



Chicanos Por La Causa, Inc.
A PROMISE OF OPPORTUNITY

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SPRING 2008 EDITION

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Community Welcomes CPLC's New President & CEO



Business and community leaders, influentials and a handful of who's-who gathered at the Heard Museum on March 5 to welcome Edmundo Hidalgo as the newly appointed President and CEO of Chicanos Por La Causa, Inc. (CPLC).

Prior to this appointment, Hidalgo had served as CPLC's Chief Operating Officer since 1999. He has more than 20 years experience in community development, having developed, financed or sold more than \$320 million in single- and multi-family affordable housing.

"I am honored to have had the opportunity to work as part of this organization for the past nine years," shared Hidalgo. "It has been a great experience and I am looking forward to further developing CPLC as well as the communities we serve. To be given the opportunity to lead this great organization into the future is a great privilege."

Hidalgo is responsible for the day-to-day operations of CPLC, a state-wide community development corporation focusing on social services, education, economic development and affordable housing. Maintaining and developing relationships with local and regional community leaders, public officials and others is a task he

is looking forward to taking on. Additionally, he will be responsible for planning, directing and implementing a comprehensive community support service system for CPLC's state-wide programs. Casper Habre, Chairman of CPLC's Board of Directors said, "The Board of Directors is proud to have Edmundo as our newly appointed President and CEO. Edmundo brings with him a wealth of knowledge and leadership that is necessary to take CPLC into a new era of community and social service."



UPCOMING EVENTS

Career Development Institute
Oct. 1-3, 2008

CPLC Esperanza Teacher Awards
Oct. 23, 2008

CPLC 12th Annual Xinachtli Youth Conference a Huge Success

CPLC hosted the 12th Annual Xinachtli Youth Leadership Conference on March 7. Held at the El Pueblo Senior Center in Tucson, Arizona, the conference was a huge success. This year's theme was "Civic Engagement & Advocacy." Workshop topics included "Youth Organizational Leadership," "Si Se Puede-A Call to Action,"



"Mejorando La Causa-Voter Education" and "Know Your Rights."

141 high school students participated in the conference. Schools represented included Calli Ollin, Toltecalli, Hiaki, Sunny-side, Desert

View, Tucson Magnet, Catalina Magnet, and Rincon High Schools.

CPLC appreciates all participating staff, planning committee members, volunteers and presenters for helping us achieve our goals of empowering, engaging, and educating youth in our community.

CPLC also thanks its sponsors for their support of this year's Xinachtli Conference. They included the SUNDT Foundation and Calli Ollin Schools.

Congratulations, Career Development Institute Graduates!

CPLC's newest program, the Career Development Institute (CDI), held its first three-day seminar at the Hilton Garden Inn on March 5. CDI, sponsored by Blue Cross Blue Shield of Arizona, is a management training program that gives entry-level managers the opportunity to receive advice and strategic insights on overcoming workplace challenges, taking advantage of opportunities and removing workplace obstacles. Some of the curriculum highlights from the class include decision making, strategic thinking and planning, entry level management and overcoming barriers to success.

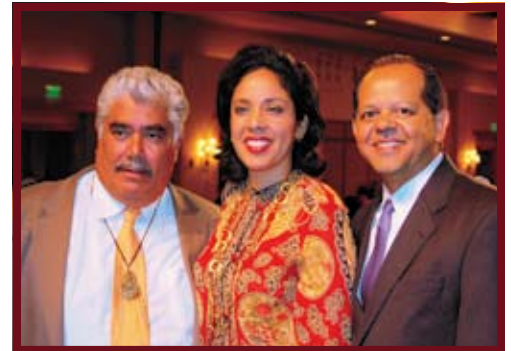


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The program's instructors are Olga M. Aros and Jess Diaz. Ms. Aros has 36 years of management experience in leadership positions and has held executive positions in various companies including McDonald's Corporation, USA Today and National Council of La Raza. Her business partner Jess Diaz has 34 years of engineering experience at Motorola. Mr. Diaz has held various leadership positions at Motorola in areas including new product development, marketing and communications.

