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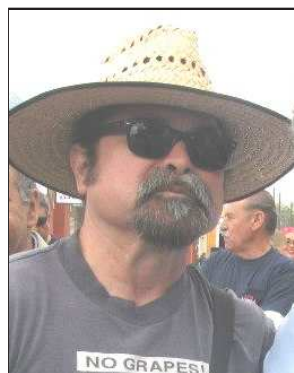
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## La Tierra Tejana 2013 Legacy Tour



# People in the News



## Juan Tejeda Named 2012 Cindi Lazzari Artist

Juan Tejeda, co-founder and producer of the **Guadalupe Cultural Center's** annual **Tejano Conjunto Festival en San Antonio**, received the **2012 Cindi Lazzari Artist Advocate Award** at the **Austin Music Awards**.

Awarded by the **Entertainment and Sports Law Section of the State Bar of Texas**, the honor is named for the late music attorney and, according to organization, is "presented to an individual or entity in **Texas** which goes far beyond the call of duty in efforts to assist artists in the music business."

**Tejeda**, an educator, musician and author, meets the spirit and the letter of such an honor.

Admittedly not as sexy as the **Prince, Smashing Pumpkins, Stevie Nicks and Justin Timberlake** sightings at **SXSW**, **Tejeda** is nevertheless the first Chicano musician to receive the arts advocacy award.

For a man immersed in, and inspired by, border issues and Chicano music, crossing the northern border that is **Ben White Boulevard** in **Austin** for a pat on the back was significant and certainly symbolic.



## Steve Swanson Wants the School District to Share Information

**Steve Swanson**, an education activist in **Austin**, and long time volunteer at **Eastside Memorial High School**, has had enough. Tired of waiting for the **Austin Independent School District** to respond to information requests, he filed a lawsuit which seeks to force the district to open up its files.

**Swanson** alleges the district has cut the public out of important decisions about **Eastside Memorial**. He said the committee he served on was ignored by the district, and claims is now ignoring his requests for information. He has requested detailed reports about the district's decision-making regarding **Eastside Memorial**, and documentation of how the district engaged the community. *"When the community rises, they're not listened to. When they ask questions, they're not answered," Swanson said.*



## Dr. Arturo Madrid Receives Award for Latest Book

**Arturo Madrid** was named the **American Association of Hispanics in Higher Education (AAHHE) Conference Book author** for his latest book, *"In the Country of Empty Crosses: The Story of a Hispano Protestant Family in Catholic New Mexico."*

For more than 30 years, **Dr. Madrid** has been involved in professional activities and scholarship to ensure Latino engagement in all institutions of U.S. society. **Madrid** is the founding president of the **Tómas Rivera Center**, a national institute for policy studies on Latino issues.

Currently a professor of Modern Languages at **Trinity University** in **San Antonio, Texas**, **Dr. Madrid** received his bachelors degree from the **University of New Mexico** in 1960, his masters degree and doctorate from **UCLA** in 1965 and 1969 respectively. A prolific scholar, **Madrid** has a host of publications on his vita and is a speaker in much demand around the United States and abroad.



## Sal Castro, East Los Angeles Icon Passes Away

**Sal Castro**, a life-long educator, is well known for his role in the 1968 "Blowouts," the student protests against unequal conditions at schools throughout the **Southern California** area. His passionate activism and commitment to improving educational opportunities for Mexican-American students has defined his entire career.

**Castro** was born in **East Los Angeles** and received his early education in **Los Angeles** and **Mexico**. After graduating from **Cathedral High School** in **Los Angeles**, he served in the **United States Army** during the **Korean War**.

Upon his discharge he attended **Los Angeles City College** and **LA State**. While at **California State University at Los Angeles**, he was active both in campus politics and politics in general. He served as the student Co-chair in the 1960 **Viva Kennedy** presidential campaign. He was also a member of the **Mexican-American Political Association**

(MAPA), as well as one of the founding members of **AMAE** (Association of Mexican-American Educators).

He began his teaching career at **Washington Junior High** in the **Pasadena City School** system in spring, 1962. While teaching at **Belmont High School** in fall, 1963, a group of students asked him to assist them in their quest to gain election to student body offices. While the students were giving their election speeches, they were disciplined for addressing the crowd in Spanish.

**Castro** intervened on their behalf and found himself summarily transferred to **Lincoln High School**. He found himself under indictment of thirty count of felony conspiracy, but all charges were eventually dismissed by the **California State Supreme Court** citing the United States Constitution First Amendment's "Right of Redress of Grievances".

**Castro** has been honored by numerous organizations including the **Los Angeles City Council**, the **National Hispanic Media Association**, the **California Association of Bilingual Educators (CABE)**, **Association of Mexican-American Educators (AMAE)**, and the **Movimiento Estudiantil Chicano de Aztlan (MECHA)**.

Even though he is retired after 42 years as a high school teacher, **Castro** continued to advocate for culturally relevant education, systemic reforms that place students on track for higher education, and youth leadership. He forever will be a teacher, and he is the proud father of two sons, who have given him two grandsons.



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# Pensamientos

## EDITORIAL

On April 9th, I went to the **Texas State Capitol** to listen to the testimony that would be given to **Texas Senator Dan Patrick's** education committee on **Senate Bill 23**. The room was crowded and the television camereas were ready to go. After introductions, statements of purpose, the testimony began. It looked like the religious folks had managed to sign up early.

First came the **Roman Catholics**, (a cardinal and two bishops), then came the **Jews**. Then came the **Baptists** and few others from private schools. All spoke in favor of **Senator Patrick's** bill that would allow corporations to take tax credits for participating in a voucher like program. One person stated later that all these religious folks basically came looking for a handout.

After the folks in favor spoke, then came the folks who were against. (By this time the TV cameras had packed up and left the room.) Those who were against carried with them the history of what the **Texas Legislature** had promised to do in previous sessions but failed to deliver. **Texas Senator Wendy Davis** was the only member of the committee present who was there whole time and who asked the pointed questions. (**Texas Senator Eddie Lucio** kept fading in and out and when he did speak up he reminded

everyone how much he cared about hungry children.)

My take away thoughts from having sat through more than two hours of testimony was that, I was bearing witness to how public education is

being hijacked by those who are intent on destroying public education in **Texas**. These politicians play with words and pretend to be sincere. But behind their smiles they are adamant about walking away from public education.

The **Republicans** have demonstrated that they want the privatization of public education. They have shown they are willing to work day and night to achieve their goals. The **Democrats** on the other hand are at a loss as to what they should do in part because they don't have the votes to stop them.

Until people turn out to vote in greater numbers in **Texas**, the chipping away of public education is going to continue. At some point, the public education system in **Texas** will be left in shambles. In the meantime, *como decia Cantiflas*, "nosotros los pobres, que fuimos tan sinceros," appear to be more content thinking about what we are going to do on **Cinco de Mayo**.



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



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## Raza Round Table in Austin, Texas

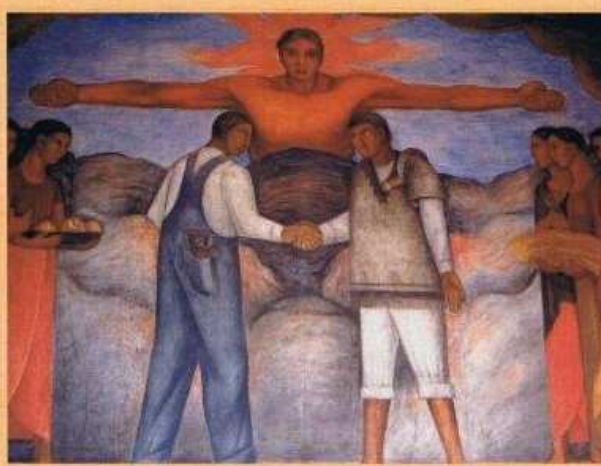
Every Saturday at 10:00am at **Mexitas Mexican Restaurant** 1109 I-H 35 in **Austin, Texas**, community activists gather for a weekly *platica* and information sharing session. The event is open to the public and everyone is invited.

