) who had never participated or struggled for our own self interest.

That social and political conciencia raised by Chavez became "La Causa" a movement to struggle to address the myriad social, economic and political issues that were caused by historical racism and discrimination, which has effected our people in the U.S. since the end of the U.S./Mexico War of 1850. As we pause to remember Cesar Chavez on the 13th Anniversary of his passing thousands upon thousands of Chicanos and Chicanas who became involved with the movement to bring about change to our communities would say they became involved because of Cesar. For that we owe him, Bert Corona, Corky Gonzales and others who have all left us a huge historical debt, a debt that can only be repaid by continuing and finishing the struggle that they left us.

Even though they have left us history continues and people like Cesar Chavez are not gone, as we have witnessed over the last few hectic days when literally hundreds of thousands of our people in Los Angeles, Phoenix, Denver Chicago and here in San Diego ^{w/CE} marched^{ed} and protesting shouting Cesar immortal words of Si Se Puede, and of seeing young people surrounding his statue, as if to get inspiration.

Let me state that I would be remix if I didn't say something today to you about the many protest taking place by our people, and the walkouts by young people.

4
Albert Einstein was said that without motion, there is no change. To me the young people who have walked out are to be congratulated and supported. When I see them I see many of us in this room. Maybe they that

WE COME A LONG WAYS, BUT HAVE A LONG
FARM WORKERS

We start to MOVE.

La Raza!

Mejicano!

Español!

Latino!

Hispano!

Chicano!

or whatever I call myself,

I look the same

I feel the same

I cry

and

Sing the same

I am the masses of my people and I refuse to be absorbed.

I am Joaquin

The odds are great but my spirit is strong

My faith unbreakable

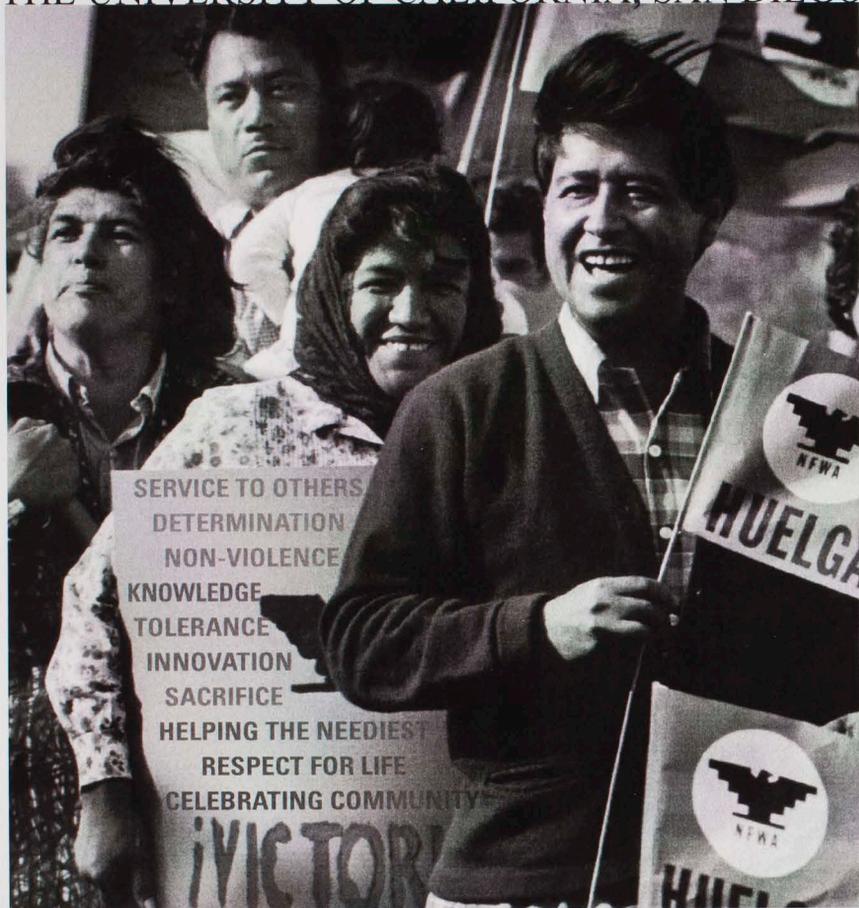
My blood is pure

I am Aztec Prince and Christian Christ

I SHALL ENDURE!

I WILL ENDUE!

THE UNIVERSITY OF CALIFORNIA, SAN DIEGO



César E. Chávez Celebration 2006

THURSDAY, APRIL 6, 2005
12 NOON TO 1:30 P.M.
INTERNATIONAL CENTER

César E. Chávez
Celebration 2006
THE UNIVERSITY OF CALIFORNIA, SAN DIEGO

Kickoff Celebration

WELCOME REMARKS

AGUSTIN OROZCO

PROFESSOR JORGE MARISCAL

CHANCELLOR MARYE ANNE FOX

SPECIAL PRESENTATION

NOEMI HERRERA

2006 CÉSAR E. CHÁVEZ ESSAY CONTEST WINNER

PRESENTATION OF AWARD

HERMAN BACA

HERMAN BACA IS THE FOUNDER AND PRIME MOVER OF THE COMMITTEE ON CHICANO RIGHTS (CCR). THE ORGANIZATION HAS BEEN ACTIVE IN THE SOUTH BAY AND THROUGHOUT CALIFORNIA. HE HAS BEEN A KEY LEADER IN EFFORTS TO SUPPORT UNDERSERVED COMMUNITIES IN NATIONAL CITY, SAN DIEGO, AND THROUGHOUT THE U.S.-MEXICO BORDER REGION.

MR. BACA WORKED CLOSELY WITH LEADERS OF THE CHICANO MOVEMENT, INCLUDING CESAR E. CHAVEZ, DOLORES HUERTA, REYES TIJERINA, RODOLFO (CORKY) GONZALEZ, AND OTHERS. TO THIS DAY, HE CONTINUES TO BE A WELL RESPECTED EXPERT ON IMMIGRATION AND SOCIAL JUSTICE ISSUES.

THROUGH A COLLABORATIVE EFFORT, UCSD HAS ACQUIRED AN ARCHIVE OF MR. BACA'S THAT WILL BE HOUSED AT THE UCSD LIBRARIES. LOOK FOR MORE INFORMATION TO COME IN THE SUMMER OF 2006 REGARDING THIS IMPORTANT ARCHIVE.

CESAR E. CHAVEZ VALUES:

SERVICE TO OTHERS – *empowering individuals by engendering self-help, self-determination, and self-sufficiency rather than charity;*

SACRIFICE – *recognizing the obligation every individual has to contribute to their community despite having to endure great hardship;*

A PREFERENCE TO HELP THE MOST NEEDY – *supporting efforts to reach those in need, those dispossessed, those most forgotten individuals;*

DETERMINATION – *instilling an attitude that through steadfast commitment, patience, and optimism people can overcome great adversity;*

NON-VIOLENCE – *achieving social and economic justice and equality through bold and courageous action;*

TOLERANCE – *promoting and supporting ethnic and cultural diversity as a means toward informing and strengthening communities;*

RESPECT FOR LIFE – *holding land, people, and all other forms of life in the highest regard;*

CELEBRATING COMMUNITY – *sharing expressions of culture and identity through art, song and dance;*

KNOWLEDGE – *pursuing self-directed learning, the development of critical thinking, and constructive problem solving;*

INNOVATION – *creating strategies and tactics to resolve problems and situations that often seem insurmountable.*



BLINK.UCSD.EDU/GO/CHAVEZ

THIS YEAR'S CELEBRATION IS SPONSORED BY:

The Office of the Chancellor, Council of Provosts, Earl Warren College, Eleanor Roosevelt College, Muir College, Revelle College, Sixth College, Thurgood Marshall College, Cesar E. Chavez Planning Committee, Chicano/a-Latino/a Arts and Humanities Program, Helen Edison Lecture Series, Cross-Cultural Center, Staff Council, The Center for the Humanities, Chicano/Latino Staff Association, Movimiento Estudiantil Chicano/a de Aztlan (MEChA), O.A.S.I.S., Early Academic Outreach Program, Department of Literature, California Cultures in Comparative Perspective, School of Medicine, Health Sciences, University Communications, Women's Center, Office of Student Policies and Judicial Affairs, the Chicano Alumni Association, the San Diego Cesar Chavez Commemoration Committee, and all San Diego, Imperial, and Orange county high schools.

