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La Voz

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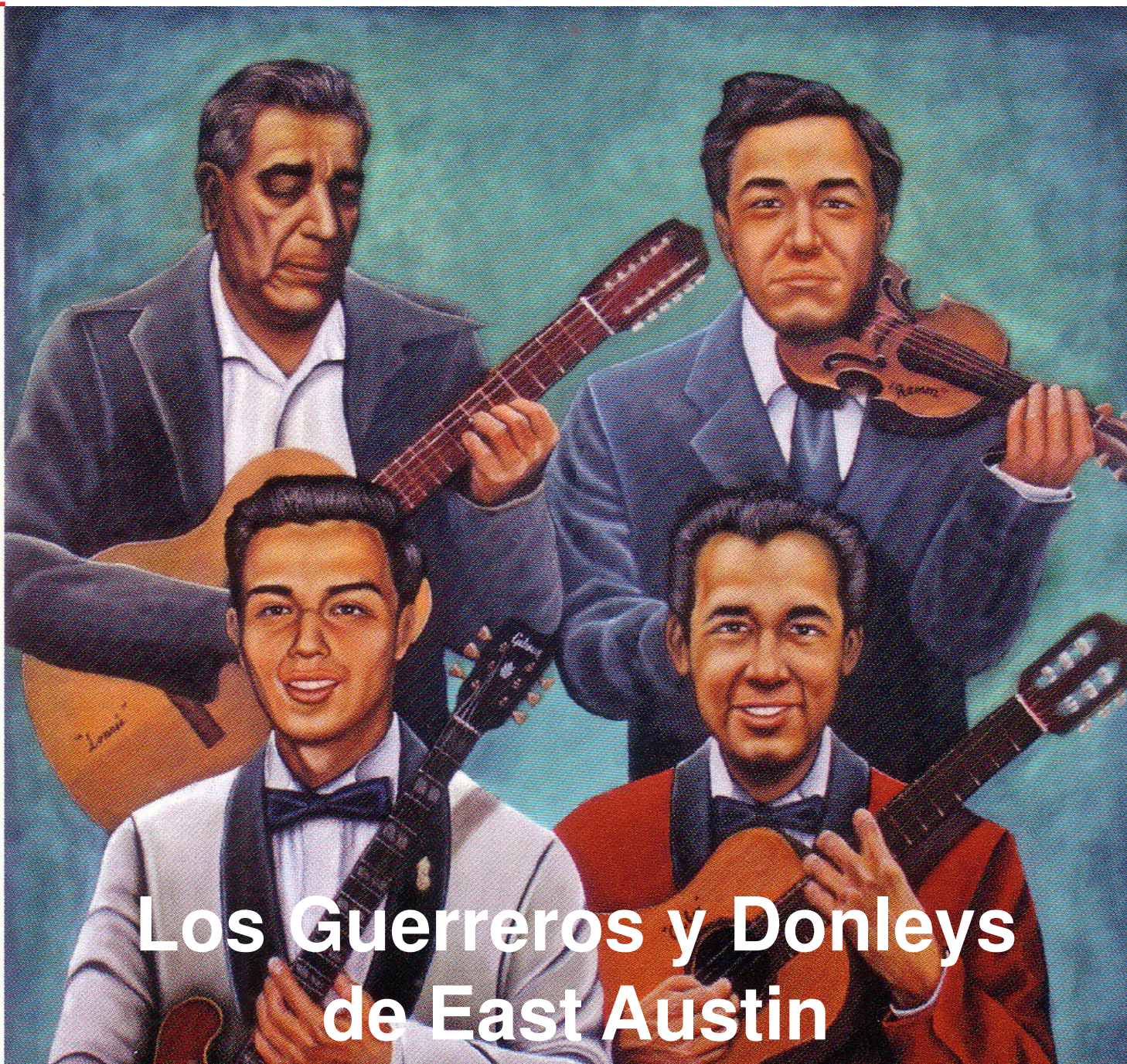
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People in the News



Subervi Named Assistant Editor of Diversity Website

Federico Subervi, professor in the School of Journalism and Mass Communication at Texas State University, is one of eight scholars nationally named recently as assistant editor of the Forum on Media Diversity.

The Forum, is a national website dedicated to providing research results and news about diversity in higher education and the professional media.

Ralph Izard of Louisiana State University and Ohio University, the Forum's executive director, added that during the 10 years of its existence, the Forum, a project of the Manship School of Mass Communication at Louisiana State University, has been aware of the need for growth.

In addition to his duties as professor at Texas State, Subervi is director of the Center for the Study of Latino Media & Markets and editor/author of *The Mass Media and Latino Politics: Studies of U.S. Media Content, Campaign Strategies and Survey Research: 1984-2004*.



Carol Alvarado Running for Texas Senate in Houston

State Representative **Carol Alvarado** is a native Houstonian and lifelong resident of **Senate District 6**. Since 2009, she has served the people of **Texas House District 145** in southeast **Harris County**. Prior to being elected to the Legislature, Carol served on **Houston City Council** from 2002-2008 representing District 1.

Carol believes in listening to those she represents. She meets regularly with neighborhood leaders, civic clubs, area clergy and business leaders to discuss community needs and initiatives.

