



Community Empowerment  
And Chicano Scholarship

National Association for Chicano Studies  
XVII Annual Conference

March 29-April 1, 1989

Biltmore Hotel  
Los Angeles, California

UCLA Chicano Studies Research Center

# National Association for Chicano Studies 1989

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## SPONSORS:

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## WELCOME

On behalf of the National Association for Chicano Studies 1989 Conference Site Committee and the UCLA Chicano Studies Research Center, I am pleased to welcome you to Los Angeles for the seventeenth annual meeting of the NACS. While the program includes contributions from a broad array of disciplines and areas, we have focused on organizing sessions that address and explore the various dimensions of the issue of community empowerment.

Since so many of the problems that plague Latino communities are rooted in the rapidly changing structures of the urban environment, a NACS conference in Los Angeles provides a particularly appropriate site for confronting the issue of the role of scholarship and research in those same communities. While no consensus has emerged regarding how best to respond to this concern, the Association's preamble is unambiguous in stating that a strong link between research and community struggles is one of the fundamental principles of NACS. What we have attempted to do, then, is to structure some of the basic features of this conference in such a way that provides professionals, researchers, academics, students and community activists ample opportunity to both discuss the difficulties entailed in attempting to make this principle a reality and to develop strategies to overcome them.

We have also sought to provide a conference environment that will give us a chance to renew old friendships, establish new ones and hope that you have the opportunity to experience at least a few of the many aspects of urban life in Los Angeles.

**Raymond Rocco**  
**Site Committee Chair**

**Reverend Luis Olivares, C.M.F.**

In 1948, Luis Olivares entered the Claretian Junior Seminary in Compton. He received a Bachelor of Arts degree from Loyola Marymount University of Los Angeles and completed his theological studies at Catholic University of America in Washington, D.C. He was ordained in May, 1961 in San Antonio, Texas, and later obtained a Masters Degree in Institutional Administration from the University of Notre Dame.

In 1975 he was assigned as the Pastor of Our Lady of Soledad in East Los Angeles. Father Olivares became one of the most visible leaders in the Latino community with his involvement in the church-based project United Neighborhoods Organization (UNO). This organization develops leaders and deals with issues affecting the community including housing, gang violence, the public school system and immigration. In 1980 Father Olivares was elected President of P.A.D.R.E.S., a national association of priests and deacons who defend the religious, educational and social rights of Latinos.

Since September, 1981, Father Olivares has been the Pastor of Our Lady Queen of Angeles Church, commonly known as "La Placita".

Father Olivares helped establish the Central American Pastoral Center to help the ever-increasing number of refugees arriving in Los Angeles. In December, 1985, "La Placita" was declared a public sanctuary for Central American refugees.

Today, Father Olivares is the Vice-Provincial of the Claretians--Western Region. He also serves as Chairman of the Board for the National Center for Immigrants Rights, Inc., Chairman of the Coalition for Humane Immigration Rights, and Treasurer of the Central American Refugee Center of Los Angeles. Additionally, Father Olivares is a member of the GOING HOME CAMPAIGN Steering Committee (an inter-faith group in support of Salvadoran refugees returning to El Salvador from exile), the Advisory Board of the Southern California Inter-Faith Task Force on Central America, the Peace and Justice Committee of the Priests Council of the Archdiocese of Los Angeles, and was co-chair of COALITION '88.

**Margarita Melville**

In the 1950s Professor Melville worked in Guatemala as a nun-teacher in a Catholic school. She taught kindergarten and was also involved in teacher training. After 10 years she became very involved in a program called Centro de Capacitación Social (CEDECAS). She, along with a group of University students, founded the Centro.

The goal of the centro was to teach people about the social conditions in Guatemala and what they could do on their own to improve them. Key issues were literacy and housing, especially literacy for the rural peasants. During that time she became convinced that people needed literacy as a tool for social change. But when some members of the group they were helping were killed, they had to make a decision. They had to decide to either stop the program because it put people in danger or to respond with revolutionary action. Her group became more and more of a threat and several students, three priests, and two nuns were expelled from Guatemala. Twenty students left the country to regroup outside and to figure out what they would do. In the U.S., Professor Melville got married to Tom Melville. Both Margarita and Tom were arrested for their participation in a joint action to protest U.S. intervention in Central America and the Vietnam War. During the trial and the appeal, Margarita was released on her own recognizance and used the time to earn her Master's degree in Latin American Studies. During this time she and Tom co-authored *Guatemala: The Politics Of Land Ownership* and their memoirs, *Whose Heaven, Whose Earth?*. Margarita was sentenced to one year in a federal prison but was released after nine months. She and Tom spent two years in Chile to study how the peasants would be incorporated in the socialist government there under Allende. After Allende was overthrown, they studied the Mapuche Indians and discovered that no government, socialist or otherwise, incorporated them or gave them representation. Margarita wrote her Ph.D. dissertation on this topic and received her doctorate in Anthropology in 1976. She has edited two major sources on Chicanas *Twice a Minority* and *Mexicanas at Work* along with numerous scholarly articles.

### Rudy Acuña

Acuña's *Occupied America*, is the most widely used text on Chicano history. Acuña has promoted more effectively and broadly than any other published study on Chicanos, the type of critical perspective called for in the NACS Preamble. It has opened the minds of thousands of Chicano students who have for the first time discovered the real history of oppression and resistance that our communities have lived. He was the major force in the effort to establish what is widely regarded as one of the most progressive and effective Chicano Studies Department in the country at the Northridge campus of the California State University. More than any other Chicano academic, Acuña has served as a model of how to combine research with advocacy and activism. Acuña has most recently adopted a very conscious strategy for developing research agendas driven by the issues and concerns of specific community struggles. He was a major actor in the community mobilization that took on GM in an ultimately successful effort to keep their Van Nuys plant from closing. He has worked closely with plant workers, labor organizers, and community activists and has become a member of the Board of Directors of the Labor/Community Strategy Center, a newly established institute devoted to developing broad coalitions between labor and other sectors of the Latino community. Acuña has also pursued an activist role by regularly publishing a column in the Los Angeles Herald-Examiner. His essays are clearly the most widely read public commentary on Chicano issues in the city and Acuña brings to this enterprise the same critical approach that characterizes his scholarly work.

### Adaljiza Sosa Riddell

The 1989 NACS conference marks a milestone as Dr. Adaljiza Sosa Riddell becomes the Association's first woman to be honored as a Distinguished Scholar. She is the first woman of Mexican descent in the United States to receive a Ph. D. in Political Science. As a scholar she has enriched our understanding of Chicana/o culture and history through her pioneering work in political science and creative writings. Her contributions to the development of Chicano Studies span nearly twenty years. Dr. Sosa Riddell is the director of the Chicano Studies Program at the University of California, Davis. As the Director of Chicano Studies she has successfully consolidated a core of Chicana professors in sociology, history, and literary criticism. Dr. Adaljiza Sosa Riddell's efforts and commitment extend beyond her activities as Director and Professor of Chicano Studies. She was the Site Committee Chair for the 1985 NACS conference in Sacramento. She is the founder and past Chair of Mujeres Activas en Letras y Cambio Social (MALCS) which serves as an academic and political platform for Chicana/Latina scholars. The establishment of MALCS exemplifies Dr. Adaljiza Sosa Riddell's commitment to making Chicana issues an integral part of Chicano Studies. Our acknowledgment and honoring of Dr. Adaljiza Sosa Riddell signifies the importance of recognizing women's contributions to Chicano Studies.

## NACS STUDENT PAPER COMPETITION AWARDS

Graduate Premio:

Martin Gonzalez, *Dept. of History, UCSB*

Undergraduate Premio:

Joel Mendias, *Columbia College, Columbia University*

## RESOLUTIONS

RESOLUTIONS TO BE PRESENTED FOR THE VOTE MUST BE TYPED AND GIVEN TO NACS SECRETARY DEVON PENA BEFORE THE FOCO MEETINGS. DR. PENA WILL DISTRIBUTE THEM TO EACH REGIONAL COORDINATOR FOR CONSIDERATION AT THE FOCO MEETINGS. THEY WILL BE VOTED UPON AT THE BUSINESS MEETING ON SATURDAY.

## TICKETS

Luncheon / Keynote Speakers \$12.00

Cultural Night \$8.00

Dance \$10.00

NACS XVII T-Shirts \$8.00

NACS XVII Posters \$10.00

All available at the Registration Table

## Day Care

Day Care will be available in the *Imperial C* between the hours of 9:00 - 5:00 p.m.