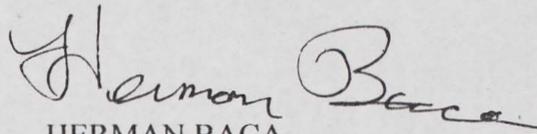
Benny Garcia
San Diego District
California Conservation Corp
National City, Ca

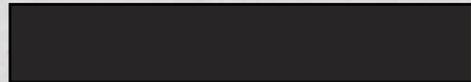
3-16-06

RE: CESAR CHAVEZ CELEBRATION

As per our discussion, I will be discussing the following items regarding Cesar Chavez:

1. The impact of Cesar Chavez on the transformation of San Diego County from an agricultural economy to a service economy
2. The history of the farm worker boycotts in the South bay area including National City, Chula Vista and San Ysidro.
3. The symbolizism of struggle in pursuit of what is right .Lessons learned through the life of Cesar Chavez.
4. What lessons Corp members can learn through modeling the life of Cesar Chavez.
5. Challenges of service to others.


HERMAN BACA

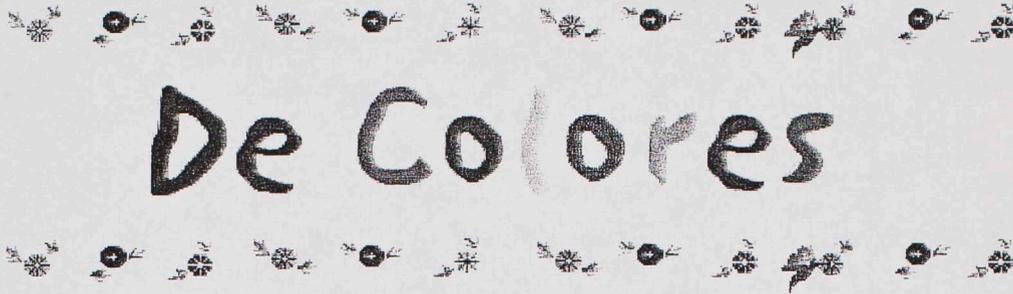


MAR - 30 - 06

12:00 - 1:00 pm

CC Headquarters
NC, CA

English	<u>Español</u>
---------	----------------



De Colores



by Doug Shivers

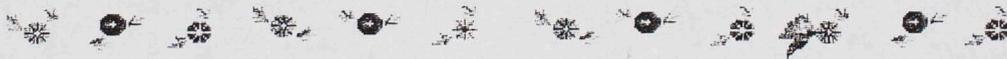
music played by Mike McLeron

Originally from Spain, this beautiful song is sung all over the Spanish speaking world. All of the children can be actors in this special production.

In the first stanza, all of the children move their arms as if they were flying like a bird. As the rainbow is mentioned, they open their arms wide.

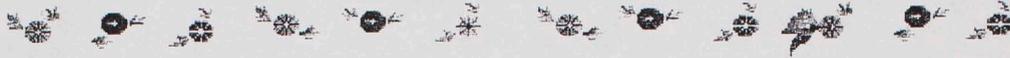
During the chorus, they cross their arms when they sing "grandes amores", open them when they sing "de muchos colores" and move their right arm towards their heart when they sing "a mí".

In the second verse, one child can be the rooster, another the hen, and several can be the little chicks.



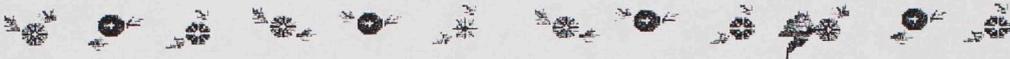
De colores,
de colores se visten los campos
en la primavera.
De Colores,
de colores son los pajaritos que vienen
de afuera.
De colores,

de colores es el arco iris que vemos
lucir.



Y por eso los grandes amores
de muchos colores me gustan
a mí.

Y por eso los grandes amores
de muchos colores me gustan
a mí.



Canta el gallo,
canta el gallo con el kiri, kiri, kiri, kiri, kiri.
La gallina,
la gallina con el cara, cara, cara, cara, cara.
Los pollitos,
los pollitos con el pío, pío, pío, pío, pí.



Y por eso los grandes amores
de muchos colores me gustan
a mí.

Y por eso los grandes amores
de muchos colores me gustan
a mí.



Another version of this song can be found on [Gaylord Smith's](#) web site.

You can find this song in the collection "[De Colores](#)" by José Luis Orozco.



← Regresar a los juegos y canciones



THE CHICANO LATINO COALITION (ChLC)
 WOULD LIKE TO EXTEND SINCERE APPRECIATION
 TO THE FOLLOWING INDIVIDUALS AND ORGANIZATIONS
 FOR THEIR CONTRIBUTION TO THIS EVENT:

CHAVEZ FAMILY

Barbara Chavez Ybarra
 Richard Ybarra Jr.

PREMIER SPONSORS

Southwestern College Foundation Board
 of Directors

VIP SPONSORS

California School Employees' Association
 Chapter 524
 Greg Sandoval, Candidate for State Assembly
 South Bay Expressway
 Southwestern College Associated Student
 Organization
 Southwestern College Education Association
 Southwestern College Office of the
 Superintendent/President
 Viejas Enterprises

PROGRAM AND PROMOTIONS

Nevada Smith and Staff
 Brenda Mora

VOLUNTEERS

Puente Club
 Power Club
 Women's Resource Center

DECORATIONS

Elegant Events
 Larry Castruita
 Romie Cervantes

FACILITIES

John Wilson
 Vince Tajeron
 Rebecca Montalvan-Toth

FOOD AND BEVERAGE

Joe Figuera and Cafeteria Staff

CHLC EVENT PLANNING COMMITTEE

Alma Aguilar
 Diana Avila
 Veronica Burton
 Norma Cazares
 Victor Chavez
 Norma L. Hernandez
 Jose Islas
 Maria Maytorena
 Patricia Miranda
 Margarita Ramirez
 Jaime Salazar
 Lourdes Sevilla
 Corina Soto
 Joan Stroh
 Debbie P. Trujillo
 Beatrice Zamora-Aguilar

CHLC SCHOLARSHIP COMMITTEE

Norma Cazares
 Victor Chavez
 Jose Islas
 Alejandro Orozco
 Jaime Salazar

**SOUTHWESTERN COLLEGE CHLC
 MEMBERS**

**SOUTHWESTERN COLLEGE DISTRICT
 GOVERNING BOARD**



2ND ANNUAL SCHOLARSHIP BREAKFAST FUNDRAISER HONORING

Cesar E. Chávez

March 30, 2006, 7 a.m., Student Union East

UNVEILING OF COMMEMORATIVE SIGNAGE

- On November 10, 2004, the Chicano Latino Coalition (ChLC) made a formal request to the Southwestern College Board of Trustees to name a building in honor of the late Cesar E. Chávez.
- In April of 2005, the ChLC held a vote and established the Student Services Center as the building to be recommended in the Naming College Facilities and Properties application.
- On January 11, 2006, the SWC Board of Trustees voted unanimously to approve the naming of the Student Services Center Building in honor of Cesar E. Chávez, national hero and advocate for human rights.
- Today, during the Cesar E. Chávez Scholarship Breakfast, the new signage in his honor will be unveiled.

¡Si Se Puede!



SOUTHWESTERN COLLEGE CHICANO LATINO COALITION
BOARD OF DIRECTORS

Jaime Salazar, *Academic Co-Chair*
Jose Islas, *Secretary*

Patricia Miranda, *Event Coordinator*

Debbie P. Trujillo, *Classified Co-Chair*
Margarita Ramirez, *Treasurer*

*T*HE MISSION OF THE SOUTHWESTERN COLLEGE CHICANO LATINO COALITION (CHLC)
IS TO SUPPORT THE ACADEMIC AND OCCUPATIONAL SUCCESS OF
CHICANO/LATINO STAFF, FACULTY, AND STUDENTS.

THE GOALS OF THE CHLC ARE TO PROMOTE A SPIRIT OF COLLABORATION;
TO SUPPORT AND FACILITATE EDUCATIONAL AND PROFESSIONAL ADVANCEMENT;
TO HIGHLIGHT, CELEBRATE, AND PROMOTE CHICANO/LATINO ACCOMPLISHMENTS;
AND TO PROVIDE A FORUM FOR THE DISCUSSION OF POLITICAL ISSUES AFFECTING
CHICANO/LATINO STAFF, FACULTY, AND STUDENTS.

