

Austin, Buda, Del Valle, Kyle, San Marcos



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La Voz

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Opening Ceremonies for the Mexican American Firsts TRAILBLAZERS at the Austin History Center



Johnny Treviño

Mike Miller

Sylvia Orozco

Gloria Espitia

Mike Martinez

Susana Almanaza

For more information see page 5

People in the News



Cristina ends run on Univision

After more than 20 years on **Univision**, "El Show de Cristina" will be airing its final episode on Monday, Nov. 1st, at the beginning of sweeps. A company press release states **Cristina Saralegui** will continue to be part of the **Univision** family and will host future specials for the network.

"El Show de Cristina" started as a daily afternoon talk show and after many years, moved to a weekly time slot on Monday evenings. The final show will celebrate her 20 years as the queen of talk on **Univision**.



Navarrette laid off at The San Diego Union-Tribune

Nationally syndicated columnist **Ruben Navarrette** was among 35 newsroom employees laid off at **The San Diego Union-Tribune**. While the paper has announced the layoffs, it is also hiring - for entry-level reporting jobs @ 35K a year.

A **Harvard** grad, **Ruben** began a freelance writing career before joining the staff of **The Arizona Republic** in 1997, first as a reporter

and then as a twice-weekly columnist. He left in 1999 to go back to school, earning a master's in public administration from **Harvard's Kennedy School of Government**. He joined the editorial board of **The Dallas Morning News** in July 2000, and in 2005, moved to the **Union-Tribune**. His column has been in syndication since 2001.



Nicole M. Guidotti-Hernández, Ph.D., Comes to UT

The **Center for Mexican American Studies (CMAS)** welcomes **Nicole M. Guidotti-Hernández, Ph.D.**, as a **CMAS Research Fellow** for the 2010/2011 academic year.

Professor Guidotti-Hernández is an Associate Professor of Gender and Women's Studies. She received her doctoral degree from **Cornell University** in English, with a graduate minor in Latina/o Studies in 2004.

Professor Guidotti-Hernández's first book is entitled *Unspeakable Violence: Narratives of Citizenship Mourning and Loss in Chicana/o and U.S. Mexico National Imaginaries* and is forthcoming from **Duke University Press** (Spring 2011).

Professor Guidotti-Hernández will work on three projects while in residence as a research fellow at **CMAS**, and teach one undergraduate course in the fall semester 2010 and give a public lecture on her research in the spring semester 2011.



Ramirez Tapped to Lead Texas A&M Corps of Cadets

Texas A&M University named **Brig. Gen. Joe Ramirez Jr.** to lead the **Corps of Cadets**. **Ramirez**, a native of **Houston** who currently is **Deputy Director, J5 Plans, Policy and Strategy for the U.S. European Command**, will be the first Hispanic commandant to lead the corps. He is a 1979 graduate of **A&M** and has served in the Army since.

He was endorsed by the **Texas A&M Hispanic Network**, an alumni group dedicated to increasing Hispanic enrollment at the **College Station** campus. **Francisco Maldonado**, president of the group and a lawyer from **San Antonio**, wrote **A&M President R. Bowen Loftin** last month, praising **Ramirez** for his "enthusiasm, vision and plan for achieving the Corps goals in the areas of recruiting, retention and academics."

Ramirez, 53, will begin work Nov. 1. As commandant, he not only will lead the university's most visible student group — the Corps but also will serve on **Loftin's** executive team.

During his military career, he received numerous awards, including **Legion of Merit** and **Meritorious Service Medal**. He received a master's degree in management from **Webster University** in **St. Louis** and a master's degree in strategic studies from the **U.S. Army War College**



Lisa Guerrero returns to "Inside Edition"

Lisa Guerrero returns to "Inside Edition" as its Chief Investigative Correspondent. She previously worked for the newsmagazine from 2006 to 2008 as West Coast Correspondent.

Lisa worked one season as a sportscaster for **Monday Night Football** in 2003. Before that, she also covered sports for Fox Network and **KCBS-2** and **KTTV-11** in **Los Angeles**. She has also hosted the weekend edition of "Extra."

Lisa is also an actress who has had roles in several TV shows, including "Frasier" and "The George Lopez Show." She was born in **Chicago** and raised in **San Diego** where her parents worked for the **Salvation Army**.



Alurista Comes to Austin, Texas

The **Center for Mexican American Studies** and **Austin Community College** are pleased to host a reading and book signing by renowned veteran **Chicano** poet, **alurista**.

Alurista is one of the seminal and most influential voices in the history of **Chicano Literature**. A pioneering poet of the **Chicano Movement** in the late 60s and 70s, he broke down barriers in the publishing world with his use of bilingual and multilingual writings in Spanish, English, Nahuatl and Maya.

A scholar, activist, editor, organizer and philosopher, he holds a Ph.D in Spanish and Latin American Literature from the **University of California at San Diego** and is the author of ten books including *Floriscanto en Aztlán* (1971), *Timespace Huracán* (1976), *Spik in Glyph?* (1981) and *Z Eros* (1995). His book, *Et Tú Raza?*, won the **Before Columbus Foundation National Book Award** in Poetry in 1996. Author of "El Plan Espiritual de Aztlán," he is a key figure in the reclaiming of the **MeXicano** cultural identity, history and heritage through his integration of American Indian language, symbols and spirituality in his writings.

Tunaluna is classic **alurista**: passionate, sensuous, and political. **alurista's** tenth book of poetry is a collection of 52 poems that takes us on a time trip through the first decade of the 21st century where he bears witness to the "Dubya" wars, terrorism, oil and \$4 gallons of gas, slavery, and ultimately spiritual transformation and salvation.

The "Word Wizard of Aztlán" is at his razor-sharp best, playing with his palabras as well as with our senses and sensibilities. **alurista** is a **Xicano** poet for the ages and a chronicler of **la Nueva Raza Cózmica**.

The reading and signing will take place in the Building 8000 Multipurpose Room of the **Austin Community College Eastview Campus** on October 14, 2010 • 6:30 PM. The event is free and open to the public.

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pregunta,
llámanos:

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Pensamientos para octubre

In this issue of **La Voz**, we join with the **Austin History Center** in publishing their **Mexican American Firsts Trailblazer Project**. This effort to identify and remember those who have worked over the years to improve the Mexican American community deserves our attention and respect.

Too often those who work in the area of community affairs by attending meetings, speaking before public officials, and organizing their neighbors, do not get the recognition and respect they deserve. Thanks to the work of **Gloria Espitia**, neighborhood liaison with the **Austin Public Library**, 32 individuals have been identified and had their community work documented.

In the several pages of this issue of **La Voz** you will find their photos and stories. While some have already passed away, others are still very much alive. If you see them at a meeting or hanging out at Flacos" on South Congress, shake their hand and tell them thank you.

Cambiando de Tema

In **San Marcos, Texas** there is movement in the Mexican American community. **Fidencio Leija**, a student at **Texas State University**, has been organizing people and will be hosting the "**1st Annual Community Hispanic Heritage Month Celebration**" under the auspices of an organization called **UNO**. The event

which expected to draw 1,500 people, is billed as The **1st Annual Community Hispanic Heritage Month Celebration** and is a cultural enrichment experience for all the student body, faculty, staff and the community. This one-day event will expose all attendees to Hispanic Heritage Month and reinforces the diversity of the Latino culture through the real life interactive experience of Past, Present and Future artists, musicians, dancers and active leaders. The event starts on Saturday, October 9th, 2010 at 10:00am at the **Embassy Suites**, is open to the public and free.

Cambiando de Tema

In the last two weeks I have attended two 40th year celebrations/anniversaries. The first was in **Berkeley, California**. The second was in **Uvalde, Texas**.

Forty years ago I was suppose to have graduated from high school, but I didn't. I had dropped out in 1969 and took off for the **Job Corps** in **Kingman, Arizona**.

In the fall, I decided to give high school another chance and so I came back to **Uvalde**. I remember going over my transcripts with the Vice-Principal and being told that I had enough credits to be a "high sophomore."

I told myself that I would straighten up and do good this time around. The Chicano Movement was gaining strength around the country and **Uvalde** was not immune to its influence. The students in nearby **Crystal City** started a school walkout in the fall.

In April of 1970, we began a walkout in **Uvalde**. We were protesting the lack of Mexican American teachers, relevant textbooks and other things we felt were important at the time. We stayed out of school for 6 weeks and in the end, we were not successful.

I left that summer to go work in the fields in **California**. I was a high school drop out and did not know what my future held. One day I heard on the radio that one could go to college in **California** as long as they were over 18. I had just turned 18.

I went to the local community to find out more. It turned out to be true and I soon found myself enrolled in classes. But I was very broken academically speaking and had to go to school day and night and summer. I also had to get a lot of tutoring.

I was finally able to graduate

Editorial



Alfredo R. Santos c/s
Editor & Publisher

from **San Joaquin Delta College** and transferred to the **University of California at Berkeley**. I was going to live in the dorm when by chance I found out about a group of students who had pooled their money and started a Chicano Student Coop House one block from campus. They had opened the house in 1970.

I went and checked it out and decided to move in. I lived at this house until I graduated from **Berkeley** in 1974. In my senior year, I was the house manager.