For more information about the **Raza Round Table** contact **Alfredo R. Santos** c/s at (512) 944-4123





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## Teacher Profile

### Cheryl Rimes



**Teacher of 8<sup>th</sup> Grade Social Studies at  
East Austin College Prep,  
[www.eaprep.org](http://www.eaprep.org)**



I started late in life as a teacher when I was 48. After spending 25 years in advertising and marketing, I quit my job as a VP of Advertising at an agency in **San Antonio** and realized I had a higher calling in life. In January of 2005, I started working at an at-risk charter school in **Mesa, Arizona**. That May, I received my Masters in Education. Even though I never expected to teach at a charter school, much less an at-risk charter school, I found that I finally knew what I wanted to do with my life. I love to teach, and I love the kids that most people think are not reachable or teachable. These kids have shown me so much and I am grateful to have been their teacher. Having taught for 8 years, my goal is to continue in education as an administrator and advocate for teachers and education as a whole. This is a very exciting first year at **EAPrep's MLK** campus. I look forward to watching this school and my students grow. My goals for my students at **East Austin College Prep** are to succeed in school and attend the college of their choice.

#### Degrees:

- Bachelors of Arts in History from Trinity University
- Masters of Education, Secondary education, from the University of Phoenix
- Certified in Texas: Social Studies 4-8; History 8-12; ESL 4-12; Generalist 4-8

**Favorite Activity:** Watching football, reading, shopping!

**Favorite Books:** Anything by Stephen King, historical novels, Life of Pi

**Personal hero and why:** **Edward Montez**, my grandfather. He taught me how to be diligent, tenacious, patient, and persistent. He taught me to have good work ethics, which serve me well to this day. He only had a 5<sup>th</sup> grade education, but through hard work and determination, he received his GED, then became an accountant and owned his own business. He is the best man I have ever known!

**What animal best represents you and why?** The Tiger: fierce, protective and strong

**What is your greatest strength?** Organization and the ability to work well with others

**Interesting fact about yourself:** I'm related to country singer **LeAnn Rimes**, I sang in a band, I was an on-air personality in **San Antonio** and **Dallas**; I did radio commercials in **Phoenix** and **Dallas**

**Why do you work at EAPrep?** I want to work with these great students. It's fun helping them learn, not only about history, but about themselves and life. I am so excited to be working at a school that is literally

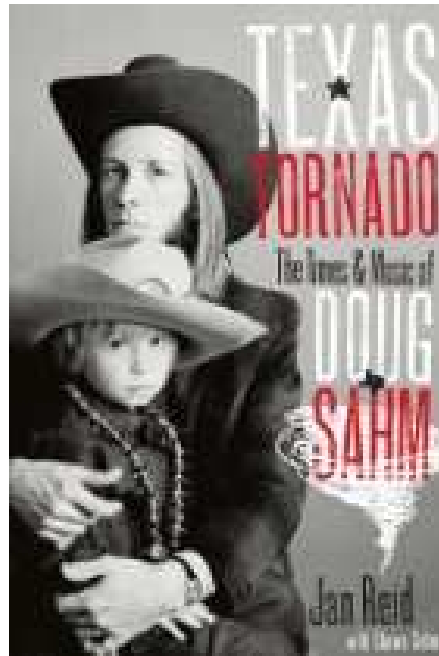


## New Book on Doug Sahm

**Doug Sahm** was a singer, songwriter, and guitarist of legendary range and reputation. The first American musician to capitalize on the 1960s British invasion, **Sahm** vaulted to international fame leading a faux-British band called the **Sir Douglas Quintet**, whose hits included "She's About a Mover", "The Rains Came", and "Mendocino".

He made the cover of "**Rolling Stone**" magazine in 1968 and 1971 and performed with the **Grateful Dead**, **Dr. John**, **Willie Nelson**, **Boz Scaggs**, and **Bob Dylan**. "Texas Tornado" is the first biography of this national music legend. **Jan Reid** traces the whole arc of **Sahm's** incredibly versatile musical career, as well as the manic energy that drove his sometimes turbulent personal life and loves.

**Reid** follows **Sahm** from his youth in **San Antonio** as a prodigy steel guitar player through his breakout success with the **Sir Douglas Quintet** and his move to **California**, where, with an inventive take on blues, rock, country, and jazz, he became... a star in **San Francisco** and invented the 'cosmic cowboy' vogue. **Reid** also chronicles **Sahm's** later return to **Texas** and to chart success with the **Grammy Award**-winning **Texas Tornados**, a rowdy 'conjunto rock and roll band' that he modeled on the **Beatles** and which included **Sir Douglas** alum **Augie Meyers** and Tejano icons **Freddy Fender** and **Flaco Jimenez**. With his exceptional talent and a career that bridged five decades, **Doug Sahm** was a rock and roll innovator whose influence can only be matched among his fellow **Texas** musicians by **Buddy Holly**, **Roy Orbison**, **Janis Joplin**, and **Stevie Ray Vaughan**. "Texas Tornado" vividly captures the energy and intensity of this musician whose life burned out too soon, but whose music continues to rock.



## Pensamientos de Ernesto Nieto, Jefe del National Hispanic Institute

**HISTORICAL PERSPECTIVE: REFUTING THE IDEA OF BEING ON THE OUTSIDE LOOKING IN ERA-**Returning veterans from **WWII** and the **Korean Conflict** begin complaining about the treatment of Latinos in the early 60s;

**PROTESTING AT THE PUBLIC LEVEL ERA-**small bands of young high school and undergraduate

students in the late 1960s and early 70s, calling themselves **Chicanos**, began rallying the Latino community to vote in increasing numbers, taking Latinos to first time experiences in elective office;

**RISE OF THE PROFESSIONAL AND BUSINESS SECTOR ERA-**Latinos begin entering the public sector between the middle 1970s and early 80s as they gain undergraduate and advanced degrees in larger numbers;

**NETWORKING ERA-**As Latino business and professionals grow in the 1980s and 90s, so do their efforts to create professional networking organizations and associations in their attempts to strengthen and protect their upward climb in the business and professional sectors of the American business/professional marketplace;

**EXPANSION OF THE LATINO MIDDLE CLASS AND GROWING PRESENCE OF THE**

**L A T I N O**

**IMMIGRANT ERA-**

While middle class Latino families in the middle 1990s and



early 2000s began growing and producing children with little historical/cultural knowledge of the past that includes the rise of women in the business and professional sectors, so does the population of Latinos begins to rapidly expand as the economies and political realities of Mexico and other Latin American countries force large scale entry by Latino

immigrants into the United States, giving rise to a the early beginnings of a community class divide and diverse social, educational, and economic issues.

**SHIFT IN MINDSET ERA-**In the middle 2000s and beyond, Latinos begin understanding change and advancement, no longer from the standing point of either seeking inclusion or representation, but instead becoming accustomed to governance, policy, and ownership in the vital aspects of societal life, sparking a new and different demand for leaders of tomorrow;

**EMERGENCE OF A GLOBAL PERSPECTIVE-**As Latinos continue expanding and evolving towards becoming 1 of 3 Americans by 2050, so will the demand increase for them to adopt a global perspective of leadership that takes into account 22 Spanish speaking nations and well over 700 million people tied together by language

and similarities in histories and culture.





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## Recordando 50 Years Ago lo qué pasó en Crystal City

In 1963, **La Raza en Crystal City, Texas** se llavató la cabeza cuando dijeron ya basta al control del gabacho. En una llamada con **Juan Duran**, residente de **Cristal**, nos pusimos a recordar de los días del movimiento. En el caso de **Cristal**, 1963 was when the Mexican American population organized against Caucasian domination of city hall. The result was an electoral victory for **Hispanic Texans** for the first time since the city's incorporation in 1910.

