

PSLC Pennsylvania Statewide Latino Coalition

MISSION STATEMENT

The Pennsylvania Statewide Latino Coalition (PSLC) is a non-profit, non-partisan alliance of Latino leaders, organizations, community activists, students, and individuals that serves as a statewide institutional catalyst for positive social change and political advancement. Its primary purpose is to analyze issues of common concern to Latino communities throughout the Commonwealth and develop strategies for espousing and advocating a Latino perspective before the various levels of government, the private sector and other relevant institutions.

VISION STATEMENT

PSLC seeks to serve as an instrument for the unification of community voices to take action by advocating for empowerment, protection of human and civil rights, and building a solid social and political movement. PSLC proactively addresses issues and concerns such as: economic development and education, leadership development and political advancement. This coalition of leaders has come together to proactively address issues and concerns, which are impacting the social, economic, educational and political advancement of Pennsylvania's Latino population.

GOALS

To call attention to the state's Latino issues and concerns, the coalition has determined it should take positive action to provide public awareness. PSLC sponsors an annual three-day conference of workshops and seminars, designed to promote a statewide agenda. The conference attracts a broad spectrum of individuals and organizations that are interested in learning how to better serve their Latino clients and constituents.



HIGH SCHOOL STUDENTS

PSLC is once again inviting 11th and 12th grade students to participate in its conference. The conference has always had a special emphasis on the education of Latino youth. This is the 8th year high school students have been invited to participate. PSLC feels that students will benefit greatly from the experience of interacting with peers from other areas of the state, as well as from the uplifting and motivating experience from attending the conference activities.

ESSAY CONTEST

ANNUAL STATEWIDE WRITING CONTEST FOR LATINO STUDENTS
Topic: "Why is my Latino heritage important to my future?"

The Pennsylvania Statewide Latino Coalition invites students to participate in a statewide writing contest. Latino students throughout the Commonwealth will have an opportunity to submit essays on the topic: "Why is my Latino heritage important to my future?" The winners, together with their parents, will be invited to the PSLC Conference Leadership Luncheon on **October 22, 2004.**

ESSAY CONTEST PRIZES/AWARDS

There will be three categories of winners: 3rd-5th grades, 6th-8th grades, and 9th-12th grades. Prizes will be awarded as follows: 1st Place winners in each category \$500, 2nd Place winners in each category \$300 and 3rd Place winners in each category \$100. All participants will receive a certificate of participation for submitting an essay.

Winners will be notified no later than October 8, 2004.

For further information, please contact Dr. Francisco Alarcón at (724) 357-2206 or by email at falacron@grove.iup.edu.

BECOME A CONFERENCE SPONSOR

Don't miss the opportunity to become a proud sponsor of this conference at the level of your choice:

Diamond	\$15,000
Platinum	\$10,000
Gold	\$ 5,000
College and University	\$ 2,500
Business	\$ 2,000
Community Based	\$ 1,000



ENTERTAINMENT & SPECIAL EVENTS

Thursday YOUTH NIGHT

Grupo Fuego & Caliente provides area students with the opportunity to learn about themselves and their cultural heritage, while strengthening their self-confidence and self-esteem levels through dance and music. Since its creation, Grupo Guego & Caliente has been recognized by key officials such as former Pennsylvania Governor Tom Ridge, Philadelphia Mayor John F. Street and the U.S. Congress.



Saturday TOURS - PHILADELPHIA THE PLACE THAT LOVES YOU BACK

The "City of Brotherly Love" Philadelphia welcomes the 9th Annual Pennsylvania Statewide Latino Coalition Conference. The city tours will include trips to the historic sites such as the Liberty Bell, City Hall, and Fairmount Park. An added tour this year will be a trip to the "Barrio's" revitalizing murals.



Friday - LEARN TO DANCE SALSA

Get ready to put your dancing shoes on after dinner on Friday! Learn the latest Salsa moves and steps from top Salsa instructors.

