



Recordando el pasado, fortaleciendo nuestro futuro.

Remembering our past, **empowering our future.**

36TH ANNUAL CHICANO COMMENCEMENT

San José State University | Mexican Heritage Plaza | May 28, 2006

Chicano Commencement Committee would like to thank everyone for helping with such a huge project. During the printing of this book, the committee noticed a few bios that were not correctly placed. As such we offer those students an apology and provide this insert as a formal correction.

Leticia Barajas

Major: B.A. in Sociology emphasis in Criminology

I will never forget and always cherish my college experience. Having my parents support has been invaluable in helping me succeed in college. I would like to give thanks to my parents Jesse y Roselia and the rest of my family for encouraging me always to accomplish my goals. This thanks also goes to the lovely ladies of Sigma Omega Phi, you girls have been my family away from home.



Francisco Diaz

Major: B.A. in Kinesiology

Le doy gracias a Dios por darme la dicha de llegar a este momento. En especial a mis padres, gracias por su amor, apoyo y sabiduría que me han brindado durante toda mi vida. Jeza, Cuca and Vero, by being who you are you have shown me the road to success and many other important lessons about life. Thank you for everything, I love you girls.



Ruben R. Flores

Major: B.S in Civil Engineering

Quisiera darle gracias a Dios, a mis padres, Irma y Ruben, por apoyarme, guiarme, y siempre estar presente cuando los necesito. Dad, gracias por abrirme puertas. Mom, gracias por tu cariño. Mita, por ser fuerte and being there. Chio, por hacerme sentir como un niño y hacerme reir. Liz thanks for being part of my life. Gracias a mis amigos, familiares y hermanos por vida: GAMMA ZETA ALPHA, mi segunda familia.

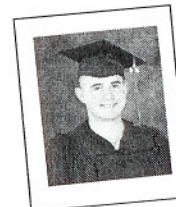


Javier Garibay

Major: International Business

Minor: Area Studies

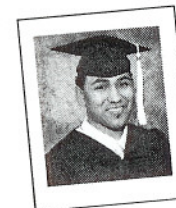
Special thanks to mom, Esther, Becky, Aida, and Naomi. Without your love and support I would not be graduating. I love you all. Thank You to all my brothers (past & present) at the Theta Chi Fraternity with your help I have developed the necessary skills to succeed in my college and post-college career. Theta Chi, Gamma Xi for Life.



Felipe Gutierrez

Major: B.A. in Sociology emphasis in Criminology

Quiero tomar este tiempo para darle gracias a mis padres por todo el sacrificio y esfuerzo que han enfocado en mi. Desde niño tengo recuerdos de mis padres tratando de darnos la mejor vida posible. Siempre nos han tratado de darnos la mejor impresión del sueño Americano y darnos lo que ellos nunca tuvieron. Y en este día tan especial quiero ser el de darles la gracias por su apoyo en poder cumplir mis sueños universitarios. As my little cousin Emiliano once said, "we made it."

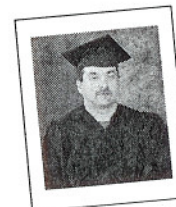


Maximo Zepeda

Major: Behavioral Science | Sociology

Minor: Area Studies

I would not be here if it weren't for my family. Thank you for your love and support in my journey out here. It has been a very long road and the most difficult part of it all is being away from home. You all have made this possible. The books, the rides, the care packages, and everything else you helped me with, I truly appreciate it. To my homies back home, those who understand, acknowledge, and respect what I do; I send great love to them. To Spo and the rest of the fellas...viva Chole...





Patty Herrera

Director, Multi-Cultural Initiatives | Oakland Raiders

Patty Herrera graduated from San Jose Staté University in 1994 with a degree in Public Relations and a minor in Spanish. Patty began her professional career working for Kaiser Permanente Health Plan Marketing. In 2002 Patty joined the Oakland Raiders and given the task of creating a Hispanic Initiatives Department.

Before joining the Raiders Hispanic Initiatives program Patty was a Raiderette for 8 years and was a captain for three. In 1999 she was awarded Raiderette of the Year where she represented the Raiders at the Pro Bowl in 2000. She participated in the 2001 American Bowl in Mexico, the 2000 Pro Bowl and the 2002 Super Bowl. Patty has been involved in numerous charity and community events over the years such as The Boys & Girls Club, Boy Scouts, Special Olympics, American Diabetes Association, Easter Seals and the Alameda 4th of July Parade.