Previously, **Carol** worked for **Congressman Gene Green**, as an economic and community development consultant for **Houston's East End** neighborhoods, and for **Houston Mayor Lee Brown**. **Carol** holds a Bachelor's degree in Political Science (1992) and a Masters in Business Administration (2008) from the **University of Houston**. **Carol** is a proud homeowner in the Idylwood neighborhood of **Houston's East End** and attends **St. Alphonsus Catholic Church**.



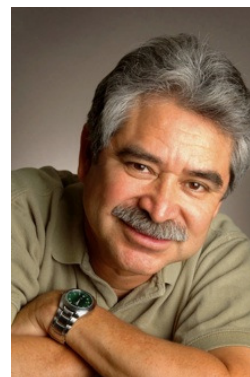
Sylvia Garcia Looking to Take Gallegos Old Seat

Former Harris County Commissioner **Sylvia R. Garcia** has declared her candidacy for **Texas State Senator in District 6** to replace **Mario Gallegos** who passed away just before the November 2012 General Elections.

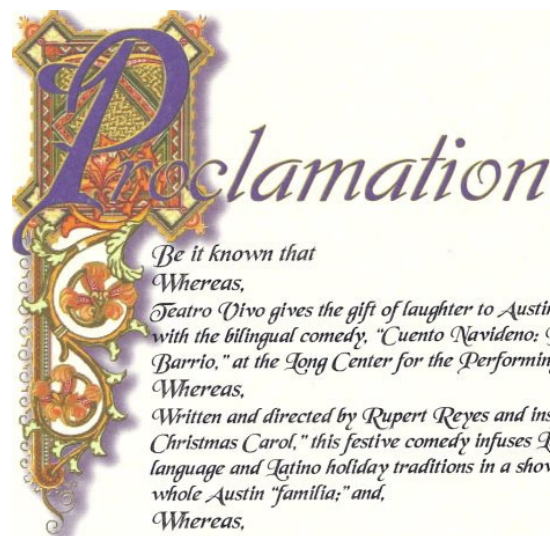
Prior to serving as County Commissioner, **Garcia** served as **Controller** for the **City of Houston** where she earned a reputation as the taxpayers' watchdog who fought to protect people's pocketbooks.

Garcia also served as Director and Presiding Judge of the **Houston Municipal System** for an unprecedented five terms under two mayors.

A native of the **South Texas** farming community of **Palito Blanco, Texas**, **Garcia** attended **Texas Woman's University** on a scholarship, graduating with a degree in social work, and received her Doctor of Jurisprudence degree from **Thurgood Marshall School of Law** at **Texas Southern University**.



Rupert Reyes Jo Ann Carreon Reyes Teatro VIVO Receives Proclamation from the City of Austin



Be it known that

Whereas,

Teatro Vivo gives the gift of laughter to Austinites this holiday season with the bilingual comedy, "Cuento Navideno: Bah Humbug in the Barrio," at the Long Center for the Performing Arts; and,

Whereas,

Written and directed by **Rupert Reyes** and inspired by Dickens' "A Christmas Carol," this festive comedy infuses Latino culture, Spanish language and Latino holiday traditions in a show geared toward the whole Austin "familia;" and,

Whereas,

Each performance features local community leaders, elected officials, celebrities and guest artists who have a fun part in the play; and,

Whereas,

For 12 years, *Teatro Vivo* founders **Rupert Reyes** and **Jo Ann Carreon-Reyes** have produced culturally-relevant Latino theatre that addresses critical social issues to Austin audiences. The couple are well-recognized leaders within the community and theater circles;

Now, Therefore,

I, **Lee Jeffingwell**, Mayor of the City of Austin, Texas, do hereby proclaim

December 6 - 16, 2012

as

Teatro Vivo Days

in Austin.

In witness whereof, I have hereunto set my hand and caused the seal of the City of Austin to be affixed this 6th Day of December in the Year Five Thousand Twelve

Lee Jeffingwell
Lee Jeffingwell, Mayor, City of Austin



PRODUCTION

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Alfredo Santos c/s

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**PUBLISHER'S
STATEMENT**

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Por cualquier
pregunta,
llámanos:

944-4123
795-2818

¿Se Va Acabar El Mundo? The End of the World?

The end of the world? *¿El fin del mundo?* A pending apocalypse on December 21st, 2012? While the hype has died down a little, there are still those who still believe something is going to happen shortly. And this why they are not going to pay their bills on time this month. After all, if you thought the world was going to end, why would you care about your credit rating? On the other hand, there are those who say it ain't going to happen and as proof of their certainty, they have paid their credit cards on time. What you choose to believe is of course your right. To know for sure, we will have to wait until December 21st, 2012.

Changing the Subject

For those who follow the affairs for the **Austin Independent School**, you know that the school board is changing direction. At the school board meeting on December 3rd, which lasted past mid-

night, the new board members and two of the others let it be known that they had lots of questions on their mind.

The boys only school initiative which had been spearheaded by Trustee **Cheryl Bradley**, and which had been on the table for a long time, was pushed back for a year. The partnership the school district made with the **IDEA** charter school from the **Rio Grande Valley** was also the subject of a long discussion.

In the end, the board instructed **Superintendent Carstarphen** to review and figure out how to put the brakes on the in-district charter school. At the next school board meeting this month, the **IDEA** charter school may be getting an unwanted Christmas present.

Cambiando de tema

Finally, as the **Texas Legislature** prepares to

meet for the 83rd Legislative session, the fate and future of public education will once again prove to be that battleground. One can expect many rallies and calls for reform from all sides. De todas maneras, preparete for a lot of action in the coming months.