## Bulletin Board

Bulletin Board for messages will be available outside of the Heinsbergen

## NACS Membership

Join and receive the Annual Conference proceedings and three "Noticias de NACS."

Institutional	\$100.00	Administrative	\$35.00
Full Professor	45.00	Asst. Professor/Instructor	\$30.00
Associate Professor	\$35.00	Student/Community	\$10.00

# Vendors And Exhibits

Bilingual Review Press, Arizona State University

Chicano Studies Research Center, UCLA

Stanford Center for Chicano Research

Center for Mexican American Studies, UT Austin

Midnight Special Bookstore

University of Notre Dame Press

Arte Público Press, University of Houston

La Raza/Galería Posada, Sacramento, CA

MALCS/Third Woman Press

U.S. Department of the Census

Galería Sin Fronteras, Austin, TX

Rhino Records, Santa Monica, CA

Chicano Studies Library, UC Berkeley

Relámpago Press

Mothers of East L.A.

Labor Community Strategy Center

Otro Lado Publications, Los Angeles

ERIC/Cress, Appalachia Educational Laboratory, Charleston, W.VA



## Cultural Celebrations

### Thursday

*Biltmore Bowl*

**RUBEN GUEVARA & CON SAFOS:** Formed in 1980, Con Safos creatively details the many contributions made to popular music by Chicanos from the the barrios of East Los Angeles. The group is lead by cultural sculptor and activist Ruben Guevara, bandleader (Ruben and the Jets), record producer and head of Zyanya/Rhino Records ("History of Latino Rock," "Best of Thee Midneters; and Los Angelinos: The Eastside Renaissance), writer ("History of Chicano Rock & Roll", for Rock & Roll Confidential Report, Pantheon Books), and production consultant for Cheech Marin's hit film, "Born in East L.A."

**LATINS ANONYMOUS:** The setting for the show, *Latins Anonymous*, is a support group where Latinos go for help and deal with such issues as Latin Denial, Why Latin Men Love to Date Blonde Women, How a Hard Core Chicana Can Make the transition to the Era of 'thirtysomething', and What Really Happens to Those Stars from Menudo When They Hit 16. The review is a hilarious, fast-paced series of monologues, sketches, and scenes which has been compared to Saturday Night Live at its irreverant, satirical best.

**MARIACHI SAN MARCOS:** The music of these Mexicanos, who hail from Monterey Park, covers a variety of regional favorites from throughout Mexico. Their music is guaranteed to take you on a journey filled with many fond memories, and pleasurable moments.

### Friday 7:15 p.m. - 9 p.m. Poetry

*Roman*

Facilitator: Linda Apodoca, UC Irvine

### Saturday 9:00p.m. - 2:00 a.m.Dance

*Crystal & Tiffany*

**CALIFAS:** Hailing from East Los Angeles, this band was formed in 1980 by lead vocalist and guitarist Marcos Loya. The music of Califas can be best described as 'Pan-American', covering many Latino influences, including Salsa, Corridos, Cumbias, Chicano Oldies, and Rhythm and Blues. They have performed with Los Lobos, Ruben Blades, Flaco Jimenez, Sheila Escobedo, and Tito Puente. In addition, bandleader, Marcos Loya, has worked with Madonna, appearing in her hit video 'Isla Bonita', composed music for two very successful movies, 'Stand & Deliver', and 'Born in E.L.A.', and plays on the soundtarck of the soon to be released version of the Carlos Fuentes novel, "Old Gringo". The smooth exotic sound of Califas continues to grow in poularity and has helped make them one of the LA's hottest local talents.

**L.A. SALSA SOCIETY:** The L.A. Salsa Society is a locally based recording group comprised of musicians from New York, Chicago, Los Angeles, Puerto Rico and Colombia. They feature Latin dance music, playing a wide variety of styles, including guaguanco, vallahata, cumbia, and son. The group was created by vocalist Didi Scorzo and husband, violinist and arranger Harry. They played for some time as the house band under the name of Grupo Cache, backing international Latin groups featured at the Club Cache in Los Angeles. After leaving Cache, they regrouped and adopted their current name, playing many of the local night clubs and restaurants. They are currently featured Wednesdays and Thursdays at Pedro's Grill in Hollywood.

## NACS Mini Video/Film Festival

### Thursday

9:45 - 11:45 am

*Esperanza* (52 min. Video VHS, Color, English) Director: Sylvia Morales. Twelve year old Esperanza and her brother, Miguel, nine years old are left to fend for themselves when their mother is picked up immigration police. They live in Los Angeles and they decide to find their father who works in Oxnard. Distributor: Sylvan Productions, P.O.Box 341411, L.A., CA, 90034.

Grecian

*Albert Pastor's First Video Project* (21 min. Video VHS, Color, English) Director: Juan Garza. A UCLA student embarks on his first video project. He sets out for the barrio to film his roots with his student crew, taking along his preconceived ideas of what life on the east side is all about. Distributor: Juan Garza, 440 1/2 N. Lake Street. Los Angeles, CA. 90026, (213)484-2134.

1:45 - 3:15 pm

*Ballad of an Unsung Hero* (27 min. VHS, Color, English) Director: Paul Espinosa. Using rare historical footage, vintage musical recordings, and interviews with 88-year old Pedro J. Gonzalez and his wife, this film chronicles González's life, from his early days with Pancho Villa to his career as a popular radio personality in Los Angeles in the 1930s, to the controversial court case that sent him to San Quentin Prison. Distributor: KPBS TV, San Diego State University, San Diego CA 92182-0527, (619)594-1515

*Tiger By the Tail* (40 min., Video VHS, Color, English) Director: Michael Goldman. Narrator: Ed Asner. Writer: Eric Mann. An award-winning documentary about a unique labor/community coalition to keep the General Motors, Van Nuys Plant open creating new alliances between a predominantly Latino local of five thousand workers and the Los Angeles black community. Distributor: Labor Distributors, 6454 Van Nuys Blvd., Suite 150 Van Nuys, CA. 91401, (818) 781-9922.

*Not Gone, Not Forgotten* (29 min., Video VHS, Color, English) Producer/Director: Marsha Goodman. A story of urban redevelopment and community organizing in Los Angeles. This story documents how the community organized from their first boycott picket line to their victory over the bulldozers. Distributor: Marsha Goodman, 229 N. Gower St., L.A., CA 90004, (213)461-7656.

3:30 - 5:00 pm

*Chicano Park* (1988, 58 min, Color, 16mm or VHS, English) Producers: Marilyn Mulford/Mario Barrera. In 1970 Chicano activists took over a piece of land, in the heart of the San Diego barrio and turned it into a community park, with dramatic effects on the surrounding community. Distributor: Mario Barrera, Chicano Studies Program, UC, Berkeley, CA 94720.

### Friday

9:00 - 11:00 am

*Malaquías Montoya* (1987, 29 min., Video VHS, Color, Spanish) Guión/Producción: Eugenio Bermejillo. Este documental retrata diversos aspectos de la vida y obra del pintor y muralista chicano Malaquías Montoya. Su hermano, José Montoya-importante poeta chicano-relata el vasto ambiente cultural de Nuevo México, en el que se desarrollaron el Malaquías, su traslado a California para trabajar en los campos agrícolas, y los primeros choques raciales en las escuelas californianas. Distributor: Lic. Norma Iglesias, Directora, Departamento de Comunicación de El COLEF, (en Estados Unidos) P.O. Box L, Chula Vista, CA 92012.

*Graffiti* (1986, 28 min. VHS, Color, A film without dialogue) Director: Matthew Patrick. Producer: Diane Costello. Based on a story by Julio Cortazar. Short dramatic film starring E. J. Castillo which explores the issues of freedom of expression and the strength of the human spirit to overcome oppression. Distributor: Matthew Patrick, 1920 N. Alexandria Ave. # 3, L.A., CA., 90027, (213) 662-1894.

*Mi Otro Yo.* (1988, 28 min. VHS, Color, English, Spanish, Nahuatl) Producers: Philip Brookman/Jude Eberhard. Directors: Amy Brookman/Philip Brookman. Interviews with contemporary Chicano artists. The narration relates a metaphorical journey through "Califas", a poem written and performed by Guillermo Gomez Peña. Distributor: Cine West Productions, 655 4th Ave. San Diego, CA. 92101, (619) 238-0066.