So two weeks ago I went back to **Berkeley** to help celebrate the 40th Anniversary of **Casa Joaquin Murriete Student Coop**. In the 40 years since it has existed, more than 2,000 students have lived there.

Last week I went back to **Uvalde** to celebrate the 40th Anniversary of when I was suppose to have graduated from high school. It was indeed a strange twist of fate when I stopped and thought about it.

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Questions? Call Patrick at (512) 695-5136

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Televisa Pulls the Plug on Hispanic Magazine

Eva Longoria was the last celebrity to grace the cover of the final issue of *Hispanic* magazine. The magazine, which was founded in 1987 and was billed as the largest subscription-based Hispanic publication, has come to an end, with the Apr/May issue being its last.

Hispanic was taken over by Editorial Televisa in Nov. 2004. The Mexican company changed its name to Televisa Publishing in July of 2007.

The magazine's most recent editor, **Marissa Rodríguez**, left in February to become Editorial Director of *Vista* magazine.



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Peggy Vasquez Back on the Air

After a brief break, **Peggy Vasquez** returns to television on Wednesdays at 9:00pm. **Vasquez**, who can often be seen at community events with a camera crew and microphones can be seen on **TV CHANNEL 16**. For more information about **Peggy's** show call (512) 587-9971

These photos were taken by **Gilberto Rivera**, a long time community activist who himself was identified as a Trailblazer for the **Austin History Center Project**. For more information about this project call (512) 974-7498



ABOVE: Gloria Espitia, organizer of the Trailblazer Project, addresses the more than 300 people who showed up on the opening day back in August.



ABOVE and BELOW: As can be seen from these photo, the hallway and conference room were overflowing with people on August 21, 2010, during the opening ceremonies of the groundbreaking Austin History Center exhibit, "Mexican American Firsts: Trailblazers of Austin and Travis County." The exhibit celebrates the lives of Mexican Americans who were the first to make advancements within their communities in education, politics, business, social and public services, health and medicine, communication, entertainment, science and technology, and sports.



ABOVE: Gilberto Rivera, Gus Garcia and Susana Almanaza



ABOVE: Richard Moya, Gilberto Rivera and Johnny Treviño





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Central Texas Region Forum

November 5, 2010; from 8 a.m. – 5 p.m.;
LBJ Student Center Texas State University—San Marcos

Forum hosted by the Center for the Study of Latino
Media & Markets

GOALS

- Assess the emergency communication policies and practices pertaining to non-English-speaking populations
- Explore practical ideas for short-term and long-term solutions
- Foment collaborative plans of action to improve emergency communication policies & practices

JUSTIFICATION

A recent study titled “An Achilles Heel in Emergency Communications,” conducted by Texas State University professor Dr. Federico Subervi, has documented major limitations and shortfalls in the current emergency communication policies and practices related particularly to Spanish speakers in Central Texas—an area that encompasses communities from Williamson to Bexar counties. Government generated communiqués, including website-based information, is incomplete and inadequate.

WHO SHOULD ATTEND

- Representatives of government offices that deal with public emergencies and crises situations
- Representatives of first-responder organizations during public emergencies/crises

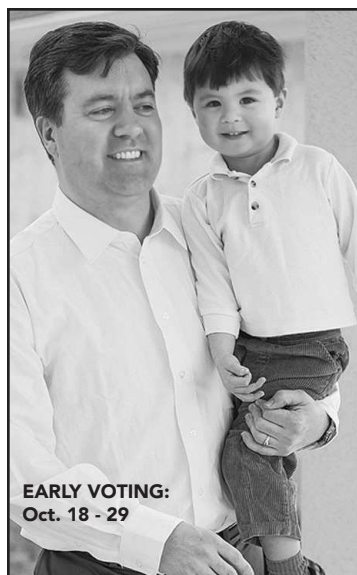
- Managers and journalists of Spanish-language media and any other Latino-oriented media

- Community leaders interested in improving the safety of the residents of their communities

- Insurance companies whose business depends on reducing the risks faced by their clients

For additional information, contact:

Dr. Federico Subervi, (512) 245-5267
academic office, 965-5267 cell,
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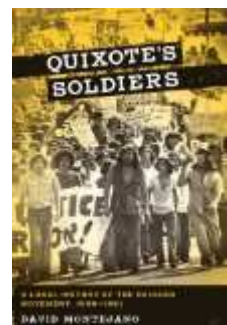


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One of the authors

David Montejano

In the mid-1960s, **San Antonio** was a segregated city governed by an entrenched Anglo social and business elite. The Mexican American barrios of the west and south sides were characterized by substandard housing and experienced seasonal flooding. Gang warfare broke out regularly. Then the striking farmworkers of South Texas marched through the city and set off a social movement that transformed the barrios and ultimately brought down the old Anglo oligarchy. In *Quixote's Soldiers: A Local History of the Chicano Movement, 1966-1981*, David Montejano uses a wealth of previously untapped sources, including the congressional papers of **Henry B. Gonzalez**, to present an intriguing and highly readable account of this turbulent period.



Montejano, a native **San Antonian**, is Professor of Ethnic Studies at The University of California, Berkeley. His fields of specialization include community studies, historical and political sociology, and race and ethnic relations. He is the author of the award-winning *Anglos and Mexicans in the Making of Texas, 1836-1986* and the editor of *Chicano Politics and Society in the Late Twentieth Century*

I want to thank all the voters of Travis County for their continued support over the years. Please vote in the General Election on November 2, 2010.



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Travis County Treasurer

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Former National LULAC President Passes Away in Houston, Texas

Former Judge Alfred J. Hernandez was a longtime community activist and a three-time president of the national LULAC organization.

Former Judge Alfred J. Hernandez, a native of Mexico whose political voice and influence spanned some 50 years and stretched from Houston's near northside to the White House, died on September 4th, 2010. He was 93.

Hernandez — the first Hispanic to take the bench in Houston - was a driven activist determined to improve life for others, namely those of Mexican and Latino heritage, said longtime friend Dorothy Caram.

"He was a quiet man with a forceful voice, who represented Mexican-Americans well," Caram said. "He was a great model who understood that change required work, determination, planning and education."

Where there was an issue, march or strike devoted to Mexican-Americans - in Houston or elsewhere in the nation - Hernandez was likely involved, Caram said. Hernandez, a World War II veteran who earned U.S. citizenship while serving the country, was a leader in virtually every organization focusing on issues important to Hispanics.

'LULAC 60' member

A three-time president of the national League of United Latin American Citizens, Hernandez has been celebrated as one of the group's strongest activists. He was among the so-called "LULAC 60," accompanying the Houston Police Department's first Latino officer to apply for work in 1950.



Judge Alfred J. Hernandez

"Judge Alfred Hernandez was a true beacon for the Mexican-American community in Houston," Harris County Precinct 2 Commissioner Sylvia Garcia said. "He was truly a man who set the standard for service. From his humble beginnings as a child of migrant farm workers from Mexico, the fact that he rose to become an esteemed attorney, judge and civic leader is testament to the type of man he was."

Hernandez was born in Monterrey, Mexico, in 1917. When he was 4, his family moved to a tiny house just north of downtown Houston. He spoke only Spanish - perhaps an impetus behind his literacy program endorsed by President Lyndon B. Johnson that years later evolved into Head Start.

Hernandez's motivation for change in the community came from his personal experiences as the subject of discrimination, said his son, Alfred J. Hernandez Jr. He trusted education as the key to his future, the way to fight for fairness

for himself and others - earning a degree from the University of Houston on the GI Bill, and a law degree from South Texas College of Law.

Hernandez started practicing law in 1953, continuing into his 80s. In the 1960s and 1970s, Hernandez served as an alternate judge in district and municipal courts. Precinct 6 Constable Victor Treviño remembers interviewing Hernandez about 20 years ago for a college paper on a local community leader. "He was just a very humble guy. He never acted as important as we saw him," Treviño said. "He's definitely a role model whose memory will, in my opinion, live forever."

High work ethic

Hernandez was a devoted husband and father who taught the value of hard work, and expected his teenagers to obey a midnight curfew - down to the moment, Alfred Jr. recalled. "It served me well," said his son, now a Houston physician. Hernandez had a signature phrase, which his son remembers him citing in Spanish: "El flojo trabaja doble" or "The lazy man works twice as hard."

"My father had a very high work ethic," he said. "He thought it was important for everyone to be productive. He was not one to lounge around."

In addition to his son, Hernandez is survived by his wife, Minnie Casas; daughter, Anna Juarez; and five grandchildren.

Su Voto Es Su Voz

MEXICAN AMERICAN FIRSTS: TRAILBLAZERS OF Austin and Travis County



Alemán, Arturo López

Born on January 7, 1897 in **LaBlanca, Zacatecas, Mexico**. Died on November 23, 1977 in **Austin, Texas**. **Arturo López Alemán**, immigrated to **Travis County** from **Mexico** in May 1911 at the age of fourteen. **Mr. Aleman** made lasting contributions within the Mexican American community in **Austin** beginning in 1925 when he became involved in civic and community affairs.