PREMIER SPONSORS



SOUTHWESTERN COLLEGE FOUNDATION

Southwestern College Foundation

V.I.P. SPONSORS

California School Employees' Association Chapter 524

Elegant Events

Greg Sandoval, *Candidate for State Assembly*

South Bay Expressway

Southwestern College Associated Student Organization

Southwestern College Education Association

Southwestern College Office of the Superintendent/President

Viejas Enterprises

THE SOUTHWESTERN COLLEGE CHICANO LATINO COALITION

Welcomes You to the
2nd Annual Scholarship Breakfast Fundraiser in Honor of

Cesar E. Chávez

MISTRESS OF CEREMONIES

Victoria Lopez

ENTERTAINMENT

Ramon "Chunky" Sanchez and Los Alacranes

WELCOME

Jaime C. Salazar, *Academic Co-Chair, Chicano Latino Coalition*
Debbie Trujillo, *Classified Co-Chair, Chicano Latino Coalition*

KEYNOTE SPEAKER

Herman Baca
President, *Committee on Chicano Rights*

SOUTHWESTERN COLLEGE CHICANO LATINO COALITION SCHOLARSHIP
RECIPIENT RECOGNITION

Jaime Salazar and Jose Islas

ChLC Cesar E. Chávez Scholarship:

Yahaira
Alejandra Gonzalez

ChLC Achievement Scholarship:

Joel R. Cabrera
Nara Luz Alvarez
Jose Serrato

UNVEILING OF CESAR E. CHAVEZ BUILDING SIGNAGE

Remarks

Yolanda Salcido
Southwestern Community College District Governing Board President

Closing Remarks

Barbara Chavez Ybarra

"DE COLORES"

Ramon "Chunky" Sanchez and Los Alacranes

THE UNIVERSITY OF CALIFORNIA, SAN DIEGO
César E. Chávez Celebration 2006

*We need to help students and parents cherish and preserve the ethnic and cultural diversity that
nourishes and strengthens this community —and this nation. —Cesar E. Chavez*

March 24, 2006

Herman Baca
1710 East 3rd St.
National City, CA 91950

SUBJECT: UCSD Cesar E. Chavez Celebration Kickoff

Dear Herman:

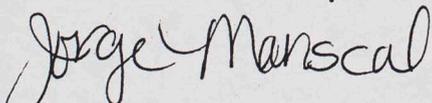
In celebration of the life and achievements of Cesar E. Chavez, the University of California, San Diego will present a month-long series of events during April 2006. At the opening celebration, the UCSD community is honored to present to you an award for your on-going efforts to carry on the beliefs of an extraordinary individual, Cesar E. Chavez and the Chicano Movement.

This letter is to confirm your attendance at the scheduled opening event Friday, April 6, 2006 at 12 noon at the International Center. Please arrive by 11:30 a.m. There will be a reserved parking meter at the Gilman Parking Structure. A sign will identify the parking meter with your names on the specific space. For your convenience, enclosed is a UCSD Campus map, which indicates where the Gilman Parking Structure and the International Center are located.

If you have any questions, please feel free contact Irma Martinez Velasco at (858) 534-6862.

On behalf of the UCSD Cesar E. Chavez Planning Committee, we are honored to have you join us and we look forward to seeing you on April 6, 2006.

Sincerely,



Professor Jorge Mariscal
Co-Chair
Cesar E. Chavez Celebration Planning Committee

Enclosure

cc: N. Casarez

THE UNIVERSITY OF CALIFORNIA, SAN DIEGO
César E. Chávez Celebration 2006

*We need to help students and parents cherish and preserve the ethnic and cultural diversity that
nourishes and strengthens this community —and this nation. —Cesar E. Chavez*

March 24, 2006

Herman Baca
1710 East 3rd St.
National City, CA 91950

SUBJECT: UCSD Cesar E. Chavez Celebration Kickoff

Dear Herman:

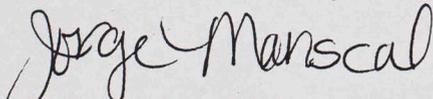
In celebration of the life and achievements of Cesar E. Chavez, the University of California, San Diego will present a month-long series of events during April 2006. At the opening celebration, the UCSD community is honored to present to you an award for your on-going efforts to carry on the beliefs of an extraordinary individual, Cesar E. Chavez and the Chicano Movement.

This letter is to confirm your attendance at the scheduled opening event Friday, April 6, 2006 at 12 noon at the International Center. Please arrive by 11:30 a.m. There will be a reserved parking meter at the Gilman Parking Structure. A sign will identify the parking meter with your names on the specific space. For your convenience, enclosed is a UCSD Campus map, which indicates where the Gilman Parking Structure and the International Center are located.

If you have any questions, please feel free contact Irma Martinez Velasco at (858) 534-6862.

On behalf of the UCSD Cesar E. Chavez Planning Committee, we are honored to have you join us and we look forward to seeing you on April 6, 2006.

Sincerely,



Professor Jorge Mariscal
Co-Chair
Cesar E. Chavez Celebration Planning Committee

Enclosure

✓ cc: N. Casarez

Gilman - uphill

stop signs (#4) - (#5)

new light

two story party structure
left - 1st floor meters
Gilman go west -

Cesar Celestino

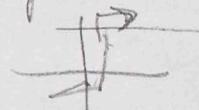
5 north - La Jolla village Dr.
turn left -

second stop - Rock Bottom

villa la jolla

T-R-

Party structure



left / right

619-838-1891

Dina

UCSD Cesar E. Chavez
Month Kickoff Lunch
Thursday, April 6, 2006
UCSD International Center

1. Thank Chanchelor Fox, and the Cesar Chavez Planning Committee, or their
2. UCSD Fox, University Librarian Brian E.C. Schottlaender, Lynda Corey Claassen, Director of the Mandeville Special Collections Library, Paul Mueller, and Kim Schwenk, for smelling the muendo and archiving the history of the Chicano movement and struggle here in SD, CA and the U.S and Mexico
Community - SALB.
3. As I accept the C Chavez award I want say that one of the main reasons
CHASE TO ANGLE
4. Einstein, and change
5. *MEET C.C.*

UCSD Cesar E. Chavez
Month Kickoff Lunch
Thursday, April 6, 2006
UCSD International Center

Comments by Herman Baca (at approx. 12:35pm for duration of approx. 3 minutes)

- I would like to thank UCSD for giving me this recognition based the work that I've done in and for the Chicano and Latino community of San Diego.
- One of the issues that I've advocated for in this time; is education, particularly higher education. There are too many kids, particularly Chicano/Mexican American and Latino kids that are not pursuing a higher education.
- That is why it's important for the community to come together here, so that our youth can see that they too, have a place at the table of higher education.
- In an effort to ensure that future generations of Chicanos and Latinos can get to know the history of their community, I've worked with the UCSD libraries to have an archive of documents from the Chicano movement, "El Movimiento" to have them located here, at the University of California at San Diego for future students to delve into.
- But, there is more to come regarding the library archives at a later date...for today, let us celebrate the spirit and legacy that Cesar Chavez left for us and ensure that future leaders, maybe current students at UCSD, will take up the mantle and continue the fight for social justice, education and a more equitable society.
- Thank you!



**THE CHICANO LATINO COALITION
OF SOUTHWESTERN COLLEGE**

Jaime C. Salazar, Academic Co-Chair
Debbie Trujillo, Classified Co-Chair
Jose Islas, Secretary
Margarita Ramirez, Treasurer
Pat Miranda, Special Events
Coordinator

April 3, 2006

Mr. Heman Baca
Aztec Printing
710 East Third Avenue
National City, CA 91950

Dear Mr. Baca,

Thank you for being our keynote speaker at the "Second Annual Scholarship Breakfast Fundraiser in Honor of Cesar E. Chavez" last Thursday. We enjoy your speech very much and we hope that you enjoy the event as well.

Enclosed is a check in the amount of \$300 to cover the cost of your services and a membership application form inviting you to become a ChLC Member.

Again, thank you for being part of such an import event and helping us make it a success!