GALA DANCE

PSLC is pleased to bring you a night of nonstop great entertainment. For the 9th Annual PSLC Dinner/Dance Gala we are proud to bring to you Jimmy Jorge and the Latin Express and Raul Acosta y Su Orquesta Oro Sólido.

Jimmy Jorge and the Latin Express is a Philly-based group that boasts of musicians who have played with a host of Latin royalty, including Johnny Pacheco, Isidro Infante and Tito Puente, to name a few. Headed by Jimmy Jorge, the dynamic percussionist, the band's 12 year history is evident in every performance. Jimmy Jorge & The Latin Express enhance their professional sound with the talents of lead singer, Anthony Silva, who has performed with Sonora Ponceña.



PSLC is proud to present Raul Acosta y Su Orquesta Oro Sólido who are celebrating their 10th Anniversary. Over the years, Oro Sólido has become a worldwide Latin music show, doing concerts in over 100 cities all around the world. Come and dance to their innovating fusion of hip-hop and merengue as they take you on a musical journey.

CONFERENCE SITE

ADAM'S MARK HOTEL

City Avenue & Monument Road
Philadelphia, PA 19131

PSLC CONFERENCE SPECIAL ROOM RATE

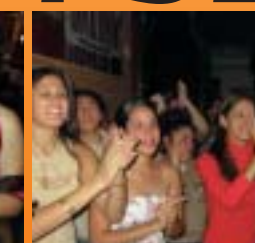
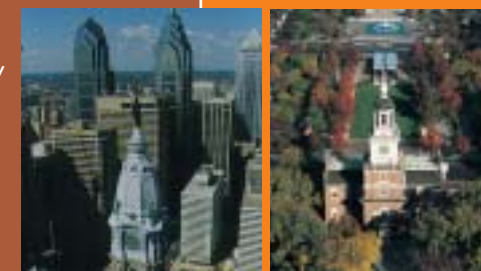
General Rate: \$ 109.00
Students Rate: \$ 80.00 Discounted Rate Limited Availability

For hotel reservations call: (215) 581-5000 (local)
(800) 444-2326 (toll-free).

Conference Room Rate is guaranteed until September 30th, 2004. After that date, reservations will be taken on a space availability basis only

Parking: \$5.00 per day

Transportation: The Adam's Mark Hotel is conveniently located near Philadelphia's International Airport (14 miles), 30th Street Station (Amtrak) (6 miles), and the Greyhound Terminal (7 miles). Cabs are readily available from those locations.



PROGRAM BOOK ADVERTISEMENT

Each year PSLC publishes an attractive 8 1/2" x 11" color and black & white program booklet that will be distributed to all who attend the conference. PSLC also mails hundreds of copies year-round in response to requests about the event. The booklet contains the conference itinerary, workshop descriptions, a floor plan and a list of sponsors. PSLC would like to thank you for demonstrating your support to the Latino community and the activities of the organization by placing your ad in the conference program book.

PROGRAM BOOK ADVERTISEMENT

	Color	Black & White
Inside Full Page	\$900	\$800
Inside Half Page	\$500	\$450
Inside 1/4 Page	n/a	\$300
Inside 1/8 Page	n/a	\$200

Amount Enclosed \$ _____

Deadline for submission of artwork: October 1, 2004.

There will be a \$75 set-up charge for work not camera-ready.

SEND ARTWORK (HIGH RESOLUTION) TO:

PSLC
c/o 2004 Conference
1211 N. 2nd Street
Philadelphia, PA 19122
(215) 425-7752
email: pslc2004c@aol.com

Last Name (Please type or print clearly) _____ First Name _____ Middle Initial _____

Company/Organization/School _____

Address _____

City _____ State _____ Zip Code _____

Phone (Area Code & Number) (Extension) _____ Fax (Area Code & Number) _____ E-mail _____

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PSLC Conference 2004
1211 North 2nd Street
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www.pslconline.org

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"Recordando el pasado, para mejorar el futuro"

REMEMBERING THE PAST, TO IMPROVE THE FUTURE



October 21-23, 2004
Adam's Mark Hotel
Philadelphia, PA

PSLC 9TH ANNUAL CONFERENCE

EVENTS

PSLC ANNUAL GENERAL ASSEMBLY

The conference kicks off with the annual membership meeting which will provide an update on the progress, success, and growth of the advocacy work done by the Coalition including reports from the regional committees, goals, and objectives for the coming year and a look at our past, present, and future.