Alfredo R. Santos c/s
Editor & Publisher

On the Cover



The painting on the cover by **Alejandro Moreno Alanis** is the first ever portrait of the four related musical legends from the **Guerrero** and **Donley** families of East Austin. **Ramon Guerrero Donley**, (1892-1963) his cousin, **Longinos "Lonnie" Guerrero**, (1917-1994) Lonnie's son, **Luis "Louie" Guerrero**, (1937-2006) and Ramon's son, **Manuel "Cowboy" Donley** who is now 83 years old. This painting was presented to the **Emma S. Barrientos Mexican American Cultural Center** on November 29th, 2012.

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- Review the states effort to implement the Affordable Care Act, (ACA) and what the reforms mean for Latino families.
- Increase awareness and knowledge on the state of Latino health disparities and inequities.
- To strengthen and expand collaboration and advocacy for effective ACA and state reform implementation.

Date: Dec 13-14, 2012

SAVE THE DATE

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for registration information.



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Teatro VIVO Presents *Cuento Navideño*



Teatro Vivo returns in December 2012 with the gift of laughter this holiday season with the bilingual comedy

Cuento Navideño, Bah Humbug in the Barrio.

Written and directed by Rupert Reyes and inspired by Charles Dickens' A Christmas Carol, Cuento Navideño (A Christmas Story) takes place on Christmas Eve in a modern, urban Latino community. Evangelina Cruz is the Latina Ebenezer Scrooge! She is a selfish businesswoman who has lost touch with her culture, her family and connection to her community. An unexpected visit from the ghost of her former business partner, the once equally-greedy Teodora, sets Evangelina on a journey to look closely at her choices. This festive bilingual comedy infuses Latino culture, Spanish language, and Latino holiday traditions in a show to be enjoyed by the whole Austin familia

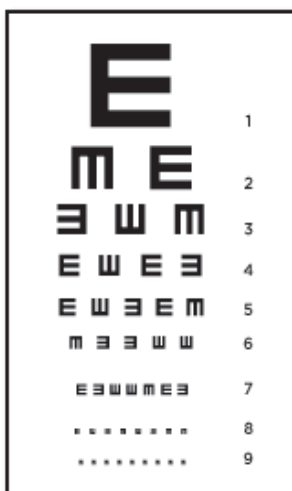
December 6 - 16 Thurs - Sat 8 pm Sun 2pm

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Pensamientos de Ernesto Nieto, Jefe del National Hispanic Institute

In January, 2013 NHI and its board of trustees will officially launch a fundraising campaign aimed at generating support from alumni. With over 75,000 NHlers having participated in leadership training since 1981, the goal will be to gain the support of at least 500 who wish to become founding members of the NHI Board of Benefactors.



a growing Latino community that is well on its way to being 1 in 3 Americans by 2050 also demands a constant and expanding supply of civic conscious, well educated, and skilled leaders. This has been the focus of NHI all along, but now new partners are needed from our growing ranks of alumni who appreciate and value the

work.

Omar Romero, former **Colorado LDZ Governor, 2000**, and other key trustees will be heading this effort along with alumni who appreciate and value this important venture and wish to be among the founding group. Over 33 years have gone into building an organization that consists of highly educated Latinos from throughout the United States and now Latin America. If we as alumni and supporters wish to play key roles in securing NHI's financial future, strengthening its programs, and making our work affordable to the thousands of families we reach each year, we must also adopt an owner's mindset and be generous with our giving.

I've never seen our mission as reaching down to help those with less or giving back. To the contrary, the driving belief behind my 33 year journey has been to create an organization like NHI that in some way plays a key role in finding and mining the rich talent among our young men and women who have much to offer our community and the rest of society. I've long understood that

This is not the time to view NHI as something in high school that is now behind you. Join us as an adult and former participant in our continuing quest of changing lives. Help make it possible for that singular moment in the life of a first time Great Debater or LDZer who arrives at the momentous realization that they represent value and have much to contribute to the lives of others.

Take the steps to send us your updated information, so that we can provide you with information on the Board of Benefactors Project. Every subscriber/contributor will be entered into an official NHI Registry that will be distributed to our contributors for their personal files and use. Members will also be invited to the Annual Alumni Awards dinner during Celebracion which takes place in the Fall.

To receive published information on the Board of of Benefactors Project, submit your information c/o **Analysse Escobar**, Maxwell at Analysse@NHImail.com



10 Questions for Valentin Luna

Mr. Luna, how long have you been working here at Quality Vision Eyewear? I have owned this business for 25 years. This month marks our 25th anniversary.

Are you originally from Austin? Yes.

Where did you attend school? I went to Travis High School and then attended Durham Business School.

In todo los anos que tienes trabajando aqui, how have you seen your customers changed over the years? I have seen more kids get fitted for glasses now than when we first started. I believe this is good because it allows us to catch problems early.

What do you think is the greatest misconception people have about wear glasses? I think some people believe that eyeglasses are not attractive. Some think that glasses resting on your nose are too heavy. Eyeglasses have changed over the years. Today they are light weight and very attractive.

Are Mexican Americans or Mexicans different than Anglos when it comes to deciding to get glasses? No, not really. They bother look for pricing and good eyewear.

