



CHICANOS POR LA CAUSA 28TH ANNUAL DINNER

Keynote Address

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“Dime con quien andas, y te dire quien eres.”

Wise words, which I know hold a special meaning for all of us here this evening: “Tell me who your friends are, and I’ll tell you who you are.”

More than any other organization that I know of, Chicanos Por La Causa is defined by its friends. Since its founding in 1969 in South Central Phoenix, CPLC has grown into one of the nation’s largest community development corporations.

With 37 offices in 20 cities across our state, CPLC touches the lives of Arizonans from all social and economic groups, regardless of race, color, religion or age. For 28 years, CPLC has woven itself into the tapestry of our community by cultivating strong and enduring partnerships.

“Dime con quien andas, y te dire quien eres.” Let me tell you who CPLC is.

CPLC is Incubator Park, a program that helps get new businesses off the ground in undeveloped communities through partnerships with the Arizona Community Foundation, Arizona Public Service, the City of Phoenix and several local financial institutions.

CPLC is Via de Amistad, a counseling and training program that prepares parenting youth and displaced homemakers for the workplace through a partnership with Allstate Insurance.

CPLC is venture capital for small businesses statewide, which is lent through partnerships with Wells Fargo Bank, Norwest Bank and Bank One.

CPLC is retail jobs for minorities at Sky Harbor Airport, provided through a 10-year, \$10 million partnership agreement with Pam Del Duca.

CPLC is new elevators for senior citizens living in housing projects in Safford, which are being installed through a partnership with Phelps Dodge.

And, through the support of partners such as the Arizona Diamondbacks, AT&T, KTVK Channel 3, Pepsi, States Savings Bank, the State of Arizona, Phoenix Newspapers and the Phoenix Suns, as well as numerous legal firms across the state, Chicanos Por La Causa is:

- Mentoring and literacy programs for elementary schoolchildren and high-school dropouts.
- Treatment programs for chemical dependency.
- Immigration services.
- Shelter for victims of domestic violence.
- A museum and cultural center.
- Affordable housing for low- and moderate-income families.
- Job training for the economically disadvantaged.
- A credit union.
- Bilingual counseling services.
- Economic development of blighted areas.
- Social services for senior citizens.
- And numerous other outreach programs that enrich our entire community.

CPLC also is a vibrant organization that's stronger than ever, as evidenced by new relationships with partners such as Arvizu Productions, Mastercard International, McDonalds, Nordstrom, Tosco Corporation, Western Plains, the Phoenix Coyotes, Phoenix Healthplan and Phoenix Memorial Hospital.

I could spend the rest of the evening naming off CPLC's roster of partners, but in the interest of time I'll just add one more name to the list: America West Airlines, the official airline of CPLC. On behalf of our company, I can attest to the two-way benefits of teaming up with CPLC.

At America West, we understand the value of a good partnership. In each of the communities we serve, our company develops partnerships with civic and charitable organizations such as the National Association of Latino Elected Officials, Valle del Sol, Friendly House and the Arizona Hispanic Chamber of Commerce.

Partnerships are becoming increasingly important in the world of business, as companies seek ways to cost-effectively extend their reach. For example, America West has formed key partnerships with Mexican tourism offices that have facilitated our expansion on Mexico's Pacific Coast. Over the past two and a half years, our airline has inaugurated service to five destinations in western Mexico, making us the dominant U.S. carrier in the region.

America West's growth in Mexico has coincided with our intensified emphasis on attaining a greater share of the Hispanic market in the United States. Hispanics represent an increasingly significant market segment, a fact that our company is not alone in recognizing.

Hispanics are the second largest and fastest growing market segment in the U.S., and are rapidly entering higher income and educational levels. Over the next fifteen years, the Hispanic population is projected to increase by more than 45 percent. By 2010, it is expected that about 14 percent of the U.S. population will be Hispanic. With growth comes greater economic clout. Hispanic buying power in the U.S., which today stands at about \$280 billion, is projected to skyrocket to nearly \$1 trillion by 2010.

There is much to be gained by securing a foothold in this growing market. Demographic studies tell us that Hispanic consumers are more brand-loyal and less price-conscious than other ethnic market segments. Businesses with any amount of foresight are already working to effectively position their products and services with the Hispanic market.

The growth of the Hispanic population will be accompanied by expanding political and social influence. And with this greater influence comes a greater responsibility to exercise leadership in such a way as to benefit the collective good of the community. For Hispanic businesses as well as individuals, this presents the opportunity to become a fully integrated partner in all aspects of community progress. However, this doesn't mean becoming assimilated into Anglo culture. Just the opposite.

It means bringing to the forefront the power of Hispanic culture and tradition. It means having a firm understanding of who you are and where you come from. As Cervantes said in his masterpiece Don Quixote: "Propóngase conocerse a sí mismo, la cual es la lección más difícil en el mundo."

"Make it thy business to know thyself, which is the most difficult lesson in the world."

An effective partnership is reinforced by the individual strengths of each partner. Our society stands to benefit greatly from the emerging wave of Hispanic business, political and community leaders...and the unique perspective that they provide.

With this in mind, I'd like to salute this evening's award recipients for the leadership they've shown in furthering "the cause" throughout Arizona. As Sol Trujillo, president and CEO of U.S. West Marketing Resources and a longtime friend, has said: "Leadership comes from what you do and the ways you do it... from the example that you set."

As Hispanic leaders in your communities, your efforts and examples will pave the way for many who will follow in your footsteps. For 28 years, Chicanos Por La Causa has been a pioneer on the frontier of a changing society. They could not have come as far – and done so much so well -- without the invaluable support of their many partners and friends.

"Dime con quien andas, y te dire quien eres." Take a look around this room – and around this community – and you'll see just who CPLC is.

Thank you.