POLICY LUNCHEON

The Policy Luncheon will set the tone for the events of the conference as a keynote speaker will address the attendees with a message on the current state of Latino affairs locally and on a national level. This year being an election year, Latinos will have the opportunity to set an agenda and play a vital role in deciding the presidency.

GENERAL/STUDENT NETWORKING SESSIONS *New Event!*

This year we are pleased to introduce a structured environment where the general public and students will have the opportunity to share ideas, philosophy and problem-solving techniques with peers and colleagues from around the state. Discussions are sure to arise surrounding many of the current issues facing Latinos today.

EMPOWERING LATINA WOMEN BREAKFAST *New Event!*

Men and women alike will experience a motivational and inspiring message focused on empowering Latinas in our communities to become better and stronger leaders.

REGIONAL CAUCUSES

The Regional Caucuses will offer attendees the opportunity to provide input on issues and concerns pertaining to their specific geographical area and community. Participants will receive information on projects and endeavors PSLC is currently involved with in these areas. Participants will be able to join their local committee during this session. These caucuses are the mechanism in which PSLC derives its goals and objectives for the following year.

STUDENT CAUCUS AND PLENARY

Students gather to share experiences and talk about their issues as young leaders. They will share their community concerns and explore how they can help play a role in community organizing and development.

LEADERSHIP LUNCHEON

In what has become one of the most popular and inspiring events of the conference highlighting the issues facing Latinos today, the Leadership Luncheon has featured prominent Latino leaders from all over the country who motivate the attendees in a call for action politically, socially and economically.

CLOSING ASSEMBLY

The 2004-2005 PSLC Board of Directors will meet with the conference participants to jointly develop the community and advocacy issues to be addressed in the coming year. Conference participants have an opportunity to share issues of concern and direct input in the PSLC 2004-2005 Advocacy Agenda.

SCHEDULE

THURSDAY, OCTOBER 21, 2004

8:00 AM – 6:00 PM Registration
 7:00 AM – 12:00 PM Exhibit Set-up
 1:00 PM – 6:00 PM Exhibit Display
 9:00 AM – 11:45 AM General Assembly
 12:00 PM – 2:00 PM Policy Luncheon
 2:15 PM – 3:45 PM Workshops
 4:00 PM – 5:30 PM Workshops
 5:30 PM – 7:00 PM General Networking Sessions
 8:00 PM – 12:00 AM Youth Night/Dinner on Your Own

FRIDAY, OCTOBER 22, 2004

8:00 AM – 4:00 PM Registration
 8:00 AM – 4:00 PM Exhibit Display
 8:00 AM – 9:00 AM Empowering Latina Women Breakfast
 9:00 AM – 10:30 AM Regional Caucuses
 9:00 AM – 10:30 AM Student General Sessions (High School & University)
 10:45 AM – 12:00 PM Essay Contest
 12:00 PM – 2:00 PM Leadership Luncheon
 2:15 PM – 3:45 PM Panels/Workshops
 2:15 PM – 3:45 PM Student General Workshops
 4:00 PM – 4:30 PM Student & Regional Chairs Summit
 6:00 PM – 7:30 PM Sponsor Thank You Reception (Invitation Only)
 7:30 PM – 9:00 PM Gala Dinner
 9:00 PM – 9:30 PM Salsa Dance Lesson
 9:30 PM – 2:00 AM Gala Dance

SATURDAY, OCTOBER 23, 2004

10:00 AM – 12:00 PM Brunch & Closing
 12:30 PM – 2:00 PM Tours

REGISTRATION PACKAGES

THREE-DAY PACKAGE: The three-day package includes: General Assembly, Thursday Luncheon, Workshops, Networking Sessions, Youth Night, Empowering Latina Women Breakfast, Regional Caucuses, Student General Session, Essay Contest, Leadership Luncheon, Gala Dinner, Gala Dance, and Closing Assembly & Brunch.