What are some of the other services you provide for people who come in thinking they need eyeglasses? The eye doctors next door provide dietic and other checks when you come in. On the optical side of the business we provide fittings, ordering of frames and lenses and minor repair work.

Is it your view that there are more students in Austin who are need of glasses who have not sought out help? No. The vision screening that AISD does every year with the help of the Lions Club, insures that most students have access to eyeglasses.

I understand this month marks your 25th year in business. When you look back, did you ever imagine that you would be a business owner today? No, back then the economy was not good. But with God's help we have made it this far.

If an up and coming person were to ask you for advice on what to expect during the first few years in business, what would you tell them? I would say, just hang in there. Have patience, give good customer service and you will make it.





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Welcome Home!

La Llegada de Mexico

by Jesus

Cuando me vine de **México** empecé una nueva vida aquí en los United States. Desde el primer día vi la diferencia cuando fuimos a comer en un **McDonalds**. Todos hablaban inglés y el menú para ordenar tiemblén estaba en inglés. Entonces fue cuando dije, a "hijole, voy a tener que aprender el inglés porque si no, se me va ir muy mal.



escuela. Ahora estoy en el sexto grado aquí en **Austin, Texas**, vengo a la escuela todo los días. Lo único que no me gusta es la comida en la cafetería. No se de donde viene pero muchos estudiantes tampoco les gusta. Aquí en **Burnet** los alumnos del seis usan camisas blancas.

Los de otros grados también tienen que usar camisas negras (8th) y verdes (7th).

Cuando empecé la escuela, no conocía a nadie y no entendía lo que estaban diciendo los maestros. Yo nomás seguí como quien dice, "a la bola". Pero de pronto me fijé que habian otros como yo. O sea, habian otros que también no sabían inglés. Nos mirabamos uno al otro, y luego por necesidad nos empezamos a hablar.

Resulta que descubrí que algunos eran de mi estado de **Guanajuato**. En poco tiempo, ya tenía nuevos amigos en la

Quiero estudiar para seguir una carrera como un doctor. Los maestros aquí me apoyan y creo que con el tiempo voy a lograr mis fines. También tengo una buena amiga, **Anexa Nancy**, en mi clase de español. Mi maestra, **Ms. Morín**, le da permiso de que me enseñe inglés y yo le ayudo a ella con el español. Me gusta mi clase de español porque mi maestra, **Ms. Morín**, he hace hablar inglés y hace que mis compañeros me hablan en inglés. Estoy aprendiendo much en **Burnet Middle School**.

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Raza Round Table Report

by Skylar Bonilla

On November 17th, 3 of the 4 newly elected **Austin Independent School District** school board trustees attended the weekly **Raza Round Table** at **Mexitas Mexican Restaurant** to share their views regarding how to better serve the public. Present were **Rev. Dr. Jayme Mathias** (District 2), **Gina Hinojosa** (at-large) and **Ann Teich** (District 3).

During the meeting, it was apparent that the implementation of the in-district charter school run by **IDEA Public schools** was a hot topic. Several questions from the audience asked what the new trustees were going to do address the future of this school and how it has impacted **East Austin**.

Trustee elect, **Gina Hinojosa** said she believed in partnerships with charter schools should be exactly that - partnerships. She said the **IDEA Allen** campus was not a partnership in her view but, a "complete takeover."

Ann Teich, a retired teacher state her teaching background motivates her to focus in on the curriculum, its delivery, the training of new teachers and attracting bilingual teachers.

She went on to emphasize her commitment to Austin's Latino population in **AISD** when she promised to back dual-language programs.

Community member **Paul Saldaña** raised the issue of no meaningful participation of parents and community members at the school board meetings. *"Right now we have to wait for the Board to get out of executive session then we are limited to two minutes to speak. They cut the number of board meetings so now there is even less opportunity for parents and community leaders to communicate with the board,"* said **Saldaña**.

Saldaña also said there is a lack of leadership from the superintendent when it comes to listening to the community. He said he hopes that with the election of new leadership on the Board, an effort will finally be made to engage the community. *"We kind of put the cart before the horse. We elect our school board members, not our superintendent,"* said **Saldaña**.

Peck Young, a political consultant who has been active in the civic affairs of **Austin** for more than 40 years, said, *"I would encourage the school board to go back to a system where you don't sit there while people talk to you for two minutes and you look like a bunch of dummies because you can't speak back."*

Young was referring to the standard which the school board uses to engage public

comment. The system does not allow for Board members to ask direct questions on the concerns of citizens.

Rev. Dr. Mathias outlined the broad ideals by which he will govern while serving as **District 2 Trustee**. He said, *"There is so much wisdom among the community."* **Rev. Dr. Mathias** went on to explain that he values this wisdom and listening to the community.

He backed up his promise when he said he hears there is not a lot of support for an all-boys school in **AISD**. **Rev. Dr. Mathias** also informed the **Round Table** he will be looking into contracts for minority and women-owned businesses in town as his first order of business on the night he and the others are sworn into office. *"I have a crazy belief that those who are elected into office are there to represent those who elected them,"* He ended with a familiar mantra: *"Let's keep our public schools public!"*

The **Round Table** shifted gears when **Peck Young** presented information pertaining to the passing of **Proposition 3** on the November ballot. **Young** and **Former Senator Gonzalo Barrientos** had taken the lead on the **Prop 3** campaign.

