



# **La Voz**

## **de Guadalupe County**

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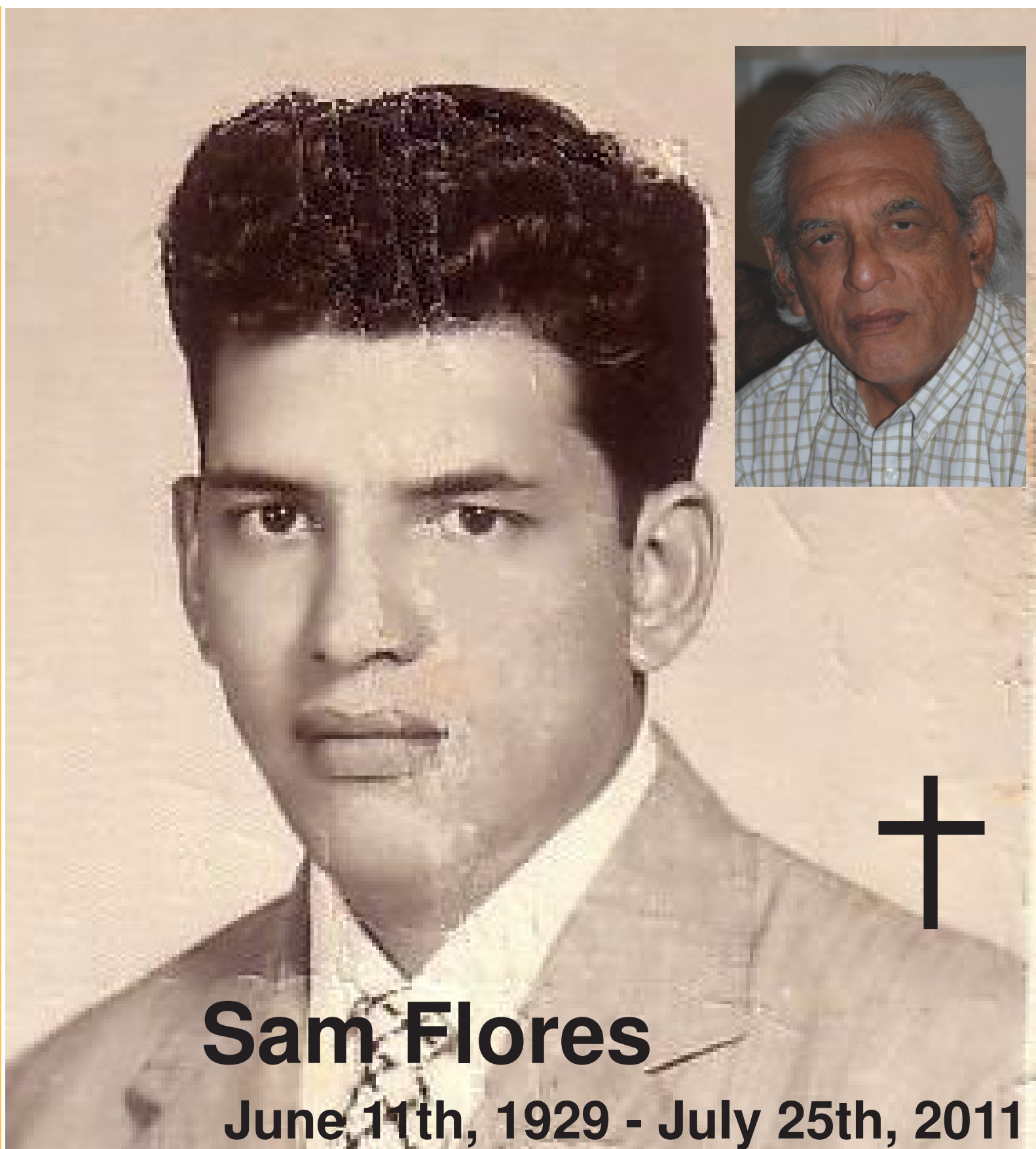
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**June 11th, 1929 - July 25th, 2011**



# Texas State University Awarded \$679,000 to Help Latino Students Make Gains in Math Learning

*Findings to help educators throughout the United States understand, implement best practices*

U.S. Rep. Lloyd Doggett announced the National Science Foundation has awarded Texas State University \$679,000 in federal funds to study how to help Latino English Language Learners make gains in mathematics learning in the eighth grade. Findings from the study, led by Assistant Professor Maria Alejandra Sorto, will help educators throughout the United States understand and better implement best practices to improve students' achievement.

“Every student should have the opportunity to achieve their God-given potential through education. By understanding what educators can do in the classroom to help Latino students make gains in mathematics, we have the potential to help more students in Texas and across the nation do just that,” said U.S. Rep. Lloyd Doggett.

Assistant Professor Maria Alejandra Sorto, are collaborating with two school districts in Central Texas and the Rio Grande Valley to investigate teaching practices that demonstrate results from students in mathematics learning. Eventually, the findings will be used to implement a Mathematics Bilingual Institute that would offer educators an opportunity to develop the tools and techniques needed to help Latino English Language Learners succeed in mathematics.

Sorto is uniquely equipped to conduct this study. Originally from Honduras and coming to the United States when she was 19, Sorto was an English Language learning student studying mathematics herself. Having conducted similar studies in Latin America, Sorto understands the teaching techniques that work for different types of students and how to integrate these techniques into U.S. classrooms. “I want to use rigorous methodology to make sure more Texas schools are able to use the methods that work best to teach mathematics to English Language Learning Students,” said Sorto.

1954

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Some of the current highlights of the Annual Conference:

1. Co-Chair of the Conference is William Powers, President of The University of Texas at Austin
2. Procurement Roundtables - Business Match Making
3. Exhibit Trade Show
4. Opportunities to do Business with Federal and State Agencies
5. Seminars with a wide Variety of Subjects and Speakers
6. Legislative Reception with National and State Elected Officials
7. Networking with Business Owners and Leaders from around Texas, Oklahoma and Nationally
8. Announcing this Year's Outstanding Award Recipients
9. Irving Hispanic Chamber of Commerce Retro Night - A fun night with dance and costume contests from the 1970s - Going Back to the Future: Where TAMACC Started in 1976.

