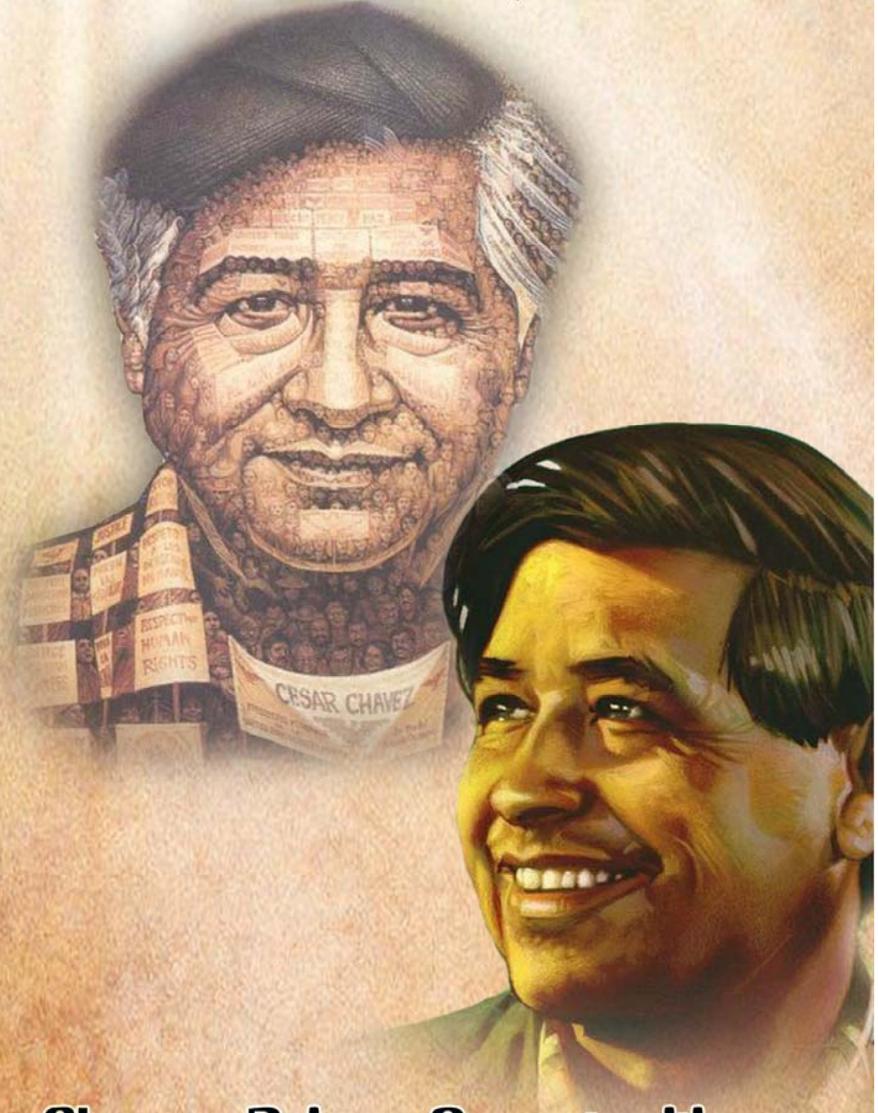


*Welcome to the Sixteenth Annual*  
**CESAR CHAVEZ**

Commemorative Celebration, April 7, 2009



**Change Brings Opportunities**

# In Cesar's Life...

**1938:** The Chavez family loses their farm during the Great Depression and begin following crops as migrant farm workers in Arizona and California.

**1944-45:** Cesar Estrada Chavez serves in the Navy in the Pacific during World War II.

**1947:** Influenced by his father's involvement in labor issues, joins his first union, the National Agricultural Workers Union.

**1952:** Recruited to work with Saul Alinsky's Community Service Organization, designed to help Latinos who have problems with immigration, police, etc.

**1958:** Chavez named General Director of CSO.

**1962:** Chavez leaves CSO after it refuses to form a farm workers union, and in Delano starts the precursor to the UFW-the National Farm Workers Association.

**1965, Sept. 8:** Filipino grape pickers in Delano go on strike for higher wages.

**1965, Sept. 16:** Chavez's union joins the strike against grape growers.

**1966, March 17:** Chavez and 70 strikers begin a march on Sacramento to drum up support for the union effort.

**1966, April 11:** The Chavez-led group marches to the State Capitol, its ranks swelled to as many as 10,000 supporters from around the Nation.