According to the **Handbook of Texas**, the 1963 movement was led by **Juan Cornejo**, a local representative of the **Teamsters Union** at the **Del Monte** cannery in **Crystal City**, and the **Political Association of Spanish-speaking Organizations**. **PASSO** succeeded in getting more Mexican Americans to pay the poll tax and vote. In addition, the **Mexican Texans** organized the large migrant farm-labor pool affiliated with the **Teamsters** at **Del Monte**. The Hispanics selected a slate of five candidates, who became known as *los cinco*, from among the poor and undereducated **Mexican Texans**, to run for the city council.

The group faced intimidation by the political establishment. Several workers at the **Del Monte** plant were fired for wearing campaign buttons but **Teamsters** officials intervened, and their jobs were reinstated. **Texas Rangers** were called in, reportedly to provide protection for the Mexican Americans. Agricultural leaders doubled hourly pay for their workers, and **Del Monte** went into overtime production to keep workers from voting. *Los cinco*, however, gained widespread support, and all five candidates defeated the five incumbents in a close election.

The newly elected all-Mexican-American city council and the succeeding administration had trouble governing the city because of political factions among the new officials. **Cornejo** was selected mayor from among the five new council members, but eventually his apparent quest for total control of city government led to his loss of support. A new group made up of both Caucasians and middle-class Mexican Americans, the **Citizens Association Serving All Americans**, announced its plans to run candidates for countywide offices in 1964, with the goal of ousting politicians that it considered dominated by "outside interests," an allusion to the roles of **PASSO** and the **Teamsters** in the elections of 1963. **CASAA** won the constable and commissioner seats and ran three Mexican-American and two Caucasian candidates in the city council election in 1965. The Hispanic activists did not repeat their poll-tax drive to bolster their voting bloc, and **CASAA** won.

It would not be until 1970s, when Mexican Americans once again flexed their political muscle in **Crystal City**. This time it was **Jose Angel Gutierrez** and the newly formed **La Raza Unida Party** that stepped forward with the support of the people. This new political party also realized victories in **La Salle County** and **Dimmit County**. Soon the name **Crystal City** flashed all across the **Southwest** as the **Chicano Movement** began to gather steam and wide spread support from people who had decided that if they wanted to improve their lives and economic condition they would have stand up and declare their intentions.

**Juan Cornejo** still lives in **Crystal City, Texas**. As man in his 80s, he is moving slower but can recall vividly what it felt like to stand up to the Gringos like a first class citizen. (**Juan Duran** contributed to this story.) Check out: **John Staples Shockley**, *Chicano Revolt in a Texas Town* (Notre Dame, Indiana: University of Notre Dame Press, 1974).



# TEXAS FOLKLIFE PRESENTS THE 2013 BIG SQUEEZE ACCORDION CONTEST IN AUSTIN

Texas Folklife and [The Bob Bullock Texas State History Museum](#) are pleased to announce that the Semifinals for the annual **Big Squeeze** accordion contest will take place at the museum on Saturday, April 20. The event will be held from 2:00 to 5:30 p.m. on the **Lone Star Plaza** in front of the museum (in case of rain it will be held inside), and is free and open to the public. **Big Squeeze** semifinalists, whose names will be announced before the event, will perform before the judges and the public. While the judges deliberate on the winners, the crowd will be entertained by an all-star musical line-up.

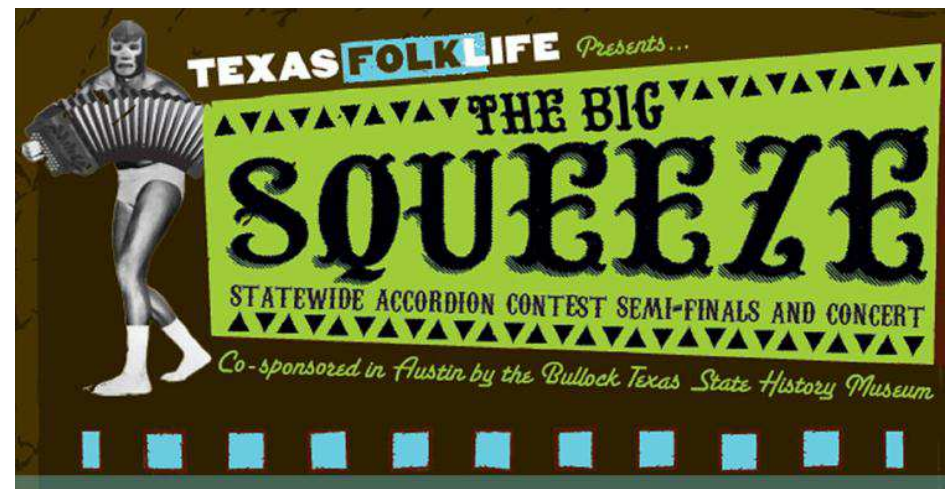
**Step Rideau and the Zydeco Outlaws** will headline the event. **Rideau** has been a cornerstone of the zydeco scene in **Houston** for over fifteen years, has 8 CDs to his credit, and received the **Centric Award** at the 2011 **Zydeco Music Awards**. **Susan Torres y Conjunto Clemencia**, an **Austin** band, that features the sounds of **South Texas** polkas, rancheras, and cumbias, as well as elements of jazz and blues, will add their dynamic mix to the stage. **Torres's** story (and her family's story) was featured as part of **Texas Folklife's** oral history project **Stories from Deep in the Heart**—and was picked up and broadcast on **NPR's Latino USA** earlier this month. And last, but certainly not least, **Peter Anzaldúa**, the reigning **Big Squeeze Champ**, will share with the audience his contest-winning squeezeboxing. **Anzaldúa** will be featured on **Texas Folklife's** upcoming CD release, *Accordion Kings & Queens, Live from Houston 2012*, recorded by the legendary **SugarHill Recording Studios**. Dancing is encouraged at this family-friendly event. The crowd for this event has grown—so come early, stay late, wear your dancing shoes, and bring your folding chairs!

This is the seventh annual **Big Squeeze** accordion contest for up-and-coming **Texas** musicians, 21 years of age or younger. The non-profit that endeavors to preserve and promote **Texas's** diverse cultural heritage seeks throughout the state for great players in any genre of accordion-based music, including zydeco; **Cajun**; **German**, **Czech**, and **Polish** polka; **Tejano**; **conjunto**; and **norteño**; as well as other genres.

There were 8 audition sites for this year's contest. Five auditions have already occurred: **Houston** (two events), **Edinburg**, **Corpus Christi**, and **San Antonio**. There is still time to make it to one of the three auditions left. There will be one held in **Tomball** at the **German Heritage Festival** on Saturday, March 23; in **Dallas** at the **Latino Cultural Center** on Sunday, March 24; and lastly in **Los Fresnos** at **Los Fresnos High School** on Saturday, March 30.

The **Big Squeeze 2013 Grand Prize Winner** will receive a prize package valued at more than \$4,000, including a cash prize, a brand new Hohner accordion, performance opportunities in **Austin** and **Houston**, publicity, professional development, and other professional opportunities.

*"We at Texas Folklife are gratified by the way young Texans, their families, and communities have embraced **The Big Squeeze**," said **Executive Director Cristina Ballí**. "We are very pleased to play some role in helping communities celebrate, honor, and pass their traditions to the next generation. The squeezeboxers who make it to the **Big Squeeze Semifinals** are some of the state's best young musical talent. We are encouraged every year to see the level of musical proficiency that is displayed by our young accordionists. It is always a good show. Plus, we have an incredible line-up of accordion stars to share the stage this year. And we very much appreciate **The Bob Bullock Texas State History Museum** partnering with us again this year."*



## Saturday, April 20

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## TLU to Offer Bachelor of Arts in Social Entrepreneurship



Continuing the college's focus on recruiting and graduating students who have a social conscience and an entrepreneurial spirit, **Texas Lutheran University** will offer a bachelor of arts degree in social entrepreneurship beginning fall 2013. The program, designed for undergraduate students who have a passion for a particular academic area combined with a desire to start a venture addressing a social issue, is one of the few undergraduate degrees in social entrepreneurship in Texas and many of the surrounding states.