3:00 - 4:00 pm

*Birthwrite* (1988, 58 min., VHS, Color, English) Producer: Luis R. Torres. Director: Jesús S. Treviño. This docu-drama profiles several leading Puerto Rican and Chicano authors whose works touch on the theme of "growing up Latino in America". It explores the writing philosophy of each author and includes dramatic adaptations of short stories, poems, and passages from novels. Distributor: The Cinema Guild, 1697, Broadway, NY, NY, 10019 (212) 246-5522.

**Saturday**

9:00 - 11:00 am

*Entrevista Con Una Madre Y Su Hijo Con SIDA* (1988, 32 min., VHS, Spanish, Eng. Subtitles) Producer: AIDS Research and Education Project. Director: Lourdes Arguelles. A training video for use in Latino communities in the struggle against HIV Infection/AIDS featuring an interview with a Latino mother and her gay son with AIDS. Deals with issues of homophobia, ignorance, family dynamics, and the AIDS epidemic in our communities. Distributor: Lourdes Arguelles, CSU, Long Beach, Long Beach CA. 90840, (213)985-7508.

*Hispanic Dropouts : America's Time Bomb* (1986, 30 min., Video VHS, Color, English) Producer: Betti Maldonado. Narrator: Edward Olmos. Documentary exploring the dropout issue in Texas. Interviews with educators, high school dropouts, policy makers and positive role models. Distributor: De Colores Productions, 5650 Kriby, Houston Texas, 7705

*Houses Full of Smoke* (1987, 1 hr. VHS, Color, English/Spanish, English Subtitles) Producer/Director: Allan Francovich. In this documentary on El Salvador, Central American death squads are linked to the U.S. administration. Distributor: Alan Francovich, 10214 Rafter "O" Trail, Helotes, TX 78023, (512) 695-8372

2:00 - 3:30 pm

*In the Shadow of the Law* (57 min, Video VHS, Color, English) Producer: Paul Espinosa; Director: Frank Christopher. A documentary portrait of four families who have lived illegally in the US for many years, exploring their everyday reality, from constant worry about being apprehended by the INS, to being taken advantage of by. Distributor: KPBS TV, San Diego State University, San Diego, CA 92182-0527, (619)594-5734.

*From Here, From This Side* (1988, 24 min., 3/4", Color, Spanish with English subtitles) Producer: Women Make Movies. Director: Gloria Ribe. A documentary collage using images ranging from Robert Redford to Maria Felix illustrating, from a Mexican perception, the ambiguous relationship between Mexico and its rich neighbor to the north. Distributor: Women Make Movies, Inc., 225 Lafayette Ste. 211, New York, NY 10012.

# Wednesday

March 29

Noon - 8:00 p.m.	Registration	Heinsbergen
7:00 p.m.	Political Action Committee	Roman
8:00 p.m - 9:00 p.m	Welcome Reception	Grecian Athenian
9:00 p.m.- 2:00 a.m.	No Host Bar	Gold

# Thursday

March 30

8:30 a.m - 5:30 p.m.	Registration	Heinsbergen
9:45 a.m. - 11:15	SESSION ONE	
1	<b>La historia de la Medicina en Aztlán</b> Chair: Michael Soldatenko, <i>Chicano Studies Research Center, UCLA</i> "Protomédicos, Physicians and Medical Education in Sixteenth Century New Spain" - Rafael Chabrán, <i>Whittier College</i> "Colonial Medical Education: The Definition of Illness and the Indian" Michael Soldatenko, <i>Chicano Studies Research Center, UCLA</i> "Náhuatl Medical and Health Practices" - David Hayes-Bautista, <i>Chicano Studies Research Center, UCLA</i>	Florentine
2	<b>'Whose Side are you on, anyway?'</b> <b>UCSB Chicanas Speak Out on Intra-ethnic Gender Relations</b> Moderator: Yolanda Broyles-González, <i>UC Santa Barbara</i> Inés Talamantes, <i>UC Santa Barbara</i> Rosa Linda Fregoso, <i>UC Santa Barbara</i> Denise A. Segura, <i>UC Santa Barbara</i> Indra Rocha-Singh, <i>UC Santa Barbara</i> Alvina Quintana, <i>UC Santa Barbara</i> Patricia Prado-Olmos, <i>UC Santa Barbara</i> Francisca Escobar, <i>UC Santa Barbara</i> Sonia García, <i>UC Santa Barbara</i> Sara García Durán, <i>UC Santa Barbara</i> Magdalena Torres, <i>UC Santa Barbara</i>	Mediterranean

- 3                    **Getting Counted: Hispanics in the 1990 Census**                    *Imperial B*  
Moderator: Jorge Del Pinal,  
Al Mirabal  
Jorge Del Pinal  
José Bermea, Deputy Chief, Information Services, U.S. Bureau of the  
Census
- 4                    **Chicano Leadership and Organizational Strategy**                    *Athenian*  
Chair: Luis Arroyo, *Ethnic Studies, Humboldt State University*  
"The East Los Angeles Community Union: Controversial Eastside  
Power" John Chávez, *History, Texas A&M University*  
"From West San Antonio to East L.A.: Chicano Community Leader-  
ship Compared" - David Badillo, *Stanford Center for Chicano Re-  
search*  
"The Los Angeles AFL and Mexican Workers, 1900-1933: Towards a  
Symbolic Interactionist and Marxist Interpretation of Labor Racial  
Practices" - Luis Arroyo, *Ethnic Studies, Humboldt State University*  
"Justice for Janitors" - Martín Valadez, *UCLA*
- 5                    **Organizing and Empowerment**                    *Roman*  
Chair: Olivia Arrieta, *Mexican American Studies and Research Center,  
University of Arizona*  
"Empowerment of Chicana Farmworkers Through Local Radio  
Programming" - María López-Treviño,  
"Studying Mutualistas in Southeastern Arizona: A New Perspective on  
Voluntary Associations Among Mexican Populations in the U.S." -  
Olivia Arrieta, *Mexican American Studies and Research Center, Univer-  
sity of Arizona*  
"Women and Family Work Culture in Woodlake, California" - Sharon  
A. Bays, *Anthropology, UCLA*  
"An Ethnic Organization as an Agent of Political and Social Change:  
MALDEF - A Case Study" - Maurilio Vigil, *History, New Mexico  
Highlands University*
- 6                    **Literary Studies**                    *Cordoban*  
Chair: Guillermo Rojas,  
"Los índices primitivos de... *y no se lo tragó la tierra*" - Julián Olivares,  
*University of Houston*  
"Símbolo y mito en la narrativa chicana de orientación social: El caso  
de *Rain of Scorpions* y *Heart of Aztlán*" - Manuel M. Martín-Rodríguez,  
*Spanish and Portuguese, UC Santa Barbara*  
"Juan Rulfo's Intertextual Discourse in Viramontes 'The Long  
Revolution'" - Guillermo Rojas,  
"Unraveling the Myth of the Minotaur Poet: A Thematic Analysis of  
Ricardo Sánchez' Poetry" - Ben V. Olguín, *University of Houston*

- 7                                   **Structure & Stratification: Latinos in the U.S. Structure**                                   *Moroccan*  
 "The Interaction of Class, Gender and Ethnicity in the U.S. Stratification System" - Victor Ríos, jr. *Sociology, Macalester College*  
 "Hispanic Poor in America: Emerging Trends and Issues" - Refugio I. Rochín, *UC Davis*  
 "Chicana/o Unemployment, Social Class and Economic Segmentation" - Roberto M. De Anda, *Sociology, University of Arizona*
- 8                                   **Educational Opportunity and Empowerment: Myth or Reality**                                   *Corinthian*  
 Chair: Martha Menchaca, *Anthropology, University of Texas at Austin*  
 "School Segregation in Santa Paula, California and its Anglo-Saxon Philosophical Foundations" - Martha Menchaca, *Anthropology, University of Texas at Austin*  
 "The Chicano College: An Archaistic Notion, or a Viable Road for Chicano Empowerment in the 21st Century" - Carlos Maldonado, *Chicano Education Program, Eastern Washington University*  
 "Academic Achievement of Latino Students in Year - Round Schools" Yvette Galindo, Lalo Castellanos and Luz Echavarría, *UCLA*  
 "Teaching Community History to High School Students: A Case Study of the Boyle Heights Community of East Los Angeles" - Howard Schorr, *Los Angeles Unified School District Teacher*
- 9                                   **Chicano Database Projects**                                   *Corsican*  
 Chair: Lillian Castillo-Speed, *Chicano Studies Library, UC Berkeley*  
 "Latino Coverage in Today's Databases" - Ron Rodríguez, *Chicano Resource Center, California State University Fullerton*  
 "The Chicano Database at UC Berkeley: Update" - Lillian Castillo-Speed, *Chicano Studies Library, UC Berkeley*  
 "Hypertext Prospects in Latino Research" - Richard Chabrán, *Chicano Studies Research Center, UCLA*  
 "Current Chicano Indexing Projects" - Christine Marín, *Arizona State University, Tempe*