Sincerely,

Margarita Ramirez
Treasurer
Chicano Latino Coalition
of Southwestern College

Enclosures

The mission of the Southwestern College Chicano Latino Coalition is to support the academic and occupational success of Chicano Latino Staff, Faculty, and Students.
The goals of the Chicano Latino Coalition are: to promote a spirit of collaboration, to support and facilitate educational and professional advancement, to highlight, celebrate, and promote Chicano Latino accomplishments, and, to provide a forum for the discussion of political issues affecting Chicano Latino Staff, Faculty, and Students.

Herman D. Baca

Vice President and Co-Founder

ESEI, A Telecommunications Consulting Firm



Herman David Baca is a co-founder and Vice-President at ESEI, a Telecommunications Consulting firm. He is a leader in the telecommunications industry, and is an authority in the design and build of private telecommunications and data networks for utilities.

Mr. Baca currently oversees large accounts, including the El Paso Electric Co., where ESEI is providing all the telecommunications engineering function. The network was designed by ESEI from the ground up to be a cohesive digital network, based on an infrastructure of optical fiber and microwave radio systems, to transmit critical operating and administrative data.

On the K-12 education front, Mr. Baca and ESEI have lead schools in developing technology plans and implementing reliable technology networks, especially in New Mexico. ESEI has assisted schools in obtaining and implementing millions of dollars in technology funding.

Mr. Baca previously worked for El Paso Natural Gas Co. as a Senior Telecommunications Engineer. In that capacity, the planning, design and project management of highly reliable telecommunications projects involving telephone systems, data networks and SCADA systems was crucial.

He received the B.S. degree in electrical engineering in 1987 from New Mexico State University. Born and raised in Santa Rosa, NM, he has a passion to see students from rural New Mexico move forward in education and life.

Herman and his wife Anna have one child Andrea.

Poppas
ARTURO RODRIGUEZ
Church

- 11

Check list -

ppp

① Hydrology - report

② Water quality -

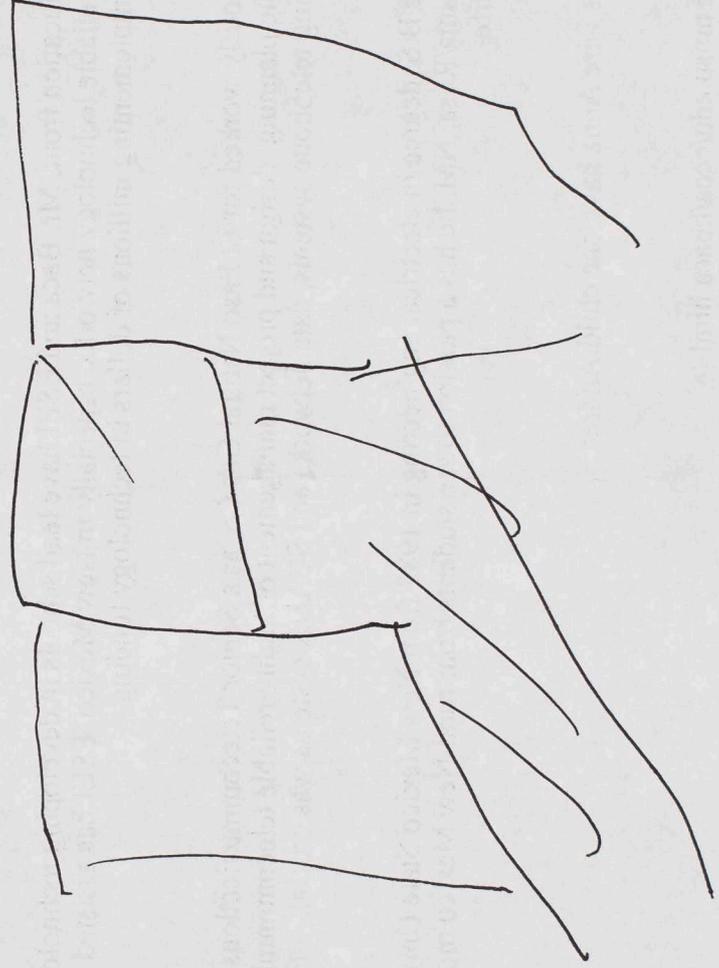
David Fl
610-

③

Sach report -
- 875
- 11

ppp

71000



Primo:

5/22/06

1. Here is the photo of:
La Rondalla Amerindia de Aztlán
2. Article on César Chávez that is in my book Mexican and Chicano Music and a CD ode to César Chávez. (One of a kind)
3. If you need any more information call me at:
619-446-2763

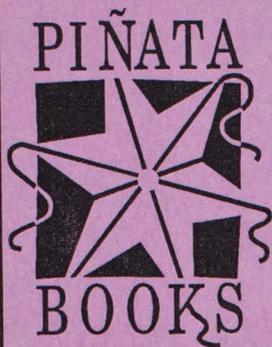
" ¡ Un abrazo!
Pepe Villalino



Herman Baca y Ceasar Chavez

St. Anthony's Hall - National City, CA

YES On "14" Rally - 1976



***César Chávez: A Struggle for Justice /
César Chávez: La lucha por la justicia***

by

Richard Griswold del Castillo

Illustrations by Anthony Accardo
Spanish Translation by José Juan Colín

A bilingual picture book biography about a legendary Latino leader

Streets named César Chávez have begun to spring up in most major cities in the United States. His image and his cry "Uvas no!" have appeared on television news programs, bumper stickers, and in various other places in our popular consciousness. His struggle lives on as an inspiration for activists and non-violent protestors, and his supporters seek to educate people about his ideals and his non-violent protests.

Now, his life history becomes available to a younger generation in *César Chávez: A Struggle for Justice / César Chávez: La lucha por la justicia*. Richard Griswold del Castillo's text follows the pioneering organizer from his childhood on a small farm in Yuma, Arizona where Chávez first encountered discrimination through the family's experience as migrant workers during the Great Depression. The text goes on to trace the growth of these seed experiences through Chávez' later life: in the Navy in World War II, his discovery of Mahatma Ghandi and his teachings, organizing the poor to vote during his tenure with the Community Service Organization, the founding of the United Farm Workers, and the award of the Medal of Freedom given by President Bill Clinton in Chávez' name after his death.

Through bold colors and true-to-life illustrations, César Chávez' life is laid out for young children and their parents to share in a discussion of the life of a visionary Latino figure who cultivated the roots of our culture.

RICHARD GRISWOLD DEL CASTILLO is a professor of Chicana and Chicano Studies at San Diego State University. He is the author of *César Chávez: A Triumph of Spirit* (University of Oklahoma Press, 1995), *The Treaty of Guadalupe Hidalgo: A Legacy of Conflict* (University of Oklahoma Press, 1990), *La Familia: Chicano Families in the Urban Southwest, 1848 to Present* (University of Notre Dame Press, 1984), and *The Los Angeles Barrio, 1850-1890: A Social History* (University of California Press, 1980).

❖❖ **Order Here!** ❖❖

To order call toll free 1-800-633-ARTE, or return this order form to the address listed below with your check or credit card information including \$4.50 for UPS delivery service or \$1.25 for U.S. Postal Service delivery (add \$0.50 for each additional book). Texas residents add 8.25% sales tax.

***César Chávez: A Struggle for Justice /
César Chávez: La lucha por la justicia***

Publication Date: October 31, 2002

Format: Hardcover **ISBN:** 1-55885-324-3 **Price:** \$14.95



Name _____

Circle One: American Express, Visa, Master Card

Address _____

Card Number: _____

Expiration Date: _____

NO P.O. BOX PLEASE!

Amount Enclosed _____

Telephone _____

Arte Público Press
University of Houston
Houston, TX 77204-2174
Fax 713-743-2847

Noemi Herrera
Grand Prize Winner

As a young woman in today's very diverse society, I am blessed with a strong family, which reinforces religious beliefs, cultural sensitivity and high standards for academic achievement. I was taught the beautiful language of Spanish and have always been encouraged by my parents to set high goals, to reach for the top. As I grew older, I discovered how my values and beliefs shape my perceptions about other cultures and races that surround me in everyday life.

There are many keys that allow me to unlock the door to appreciate and understand how fortunate we are to have a variety of cultures where we can learn from one another every day. I believe that equality is based on the foundation of accepting others, being capable of accepting and then surpassing the complexions that stain our skin. I admire citizens for the unique and intriguing ways they contribute to society. I feel that I have become a tolerant individual; tolerant of unaccustomed ideals and tolerant of fresh points of views. Once anyone has gained tolerance, humanity becomes richer, but rich with what?