CPLC's CDI Program congratulates the recent graduates of its inaugural class and looks forward to seeing them at its next educational seminar to be held June 11-13. For more information, please send an email to events@cplc.org.



Garcia Achieves Dream of Starting Foundation



During the three months since he "retired" as CPLC's President and CEO, Pete C. Garcia hasn't slowed down. He's maintaining the same hectic schedule, driven by his dream of starting Arizona's first Latino

foundation. Named to honor the memory and spirit of his mother, The Victoria Foundation will provide grants in four areas: arts/culture, economic development/affordable housing, education/scholarships and faith based initiatives/international exchange.

activities in the areas of fundraising, donor cultivation and marketing/communications. The staff expects to begin its grant making initiatives during the third quarter of 2008.

The foundation's successes include the CPLC Scholarship Program. This year, CPLC expects to award 72 scholarships to students attending Arizona State University, two to those at the University of Arizona Medical School and 80 to students at Maricopa Community Colleges.

Since January 1, 2008, Garcia and his staff, which includes Maurina Moxham (Assistant to the President), Erlinda Torres (Senior Vice President) and Carlos Pastor (Vice President of Marketing), have secured office space at CPLC's Retail Center, identified a volunteer board of directors and begun its donor recruitment campaign.

"I would like to thank all those who have pledged their support to our new endeavor," Garcia said. "This is an exciting opportunity that will greatly benefit our community."

The Victoria Foundation
1122 East Buckeye Road, Suite B5
Phoenix, AZ 85034
602.253.9533
www.thevictoriafoundation.org

During the second quarter of 2008, the foundation will develop ac-

Congratulations to our Summerton Early Childhood Development!

CPLC's very own Early Childhood Development (ECD) Center in Summerton participated in the 2008 Greater Days Parade and was awarded first place for its creative float design.

The parade's themes for this year were "Parents Planting the Seed of Change" and "Children Harvesting a Better Future." The float consisted of two large float platforms. The first platform depicted parents and families working together as laborers, farm workers and agriculturalists, while the second platform showcased families graduating from colleges, working as career professionals and politicians and executing leadership roles.



CPLC 15th Annual Golf Tournament Raises Money for Scholarships



The CPLC 15th Annual Golf Tournament, sponsored by Food City, was held Feb. 21 at the beautiful Whirlwind Golf Club in Chandler, Arizona.



This year's sponsors included Arizona Public Service, LandAmerica Lawyer's Title, Compass Insurance, Blue Cross Blue Shield of Arizona, Wells Fargo, Paradies, Veolia/ShuttlePort, and Mayer Hoffman McCann P.C. More than \$100,000 was raised through the selling of four-somes, raffle tickets, and a live auction benefiting the CPLC

Scholarship Program, which grants tuition funds to students who are committed to helping others.

To date, CPLC has issued more than 745 scholarships, a total of \$2 million, for students to attend Arizona State University and the University of Arizona. 160 scholarships have been given to students at the Maricopa Community Colleges; these are valued at \$245,000. As college tuition increases, it is extremely important that the community

continue to help raise funds for scholarship programs.

CPLC and its sponsors are dedicated to empowering future community leaders who are interested in developing innovative strategies to improve neighborhood conditions. A special thank you to this year's sponsors!

For information, sponsorship opportunities and to participate in next year's tournament, please contact Allisia Lopez at events@cplc.org.



CPLC Begins a New Era with New Leadership

CPLC kicked off the spring with new leadership and a new vision. **Edmundo Hidalgo** has assumed the role of President/Chief Executive Officer, building on a foundation set by his predecessor, Pete Garcia.

CPLC has been undergoing positive growth over the past year. "Changes are necessary for an organization that is moving forward into a new era of community and social service," said Hidalgo.

Under this new leadership, several others have been named as part of CPLC's new executive management team. **Martin Quintana** has been named Chief Financial Officer of CPLC, and he will be overseeing Accounting, Finance, Information Technology Services and Quality Assurance. Formerly Sr. Executive Vice President of CPLC, Martin comes with more than 20 years of financial and operational management experience in both for-profit and non-profit environments. Prior to joining CPLC in 1998, Mr. Quintana was Finance Manager for Kraft/Alliant Foods in Dallas, Texas and Phoenix, Arizona.