- 10 **Chicano Arts and Humanities: Institutional Survival** *Imperial A*  
 Chair: Salvador Rodríguez del Pino  
 "Chicano Art and Muralism: 20 Years of Struggle" - Manuel Unzueta, *Santa Barbara City College*  
 "Hispanic Music: From *Delgadina* to *Canciones de mi Padre*" - Guillermo Villarreal, *Mount San Antonio College*  
 "Chicano Art and Humanities: Who Cares?" - Salvador Rodríguez del Pino, *Chicano Studies and Literature, University of Colorado at Boulder*  
 Jose R. Reyna, *California State University Bakersfield*
- 11:45 - 12:30 **Lunch and Awards Presentations** *Biltmore Bowl*
- 12:30 - 1:30 **1st Plenary Session: The Community and Academic Advocacy** *Biltmore Bowl*  
 Reverend Luis Olivares  
 Margarita Melville
- 1:45-3:15 **SESSION TWO**
- 11 **Critical Studies in Texas History** *Cordoban*  
 "Mexican Women in Houston: Gender, Race and Class Conflict in a Cohesive Community, 1900-1940" - Emma Pérez, *Mexican American Studies, University of Houston*  
 "Changes in Women's Participation in the League of United Latin American Citizens (LULAC) in Texas, California, and the Nation, 1929-1989" - Cynthia Orozco, *History, UCLA*  
 "Chicanos and the Cotton Culture in Central Texas, 1880-1930" - Neil Foley, *Program in American Culture, University of Michigan*
- 12 **Modes of Political Participation in Chicano Communities** *Imperial A*  
 Chair: Armando Trujillo,  
 "Community Empowerment in South Texas: How Much Progress?" Armando Trujillo,  
 "Reapportionment and Latino Representation in the County of Los Angeles: Who Wins and Who Loses in the 80s and 90s" - James A. Regalado and Gloria Martínez, *California State University Los Angeles*  
 "The Influence of the Media in the Empowerment of Latinos in a Major Border City" - Roberto Villareal, *Political Science, University of Texas El Paso*

- 13                                    **Chicano Political Activism and Empowerment**                                    *Mediterranean*  
Homer D.C. García, *Sociology and Chicano Studies, Claremont College*  
"The Transformation of the Student Movement: From Militants to Professionals" - Maria Eva Valle, *Sociology, UC San Diego*  
"La Familia y el Movimiento: The Effects of Family upon Political Activism of the 1970s" - Homer D.C. García, *Sociology and Chicano Studies, Claremont College*  
"The Sunbelt Strategy and Chicano Liberation" - William Gallegos  
"The Chicano Student Movement at Berkeley: 1967-75" - Elías Serna, *UC Berkeley*
- 14                                    **Latino Health Issues**                                    *Moroccan*  
Chair: Mary Lou Gutiérrez, *Public Health, UCLA*  
"Assessment of AIDS Transmission Knowledge and Attitudes Among Latinas" - Laura Ramos and Mary Lou Gutierrez, *Public Health, UCLA*  
"Psychological Distress in a Central American Community in Northern California: A Preliminary Report on Continuous-Traumatic Stress" Juan García-Castanón, *Education and Human Development, California State University Fresno*  
"Dental Care Services Utilization by Mexican Americans: Analysis of the Hispanic HANES Data Set" - Mary Lou Gutiérrez, Robert O. Valdez, and Donald E. Morisky, *Public Health, UCLA*
- 15                                    **The Politics of the English Only Movement**                                    *Corinthian*  
Chair: Theresa Montano, *President of Central AMAE Los Angeles*  
"The English - Only Movement and the Attacks on Chicano Political Empowerment", Theresa Montano, *President of Central AMAE Los Angeles*  
"National English Only Movement: Past and Future" - Luis A. Torres, *English, West Valley Community College Saratoga*



16

**Cultural Representations: Reframing Alternative  
and Ethnic Critical Discourse**

*Athenian*

Chair: Angie Chabram, *Chicano Studies Research Center, UCLA*

"Post Modernism and Chicano Literature" - Rosaura Sánchez, *Third World Studies, UC San Diego*

"Reframing Chicano Narrative Genres" - Hector Calderón,

"Cultural Theory, Economic Restructuring and Post-Modernism: The Case of Los Angeles" - Raymond Rocco, *Political Science, UCLA*

"The Otherness of the 'Other': Ethnic Identity in Chicano Narrative" Lauro Flores,

Commentator: Richard Chabrán, *Chicano Studies Research Center, UCLA*

17

**Chicano Historiography**

*Roman*

Chair: Mario T. García, *Chicano Studies, UC Santa Barbara*

Reviewing Rodolfo Acuña's *Occupied America* - Richard A. García, *Santa Monica College*

Reviewing Patricia Nelson Limerick, *The Legacy of Conflict* - George Sánchez, *History, UCLA*

Reviewing Alfredo Mirandé, *Gringo Justice* - Edward Escobar, *Indiana State University at Gary*

Reviewing Sarah Deutsch's *No Separate Refuge* - Deena González, *Pomona College*

Reviewing Neil Betten and Raymond Mohl, *Steel City* and David Bensman and Roberta Lynch, *Busted Dreams* - Zaragosa Vargas, *UC Santa Barbara*

Reviewing Abraham Hoffman, *An Oklahoma Tragedy* - Dennis Valdés, *University Minnesota*

Reviewing Alejandro Morales' *The Brick People* - Mario T. García, *Chicano Studies, UC Santa Barbara*

18

**Chicanos and Political Empowerment**

*Imperial B*

Chair: Paule Cruz Takash, *Anthropology, UC Berkeley*

"Chicano Educational Empowerment: Implications of District Elections for the California Public School System" - Ada Sosa Riddell and Daniel Zurita, *Chicano Studies, UC Davis*

"The Politics and Policies of District Elections: The Cases of Watsonville and Salinas, California" - Bill Flores, *Chicano Studies, California State Fresno*

"Profile of Latino Elected Officials in California: A Case for Further Investigation of Latino Political Participation in Rural and Urban California" - Paule Cruz Takash, *Anthropology, UC Berkeley*

Discussant: Joaquín Avila, *Attorney*

19. **Chicano Research on Contemporary Mexico** *Florentine*  
 Chair: Abelardo Valdez  
 "When Rivers Burn: Mexico's Ecological Struggles" - Devon Peña  
 "Research in Mexico" - Abelardo Valadez  
 "Women's Roles in Changing Economic and Ethnic Relations: A Case Study from Chiapas, México" - Terri Berman  
 "Migración femenina y estrategias" - Laura Velasco Ortiz
- 20 **Some Current Perspectives on Latinos in the U.S.** *Corsican*  
 Chair: Alfredo Mirandé, *Ethnic Studies, UC Riverside*  
 "The Mexican Immigrant Experience in Aurora, Illinois: An Oral History" - Irene Campos Carr  
 "Latinos in the United States: New Directions in Theory and Research" Alfredo Mirandé, *Ethnic Studies, UC Riverside*  
 "Runafribes del (nuevo) mundo, unios: The Future of Latino Ethnicity" Gonzalo F. Santos  
 "Senator Dennis Chávez" - Roy Lujan
- 3:15-3:30 **Break**
- 3:30-5:00 **SESSION THREE**
- 21 **Research Studies in the Arts** *Corsican*  
 Chair: Manuel de Jesus Hernández-G., *Washington State University*  
 "Origins and Current Versions of the 'La Adelita' Corrido in Mexican Music" - Elizabeth Salas, *American Ethnic Studies, University of Washington*  
 "La Masacre en San Ysidro: Text and Context" - José R. "Pepe" Villarino, *Mexican American Studies, San Diego State University*  
 "History of El Teatro de Danza Mexicano" - Manuel de Jesús Hernández-G., *Washington State University*
- 22 **Our Chicano Student Organizations: Working Productively Despite Ideological Differences** *Mediterranean*  
 Moderator: Selena Terrazas, *UCLA*  
 Stephanie López, *UC Irvine*, Ernesto Nevarez, *Wilmington, CA.*
- 23 **The Vietnam Experience** *Cordoban*  
 Chair: Lea Ybarra, *Chicano Studies, California State Fresno*  
 "Too Many Heroes: The Oral History of Chicano Viet Nam Veterans" Lea Ybarra, *Chicano Studies, California State Fresno*  
 "Post-Traumatic Stress Syndrome Among Chicano Viet Nam Veterans" - David Alcarás,  
 "Viet Nam Veterans: A Video Documentary" - Al Reyes,  
 "Soldados: Chicanos in Viet Nam" - Charley Trujillo, *DeAnza College*