We are richer with vibrant colors and new rhythms; with new people with whom we share passions, goals, dreams and the future. There will be some who will inspire you and others that are inspired by you. Not only has tolerance helped me comprehend my fellow people, but it has taught me to respect other people as well. My imagination runs wild with what we can do with such core values to establish and repair this community. If we unite and applaud our differences, we can become one strong force, unstoppable and free of the evils that have isolated us from one another.

It is amazing how one man with so much drive and determination helped emphasize awareness and respect for other cultures. Cesar E. Chavez did this because he himself experienced discrimination. One day he decided to face this evil beast that made him, and his family, suffer. Cesar Chavez took this negativity and turned it into motivation to help others who suffered like he did. He believed that with determination and acceptance, we could achieve meaningful change in society. We need to preserve our culture and pass it down to our next generation.

We are all immigrants that create a colorful quilt. Some pieces are darker and others are lighter, but somehow all the pieces fit together. He made us aware of other cultures because if we could accept one another, it would create the most powerful force in society: a nation of all people. Cesar Chavez left us with words that are important beyond my own culture, words that many around the world have tried to follow, "We need to help students and parents cherish and preserve the ethnic and cultural diversity that nourishes and strengthens this community- and this nation." There is much more work to be done, but a tremendous leader has forged a path for us, the path that I am on today.

César Chávez

El Cid Campeador del siglo veinte

César Chávez

El Cid of the Twentieth Century

Ever since the first manifestations of the Romance Corrido (the romance ballad) circa 1100-1200 AD and the emergence of El Cid Campeador¹, (surpassing in bravery) that great folkhero of folkheroes that gives rise to the epic of epics and the Canción de gesta, (song of gest) have we been privileged to witness a modern folkhero surface in the midst of the same turmoil paralleling 1200 AD and 1995 AD.

"In an age when we are increasingly aware of the lack of moral values within American society, Chávez stands out as one of the bright lights in our nations development; proof that America still has men and women of rare courage and conviction who base their lives on a righteous cause. César's life was one built on fundamental moral principles. To a large extent these principles have also been part of the Mexican American heritage: self-sacrifice for others, courageous struggle despite overwhelming odds, respect for races and religions, nonviolence, belief in a divine soul and moral order, a rejection of materialism, and a faith in the

Mexican and Chicano Music, "The Romance as an Art," José "Pepe" Villarino, pp. 10-13, Department of Mexican American Studies, Chicano Collection, Love Library, San Diego State University, San Diego, CA., 1993.

moral superiority of the poor, as well as a central belief in justice. These values César Chávez championed; they are also values that have been part of the Mexican culture for more than five centuries. As a person, Chávez represented the struggles of all people to achieve a better life in America. On the whole, he represented a moral code that might point a way out of the dilemmas America confronts as it enters the twenty-first century."²

César Chávez will be remembered as one of the greatest Americans that ever lived. The great American heroes of yesteryear will make room so that he will be able to take his rightful place in history.

José "Pepe" Villarino, Ph.D.

César Chávez: A Triumphant of Spirit, Richard Griswold and Richard Garcia, University of Oklahoma Press, Norman, Oklahoma, 1995.

César Chávez: Defensor del Pueblo

Sheila L. Johnson

December 1994

The following is an analysis of the Corrido written by José "Pepe" Villarino and Oscar Galván, in honor of César Chávez, his wife and family.

The first stanza notes the quietness and stillness of the fields even though there are people working in it. The lively hope that was alive with César Chávez has been replaced with sorrow and mourning for a great loss. The second stanza reinforces the image with disbelief and numbness.

**El campo se encuentra solo
con dolor y entristecido
el campesino del pueblo
César Chávez ha partido.**

**Nadie se lo imaginaba
que ese santo nos faltara
que llegaría el momento
en que Dios se lo llevara.**

The third and fourth stanzas focus on the importance of telling everyone what has happened and spreading the news of his accomplishments and compassion. The use of the doves in these stanzas are very symbolic of the Holy

Spirit who is love and who plays a major role in the lives of people on Earth as well as in Heaven.

Vuela paloma sagrada
conviértete en mensajera
anúnciale a todo el mundo
que el valle triste lo espera.

Vuela paloma torcaza
cuenta la historia de este hombre
hay mucho que no se sabe
de su fama y su renombre.

In the fifth stanza, the authors begin describing what kind of man César Chávez was; how his efforts towards just laws for his "compañeros" was an inspiration to anyone that knew of him. The authors then begin adding the fact that César Chávez was not alone in his fight for justice but was a leader in hope and action.

Fuiste un fiel justiciero
luchabas por la existencia
de leyes justas y leales
implorando su exigencia.

Por dondequiera que andabas
con tu presencia inspirabas
al escuchar tu palabra
a mucha gente cambiabas.

The authors then refer to the unity of the campesinos in the seventh and eighth stanzas. The protests and marches vibrating the land and air, exciting and hopeful. In the midst of the uproars is their leader, César Chávez, leading them on.

La unión de trabajadores
siendo la fuerza del campo
de allí surgieron corridos
interpretando su canto.

Marchas y tantas protestas
vibraban con emoción
todito el pueblo sentía
que llegaría a fruición.

The image of César Chávez given in the ninth stanza, denoting the immense love he had for the people is especially nice. The comparison of Chávez to Christ is breathtaking and extremely sensitive symbolism. In other words, it's very touching. Furthermore, the constant remembrance that César Chávez was as much of a servant to Christ as he was to his people is essential for this corrido. His strength came from Christ.

La cruz pesada cargaste
como lo hizo el Señor
a quien siempre imploraste
por piedad y por amor.

In the tenth stanza, the extent of his efforts is wrapped up in one word, "Noble." Only the best receives a Nobel Prize.

Por tus grandezas y hazañas
sobre el haz de la tierra
te nominaron para que
tuyo el premio "nóbel" fuera.

In the following stanza he is compared to the greatness of Martin Luther King and Ghandi, two outstanding leaders for righteousness and justice:

Al par de "King" y "Ghandi"
sus luhas fueron iguales
siempre invocando la paz
para las clases sociales.

Next he is complimented by the Kennedy family. One can see the democratic connection between them, the fight for equality. The connection to the Kennedy's is very apt historically. Also, the links have to do with charismatic leadership, a compassionate Catholicism for the underdog, and, ultimately the martyrdom suffered by the Kennedy's and César Chávez as they worked for a cause they were deeply dedicated to. Chávez attains the noble and idealistic

grandeur of these other two legendary non-violent fighters for human and civil rights, deservedly, so since he practiced the same principles with similarly high ideals.

Los Kennedy declararon

"Es leyenda en nuestros tiempos

César Chávez es un héroe

renacerá en el cuento."

The twelfth stanza refocuses on unity and the importance of men and women working together. It cannot be done by men alone. The authors bring César Chávez back to life. Chávez gives some excellent examples of valiant women including his wife Helen who have been active participants in the rights for humanity. These stanzas are vital to this corrido because they emphasize the fact that the battle is a group effort; and, although César Chávez is gone, we must continue fighting.

"Con la unidad ganaremos"

fue el mensaje pa' tus seres,

"es muy preciso que estemos

juntos hombres y mujeres."

Hacemos tributo a Helen

tu esposa y compañera

como los mártires héroes

también dio su vida entera.

A woman's right issue is announced here, the role of women in the struggle, something to be continued in the next several stanzas. César Chávez is seen as representing all humankind, men and women, in his time, and as part of the Mexican heritage with the "Adelitas."

Dedicada soldadera
compañera muy decente
así es Dolores Huerta
defensora de la gente.

Campesinas muy valientes
la huelga siempre ha tenido
sobresale Mini Ybarra
compatriotas que han sufrido.

Estas son las Adelitas
tanto se han comprometido
para la causa bendita
son parte de tu corrido.

The seventeenth stanza is just as vital, reminding us that the fight for justice is not fought by one group alone. It is not a special interest group, but compassionate active people who care about the welfare of their neighbors as well as the country. This theme is continued in the next few stanzas, as the authors

mention names of leaders who are Mexicans, Mexican Americas and Chicanos.

Henceforth, César may be gone but there are many people and organizations ready to lead and help.

Hay muchos en esta causa
que se merecen halagar
como la familiar Vásquez
no sólo un nivel social.

Los teatros de allí surgieron
mechistas listos pa' actuar
son parte de tu familia
que supiste cultivar.

Miguel, Carlitos y el "Chunky"
nunca se sabían rajar
y la Rondalla Amerindia
al frente con su cantar.