Arjelia "Argie" Gomez has been promoted to Chief Operating Officer of CPLC and will be responsible for programs in the areas of Recovery and Resiliency, Family Empowerment, School Readiness, Human Resources and Strategic Communications. Argie first joined CPLC in 2006 as Vice President of Behavioral Health Services. Prior to joining CPLC, she served as the Executive Director of a publicly funded children's behavioral health system and President/CEO of the People of Color Network in Arizona. Her 30+ years of experience in public/government and private profit and non-profit work has led her to supervise programs in seven states and Puerto Rico.

David Adame has been appointed as Chief Development Officer and will play a crucial role in developing CPLC's multi-family housing program Tiempo, Inc., Agudo Development, Phoenix housing initiatives, Tucson's La Causa Companies as well as Tucson & Nogales housing counseling programs. David comes from McCormack Baron Salazar, where he served as Vice President of Arizona operations. While at McCormack

Baron Salazar, David was responsible for overseeing the firm's role in Henson Village, a HOPE VI project located in Phoenix funded in part by a \$35 million grant from the U.S. Department of Housing and Urban Development. Prior to joining McCormack Baron Salazar in 2003, David was the Senior Deputy Director of Fannie Mae's Arizona Partnership Office. Working in tandem with the Director, David was responsible for implementing HouseArizona, a five-year, \$15 billion investment plan to finance affordable housing throughout the state.

"Changes are necessary for an organization that is moving forward into a new era of community and social service," comments Edmundo Hidalgo



Town Hall Meeting Informs Community at CPLC Carl Hayden Community Center

The Carl Hayden Community Center held its monthly Town Hall Meeting on Jan. 25 for parents and children of the community. These monthly meetings are designed to inform and educate parents on current issues affecting them. Topics include ways to improve security and public safety and understanding the state political systems. January's Town Hall meeting and workshop included a representative from Hispanic CREO, a nationwide organization that focuses on improving educational outcomes for Hispanic children by empowering their families with parental choice in education.

During this particular meeting, Hispanic CREO informed parents about the "No Child Left Behind Act," and their educational choices in Arizona and Title 1 Funds. With funds raised from the Esperanza Latino Teacher Awards, backpacks, markers, folders and other school supplies were donated to the families that attended the Hispanic CREO Town Hall Meeting.



CPLC Celebrates the Holidays Around Arizona

In December 2007, CPLC held its annual statewide holiday celebrations. The 39th Annual *Angeles Del Barrio* Children's Holiday Celebration took place on Dec. 8 at Sylvester Herrera Elementary School in South Phoenix. Thanks to Food City, Arizona Public Service, the Arizona Cardinals, Chevron and State Farm, nearly 10,000 children and their families had the opportunity to celebrate this festive holiday with stockings, toys, hotdogs, snacks and, of course, a visit from Santa Claus and Arizona State University mascot Sparky! CPLC would like to thank the sponsors and community partners for bringing joy and happiness to thousands of children and their families!



That same day, CPLC held the 24th Annual Para Los Niños Children's Christmas Celebration in Tucson. Nearly 7,000 children and their families celebrated the holiday at the El Pueblo Center with a fun-filled day of gifts, stockings, hotdogs, pizza, popcorn, and other wonderful treats. A special thank you to the City of Tucson, Food City and State Farm for making this a wonderful community event!



The Second Annual *Angeles del Barrio* Children's Holiday Celebration took place in San Luis, Arizona on Dec. 15. This celebration has already become a huge event for the San Luis, Somerton and Yuma communities. The event was held at Joe Orduno Park, where thousands of children and their families had the opportunity to celebrate the holiday season with stockings, gifts, snacks and entertainment! Thank you to this year's sponsors for another wonderful event!



For more information on the holiday celebrations or for 2008 sponsorship information, please contact Allisia Lopez at events@cplc.org.