Mr. Aleman's character and personal qualities are further exemplified by his life long membership and services as a steward in the **Mexican Methodist Church of Austin** beginning in 1923 when the church was reorganized until his death in 1977. **Mr. Aleman** was an active layman and became licensed as a **Methodist** lay preacher in 1933. As church historian, he wrote a book regarding the history of the **Methodist Church** for the Mexican American Community in **Austin**.



Susana Almanza

Susana Almanza was born in 1952 in **Austin, Texas**. Growing up in **East Austin**, **Susana** has always made it a commitment to making her community to better place to live. At a very early age, she participated in the **Economy Furniture Workers** strike in the mid-1960's and later in the lettuce boycott as a freshman in high school. It was through the cultural prejudice, educational inequality, social and economic injustices which have motivated her to become a community activist in **Austin**.

As a **Brown Beret** member and co-chair from 1974-1978, she worked with the community to bring focus to civil rights issues in **Austin**, such as police brutality, lack of activities for youth, housing, education and other needed services in **East Austin**. During this time period she traveled throughout the state of Texas organizing and supporting other Mexican American communities in the state.

In May 1991, **Susana Almanza** along with several other local individuals formed **PODER** (People Organized in Defense of Earth and her Defenses). As a founding member and Executive Director of **PODER**, she has worked to empower the community to address environmental and social justice issues as basic human rights.



Daniel Camacho

Born on November 23, 1913 in **Waelder, Texas**. Died on July 10, 2001 in **Austin, Texas**

Daniel Camacho was the first Hispanic carpenter to be accepted into the **United Brotherhood of Carpenter's Local 1266** and encouraged many other men to follow suit. He sponsored several men to become apprentice carpenters over the years and gain their union license.

Mr. Camacho was an active member in various **Austin Independent School District Parent Teacher Organizations**. He was also a Board of Director member of the **Pan American Recreation Center**; a member of the **Freemasons**; Member the **East Austin Lion's Club**; Co-President of the **Austin Syroco Social Club** and numerous other local organizations.



Lorraine Camacho

Born on August 21, 1917 in **Austin, Texas**. Passed away on December 29, 1999 in **Austin**. During her early childhood, her parents moved the family to **Taylor, Texas**. As a young person, she was very social and involved in various organizations in her community. In 1933 and 1935, she was elected **La Reyna de Diez y Seis de Septiembre** in **Taylor**. On January 1, 1940, she married **Daniel Camacho** and later they moved to **Austin**.

Lorraine Camacho was a stronger believer that we should "always think about the younger generation that is coming ahead of you". It was for this reason that she

was active in the **Austin Independent School District** as a room mother at **Metz Elementary School** and president of the **Johnston High School PTA** from 1968-1970. Worked for AISD at **Metz** and **Zavala Elementary** as cafeteria cashier and also served as a tireless volunteer with the Reading is Fundamental Program at **Metz Elementary** until her death and volunteered her home as a McGruff safe house.

Because of her involvement with youth in East Austin and community, she was affectionately called "Grandma Camacho". **Mrs. Camacho** was also very active in the **East Austin** political arena. She was one of the founding members of the East First Street Neighborhood Advisory Committee in the late 1960's.



Arthur G. Cardenas

Born on September 3, 1962 in **San Antonio, Texas**. Upon graduation from **St. Anthony High School Seminary** in **San Antonio**, **Arthur** received an academic scholarship and attended the **University of Texas at Austin** from 1980 to 1982.

In 1984 **Arthur** joined the **Travis County Sheriff's Office** as corrections officer. He is one of the department's most highly decorated officers and has worked his way up the ranks. While at the Sheriff's Office, **Arthur** has held supervisory positions in SWAT, Patrol Services, and the Major Crimes Unit. He

currently holds the rank of captain assigned to the Law Enforcement Bureau. **Captain Cardenas** has participated in more than 100 SWAT missions including the 1993 **Mt. Carmel** standoff in **Waco, Texas**.



Eustasio Alcocer Cepeda

Born on March 28, 1897 in **Mexico**. Died on October 14, 1972 in **Austin, Texas**. Prior to moving to **Austin, Texas**, **Eustasio Cepeda** was a school teacher in **Miquihuana, Tamaulipas, Mexico** between 1910 to 1914.

Eustasio Cepeda emigrated to **Austin** in the 1926 to escape the Mexican Revolution. In the 1930's, he opened a small grocery store which was located on **Red River Street** and later sold real estate. He was a member of **Our Lady of Guadalupe Church** all of his life.

Although not in the official capacity, **Mr. Cepeda** is considered to be the first Mexican Consul for the **City of Austin**. Prior to the **Mexican Consulate Office** being established in **Austin** in February 1940, **Mr. Cepeda** personally took his monthly reports to the **Consul General of Mexico in San Antonio** which then had jurisdiction over **Austin** and its neighboring counties. He prepared official documents for many residents to become U.S. citizens, to establish legal residency and obtain passports. **Eustacio Cepeda** is credited for advocating a need to establish a **Mexican Consulate Office** here in **Austin**.

MEXICAN AMERICAN FIRSTS: TRAILBLAZERS OF Austin and Travis County



Juan Estanislao Cotera

Born November 13, 1936 in El Paso, Texas **Mr. Cotera**, a registered architect in Texas founded Cotera + Reed Architects with **Phillip Reed** after twenty nine years as the founding partner in **Cotera, Kolar, Negrete & Reed** firm. He received his Bachelors of Architecture and Master of Urban and Regional Planning degrees from the **University of Texas at Austin**. In 1961, he married **Martha Piña Valdez**.

Juan Cotera has done extensive pro-bono work as an Architect here in **Austin** since 1961 on behalf of the Latino community. A passionate humanist, **Cotera** believes in every individual's right to experience architecture in its finest expression, and has worked for five decades to elevate people and place, regardless of their resources, to this ideal.

His volunteer services in facilities planning have benefited the **Austin Symphony, Austin Lyric Opera, Mexic Arte Museum, La Pena Gallery, Santa Cruz Theater** and the **Mexican American Cultural Arts Center**.

Juan Cotera's list of accomplishments, awards and acknowledgments are numerous. His work has bettered the lives of countless people and their communities in **Austin** and **South Texas** with special dedication and love for the most vulnerable.



Mario Juarez Cruz

Born on July 22, 1940 in **San Angelo, Texas**

After completing his Master's Degree in Guidance and Counseling from Texas Tech, Mario Cruz noticed that education had made him a changed person. He was more political, vocal and radical.

In 1971, Mario was hired by the **Austin Independent School District** to become the first Hispanic School Counselor for the district. His first assignment was **Johnston High School** which had a predominantly Chicano student body at the time.

As a community leader and school counselor, **Mr. Cruz** became involved with a small group of local **Brown Beret** members. Working together with other teachers, students, parents and community activists, **Johnston High** administration were petitioned to include Chicano History in all Social Studies classes and to annually celebrate Chicano culture and achievements.

From 1971 to the present time, **Mr. Cruz** has worked tirelessly to make this community a better place to live and to ensure that students regardless of whatever ethnicity and culture are given an opportunity to be equal. On May 2002, **Mario Cruz** retired from **Austin Independent School**



Dr. Alberto Gonzalo Garcia

Born in **Zacatecas, Mexico** on February 11, 1889 Died September 22, 1962 in Austin, Texas

In 1898, **Alberto Garcia** and his sister, Isabel came to the United States and were placed in the **Haskell Home**, an orphan asylum and boarding school. In 1903, Alberto went to live in the home of **Dr. John Hervey Kellogg** in Battle Creek, Michigan. On June 27, 1906, he received a diploma from **Battle Creek College** and on June 14, 1910, he graduated from the **American Medical Missionary College** in **Battle Creek** with a doctor of medicine degree.

He received his second M.D. degree from the **Tulane University Medical School** in New Orleans in 1914. He returned to **Mexico** but after a short stay, he permanently settled in **Austin** in 1915 where he became the first Mexican American to set up medical practice. He attended classes at the **University of Texas School of Journalism**, and in 1920-1921, he and his wife published **La Vanguardia**, one of **Austin's** first Spanish-language newspapers which was used to discuss the social and political concerns of Mexican Americans and to encourage them to participate in local affairs.

In 1921, after becoming a naturalized citizen, he encouraged others to acquire citizenship and

exercise the right to vote. He helped establish **Obreros Mexicanos**, a workers' group and the local chapter of the **Comisión Honoríficas Mexicanas**, which represented Mexican nationals in the United States.

Dr. Garcia was active in **Austin's** civic affairs. He became a leader in the efforts to improve Brackenridge Hospital, where he was a staff member. He supported the building of the **Austin Public Library** and advocated better educational opportunities for Mexican Americans. He was also active on behalf of the **American Red Cross**. He was an honorary staff member at **Holy Cross Hospital** and a member of the **American Medical Association**, the **Travis County Medical Association** and the **Texas Medical Association**.



TOM GUEDA, Sr.

Born on June 10, 1904 in Mexico Deceased July 4, 1989 in Austin, TX

Tom Gueda, Sr. spent much of his early childhood in Dallas, TX. Through difficult financial struggles, **Gueda** attended school up to junior high. While in Dallas, he got work as a dental technician, married his wife and had 4 sons all before moving to Austin in 1941. He worked for **Dr. C.H. Roper** and later for **Dr. Hightower** for several years while living downtown on West 5th Street.