Visit the Web Site for all of the Information: [www.tamacc.org](http://www.tamacc.org)



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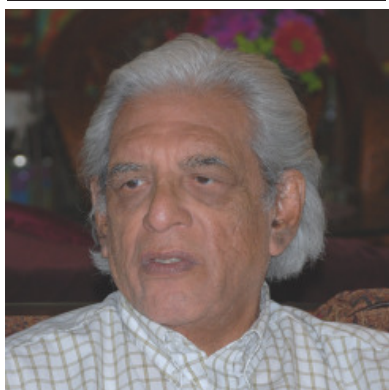
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**Para cualquier pregunta llámenos**

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# On the Passing of Sam Flores

I really didn't know **Sam Flores**. When I started coming to **Seguin** to research whether or not to start a bilingual newspaper in this community, I remember seeing the street sign with his name on it as I came into town from **Austin**. I made a mental note that whoever **Sam Flores** was, he must have done something important.

At a **Seguin** ISD bond election presentation I attended back in May of this year at the **Juan Seguin Teatro** building, I saw an older man sitting in the audience. It was later pointed out to me that it was **Sam Flores**. I didn't speak to him, but I now had a face to match the name. I believe he raised his hand and asked a couple of questions. This was the extent of my contact with **Sam Flores**.

When I heard he has passed away, I quickly scanned my photo files of **Seguin** and spotted him. How could anyone miss that full head of hair? As I began a computer search on **Mr. Flores**, I soon realized that he was indeed a very important man in **Seguin**. He was elected to the **Seguin City Council** in 1965 at the age of 36 and served as a member of this body for 36 years.

I also found out that upon his retirement from the city council, **United States Congressman Ciro Rodriguez** read into the Congressional Record a tribute to Mr. Flores. (It appears in full on the right.)

In this issue of **La Voz de Guadalupe County** you will find a number of photos on Sam Flores life. You will also read for the first time excerpts from a book Sam was working on at the time of his death.

At his funeral many people spoke very highly of him and his life's work. As I listened in the back row, I now understand the importance of a man I never knew. The community of **Seguin** has lost a great leader and advocate.

From the Congressional Record  
**HON. CIRO D. RODRIGUEZ** of  
Texas in the House of  
Representatives Tuesday, January  
30, 2001



**Alfredo R. Santos c/s**  
**Editor & Publisher**

## Tribute in Honor of Texas Community Leader Sam Flores Upon His Retirement

Mr. Speaker, I rise today to honor a true public servant and long-time colleague, Mr. Sam Flores of Seguin, TX. After 36 years of working for the Seguin City Council, Mr. Flores retired the beginning of this year after devoting half of his life to the council and most of his life in the service of others. He is an inspiration for us all. Mr. Flores was born in San Marcos, TX, during the Roaring Twenties, but grew up during the difficult years of the Great Depression. A young Flores soon learned the value of hard work as the middle child of seven raised during this trying time. As soon as he was physically capable of manual labor, Flores was thrust into the life of an adult migrant worker, traveling from California to Minnesota as the seasons changed. When only 17, he dropped out of school to join the Marines. His six- year career was distinguished, and included serving as a Platoon Sergeant in the Korean War and aiding in the evacuation of Shanghai by Americans during the communist revolution in China. After finishing his time with the Marines, Flores continued his formal education and earned a degree in education from Southwest Texas State University in 1955. Four years later Sam Flores had earned his Master's degree in school administration, was married to Velia Flores, and moved to her hometown of Seguin, TX. For the next 35 years Flores would serve the Harlandale ISD. He taught regular and special education classes to elementary and secondary school students. He distinguished himself as the first Hispanic Principal for the Harlandale ISD. He then became the Director for Special Education for six school districts. Even after this extensive career, Mr. Flores, knowing the value of education, works for the Seguin school district as the Attendance Officer. Flores did not limit himself to his teaching vocation, but also took an active interest in other aspects of the community. Flores helped others. And it was both the small and large things that made an impact, everything from helping a single mother fill out a college application to working for the establishment of the Seguin Housing Authority, from assisting an elderly widow with her Social Security to helping establish the Seguin Boys Club. We owe Sam Flores a great deal of gratitude for his work to build a new Seguin Post Office, establish the Health Unit Project, and provide the leadership needed to complete the Walnut Creek Flood project. Sam Flores led the fight against discrimination. In the Sixties he helped form the Seguin Biracial Committee, which successfully worked to end discrimination in public places. He also helped to end segregation in the Seguin Independent School District. Beyond merely ending discrimination, Flores worked to expand cultural understanding. Today, for example, because of his dedication, Texas Lutheran University now has Mexican American Studies program for the benefit of our students. The contributions made by Sam Flores to the City of Seguin are felt not only by those in direct contact with him, but by all the contributions made by the people he touched. His tremendous work and accomplishments is inspiring. His example of sincere dedication to others is a blueprint for all of us to follow.

# Seguin Police Department Starts Citizens Police Academy

The **Seguin Police Department** will be conducting a **Citizens’ Police Academy** session in Spanish. “We’re having our first-ever Spanish academy,” said **Traffic Officer Willie Ybarra**, CPA organizer. “We’re targeting Spanish-speaking individuals who might have questions about state laws city ordinances and other issues.”

The Spanish language **Citizens’ Police Academy** session, will have the same opportunities to get hands-on lessons in local law enforcement. “It’s just like the other class, nothing will change,” he said. “They still get to go to the academy, interact with SWAT equipment, work with detectives, learn about routine patrol with officers, use of force and K-9s.” Ybarra said that, no matter your native language, a Citizens Police Academy course is a great learning experience for any Seguin resident.

The 10-week course meets on Thursdays, starting Sept. 1 from 6-9 p.m. at the **Seguin Police Department**, 350 N. Guadalupe St. The class is free and ends with a graduation ceremony. Applications in Spanish are available at the police department. For more information, call **Officer Ybarra** at 830-401-2360.

## Seguin’s Hotel Occupancy Tax Provides Funding for Local Community Based Organizations

The tax that tourists and others pay when staying in **Seguin** motels has been on the increase. It is expected that the city will collect approximately \$610.000 in this next fiscal years as compared to the \$410.000 it collected this last year. Part of the tax that is collected will go to fund a number of community based organizations including:

Seguin Area Convention and Visitors Bureau	\$280,000
Hispanic Chamber of Commerce	\$55,000
Teatro de Artes de Juan Seguin	\$8,250
Seguin LULAC, Council 682	\$5,500
Seguin Conservation Society	\$5,500
Mid Texas Symphony	\$5,500
Guadalupe County Fair Association	\$5,500
Seguin Heritage Museum	\$5,000

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# La Cultura Corner

Yvonne De La Rosa  
Teatro Program Coordinator

Welcome to “La Cultura Corner!” **Teatro De Artes De Juan Seguin** (“El Teatro”) is a non-profit cultural arts organization that promotes the Mexican-American culture through the arts. When you think about the culture and traditions in our Mexican-American communities, what comes to mind? Do you envision sharing fiestas/piñatas with your loved ones? Do you remember learning from your abuelita how to make some of her famous tortillas and recipes? Do you remember the tamaladas filled with laughter and delicious aromas when women gathered to make the Christmas tamales? Do you remember “la serenata” with mariachis to celebrate Mother’s Day, weddings, birthday parties, etc? Do you remember that we were taught to treat our elders with respect while seeking their advice? Do you remember speaking Tex-Mex or as some call it Spanglish? Do you remember sitting “con la familia” on the porch while listening to Cita Con Rosita or Tejano 107.5 blaring sounds of Grupo Mazz, Gilbert and the Blue Notes, the Broken Hearts, Tierra Tejana and Joe Bravo—just to name a few? As you can see one of the main ingredients in our culture i.e. “La Cultura México-Americana” is “La Familia.”