24

**Identity and Assimilation**

*Corinthian*

Chair: Patricia Zavella, *Community Studies, UC Santa Cruz*

"Ethnic Identity Among Working Class Chicanos in Albuquerque, New Mexico" - Felipe Gonzales, *Sociology, University of New Mexico*, Patricia Zavella, *Community Studies, UC Santa Cruz*

"A Test of Memmi's Theory: The Effects of Nationalism Upon Assimilation Among Chicano Movement Activists of the 1970s" - Homer D.C. García, *Chicano Studies, Claremont College*

"Community Empowerment and the Story of 'La Llorona'" - Irene Blea, *Sociology, Metropolitan State College*

25

**Latino Business**

*Imperial B*

"Central American Businesses in L.A." - Norma Stoltz Chinchilla and Nora Hamilton, *Women Studies, California State University Long Beach*

"Mikro Tek's New Production Environment: Implications for Women and Minority Workers" - Guadalupe Fria, *UC Santa Cruz*

"Where Do Mexican American Entrepreneurs Come From?" - David L. Torres, *Mexican American Studies and Research Center, University of Arizona*

"Hispanic Businesses in Tucson Since 1854" - Melissa Amado, *Mexican American Studies, University of Arizona*

Discussant: Paul Ong - *Urban Planning, UCLA*

26

**Cultural Representations: Reframing Alternative  
and Ethnic Critical Discourse**

*Athenian*

Chair: Angie Chabram, *Chicano Studies Research Center, UCLA*

"Criticism as Ethnography: Exploring the Options" - Angie Chabram, *Chicano Studies Research Center, UCLA*

"Beyond Essentialism: Rethinking Afro-American Cultural Theory" Elliot Butler-Evans, *UC Santa Barbara*

"Socrates, Curriculum and the Chicano: Bloom and the Myth of U.S. Higher Education" - Mike Soldatenko, *Chicano Studies Research Center, UCLA*

"The Discourse of Difference: Footnoting Inequality", Rosa Linda Fregoso, *Communications, UC Santa Barbara*

Commentator: Richard Chabrán, *Chicano Studies Research Center, UCLA*

- 27 **Young Chicana Scholars** *Cordoban*  
 Chair: Lupe Anaya, *Education, UCLA*  
 "Academic Preparedness and Motivation Among Hispanics and Anglo-Americans", María Isabel Cruz, *UCLA*  
 "Search for Identity in Sandra Cisneros' *House on Mango Street*"  
 Marise Aguayo, *Colorado College*  
 "Mexican Americans and the Administration of Justice" - Lourdes Lozano, *University of Texas, Austin*,  
 "Chicana Poetry: Challenging the Myth Culture" - Mona Rivera, *UCLA*
- 28 **La dramaturgia de Estela Portillo-Trambley** *Florentine*  
 Chair: Lupe Cárdenas, *Arizona State University*  
 "Correlación entre simbolismo, escenografía y temática en *The Day of the Swallows* de Estela Portillo-Trambley" - Justo Alarcon, *Arizona State University*  
 "La subjetividad valorativa en Sor Juana de Estela Portillo-Trambley"  
 Lupe Cárdenas, *Arizona State University*  
 "Estela Portillo's Sun Images" - Arturo Ramírez, *Arizona State University*
- 29 **Chicano Historiography** *Roman*  
 Chair: Mario T. García, *Chicano Studies, UC Santa Barbara*  
 Reviewing Rodolfo Acuña's *Occupied America* - Richard A. García, *Santa Monica College*  
 Reviewing Patricia Nelson Limerick, *The Legacy of Conflict* - George Sánchez, *History, UCLA*  
 Reviewing Alfredo Mirandé, *Gringo Justice* - Edward Escobar, *History, Indiana State University, Gary*  
 Reviewing Sarah Deutsch's *No Separate Refuge* - Deena González, *Pomona College*  
 Reviewing Neil Betten and Raymond Mohl, *Steel City* and David Bensman and Roberta Lynch, *Busted Dreams* - Zaragosa Vargas, *UC Santa Barbara*  
 Reviewing Abraham Hoffman, *An Oklahoma Tragedy*, Dennis Valdés, *University of Minnesota*  
 Reviewing Alejandro Morales' *The Brick People* - Mario T. García, *Chicano Studies, UC Santa Barbara*

30	<p><b>Towards Political Empowerment in the 1980s: Litigation and Social Action in California</b>  Chair: Gloria Romero, <i>Women Studies, San Diego State University</i>  Marshall Díaz  Richard Fajardo, <i>MALDEF</i>  Carlos Navarro  Richard Santillán, <i>Cal Poly, Pomona</i></p>	<i>Moroccan</i>
5:15-6:30	<p><b>REGIONAL STUDENT ORGANIZATION MEETINGS</b>  Colorado Region  Midwest Region  Northern California Region  Rocky Mountain Region  Southern California Region  Texas Region</p>	<p><i>Mediterranean</i>  <i>Athenian</i>  <i>Corinthian</i>  <i>Moroccan</i>  <i>Roman</i></p>
8:15 - 10:30	<p><b>Cultural Night</b>            <b>Latins Anonymous</b>            <b>Mariachi San Marcos</b>            <b>Rubén Guevarra</b></p>	<p><i>Cordoban</i>  <i>Biltmore Bowl</i></p>
12 noon -2 a.m.	<p><b>Hospitality Room/No-Host Bar /DJ</b></p>	<i>Gold</i>
9:00a.m.-6:00 p.m.	<p><b>Book displays</b></p>	<i>Heinbergen</i>

# Friday

March 31

- |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                    |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 8:00 A.M - 6:00 P.M | <b>Registration</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <i>Heinsbergen</i> |
| 9:00-10:30          | <b>SESSION FOUR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                    |
| 31                  | <p><b>Latina Sexuality: Implications for AIDS Education and Prevention Programs and Organizations</b></p> <p>Chair: Gloria Romero, <i>Women Studies, San Diego State University</i></p> <p>"Latina Lesbians" - Lourdes Arguelles, <i>Social Welfare, UCLA</i></p> <p>"Minority Female Sex Partners of IV" - Ann Rivero, <i>California State University, Long Beach</i></p> <p>"Drug Users in AIDS Prevention Education" -</p> <p>"Latina Sexuality" - Gloria Romero, <i>Women Studies, San Diego State University</i></p> <p>"Developing Latina AIDS Coalitions" - Marta López-Garza, <i>Chicano Studies Research Center, UCLA</i></p> <p>"Latinas and AIDS" - Laura Ramos, <i>Public Health, UCLA</i></p> | <i>Roman</i>       |
| 32                  | <p><b>Educational Rights and Struggles of Chicano/ Latino People</b></p> <p>Moderator: Christina Beltrán</p> <p>Eric Vega</p> <p>Christopher Melenudo</p> <p>Carol Finis</p> <p>Monte Pérez</p> <p>Olga Lara</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <i>Moroccan</i>    |
| 33                  | <p><b>Research Issues: U.S. - Mexico Border</b></p> <p>Chair: Gil Cárdenas, <i>Sociology, UT Austin</i></p> <p>"Restructuring in the Auto Industry in Northern Mexico" - Jorge Carrillo</p> <p>"Foreign Trade Zones in the United States-Border Region" - Tom Stellman</p> <p>"Hegemony Theory and the Study of Cultural Identity in the Mexican Border and in the United States" - José Carlos Lozano</p> <p>"Undocumented Immigrants: The Excluded from the Legalization Program of the Immigration Reform and Control Act of 1986" - Rebecca Sánchez</p> <p>"Militarization of the U.S.-Mexico Border: 1978-88" - Tim Dunn</p>                                                                          | <i>Corsican</i>    |