In 1950, he moved his family to **South Austin** and left the dental industry to open a grocery chain. In

1950 he first co-owned **Gueda's Store** at East 1st and Monroe Streets, and by 1951, he had bought out his partner. In 1957, he opened another **Gueda's** on the 1500 block of S. 1st street, and then in 1962 another at 1471 S. 1st street. **Gueda** was a kind and friendly community store owner; he allowed customer's to buy on credit and make payments as they could afford to in order to feed their families.

He was remembered also for raising and selling bunny rabbits to young children at Easter time each year. He brought the young community together on weekends when each Saturday night he showed rented movies on the back wall of his store in order to keep young kids off the streets.

Gueda is most known for his involvement in establishing the **Pan American Golf Association** in 1957, the first Hispanic golf association in **Austin**. He was elected president of the **Austin** chapter and today the club boasts a clubhouse and large enrollment: from the opening day's 10 member enrollment to today's at over 4,000.

In 1955, he also managed the first Hispanic semi-professional baseball team in **Austin, The Aztecs**, and they were the first Hispanic team to play at **Zaragoza Park** where they played for many years.

He was also highly recognized for his work as an active donator and community volunteer with the **Capital Area Food Bank**. In 1960, he was awarded by the **East Austin Lion's Club**, and in 1979 & 1985 was given certificates of appreciation by the **Retired Senior Volunteer Program**. He has a sterling record of community development and involvement that lasted his entire able-bodied life.

Continued on page 12

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What I learned from a man on the street

by Franco Martinez

The bell rang, everyone rushed out the classroom including me. It was a sunny Friday and school was over. All I wanted to do is go home lay down and watch TV. I walked a little slow that day because I had my new sneakers on and I wanted to keep them clean. Unfortunately, I walked too slow and realized my bus was long gone on the way to freedom, I'm stuck at school. "What a good way to start my weekend," I told myself. In order for me to get home I had to take three city buses and wait fifteen minutes for each bus.



I started walking to the first bus stop. As I was walking I tripped over the sidewalk and scuffed my new shoes, exactly what I was trying to avoid. An old man was sitting on the bench. I walked up and sat down. "Good day huh?" He asked me. I nodded my head yes and thought about how long it was going to take to get home. "Nice kicks." He added "Thanks" I replied. I looked down at his, they looked like he had walked through a forest, a swamp, and a white gravel trail. He smelled like it too. I assumed he was homeless, at the same time he assumed I was having a bad day. "Having a bad day?" He asked "Yea" I responded "We all have 'em" He told me "I remember when I was your age..." He hesitated. "How old are you?" he asked me. "Sixteen." I told him

He looked away and smiled with an old tired smile. I could see his wrinkles under his long, gray wiry beard and mustache. We talked for a while; he told me his name was Guy. He told me that his wife and kids had left him after he came back from Vietnam because he had random breakdowns. I could tell how much he cared for and missed them by the sudden change of tone. He quickly opened up to me like a grandson or family friend. I was just a random boy waiting at the bus stop. He told me that he just sits on that bus stop and just reminisces about "Back in the day". How everything was perfect before he had gotten drafted.

That day I learned that you need to be positive to make it through life. Even when it sucks you up, chews on you, and spits you out. You need to be grateful it didn't eat you. I also learned that each and every person on this world has a story to tell. Therefore, I no longer have the "wall" up that prevents me from talking to a stranger. Because it's simply impossible make friends if you don't talk to them.

This event changed the way I look at people. I wish that one day everyone sees things the way I do and breaks down those "walls". It makes me want to talk to everyone but some people still have that "wall" up and don't wish to connect with other people. Because at the end of your life it's not about what you did it's who you knew and who you affected.

Franco Martinez is a senior at Travis High School in Austin, Texas



Political advertisement paid for the Dr. Donna Campbell for U.S. Congress Committee

MEXICAN AMERICAN FIRSTS: TRAILBLAZERS OF Austin and Travis County



DR. GONZALO GARZA

Born on January 10, 1927 in New Braunfels, Texas

Dr. Gonzalo Garza, today known as the **Horatio Alger** of education, once spoke of his upbringing and first days at school: *"Anglos sometimes tell me how they overcame poverty. I tell them they at least were on first base. I had two strikes against me before I got to bat. I was the son of migrant farmers, and Mexicans weren't supposed to be educated."*

His schooling did not begin until the age of ten when he attended the **Schumannville Mexican School**. It was here that he first learned to speak English. Though starting late, he learned fast, and in his first seven years of schooling— despite changing schools eleven times—he managed to skip two grade levels.

In 1944, **Garza** enlisted in the **United States Marine Corps** and served the next three years in the **South Pacific**. Once discharged he attended **Del Mar Junior College** in **Corpus Christi** for two years while supporting himself as a hotel pantryman. From **Del Mar** he moved on to **St. Mary's University** in **San Antonio** and was pursuing a history degree when he was once again called back to the **Marine Corps** to serve in the **Korean War**.

Once again, **Garza** served with impressive soldierly ability and earned a Bronze Star for saving the life of a fellow soldier under heavy

enemy fire. Upon his return from **Korea**, he finished his bachelor's degree in history and went on to pursue a Master's in Education from **Our Lady of the Lake University**.

During his final year of his Master's education in 1953, started teaching sixth graders at **Edgewood ISD** in **San Antonio**. In 1970 he was hired as the Area V superintendent for the **Houston Independent School District**. In 1976, he had managed to fit in a Doctoral degree in Education from the **University of Texas**. Later he became superintendents in both **San Marcos**, once again the first Hispanic to hold such a position within the District, and **Eagle Pass ISDs**. In 1982 he returned to Austin to serve as Associate Superintendent for **AISD** and in 1990 served for two years as Acting, Interim Superintendent before finally retiring in 1992.

In 1998 a new high school was given his name, **Gonzalo Garza Independence High School**. Independence High practices methods inspired by **Garza's** methods: giving students the schooling as well as real life training to achieve independence and confidence in the world beyond the halls of education.



Jorge Guerra

Born in **Nuevo León, Mexico** in 1932, **Jorge Guerra** attended elementary school before spending three years studying bookkeeping

and stenography at a business school in **Monterrey, La Academia Mercantil de Monterrey**.

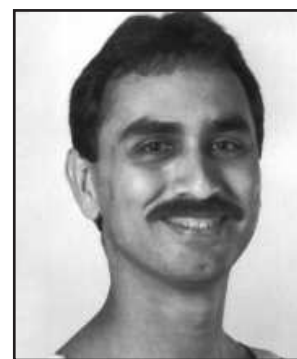
After graduating he moved to **Reynosa** to work in a restaurant owned by his uncle. In 1953, he went to **Philadelphia** to work for another uncle as a busboy, and learned English by taking night classes.

Shortly thereafter, he enlisted in the **Marine Corps** beginning an eleven year term in military service. After three years he was honorably discharged and reenlisted this time into the **Air Force**. He served in active duty for the **Air Force** for the next 8 years doing work in communications and electronics. While stationed in **Austin** he and his wife **Ninfa** opened **El Azteca Restaurant**.

Guerra began his work in the community when he joined the **American GI Forum**. He then joined the **League of United Latin American Citizens** and once served as the President of the **Govalle Elementary PTA**. His community service went beyond just being a member, he took an active role and became a leader in efforts to improve conditions for the Mexican American community in **East Austin**. In 1968, he was the spokesperson for the **Govalle Community** when they petitioned the city for structural neighborhood improvements such as paving streets, improving drainage ducts to prevent repeated flooding of **Boggy Creek**. *"It is time for the community to decide its own fate, not for others to do so for us,"* he stated to reporters and City Council members alike.

He has won awards from the **American GI Forum**, the **Human Opportunities Corporation of Travis County** and **AISD** for his work in 1983 to pass several school bond initiatives. Community

members have often encouraged and offered to financial support his run for city council, to which **Guerra** declines and casually responds, "I want nothing more than to work with just causes for the betterment of humanity as my health, economy and time allow."



Roy Lozano

Born on February 22, 1954 in **Alice, TX** Deceased: Mar 4, 1994 Buried at Assumption Cemetery in **Austin, TX**

A second generation Mexican American, **Roy Lozano** was born in 1954 in **Alice, TX**. Growing up, he spent his summers in **Mexico** watching his father play baseball, but of particular interest to him in childhood was Mexican music and dance.

He began formally studying folklorico dance at the age of 15. In 1975, he enrolled at the **University of Texas** to study biology and dance. As a freshman he co-founded the **UT Ballet Folklorico** student group. While a student in 1977, he attended the performance of a troupe from **Mexico City** directed by the famous **Amalia Hernandez**.

The story goes that after the show **Lozano** snuck backstage and fearlessly asked **Hernandez** for an audition. Impressed by his undaunted charisma, she approved his request and he was soon in **Mexico City** as one of her principal

dancers. He stayed with the **Ballet Folklorico de Mexico de Amalia Hernandez** until 1981.