**Teatro** is a family-oriented organization. Its foundation has been and will continue to be the families of our communities. The family ties that bind us are what define us, while making us more visible and stronger. One of Teatro’s goals is to continue to provide events that are family friendly at a low cost or no cost at all.

Teatro will be reaching an important milestone as it celebrates its 30<sup>th</sup> Anniversary during the 2011-2012 year. The focus of this year’s events will revolve around and will showcase the people-la gente, the families-las familias, and the businesses-los negocios who have supported Teatro for the past 30 years.

Some of the upcoming events are as follows:

**Tues. Aug. 23, 2011 5:30PM-7PM**  
Registration for Ballet Folklórico De La Rosa and Conjunto Juan Seguin 921 W. New Braunfels St. Seguin, TX 78155

**Wed. Aug. 24, 2011 5:30PM-7PM**  
Registration for Ballet Folklórico De La Rosa and Conjunto Juan Seguin 921 W. New Braunfels St. Seguin, TX 78155

**Tues. Sept. 6, 2011 5PM**  
First Day of Conjunto Classes 921 W. New Braunfels St. Seguin, TX 78155

**Wed. Sept. 7, 2011 5:30PM**  
First Day of Ballet Folklórico De La Rosa Classes 921 W. New Braunfels St. Seguin, TX 78155

**Mon. Sept. 12, 2011 6PM**  
Teatro 30<sup>th</sup> Anniversary Focus Group Meeting @ Davila’s BBQ 380 North HWY 123 Seguin, TX 78155

Open to all past/present Board Members, Ballet Folklórico De La Rosa members, Mariachi Juan Seguin Members, Mariachi Juvenil members, Conjunto Juan Seguin members, businesses, individuals and organizations that have supported Teatro.

**Sept. 15<sup>th</sup>-Oct. 15<sup>th</sup>**  
Hispanic Heritage Month Exhibits at Teatro and other sites. Visit our website for locations of exhibits

Come join us!! For more information, please contact us at 830-401-0232 or teatrodeartes@yahoo.com or www.teatrodeartes.org; www.facebook.com/teatrodeartes, or follow us on Twitter @TeatroDeArtes.



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# Historias de Seguin

## *Un panorama del proyecto*

### ¿De qué trata el proyecto *Historias de Seguin*?

El pasado nos ayuda a entender quiénes somos, cómo llegamos a donde estamos y por qué. El conocimiento de nuestro pasado nos ayuda a llegar hasta donde deseamos estar como gente y como sociedad. *Historias de Seguin* es un trabajo conjunto entre los residentes locales y la **Universidad Luterana de Texas** para reunir y preservar las historias de las comunidades mexicana y méxico-americana de **Seguin**. Como lo indicó el señor **Ramón Salazar**, el proyecto tiene la intención de reunir “*información sobre los ciudadanos de Seguin que en el pasado fueron influyentes de alguna manera, quienes contribuyeron al bien de nuestra comunidad, los empresarios hispanos que abrieron las puertas para todos, maestros que nos animaron, cualquier persona que de alguna forma ha aportado su tiempo o su talento para hacer de Seguin un lugar mejor.*”

### ¿Cuál es la meta del proyecto?

La meta principal es llegar a tener una mayor conciencia de las aportaciones y experiencias de los mexicanos y los méxico-americanos en **Seguin**. Ya se tiene establecida una página web ([www.SeguinStories.net](http://www.SeguinStories.net)) y se realizó una exhibición de las primeras historias y fotos que se lograron en el restaurante **Davila’s BBQ**, para compartir los primeros frutos del proyecto. También hay un gran interés en publicar en el futuro un libro con las historias y las fotos que se logren obtener a lo largo del proyecto. En palabras del **Sr. Salazar**, “*nosotros... estamos en un momento clave en el que podemos motivar a nuestros estudiantes y a nuestros hijos para lograr la grandeza de nuestro pueblo a través de una mirada a nuestro pasado.*”

### ¿Quién empezó este proyector? ¿Quién está a cargo?

El proyecto dio comienzo a petición de **Ramón Salazar**, entonces miembro del concejo municipal; de **Edward Dávila**, hombre de negocios por mucho tiempo y de Rosita Ornelas, reconocida personalidad de la radio hispana. **La Dra. Ana María González** fue quien inicialmente incorporó este proyecto en una de sus clases de español en TLU con la ayuda de **Tim Barr y el Center for Servant Leadership**. El proyecto ha crecido y se ha desarrollado por lo que otras personas se han involucrado también, pero el mismo grupo que empezó continúa aportando su apoyo, guía y supervisión.

### ¿Cómo puedo participar en este proyecto?

Si usted es mexicano o méxico-americano y desea ser entrevistado en inglés o español, por favor comuníquese con el **Sr. Ramón Salazar** al 830-379-1083 para agregar su nombre a la lista de participantes. ¡Esperamos contar con su colaboración!