"Election night was probably one of the happiest moments of my life," said **Young**. He predicted three, maybe four, Latino-held council member seats in Austin would come from the passage of the 10-1 plan. The passing of this proposition paves the way for **Austin** to be the first city in Texas to implement a citizen's redistricting plan," said **Linda Curtis**, coordinator of **Austinites for Geographic Representation** (AGR) -the main proponent of Prop 3.

What does this mean? Well, it means Austin will be split into 10 single-member districts. Each of those districts will need to be drawn. The responsibility of drawing the lines will be given to a 14-member citizen's redistricting commission.

The requirements for being in the original pool of 60 are as follows: one must have been registered to vote for the last five years in the city and have voted in three of the last five city elections. The number of people that meet these requirements are less than 30,000.

There are also some items that will disqualify a person



ABOVE: Peck Young addressing the Raza Round Table in Austin, Texas

from serving on this commission, said **Peck Young**. City workers are disqualified. If you have held elective office in the city or state within the last five years you are disqualified. And if you have been a paid employee or consultant for any political campaign in the last five years you cannot serve on the citizen redistricting commission.

There will be a pool of 60 applicants chosen. Eight will be chosen out of the pool of 60. Those eight will then choose the remaining six. There will be a reserved spot for a student that meets the original requirements. **Curtis** said, *"The commission needs to be filled with people that don't have a vested interest in politics. We need to have an equal playing-field."*

The **Raza Round Table** meets every Saturday at 10:00am at **Mexitas Mexican Restaurant** (1109 North IH 35) and is open to anyone. If you are looking hear the latest news in the Latino community, this is the meeting to make.

Book Review

¿Han visto a María?

A fable for adults about loss, death and love

By **Marcia Facundo**

www.tintafresca.us/LatinoPrintNetwork

In just about ninety pages-illustrated like in a children's book-**Sandra Cisneros**, author of *The House on Mango Street*, reflects on the loss of a beloved one, the perseverance of love and our relationship with nature in her latest book *¿Han visto a María?* (Have you seen Marie? Vintage Español-\$21.00)

Illustrated books are not just for children, as we soon learn from **Cisneros**, for *¿Han visto a María?* is really a fable for adults. Adorned with illustrations by Chicana artist **Ester Hernandez**, the book is an insightful tale about how even after death, the love of the departed will always be with us.

The story is told by a 53 year old woman who has just lost her mother and feels "like a glove left at the bus station." She is visited by her friend Rosalind who brings along a cat named **María**. The feline soon runs away and immediately the two women begin to search for **María**.

Aided by **Hernandez'** colorful illustrations that bring to life the stage where the story happens, **Cisneros** takes us through the streets of the **King William's** neighborhood in **San Antonio, Texas**, made up of a number of historic homes as colorful and diverse as the people who live in the area, like **Reverend Chavana**, who promised to pray for the cat, or cowboy David who offered to go looking for her by the river on his horse.

Beyond the historic streets and "big houses like wedding cakes" of **King William Street**, the two women arrive at the footbridge **O. Henry** and suddenly stop to look at the sky and begin talking to the squirrels, the dogs and the cats. The narrator then goes to the river and asks: "have you seen María?" From this moment on, she begins her own journey towards finding herself and healing her pain.

As we later learn in the book's epilogue, **Cisneros** wrote this book while she was going through a difficult period of her life, after the death of her mother and in a situation similar to the one described in *¿Han visto a María?* "Even sadness has its place in the universe," explains the author before she concludes that "love never dies...we keep getting and giving love after death."

Cisneros' previous work has been recognized for her ability to tell stories that reflect the cultural hybridity of Latinos living in the United States and the sense of belonging to two cultures. She does it again in *¿Han visto a María?*, this time highlighting how these two cultures collide, in **Cisneros'** own words, "give rise to something new." The result is a message of renewal.

TEACHER PROFILE

Erica P. Gonzalez

Teacher of 7th/8th English
Language Arts at East Austin
College Prep,



READY FOR COLLEGE.
READY FOR LIFE.

I have been teaching for EAPrep since the doors opened in the Fall of 2009. I am a certified Generalist 4-8 teacher and I hold a Bachelor degree in Social Work from **Texas A&M University-Kingsville**. I am fortunate to be beginning my 6th year as a middle school teacher. I went into teaching because of my love for children and knowledge. I enjoy reading in my spare time and planning lessons that are engaging and fun! It has been a privilege to work for EAPrep since we opened 4 years ago because I believe this school makes a great difference in our student's lives and community.

Favorite Activity: Reading

Favorite Books: I love to read any book that is non-fiction!

Favorite Historical Figure(s): Cesar Chavez

What was your favorite subject when you were in school? My favorite subject in school was always English Language Arts.

What animal best represents you and why? A dolphin best represents me because I am nurturing with my students and I am a critical thinker who solves problematic situations.

What is your greatest strength? My greatest strength is empathy, I always try to put myself in other people's shoes and understand where they are coming from.

What brought you to the field of education? My husband saw me working with his nephew on his homework and he questioned, "Why don't you become a teacher?" He lit a fire in me and it continues to grow every day. I love the teaching profession and I can't see myself doing anything else.

Interesting fact about yourself: An interesting fact about myself is that I love watching the national news.

Why do you work at EAPrep? I work at EAPrep because our mission states that all students will go to college. I truly believe in this mission and do my part everyday to contribute to the mission.