In 1982 he returned to **Austin**, this time with the ambition of starting up his own dance company. He worked for months as a waiter to finance the studio costs and the company's wardrobe, for which he paid in cash from tips and savings.

From 1982-1994 he realized his dream by serving as Artistic Director of **Roy Lozano's Ballet Folklorico de Texas**. Classes began at **Allan Elementary School** in **East Austin**, but soon the company was training in their own studio. His company was a startling success. To keep the company innovative and disciplined, **Lozano** returned every year to **Mexico** to study new dance styles, forms and history in order to cultivate all aspects of the dance for himself and his students. The troupe brought Mexican folk culture to all of **Austin** and taught to as many community members as possible. By 1985 he was offering children's classes and later a performance class for adults.

In 1988, the company performed for the first time during the Fiesta festival at the **Paramount Theater** in downtown **Austin**. In May of 1990, **Lozano's** company was invited to perform during an historic visit by **Her Majesty Queen Elizabeth** at a reception at the state capitol building.

On August 22, 1992, **Mayor Bruce Todd** declared a city holiday: **Roy Lozano's Ballet Folklorico de Texas Day**. In 1993, the company celebrated its Tenth Anniversary at the **Zilker Hillside Theater** and continues to perform there every summer.

Tragically, just after his fortieth birthday, **Roy Lozano** passed away due to AIDS-related pneumonia.

MEXICAN AMERICAN FIRSTS: TRAILBLAZERS OF Austin and Travis County



Fuentes, Santos (Sandy)

Santos "Sandy" Acosta Fuentes was born on April 21, 1916, in Buda, Texas and died on Oct. 19, 2001, Austin

Fuentes opened the 1st beauty shop for Mexican American women in **Austin, Texas** in 1942. After working as a beautician at **Lorraine and Hage Beauty Shops**, **Fuentes** opened **Sandy's Beauty Shop** on E. 7th St., becoming one of the first Mexican American woman business owners in **Austin**. She eventually came to own 2 locations. In 1944, **Sandy** met **Toby Fuentes**, a sailor, through her friend **Lorraine Camacho**, and after a whirlwind romance, they married shortly before **Toby** shipped off to war. They were married for 56 years and had 5 children. As a business owner, **Fuentes** served as a role model to Mexican American women. She hired, trained, and mentored young women in the beauty business and helped many go on to start businesses of their own. **Fuentes** ran **Sandy's Beauty Shop** until 1979.



Manuel "Cowboy" Donley

Manuel "Cowboy" Donley was born in **Durango, Mexico** on July 26 in 1927. His father, **Ramon Donley**, had been a violinist in the **Durango orchestra**, and continued to play to support the family when they moved to **Austin**. **Ramon** made a living walking from their home on **South Congress** and **Slaughter** all the way to **Second Street** and **Colorado**, the entertainment district of the time, to play with a small string group at any venue that would hire them.

Manuel Donley attended school up to the junior high level. During his studies, he always had a creative outlet through drawing and painting cartoons. He was even hired to paint small crafts and "knickknacks" for one of his teachers, and while working at her house one day he heard a beautiful guitar playing on the radio. From there, **Donley** says, *"I didn't want to see another brush,"* and he quit school to get a job washing dishes to afford his first guitar.

Manuel is a self-taught musician. He learned guitar by "sitting in alleyways late at night playing with old guys." When his father finally bought his barbershop, it became the venue for late night jam and practice sessions with his brother **Ramon, Jr.** By the age of 17, **Manuel** was playing seven nights a week in the *Dueto Juarez*. By 21, in 1949, he had joined a large group of musicians called *Los Heartbreakers*. The band consisted of a classically trained stand-up bass player, drummer, maraca player, two saxes, and **Manuel** on the *requinto* guitar.

The band achieved local success, and even played at the **Varsity Grill** on the Drag, which was a rarity for a Mexican band at the time. It was a primarily instrumental band until one night **Donley** sang "La Mucura," which became an

immediate hit. **Donley** laughs as he remembers, *"I didn't want to sing. My bag was guitar. But when I started to sing, they wouldn't leave me alone."*

From there the group started covering songs by **George Gershwin**, **Xavier Cugat**, and **Carmen Miranda**. It was during his early years with *Los Heartbreakers* that **Donley** began experimenting with *orquestra-rock-and-roll* fusion. It worked! The band became the first Mexican-American band to play rock & roll and rhythm & blues in **Austin**

Inspired by his experience with *Los Heartbreakers*, **Donley** continued to push the limit of the fusion of rock & roll and *orquestra* sounds, no longer content to cover songs and emulate what had been done before. **Donley** wanted to create new music. In 1955, **Donley** formed his own 6-man band, *Las Estrellas*. As band leader, he began to compose music combining classic *orquestra* base and tempo while mixing complex rock n'roll and blues riffs on his guitar and other instruments in the band.

To accomplish this, **Donley** had to learn not only to read and write music, but to understand the sounds and capabilities of all instruments in his band. Reading music was also requirement for all members of *Las Estrellas*. **Donley** described a snap shot of his sheet music as looking like "a bunch of grapes." Such complex musical composition from a self-taught musician and composer attests to **Donley's** brilliant appreciation for and dominion over his craft.

Another signature of **Donley's** was his front and centered stance on stage amid the *orquestra*, earning him the nickname "Cowboy" for his emulating popular country guitarists of the time like **Elvis**

Presley and **Johnny Cash**. It was a notable and important departure from the typical *orquestra* arrangement, says **Isidro Lopez**, once a musician himself and longtime radio deejay, *"You cannot underestimate what that did. That performance style made it more loose, made Las Estrellas more accessible to the public. It also helped break the stereotype of orchestra music being rigid. You have to remember, we were all working people, blue collar workers so it was a question of attitude and perception. Manuel and others before him took the best of both worlds: the sophistication of orchestra and the enthusiasm of conjunto. The result is Tejano."*

By this and several other accounts, **Donley** has been acknowledged as the "Godfather of Tejano Music." **Donley** played with and mentored countless locally and nationally known artists who went on to lucrative and successful careers in music. Long time friend, **Leon Hernandez** remembers that, "there would be a lot of musicians that **Manuel** would bring in, break them in, and then they'd go play with other groups or start their own bands."

Through the 60s he kept the group relevant by adding slower ballads than their traditional fast-based Tejano style. *Las Estrellas* were asked to perform at the **Smithsonian Institute for the National Bicentennial Celebration**. **Donley** was even asked to write arrangements for several movies including the *Remember the Alamo!* (1954), *Os Imigrantes* (1971), and more recently *Los Mineros* (1991). **Donley** describes what it felt like during the days at the peak of his career from the 50s to early 70s, *"We were hotter than a firecracker...Hotter than hell."*

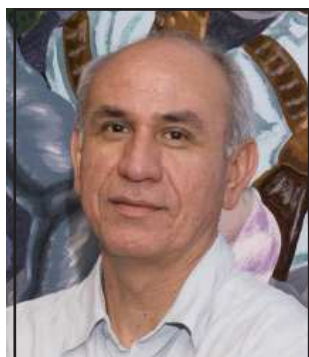
By the 1970s, however, **Tejano** nearly evaporated due to a complex set of reasons, according to **Donley**: the rising popularity of easy listening music, the gas crisis that kept fans from driving long distances to hear the music, the low number of radio stations and labels willing to record and play Tejano, venues requiring smaller bands or a single DJ, the rise of synthesizers, all resulting in the low demand for a large *orquestra*.

By the time Tejano had its rebirth, **Donley** was already in his 50s, and the style had already changed dramatically. He still wishes for more Big-band style Tejano bands. Even those that are willing to cover his music often simplify his riffs or cut out sections altogether for lack of enough musicians.

Despite the near disappearance of Tejano music and the break-up of *Las Estrellas*, **Donley** remained a true musician. He continued to teach and mentor the coming generation of musicians by teaching for many years in the Music Department at **Huston-Tillotson University**.

In 1986 he was inducted into the **Tejano Music Hall of Fame** at the **Henry B. Gonzales Convention Center** in **San Antonio**. His past compositions inspired up-and-coming successful musicians like **Glenn Miller** and **Jimmy Dorsey**. In the late 90s he cut a new album with *Las Estrellas* with **La Plaga Productions** called *Adios Chiquito, Exitos de Ayer y Hoy*. The band was then invited to play at the first event for **Austin's Mexican American Culture Center** in 2007. **Donley** is not only an inductee of the **Austin Latino Music Association (ALMA)** but he was included in the historic **Trail of Tejano Legends**.

MEXICAN AMERICAN FIRSTS: TRAILBLAZERS OF Austin and Travis County



Duran, Fidencio

Fidencio Duran was born in **Lockhart, Texas** on July 31st 1961 and is a painter, mural artist, and art educator whose work has been recognized nationally.

As a teenager he was inspired to pursue a career in art through the **Arts in Education** program at **Lockhart High School**. He completed a Bachelor's of Fine Arts from **UT** in 1984 and opened a studio in **Austin**. He has exhibited his paintings at many museums and galleries across the county, but he has a special connection to **Mexico-Arte Museum** where he is a regular exhibitor as well as a partner in many art education programs.

