

**La Raza
UNIDA**



The main purpose of this booklet is to inform people of the efforts being made by La Raza Unida to encourage more raza to become aware of la causa and committed to it. Raza people need to be recruited to employ individual talents, energies, knowledge, etc., for the good of the total community.

La Raza Unida, through coalition, allows raza to observe and relate to raza thinking today and to influence the conceptual developments of our movement in a positive and creative way.

No one can be so naive as to claim that our problems will be solved immediately by becoming involved in La Raza Unida. On the contrary, involvement usually means greater responsibility, frustration, and struggle. However, as one progresses, one also receives much satisfaction in knowing that he or she is making a meaningful contribution to society through a recognized and respected name, La Raza Unida. A participant receives individual recognition and positive group identity through involvement; consequently he or she strengthens our purpose, la causa and our drive.

La raza is an energetic people, our various histories will attest to that fact; we can be proud of our historical accomplishments. What we must now realize and achieve is the renewed respect of others for raza by breaking down the negative perceptions they have about us. We will replace these misconceptions with the many valuable features of our make-up. This work in abstraction is a most difficult one, yet we can draw strength from our mystic raza, our rich heritage, and from roots which are deeply embedded in the American soil.

Our first goal, then, must be the restructuring of la raza for carrying out our historical role as a people, individually and collectively.

In June of 1968 there were fourteen (14) areas of the state represented on La Raza Unida Steering Committee. Most of those serving on the Steering Committee were either spokesmen and/or concerned raza.

Some of these were later elected as presidents of their locales; others chose to play the role of the catalyst in their areas. The original Steering Committee included the following areas and persons:

Name /Nombre	Area /Area		
Manuel Delgado	Lansing	Gumecindo Salas	Detroit
José Lozano	Lansing	Jesse Soriano	Detroit
George Arceniega	Saginaw	Inocencio Ochoa	Flint
Robert Uribe	Saginaw	Rufus Castillo	Flint
Richard Castillo, Sr.	Carrollton	Samuel García	Jackson
Alberto Pulido	Detroit	Simón Gaitán	Jackson

El propósito de este libreto es de informar a la gente de los esfuerzos de La Raza Unida para impulsar a la raza a que se den cuenta y se envuelvan en la causa. Se necesita utilizar el talento, las energías, sabiduría, etc., de cada individuo de la raza, para el mejoramiento total de la comunidad.

La Raza Unida, por medio de coalición, permite que la gente sepa y que se relacione con el pensamiento de La Raza de hoy día y que influya en el desarrollo conceptual de nuestro movimiento de una manera positiva y creadora.

Nadie puede existir en un estado de pasividad creyendo que nuestros problemas se van a resolver inmediatamente al participar en La Raza Unida. Por el contrario, participación siempre quiere decir más responsabilidad, frustración y lucha; sin embargo, al tiempo que uno se adelanta, uno va recibiendo la satisfacción también en saber que él o ella están contribuyendo con algo vital a la sociedad por medio de un nombre reconocido y respetado, La Raza Unida.

El participante individual también recibe reconocimiento y una identificación colectiva por su participación, consecuentemente dan poder a nuestra meta, la causa y nuestro trabajo.

La raza es un pueblo enérgico, nuestras variadas historias muestran eso; tenemos orgullo de nuestros esfuerzos históricos. Lo que tenemos que hacer ahora es realizar y llevar a cabo, es renovar ese respeto de nuestro pueblo de tal manera de romper las actitudes negativas que otros sostienen hacia nosotros. Los negativos se reemplazarán por las características valerosas de nuestro carácter universal. Este trabajo abstracto será difícil, pero siempre tomaremos nuestra energía de nuestra raza mística, nuestra herencia rica, y de nuestra raíz, que surge y está cimentada hondísimamente en la tierra americana.

La primera meta llega a ser la de rehacer la raza para llevar a cabo el papel histórico de nuestro pueblo, individual y colectivamente.

En junio de 1968 había catorce (14) áreas del estado representadas en La Mesa Ejecutiva Guiadora. Ellos eran activistas o raza interesada.

Algunos se eligieron como presidentes de sus capítulos; otros decidieron tomar la tarea de organizadores de su propia área. El Comité Guiador Original incluyó las siguientes áreas y personas:

Tomás Martínez
Irene J. Alba
Jane González
Leo Rivera
Seferino Mendoza
Roberto Sánchez

Grand Rapids
Grand Rapids
Muskegon
Mt. Pleasant
Pontiac
Pontiac

Gilberto Sáenz
Henry García
John Castillo
Ray Cárdenas
Joe Vargas
Fidel García

St. Louis
Alma
Kalamazoo
Coldwater
Battle Creek
Six Lakes

In September of 1968 there were two hundred and fifty (250) paid members in the state. In December of 1970 there were one thousand sixty (1,060) paid members. It is not what one might call phenomenal growth; it is however a steady and promising development. Furthermore it is in keeping with La Raza Unida's philosophy of striving for progress and development, through involvement.

La Raza Unida's philosophy of encouraging raza to become actively involved in la causa is based on two principles: first, it is important to establish an efficient communication system to keep la raza informed about the constructive activities of La Raza Unida (this information can be used either for direct participation or for acquiring general knowledge about the benefits made available to the community as a result of these activities); second,, as an individual becomes involved in an area of community concern, La Raza Unida believes that person will seek out active support for the involvement. Such support usually results in an awareness of the necessity of unity and coalition. This awareness will serve as an internal stimulus for increased participation in the form of unity and coalition.

During the intitial two years, most of La Raza Unida's efforts have been directed at getting attention from state government and statewide institutions to focus on la raza's needs.

During the next year or two, La Raza Unida will be developing a Local Coalition Organizational Manual to assist local coalitions in influencing local structures to be responsive to the needs of la raza at the local levels of the state. The Local Coaliton Organizational Manual will begin the process of training people to utilize the machinery of a democratic government for acquiring the rights and guarantees stated in the Constitution of the United States.

LA RAZA UNIDA PRESIDENTS

President

Gabino García
 Gumecindo Salas
 Inocencio Ochoa
 Tony Mojica
 José E. Rodríguez, Sr.
 Segundo Garcez
 Samuel García
 Manuel Alfaro
 Lorenzo Galván
 Epifanio López
 Gilbert Guevara
 Elvira Solís
 José Javier Ramos
 Antonio R. Aguinaga
 John Ramírez
 Jesse Carmona
 José Joaquín García

Chapter

Battle Creek
 Detroit
 Flint
 Grand Rapids
 Gratiot County
 Holland
 Jackson
 Lansing
 Oceana County
 Muskegon Oceana
 Saginaw
 Van Buren County
 Allegan County
 Muskegon
 Muskegon
 Bay City
 Kalamazoo



(Standing, left to right)

(Parados, de izq. a der.) Jesús Soriano, Luis Guzmán, Inocencio Ochoa, Alfonso Treviño, Jane González, Samuel García, Lorenzo Galván, Daniel Sosa, Sr., Feliciano Méndez, Paula Muñoz, Miguel Uriegas, Henry García, David Torrez, William Gómez, Stanley Sternborn, Rubén Alfaro.

(Seating, left to right)

(Sentados, de izq. a der.) Roy Fuentes, Marjoiire López, José García, Santiago Ríos, Ray Delgado, Olga Villa, Elvira Solís.