The authors now return again to the individual actions of César Chávez.

They mention the excitement of those waiting for his arrival to their town, eagerly awaiting his words and hope.

Mucho terreno abarcaste
empezando en Sacramento
Calexico esperaba
tu llegada muy contento.

The faith Chávez has in God to save his people and the prophecies of great leaders should restore our hope that justice will always win, if we only believe and try to make it happen.

treinta y seis días de ayuno
fue parte de tu faena
para enseñarle al rancharo
que uno paga en tierra ajena.

Raza fina de abolengo
como lo hay en Atzlán
Tezcatlipoca dispuso
que el bien tiene que reinar.

Stanza twenty-four reflects on two ideas: César Chávez had great faith in Christ and was always trying to get other people to turn to him and that now everyone turns to heaven for the answer, whether they are looking towards César or Christ.

El firmamento del cielo
tan azul como un estero
y tu imagen se convierte
por la noche en un lucero.

**La causa es lucha perpetua
tu legacía dejaste
el mundo rinde homenaje
tu vida sacrificaste.**

**Delano pueblo bendito
tus cuarenta acres sagrados
sesenta mil peregrinos
y otros miles dedicados.**

The authors use very vivid imagery in the following stanzas to denote who and where César Chávez is now.

**Allí tu espíritu reina
símbolo de luz materna
vivo ejemplo de "la causa"
y fuego de paz eterna.**

The following two stanzas tell us how his name will be remembered, from the ends of the earth and every year in the United States.

**Las cuatro esquinas mundiales
tu nombre proclamarán
las masas fieles y leales
siempre te recordarán.**

In stanzas twenty-five and twenty-six, the authors return to the death of César Chávez but this time in a new light of glory and happiness for César; he is going to a place where he is first class, escorted by the black eagle symbol of the farmworkers and the Aztec Eagle symbol of liberty and freedom, unlike the thought of death at the beginning of this corrido.

En la gloria canta un coro
dando voz a tu esperada
los ángeles de tu reino
anticipan tu llegada.

Ya se divisa en los campos
gente humilde y sincera
tus campesinos te llevan
a reposar en la sierra.

El águila negra avisa:
"Preparen pronto el altar
que el águila azteca llega
y a César va a coronar."

The authors now focus on the fact that this struggle for justice has not ended with the death of César Chávez but continues as long as there is injustice. We must do what we can until it is our time to go.

**El treinta y uno de marzo
tu memoria vivirá
por ley es día de tu fiesta
y en la historia quedará.**

This is time to rejoice and a cheer for us to yell as we march to victory on the side of justice and righteousness.

**Viva la huelga en el fil
viva la causa en la historia
la raza llena de gloria
César Chávez reinará.**

There are thirty-three stanzas in this tribute to César Chávez. They are symbolic because Jesus Christ was thirty-three years old when he was crucified, and, whereas, he sacrificed himself for all humanity, César Chávez, likewise, sacrificed himself for the plight of the farmworker.

This corrido "Defensor del Pueblo" is a tribute to a great man who rose from humble beginnings to represent the highest ideals of not only farmworkers, not only Chicanos, but of humankind. Underlined are the values of justice, peace, a noble non-violent set of principles, high idealism, sacrifice, the struggle for what is right, and ultimately sacrifice and peace. A martyrdom that will stand as a model, a symbol, for others to follow. César Chávez then is a heroic figure of a very special kind, extraordinary in so many ways as outlined vividly in this corrido.

CÉSAR CHÁVEZ

Arreglo Musical:
Musical Arrangement

El campo se encuentra solo
con dolor y entristecido
el campesino del pueblo
César Chávez ha partido.

Nadie se lo imaginaba
que este santo nos faltara
que llegaría el momento,
en que Dios se lo llevara.

Vuela paloma sagrada
conviértete en mensajera
anúnciale a todo el mundo
que el valle triste lo espera.

Vuela paloma torcaza
cuenta la historia de este hombre
hay mucho que no se sabe
de su fama y su renombre.

Fuiste un fiel justiciero
luchabas por la existencia
de leyes justas y leales
implorando su exigencia.

Por dondequiera que andabas
con tu presencia inspirabas
al escuchar tu palabra
a much gente cambiabas.

La union de trabajadores
siendo la fuerza del campo
de allí sugieron corridos
interpretando su canto.

Marchas y tantas protestas
vibraban con emoción
todito el pueblo sentía
que llegaría a fruición.

La cruz pesada cargaste
como lo hizo el señor
a quien siempre imploraste
por piedad y por amor.

CÉSAR CHÁVEZ

Letra:
Lyrics: José "Pepe" Villarino y
Oscar Galván

The fields are lonely
with pain and sadness
the people's farmworker
César Chávez has departed.

No one imagined
that this saint would leave us,
that the moment would come
when God would take him to him.

Fly sacred dove
turn into a homing pigeon
tell the who world
that the valley sadly awaits him.

Fly turtle dove
go and spread this man's history
there is much that is not known
about his fame and glory.

You believed in justice
fighting for the existence
of just and righteous laws
and praying for their enforcement.

Everywhere you went
your presence was an inspiration
and upon listening to you message,
masses of people you changed.

The workers' union
was the strength in the fields,
ballads were born
singing the people's songs.

Marches and many protests
vibrated with emotion
all the people felt
their efforts would be successful.

You carried a heavy cross
just like our Lord
whom you implored
with piety and with love.

Por tus grandezas y hazañas
sobre el haz de la tierra
te nominaron para que
tuyo el premio "Nobel" fuera.

Al par de "King" y de "Ghandi"
sus luchas fueron iguales
siempre invocando la paz
para las clases sociales

Los Kennedy declararon:
"Es leyenda en nuestros tiempos
César Chávez es un héroe
renacerá en el cuento."

"Con la unidad ganaremos;"
fue el mensaje pa' tus seres,
"es muy preciso que estemos
junto hombres y mujeres"

Hacemos tributo a Helen
tu esposa y compañera
como los mártires héroes
también dio su vida entera.

Dedicada soldadera
fiel, capaz y muy decente
así es Dolores Huerta
orgullosa de su gente.

Campeñas muy valientes
la huelga siempre ha tenido
sobresale Mini Ybarra
compatriotas que han sufrido.

Estas son las Adelitas
tanto se han comprometido
para la causa bendita
con parte de tu corrido.

Hay muchos en esta causa
que se merecen halagar
como la familia Vásquez
no sólo un nivel social

Los teatros de allí surgieron
Mechistas listos pa' actuar
son parte de tu familia
que supiste cultivar.

Miguel, Carlitos y "El Chunky"
nunca se sabían rajar
y La Rondalla Amerindia
al frente con su cantar.

Because of your grandeur and deeds
over the face of this earth
you were nominated to
hold the Nobel prize.

Just like King and Ghandi
his struggle was the same
always praying for peace
on behalf of the poor social classes.

The Kennedys told the world:
"He is a legend in our time"
César Chávez is a hero
He will live again in our memoirs.

"With unity we will win;"
was your message to your flock,
"it is very important that
men and women are together."

We pay tribute to Helen
your wife and companion
just like the martyrs and heroes
she pledged her life to "La Causa."

A dedicated soldier
faithful, capable and decent
is Dolores Huerta,
proud of her people.

Valiant female farmworkers
always on the picket line
Mini Ybarra stands out
fellow women that know what suffering is all about.

These are the women soldiers
that are truly committed
to this holy cause;
they too are part of your ballad.

There are many in this cause
that merit special attention
like the Vásquez family
and not only one social class.

The dramatists emerged then
Mecha members ready to perform
they are part of your family
that you cultivated.

Miguel, Carlitos and "Chunky"
never back out
and "La Rondalla Amerindia"
at the vanguard singing.

Mucho terreno abarcaste
empezando en Sacramento
Calexico esperaba
tu llegada muy contento.

Treinta y seis días de ayuno
fue parte de tu faena
para enseñarle al ranchero
que uno paga en tierra ajena.

Raza fina de abolengo
como lo hay en Aztlán
Tezcatlipoca dispuso
que el bien tiene que reinar.

El firmamento de cielo
tan azul como un estero
y tu imagen se convierte
por la noche en un lucero

En la gloria canta un coro
dando voz a tu esperada
los ángeles de tu reino
anticipan tu llegada.