Who are the most important & influential people in your life?

The most important and influential people in my life are my family members. I am fortunate to have the love and motivation of my husband who supports me and my teaching career. I have two great parents and brothers who are hard working individuals. I am also blessed to have nephews and nieces that motivate me to be the kind of teacher they deserve.





¡Muchas Gracias y Feliz Navidad!



Thank you for the opportunity to serve your community in the Texas Senate! I promise to be a strong champion for you and your loved ones.

The holidays unite us and allow us to focus on family, faith, and charity. May we keep this spirit in our hearts throughout the coming year, especially while trying to create a better future for all Texans.

May God bless you, and may God bless Texas.

Senator
Judith  **Zaffirini**



2013 Hispanic Austin

The **Hispanic Austin Leadership (HAL)** is one of several programs of the **Greater Austin Hispanic Chamber of Commerce**. It provides business leaders and professionals an opportunity to develop civic awareness in the Hispanic Community, leadership skills and a network of colleagues for life. The individuals that appear on these two pages are members of the Class of 2013.

Awareness & Empowerment

HAL is about "Awareness". Awareness is raised by asking both "Grass Tops" and "Grass Roots" leaders of the community to speak regarding issues they face in the community. This will create a "well rounded" leader of the Hispanic Community. There are numerous issues facing our Hispanic Community and **HAL** participants are made aware of as many issues as possible. Sessions are intense, fast-paced, challenging, inspiring and informative.

After graduation and as a member of the HAL Alumni, graduates will be expected to continue to make a difference in the civic lives of our community by developing the combination of knowledge, skills, values and motivation to make that difference.

Who can apply?

Anyone inspired to lead...You do not have to be Hispanic to be a leader of the Hispanic Community.

"Inspired to Lead"

"Leadership is not a top-down impulse but rather a bottom-up impact. The greatest leaders in history have not been dictators but rather directors – leadership maestros who used their gifts of vision, values and purpose to orchestrate actions that served a cause greater than themselves. Giving orders is not leadership...giving hope is. Leaders who serve the interests of those they lead earn far more than the obedience of their followers, they earn their respect."

*"Closing Thoughts" from the book
Inspired to Lead by **Christopher Novak***



Ray Baray
Team: Environmental Sustainability
Employer: City of Austin



Helia Callender
Team: Financial Stability
Employer: HEB



William Irizarry
Team: Healthcare
Employer: Dell Inc



Carmen Luevanos
Team: Healthcare
Employer: Texas Gas



Albert Pomaes
Team: Civic Engagement
Employer: ETMG, LLC



Matt Elizondo
Team: Education
Employer: Lower Colorado River Authority



Meredith McClure
Team: Civic Engagement
Employer: AXA Advisors



Shayna Molinar
Team: Civic Engagement
Employer: YMCA of Austin



Julie Hatfield
Team: Education
Employer: Texas Gas



Stephanie Hernandez
Team: Financial Stability
Employer: USA Compression Partners, LLC.



Peter Morrison
Team: Environmental Sustainability
Employer: Literacy Coalition of Central Texas



Daniela Ochoa Gonzalez
Team: Financial Stability
Employer: Soluciones Urbanas Sostenibles

Leadership Class



Jessica Martin
Team: Healthcare
Employer: Southwest Housing Compliance Corporation (SHCC)



Ricky Ramon
Team: Environmental Sustainability
Employer: Hispanic Scholarship Consortium



Lisa Rodriguez
Team: Environmental Sustainability
Employer: Greater Austin Hispanic Chamber of Commerce



Ingrid Rodriguez
Team: Financial Stability
Employer: St. David's Round Rock Medical Center



Carrie Schneider
Team: Education
Employer: Housing Authority of the City of Austin (HACA)



Melissa Sustaita
Team: Environmental Sustainability
Employer: Communities in Schools of Central Texas - Ann Richards



Sammy Morales
Team: Education
Employer: Goodwill Industries of Central Texas



Alex S. Clendennen
Team: Healthcare
Employer: Merrill Lynch Wealth Management Bank of America Corporation



Dulce Ruiz
Team: Environmental Sustainability
Employer: Wells Fargo Bank



Jon Salinas
Team: Civic Engagement
Employer: Salinas Architecture, LLC



Jose Velasquez
Team: Healthcare
Employer: ABC Bank



Liliana Valenzuela
Team: Civic Engagement
Employer: Ahora Si/ Austin American-Statesman



Juan Trejo
Team: Financial Stability
Employer: State Farm Mutual Auto Insurance Company



Marisela Rios
Team: Civic Engagement
Employer: Applied Materials



Cristina Balli
Team: Healthcare
Employer: Texas Folk Life



Eeva Carr
Team: Education
Employer: Bank of America



Brenda de la Garza
Team: Financial Stability
Employer: Austin Energy

The Emma S. Barrientos Cultural Center Presents

Claudia Zapata



The Service category of the Award is for those who have exhibited outstanding service in the Latino cultural arts. The winner for this year is **Claudia Zapata**, one of **Austin's** well-known curators. **Claudia** earned her Bachelor of Arts and Master of Arts degrees in Art History from **UT Austin**. Along with her exemplary track record of developing innovative exhibitions and educational programming at the **Mexic-Arte Museum**, the **Serie Project**, **Esperanza Peace and Justice Center**, and other venues, **Claudia** has served as art juror, lecturer, archivist, and research assistant. She has recently founded **Chingozine**, a local Latino art zine and continues to be a visionary leader in **Austin's** Latino art scene.