In 2004 Patty was promoted to Director of Multi-Cultural Initiatives.

David Ocampo

President | Milagro Marketing

David Ocampo has been developing creative brand-building campaigns for over 10 years and has worked in a variety of community relations and marketing positions for over 15 years.

David has a MA degree in Mexican American Studies and an Undergraduate degree in Advertising from San José State University. David has also studied Advertising at The National Taiwan Academy of Arts in Taipei Taiwan. Before opening Milagro Marketing, David was the Director of Marketing for the Mexican Heritage Corporation and was instrumental in driving creative strategies securing audience participation for one of the nations largest Hispanic cultural arts facilities, the Mexican Heritage Plaza.

David lives with his wife Sonia and two children in San Jose California.



Eddie Garcia

Chairman of the Board | Mexican Heritage Corporation

Eddie García has worked in politics, business, education, and with community-based organizations for over two decades. He is a native of San José's east side, and a graduate of James Lick High School, and San Jose State University, where he earned a place on the Dean's list in the History Department.

Eddie is the Director of Government Affairs for Comcast Cable Communications in the South Bay. Responsible for maintaining corporate communications with Members of Congress, State Legislators, and local elected officials who represent the South Bay area

Prior to his career in the telecommunications industry, he was the legislative assistant to former San José Vice Mayor Blanca Alvarado, served as campaign manager for her successful election to the Santa Clara County Board of Supervisors.

Eddie is currently the Chairman of the Board of the Mexican Heritage Plaza in San José and serves on several other community boards. Recently, he was selected for a fellowship at the American Leadership Forum of Silicon Valley – a non-profit organization that brings business, education, political, and community leaders together to work on issues to improve our community.

Eddie is married to Sandra Peralta, a Principal in the Alum Rock Union School District. Eddie and Sandra have two daughters: twelve-year-old Marisa and eight-year old Erica.