THURSDAY ONLY PACKAGE: This package includes all of the following activities: General Assembly, Thursday Luncheon, Workshops, Networking Sessions, and Youth Night.

FRIDAY & SATURDAY ONLY PACKAGE: This package includes all of the activities: Empowering Latina Women Breakfast, Regional Caucuses, Student General Session, Essay Contest, Leadership Luncheon, Workshops, Gala Dinner, Gala Dance, Brunch, Closing Assembly and Tours.

GALA DINNER & DANCE PACKAGE: This package includes the Gala Dinner, Free Salsa Dance Lessons, and Gala Dance.

GALA DANCE ONLY PACKAGE: This package includes: Free Salsa Dance Lessons and Gala Dance. Tickets will be available at the door at a higher rate.

HIGH SCHOOL STUDENTS PACKAGE (FRIDAY ONLY): This is a special educational package for high school students, which includes: Student Caucus, Student General Session, Essay Contest, Leadership Luncheon, and Workshops.

WORKSHOPS

ARTS & CULTURE

From Cultural Clashes - to Fusion - to Worldwide Implications: The artistic development and contributions of the Puerto Rican people:

This workshop will explore the cultural/artistic development of the Puerto Rican people as a reflection of a history constructed by colonization, multicultural fusions and originality of expressions with worldwide significance and messages for the possibilities of a truly multicultural society of the future.

Hablando Spanish: The Bilingual Demand:

This interactive workshop for youth/students will discuss the importance of being bilingual in our homes, communities, and workplace, while focusing on how to capitalize on this valuable skill.

COMMUNITY DEVELOPMENT

Hispanic Media: A Solution that Serves the Community:

The Latino population is the fastest growing group nationally and locally. Similar to the growth of the population, Latino media is providing entertainment and information to meet the demands of this group. Despite the Census 2000 data showing the huge growth of Latinos, organizations are slow in opening its advertising budgets to reach them. Latinos have huge buying power and key characteristics that make them "dream" consumers. In a society based on consumerism, Latinos have the right to make the right choices a Latino media is a crucial vehicle to inform with content that's relevant to the Latino community. However, since Latino media like English language media is advertising driven, its growth and ability to educate Latino consumers are cut short.

Latino Civil Rights Movement, Past, Present and Future: (Two Part Panel)

For years, the United States has believed that the civil rights movement began with Martin Luther King, Jr. Although Mr. King has been an instrumental player in civil rights movement, there have been many Latino(a) activists involved in the civil rights movement throughout the U.S. and whose work have been forgotten. It is time to have an open dialogue and share with each other our knowledge of our involvement in the civil rights movement both in practice and in theory. In addition, this would be a great opportunity for the youth to be involved in learning about their past, learning how the past has impact on their current life, and also what they can do now to better their future.

ECONOMIC AND BUSINESS DEVELOPMENT

How to Take Control of Your Financial Future:

When people are overwhelmed with too much information, they procrastinate instead of plan. They worry instead of taking action, and they reach roadblocks instead of goals. This financial management workshop can provide you with the financial skills you need to take control of your financial future. We would like to clearly illustrate the advantages of working with a plan and the implementation of financial strategies that will continue after this workshop. "Remember, is not how much you make, is how much you keep!"

Secrets to Owning Your Dream Home:

Purchase the home of your dreams regardless of your past credit history! Learn the secrets that other lenders don't want you to know: loan qualifying and how to maximize your buying potential, the secrets of credit repair, how to rebuild your credit, and more important information you need to buy your dream home.

ADDITIONAL WORKSHOPS TO BE ANNOUNCED

EDUCATION

The Importance of Education and Professional Development:

This interactive and fun session will teach individuals how to strike a balance between family, community, work, and education. Often individuals feel as though they are unable to advance themselves both personally and professionally because they feel overwhelmed with their current responsibilities. Ms. McGarvey will teach individuals the art of striking a balance and learning effective time management skills. Finding that perfect balance requires taking the time to find out what you value in terms of work, personal development, and family life.