# Seguin Stories

## *Project Overview*

### What is the *Historias de Seguin – Seguin Stories* project?

The past helps us understand who we are, how we got here, and why. Knowing our past also helps us better understand how to get where we want to be as a people and society. *Historias de Seguin – Seguin Stories* is a collaborative effort between local residents and **Texas Lutheran University** to collect and preserve stories from **Seguin’s** Mexican and Mexican-American communities. As **Ramón Salazar** has written, the project intends to gather “*information on the citizens of Seguin who in the past years were influential in some way, who contributed for the good of the barrios, the Hispanic entrepreneurs who opened the doors for all of us, teachers who encouraged us, anyone who in some way contributed their time or talents to make a Seguin a better place.*”

### What is the goal for the project?

The primary goal is to promote a greater awareness of the contributions and experiences of Mexican and Mexican-American people in **Seguin**. A website was established ([www.SeguinStories.net](http://www.SeguinStories.net)) and one batch of stories was displayed at **Davila’s BBQ** restaurant to share the fruits of this project publicly. There was also strong interest in publishing the stories and photos in a book sometime in the future. In the words of **Mr. Salazar**, “*we...are at a pivot point to where we can motivate our students and our children to achieve greatness in our town by looking at our past.*”

### Who started this project? Who is in charge?

This project began at the request of **Ramón Salazar**, long-time businessman **Edward Dávila**, and well-known former radio personality **Rosita Ornelas**. Initially, **Dr. Ana María González** integrated this project into one of her Spanish classes at TLU with the assistance of **Tim Barr** and the **TLU Center for Servant Leadership**. As the project continues to grow and evolve, new people have become involved, but that same core group continues to provide guidance and oversight.

### How can I participate in this project?

If you are Mexican or Mexican-American and willing to be interviewed either in English or Spanish, please contact **Ramón Salazar** at 830-379-1083 to be placed on the list of participants. We look forward to hearing from you!



## Part 1

# In His Own Words

The following is part of an autobiography that **Mr. Flores** started to write a year ago upon the invitation of **Dr. Ana Maria Gonzalez**. The work will be part of the "Seguin Stories" project that she has been leading at **Texas Lutheran University**.

At the time of his death, **Sam Flores** was working on his autobiography **Sam** had gone through several revisions and his edits can be seen throughout the first 70 pages which made it into the 1970s.

What follows are excerpts from **Sam's** manuscript. Included are stories of his early life growing up in **San Marcos**, his tour of duty with the Marines, his struggle to obtain a college education, and his entry into the education profession. It is a remarkably candid perspective of how one man tried and succeeded in making his dreams come true not only for himself, but for all of those who were fortunate enough to have known him. **Sam Flores'** belief in his fellow man and love for his family are just part of what drove him to be the caring individual he will always be remembered for during his time on this earth.

**Sam Flores** was born in 1929 and grew up during the depression in **San Marcos, Texas**. His world viewed was shaped by his grandparents and parents who lived next to each other. They had pigs, chickens and cows. They also had gardens filled with vegetables. Wood was used to heat the homes in the winter and water was drawn from a well.

In 1935, the **Flores** family had grown and now there were



**Francisca, Raquel, Rebecca, Sam, Josue, Ester and Daniel.** One of **Sam's** reflections from this period is his comment, *"Thank God that my father and all of us were never sick.. Of course there were minor illnesses and accidents, but nothing major."*

It was around this time that the **Flores** children entered school. **Sam** recalls: *"We went to some elementary school which was about two and a half blocks away from our home on Guadalupe Street. We all walked to school together. In those days, there were no cafeterias or lunch programs, so our mother would make us tacos, and we would take them as our lunch to school."*

### Going to School

**Sam** remembered how they went to school barefooted because they could not afford shoes and how they did not speak English at the time. He also remembered one of the first phrases he learned in English. It

was the *"be excused."* **Sam** says that he would raise his hand in class and ask the teacher, *"Mam, may I be excused?"* This was the way Mexican children asked for permission to go outside to the restroom."

In 1937, **Sam** recalls that his mother starting getting sick. *"Her symptoms were weakness and on some occasions she would faint. We all did what we could to make her feel better. She continued feeling ill but she continued to care for us. Francisca and Raquel, my two older sisters were now old enough to help her do all of the house work."*

One morning in 1939, the family was asleep. The three boys, **Josue, Daniel** and I were asleep in the living room floor. That morning my father woke us up crying and told us mother had died in her sleep. As my father finished telling us, I panicked and got up from the floor running outside of the house barefooted and crying loudly. I was 10 years

*old. I ran to my grandparent's house to tell them that mother had died. I was afraid to return home. I didn't want to believe that mother had passed away. This was the saddest day of my life. Two days later we had the wake. Then we had the funeral service. Mother was buried in the cemetery in the small town of Martindale."*

In 1940, **Sam** turned eleven years old and was baptized. His father, who had become a Baptist minister was very well known in the community. When a photo of the **Flores** family appeared in the **Baptist Standard**, a national magazine, and mentioned was made that the family had lost their mother, a letter arrived from an elderly couple from **Virginia** offering to adopt the entire **Flores** family. **Sam** writes. *"After careful consideration, father agreed and we were adopted by mother and father George Ely. The gracious couple came to San Marcos to meet and visit us. After that we knew them as mother and father Ely. They would regularly send father money to help us."*

At the age of twelve, **Sam** and three other

boys in school were double promoted to the 7<sup>th</sup> grade at mid year. They were now going to attend **San Marcos Junior High School** which right next to what is today **Texas State University-San Marcos**. **Sam** says, *"I personally found school very different. Most of the students were Anglo and the academics seemed more difficult. One of the things I found very difficult was the giving of oral book reports before the class. You could sense that most of the teachers were partial to Anglo students and several teachers were our right discriminatory towards Hispanics. Another very prominent thing was that students associated only with their ethnic groups."* **Sam** goes on to add, *I was a fairly good*





# Sam Flores Recalls

student except when I got into the 9<sup>th</sup> grade. There I had trouble with algebra. I was never able to pass algebra."

Reflecting on one incident in particular **Sam** says, "The school use to have play nights where students could come and play basketball and other games. One night we were playing basketball, the Anglos against Hispanics. During the game an argument developed between me and **Bobby (Dizzy) Hall**, who was the quarterback of the football team. He hit me hard and I hit him back and it turned into a big fight. **Miss. Reed**, one of the sponsors came and stopped the fight. She blamed me for the fight and sent me home. As I walked home I realized that my eardrum was ruptured. Later, when I wanted to join the Marines, I would have to deal with my ruptured eardrum.

During the early 1940s, my family was doing well. All of us were in school. My sister **Francis** was working in **New York City**. My sister **Rachel** had gotten married. And my father continued his ministry as a pastor of the church and organizing missions around **San Marcos**. Father was highly respected and liked by everyone because he was always helping people. The Hispanic people knew him as **El Hermano Flores** and the Anglos called him **Brother Joe**."

## A las piscas en California

**Sam** recalls that at the age of 14 he began to dislike school. "I started not liking school. I wanted to work and in those days there were no laws that required students to attend school. There was a family named **Rios** from

our church. The **Rios** family would go to **California** every year to do farm work. I was very good friends with two of the younger **Rios** boys. One day I asked Mr. **Rios** if I could go with them to **California**. He said that I could go if I had my father's permission. I went to father and asked if I could go with the **Rios** family to **California**. My father trusted me and said yes.