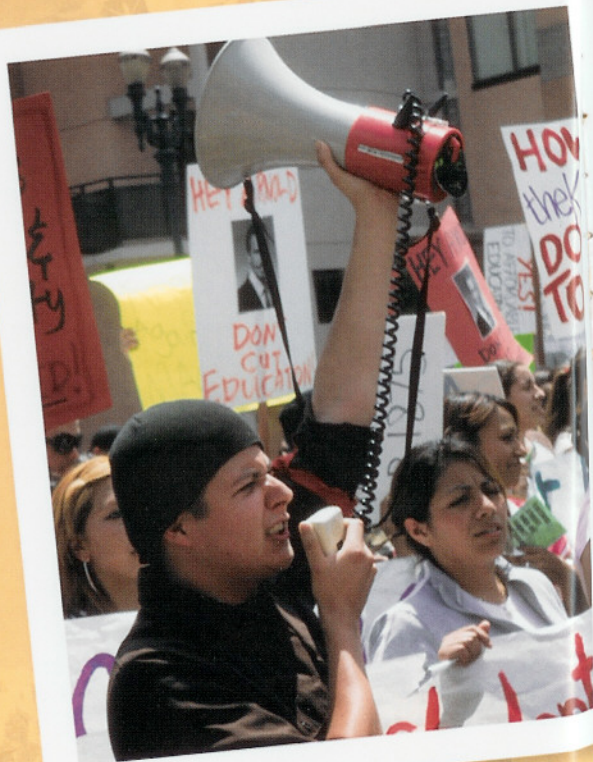


History

A graduation celebration born in a time of protest has survived into an era of relative calm on the San Jose State University campus that thrives today. Chicano Commencement, a separate graduation celebration at SJSU, continues to serve as a reminder that all is not well for Chicano students. The ceremony began in June 1970, when the regular commencement exercise at SJSU was marked by protest -- against the Vietnam War, discrimination and environmental degradation. Consumer activist Ralph Nader was the keynote commencement speaker for the ceremony. Chicano students picketed the event. "We said why not just shine all that and do what is culturally ours," recalled Chris Jimenez, a 1970 graduate and now an administrator at Mission College in Santa Clara. "And our cultural ties center on our families." "The commencement is an extension of the closeness and camaraderie of the relatively small group of Chicanos on campus," Jimenez said. "The Chicano students always had to support each other. We loaned each other money and helped each other get jobs. So we became best friends almost out of necessity," Jimenez said. "We did many things together, such as tutoring each other, that sort of thing." Chris Jimenez and Mauro Chavez first became friends while waiting in line for class registration. Chavez had been short by \$10 to cover his tuition fees, and Jimenez always willing to help someone in need lent him the money. Incidentally, both Jimenez and Chavez were sociology majors and became best friends from then on. The 36th annual Chicano Commencement will be held as a celebration to the spirit of accomplishment and in gratitude to our families. An estimated 900 plus Spanish-surnamed students will graduate this year. In 1970, there were fewer than 30 said Mauro Chavez, a 1971 graduate. "It was a way of some how letting the university know that we were not being fully represented on campus in terms of the number of students and the numbers in our community," had stated Chavez. He served as associate vice president for arts and sciences, and a social science professor at Evergreen Valley College in San José, before dying of leukemia at the age of 45 in 1992. During his time, he noted that the number of Chicanos attending SJSU was far from representative of their numbers in the area. For Chicanos or Latinos, it's also a very important milestone to graduate from College. Young, educated, spirited adults will rise again from this years 36th Chicano Commencement ceremony. Teachers, lawyers, engineers, entrepreneurs and more will be represented in communities, by "la raza." Chicano Commencement is committed to honor college bound Chicano/Latino students, to encourage high education, community involvement and continually promoting the advancement of all Chicanos/Latinos people.

Patricia Rocha

Chicano Commencement Co-Chair, 2006



Damian Trujillo

Investigative Reporter | KNTV 11

Damian has been honored with awards from the Associated Press, the Radio and Television News Director's Association (RTNDA), and the National Association of Hispanic Journalists. He is a former member of the Board of Governors for the National Academy of Television Arts and Sciences (NATAS). Damian was recently named "2004 Reporter of the Year" by the Associated Press radio and Television Association for California and Nevada and twice nominated for an Emmy Award. In his spare time, he enjoys golf and volunteering with school children. Damian grew up in Greenfield, about 2 hours south of San Francisco on Highway 101. While in high school, Damian worked in the agricultural fields of the Salinas Valley, with his family, to help make ends meet. Each year, the Trujillo family awards a college scholarship to the son or daughter of a farm worker in Greenfield. Damian holds a bachelor's degree from San José State University. He and his wife, Monica, live with their daughter, Malyna, in the Bay Area.



Cindy Chavez

Vice Mayor and Council Member | City of San José

Vice Mayor Cindy Chavez maintains a sterling reputation as an advocate for improving the quality of life in neighborhoods throughout San José. She is a leader in developing innovative community-based partnerships to address crime, education, small business development and neighborhood revitalization.

Elected in 1998 and overwhelmingly re-elected in 2002, Vice Mayor Chavez's tenure is distinguished by visionary leadership -- implementing goals to make every neighborhood safe, enhancing the capacity of residents to have an impact on public policy, and opening up numerous channels for neighborhood leaders to influence and improve city government's services to their communities.

Vice Mayor Chavez is a longtime resident of Downtown San Jose. A 1987 graduate of San José State University, she lives with her husband, Mike Potter, the District Director for State Assemblymember Joe Coto, and son Brennan in the Naglee Park neighborhood.