**1968, Feb. 14:** Cesar begins 25-day fast to garner support for non-violence in union organizing efforts.

**1968, March 10:** Cesar breaks fast in Delano with supporters, including Sen. Robert F. Kennedy.

**1968, March 24:** Cesar announces in Los Angeles, plans for a "worldwide boycott" of California Grapes.

**1968, July:** More than 100 grape growers and shippers sue Chavez and the UFW, claiming \$25 million in losses because of the boycott.

**1970:** Contract agreements between UFW and most major grape growers reached. Lettuce boycott begun.

**1972:** Cesar conducts a 24-day fast to protest right-to-work law.

**1973:** Chavez organizes United Farm Workers of Americas union, and a new round of boycotts begin when grape growers fail to renew contracts.

**1988, August 21:** Cesar ends a 36-day fast to protest pesticide use. The fast is the longest for the labor leader and left him severely weakened.

**1993, April 23:** Cesar Estrada Chavez dies, in San Luis, Arizona, near where he was born 66 years ago.

**2000, August:** State of California officially establishes Cesar E. Chavez holiday.

**2003:** U.S. Postal Service, unveils a Cesar E. Chavez postage stamp



## 2009 CESAR E. CHAVEZ COMMITTEE

### DCD – Building Inspection

Michael Angelo Silva  
Trish Dominguez

### Health Services

Lorena Barajas  
Arturo Cruz

### County Administrator's Office

Barbara Riveira

### Board of Sup. – District IV Office

Luis Quinonez

### Employment and Human Services

Olga Rivera

### General Services

Gail Myers

### Countywide Youth Commission

Joan Tomasini

### DCD – Community Development

Raymond Wong

### Member in Memoriam

Gina Martin

# Sponsors

Contra Costa County Board of Supervisors

Contra Costa Health Services Department

Contra Costa Employment & Human Services Department

Contra Costa Public Works Department

Contra Costa General Services

Public Employees Union, Local #1

AFSCME, Local #2700

## Acknowledgements

Building Inspection Division Staff

**Food prepared by:** Los Panchos Restaurant

**Beverages donated by:** Safeway, Inc.

**Flowers:** Granshaw's Flowers

**Flyer Design by:** Sonido Eclipse

**Program Design by:** Brenda Martinez

# Cesar Chavez Program April 7, 2009

Welcome:

Susan A. Bonilla  
Chair, Board of Supervisors

Master of Ceremonies:

Michael Angelo Silva  
Chief, Property Conservation

Musical Performance:

Mariachi Juvenil Real de San Pablo

2009 Youth Hall of Fame  
Presentation of Awards

County-wide Youth Commission

Keynote Speaker Introduction:

Arturo Cruz  
City of San Pablo Council Member

Keynote Speaker:

Gonzalo Rucobo  
Bay Area Peacekeepers

Entertainment:

Bailes Folclóricos OLIN de Contra Costa  
Onda Norteña

Presentation of certificates to  
Sponsors &

Board of Supervisors

Closing Remarks:

Adjourn:

Michael Angelo Silva

*Refreshments immediately  
following ceremony  
in foyer*

# Past Speakers

<u>YEAR</u>	<u>SPEAKER / PLAY</u>
2008	Jim Hernandez, Youth Violence Prevention Specialist Johnny Rodriguez, One Day at a Time, Founder
2007	State Senator Liz Figueroa (D-Fremont)
2006	Honorable Judge Maria Rivera
2005	Nicolas Vaca, PhD. Attorney at Law
2004	Ruben Rosalez, Assistant District Director, U.S. Department of Labor
2003	Peter Garcia, President of Los Medanos College
2002	Dolores Huerta, VFW Co-founder of Cesar Chavez
2001	Paul R. Chavez, Grandson of Cesar Chavez
2000	Paul Ramirez, Federal Investigator, Department of Labor
1999	Teresa Delgado, 1st Granddaughter of Cesar Chavez
1998	Play, "Maria" written by Richard Martinez, Director of Contra Costa County Housing Authority
1997	Play, "Los Regalos" (The Gifts), written by Richard Martinez
1996	Play, "The Warriors", written by Richard Martinez,
1995	Play, "Abuelito, ¿Quién es Cesar?" (Grandfather, Who is Cesar?) Latino Student Alliance, Diablo Valley College
1994	Ed Trujillo, Chair of Drama Department, Diablo Valley College



## HIGH SCHOOL AWARDS (continued):

### **School Leadership: Leann Saw - 12<sup>th</sup> grade, San Ramon Valley High School**

*Representing youth who exhibit outstanding school pride and who lend a helping hand for the good of the school.*

"Leann is an outstanding scholar, leader and an incredibly responsible, focused and dedicated student. She sets the standard with her drive, organization, intelligence and compassion. She has served as class President for the past three years and is currently the Associated Student Body President. Leann does a great job representing and serving her classmates. She goes out of her way to serve and encourage those around her and is always positive, polite and respectful to peers and adults." Leann also gives of herself outside of school so the whole community is fortunate to experience the wonderful leader she has become.