Perhaps stemming from his own inspiration, Duran is an ardent supporter of arts education and worked for the Arts in Education program as an artist in residence in numerous **Texas** cities for more than a dozen years. He is perhaps best known for his mural work, completing murals in **Lockhart** (Lockhart Mural), **Brownsville** (La Esperanza), and **Austin** (Zaragosa), among others, and he almost always involves students from the area in his mural projects.

For most of his paintings, **Duran** likes to depict everyday scenes in vivid colors with cartoonish figures, usually acrylic on canvas. He draws from the fantastic to his own life for his inspiration. His work has received numerous awards, including the **Dallas Museum of**

Art's Clare Hart Degolyer Memorial Fund Award (1983), the Juror's Choice Award at AVAA's Splash! (1986), and the **City of Austin's Cultural Arts Award** (1988).



Moreno, Gloria

Gloria Gutierrez Moreno was born in **Taylor, Texas** in 1931. She graduated from **Austin High School** in 1948; married **Antonio (Tony) Moreno** in 1950 and had 2 children. In 1963, she reenrolled at **UT**, graduating in 1969 with a BA in elementary education., and later received a Master of Education and certification in counseling and guidance from **Southwest Texas State** in 1974. She was a member of **Phi Lambda Theta**, a professional and honorary education society for women.

In 1969 she began a 25 year career as a teacher and counselor in AISD, working at **Casis, Blackshear, Becker, Sanchez, and Palm Elementary Schools** and **Burnet Middle School**. During the early years of her career, she was working during the court-ordered desegregation of **Austin** schools, being one of the "white" teachers assigned to black elementary schools. She took a special interest in working to improve the education system for minority students. She implemented a test-taking skills program that is still in use in some **East Austin** schools and coordinated workshops on classroom management, crisis

management, learning disabilities, and campus parental involvement. She also coordinated a pilot program for after-school care at **Becker Elementary** that was the foundation for the **Extend-a-Care** program that now serves **Austin, Del Valle, and Hays ISDs**. For her efforts, she was inducted into the **AISD Alumni Hall of Fame** in 2006.



Salinas, Raul

"**raulsalinas**," was born on March 17, 1934 and passed away on February 13, 2008. He was pioneer of Chicano pinto poetry, making poetry an integral part of the Chicano movement.

He published many books of his poetry and writings: *Viaje/Trip* (1973), *Un Trip Through the Mind Jail y Otras Excursions: Poems* (1980), *East of the Freeway: Reflections de me Pueblo: Poems* (1988), *Raulsalinas and the Jail Machine: My Weapon is My Pen: Selected Writings* (2006), and *Indio Trails: A Xicano Odyssey Through Indian Country* (2006). He also served as editor of *Aztlan de Leavenworth* and *New Era* magazines and created a poem compilation recited on CD, with music, in *Beyond the Beaten Path* (2002).

Salinas grew up in **Austin** until he was 17, when an ultimatum from the juvenile court led him to leave town. He moved to **Los Angeles** and became fully ingratiated in the hipster or *pachuco* lifestyle. An

arrest for marijuana possession led to his first stint in prison, a stay at the **Soledad State Penitentiary in California**. In all, **Salinas** would spend nearly 12 years in prison, serving time in **Huntsville, Texas, Leavenworth, Kansas, and Marion, Illinois**.

His time in prison mirrored a time of an active social justice movement happening in and out of prisons across the country – race relations, war, the farm workers movement, the Chicano movement, and Native American movements.. It was his time in prison where **Salinas** developed intellectually, politically, and spiritually, growing his skills as a writer and using those skills to move from being a social rebel to a committed activist for social and political justice.

After leaving prison, **Salinas** settled in **Seattle, Washington**, where he continued his writing and activism. He worked with **El Centro de la Raza**, a civil rights and social services agency. He also became involved with the Payallup-Nisqually tribes, and the American Indian Movement, fighting for Native American fishing rights and other causes.

In 1980, **Salinas** returned to his hometown. He worked as an instructor in English and communications for **UT** and **St. Edwards University**. He also opened **Resistencia Bookstore/ Casa de Red Salmon Press** in 1983. For **Salinas**, **Resistencia** was more than a bookstore, but a "resource center, cultural oasis, community center for solidarity work, [and] a center of resistance"

His work has garnered many awards and accolades. In 2002, **La Causa** and the **Dark Souls Collective** (Amherst College, MA) awarded Salinas with the **Louis Reyes Rivera Lifetime**

Achievement Award. In 2004, the **National Association of Latino Arts and Culture** awarded him a Lifetime Achievement Award. In 2006, he received the **Veterano Writer Award** from **Con Tinta**, a coalition of Chicano/a Latino/a writers.



Gloria Mata Pennington

Gloria Mata was born in **Galveston, Texas** on January 17, 1938. She married **Mel Pennington** in 1958. In 1965 **Gloria** and her husband **Mel** moved to **Austin**. She volunteered with the **AISD**, serving as President of **Gullett Elementary PTA**. Later she became a member of City Council of PTAs.

She participated in political campaigns for **John Trevino, Richard Moya, and Gonzalo Barrientos**. In 1972 **Mrs. Pennington** worked in the **Texas McGovern** campaign, where she met **Bill Clinton**.

She joined the **Travis County Democratic Women's Organization** where she became a known expert in issues on the elderly. She went on the air on Channel 36, as the host of "Senior Forum", becoming the first Hispanic woman on **Austin** television; the program ran for 23 years. In 1995, she was appointed to represent the congressional district at the **White House Conference** on aging.

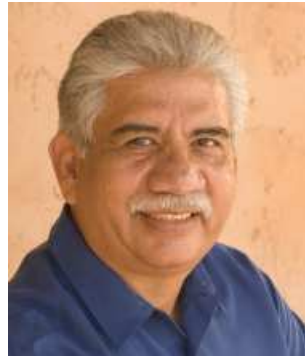
MEXICAN AMERICAN FIRSTS: TRAILBLAZERS OF Austin and Travis County



Rodolfo Mendez

Rodolfo Mendez was born on October 27, 1944 and grew up in **East Austin**. He went to **Guadalupe Parochial** school, where he became first interested in Spanish dances. At the age of 15, he became serious about learning to dance and went to the **Pan American Recreation Center**. He learned flamenco with teachers from **Laredo** and studied at the **Austin Civic Ballet**.

As a senior at **Johnson High School**, he won first place with his flamenco dance in the state Distributive Education talent competition. He later joined the **Peace Corps** theater group and went to teach ballet in **Costa Rica** and **Chile**. **Mendez** received a **Fulbright Scholarship** to study Flamenco dance and culture in **Spain**. He worked for **City of Austin Parks and Recreation** department as a program specialist from June 1978 to July 2000. He is the founder of **Ballet East Dance Theater**, where he has choreographed over 40 original works and implemented the "Preservation of Texas Choreography" series.



Gilberto Cortez Rivera

Gilberto Rivera was born on October 4, 1947 in **Austin, Texas**. He graduated from **Johnston High School** and received his Graduate Degree in social work from the **University of Washington**.

Gilberto's parents worked as farm workers, migrating to western **Michigan** each summer. Growing up in poverty and working in the fields taught him life lessons at a very early age. One of his first jobs was working for the **Travis County Mental Health and Mental Retardation Department**. While at **TCMHMR**, he observed the way Chicano youth were being treated. From his experience, he has become a voice and an activist for the community that he is proud to call home.

In 1974, **Gilberto** founded the **Austin Chapter** of the **Brown Berets** as a way to promote social justice and defend barrio residents from harassment and discrimination, in particular from the local police force. He also served as President of the League of **United Chicano Artists** (LUChA), a group dedicated to promoting the artists of the barrio and their works of art.

In 1983, as a producer and Community Liaison for **Austin Community Television**, he produced two local documentaries: "We Will Always Be Here" and "The Day The Klan Marched."



Valentino Luna

Valentino Luna started boxing at age 16. After only 2 bouts, he entered his first **Golden Gloves** state tournament in **Fort Worth** in 1947, becoming the state champion in the bantam division.

In 1949, he won the state tournament again, this time in the featherweight division. He nearly won the national title that same year, losing in a hard fight in the 5th round. After his second state Golden Gloves title, **Luna** turned pro, joining a club in **New Orleans**.

He retired with a career record of 21-2 as a professional boxer. He was a hard hitting southpaw with a strong counterpunch. He has a long reach that gives him an advantage over many fighters in his weight-class, and his victories were often called "Valentine's massacres."

Following his brief career as a pro boxer, he began coaching boxing, becoming a regular at the **South Austin Recreation Center**. In 1983, **Austin** boxers voted **Luna** the best boxer to ever come out of **Austin**. He passed away in 2008.



John N. Vasquez

John N. Vasquez was born on August 16, 1937 in **Austin, Texas**. In 1961, **Vasquez** applied for a police cadet position with the **Austin Police Department** but was turned down because **APD** claimed he was too small. He appealed the decision and became only the 4th Hispanic on the **APD** force, and his appeal set the tenor for a career in law enforcement where **Vasquez** challenged the status quo.

In 1966, he took the promotional exam for sergeant and passed with the 2nd highest score and became the first Hispanic sergeant in **Austin Police Department**. He again bucked the system when he received the top score in the lieutenant's exam in 1971.