- 34 **Chicanos in Theater** *Mediterranean*  
 Chair: Norma Cantú, *Arts & Science, Laredo State University*  
 Alicia Arizón, *Stanford University*  
 Charrie Moraga, *UC Berkeley*  
 Yolanda Broyles, *UC Santa Barbara*
- 35 **Pedagogy in Chicano Studies** *Imperial A*  
 Chair: John Parra  
 "Perspectives on the San Gabriel Valley: Innovative Approaches to Teaching Chicano Studies - The Paired-Course Model and Writing for Empowerment", Les Howard and Rafael Chabrán, *Whittier College*  
 "Writing, Empowerment and Rio Hondo's Title III Grant", Gail Chabrán, *Communications, Rio Hondo College*
- 36 **The Issue of Gangs, Community & the "Justice" System** *Corinthian*  
 Chair: Diego Vigil  
 "Chicano Gangs, Gangbangers and Gangbusters: The Sacra, Califas Onda" - Sam Ríos  
 "The Chicano and The American Criminal Justice System: A New American Dilemma" - Gregory Garza, *UCLA*  
 "Studying Gangs Cross-culturally: Mexican American, Afro American and Asian American Street Youth" - Diego Vigil
- 37 **Chicano Politics and Political Philosophy:** *Imperial B*  
**From Practice to Theory**  
 Chair: Rick Olguín, *University of Washington, Political Science*  
 "Deconstruction and Chicano Politics" Henry Flores,  
 "Revising Political Theory from Chicano Political Practice" - Raymond Rocco, *Political Science, UCLA*  
 "Confianza and Cooperation: Organic Solidarity and Economic Approaches to Political Organizing" - Rick Olguín, *Political Science*,  
 "Chicano Power and the Political Significance of Representation" José Mendoza

- 38 **Latino Politics in a Changing Community: The Case of Monterey Park** *Athenian*  
 Chair: Mary Pardo, *Chicano Studies, Calif. State Univ., Northridge*  
 "Immigration, Slow Growth and the Politics of Ethnicity" - John Horton, *Sociology, UCLA*  
 "Latinos and Ethnic Conflict in Suburbia" - José Calderón, *UCLA*  
 "Inter-Ethnic Relations and Japanese-American Political Response to Chinese Immigration" - Leland Saito, *UCLA*  
 "Latinas and the Process of Political Mobilization" - Mary Pardo, *Chicano Studies, Calif. State Univ., Northridge*
- 39 **The Fiction of John Rechy** *Florentine*  
 Chair: José Amaya, *UCLA*  
 Juan Bruce-Novoa, *Trinity University*  
 Ramon Gutierrez, *UC San Diego*
- 40 **Chicano Periodical Indexing Workshop** *Suite # 3*  
 Moderator: Lillian Castillo-Speed, *Chicano Studies, UC Berkeley*
- 41 **Chicano Political Empowerment in the 1980s:  
 A Critical Assessment and Projections for the Next Decade** *Cordoban*  
 Moderator: Antonio González, *SWVRP*  
 Andrew Hernández, *SWVRP*  
 Richard Martínez, *SWVRP*
- 10:45-12:15 **2nd Plenary Session: Chicana Issues :What Does Empowerment Mean?***Emerald*  
 Ada Sosa Riddell, *Chicano Studies, UC Davis*  
 Norma Iglesias, *Colegio de La Frontera*  
 Juana Gutiérrez, *Mothers of East Los Angeles*  
 Lourdes Aguelles, *Social Welfare, UCLA*
- 12:15-1:30 **Lunch Break**
- 1:30-2:45 **3rd Plenary Session: Political Action Committee** *Emerald*
- 2:45-3:00 **Bréak**
- 3:00-4:30 **SESSION FIVE**
- 42 **New Directions in Chicano History** *Roman*  
 Chair: Mario T. Garcia, *Chicano Studies, UC Santa Barbara*  
 "The Brown Scare: McCarthyism, The Los Angeles Committee for Protection of the Foreign Born, and Mexican-American Workers, 1950-54" - Jeffrey Garcilazo, *UC Santa Barbara*  
 "Language and Conflict in California: The Case of Fillmore, 1984-86" - Martín González, *UC Santa Barbara*  
 "The Sonoran Migration From California to the Pacific Northwest During the 1850s" - Erasmo Gamboa, *University of Washington*  
 "Mexican Women Organizing to Stop Deportations: Taking on the Red Scare" - Kathleen Ledesma Ochoa, *Otro Lado Publications*



- 43 **Conflicts and Divisions in Chicano/Chicana Politics** *Mediterranean*  
 Chair: Beatriz M. Pesquera, *Sociology, UC Davis*  
 "Schism Within the Ranks: González, Gutierrez and the National La Raza Unida Party" - Ignacio García, *Mexican American Studies and Research Center, University of Arizona*  
 "In the Service of Capital? Chicano Professionals in the Era of Reaganomics" - Isidro Ortiz, *Mexican American Studies, San Diego State University*  
 "The Movement Has Failed to Adequately Address Classism and Racism: Chicanas and the Women's Movement" - Beatriz M. Pesquera, *Sociology, UC Davis* and Denise Segura, *Sociology, UC Santa Barbara*
- 44 **The Ideological Dimension: Chicanos in the Political System** *Cordoban*  
 Chair: John Valadez, *Chicano Studies, University of Wisconsin*  
 "Competing Ideologies within American Mainstream Thought: A Challenge to the Mexican American Community" - Alfonso Cervantes, *Modern Languages, Metropolitan State College*  
 "Agenda-Building: A Theoretical Construct and Its Role in Expanding Participation in the Political Arena" - John Valadez, *Chicano Studies, University of Wisconsin*  
 "The Political Role of Ideology in Social Movements" - Raoul Contreras, *UCLA*
- 45 **The Politics of Chicano/Chicana Scholarship** *Imperial A*  
 Chair: Bill Flores, *Chicano-Latino Studies, California State University Fresno*  
 "Chicano Scholars and the National Association for Chicano Studies: Research Trends and Future Directions, 1974-1988" - Gilbert García,  
 "Looking Forward, Looking Back: The Socio-Politics of Chicano Scholarship" - Bill Flores, *Chicano-Latino Studies, California State University Fresno*  
 "The Professor is a Latina: A Study of Latina Faculty in California" - Mary Prieto-Bayard, *Psychology, California State, Long Beach*  
 "The Status of Latino Scholars and Their Scholarship in Academia" - Hisauro Garza
- 46 **Latinos in a Changing U.S. Economy** *Corinthian*  
 Chair: Discussant: Frank Bonilla, *Centro de Estudios Puertorriqueños*  
 "The Sources of Growing Inequality" - Martin Carnoy and Raul Hinojosa  
 "Gentrification in Chicago Barrios: The Struggle over Land Continues", Teresa Córdova, *University of Illinois, Chicago Circle*  
 "Los Angeles in Regional Comparative Perspective" - Paul Ong and Rebecca Morales, *Urban Planning, UCLA*  
 "New York in Regional Comparative Perspective" - Andy Torres,

- 47 **Literatura chicana: aspectos de expresión cultural** *Athenian*  
 Chair: Rafael Chabrán, *Whittier College*  
 "Resistance to Alienation: An Aspect of Chicano Cultural Expression"  
 Ignacio O. Trujillo, *Stanford University*  
 "Lectura programática de algunos cuentos de Miguel Méndez"  
 Arturo Flores  
 "Regeneración and the cuentos of Enrique Flores Magón" - Rafael  
 Chabrán, *Whittier College*  
 "Development of a Feminist Consciousness: From Exploration of the  
 Self to Political Discourse" - Clara Lomas, *Colorado College*
- 48 **The Op-Ed Piece: Getting Our Perspective into Newsprint!** *Florentine*  
 Moderator: Estevan Flores, *Sociology, University of Colorado, Boulder*  
 Estevan Flores, *Sociology, University of Colorado, Boulder*  
 Rudy Acuña, *Chicano Studies, California State University, Northridge*  
 Gloria Romero, *Women Studies, California State University, San Diego*  
 Leo Chávez, *Anthropology, UC Irvine*
- 49 **Developing a Chicana/o Studies Curriculum: For the 21st Century** *Imperial B*  
 Moderators: Adaljiza Sosa Riddell, *Chicano Studies, UC Davis*,  
 Alma García, *Santa Clara University*  
 Gary Keller, *Arizona State University, Tempe*  
 Mary Romero, *UC Berkeley*  
 Guadalupe San Miguel, *UC Santa Barbara*  
 Refugio Rochín, *UC Davis*  
 Cordelia Candelaria, *University of Colorado, Boulder*
- 50 **The Reality of Border Literature: Theory & Practice** *Corsican*  
 Chair: Roberta Fernández, *Occidental College*  
 "Theoretical Basis of Border Literature" - Dina Gutiérrez, *Santa Bar-  
 bara City College*  
 "Border Literature: Theory and Practice" - Roberta Fernández  
*Occidental College*  
 "Social Construct of the Chicano Man" - Carlos Flores, *Laredo Junior  
 College*