Ya se divisa en los campos
gente humilde y sincera
tus campesinos te llevan
a reposar en la sierra.

El Aguila Negra avisa:
"Preparen pronto el altar
que el Aguila Azteca llega
y a César va a coronar."

La Causa es lucha perpetua
su legacia dejaste
el mundo rinde homenaje
tu vida sacrificaste.

Delano pueblo bendito
tus cuarenta acre sagrados
sesenta mil peregrinos
y otros miles dedicados.

Allí tu espíritu reina
símbolo de luz materna
ejemplo de "Sí se puede"
y fuego de paz eterna.

You covered much ground
starting in Sacramento
Calexico was there at the Border
welcoming your arrival.

Thirty-six days you fasted
it was part of your task
to show the growers
the immigrant is the underdog.

Fine people of stature
you find in Aztlán
Tezcatlipoca prophesied
that right has to triumph.

The dome of heaven
as blue as a bay
and your image turns into
a morning star in the heavens.

In heaven a choir sings
announcing your coming
the angels in your kingdom
anticipate your arrival.

One can see throughout the fields
humble and sincere people
faithful farm workers carry you
to your resting place in the mountains.

The Black Eagle calls out:
"Go and prepare the altar
the Aztec Eagle is coming
to crown César."

La Causa is a perpetual struggle
and you contributed to its legacy
the whole world pays homage
to your sacrifice.

Delano holy city
your sacred forty acres
sixty thousand pilgrims
and other thousands of loyal followers.

There your spirit reigns
symbol of maternal light
example of it can be done
and fame of eternal peace.

Las cuatro esquinas mundiales
tu nombre proclamarán
las masas fieles y leales
siempre te recordarán.

El treinta y uno de marzo
tu memoria vivirá
por ley es día de tu fiesta
y en la historia quedará.

¡Viva la huelga en el fil
viva La Causa en la historia
la Raza llena de gloria
César Chávez reinará

The four corners of the world
now proclaim your name
the faithful and loyal masses
will always remember you.

The thirty first of March
your memory will live
by law this is your holiday
and will be engraved in history.

Long live the strike in the fields!
long live "La Causa" in history!
la Raza full of glory!
César Chávez reigns!



César E. Chávez Celebration 2007

UC San Diego
Office of the Chancellor
9500 Gilman Drive
La Jolla, California 92093-0005

**YOU ARE CORDIALLY INVITED
TO ATTEND THE UNIVERSITY
OF CALIFORNIA, SAN DIEGO
2007 CESAR E. CHAVEZ
CELEBRATION'S
KICKOFF LUNCH RECEPTION**

April 3 • TUESDAY • 11:30-1:00

Recognizing San Diego activist
Olivia Puentes-Reynolds and
UCSD Alumnus Victor Nieblas
for furthering Chavez's ideals
in their communities.

*Institute of the Americas, Weaver Room
(858) 534-6862*

And we hope to see you at the
month-long series of other public
events which follow!

BLINK.UCSD.EDU/GO/CHAVEZ

© 1987 George Ballis / Take Stock. Photograph protected by copyright. ASS
No reproduction without written permission from Take Stock (415) 479-6994.



02 1A
0004606523
MAILED FROM ZIP CODE 92093
\$ 00.24⁰
MAR 22 2007

Mr. Herman Baca
710 E. Third St.,
National City CA 91950





**CESAR CHAVEZ DAY 2007
COMMUNITY CELEBRATION**

VIVA Luis Valdez

A Fundraising Dinner Event for Project VIVA

Wednesday, March 28

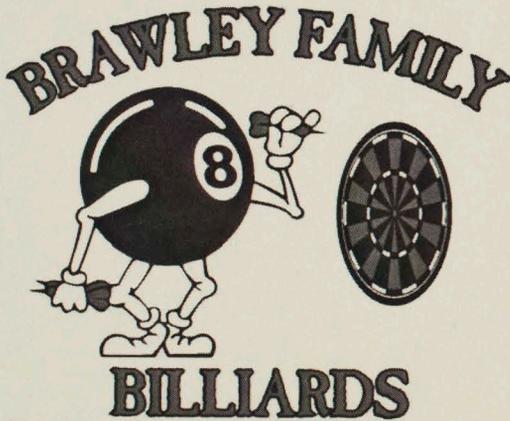
Brawley Boys & Girls Club



(760)351-2991
616 Main Street
Brawley, CA

The Official Caterer of the
Cesar Chavez Day Celebration Events

Let Us Cater Your Next Event



616 Main Street
Brawley, CA 92227

(760) 344-5598

"Being of service is not enough. You must become a servant of the people. When you do, you can demand their commitment in return."

-Cesar E. Chavez



Brawley Eastside Merchants Baseball Team 1947

Visti the Baseball Exhibit open until May 11th at the office lobby of the Institute for Socio-Economic Justice.

MORONGO BAND OF MISSION INDIANS



“Students must have initiative; they should not be mere imitators. They must learn to think and act for themselves... and be free.”
-Cesar E. Chavez



"Organizing Communities for Empowerment"

March 2007

Dear colleagues in the struggle for justice,

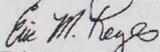
As Executive Director of the Institute for Socio-Economic Justice, it is my pleasure to welcome you to our Cesar Chavez Community Celebration and to this very special event, the "VIVA Luis Valdez" fund raiser for Project VIVA (Vote Imperial Valley Association). We have come together to celebrate the legacy of humanity of Cesar Chavez that should inspire ourselves and others to follow his example of services to others. It is that basic premise that Cesar Chavez inspires in our organization that drives us in our work for others.

We are here today thanks to the hard work of the Institute staff and volunteers (in-kindners!) and the generosity of our sponsors who believe in the mission of the Institute and the celebration of our community. I want to take this opportunity to give my appreciation to the event coordinator, Abraham Rubalcava and his dedication to the celebration. We are also very grateful to the City of Brawley Council, administration and staff who have been tremendously supportive of our efforts, thank you for your participation and assistance.

Cesar Chavez has created a legacy of humanity that should be celebrated in all of the communities he has touched. That celebration should be inclusive, diverse and intense; just as the movement Cesar Chavez created that we all benefited from in one way or another, is. The driving message of the continued legacy of Cesar Chavez is the belief in giving service to others. A community is only as progressive as the people who live in it are in ensuring that the needs of all within the community are taken care of.

In our agricultural community, the legacy of Cesar Chavez is a conflicted one that aims to diminish the goals and ideals of his movement. This attempt to contain the impact of a sincere and humble man who gave of himself so we could move forward as a community must be met with the examples of his movement in the evolution of our community; but still has so much more to improve on. The Institute for Socio-Economic Justice celebrates the legacy of Cesar Chavez and the people who made it happen such as Luis Valdez who gave a voice to farm workers in art form and gave a voice to a generation of Mexican Americans struggling to find their identity in a critical period of our evolution as a people.

Take from Cesar Chavez his core values of Service to Others, Sacrifice, A Preference to Help the Most Needy, Determination, Non-violence, Acceptance of all People, Respect for life and the Environment, Knowledge and Innovation. Take from Cesar Chavez the vision of a community that believes in the need to include all members of a community when measuring success. Take from Cesar Chavez the ideal that positive change is possible if we work and sacrifice for it. Take from Cesar Chavez the belief that what we want to be accomplished can be done, que "Si Se Puede!!". Que VIVA Cesar Chavez! Que VIVA Luis Valdez! Que VIVA los campesinos!! Que VIVA nuestra comunidad.


Eric M. Reyes

Eric Reyes with
Arturo Rodriguez,
President, UFW





**San Diego County
Water Authority**



Walter F. Ulloa
Chairman & C.E.O

ENTRAVISION COMMUNICATIONS CORPORATION

*"Talk is cheap... it is the way we organize and use
our lives everyday that tells what we believe in."*

-Cesar E. Chavez



A  Sempra Energy utilitySM



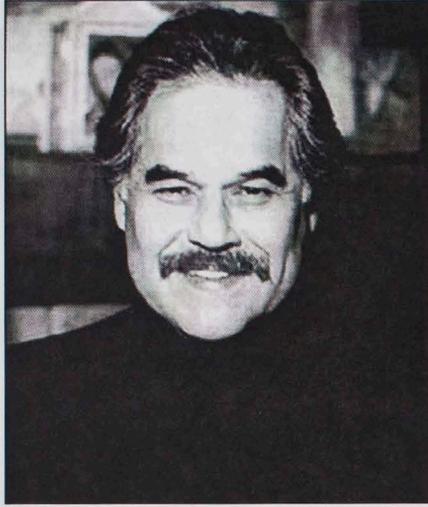
A  Sempra Energy utility[®]



Your #1 Country Music Station!