### **Sports Leadership: Matt Chao - 12<sup>th</sup> grade, De Anza High School**

*Representing youth who work unselfishly for the good of the team.*

"Matt is an amazing leader and a well rounded young man." When no one else tried out for the golf team, he continued forward and tried to find teammates on his own. He didn't want this sport to be eliminated. "Matt has encouraged others to join the team to help reduce fees and equipment expenses so that his peers may share this experience. Matt is well aware of the limited resources of his community and peers." Matt also enjoys volunteering by serving at fundraising dinners, tutoring children, singing Christmas carols at Senior Centers or raising money for LN-4 Prosthetic Hands. Being a role model, representing your school and being proud of your school are what makes Matt a great leader.

### **Sports Leadership: Chelsey Christiansen - 12<sup>th</sup> grade, Miramonte High School**

*Representing youth who work unselfishly for the good of the team.*

"Chelsey has dedicated much of her four years of high school life to basketball. She sets the example as both a player and a leader on her team." With the dismissal of their coach this past summer, Chelsey bridged the gap, served as the team captain and helped transition in the new coach. Chelsey's leadership skills were once again tested this past fall when she learned that their former coach unexpectedly died from a heart attack. The team looked to Chelsey to help guide them through their sadness and grief. Chelsey is hoping to one day become a basketball coach. She is already on the right track with her wonderful leadership of her teammates.



### **RISING STAR AWARDS (continued):**

#### **Good Samaritan: Adrian Racela - 8<sup>th</sup> grade, Pleasant Hill Middle School**

*Representing youth who go out of their way to do good without getting recognition.*  
“Adrian is endlessly unselfish every day. He helps those absent receive their homework assignments; he welcomes helping others learn and never makes them feel small or diminished; he comforts students who are sad by making them laugh; he steps in when there is a misunderstanding to help solve the problem or correct the misunderstanding. Adrian deserves this award because he is good and kind and makes the world a better place everyday.”

### **HIGH SCHOOL AWARDS:**

#### **Artiste: Kaylee Johnson - 12<sup>th</sup> grade, Carondelet High School**

*Representing youth who use their musical, literary or artistic talent to benefit the school or community.*

Kaylee’s dance ability surpasses the ordinary. Not only is she a gifted dancer, she is a creative choreographer. Kaylee’s gift was showcased when she was selected choreograph a dance and coordinate the dancers from nine different schools for a special performance for the Bishop of the Diocese of Oakland. Kaylee balances her dance life with academics, student government and volunteering. “She puts her entire heart and soul into her dancing and everything else she does to benefit her school and community.”

#### **Good Samaritan: Brenda Amaya-11<sup>th</sup> grade, De Anza High School**

*Representing youth who give their time and energy to a worthy organization or cause.*  
“Brenda is like a breath of fresh air. She has a positive attitude that is contagious. She walks into a room and makes people feel at ease because of her presence. This is a special gift.” Brenda helps students who need information, not by telling but by showing. “She demonstrates leadership, an ability to take the initiative and a sense of duty to help her neighbor.” Being a Good Samaritan is second nature to Brenda and is demonstrated everyday no matter where she is or what she is doing.

#### **Valiant Volunteer: Amanda Calamoneri-12<sup>th</sup> grade, San Ramon Valley High School**

*Representing youth who give their time and energy to a worthy organization or cause.*  
“Amanda has found a passion for raising money for the Juvenile Diabetes Research Foundation. With her youngest brother living with type 1 Diabetes, she not only says, “Let’s raise money”, she creates and leads the fundraisers. Amanda is also part of a team of students that headed up an original *My Tee Saves the World* campaign. The team designed and sold t-shirts that benefited many nonprofits. To round out her volunteer interests, Amanda has spent many hours working with her sister school, Peres Elementary School in Richmond. “Amanda stands out as a true leader in the community for the initiative she takes to help others and aid their causes.”