51	<b>Chicano Literary Currents</b>	<i>Moroccan</i>
	Chair: Marta Sánchez, <i>Literature, UC San Diego</i>	
	"Arturo Islas' <i>The Rain God: In Search of an Alternative Tradition</i> "	
	Marta Sánchez, <i>Literature, UC San Diego</i>	
	"Water as a Life Symbol in Rudolfo Anaya's <i>Tortuga</i> " - Jorge Thomas,	
	<i>Languague and International Affairs</i>	
	"Feminist Literary Syncretism" - Febe Portillo,	
5:00 - 7:00	<b>Regional FOCO Meetings</b>	
	<b>Colorado Region</b>	<i>Mediterranean</i>
	<b>Midwest Region</b>	<i>Athenian</i>
	<b>Northern California Region</b>	<i>Cordoban</i>
	<b>Rocky Mountain Region</b>	<i>Florentine</i>
	<b>Southern California Region</b>	<i>Roman</i>
	<b>Texas Region</b>	<i>Moroccan</i>
6:30 p.m. - 8:30	<b>Chicana Caucus Meeting</b>	<i>Corinthian</i>
	"Our Story Our Involvement in NACS"	
7:15 p.m. - 9:00 p.m.	<b>Poetry Reading</b>	<i>Roman</i>
12 noon - 2 a.m.	<b>Hospitality Room/No Host Bar/DJ</b>	<i>Gold</i>
9:00a.m. - 6:00 p.m.	<b>Book displays</b>	<i>Heinsbergen</i>

# Saturday

April 1

- 8:30 am - 2:00 pm      **Registration**      *Heinsbergen*
- 9:00-10:30      **SESSION SIX**
- 52      **Reviews of Current Chicana Studies**      *Corinthian*
- Chair: Cordelia Candelaria, *Chicano Studies, University of Colorado, Boulder*
- Reviewing Maria Herrera-Sobek and Helena M. Viramontes, *Chicana Creativity and Criticism: Charting New Frontiers in American Literature*  
Cordelia Candelaria, *Chicano Studies, University of Colorado, Boulder*
- Reviewing Gloria Anzaldúa, *Borderlands/ La Frontera: The New Mestiza* - Clara Lomas, *Romance Languages, Colorado College*
- Reviewing Margarita Melville, ed., *Chicanas at Work* - Mary Romero, *Sociology, Yale College*
- Reviewing Vicki L. Ruiz, *Cannery Women, Cannery Lives* - Rosaura Sánchez, *Third World Studies, UC San Diego*
- 53      **Chicana Literature as Cultural Critique**      *Florentine*
- Chair: Norma Alarcón, *Chicano Studies, UC Berkeley*
- "The Sovereign Self and the Woman of Color" Norma Alarcón  
*Chicano Studies, UC Berkeley*
- "Blurred Genres: Chicana Narrative in Self Ethnography" Alvina Quintana, *History of Consciousness, UC Santa Cruz*
- "The Poet as Abre Caminos" Inez Hernández, *Chicano Studies, UC Davis*
- 54      **U.S. - Mexico Relations: The Chicano and Mexican Perspectives**      *Athenian*
- Chair: Estevan Flores, *Sociology, University of Colorado*
- "Mexico's Current Political Trajectory vis-a-vis the U.S.: The Impact of the Bilateral Commission" - Jorge Bustamante, *Colegio de la Frontera*
- "Ramifications of the Immigration Reform and Control Act of 1986 on Mexico U.S Relations" - Marta Lopez-Garza, *Chicano Studies Research Center, UCLA*
- "Mexico-US Relations: A View from the Mexican Left" - Juan Manuel Sandoval, *Instituto Nacional de Antropología*
- "Chicanos, the PRI and the National Democratic Current" - Estevan Flores, *Sociology, University of Colorado, Boulder*
- Discussant: Alejandro Alvarez

- 55                    **The Role of Entertainment Media in the Chicano Community**                    *Moroccan*  
Moderator: Manuel de Jesus Hernández-G., *Washington State University*  
"The Artist and Political Involvement" - Lupe Ontiveros, *LA Theatre Workshop*  
"An Actor in Search of Better Roles in Television and Film" - Enrique Castillo, *LA Theatre Workshop*  
"Help Wanted: Screen Writers" - Bill Lansford, *Screenwriter*  
"Teaching the Film to Dance" - Miguel Delgado, Actor
- 56                    **Special Collections and Archives for Chicano Scholarship**                    *Corsican*  
Chair: Richard Chabrán, *Chicano Studies Research Center, UCLA*  
"Special Collections at the University of New Mexico: Enhanced Respect, Empowerment and Education" - Rose Díaz, *University of New Mexico*  
"Unlikely Sources for Chicano Archival Materials: Europe and Latin America" - Rafael Chabrán, *Whittier College*  
"Mexican American Literary Archives at the Bancroft Library" Genaro Padilla, English, *UC Berkeley*  
"Chicano Literary Archives at the University of Texas" - Juan Rodríguez, *Texas Luthern College*  
"Survey of Mexican American Literary Archives" - Raymond Paredes, English, *UCLA*
- 57                    **Rosita the Riveter: Mexican American Women During WW II**                    *Imperial A*  
Chair: Richard Santillán, *Ethnic Studies, Cal Poly Pomona*  
"La Asociación Hispano-Americana de Madres y Esposas: Tucson's Mexican American Women in World War II" - Christine Marin, *Arizona State University, Tempe*  
"Rosita the Riveter: Midwest Mexican American Women During World War II, 1941-1945" - Richard Santillan, *Ethnic Studies, Cal Poly Pomona*  
"Mexican American Women and Post-War Community Organizations" Juanita Vasquez, *SOY, East Chicago*

- 58 **Folklore and Folk Humor in Traditional U.S. Hispanic and Contemporary Chicano Literature** *Cordoban*  
 Chair: Gary Keller, *Arizona State University, Tempe*  
 "Humor in the Creative Literature of El Huitlacoche" - Santiago Daydi-Tolson, *University of Wisconsin, Milwaukee*  
 "Animal Metaphors and Folk Humor" - María Herrera-Sobek, *UC Irvine*  
 "The Poetic Duel in Traditional U.S. Hispanic Poetry and its Influence on Contemporary Chicano Literature" - Gary Keller, *Arizona State University, Tempe*  
 "Bilingualism and Folk Humor in Traditional and Contemporary Hispanic New Mexican Poets" - Randall G. Keller, *Arizona State University, Tempe*
- 59 **From the Other Side: L.A. Immigrant's Role in the Oaxaca Elections** *Imperial B*  
 Moderator: César Sánchez
- 60 **Latino Labor and Community Struggles: The Responsibility of the Chicano Intellectual** *Roman*  
 Eric Mann, *Labor Community Coalition*  
 Rudy Acuña, *Chicano Studies, California State University, Northridge*
- 61 **Chicanos and the Border** *Mediterranean*  
 Chair: Alfredo Cuellar, *San Diego State University*  
 "Fronterizos y Chicanos: Dónde se Encuentran y Dónde Se Apartan" Jaime Luján and Alfredo Cuellar, *San Diego State University*  
 "The Impact of the Immigration Reform Act of 1986 On the Chicano Community" - F. Rivera, *San Jose State University*  
 "Chicanoismo: Esbozos para Formular una Teoría" - S. Montero, *Universidad pedagógica nacional*  
 "Presentación y Análisis del Corrido" - J. Villarino, *San Diego State University*  
 Discussant: Arturo Ramírez
- 62 **Chicana Studies Curriculum :Assessing Our Course Offerings for the Future** *Board Room*  
 Moderator: Angelina Veyna, *Chicano Studies Research Center, UCLA*  
 Mary Pardo, *Chicano Studies, California State University, Northridge*  
 Mary Romero, *UC Berkeley*  
 Shirlene Soto, *California State University, Northridge*  
 Marrihelen Ponce, *University of New Mexico*