"As summer approached, Mr. **Rios** prepared his truck that would take us. To me this was a great adventure. As we drove to **California**, Mr. **Rios** would find a good place for us to stop and spend the night. When we reached **California**, **Brother Rios** had already made arrangements where we would be staying. Most of the work was harvesting tomatoes, corn, peaches, apricots, plums and watermelons. I loved this kind of life. We worked hard all day. After dinner we listened to the radio before going to sleep early. We made good money back then. In **San Marcos**, a young boy could earn 25 to 50 cents an hour. I remember making \$35 dollars a day picking fruit in California."

Again, **Sam** recalls: "In 1946, I was 17 years old and in the 10<sup>th</sup> grade. I was very frustrated and decided to ask my father for permission to join the Marines. If you were under 18, you had to have your parent's permission. My father told me to think about it and if I was positive this is what I wanted to do, he would agree. He always prayed for me and asked God to take good care of me.

On December 5, 1946, I took the **Greyhound Bus** to San Antonio and reported to the

**Marine Corps** recruiting office. I was given some tests, signed some papers and thought I would get to go home for a few days. Instead, I was told that I would be leaving the next morning for **San Diego, California**. After basic training, I ended up going to **Guam** and was promoted to corporal. I was in charge of a 12 man squad and took my duties very seriously. In the mornings we trained and in the afternoons we were involved in athletics.

The **Army, Navy, Air Force** and **Marine Corps** all had football teams. I decided I wanted to try out. I must have weighed about 150 pounds. I went to the captain to ask permission to try out, he said 'Flores, are you crazy? Those guys that are trying out are mostly college players.' I said, "Well I just need your permission to try out. About 300 people were trying out. A total of 48 men made the team and I was one of them. When I returned from try outs, I went straight to the captain to tell him I had made the team. He said to me, 'Flores, I can't believe you made the team!'"

"From Guam I went to **China**. The Chinese nationalist were fighting the Chinese communists and our job was to get all the Americans who were in **China** out of the country. We were in **Shanghai** for three months. After that tour of duty, we left for **Pearl Harbor**, spent several days in **Panama City** and then went to **Camp Lejuene, North Carolina**.

The entire trip took about three weeks. After about two months I was notified that I was being promoted to sergeant. I had made the second highest score in the **Marine Corps** on the test

for sergeant. Time passed quickly at **Camp Lejuene** and on December 4<sup>th</sup>, 1949, I was discharged after having served 3 years in the **Marine Corps**. I took the bus back to **San Marcos, Texas** and needless to say, my family was very happy we were together again."

## Going to College

"I enrolled in college in **San Marcos at Southwest Texas Teacher College** under the **GI Bill**. I was accepted because I had acquired my **GED** while I was in the service. I managed to pass all my courses and was going to summer school in 1950.



Sam Flores while stationed in China

The **Korean War** had started and I was recalled to active duty in October. I was sent to **Camp Pendleton in California** for combat training. In January of

1951, we shipped out for **Korea** to replace others who had been fighting. I remember it was extremely cold. During my time in **Korea**, I was involved in four major campaigns and many small firefights. I had made **Platoon Sergeant** and was now in charge of 60 men."

"One day, an officer by the name of **Baker** came storming out of a tent and started yelling, 'I want you and your men to stop speaking Spanish because I do not understand a word of it!' I said, 'Sir, we have been speaking Spanish among ourselves ever since we got to **Korea**.' He said, 'That's fine, but I am ordering you to stop it!'

"Right after that I went to the **Company Commander** and told him what had happened. He said, "**Flores** I know you and some of your men speak Spanish among yourselves and I don't see anything wrong with it. You keep on doing it and I will speak to **Lt. Baker**." And that was the end of it. In the Corp, Mexican American Marines were very clannish and we looked after one another." I left the service in February of 1952 and returned to **San Marcos**."

## One More Try at College

"I enrolled in the second summer session again at **Southwest Texas Teachers College**. My father had remarried and my brothers and sisters were doing well. I started to get more involved in

To be continued in the next issue of La Voz de Guadalupe County



# Recordando

Sam Flores led a long and productive life. These photos show Sam over the years as a father, son, husband, grandfather, city councilman, and advocate.



A young Sam Flores



Sam and Velia on their wedding day December 20, 1953



Sam Flores, Seguin City Councilman



Sam with baby Javier



Sam holding one of children



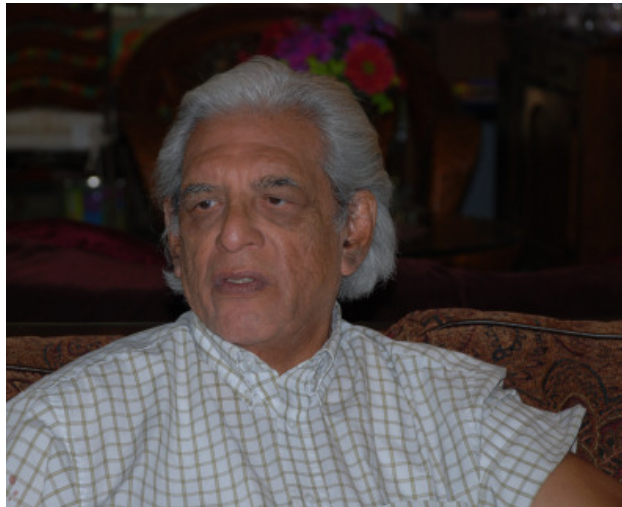
Sam Flores in 1964



# a Sam Flores



Sam Flores in the kitchen with one of his grandchildren



Sam being interviewed by a student at Texas Lutheran University



Sam and Velia in 1994



Sam Flores is addressing an audience in downtown Seguin, Texas.



One of the last photos of Sam Flores taken at Teatro de Artes de Juan Seguin in May , 2011

**“Se va casar Juan.”**



# Remembering Richard Chavez

## 1929 - 2011

He was not famous. He was not rich. But he was there. **Richard Chavez**, the younger brother of **Cesar Chavez** was always there. As children growing up near **Yuma, Arizona**, they caught fish, hunted rabbits and explored the land around them. When their father lost the farm during the depression, the **Chavez** family went to **California** in 1938 and became migrant farm workers traveling constantly in search of work.