Alfredo Estrada



The Patronage Award goes to **Alfredo Estrada** for his significant contributions in support of the Latino cultural arts. As a graduate of **Harvard College**, **Alfredo** is the founding editor of *Latino* magazine that has a national circulation of 50,000, presenting articles that address the issues that matter most to the Hispanic community, and targeting opinion leaders, influencers, stakeholders, and members of Hispanic organizations. **Alfredo** is also behind the nonprofit organization *No Mas Hambre* that last year alone collected over 1,000 pounds of food for the Capital Area Food Bank. Not only this, but he organizes the annual **Nuestro Futuro Latino Education** conference in **Washington, D.C.** This past summer, **Alfredo** also allowed for two scholarships for elementary students to attend a summer camp at the **MACC**.

Austin Latino Theater Alliance

In the area of Theater, our winner is the **Austin Latino Theater Alliance (ALTA)**. This organization has been operating for 14 years with the mission of uniting and supporting the different Latino and Hispanic theater groups in the **Austin** community. As its own community of artists and volunteers, **ALTA** works to foster the development of new talents in the theater arts, promote collaborative productions among local and international artists, and bring the highest quality theater to **Austin's** Latino and Hispanic communities with Hispanic and Latin American plays and productions that transcend borders and unite different groups and audiences.



Please join us Thursday, November 29, 2012 from 6:00-8:00pm for a very special occasion at **THE EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER**.

The AWARD OF EXCELLENCE is presented to individuals or organizations for artistic excellence, artistic dedication, leadership, distinguished service, an outstanding performance or a significant contribution to the Emma S. Barrientos Mexican American Cultural Center.

**THE ARTS • PATRONAGE • SERVICE
LIFETIME ACHIEVEMENT • EMERGING ARTIST**

Music by **Tiburon** and **DJ Orion**



The City of Austin is committed to compliance with the Americans with Disabilities Act. If you require special assistance for participation in our programs or use of our facilities please call 512-974-3772 or Relay Texas. La Ciudad de Austin está comprometida al Acta de Americanos Incapacitados. Si requiere asistencia para participar en nuestros programas por favor llame al teléfono número 512-974-3772 o 711 Relay Texas.

Mexican American Awards of Excellence

Anthony Ortiz, Jr.



The Emerging Artist category represents those age 15-25 who have shown innovative and exceptional accomplishments in the Latino cultural arts. The winner this year is **Anthony Ortiz Jr.**, who has mastered several instruments but most notably the accordion, and has developed a passion for teaching and passing this tradition along to others. He has played in both intimate venues as well as large stadiums with his father and grandfather in their band **Mariachi Corbetas**. **Anthony** has been recognized with Resolution Number 1988 from the **Texas House of Representatives**, been awarded

Musician of the Year at **Martin Middle School**, was a finalist for "The Big Squeeze" in 2008 and 2009, and was a semi-finalist in 2011. He has also shared the stage with **Hank Williams Jr.** and **Julio Iglesias**. He currently teaches accordion classes at the **MACC** and is highly regarded as a role model to his students.

Manuel "Cowboy" Donley



The second recipient is **Manuel "Cowboy" Donley**. Known by many as the "Godfather of Tejano Music," **Donley** has been a pioneer and innovator, combining traditional Mexican sounds with rock 'n' roll, rhythm-and-blues, and big band swing in his orquesta, **Las Estrellas**. Like **Johnny Degollado**, **Manuel** was inducted into the **Tejano Music Hall of Fame** in 1986, and has had a neighborhood park named after him by the **City of Austin**. The **Governor of Texas** announced a Proclamation in **Manuel's** honor last year as well. **Manuel** continues his contributions to Tejano music and his community by teaching guitar lessons at **Huston-Tillotson College** and at his own home.

Johnny Degollado



For the Lifetime Achievement Award in Music, the selection committee felt that **Johnny Degollado** and **Manuel "Cowboy" Donley** equally deserved this award. As one of the **Austin's** leading conjunto accordionists, **Johnny Degollado y Su Conjunto** has promoted conjunto music, keeping it a vibrant part of the Mexican American live music scene here in **Austin**. In the span of over 50 years, **Johnny** has written over 200 songs and recorded over 350. **Johnny** was

inducted into the Tejano Music Hall of Fame in 1986, and has been the event coordinator for the **Austin Conjunto Festival** for 20 years. His grounding in the Mexican American culture, as well as the Montopolis community here in Austin, displays who he is and his pride and love for Latino culture.

Raul Valdez

The Lifetime Achievement Award in the Visual Arts goes to **Raul Valdez**, who has been an active leader in the Latino community for decades. He lives his life as an artist, teacher, and advocate and has raised awareness of the importance of street murals and public art, his own involving his culture and background.

Some of his most notable artworks can be found on school walls throughout **Austin**, including the **University Of Texas School Of Social Work**, as well as the **A.B. Cantu Pan-American Recreation Center** and beyond. He has become a symbol in himself of what the arts can do for the public when they are supported.



Santa’s Ranch celebrates 10th season

By Linda C. Jacobson

Ten years ago this November, **Frank Bass** opened **Santa’s Ranch** with hopes of creating a magical Christmas wonderland that would become a holiday tradition for **Central Texas** families.