10:30-11:00	<b>Break</b>	
11:00- 12:30	<b>4th Plenary Session: Chicano Students</b>	<i>Crystal</i>
12:30-2:00	<b>Lunch Break</b>	
2:00-3:30	<b>SESSION SEVEN</b>	
63	<b>Chicano Underrepresentation in the Sciences: Problems, Needs, and Solutions</b>	<i>Imperial A</i>
	Moderator: Frank Gómez, <i>Chemistry, UCLA</i> Carlos Gutiérrez, <i>Biochemistry, California State University, Los Angeles</i> Eloy Rodríguez, <i>Biology, UC Irvine</i> Elsa Macías, <i>Biochemistry, California State University Los Angeles</i> Raymond García, <i>Biochemistry, Calif. State University, Los Angeles</i> Frank Gómez, <i>Chemistry, UCLA</i> Lorenzo García, <i>Science, Roosevelt High School</i> Debbie Bravo, <i>Endocrinology, UC Berkeley</i>	
64	<b>Chicano Studies Departments Workshop</b>	<i>Corsican</i>
	Moderator: Federico Sánchez, <i>California State University, Long Beach</i> Issac Cárdenas, <i>California State University, Fullerton</i> Ricardo Griswold del Castillo, <i>San Diego State University</i> Jorge García, <i>California State University, Northridge</i> Luis Arroyo, <i>California State University, Humbolt</i>	
65	<b>Teachers, Recruitment and Retention</b>	<i>Florentine</i>
	"Recruitment, Retention and Attrition of Hispanic Students" - James Jaramillo "Mentoring as a Strategy for Recruitment" - Ron Rodríguez, <i>California State University, Fullerton</i> "Schooling, Teacher Education and Community Empowerment: A Conflict of Interests?" - Bernardo Gallegos, <i>California State University Los Angeles</i> , Moisés Zepeda, <i>LA Unified School District</i>	

- 66 **A History of Chicanas in the National Association for Chicano Studies** *Moroccan*  
Moderators: Cynthia Orozco, *History UCLA*, Julia Curry Rodríguez,  
*Sociology, Arizona State University, Tempe*  
Adaljiza Sosa Riddell, *Chicano Studies, UC Davis*  
Gloria Cuadraz  
Irene Campos Carr  
Teresa Córdova, *University of Illinois, Chicago Circle*  
Alma García, *Santa Clara University*  
Julia Curry Rodríguez, *Arizona State University, Tempe*
- 67 **Latino Labor and Community Struggles: The Responsibility** *Roman*  
**of the Chicano Intellectual**  
Eric Mann, *Labor Community Coalition*,  
Rudy Acuña, *Chicano Studies, California State University, Northridge*
- 68 **Encuentro: Emergence of Chicano/Chicana Liberation Theologies** *Athenian*  
Chair: Gilbert R. Cadena, *UC Berkeley*  
"Ceremonia del Maíz y la Vida" - Lara Millan, *Graduate Theological Union, Berkeley*  
"Challenging the Sacred Cow: Chicanos, the Catholic Church and Empowerment" - Gilbert R. Cadena, *UC Berkeley*  
"Contributions to a Chicana/Chicano Spiritual Liberation Theology" Lara Millan, *Graduate Theological Union, Berkeley*  
"Towards Empowering El Pueblo: Sujeto histórico de su destino" Fr. Patricio Guillén, *LOS PADRES*  
"From Latin America to the Chicano Community: Teología Sin Fronteras" - Sr. Rosa Marta Zarate, *CALPULLI, Colton*
- 69 **Cultural Citizenship and Political Empowerment** *Cordoban*  
Moderator: Rina Benmayor, *Centro de Estudios Puertorriquenos*  
Richard Chabrán, *Chicano Studies Research Center, UCLA*  
Pedro Pedraza, *Centro de Estudios Puertorriquenos*  
Richard Flores, *University of Texas, Austin*  
Raymond Rocco, *Political Science, UCLA*  
Bill Flores, *Chicano-Latino Studies, California State University, Fresno*  
Carlos Vélez, *BARA, University of Arizona*
- 70 **Organizing to Empower Raza Undergraduates** *Corinthian*  
Moderator: Graciela Vasquez, *UCLA*  
Elías Serna, *UC Berkeley*  
Adrianna Mánjarrez, *UCLA*



71	<p><b>The Role of Research in Immigration</b></p> <p>Moderator: María Jiménez</p> <p>Estevan Flores, <i>Sociology, University of Colorado Boulder</i></p> <p>Peter Schey</p> <p>Victor Clark Alfaro</p> <p>María Jiménez</p>	<i>Imperial B</i>
72	<p><b>The Chicano Corrido</b></p> <p>Chair: Arturo Ramírez, <i>Mexican American Studies, San Diego State University</i></p> <p>"La historicidad del corrido" - Lupe Cárdenas, <i>Arizona State University, Tempe</i></p> <p>"Recent Heroines in the Chicano Corrido" - Arturo Ramírez, <i>Mexican American Studies, San Diego State University</i></p> <p>"Contemporary Chicano Corridos" - José Villarino, <i>San Diego State University</i></p> <p>Discussant: Justo Alarcón, <i>Arizona State University, Tempe</i></p>	<i>Mediterranean</i>
3:30-4:00	<b>Break</b>	
4:00-6:15	<p><b>NACS Organizational Business Meeting:</b></p> <p><b>Review of Changes and New Directions</b></p>	<i>Crystal</i>
12 noon - 2 a.m.	<b>Hospitality Room /No Host Bar</b>	<i>Tiffany</i>
9:00 pm - 2:00 am	<p><b>The NACS End Of Conference Pachanga</b></p> <p><b>Califas</b></p> <p><b>LA Salsa Society</b></p>	<i>Crystal &amp; Tiffany</i>
9:00 a.m. - 3:00 p.m.	<b>Book displays</b>	<i>Heinsbergen</i>

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Contact Henry Heitowit, c/o ICPSR Latino Statistical Workshop, P.O. Box 1248, Ann Arbor, MI 48106-1248. Deadline for receipt of applications: April 15, 1989.

and

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Contact Rose Ann M.-Rentería, Center for Mexican American Studies, Student Services Building 4.120, The University of Texas, Austin, TX 78712 or call (512) 471-4557. Deadline for receipt of applications: April 15, 1989.

**VXII Annual Conference  
National Association of Chicano Studies**

**Conference Summary**

**March 29 - April 1 Los Angeles, California**

**Wednesday, March 29, 1989**

2:00 pm - 8:00 pm  
7:00 pm - 9:00 pm  
8:30 pm - 9:30 pm

Registration — Heinbergen  
Political Action Committee Meeting — Roman  
**Welcome Reception — Grecian**

**Thursday, March 30, 1989**

8:30 am - 6:00 pm  
9:45 am - 11:15 am  
11:30am - 12:15 pm  
1:45 pm - 3:15 pm

Registration — Heinsbergen  
Concurrent Sessions  
Lunch — Biltmore Bowl  
**1st Plenary Session:**  
**The Community and Academic Advocacy — Biltmore Bowl**  
Concurrent Sessions  
Concurrent Sessions  
**Cultural Night — Biltmore Bowl**  
**Latins Anonymous**  
**Ruben Guevara**  
**Mariachi San Marcos**

1:45 pm - 3:15 pm  
3:30 pm - 5:00 pm  
8:00 pm - 10:30 pm

**Friday, March 31, 1989**

8:30 am - 5:30 pm  
9:00 am - 10:30 am  
10:45 am - 12:15 pm  
12:30 pm - 1:45 pm  
3:00 pm - 4:30 pm  
6:30 pm - 8:30 pm  
8:00 pm - 10:00 pm

Registration — Heinsbergen  
Concurrent Sessions  
**2nd Plenary Session: Chicana Issues — Emerald**  
**3rd Plenary Session: Political Action Committee — Emerald**  
Concurrent Sessions  
Chicana Caucus Meeting — Corinthian  
**Poetry Reading — Roman**

**Saturday, April 1, 1989**

8:30 am - 2:00 pm  
9:00 am - 10:30 am  
11:00 am - 12:30 pm  
2:00 pm - 3:30 pm  
4:00 pm - 6:15 pm  
9:00 pm - 2:00 am

Registration — Heinsbergen  
Concurrent Sessions  
**4th Plenary Session: Chicano Students — Emerald**  
Concurrent Sessions  
**NACS Organizational Business Meeting**  
**NACS End of Conference PACHANGA**

**Book Displays Daily 9:00 am - 6:00 pm in the Heinsbergen Room**  
**Hospitality Room / No Host Bar Daily 11:30 am to 2:00 am in the Gold Room**