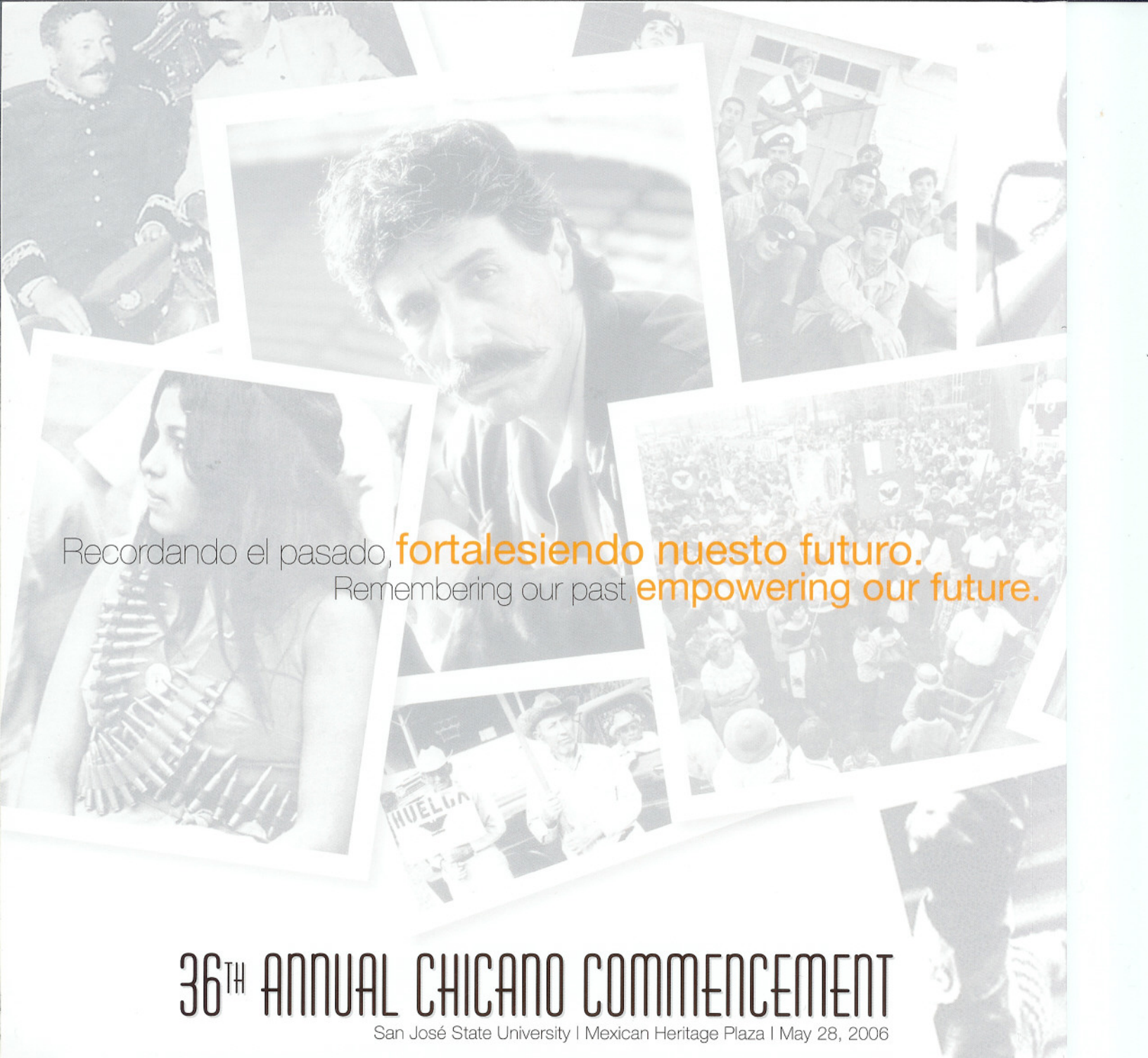
Empowering Our Future

Article by Patricia Rocha

During the 1968 Olympics in Mexico City, United States track athletes Tommie Smith and John Carlos were awarded medals for their athletic efforts. However, the great athletic feat would soon be shadowed by one of the most memorable moments in the American Civil Rights Movement. Tommie Smith and John Carlos would protest the poor treatment of African-American people in the United States and stood to empower the African American community. This is a great symbol for the community of San José State University. Tommie Smith and John Carlos were both students at this prestigious university and showed San José State University students of the present and the future that students can make a difference on the global stage. Tommie Smith's raised right black gloved fist represented black power, the knotted black scarf around his neck represented pride, and the box in his left hand contained an olive tree sapling which stood as an emblem of peace. John Carlos's raised left black gloved fist represented unity in black America and the beads around his neck signified lynchings suffered by blacks. Both men wore black socks but were shoeless during the ceremony to represent black poverty in racist America. Together they formed an arch of unity and power. Racial issues are still a problem that many minorities face in the present time. The 1960s was one of the most volatile and turbulent decades in American history. Today, progress must be made, for our future. For our future will flourish and stride for excellence, but only if we invest in it. Without it we are silenced. Our youth today will become our future. Doctors, lawyers, educators, community leaders and many more will be represented by our people. "Nuestra gente." We must take care of our people, our communities, and our future. We continue to honor our past, and empower our future, today and for the rest of our lives.

Si Se Puede!





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