Latino Forum: A Community Dialogue with the Honorable Dr. Francis Barnes, Secretary of Education, Commonwealth of Pennsylvania.

Dr. Francis Barnes, the Commonwealth's first African-American Secretary of Education, is the person who will lead the state's education reform initiatives. Participants will have the opportunity to bring questions and concerns related to Latino educational issues in an interactive dialogue with the Secretary.

Who Said It Couldn't Be Done? Higher Education Access for Undocumented Students:

One of the most pressing issues facing the Latino community today is the lack of access of undocumented students to college and university education. Penn State law professor Victor Romero will outline the nature of the problem in PA and around the country, the measures state and federal governments have proposed to correct the situation, and ways by which interested audience members can get involved in lobbying their legislators for relief.

HEALTH

WORKSHOPS TO BE ANNOUNCED

IMMIGRATION

The Latino Roundtable: Promoting Economic, Cultural, and Community Opportunities to the Latino Community of Southwestern PA:

Representatives from key organizations in Southwestern Pennsylvania will conduct an interactive panel that intends to promote economic, cultural and community opportunities for the Latino population of this region by providing a brief background history, the accomplishments made by this community, and also sharing a clear overview of present agenda and key challenges. Suggestions as to how we can help each other overcome challenges and leverage efforts will be presented.

Immigration: Breaking the Barriers and Building Bridges of Collaboration among all Latino groups in Southeastern PA:

Unique to all Latinos, as opposed to other immigrants, is that they share a common language, Spanish. All Latinos must deal with issues of discrimination, lack of good education, economic development while others face bureaucratic and legal contingencies relative to their immigrant status. These barriers make it difficult for Latinos to identify with one another. This workshop will work to address these issues and open a dialogue of unity and a common agenda vital to the well being of all Latinos in Southeastern Pennsylvania.

'Hot Issues in Immigration and the Latino Community':

In 1996, the immigration laws were changed and became much tougher on immigrants. These changes affected many Latinos who had hopes of legalization in the United States. The objective of this presentation will be to familiarize community leaders on the legal problems facing immigrants, as well as to offering a comparison of various legislative solutions. Some of the topics that will be addressed: family based immigration, employer sponsorship, NACARA benefits for Guatemalans and El Salvadorans (NACARA is the

Nicaraguan and Cuban Adjustment Act), temporary protected status for Hondurans and El Salvadorans, asylum, and other legalization programs. In addition, the Bush announcement, the Agricultural Jobs Bill, the Dream Act, and the SOLVE Act will be discussed.

LEADERSHIP ADVANCEMENT

Community Leadership through Mediation:

This workshop will discuss how community leaders can encourage the use of mediation skills to empower themselves, and others, to arrive at positive, win-win-solutions through dialogue and the utilization of advanced communication skills to address some issues of dissent or crime in a positive manner without needing to resort to the judicial system. It will also explore ways in which community leaders can use non-traditional resolution skills to manage traditional community dispute and non-serious crime issues.

Leadership and Philadelphia's New Mexican Community:

Through La Casa de los Soles, a community-based non-profit organization and community center, members of the Philadelphia Mexican community will offer this presentation. These recent immigrants have been partaking in leadership development and organizing within their community to address its needs. This presentation will speak of this organizing process and the general status of the city's newest immigrant group, los Mexicanos, of which there are over 15,000.

POLITICAL EMPOWERMENT

"Latinos and the Elements of Power":

This workshop will present the elements of power and how the Latino community can position itself to be major influence on public policy, particularly at the state and local levels. Latinos will learn how to identify proper resources to assist their communities, identify sources of small business development and how to make connections with decision makers that include elected officials, philanthropists and foundations chairs. In addition, hard-nosed commentary on why Latinos are still struggling with resources and how we can work towards gaining more access to political and economic systems will be presented.

