



CONTRA COSTA COUNTY  
BOARD OF SUPERVISORS  
Announces the 22<sup>nd</sup> Annual

*Cesar E. Chavez*

Commemorative Celebration



**Viva La Causa**  
*Long Live the Cause*

**Tuesday, March 31st, 2015**

# Chavez's Life...

**1927:** Cesar Estrada Chavez is born on March 31, 1927 in Yuma, Arizona.

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

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

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

**1952:** Chavez is recruited to work with Saul Alinsky's Community Service Organization (CSO), designed to help Latinos who have problems with immigration and police.

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

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

**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 swell 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 Senator 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 the United Farm Workers of Americas Union, and a new round of boycotts begins 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 leaves him severely weakened.

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

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

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

**2012:** The Military Sealift Command Pacific christened the USNS Cesar Chavez (T-AKE-14) and activated and dedicated the ship in honor of Cesar Chavez.

# *Cesar E. Chavez*

*22<sup>nd</sup> Annual Commemorative Celebration  
& Youth Hall of Fame Awards  
March 31, 2015*

*Mistress of Ceremonies*

ROBIN LIPETZKY, PUBLIC DEFENDER

*Welcome*

JOHN GIOIA, CHAIR, BOARD OF SUPERVISORS

*Musical Performance*

MARIACHI NUEVA LEYENDA

*Keynote Speaker*

FRANCES PALACIOS

*Entertainment*

BALLET FOLKLÓRICO NETZAHUALCOYÓTL

*Board of Supervisors*

INTRODUCTION OF HONOREES AND PRESENTATION OF  
2015 YOUTH HALL OF FAME AWARDS

*Acknowledgement & Adjournment*

*Refreshments immediately following ceremony in foyer*

## Keynote Speaker

### *Frances Palacios*



*F* r a n c e s  
Montalvo  
Palacios,  
president of  
Palacios Productions and  
founder of atruelatina.com  
is an award winning media  
professional with over  
20 years in broadcasting  
and television production  
experience, from sales and  
management to executive  
producer. Ms. Palacios is a

former Univision executive and an expert on the growing Latino market in the U.S.

Ms. Palacios is bilingual, English/Spanish, and has lived and travelled frequently throughout Mexico. A passionate Latina, she has been involved with many organizations throughout the Bay Area that focus on healthcare, business, culture and education. Ms. Palacios has mentored many students and served as president of the Chicana/Latina Foundation, as well as served as a past board member of La Clinica, Center for Training and Careers, National Academy of Television Arts and Sciences and numerous other non-profits in the Bay Area. She holds degrees in Mass Communications and Business, having attended St. Mary's College in Moraga.

Palacios Productions works with many associates on different projects in the entertainment, cultural, non-profit and business sectors.

# Past Speakers

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<u>YEAR</u>	<u>SPEAKER / PLAY</u>
2014	Alvaro Ramirez, Ph. D., Professor, Department of Modern Languages St. Mary's College
2013	Juan Coria, Deputy Regional Administrator, U.S. Department of Labor
2012	María Leticia Gómez, Journalist
2011	Blas G. Guerrero, Ph.D., Dean of Student Development, Los Medanos College
2010	Jane C. Garcia, CEO of La Clínica De La Raza
2009	Gonzalo Rucobo, Bay Area Peacekeepers
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, Los Medanos College
2002	Dolores Huerta, VFW Co-founder with 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

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# *Entertainment*

## MARIACHI NUEVA LEYENDA

Founded in 2012 under the leadership of Juan Mandujano, Mariachi Nueva Leyenda is a group of nine musicians descended from Colima, Jalisco, and Guanajuato, Mexico. Ranging from ages 12 to 17, this younger generation group brings the culture and sound of their Mexican roots by performing the ancient tradition of Mariachi music with elegance and grace.

Based in the San Francisco Bay Area, Mariachi Nueva Leyenda has performed in private and public venues to include fundraisers, birthdays, holiday parties, masses and special events for Cinco de Mayo and Dia de los Muertos throughout the cities of Richmond, San Pablo and San Francisco.





## BALLET FOLKLÓRICO NETZAHUALCÓYOTL

Ballet Folklórico Netzahualcoyotl was founded in Marin County (San Rafael) in 1996. Director Netzahualcoyotl Vidal was born in the city of Compostela, Nayarit, Mexico, and studied Mexican Folkloric dance at the acclaimed Escuela de la Danza Mexicana Jaime Buentello Bazán from the time he was a young boy on through his early adult life. For the past twenty years, he has been an instructor and director of Mexican Folkloric Dance. He started his dance career as a director at San Rafael High School in Marin County where he taught for three years. In 1996 he founded Ballet Folklórico Netzahualcoyotl, and is currently the general and artistic director. He teaches both adults and children in different locations such as San Rafael, Concord and Santa Rosa. Since then, it has evolved into a dance company with its own unique style, costume designs, music and choreography. For many years the Ballet's highest goal has been to research our folklore and share with the world some of Mexico's most prized gifts: its dances, customs and traditions!