CONGRATULATIONS to our Soroptimist Finalists!

Soroptimist International of the Americas is a volunteer organization for business and professional women. Soroptimists in more than 120 countries and territories contribute time and financial support to community-based projects benefiting women and girls.

This year, two CPLC employees were given scholarships. Nanda Cordova, Training Coordinator, took first place and was recommended as a national finalist. She could potentially win \$10,000. Blanca Cornejo, Legal Advocate at De Colores, won second place.

Both women received their awards at a special luncheon on March 20, 2008.



"I believe that our background and circumstances influences who we are, but we are responsible for whom we become." (Nanda Cordova)

CPLC Phoenix Housing Unveils New Energy Efficient Community

On March 13, approximately 150 supporters helped CPLC celebrate the completion of the first home sites at the Cardenas Villas at Yanche subdivision located at 36th St. and Southern in South Phoenix. This development is the latest in CPLC's initiative for quality, affordable, workforce homeownership opportunities.

The ceremonies included a formal dedication of the naming of the community in honor of Jose Cardenas, a longtime community advocate and member of the CPLC Board of Directors, as a lifelong supporter of families in need. Tours of the two homes completed on the site, staged with beautiful furnishings provided by the local furniture retailer *Muebleria del Sol*, showcased the comfortable and family-oriented floor plans.

The 46-lot community features three different designs for three- and four-bedroom single family home sites, constructed with premium energy-efficient materials and systems for significant reductions in monthly utility expenses for purchasing families. The subdivision is one of the first of its kind in the Southwest region to utilize Structural Integrated Panel Systems (SIPS) for all exterior wall systems. The SIPS panels allow for accelerated completion of each home site for reduced construction costs coupled with optimum sound reduction benefits. Slightly increased density planning also provides for more units on the site, thus maintaining individual home site costs while retaining comfortable exterior yards for family enjoyment.

Additional conservation-oriented systems installed in each home include tankless water systems for water and energy conservation; CFL lighting fixtures, with their reduced energy consumption and carbon emissions; and dual pane Low E windows for additional energy preservation. Purchasing families are anticipated to save approximately 20 to 65% of their monthly utility billings in comparison with homes constructed utilizing traditional frame/stucco exterior wall systems and standard finishes. Homes within the project have received the *Powerwise* certification from Salt River Project for premium energy efficiency.

The project has been recognized for its groundbreaking emphasis on energy efficiency for purchasing families. The Enterprise Foundation and the Home Depot Foundation have bestowed grant awards to the project to help defray construction costs and to encourage similar commitments by developers as a preferred practice for sustainable communities. The national plumbing retailer MOEN International also donated all bathroom and kitchen fixtures to the project, totaling approximately \$100,000 of support.

For more information on home specifications, designs and sales programs for cost effective mortgage loan placement and down payment assistance, contact Blanca Cordova at the CPLC Phoenix Housing Division Offices at 602-253-0838 or by email at blanca.cordova@cplc.org



CPLC Prestamos Helps Local Business Make Their Dreams Come True

For several years, Fred, Ted, and Albert Verdugo dreamed of converting their small Oaxaca Restaurant near the state capitol into a bigger, "friendlier" eating place for their loyal customers, who include state legislators, lobbyists and political bigwigs.

Thanks to a \$2.4 million loan from CPLC Prestamos, the brother's

dream will finally come true this spring when

visitors will enjoy a new, more spacious Mexican restaurant. "Our family's hope, work and prayers are paying off," Fred Verdugo said. "It's been a long wait, but it's been worth it." Verdugo is one of 10 small business owners in metro Phoenix and Tucson who took advantage of the New Markets Loan Program launched by CPLC in April 2006.

Approximately \$12 million of the program's \$15 million portfolio has been distributed to business

owners located in low-income communities as a way to stimulate economic growth. The loans have ranged from \$400,000 to \$3 million, with interest rates averaging 7%.

CPLC Prestamos expects to close the program this summer when the final loans are approved and distributed to quali-

fying business owners.