"It is my deepest belief that only by giving
our lives do we find life."

-Cesar E. Chavez



Luis Valdez

From the migrant labor fields to Broadway, Luis Valdez remains true to his original vision... performance that addresses the Chicano experience in America in a context meaningful to all Americans.

Valdez's credits include founder and artistic director of the internationally renowned El Teatro Campesino, council member of the National Endowment of the Arts and founding member of the California Arts Council. His Awards include Presidential Medal of the Arts, the prestigious Aguila Azteca Award, Governors Award of the California Arts Council. Best known works include Zoot Suit, la Bamba, and Corridos, winner of the George Peabody Award. He continues to work and mentor a new generation of theatre artists at El Teatro Campesino Playhouse.

Program

Welcome
Miguel Miranda
Project VIVA Coordinator

Musica
Chunky Sanchez y Sus Amigos

Invocation
Honorable Mayor Don Campbel

Reyes & Lupe Topete Scholarship Foundation

Si Se Puede
Eric M. Reyes
Executive Director, Institute for Socio-Economic
Justice

Special Presentations
Cosechando Justicia Award

Guest Of Honor
Luis Valdez

Mas Musica
Chunky Sanchez y Sus Amigos

*"It is my deepest belief that only by giving our lives
do we find life."*

-Cesar E. Chavez

VIVA Luis Valdez Sponsors

Gold Sponsors

Las Chabelas & Brawley Family Billiards
Jason Amavisca, Esq
The Brawley Inn
Univision
San Diego County Water Authority

Silver Sponsors

Entravision
Morongo Band of Mission Indians
Western Auto
Union Bank

Bronze Sponsors

Citizens Energy Corporation
The Gas Company
San Diego Gas & Electric
Paradise
Liberty Energy

Special Thank You

The City of Brawley
Brawley Parks & Recreation Department
The Brawley Chamber of Commerce
The Brawley Boys & Girls Club
The Brawley Rodeo Committee
Justin & Sara Matus

WESTERN AUTO
235 EAST 2ND Street
(760)357-3535

SUPREME ELECTRIC



PromoCasa

ALFORD DISTRIBUTING COMPANY



Fiesta Mexican Foods, Inc.



Imperial
Irrigation
District



CITIZENS ENERGY CORPORATION
a non-profit energy company

*"It is my deepest belief that only by giving our lives
do we find life."*

-Cesar E. Chavez



CALL TO ACTION



CITRUS FREEZE RELIEF EFFORT

On January 12, 2007, California was hit by a weeklong freeze that destroyed the Central Valley's citrus crops, causing an estimated \$1 billion in losses, and affecting 28,000 farm workers and their families.

With no jobs and no income, these families have begun to run out of food, can't afford to pay for heat or medical care, and are in danger of being evicted from their homes.

Join the Chavez Citrus Freeze Campaign in honor of Chavez Day 2007! Help us raise funds and collect food donations in support of farm workers and their families affected by the Citrus Freeze.



Find Out How You Can Help

Visit www.chavezfoundation.org

or

Call (602) 272-0080

DONATE NOW:

Online at www.chavezfoundation.org

Make checks payable to:

Chavez Foundation Citrus Freeze Relief Fund

Cesar E. Chavez Foundation
500 North Brand Blvd Suite 1650
Glendale, CA 91203
(818) 265-0300

Federal ID 77-0379630
IRS Exemption 501 (c)(3)



Jocelyn Sherman Photographer

"You know, if people are pacifists, it's not their fault. It's because society puts them in that spot. You've got to change it. You don't just change a man - you've got to change his environment as you do it."

- Cesar E. Chavez

Law Office Of



Jason C. Amavisca, Esq.

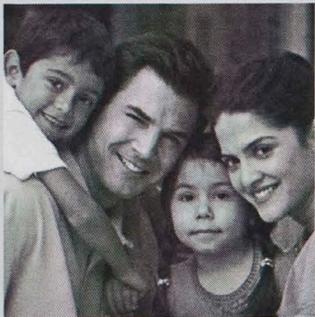
Attorney & Counselor at Law

(760)482-9224

**485 Broadway, Suite C
El Centro, CA 92243
www.valley-law.com**

"We cannot seek achievement for ourselves and forget about progress and prosperity for our community... our ambitions must be broad enough to include the aspirations and needs of others, for their sakes and for our own."

-Cesar E. Chavez



To those who unite

who understand the power of togetherness

who strengthen the ties of family and community

who join all of us in a bond for common good

we salute your strong leadership.

Proud sponsor of the 2007 Cesar Chavez Community Celebration.

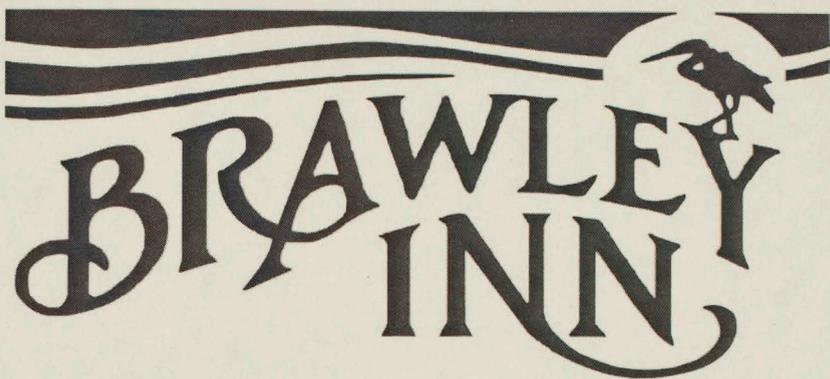
Invest in you[®]



Retail Banking – 500 S. Indian Canyon Drive, Palm Springs, CA 92264
Paul Magana, Senior Vice President & Region Manager, (760) 778-0209

Visit us at unionbank.com

©2007 Union Bank of California, N.A. Member FDIC



HOTEL & CONFERENCE CENTER

"The Only Full Service Hotel in the Imperial Valley"

(760)344-1199

1-800-541-4567

**575 W. Main Street
Brawley, CA**

www.brawleyinn.com

The Official Hotel of the Cesar Chavez Day Community Events

"We need to help students and parents cherish and preserve the ethnic and cultural diversity that nourishes and strengthens this community- and this nation."

-Cesar E. Chavez

THE INSTITUTE FOR SOCIO-ECONOMIC JUSTICE



Presents

CEGAR CHAVEZ DAY FESTIVAL & CONCERT

featuring

LUPILLO RIVERA

also appearing

THE IMPERIAL VALLEY
ESTRELLAS BAND

with special guests

Erazno y La Chokolata

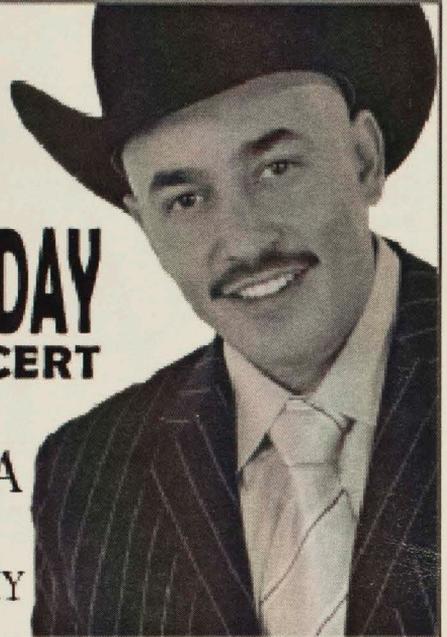
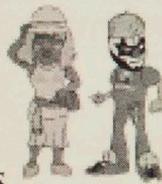
Music

Dance

Art

Food Booths

and a lot more....



SATURDAY, MARCH 31, 2007

2:00 P.M. - 10:00 P.M.

BRAWLEY CATTLE CALL ARENA

BRAWLEY, CALIFORNIA

TICKETS AVAILABLE AT: GARCIA FOOD

MARIACHI PARA EL PUEBLO

Friday, March 30
Plaza Park, Brawley

6:00 PM - 10:00 PM

Free
Event



RABOBANK

For More Info Call (760)351-9300 www.sociojustice.org