REGISTRATION

ANNUAL CONFERENCE
 REGISTRATION FORM
 October 21-23, 2004

PARTICIPANT INFORMATION

(Please type or print clearly. Complete a separate form for each individual. Photocopies accepted.)

Last Name	First Name	Middle Initial
Company/Organization/School		Title
Work Address	City	State Zip Code
Work Phone (Area Code & Number) (Extension)	Cell Phone/Pager	Fax (Area Code & Number) Work E-mail
Mailing Address (if different from above)	City	State Zip Code
Home Phone (Area Code & Number)	Cell Phone/Pager	Fax (Area Code & Number) Personal E-mail

REGISTRATION PACKAGE

(Check Package Desired and Price According to Registration Status)

	EARLY BIRD BY 9/30/04	FINAL BY 10/15/04	COLLEGE STUDENT RATE
<input type="checkbox"/> Three-Day Package	\$ 150	\$ 195	\$ 65
<input type="checkbox"/> Thursday Only	\$ 95	\$ 110	\$ 45
<input type="checkbox"/> Friday Only	\$ 140	\$ 165	\$ 65
<input type="checkbox"/> Dinner/Gala Dance	\$ 80	\$ 100	—
<input type="checkbox"/> Gala Dance Only	\$ 35	\$ 35	\$ 35
<input type="checkbox"/> High School Students: Friday only - 8:00 AM - 5:30 PM			\$ 50

TOTAL AMOUNT ENCLOSED:

\$ _____

Purchase orders not accepted. No refunds will be permitted unless requested and received in writing by PSLC Conference Co-Chair, Ben Ramos, Jr. on or before 10/15/04. On-site registration will begin on October 21, 2004.

Mail checks payable to:
PSLC Conference 2004
 1211 North 2nd Street
 Philadelphia, PA 19122

Pennsylvania Statewide Latino Coalition Tel: (215) 425-PSLC • Fax: (215) 425-7338 • Email: pslc2004@aol.com • Web: pslconline.org

CONFERENCE DEMOGRAPHICS

(Optional) This information is strictly confidential and it will not be provided to any third party.

ETHNICITY	AGE	HOUSEHOLD INCOME	EDUCATION
<input type="checkbox"/> Hispanic/Latino (Please specify) _____	<input type="checkbox"/> 12 – 15 yrs.	<input type="checkbox"/> \$ 1 - 15,000	<input type="checkbox"/> High School
<input type="checkbox"/> Caucasian/White (Not of Hispanic origin)	<input type="checkbox"/> 16 – 19 yrs.	<input type="checkbox"/> \$ 15,001 - 30,000	<input type="checkbox"/> Some College
<input type="checkbox"/> Black/African American (Not of Hispanic origin)	<input type="checkbox"/> 20 – 30 yrs.	<input type="checkbox"/> \$ 30,001 - 45,000	<input type="checkbox"/> Bachelor's Degree
<input type="checkbox"/> Asian/Pacific Islander	<input type="checkbox"/> 31 – 40 yrs.	<input type="checkbox"/> \$ 45,001 - 60,000	<input type="checkbox"/> Master's Degree
<input type="checkbox"/> Native American/Alaska Native	<input type="checkbox"/> 41 – 50 yrs.	<input type="checkbox"/> \$ 60,001 - and up	<input type="checkbox"/> Doctorate Degree
<input type="checkbox"/> Other (Please specify): _____	<input type="checkbox"/> 51 – 60 yrs.		<input type="checkbox"/> Student (Grade): _____
	<input type="checkbox"/> 61 and up		<input type="checkbox"/> Other (Please Specify): _____

I hereby agree to indemnify, defend, and hold PSLC, its directors, officers, employees, workers and agents harmless from and against any loss, injury, damage, costs or expense, including attorneys fees, suffered or incurred by me in connection with any and all activities, operations, or events associated with the 2004 PSLC Conference, except for any liability caused by PSLC's gross negligence or willful misconduct.

PLEASE SIGN REGISTRATION FORM

Signature _____ Date _____

Please indicate if you need special accommodations. Describe: _____