There is a photo of **Richard**, **Cesar** and another fellow posing in pachuco garb that was popular during the time. They were learning about the world. In 1949, both brothers left farm work and moved to **Northern California** to work in the lumber mills. They only stayed a few years and then came back to **San Jose, California**. **Richard** entered a carpenter's apprenticeship program and **Cesar** went to work for the **Community Service Organization**. (CSO)

When **Cesar** resigned from the **CSO** in 1962 because it was not interested in organizing farm workers, he went to **Delano, California**, in part because **Richard** was there. **Richard** had moved to **Delano** in 1952 and was president of the **Delano Chapter** of the **CSO**. When **Dolores Huerta**, **Cesar**, **Gilbert Padilla**, **Tony Orendain** and others decided to start the **National Farm Workers Association**, (NFWA) it was **Richard** who came up with the idea of the black eagle on a red backdrop for the flag. Admitting that he couldn't draw very well, **Richard** made a sketch of an eagle with squared off wings. He said it would be easier for others to replicate.



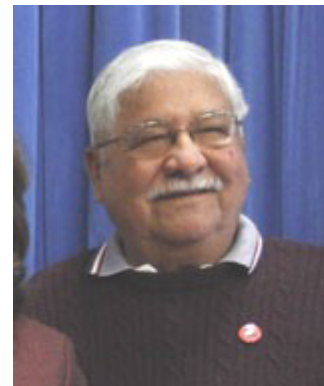
ABOVE: Richard Chavez, unidentified friend, and Cesar Chavez posing for a photo when they were teenagers.



BELOW: Richard Chavez pointing to the UFW label on grapes that were picked under UFW contract.



As the NFWA began to grow, it created a credit union for its members. This was possible because **Richard Chavez** put up his house as collateral for a loan from a bank. In one of the many books on the union there is the story of **Cesar** asking **Richard**, "How much do you think your house is worth?" When **Richard** said, "Oh, I don't know, maybe \$2,500 dollars," **Cesar** said, "Let's go to the bank and find out." The credit union went on to become a key part of the services of the farm workers union. And it was made possible because of **Richard Chavez**.



Richard Chavez

By the summer of 1966, the farm workers movement had taken off. The strike against the **Delano** grape growers was growing and the farm workers had just completed their historic 300 mile march to **Sacramento**. **Cesar** needed help and **Richard** stepped forward giving up his work as a carpenter for \$5 a week like everyone else. **Richard** went to **Detroit** and **New York** to direct the grape boycotts. In 1970, he came back to **California** to administer the union contracts that had just been signed by the **Delano** table grape growers. In 1973, he was elected to the board of the union which had now become the **United Farm Workers of America**. **Richard** was always there to help in any way he could.

Finally in 1983, after 17 years with the union, **Richard** retired. He was 54 years old. He remained close to the union continued make himself available for speaking engagements and other activities. Some time in the late 80s, he and **Cesar** were having a conversation in **La Paz**, the union's headquarters in the **Tehachapi** mountains. **Cesar** turned to **Richard** and said, "Richard, when I die I want you to build my coffin." Stunned by the topic, **Richard**, said, "Oh, Cesar, I am not going to out live you. You eat well. You exercise. You take good care of yourself." **Cesar** continued, "I want you to make a simple coffin. Make it out of pine wood." When **Cesar** died in 1993, **Richard** complied with his brother's wishes. **Richard** was always there.



ABOVE: Members of the Board of the UFW in 1973: From left to right, Dolores Huerta, Mack Lyons, Richard Chavez, Cesar Chavez, Eliseo Medina, Phillp de la Cruz, Gilbert Padilla, Marshall Ganz, and Pete Velasco.



# El Centro



## About El Centro

### Vision

A guiding light on Latino-oriented media and markets in the United States

### Mission

To generate research and knowledge about Latino-oriented media, markets, and the new multicultural America.

To be the driving engine of a series of complementary activities that enhance the academic, professional, and business opportunities related Latino-oriented media and Latino markets.

### Background

The Center has been developed as a response to the University's recognition of the increase in the Latino population and its annual purchasing power (currently estimated to have surpassed \$1 trillion), and the growth of Latino-oriented media in the United States, which have grown at an unprecedented rate during the last thirty years. The Center also emerges from the recognition that there has been an expansion in the number of media corporations venturing into Latin America, and in the linkages between Latin American and U.S. Latino-oriented communication industries, for which a large number of the investment funds and people involved in the transactions are non-Hispanic Americans. The University understands the importance and need to educate future professionals who can best comprehend, analyze and work in or with industries and markets that cater to Latinos and Latin Americans in the U.S. and abroad.

Since the late 1970s, professionals in businesses catering to Latinos have dedicated increased attention to these matters—as evidenced in articles published in, for example, **The Wall Street Journal**, **The New York Times**, **The Los Angeles Times**, **The Miami Herald** and various professional and trade journals such as **Hispanic Business**, **Variety**, **The Hollywood Reporter**, and **Broadcasting**. **Advertising Age** has a multicultural page, which most of the time is dedicated to Hispanic media and markets, and Multichannel News, from **Crains Communication**, published its weekly "Hispanic TV Update." Moreover, from 2004 through 2006, **ADWEEK** produced a special magazine focused exclusively on Latino media and markets, named appropriately **Marketing y Medios**. And although the printed version of this publication ceased operations in December 2006, it continues as a special electronic supplement still produced by **ADWEEK** and distributed by e-mail to subscribers.

However, the dynamics of Latino-oriented and Latin American media as well as the changing configuration of Latinos and Latin Americans as consumers and audiences have received only limited attention. This has left open the opportunity to establish a center that specialized in this area of knowledge. For more information about **El Centro at Texas State University - San Marcos**, please contact:

**School of Journalism & Mass Communication**  
**601 University Dr. | Old Main 102**  
**San Marcos, TX 78666**  
**512.245.2656**



**ABOVE:** Dr. Federico Subervi and Dr. Sindy Chapa, Director and Associate Director respectively of El Centro.

## Sobre El Centro

### Visión

Ser una guía en lo concerniente a los medios de comunicación y mercados orientados a los latinos en Estados Unidos.

### Misión

Generar investigación y conocimiento acerca de los medios de comunicación y mercados orientados a los latinos, sobre los Estados Unidos multiculturales de hoy.

Ser el motor de una serie de actividades complementarias que mejoren las oportunidades académicas, profesionales y de negocios relativas a los medios de comunicación y mercados orientados a los latinos.

### Contexto

El Centro surge como parte del reconocimiento que Texas State University brinda al aumento de la población latina y su creciente poder de compra (actualmente estimado en más de un millón de millones de dólares), además del auge de los medios de comunicación orientados a latinos en Estados Unidos, que han crecido a un ritmo sin precedentes durante los últimos treinta años.