Aligned perfectly with **TLU's** mission, *Learn Boldly. Live To Inspire*, the social entrepreneurship program is interdisciplinary and will prepare students to pursue employment in both not-for-profit and for-profit business ventures that have a social message and focus. The major includes concentrations in faith, culture and diversity, nonprofit leadership and social justice. Students within this degree plan will have opportunities to participate in internships, study abroad programs and student-run businesses on the **TLU** campus. Most importantly, students will graduate with a complete business plan for their portfolio.

As a nationally recognized member of the 2012 and 2013 **President's Higher Education Community Service Honor Roll**, **TLU's** dedication to service learning will be enhanced by the addition of a social entrepreneurship degree. "Answering the call to service is one of the defining attributes of the **TLU** community," **TLU President Dr. Stuart Dorsey** said. "Our entire campus is committed to and understands the importance of community involvement. We take pride in using our strengths and time to enhance the community we live in, and we want to give our students the opportunity to continue this approach long after graduation."

The major also supports the required civic engagement competency of **TLU's** new general education curriculum, **Compass**. The social entrepreneurship degree will create courses and opportunities for all **TLU** students, regardless of whether or not they major in this area, and give them the chance to take classes where they can partner with the community as civic leaders. For more information about the social entrepreneurship program, visit [tlu.edu/entrepreneur](http://tlu.edu/entrepreneur).

## TLU Named to the 2013 President's Higher Education Community Service Honor Roll

**Texas Lutheran University** has once again made the **President's Higher Education Community Service Honor Roll**, this time with distinction. After first appearing as a member on the 2012 Honor Roll list, **TLU** is now being recognized in 2013 for the university's continued efforts in serving the community of Seguin and surrounding areas.

According to the **Corporation for National and Community Service**, a total of 690 higher education institutions were named to this year's **Honor Roll** with the top 100, including **TLU**, receiving distinction. **TLU** was one of only four universities in **Texas** to receive this honor. In 2013, 866 students at **TLU** engaged in some form of community service logging 33,562 volunteer hours. Special projects like computer classes, adapted physical education and early childhood literacy programs, combined with other efforts, earned **TLU** special recognition. From campus ministry's **Angel Tree Network** and student-athletes involvement with at-risk youth to backpack programs supported by staff and faculty, **TLU's** service to others positively impacted the local community.

The **President's Higher Education Community Service Honor Roll**, launched in 2006, annually highlights the role colleges and universities play in solving community problems and placing more students on a life long path of civic engagement by recognizing institutions that achieve meaningful, measureable outcomes in the communities they serve.



# + A Tribute to My Dad + Ramiro A. Peña

by Monica Peña



**ABOVE:** Ramiro and Elvia Peña at their home on their 50th anniversary.



**ABOVE:** Ramiro and Elvia Peña in the 1960s

**BELOW:** The Peña family and other relatives



My father was born in **Bogota, Colombia** on December 22, 1938. He learned the trade of watch repair by observing his classmate's father repairing watches through a store window. My father's desire to learn more about watches and mechanical devices was noticed by others and allowed him the chance to proceed in the industry. As an immigrant who came to this **United States** in the late 60s seeking greater opportunities for his family, my father's strong work ethic was passed down to his children. As a young girl, I remembered my father working long hours and filling our home with Cuckoo Clocks, Grandfather clocks, **Rolexes**, and other time pieces he brought home.

After moving our family from **New York** to **Texas**, he started what would be his 18 year employment at **MD Totco National Oilwell Varco** with the title of Watchmaker. He worked on a timing element that determined the degree when drilling in oil fields. At the time he started with the oil company, it was the only producer of the angle indicator and my father was 1 of 3 who worked on this equipment. I have many memories of my dad explaining to friends and family how this device worked.

In his retirement years, my dad supported me in all that he could and was a charismatic personality to social events at my home. I often worried about him being home alone while my mom worked, so I spent as much quality time with him as possible during this period. Later the family found out from neighbors and friends, that my dad kept himself busy assisting others in distress, with projects, rides, and friendships.

My father celebrated 50 years of marriage to my mother, **Elvia Peña**, and left the legacy of children, grandchildren, and even great-grandchildren. My father was always proud of my accomplishments and encouraged me in all of my initiatives. Although he was not there to see me be recognized for **Volunteer of the Year** with the **Greater Austin Hispanic Chamber of Commerce** at their annual gala, I knew he was smiling down at me from Heaven when I received my award.

**Ramiro A. Peña**

**December 22, 1938 - March 16th, 2013**



# In the Community

**RIGHT:** Community members gather at the **Emma S. Barrientos Mexican American Cultural Center** for the monthly **HABLA Platica**. Each month **HABLA** (Hispanic Advoxates Business Leaders of Austin) At this session on March 27th, the **Austin Fire Department** gave a presentation on recruitment. There was also a discussion about the 10-1 Plan and general announcement. Visit **HABLA** on Facebook.



**ABOVE:** Dr. Juan Sanchez, Former State Senator Gonzalo Barrientos and the publisher of **TODO Austin**, Gavin Lance Garcia at the **HABLA** platica.



**ABOVE:** Cynthia Valadez Sr. addresses the **HABLA** group with concerns about education.



# En la comunidad



**LEFT:** Education activists from Austin pose for a photo after a strategy meeting. Among those in the photo are **Alan Weeks** from **Austin Voices for Education and Youth**, AISD Board member **Gina Hinojosa**, **Louis Malfaro** with the American Federation of Teachers, **Gabriel Estrada**, **Jayme Mathias**, AISD School Board member, **Monserrat Garibay** with Education Austin, and former Mayor of Austin, **Gustavo Garcia**

**BELOW:** **Dan Arellano** and friends in San Antonio on April 6th, 2013 commemorating the **Battle of**

**Davila's BBQ**  
*Since 1959*  
 418 West Kingsbury  
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# 2013 Greater Austin Hispanic

The **Greater Austin Hispanic Chamber of Commerce** celebrated its 40th anniversary on April 6th, 2013 and honored several individuals and businesses. Here are a few of those who received awards at the called **Celebrando**.



**Celia Israel**

## Chair's Award

**Celia Israel** is a longtime and much-awarded volunteer, community leader, and political activist in **Austin**. From local progressive initiatives to service in nonprofits and their programs, **Celia** has given her time and treasure to improving quality of life for all Central Texans.

Her broad support comes from every corner of our community. **Celia** values diversity and has been actively working across all ethnicities, socio-economic, and faith communities with people from every walk of life.

Her core of support comes from those many communities and sphere where she has worked and been a part of:

- The active and proud Latino community that is growing in influence with every election cycle

- The Women of Central Texas who always make good things happen for so many causes and communities

- The LGBT community that is a proud and vibrant aspect of living in Austin

- The champions of public education and those who serve in our schools

- The small business community that drives our economy and quality of life

- The advocates and medical professionals who strive to maintain access to health care and mental health care for every single Texan

- The guardians of voters and voter rights who protect our Democratic way

**Celia's** public service began in the 1990s when she worked as an aide to **Governor Ann Richards**. With the governor's example and influence, **Celia** became active in Democratic politics, working as a volunteer for numerous local and state-level campaigns. She also has worked for more than 30 years as a volunteer for cause campaigns to promote schools, transportation, and nonprofits in Central Texas.

A 31-year resident of **Austin**, **Celia** has lived in **District 50** for the last 13 years. She and her partner, **Celinda Garza**, have been together for 18 years. **Celia** is a licensed real estate agent and owner of **Mission Resources**, a community affairs consulting firm.



**Monica Peña**

## Volunteer of the Year Award

**Monica Peña** is an entrepreneur by heart and recently founded **MUNDU Media, LLC**, a marketing company that services professionals and businesses to grow their presence. **Monica** also co-founded **Escobar Construction** with her husband **Juan** and is involved in the day-to-day activities. **Peña's** work as Social Media Administrator for **Escobar Construction, LLC** resulted in the company being recognized by the **Austin American-Statesman** as recipient of the Social Media Award 2012.