As he and his crew of Santa’s helpers put in long hours building some 50 scenes, running more than 75 miles of cords, and testing the 1.5 million twinkling lights to prepare for their 10th season, he takes joy in knowing that his dream has passed the test of time.

“To know that people look forward to bringing their friends and families back year after year make it all worthwhile,” he says of the long hours he puts into getting the park ready each season. *“Plus we look forward to making new friends each season as people visit Santa’s Ranch for the first time. Driving through the park brings out the kid in everyone.”*

The drive-through light park was a dream-come-true for **Frank** and his wife, **Melanie**. **Frank** grew up **Northeast Texas** where similar parks are common. While drive-through Christmas light parks are not a new concept for the **Central Texas** area, they are hard to find.

“We realized several years ago that this area needed a place where people could bring their families and friends to see Christmas lights,” **Frank** says. *“We knew we could make this park one of the best in Texas.”*

In the meantime, other parks have come and gone while **Santa’s Ranch** opens season after season, slowly expanding the number of scenes and lights to enhance the experience for visitors. Located on I-35 between **New Braunfels** and **San Marcos**, **Santa’s Ranch** fills 12 wooded acres with holiday spirit.

During their 20-minute cruise, visitors will enjoy a 50-foot tall Christmas tree, a village scene and toy mill, Santa tubing on a

blue “river” filled with 800 feet of twinkling lights, and numerous scenes from the bible, including a 60-foot-long Noah’s Ark and the complete town of Bethlehem.

Since **Santa’s Ranch** is located in the heart of **Texas**, they’ve added several new “Texas-style” Christmas scenes, including the **Alamo** and other surprises, **Frank** says. For a one-time visit at \$24 per vehicle or a season pass of only \$44 for unlimited visits, a drive through **Santa’s Ranch** is one of the most unique and economical holiday treats for families and friends to share — by the carload!

“It’s hard to believe that we’ve been doing this for 10 years,” **Frank** says. *“We are glad to continue offering this holiday tradition for our Central Texas friends and neighbors. I may be partial to the place because I’ve been working on it for so many years, but there is definitely a ‘warm-fuzzy’ feeling when you take a drive through the park at night. It’s a place where memories are made.”*

Santa’s Ranch is located between **New Braunfels** and **San Marcos**, at 9561 I-35, two miles south of **Tanger Outlet Mall**. From **New Braunfels**, go about 6 miles on I-35 North to Exit 199 (Posey Road). Take the Exit 199 to the turn around and go back south on I-35 access road about 1 mile to the park entrance on the right. From **San Marcos**, go south on I-35 for about 2 miles to the Exit 199 (Posey Road). Take the exit and stay on the access road for about 1 mile to the park entrance on the right. The park is open every night through Dec. 30; hours are 6-10 p.m. Sunday-Thursday and 6-11 p.m. Friday and Saturday. Admission is \$24 per vehicle; season passes are available for \$44. For more information, visit online at www.santasranch.net, or call (830) 743-1293.

Linda C. Jacobson is a freelance writer living in **Fischer, Texas**.

Word Power

En las palabras hay poder

No one can ever argue in the name of education, that it is better to know less than it is to know more. Being bilingual or trilingual or multilingual is about being educated in the 21st century. We look forward to bringing our readers various word lists in each issue of **La Voz**.

Nadie puede averiguar en el nombre de la educación que es mejor saber menos que saber más. Siendo bilingüe o trilingüe es parte de ser educado en el siglo 21. Esperamos traer cada mes a nuestros lectores de **La Voz** una lista de palabras en español con sus equivalentes en inglés.

Merry	Feliz
Christmas	Navidad
Presents	Regalos
Tree	Arbol
Decoration	Decoración
Reindeer	Reno
Sleigh	Trino
Ornament	Esfera
Light	Luz
Angel	Angel
Candle	Vela
Tamales	Tamales
Good bye	Adios

Rev. Dr. Jayme Mathias and Friends Say Thank You to All Who Supported His Campaign for AISD School Board



Ken Zarifis

Jill Ramirez

Vince Tobar

Cynthia Valadez

Montserrat Garibay

Monica A. Guzmán

Carl Webb

Trasell Underwood

Alfredo Santos c/s





Santa's Ranch

Drive-Thru Christmas Light Park!

OPEN NIGHTLY NOV 2 - DEC 30

**¡Visita el rancho de
Santa Claus como
parte de su
tradición familiar!**

¡Vea 1.5 millon de luces!



www.santasranch.net Info: 830-743-1293

QUICK FACTS...

SANTA'S RANCH HOURS:

- Open every night from Nov. 4, 2011, through Jan 1, 2012; hours are 6-10 p.m. Sunday-Thursday and 6-11 p.m. Friday and Saturday.

ADMISSION:

- \$22 per vehicle; season passes \$42

LOCATION:

- On I-35 between New Braunfels and San Marcos, just south of the outlet malls

PARK FEATURES:

- Located on 12 wooded acres of rolling hills
- Over 1.5 million lights
- More than a mile-long drive
- Takes about 20 minutes to complete drive
- Includes more than 350 feet of drive through tunnels
- Has about 300 lighted characters
- Features about 45 major scenes, including the town of Bethlehem, villages, toy mill and numerous scenes from the bible and cartoon characters