**El Centro** también emerge en reconocimiento a la expansión en número de las corporaciones de medios que han llegado a América Latina, y a los vínculos entre las industrias de la comunicación latinoamericanas y las de orientación latina en los Estados Unidos—en las que una gran proporción de las inversiones y las personas participantes en estas transacciones no son estadounidenses de origen hispano. La universidad entiende la importancia y la necesidad de educar a futuros profesionales que puedan comprender, analizar y trabajar con o al interior de industrias y mercados orientados a las personas de origen latino en Estados Unidos y el extranjero.

Desde finales de los años setenta, profesionales de los negocios orientados a los latinos han dedicado cada vez más atención a estos temas—lo cual ha sido evidenciado en artículos publicados en, por ejemplo, **The Wall Street Journal**, **The New York Times**, **Los Angeles Times**, **The Miami Herald** y una variedad de revistas profesionales y de negocios tales como **Hispanic Business**, **Variety**, **The Hollywood Reporter** y **Broadcasting**. **Advertising Age** tiene una página multicultural, la cual está dedicada en la mayoría de las ocasiones a los medios y mercados hispanos. Por su parte, Multichannel News, de **Crains Communication**, publica semanalmente el "Hispanic TV Update". Del 2004 al 2006, **ADWEEK** produjo una revista especial enfocada exclusivamente en medios y mercados latinos, llamada **Marketing y Medios**. Y aunque la versión impresa de esta publicación cesó operaciones en diciembre del 2006, actualmente sigue en funciones como un suplemento electrónico especial producido por **ADWEEK** para distribución vía correo electrónico a sus suscriptores.

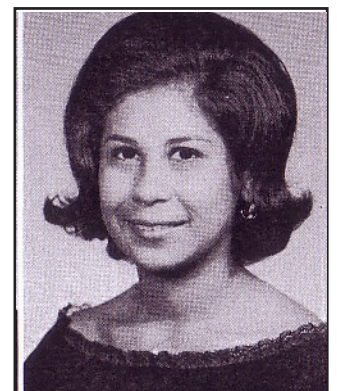
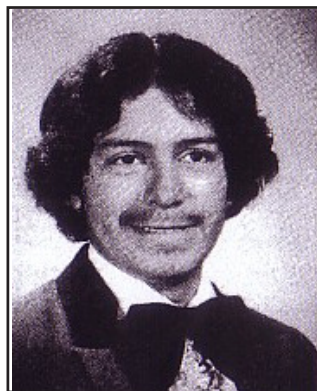
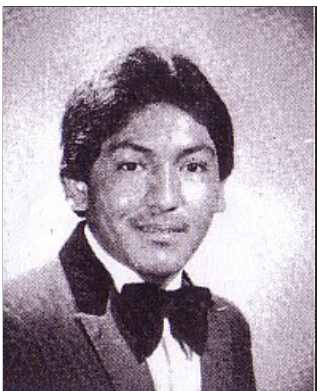
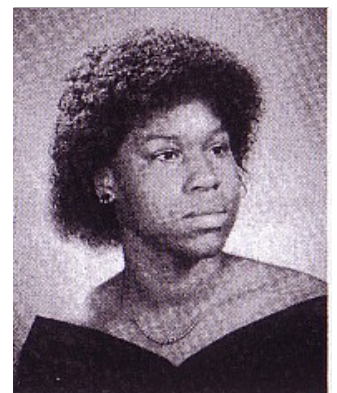
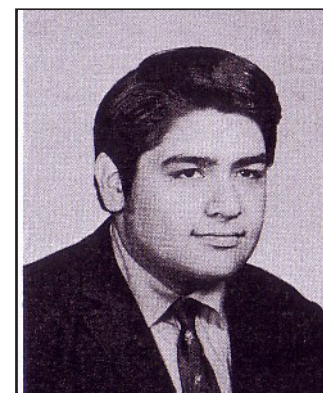
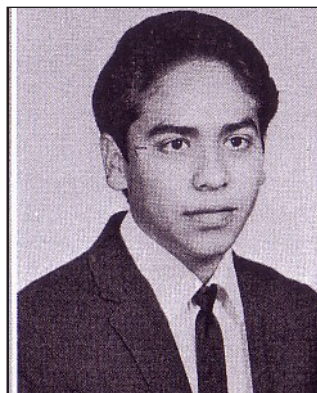
Sin embargo, a pesar del aumento de todas estas publicaciones especializadas, las dinámicas de los medios latinoamericanos y orientados a latinos en Estados Unidos, así como la evolución de los latinos como consumidores y audiencias han recibido relativamente poca atención, lo cual deja abierta la oportunidad para establecer un centro especializado en esta área del conocimiento.



# ¿Quiénes son?

## Win \$25.00 Dollars! ¡Gane 25 dólares!

Identify the individuals in these photos and you may win \$25.00. Here is what to do. Write as many of the names of the individuals you know. Then send the page to **La Voz de Guadalupe County** P.O. Box 19457 Austin, Texas 78760. If your name gets selected, we will call you, ask to take a photo with you, hand you a check and include you in the September, 2011 issue of the newspaper. For more information call (512) 944-4123



### Winner of the June Contest - Ganadora del Concurso de Junio

**Janie Gutierrez** of Seguin, Texas was the winner of the ¿Quiénes Son? contest in the last issue of *La Voz de Guadalupe County*. In this photo she is hold a check from *La Voz Newspapers* for \$25.00.





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 5:00 pm Blessing of Booths Bazaar Opens  
 5:00-10:00pm Silent Auction Opens in Coliseum  
 5:00-8:00pm DJ MUSIC - "TEXAS HEAT" Steve Garcia Outdoor stage  
 7:30-10:30 pm BINGO in Coliseum  
 8:00-12:00 Live Music- "LOS DOS GILBERTOS" Outdoor Stage  
 12:00 am Bazaar Closes



#### Sunday September 4, 2011

11:00-2:00 pm SAUSAGE PLATES @ Parish Center-Church Grounds  
 4:00pm Bazaar Opens Coliseum Grounds  
 5:00pm Silent Auction Opens Coliseum  
 5:30pm DJ Music "JAMMIN EXPRESS" - Jesse Cruz Outdoor Stage  
 7:30-10:30pm Bingo in Coliseum  
 8:00-12:00 Live Music - "RICKY NARANJO Y LOS GAMBLERS" Outdoor Stage  
 10:30pm Silent Auction Closes  
 12:00 am Bazaar Closes