As a Lieutenant, he was assigned to the Recruiting Division where he worked tirelessly to create a more diverse police force. In 1979, he became the first **APD** police captain and headed the Criminal Investigations Bureau. **Vasquez** retired from **APD** in 1989 and was recognized by many community groups for integrating **APD** for Hispanic officers. After his retirement, he worked as a private investigator. He was also one of a few retired officers who petitioned the city for more citizen oversight of police internal affairs investigations, which led to the creation of the Office of the Police **Monitor** and the **Citizens Review Committee**.



Fidel Estrada

Fidel Estrada was born on March 26, 1936 and grew up in **Austin**, living in the **Santa Rita** projects with 9 brothers and sisters. No stranger to hard work, **Estrada** got his first job shining shoes when he was 6 years old. He also caddied at the **Lions Municipal Golf Course**.

When he was 11, the **Estrada** family began traveling to **Michigan**, **Indiana**, and **Ohio** for seasonal farm work. In 1960, with a \$200 loan from his mother, **Estrada** bought a closed laundry business and opened **Estrada Cleaners** on E. 7th.

Estrada had worked for **Austin Cleaners** for a number of years before deciding to start his own business. **Estrada Cleaners** got off to a slow start, and he almost decided to close. When he added a delivery and pickup service, however, his business took off. He quickly developed a strong and loyal customer base and turned **Estrada Cleaners** into one of the most successful **East Austin** businesses, eventually expanding to 3 locations (one called Majestic Cleaners). In 1976, he added tuxedo rental to the list of services he offered.

Estrada was very active in the **East Austin** community, and he used his stature as a successful business owner to champion causes that improved life for **East Austin** residents. He was involved with the **Economy Furniture Store**

MEXICAN AMERICAN FIRSTS: TRAILBLAZERS OF Austin and Travis County

strike in the 1970s and has been an active member of **LULAC** and the **GI Forum**. He has adopted **Govalle** and **Brown Elementary Schools** through **AISD's** adopt-a-school program, providing support and assistance. He also served on the board of **Parque Zaragosa**, helping to plan annual **Cinco de Mayo** and **Diez y Seis de Septiembre** events.

Estrada has been an active member of **St. Julia's Catholic Church**, including serving as the Grand Knight of the local **Knights of Columbus** chapter. Other organizations he has worked with and supported through the years are the **Human Relations Board**, **Human Opportunities Corp.**, the **East Austin Lions Club**, and the **Texas Dry Cleaners Association**.

In addition to his civic duties, **Estrada** has been very active in politics. **Sen. Gonzalo Barrientos** once commented that any politician who wanted the support of **Austin Hispanics** had to get support from **Estrada**.



Emma Galindo

Emma Galindo received her Bachelor Degree from **Baylor University** in 1953 and her Master in Education from the **University of Texas at Austin** in 1976. She began her twenty-four years as a teacher and administrator with the **Austin Independent School District** in 1958 where she taught at **Palm, Brooke, and Zavala** elementary schools and later serving as Assistant Principal at

This exhibit celebrates the lives of thirty-two Mexican Americans who have resided in Austin and Travis County and were the first to blaze a trail in their respective communities of the Arts, Business, Media, Education, Public Health, Humanities, Politics, Public Service and Sports. Sixty individuals were nominated by the Austin community at large in 2009. A selection committee comprised of five local representatives from educational, cultural, and historical areas of expertise then selected the Trailblazers according to criteria designed for selection purposes. We hope this exhibit will encourage preservation and documentation for future generations of the many legacies of countless others who also deserve to be identified as Mexican American Trailblazers. The names listed below have been selected as Mexican American Firsts: Trailblazers of Austin and Travis County.

Govalle and **St. Elmo**. In the 1960's while at **Zavala**, she was one of the key figures in initiating the first Bilingual Education Program for **AISD**.

Later, **Galindo** would become the district's first Bilingual Education Instructional Coordinator. In 1985, **Galindo Elementary** was named in her honor for her dedication and commitment as a leader, teacher and administrator. She passed away in 1983.



Richard Moya

Richard Moya was the first Mexican American elected to the **Travis County Commissioners Court**, representing **Precinct 4**. He served four full terms, or sixteen years, as **County Commissioner** from 1970 to 1986.

Moya's political career spanned over 20 years in county and state governments, serving in both elected and appointed positions. **Moya** served as a delegate to the **National Democratic Convention** in 1972 and served as one of three Deputy Chiefs of Staff in **Governor Ann Richard's** administration from 1991 to 1995.

However, his role as a community leader covers an even broader span of time. **Moya** has served as treasurer of the **Austin Aces Athletic Club**, the **Pan-Am Advisory Board**, as well as the **Capital Area Planning Council** and the **Century Club**. He has remained active in national, state, and local politics.



Ramon Galindo

Ramon Galindo is a man of many talents. At a young age, he dreamed of becoming a trained magician. 80 years later, he has earned the respect of the magic world by being honored on September 12, 2009 by the **Texas Association of Magicians**.

As a businessman, he earned the reputation as a master tailor and a civic leader within the Mexican American community. Upon his return to **Austin** after serving in **World War II** with the **Army 571st Anti-Aircraft Artillery**, he opened his first tailoring business in 1948, **Galindo the Tailor** located in downtown **Austin**.

In 1968, he moved his business to 12th street and changed the name to **Ace Custom Tailors**. Some of his clients were **Lyndon B. Johnson**, **Willie Nelson** and countless others. Trained in radio and photography during his years in the military, **Galindo** decided to document the history of **Austin** and its people. It was his quest to find out where his grandparents were from that he developed a passion to document and preserve history.



Eva Carrillo y Gallardo de Garcia

Maria de los Angeles Guadalupe Eva Carrillo y Gallardo de Garcia was a missionary, nurse, social-welfare volunteer, civil-rights activist and mother. She received her nursing degrees from **Bethany Hospital** and the **Chicago Training School for City, Home and Foreign Missions**.

After graduating, she worked as a nurse at the **Battle Creek Sanitarium** in **Battle Creek, Michigan**. In 1915, she and her husband **Dr. Alberto G. Garcia** moved to **Austin**, and in 1920 they published the first Spanish-language newspaper in **Austin**, **La Vanguardia**.

An activist in her community, she worked tirelessly to assure that the Mexican American community participated in local affairs. She was a founding member and leader of the **Ladies League of the United Latin American Citizens** in **Austin** as well as a volunteer in health-education drives and the **United Service Organization** during **World War II**.

She helped found the **Emmanuel Methodist Church**. **Eva** fought for desegregation in public places and better education within the Austin public school system for Mexican American students before passing away in 1979.

MEXICAN AMERICAN FIRSTS: TRAILBLAZERS OF Austin and Travis County



Margarita Simon

Margarita Simon moved to **Austin** from **Eagle Pass, Texas** to be with her husband **Henry Muñoz** in 1942. She quickly became involved in civic and community affairs, making significant strides as a ground breaking Latina activist in **Austin**.

In the 1940s, she published a weekly Spanish language newspaper *El Demócrata*, which remained in publication until 1950. During the 1950s, she began her career as a Spanish language radio commentator throughout **Central Texas** and was labeled as la "Reyna de la Radio" (Queen of Spanish Radio). Her career as a radio commentator lasted for over fifty years.

Simon was a firm believer in community involvement and was a founding member of the **Austin League of United Latin American Citizens**, the **G.I. Forum** and the **Mexican American Business and Professional Women's Association**. **Simon** will always be remembered for her unselfish devotion to her community and in believing that "the beauty of her culture was something to share and instill in the minds of new generations yet to come." **Simon** passed away in 2008.



Maggie Rivas-Rodriguez

Maggie Rivas-Rodriguez came to school at the **University of Texas at Austin** from **Devine, Texas**. She earned her Ph.D. in mass communication from the **University of North Carolina at Chapel Hill** (1998), master's degree from the **Columbia University Graduate School of Journalism** (1977) and a bachelor's degree in journalism from the **University of Texas at Austin** (1976).

She has worked for the *Boston Globe*, WFAA-TV in **Dallas** and the *Dallas Morning News*. In 1998, she joined the **University of Texas at Austin School of Journalism** as an Assistant Professor, and in 1999 she initiated the **U.S. Latino & Latina World War II Oral History Project**.

In 2007, she gained national prominence after taking an active stand against filmmaker **Ken Burns** and the **Public Broadcasting Service** on the documentary "The War," a film that excluded the participation of Latinos during **World War II**. Through her determination to preserving the Hispanic Legacy and her dedication to paving the way for future Latino journalist, **Rivas-Rodriguez** has received numerous awards and recognition.



Gustavo L. Garcia

Gus Garcia came from **Laredo, Texas** to attend the **University of Texas at Austin**. He received his B.B.A from **UT** in 1954 and decided to stay. He has had an active role in **Austin** politics and government since the 1960's.

In 1972, he became the first Mexican American to be elected to the **Austin Independent School District Board of Trustees**, serving as President of the **AISD Board** during his second term of office.