In the past, the **Greater Austin Hispanic Chamber of Commerce** has recognized **Escobar Construction, LLC** as winners of the **Austin Energy Service Award**. **Monica** serves as **Social Media Ambassador Chair** for the **GAHCC**. Her volunteer work includes being former Charitable Events Committee Chair of the **Interior Design Society Texas Hill Country Chapter** with her main project being a **SafePlace** family activity redo, and she has served two terms as Vice President for the **Young Hispanic Professional Association of Austin**. **Monica** has also been involved in committees for the following organizations:

**Hispanic Organizations Working Together as One, Y.W.C.A., Hispanic Futures Conference, Hispanic Women's Network of Texas, and Las Comadres Para Las Americas**. In 2011, **Monica** was honored at the **Hispanic Women's Network of Texas' State Conference** as **Austin's "Estrella De Tejas"** (Star of Texas) for her significant contributions to the community and for being a role model for women.



**Shirley Sheffield**

## Ambassador of the Year Award

**Shirley Sheffield** is a lender with more than 20 years experience. She began her banking career with **First National Bank of Midland in Midland, Texas**. She returned to the **Austin** area as **Assistant Vice President of Real Estate Lending for InterFirst Bank, now Bank of America**.

**Shirley** took a break from corporate America for an even bigger role as a stay-at-home mom. She resumed her career at **Walters Southwest**, a real estate development firm in **Austin**; followed by Coordinator of Lending for a nonprofit SBA intermediary in **Waco**; and then as **Vice President and Commercial Loan Officer for Incommons Bank Mexia, Texas**. **Shirley** now serves as **Vice President** for



# Chamber of Commerce Awards

**OMNIBANK, N.A. - Lockhart Branch**, an SBA preferred lender. She is an active volunteer for several civic and community organizations. **Shirley** earned her BBA in Management from **The University of Texas at Austin**. She and her husband **Mark**, married 33 years, are the proud parents of **Johanna Kim** and **Mark Wade Sheffield**, and the proud grandparents of **Coleman Kim**.



**Sylvia Acevedo**

**Businesswoman  
of the Year Award**

**Sylvia Acevedo** has enjoyed a broad business career, serving as an executive for several Fortune 100 companies, such as **IBM**, **DELL**, and **Apple**. She started her career literally as a rocket scientist at the **Jet Propulsion Labs**. **Sylvia** holds a Master's Degree of Science in Industrial Engineering from **Stanford University**, and her Bachelor's Degree in Industrial Engineering from **New Mexico State University**.

In 2007, **Sylvia** began using her engineering expertise as a social entrepreneur to create scalable solutions in education, workforce, and health. Within 6 years, **Sylvia** created national mobilization campaigns that drew over

225,000 attendees and created scalable systems that gave 250,000 books, 25,000 toothbrushes, 15,000 playground balls, and 1,000 pairs of eyeglasses to children in need.

**US News and World Report** recently named **Sylvia** one of the top 100 American Women in STEM. In 2011, **President Obama** named her to the **White House Commission for Educational Excellence for Hispanics**. The **President of Mexico** honored **Sylvia** with the **Ohtli** award, its most prestigious civil rights recognition for non-Mexican nationals.

**Sylvia** has been very involved in philanthropy, and recently served as the Chair of the **Austin Community Foundation**. She currently serves on the **Board for the Girl Scouts of the United States** and chairs the Early Childhood committee on the **White House Commission**.



**Rudy Colmenero**

**Businessman of the Year Award**

**Rudy** has been a member of the **GAHCC** since 1993 and was a member of the Board from 1995 through 1999. Since 1999, he has been partner with the law firm of

**Mitchell & Colmenero, LLP**. In addition to being an attorney, he is also licensed as a CPA. He graduated with a BBA in Accounting from **The University of Texas at Austin** in 1986, then graduated with a JD from **The University of Texas - School of Law** in 1993 and began to practice law in the **Austin** community after graduation.

**Rudy** is a graduate of both **Leadership Austin** and the **Texas Lyceum**. **Rudy** has previously been active in various civic organizations including **Con Mi Madre**, the **Hispanic Committee on Scouting**, **Communities in Schools**, the **American Institute for Learning**, the **Austin Community Development Corporation**, the **Austin Area Texas Exes** and the **Mexico-Arte Museum**. He also served on the **City of Austin Telecommunications Commission**, the **Travis County Bond Oversight Committee** and was President of the **Hispanic Bar Association of Austin** in 1999.



**Juan Garza**

**Founders' Lifetime  
Achievement Award**

**Juan Garza** is very proud of his roots as a migrant farm worker. **Juan's** earliest memories are of working in the fields with

the rest of his family. His parents taught him about the value of hard work and the evils of indolence.

**Juan** was the only one in his family to attend college. Before he attended college, he served two years as an enlisted man in the **U.S. Army**. During that time, he served one year in **Vietnam**.

**Juan** worked his way through college and earned both a Bachelor's Degree in Mathematics and a MBA from **Loyola University**. He was fortunate to find a job with the **City of Evanston, Illinois** when he was first admitted to college. The city executives there worked with him and allowed great flexibility in his work hours to enable him to attend classes. **Juan** began his employment there as an Engineering Aide and rose to Assistant Finance Director. He left the **City of Evanston** fourteen years later to accept his first position as an executive for the **City of Moline, Illinois**. He served three years there as CFO, then accepted a position with the **City of Corpus Christi**. From 1983 - 1996, **Juan** served in various capacities culminating as City Manager.

In October of 2000, and in September of 2012, he was appointed to his current position as Vice- President of Finance and Development at **Central Health**. As **Juan** nears the end of his working career, he has come to see that in reality, he has not really accomplished much. All the accomplishments under his watch were the work of others. The recognition he has received by way of the positions of leadership that he held were in reality earned for him by the hard and creative work of others who happened to have worked for him. **Juan** is deeply grateful for their efforts.

This interview with **La Tierra Tejana** was conducted on December 29th, 2012 in **Seguin, Texas**. Present were four members of the band: **Lupe, Mike, Jesse and Pete Gonzales**. Also present were **Rosemary and Jimmy Zuniga, Ricardo Chavira and Alfredo Santos c/s** from **La Voz Newspapers**.

**La Tierra Tejana** is remembered by most people for their monster 1989 hit ***Las Hijas de Don Simon!*** The group took a break some time after that but the itch to perform never left them. This month they are launching their **2013 Legacy Tour** with a show on April 13th, 2013 at the **San Antonio Event Center**. (See the ad on the back page of this issue of **La Voz de San Antonio**.)

**La Voz:** Let's start by asking, whose idea was it to start the group, **Tierra Tejana**?

**Lupe Gonzales:** **Tierra Tejana** started in 1977. But before that, we use to be **The Miracles**.

**La Voz:** Let me ask you, who is we?

**Lupe Gonzales:** We is us brothers except **Pete** because he was still a baby. (laughter) We started back in 1962 and recorded our



**Lupe Gonzales**

first song in 1964 as **Los Milagrosos**. And back then there were five of us brothers. As time went by, we recorded a lot of albums under the name of **Los Milagrosos**. And then **Pete** came along. He started singing when he was four years old which would have been in 1966. And so the group then became **Little Pete and the Miracles**.

