



Chicanos Por La Causa, Inc.

A PROMISE OF OPPORTUNITY

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CPLC Commitment to Local Leadership Growth

Announcing Management Rotation

Tucson— Chicanos Por La Causa, Inc. (CPLC), Arizona's leader in providing resources to empower the community, announces a new senior management rotation aimed at promoting local leadership and professional development within the organization to more effectively serve the residents of Southeastern Arizona.

Effective September 1st, 2011 Tillie Arvizu, currently CPLC Southeast Arizona Manager, will serve as Vice President of CPLC Community Schools. At the same time, Magdalena Verdugo, currently CPLC Vice President of School Readiness and Education, will serve as CPLC Southeast Arizona Area Manager and Vice President of School Readiness.

"Both Magdalena and I have worked together for many years and trading places is another opportunity to help each other grow and build our individual capacity," said Tillie Arvizu, new Vice President of CPLC Community Schools.

In this new capacity, Ms. Arvizu will oversee the operations of the organization's two community high schools: CPLC Community School Toltecalli High School, located in South Tucson and CPLC Community School Hiaki High School, located on the Pascua Yaqui Indian Reservation.

"As a graduate of the University of Arizona and a resident of Southern Arizona for over 25 years, I look forward to working with the community I call home," said Magdalena Verdugo, new CPLC Southeast Arizona Area Manager and Vice President of School Readiness. "I am proud to represent CPLC in this capacity and am anxious to start a new venture in my career."

Mrs. Verdugo will continue to manage the operations of 15 facilities located across the state within CPLC Early Childhood Development Programs. In addition, in her role as CPLC Southeast Arizona Area Manager, she will be the lead representative of CPLC

with community and business leaders of Southeastern Arizona. Furthermore, Mrs. Verdugo will work closely with CPLC Southeast Advisory Board to ensure relevancy within the region.

In 2008, CPLC restructured its leadership positions as part of the organization's ongoing efforts to promote leadership development and capacity building to position the organization into a future of continued growth.

"CPLC has embarked on a new and innovative initiative that allows their senior management to grow professionally and build their capacity for the organization," explained Bill Holmes, CPLC Southeast Arizona Advisory Board President. "This time, Tillie and Magdalena have been selected to rotate with each other for the next two years. We want to extend our full support to both."

More about Mrs. Arvizu and Mrs. Verdugo

Ms. Tillie Arvizu is the Vice President of Southeastern Arizona. She is currently responsible for special events, activities and corporate relations in Southeastern Arizona, as well as building and maintaining tribal relationships in the State of Arizona. For the past 28 years, she has served in numerous administrative positions within CPLC.

Mrs. Magdalena Verdugo is the Vice President of School Readiness and Education. Under this role, she oversees the Migrant and Seasonal Head Start Program as the State grantee, the Early Head Start Program, and CPLC Community Schools. For more than 20 years, Magdalena has worked tirelessly for CPLC, predominantly, in the educational area.

Chicanos Por La Causa, Inc. (CPLC) is a statewide community development corporation committed to building stronger, healthier communities as a lead advocate, coalition builder and direct service provider. The organization promotes positive change and self-sufficiency to enhance the quality of life for the benefit of those we serve.

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