The Ballet Folklórico Netzahualcoyotl currently comprises more than 100 students. Student's ages range from five years old and up from many different cultures. The group participated in many local events and venues including the Annual San Francisco Ethnic Dance Festival, Kids Dancing For Kids, the Marin County Fair, Petaluma Fair, Sonoma Fair, Solano County Fair, the San Rafael District Schools. The mission of the Ballet Folklórico Netzahualcoyotl is to empower our Community and to educate the general public by providing a greater understanding and appreciation for Mexican culture and folklore through music, dance and traditional art forms.

# Contra Costa County Youth Hall of Fame

## 2015 Honorees

### **Valiant Volunteer: Christina Lopez – Age 17, 12th grade, Carondelet High School**

As a senior at Carondelet High School, Christina enjoys poetry, French, plays the flute in the school band and takes Advanced Placement classes. In addition to her studies and extracurricular activities, she volunteers her time with Building Blocks Children's Center (an organization that works with and supports children in a safe, secure and stimulating environment), and at the Food Bank of Contra Costa & Solano where she has volunteered countless hours for the past three years. Christina currently dedicates 3-4 nights a month volunteering at the Food Bank, demonstrates her leadership with a smile as part of the Food Bank team, without ever seeking recognition for her efforts.

### **Good Samaritan: Austin Jacob Rickli – Age 18, 12th grade, Heritage High School**

Austin has participated and volunteered for many community activities but what sets Austin apart is the time he takes every Tuesday evening to mentor and tutor or just hang out with 10-year-old Adam. Austin takes the time every week to help Adam practice his trumpet, work on math homework or anything else Adam might need help with. Austin's calm presence, patience and ability to explain math homework has been a tremendous help and is one of the reasons Adam has gained confidence in his studies. Austin may not realize it but he is making a difference changing the world one person at a time.

### **School Leadership: Natalie With – Age 17, 12th grade, Freedom High School**

Natalie is the Community Services Commissioner at Freedom High School and as such has coordinated two blood drives with a third to be held this May. She has run a food drive to help community families, has coordinated a fundraiser that raised over \$600 for patients with Leukemia through the Pennies for Patients program, and has contributed well over 100 community service hours fundraising and volunteering on various other projects on and off campus. Natalie is a highly motivated self-starter with a very strong work ethic. She is ranked in the top 10% of the 600 senior students at Freedom High School with a 3.93 total GPA. She has been involved with student leadership for three years and is the President of the Choir Club.

### **Sports Leadership: Anthony Vasquez – Age 18, Contra Costa College**

Anthony is a graduate of Hercules High School and is currently attending Contra Costa College. Anthony has always kept busy; he plays various sports year round whether it is soccer, basketball, baseball, or football. Anthony is a leader in sportsmanship, is motivational, dedicated and always a team player. As a result of his leadership and ability to be a positive team player he received 1st Team All-League in Baseball his senior year. Anthony has been a six-month member of "The Explorer" a program with the City of Hercules Police Department where he stands out for being charismatic and working well with other team members. He has been assigned a member of the Posts' coveted SWAT team and competed in January at the Tactical Competition in Chandler, AZ with good results. Anthony is expected to be one of its future leaders.

## *Sponsors*

CONTRA COSTA COUNTY BOARD OF SUPERVISORS

CONTRA COSTA HEALTH SERVICES DEPARTMENT

CONTRA COSTA EMPLOYMENT & HUMAN SERVICES DEPARTMENT

CONTRA COSTA PUBLIC WORKS DEPARTMENT

AFL-CIO CENTRAL LABOR COUNCIL

PUBLIC EMPLOYEES UNION, LOCAL 1

IBEW LOCAL UNION 302

## *Acknowledgements*

CATERING: *Los Panchos Restaurant*

FLOWERS: *Granshaw's Flowers &  
Gracie Lerma, Public Defender's Office*

FLYER / PROGRAM DESIGN : *Wiz Huang*

PUBLIC WORKS: *Print & Mail, Custodial & Recycling Services*

VISUAL SUPPORT SERVICES: *CCTV*

DISPLAY: *Raymond Martinez*



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John Gioia  
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Mary Piepho  
District III

Karen Mitchoff  
District IV

Federal Glover  
District V

Candace Andersen  
District II

## 2015 Cesar E. Chavez Committee

### PUBLIC DEFENDER'S OFFICE

*Robin Lipetzky*  
*Gracie Lerma*  
*Andrea Martinez*

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*Melissa Hickok*  
*Eren Mendez*

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*Barbara Riveira*

### CONSERVATION & DEVELOPMENT

*Trish Dominguez*

### HEALTH SERVICES

*Lorena Barajas*  
*Hortencia Nunez*

### OFFICE OF THE SHERIFF

*Ian Hebert*

### MEMBER IN MEMORIAM

*Gina Martin*

*We cannot seek achievement for  
ourselves and forget about progress  
and prosperity for our community...  
Our ambitions must be broad enough  
to include the aspirations and needs of  
others, for their sakes and for our own.*

*Cesar Chavez*



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*Thank  
you  
for  
Attending*

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