**La Voz:** So how long did the group operate under that name?

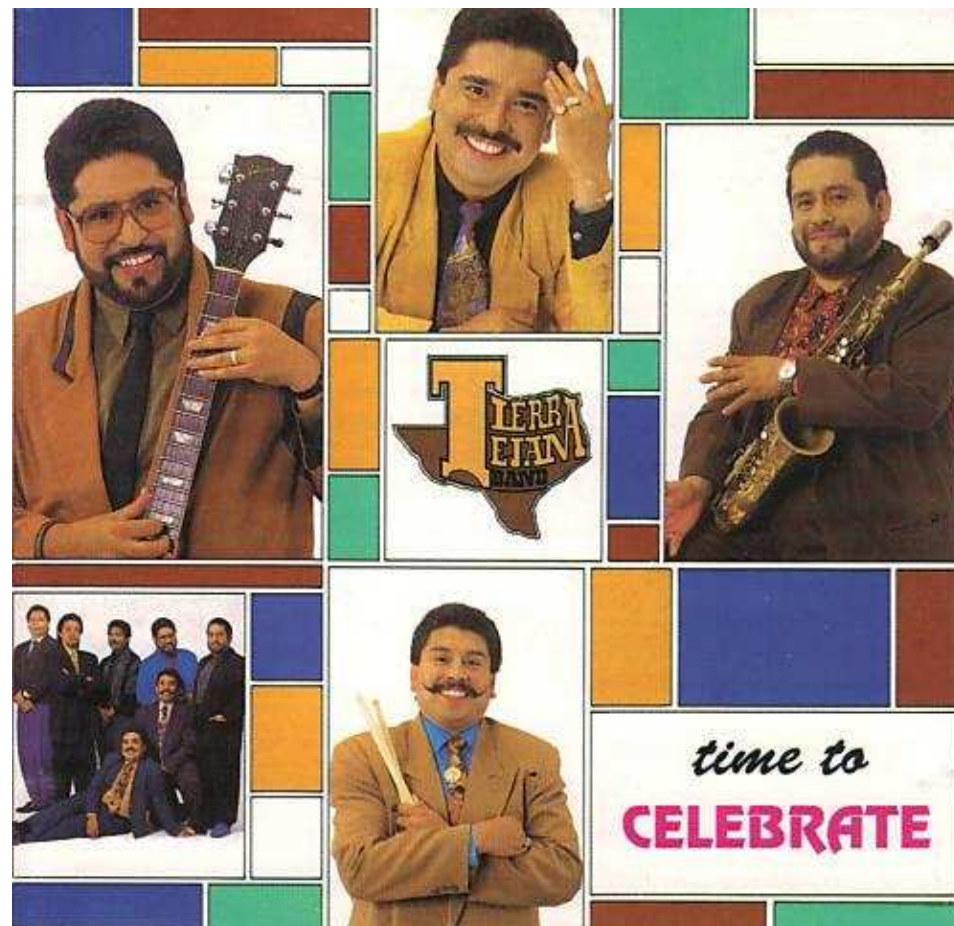
**Lupe Gonzales:** We performed as **Little Pete and the Miracles** until 1976. But by this time we were also backing up **Augustin Ramirez, Rocky Hernandez, Carlos Guzman** and other groups. And in the meantime **Pete** was developing his vocals as a teenager. *Que tenias Pete?*

**Pete Gonzales:** Como 13 or 14.

**Lupe Gonzales:** So for one year we decided we were going to help out **Augustin**. He needed some help. His band was changing. Some of his musicians were going to stay with him and others were leaving. In the music business at the end of a year some musicians will quit their group and others will join another group. So that is what we decided to do. *Porque* we like to do things our way. So we decided to start out on our own again. So it was *el cuate aqui*, **Jesse** who came up with the name **Tierra Tejana**.

**Jesse Gonzales:** So we decided that since we were from **Texas** *somos de la tierra Tejana*. And so the other guys said yes, that is a good name. Let's use **Tierra Tejana**. *Y así fue*.

**La Voz:** Let me ask this question. You stated earlier that you first started doing music in the early 1960s. So



you were part of that wave of young men from **Seguin** who were producing music.

**Group:** Collective yes.

**La Voz:** So you all knew the **Broken Hearts**?

**Group:** A collective "Oh yeah."

**Lupe:** **The Broken Hearts** were very well known. When **Sixto Sanchez** passed away in that accident it affected the whole city of **Seguin**. I remember that day. School had to shut

down because there were so many people at the funeral.

*Solo* for us, one of our biggest inspirations was **Sixto Sanchez** and the **Broken Hearts**. At the same time, as we were growing up, we would hear other artists like **Isidro Lopez, Oscar Martinez**, and of course **Los Pavos Reales**, y all those *conjuntos como Flaco Jimenez*. And we knew *que Flaco's* dad use to play over here in **Seguin** y *venian todos a tocar*.

Now at the same time *venian* bands like **Count Basse, James Brown, y B.B. King**, *venian* to **Tony's Steak House** *por la calle* **San Antonio**.

*Solo que* all this was happening. *Alla en el barrio* de nosotros, which we would call **el Barrio Apache**, we were there **los Gonzales**, then the **Aguirres**. They didn't play professionally, but they would all sing and play instruments. *Y luego* across from them were the **Torres**, they were related to **Eddie "Lalo" Torres** de los



# Tierra Tejana de Seguin

**Pavo Reales.**

And then *en la calle Hidalgo*, there was **los Contreras, los Cantus**, the **Tristans**. *Habia un monton de músicos allí en el barrio. Solo que* every night something was going on. Then you had a lot of other bands that use to practice *allí*.

My dad bought a small warehouse and bands would come and practice there every night. I remember the **Illusions**, the **Green Lights**, a lot of bands. And then you have the country bands. *Nombre, habia un monton!* And then the Black bands. *En este pueblo habia músicos!*

**Pete Gonzales:** I think it was the water from the **Guadalupe River**. (laughter)

**Lupe Gonzales:** Well anyway, we were inspired by all kinds of music. And then of course, we would hear the **Rock and Roll** bands, the **Beatles**, the **Rolling Stones**. We were growing up in the 1960s listening to all this music and we were soaking up everything we heard.

**La Voz:** What about the orquesta music?

**Lupe Gonzales:** Yes. There was the **Orquesta Belmares**. They were very well liked *aquí en Seguin*.

So what I am trying to say is that we were soaking in all this music that we heard around us. We would try to put those chord progressions and take a song *que mi papa y mi mama nos enseñaba* and try to arrange the horns to follow that chord structure. But we didn't realize that we were developing a unique style. And that's how we grew up here in **Seguin** in the 1960s.

And so when we came back in 1977 as **Tierra Tejana**, we started trying all kinds of ideas. And along the way we did record songs from **Nat King Cole**, we did big band sounds. We tried all kinds of stuff.

**La Voz:** On the way over here **Ricardo Chavira** was telling me that **Sunny Ozuna** and other *músicos* from that era actually started out playing in English. And I once heard **Sunny Ozuna** say in an interview that he didn't want to speak or sing in Spanish. But at some point *se acabo la onda en Ingles*.



**Pete Gonzales**

Did you see that or sense that back then?

**Lupe Gonzales:** Well, nosotros growing up we did play several events with **KTSA**. We used to play, like I said, a lot of the **Rolling Stones**, the **Beatles**, *este* we used to play in **McQueeny** and we did a lot of Top 40 as we were growing up *pero al mismo tiempo les tirabamos polkas*. We used play in downtown **Seguin** *en el, como se llamaba?*

**Side voice:** El Youth Center

**Si, el Youth Center. Y Joe, my brother sacaba el acordeon y we would do different polkas y también Rock and Roll**

**Lupe Gonzales:** *Si, el Youth Center. Y Joe, my brother sacaba el acordeon* y we would do different polkas for the teenagers *y también Rock and Roll*. I remember he would play **"Color My World"** on the accordion.



**Jesse Gonzales**

Well anyway, here in **Seguin**, the root *que tenían los músicos era la musica Mexicana* because everybody would record *canciones de Jose Alfredo Jimenez*. Y al mismo tiempo venia **Isidro Lopez** and everybody wanted to record *canciones de Isidro Lopez*. Then the **Broken Hearts** started

I was talking to **George Soto** about six or seven months ago *y le pregunte, oyes, donde sacaste las pasadas en Las Cuatro Milpas* where the guitar goes, don, don, don? *Me dice, nombre... era puro rock and roll.* (laughter) *La polka estaba kind of dry y sabes que, le meti un poquito de rock and roll.*

That style, he developed. I took that style and added a little more to it in the 70s and 80s. We also paid tribute to the **Broken Hearts** and recorded **Las Cuatro Milpas**. All of these influences that we picked up during the 60s and 70s, we would take it

and put it in the mix.