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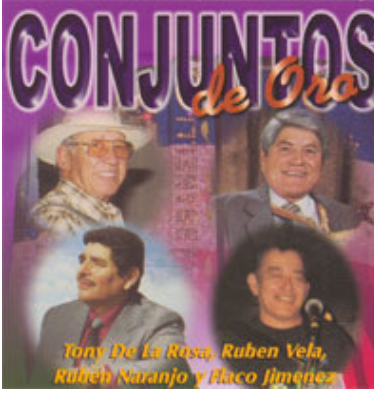
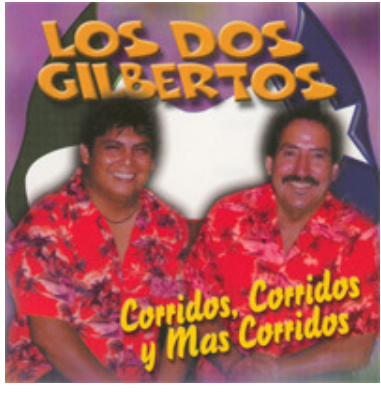
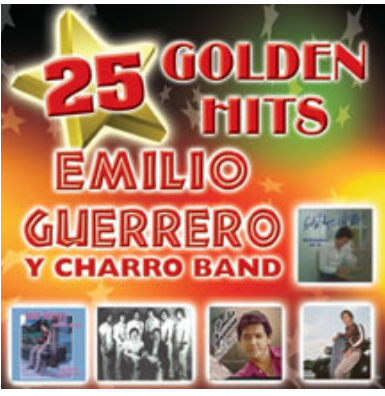
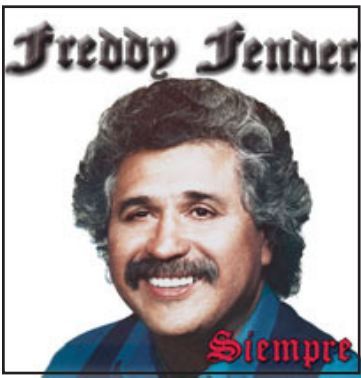
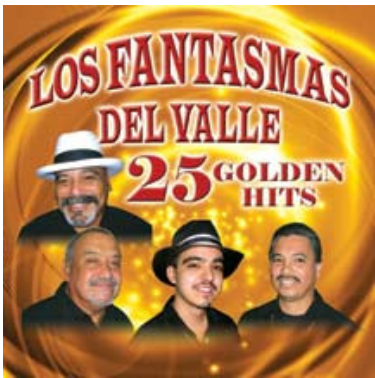
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***Adios Sam. We will never forget you.***

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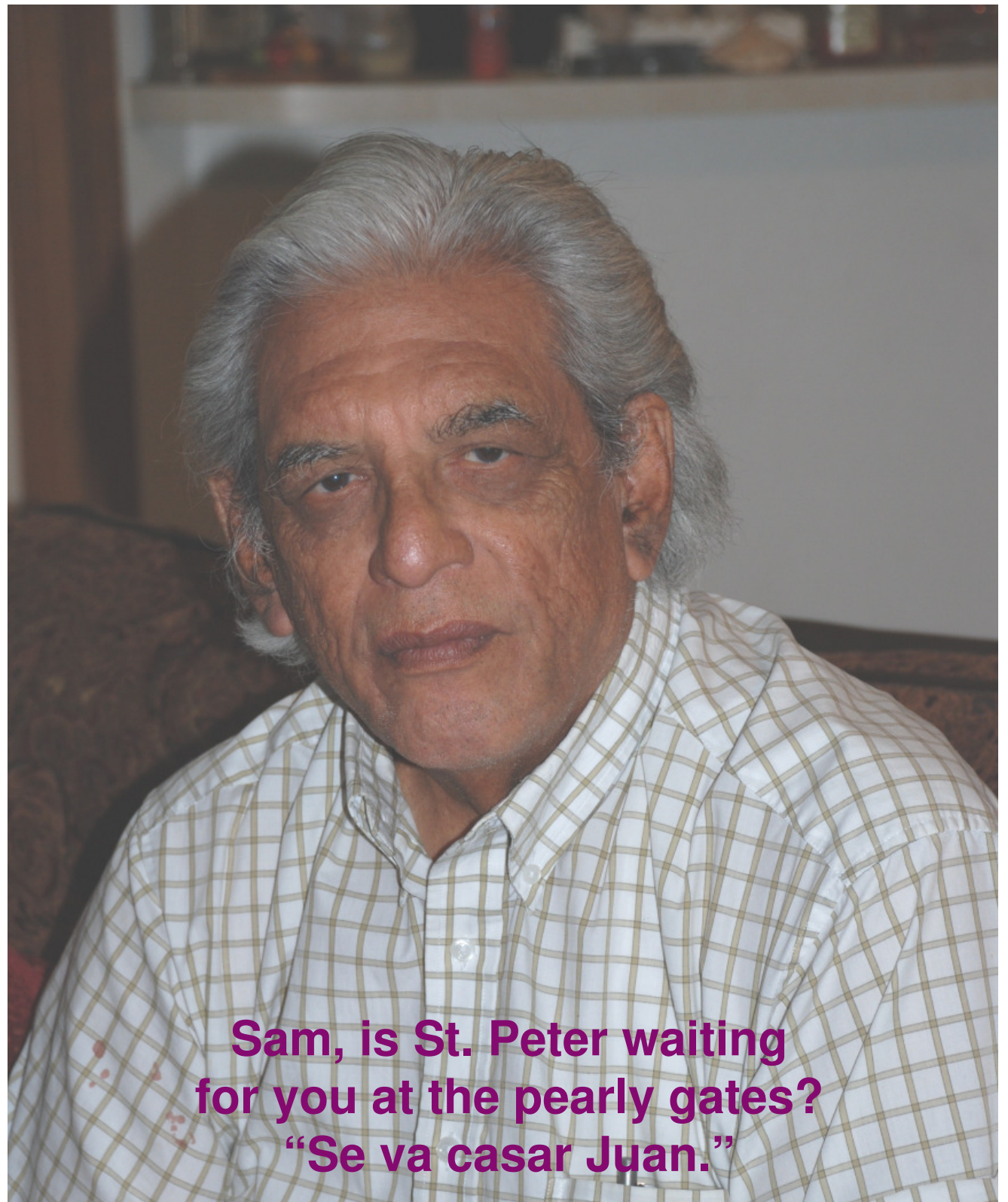
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Sam, is St. Peter waiting  
for you at the pearly gates?

"Se va casar Juan."