From 1991 to 2000, he served as a City Council Member. In November 2001, he was elected to fill the vacated seat of then **Mayor Kirk Watson**, making him the first elected Mexican American to serve as Mayor. He served as Mayor until June 2003. The Recipient of numerous awards and recognition, **Garcia** has been recognized for his dedication to his community by the naming of the **Gus Garcia Recreation Center** in 2008 and the naming of **Gus Garcia Middle School** in 2007.



John Trevino, Jr.

In 1975, **John Trevino, Jr.**, was the first Hispanic elected to the **Austin City Council**. He served 13 years on the Council with twenty council colleagues, three city managers and more than ten thousand municipal employees before retiring after over twenty-five years of public service.

On April 2, 1983, he received the highest number of votes, 59,905, of any elected council member in the history of **Austin** at that time. Also in 1983, he became the first Hispanic to serve as **Austin's** mayor when, as Mayor Pro Tem, he served as acting mayor after **Carol Keeton Rylander** resigned for a state appointment.

A leader in the **International Sister Cities Program**, he was the first Texan to serve as an International Vice President. June 9, 1988 was proclaimed as **John Trevino Day** in **Austin** in recognition and appreciation of his many contributions and for many years of service to the **Austin**.

Mexican American Sources

The collections of the **Austin History Center** contain valuable material about **Austin's** Mexican American communities that is useful to researchers coming to the Center to locate information about people, places, events, and the history of the Mexican and Mexican-American communities in **Travis County** and **Austin, Texas**.

The **Austin History Center** launched a new project: "Mexican American Firsts: Trailblazers of Austin and Travis County Exhibit Project" celebrating Mexican Americans from Austin/Travis County. See the [Project page](#) for more information.

The 78-page Mexican American bibliography created by **Irene Gonzales** in 2004 updates the 1977 edition and reflects the addition of many materials to the **Austin History Center** based on the recommendations and donations of many generous individuals and support groups.

The bibliography is arranged first by collection unit of the **Austin History Center**. Within each collection unit, items are then arranged in shelf-list order. Researchers also find the card catalog invaluable to their research. The **Austin History Center's** card catalog supplements the online computer catalog by providing analytical entries to information in periodicals and other materials in addition to listing collection holdings by author, title, and subject. These entries, although indexing ended in the 1990s, lead to specific articles and other information in History Center.



Calendar of Events

October 8th, 2010 - MUSIC FOR A GOOD CAUSA **Austin Tejano Music Coalition** Celebrates 5th Anniversary - Raises Funds for Young Musicians Featuring Music by **Ruben Ramos & the Mexican Revolution** and Salaman - **H & H Ballroom**, \$10 Pre-Sale, \$12 at the Door Pre-sale Tickets at Turntable Records, Estrada's Cleaners, Mike's Formal Wear, & The Lincoln Salon

October 9th, 2010 - **Hopefest** at Reagan High School in Austin, Texas from 9:30am to 3:00pm For more information please call (512) 450-1880

October 11th, 2010 - "The Bracero Story: Stolen Wages and the Struggle of Mexican Guest Workers" 12:00 PM - 1:00 PM • Hackett Room (SRH 1.313), Sid Richardson Hall, **The University of Texas at Austin**. The Bracero Program spanned 22 years, 1.5 million guest workers, and 5 million contracts, making it the largest binational labor agreement in world history. The program shaped U.S. agriculture and U.S. immigration policies for decades to come, and the government-sponsored wage theft suffered by the Braceros is a testament to the predatory potential of future guest worker programs.

October 11th, 2010 - Movie Showing of the Economy Furniture Strike and Reception at the Emma Barrientos Mexican American Cultural Center 600 River Street in Austin, Texas. Events starts at 7:00pm

October 12, 2010 - 7:00 PM to 10 PM – 25th Annual Dia de la Raza Celebration Please mark your calendar and come to our free event. Sponsorships have kept this event free for 25 years. The sponsor deadline is October 10th to get your name in the program, a special name tag, and a chance to speak after the Raza Awards presentation. Contact Tejano Dem Sabino Pio Renteria at 478-6770 for more information.

October 13th, 2010 - **Austin Tejano Democrat** monthly meeting at 5:30pm at Casa Garcia on Lamar. Todos estan invitados. For more information please call Fred Cantu at (512) 698-4805

October 14, 2010 - **Alurista Tunaluna Texas Book Tour 2010** • 6:30 PM - 9:00 PM • Building 8000 Multipurpose Room, Austin Community College (Eastview Campus), 3401 Webberville Road, Austin, Texas

October 16th, 2010 - A.L.M.A. PRESENTS: SANTANA-RAMA 2010 Saturday, 10 PM to 1 AM **Maria Maria Restaurant** - 415 Colorado St. Featuring Live Music By: Jonas Alvarez Vitera An All Star Santana Tribute Band Special Guests: Frank Gomez (Frank Gomez Band) & Candice Sanders (CandiLand) Also Celebrating: Maria Maria Restaurant's 2nd Anniversary ONLY \$5 For more information, visit: www.AustinLatinoMusic.com

October 17th, 2010 - Somos Fuerza - Support Red Salman Arts Projects: Save Our Youth (SOY) & the Ex-Pinta Support Alliance Featuring Music By Joel Guzman & Sarah Fox with Special Guest Tradizion & Poetry by Jorge Antonio Renaud - Sunday, October 17, 7 PM Jovita's, 1619 S. 1st St., \$10 Presale, \$12 at the Door

October 17th, 2010 - **Las Calacas 2010: A Día de los Muertos Event** • 3:00 PM - 5:00 PM • Theatre (UNB 2.228), Texas Union, The University of Texas at Austin Grupo Flor y Canto is pleased to host "Las Calacas 2010: A Día de los Muertos Event" Las Calacas 2010 will serve as not only as an event that educates and celebrates the tradition of Día de los Muertos, but as an outreach event to groups in the community that value transmitting the importance of celebrating and maintaining cultural heritage through dance, theater and other art forms

October 26th, 2010 - 5:00 PM to 7:00 PM – East Austin Early Vote Pachanga Join Senators Barrientos and Shapleigh along with Grammy Winner Ruben Ramos at **Parque Zaragoza** and help turn out the East Side! Free barbecue, drinks, and live music!!

November 5th, 2010 - "**Latinos a Salvo**" Enhancing Emergency Communication Strategies *Mejorando las estrategias de comunicación durante situaciones de emergencia* **Central Texas Region Forum from 8 a.m. – 5 p.m.**; LBJ Student Center **Texas State University—San Marcos** Forum hosted by the Center for the Study of Latino Media & Markets. For more information call: (512) 757-4907

Valinda Bolton is Advocating for Us

Lowering property taxes and tackling appraisals

Valinda is working to lower our property taxes and standardize appraisals. She will re-file her bill to triple the homestead exemption and will work to create standardization in the appraisal process so that your home isn't arbitrarily appraised at \$1000s more than your neighbor's.

Solving transportation problems

Valinda helped to expand lanes on dangerous portions of Highway 71 and created a safe crossing on FM 1826 for children walking to and from school. She recently brought home an additional \$5 million to get the "Y" at Oak Hill project back on track.

Standing up for students and teachers

Valinda voted to reform standardized testing in public schools and to increase teacher pay. She strongly opposes any efforts to increase class sizes and is working to hold the line on college tuition rates.

Early Vote: Oct. 18 – Oct. 29

Election Day: Tues., Nov. 2

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KARIN CRUMP
for Judge ★ JP, Pct. 2





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Si el casero es evasivo o te dice:

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“Solamente aceptamos gente que hable bien el inglés.”

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“No le puedo asignar un lugar de estacionamiento para gente discapacitada.”

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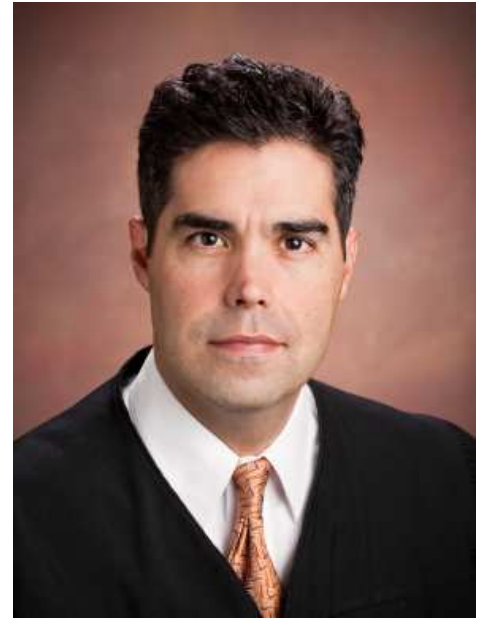
La Ley de Equidad de Vivienda prohíbe la discriminación basada en la raza, el color, la religión, la nacionalidad, el sexo, el tipo de familia, y discapacidad.

El trabajo que facilita la base para esta publicación fue apoyada por fondos de una concesión por el Departamento de la Vivienda y Desarrollo Urbano (HUD en inglés). Los resultados y substancia del trabajo están dedicados al público. El escritor y publicador estará solamente responsable por la exactitud de las declaraciones y interpretación en esta publicación. Tales interpretaciones no necesariamente reflejan las vistas del gobierno federal.

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“I want to express my appreciation for the support and confidence you have given me over the years”



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