**Ricardo Chavira:** Were your parents musicians?

**Yes. Este, my dad taught me how to play the guitar when I was five years old.**

**Lupe Gonzales:** Yes. *Este*, my dad taught me how to play the guitar when I was five years old. He also played violin. Together with my mom, *juntos cantaban*. They would show us how to harmonize when we were little kids.

**Ricardo Chavira:** What about their brothers and sisters?

**Lupe Gonzales:** Yes, they were all musicians. *Mis tíos y todos. Decían que* it was all in the blood. *También decían que cuando andaban alla en la labor o las piscas, que* everybody was singing. *Solo que mi apa decia, mira vamos a cantar esta,* (imitates how

his father would hum a song). . . We would catch it quick. And then he sang one song **que nos encantaba:** se llamada **Tres Palabras**.

And **Augustin Ramirez** recorded that because when we backed up **Augustin**, we told him about that song. He liked it and he recorded **Las Tres Palabras**.

And then **Little Joe and the Latineers** would come out with recordings because his parents también *andaban en la labor y andaban en la misa onda, cantando y todo*. Well he came out with a song, **Cuando Salgo a los Campos**. . . . So the music that we took from our parents, and I am sure it was the same with **Little Joe** and **Augustin** but the biggest influence was la orquesta.

Now **Tejano** music has evolved into different forms because of technology. So we are going to go on stage during this tour and we are going to be featuring the horns section.

**This concludes Part One of the Interview with La Tierra Tejana. In next month's issue we will continue with Part 2**



**Mike Gonzales**

# Seguin Hispanic Chamber

The **Seguin Guadalupe Hispanic Chamber of Commerce** is one of the most active Hispanic Chambers in the State. It regularly hosts events and organizes activities for its members. The Chamber is also a member of the **Texas Association of Mexican American Chambers of Commerce**. For more information on the chamber visit their website: [www.seguinhispanicchamber.org](http://www.seguinhispanicchamber.org)



**Explore USA RV Superstore – Corporate Community Service Award**

The **Seguin Guadalupe County Hispanic Chamber** sponsors two cultural events each year in **Seguin** that are attended by hundreds of people. These Fiestas are held outdoors and require a safe field office in which to conduct business and “house” a first aid station, lost & found, and administrative

functions with bands and vendors. The local **Explore USA RV Superstore’s Ben Notgrass**, General Manager, and **Amanda Compton**, Warranty Administrator, have made available a safe environment by providing an RV for the Chamber to use as a field office. The **Seguin Guadalupe County Hispanic Chamber of Commerce** is pleased to present the **Corporate Community Service Award** to **Explore USA RV Superstore**.



**Seguin Chevrolet, Inc. - Corporate Business Award**

**Bill Lowe**, owner of **Seguin Chevrolet, Inc.**, has built a thriving and prosperous dealership on IH-10. **Shawn Driscoll** is general manager and he makes sure that everything possible is being done to make customer visits to the dealership a pleasant experience. **Seguin Chevrolet, Inc.** is a small town dealership that does business in a big way and does it successfully. The

**Hispanic Chamber** is proud to give the **Corporate Business Award** to **Seguin Chevrolet, Inc.** for their generous sponsorships to community fund raising events.



**Carlos Medrano**



**Tomas Castellon**

**Daniel Rodriguez Community Service Award - Councilman Tomas Castellon, Jr., District IV, and Councilman Carlos Medrano, District V.**

**Councilmen Tomas Castellon and Carlos Medrano** are receiving this award because they work hand in hand to better our community. These gentlemen are very humble. They do not seek recognition for what they do, but many **Seguin**ites have observed their generous

actions and volunteer labor to help those who seek their help. They are known to reach in their own pockets and offer a monetary donation to a family or individuals struggling until they get their next paycheck or in some cases no paycheck at all.

This year they conducted their third annual coat drive at **Davila’s Bar B. Q.** They collected 601 coats, sweaters, and blankets. Anyone needing these items could take what they chose - No paperwork, no red tape, no income guidelines. **Tomas** and **Carlos** also gave some of the coats and sweaters to school counselors for them to give to children who might be in need of them.

**Tomas** is a member of **LULAC**, the **American G.I. Forum** and an honor guard for the **Disabled American Veterans Post # 61**. He also volunteered for 12 years at **Our Lady of Guadalupe Church** to help raise scholarship funds for graduating seniors.

**Carlos** is Vice President of the **Guadalupe County Child Protective Board** and a member of the **Guadalupe Food Council**. The **Seguin Hispanic Chamber** is truly honored to recognize **Tomas Castellon** and **Carlos**

**Medrano** with the **Daniel Rodriguez Community Service Award**.



**Humanitarian Award - Pan-American Golf Association, Peter Hernandez**

The **Seguin Pan American Golf Association (PAGA)** is a Non-Profit organization created for the purpose of promoting the game of golf for Men, Women and Juniors and to participate and cooperate with other **PAGA** chapters. **Mr. Peter Hernandez** is the **Seguin** chapter’s presidency.

Along with golf, the **Seguin PAGA** is locally involved with the community, providing scholarships to area high school students who would like to pursue a college education. The Association has also participated in holding Easter Egg Hunts for children.

The **Seguin Guadalupe County Hispanic Chamber of Commerce** is pleased to present the **Humanitarian Award** to **Peter Hernandez**.



**Youth Leadership Award - Officer Hope Vasquez**

**Officer Vasquez’s** accomplishments through her work with the **Drug Abuse Resistance Education (D.A.R.E.)** program have brought great credit to herself, the **City of Seguin** and the **Seguin Police Department**.

**Officer Vasquez** has coordinated efforts among law enforcement officers, educators, students, parents, and the community in order to offer an education program to youth designed to prevent substance abuse and violence by educating children to recognize and resist the pressures that influence them to experiment with alcohol, tobacco and drugs. No one is more deserving than **Officer Vasquez** to receive this year’s **Youth Leadership Award**.



# of Commerce Awards



**Rosita Ornelas Media Award - Gabriel Zavala**

**Gabriel Zavala** was unable to attend the event, but his mother will accepted the award in his place

**Gabriel Zavala**, first and foremost, is a music producer. He has been deeply involved in the record business for the last 10 years. **Mr. Zavala** has produced **3 GRAMMY** nominated records: (**Stefani Montiel's** -Dulce Sensacion 2000 best Tejano performance; **Stefani Montiel's** -**Takin On The World**, the 2004 Tejano Record of the Year, and **Las 3 Divas** in 2005 for the best Mexican/Mexican American album).

**Gabriel** is an accomplished musician playing keyboards, guitar, bass, button and keyboard accordion, percussion, and sings background. He plays in a coverband called **LUSH**, plays for Grammy nominated vocalist, **STEFANI MONTIEL**. **Mr. Zavala** is the host on the Television program "Tejano

Y Mas," a syndicated Tejano music show. It airs in **San Antonio, Texas** on **KSAT 12** every Saturday at 11:05 p.m. The **Seguin Hispanic Chamber** is very pleased to present the **Rosita Ornelas Media Award** to **Gabriele Zavala**.



**Businesswoman of the Year Award - Sandra G. Carrillo**

**Sandra G. Carrillo** is married to **Robert Carrillo** and they have a son, **Robert John** and a daughter, **Kassandra Lynn**. She is a member of **Our Lady of Guadalupe Catholic Church**. She was born, reared, and rooted in **Seguin**. Her father, **Stephen Gutierrez**, was a floor covering business owner and professional installer.

**Mrs. Carrillo** is very active with volunteer work through **Our Lady of Guadalupe Church**. She and **Robert** have been chairpersons for the **Annual Bazaar** held every Labor Day weekend for 13 years; they

coordinate the **Annual Fish Fry**, and **Sandra** serves on **ACTS** retreats. She says that becoming self employed was the best decision she and her husband made. Her advice to any woman entertaining the idea of going into business is "Have faith, believe in what you are doing, and reach for the stars. Corporate America will use you until you are no longer an asset to them but by being your own boss, no one can take that from you; however, in any business, if you don't work it, it won't happen on it's own." The **Hispanic Chamber** is honored to confer the **Business Woman of the Year Award** to **Sandra Carrillo**.