"Despite the depressed economy, all of our loan recipients are meeting or exceeding their loan repayment requirements," said Edmundo Hidalgo, President and Chief Executive Officer of CPLC Prestamos.

"The new market loan program has been immensely successful, and our only regret is that the program has no more funds available," Hidalgo added. To qualify for the program, participants had to guar-

antee a certain number of new jobs, allocate jobs to women and minorities, provide scholarships or internship opportunities and/or subcontract with minority, disabled or women-owned firms.



"Our family's hope, work and prayers are paying off," Fred Verdugo said. "It's been a long wait, but its been worth it."

CPLC Early Childhood Development Goes Green with New Hybrid Vehicle

In an effort to reduce transportation costs and fuel emissions, CPLC's Early Childhood Development has purchased a new "green" vehicle as part of its transportation fleet. The program received its newest car, a Toyota Prius Hybrid Synergy Drive (HSD) vehicle, on March 18.

Extensive research was done into possible replacement vehicles by Transportation Coordinator Sal Morales to provide a list of potential vehicles. Its reduced fuel costs, along with several other notable features, made the Prius a strong frontrunner. According to Mr. Morales, the program looked at numerous vehicles over an eight-week period and contacted or visited 11 dealerships. Sal also did extensive web research, including a survey of Consumer Reports and a review of other pertinent information before making a recommendation for the purchase.

"We looked at the Ford Taurus, Ford Fusion, Ford Escape, Pontiac G6, Saturn Aura, Nissan Altima, Toyota Prius and the Chevy Malibu," he said. But in the end, the Toyota Prius was selected as the program's first "green" vehicle.

The ECD program purchased the Prius as a pilot vehicle with the intent to determine how well the car

performs and the true economic impact for the program. Current cost comparison data projects that the new vehicle is expected to cut fuel costs to approximately 40% less than that of a vehicle in the program's current fleet. Based on the performance of the Prius over the next year compared to other new vehicles, the program will consider going fully green in the future.



CPLC Organizes Cesar Chavez Event at Historic Santa Rita Center



In 1969, a voice of protest swept through the barrios of central Phoenix. This activist spirit inspired the creation of what is one of the largest social service organizations in Phoenix today, Chicanos Por La Causa (CPLC). The organization used Phoenix's Santa Rita Center as one of its first offices. The center also provided an

important gathering place in 1972 when United Farm Workers Union president Cesar Chavez fasted in protest there for 24 days.

In an effort to educate the community about Santa Rita's historical importance, CPLC organized the "The Santa Rita Historical Celebration" on March 20. This event was held in collaboration with ALAC (Advocates for Latin@ Arts & Culture Consortium), the City of Phoenix and the Cesar Chavez Foundation.

As part of the celebration, community children were asked to participate in a peace march to symbolize Chavez's commitment to "non-violence and acceptance of all people," two of his ten core values. During the peace march, children were able to express themselves through banners critiquing the culture of our time in a non-violent way.

Students marched, carrying their banners three blocks from Herrera Elementary School in south Phoenix to Santa Rita Center at 1017 E. Hadley Street. At the end of the march, they displayed their drawings among the artwork of ALAC members and community artists. ALAC has committed to work with community artists to ensure their art reflects the critical situation the Hispanic community is currently facing. Moving forward, ALAC's artwork, in conjunction with the children's paintings, will attempt to engage the non-immigrant and immigrant community in dialogue to help reduce fears and tension.

CPLC founders, ALAC artists, and community leaders were also present. They talked to the students about how Santa Rita became the gathering place of Hispanics during turbulent times of the 1960's and will continue to be a gathering place for our community during the troublesome times we face today.

On March 19, the "Cesar Chavez Stay In School Celebration" took place as well. This community-wide event honored Chavez's birthday and legacy, his life's work and his vision for a better future. This celebration promotes civic responsibility by addressing the dropout crisis facing poor and disadvantaged communities today. Children in grades one through eight were eligible to participate in an essay and art contest that challenged them to illustrate the ideals of Cesar Chavez. The contest winners received a new computer and were given the opportunity to read their essays during the celebration.





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