### **Bailes Folclóricos OLIN de Contra Costa**

Was organized in March 1990 by East Contra Costa County residents and Antioch’s sister city, Lázaro Cardenas Michoacan, México, who sent a dance instructor as a resource for four months in 1990. That effort confirmed the need to strengthen cultural exchange in Contra Costa County and to continue the partnership with the growing Latino community. Our volunteer based group is a vital link to the East Contra Costa community and provides a great opportunity for cultural education and entertainment. OLIN presents suites from the Mexican states of Jalisco, Sinaloa, Veracruz, Nayarit, Sonora, Chihuahua, and Baja California Norte. For more information, please contact (925) 427-4268.

### **Mariachi Juvenil Real de San Pablo**

They are an inspiring youth mariachi group out of San Pablo, CA who have entertained audiences all over the bay area with their unique sound and talent. The group’s leaders, Maestro Pineda Cayetan and Carlos Campos, give back to the youth by teaching them about their cultural roots through the performing arts. The music that they play is traditional mariachi music from the regions of Mexico, such as, rancheras, los sones, and cumbias. Mariachi Juvenil Real de San Pablo have been together for over two years and enjoy giving back to the community. For more information, please contact Pineda Cayetan at (510) 232-6592.

### **Onda Norteña**

Two seasoned musicians, Freddy Maldonado and Eleuterio Trevino out of Contra Costa County, take pride in entertaining audiences with their majestic sounds. Onda Norteña has been together for many years and has inspired many fans along the way. They play a variety of music such as nortenas, boleros, cumbias, corridas, and polkas. For more information, please contact Eleuterio Trevino at (925) 207-1230.



# Keynote Speaker



**G**onzalo Rucobo grew up in Richmond, CA and was once a gang member himself. As a kid, he glamorized the gang life that his cousins led. Then at age 12, after his parents got divorced and his father played only a part-time role in his life, he began “banging.” In 1991, his wife and two baby daughters were shot at while she was driving his car. They were not hurt, but the event shook Rucobo.

Rucobo, who was a warehouse and mailroom worker at the Oakland Army Base, began working to bring kids off the street and into his church in his spare time. He got into music and helped organize concerts with old Latin rockers and new rap artists. At one show, they passed out brown rags for people to wear instead of blue and red, the gang colors. Soon, he began full time gang intervention work with Familias Unidas in schools, courts and communities.

In 2000, Rucobo moved on to work at Centerforce at San Quentin State Prison with men returning to the greater bay area and moved up from case manager to program manager.

In 2006, he started working with NFL Hall-of-Famer Jim Brown, with the Amer-I-Can life skills program as their Northern California Regional Manager.

In 2007, Rucobo and Valerie Arce, a long time friend and colleague, decided it was time to start a gang intervention program that would touch those individuals that the community and society had given up on. That’s when Bay Area Peacekeepers was created.

Rucobo has a network with gang members of all ages in Richmond that he uses to keep a pulse on what’s going on. Rucobo has been featured in several documentaries that can be found on the internet. He is also part of The Gathering for Justice Coalition with Harry Belafonte, a movement for coordination to engage organizations in a common covenant for Justice and Ending Child Incarceration. His work has been recognized by law enforcement, city and state officials, and multiple community based organizations around the United States.



The Countywide Youth Commission's role is to give the youth of Contra Costa County a voice and the power to change their world and to be contributing citizens; to provide a link between youth and the Board of Supervisors on issues relating to young people; and to form partnerships with schools, community-based organizations, government and businesses to cooperatively address the concerns of young people countywide.

## *Youth Hall of Fame*

Sponsored by

**The Board of Supervisors**

& the

**Countywide Youth Commission**

The signature annual event of the Countywide Youth Commission (CYC) is the **Youth Hall of Fame Awards**. This is a series of awards given every year to deserving youth (between 12 & 18 years of age) from Contra Costa County whose achievements would otherwise go unnoticed. The CYC believes that there are many people who make valuable contributions to our community and are rarely recognized for these good deeds.

We are pleased to announce that two outstanding middle school youth and six outstanding high school youth have been chosen for the **Contra Costa County Youth Hall of Fame**. The **Youth Hall of Fame** was established in 1998 as a way to recognize the commitment and service of local youth to their peers, schools and communities. Honorees’ names will be added to a commemorative plaque in the lobby of the Board of Supervisors’ Chambers.



### **RISING STAR AWARDS:**

**Artiste: Brandi Fong - 7<sup>th</sup> grade, Valley View Middle School**

*Representing youth who go out of their way to do good without getting recognition.*  
“Brandi is a very skilled artist. Her submitted art sample has a wonderful message of love. “She works hard to do her best and her best happens to be outstanding. As her Art Teacher, I appreciate her work ethic not just based upon her extraordinary talent and skill level, but also because of her mature attitude.”

*High School Awards continued on next page...*