**Business Man of the Year Award - J. P. Amador**

**John Paul "JP" Amador** began his business career in 1975, when he acquired **Leos Record Shop** in downtown **Seguin** and renamed it **JP's Record Shop**. Prior to the recession of the 1980's, the record shop was very successful and closed at that location

in 1985. **JP** continued to maintain the record shop business at different locations in the **Seguin** area, until 1989 when he established **JP's Qwik Stop** and moved the record shop into the newly created convenient store at 920 W. Kingsbury.

By 1998, **JP** had acquired the popular **Macias Bakery**, located on **Guadalupe Street**, and transformed it into what is today **JP's Qwik Stop & Bakery**, which also still houses the original record shop business. Within the next 15 years, **JP's** businesses would expand from the original **Kingsbury** location, to **JP's Handi Stop** on Hwy 46 and **JP's Music Center** also located on **Kingsbury Street**.

Along with a business career spanning over 37 years, **JP** has also been an active member of many community organizations. In 1969, **JP** held different offices as a member of the **Pan American Golf Association**, including Activities Chairman for twelve consecutive years. In the 1970's, **JP** was elected President of the local **Jaycees Chapter** and in 1988 was appointed by the **Mayor of Seguin** to serve on the long range Strategic Planning Committee and appointed

to the **Seguin Zoning and Planning Commission**.

The **Seguin Guadalupe County Hispanic Chamber of Commerce** is pleased to present the Businessman of the Year Award to **J.P. Amador**.



**Patriot Award - Teresa M. "Terri" Herrle**

A native of **Spokane, Washington**, **Teresa "Terri" Herrle** is one of five children whose father proudly served as a Marine in **World War II**. In 1982 she married **Doug Herrle**, also a Marine, who served 5 tours in **Vietnam**.

In 1985 she and **Doug** moved to **Garland, Texas**. Her citizenship as a Texan became official in 1991 when she, **Doug** and their young son, **Don**, moved to **Seguin** to help care for **Doug's** ailing father, **World War II Army Air Corp**. Soon after arriving here she met **Bonnie** and **Gene Daniels** who invited her to join the **DAV auxiliary**. They also

invited her to ride with them on the **DAV/DAVA** float in the 4<sup>th</sup> of July parade that year. She did and was impressed with the honor and respect the parade watchers expressed for our veterans as the float continued down the parade route. She was hooked!

Upon joining the auxiliary she was elected Sr. Vice Commander. Six month later she was elected Commander, an office she continues to hold 22 years later. Under her leadership **Unit 61** continues to grow and has become a vital organization in our community.

At the national level she has served 2 terms as Volunteer Service Chairman, liaison to veterans' hospitals, particularly the Audie Murphy facility in San Antonio. **Terri** is committed to making lives better for veterans and their families, creating awareness for these heroes and instilling patriotism in our community, especially the young children. For all that she had done and continues to do for our veterans, the **Seguin Hispanic Chamber** is overjoyed to present the Patriot Award to **Teresa M. "Terri" Herrle**.

**Continued on Page 18**

# Seguin Hispanic Chamber



## Special Recognition Award - Mrs. Zee Pape

The **Seguin Hispanic Chamber** has selected **Mrs. Zee Pape** to receive the **Special Recognition Award** because quite honestly we are just "nuts" about **Mrs. Pape**.

Seriously, **Zee** (along with her husband) are the current driving forces behind the **Pape Pecan House and Nut Cracker Museum**. The business was established in 1961. **Seguin** is a large producer of pecans and the **Papes** have helped significantly to make **Seguin** known as the unofficial "**Pecan Capital of Texas**."

The **Pape's Nutcracker Museum** features nutcracker displays and has all kinds of nuts, fruits, and treats for purchase. **Mrs. Pape** drops by the **Hispanic Chamber** office with a bright smile leaving brochures and marketing materials to give to visitors who are exploring the sights and sounds of **Seguin**. Last year, **Mrs.**

**Pape** made a unique gift to include in our "goodie bags" to give to players participating in the Chamber's first annual celebrity golf tournament.

**Mrs. Pape** went to a lot of trouble and expense to contribute to our event, and we know that **Zee** does this for other organizations as well. The **Seguin Hispanic Chamber** is absolutely delighted to name her to receive the **Special Recognition Award**. **Mrs. Pape** is unable to be here this evening, but their son, **John**, will accept the award in **Mrs. Pape's** behalf.



## Appreciation Award - Mark A. Gonzales

The **Seguin Hispanic Chamber** has chosen **Mark Gonzales** as the recipient of its **Appreciation Award**. One might ask, "Why do we appreciate this young public servant?" We can answer that question by explaining what he does for **Seguin and Guadalupe County**. **Mark** is District Director for **Congressman Ruben Hinojosa, 15<sup>th</sup>**

**District Texas**. His duties are many. Any citizen who calls on **Mark** for information or some kind of assistance experiences a positive reception. He strives to solve issues with various federal agencies such as Social Security, the VA, and the IRS on behalf of his visitors.

**Mark** manages the congressional district office and intern staff. He performs community outreach to elected officials, community groups, businesses, and the constituency. Therefore, **Mark Gonzales**, to demonstrate our gratitude for your service, we present you with the **Appreciation Award** for your service on behalf of **Seguin and Guadalupe County** citizens. Thank you! We appreciate you!

## Juan Seguin Award

**Darren Dunn and Dr. Irene Garza**

The **Juan Seguin Award** is an award that is presented to someone who embodies commitment to and pride in building strong community spirit throughout **Seguin**. Individuals who merit this award demonstrate

fortitude, determination, and courage in everything they do, including in their jobs and in their involvement in community organizations, projects and events.

The **Hispanic Chamber** would like to recognize two individuals whom we believe personify these characteristics. They are **Darren Dunn, General Manager of KWED Radio Seguin and Seguin Daily News** and **Dr. Irene Garza, Superintendent of Seguin ISD**.



**Darren** truly is the **Voice of Seguin**, figuratively and literally. He is talented and generous with his communication skills, offering to MC many fund raising events for countless organizations. He and **KWED** have returned **Freedom Fiesta**, the 4<sup>th</sup> of July festival, to its original concept - free, local, and fun for entire families. **KWED** is a member of both the **Seguin Area Chamber of Commerce** and the

**Hispanic Chamber** and **Darren** is involved in **Rotary Club** and many other organizations too numerous to mention. **Darren**, it is our high privilege to present to you the **Juan Seguin Award**.



**Dr. Irene Garza** has been a member of the **Seguin ISD** family since 1993. In 2005, she was named **Superintendent** by the **Seguin ISD Board of Trustees**. Through **Dr. Garza's** academic leadership, the **Seguin ISD** received the distinction as a **TEA-rated Recognized** school district in 2009 and 2010.

To continue to improve educational excellence in **Seguin ISD**, in 2010 an 82-member Visioning committee made up of volunteer community members and **SISD** teachers & administrators met to determine how they believed 21st century education should look in the **Seguin ISD**. With the goal of all students

graduating college- or career-ready, their resulting document now serves as a blueprint for education in the district for years to come.

Under **Dr. Garza's** leadership, the **Seguin ISD** partners with both the City of **Seguin** and **Guadalupe County** in economic development with the goal of attracting new industries and retaining existing ones. Despite the challenges of inadequate funding for education in the state of **Texas**, **Dr. Garza** continues to work diligently on behalf of the students to meet state and federal mandates in education.

Elected by her Region XIII fellow superintendents, **Dr. Garza** served as the 2011-12 chair of the **Regional Advisory Committee (RAC)**. The **Seguin Hispanic Chamber** is extremely pleased to present the second **Juan Seguin Award** of the evening to **Dr. Irene Garza**.







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