



HELPING PEOPLE HELP THE LAND — Beginning Rancher Welcomes Assistance from NRCS...page 4



President's Message

Dear NOPHNRCE Members,

Happy New Year! I hope everyone had a blessed holiday season with family and friends. Our National Council worked really hard to invigorate our membership this past year and came up with new ideas on things we can do to benefit all of our members. Having said that, I would like to summarize our 2013 accomplishments.

Frank Velazquez and Irma Hernandez developed the regional proposal form. This form is for members to request NOPHNRCE funding for activities in their region. Recently, one of our members from the South Central region, Mari Hrebik, was funded to attend the Latinos in Agriculture Conference held in San Antonio, Texas, on October 11-13, 2013. This is a new process and the National Council is still working on setting up the rules as for how many applications will be approved per year and the funding cap. Our latest deadline to submit proposals was this past December. We are looking forward to evaluating the newest requests.

Lori Valadez created a Facebook account for NOPHNRCE members to communicate and stay in touch using social media. To date, we have 42 NOPHNRCE members "Liking" us. Kristie Wiley took the initiative to give our newsletter, *La Voz*, a little facelift. Heydsha Cordero has dedicated a lot of her time into researching and establishing an eBay account for NOPHNRCE to auction and sell T-shirts and polo shirts. The account setup is in its final stages. We will be asking for donations soon, so please stay tuned. A fact sheet with questions/answers regarding eBay auctions will be posted to the NOPHNRCE website, Facebook, and sent out in the *La Voz* newsletter.

For the new year, we already have an ambitious list of activities to tackle:

- ▶ We will start a database for detail opportunities and sharing detail experiences with members;
- ▶ Host quarterly VTC meetings targeted to all NOPHNRCE members;
- ▶ Host an annual conference this year, with a possible location in San Antonio, Texas;
- ▶ Develop a mentor/coach cadre for members;
- ▶ Update our website and post photos of council members with their biographies;
- ▶ Sell T-shirts and polo shirts with NOPHNRCE logo;
- ▶ Solicit nominations for the Farmer of the Year Award and reinstate the membership awards;
- ▶ Email a Survey Monkey to members. This survey will be anonymous and will have a total of 10 questions, which will consist of yes/no and multiple choice questions. (Thank you, Irma, for your leadership in developing the survey).

I would like to thank our National Council, committee chairs, and those who directly and indirectly have contributed to the success of NOPHNRCE this year.

May the New Year bring you and your family health, wealth and all the happiness you deserve!

Sincerely,

Astrid Martinez
NOPHNRCE President

La Voz

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A Message from NOPHNCSE Executive Vice President

Dear NOPHNCSE Active/Passive Members and NRCS employees,

These are exciting times for NOPHNCSE. The National Council has new officers with diverse experience and new ideas to improve our organization. The new officers are making the difference and are already engaged on the strategies that have been discussed to increase our membership, improve communication with our members, and to better serve the organization and the agency.

Some of our ideas have not been put in motion because we need committed active members. It is for this reason that I am reaching out to you. Your assistance is crucial to the success of our organization. Your time and talents are valuable and much appreciated.

We want to hear from you and work with you to accomplish your goals while accomplishing the organization and agency goals. We are receptive to new ideas and constructive criticism to evolve into a better organization—an active organization that can overcome any limitations we encounter and is highly respected and supportive of the members. Low participation adversely influences the possibility of getting the work done and having a good turnaround. New strategies will improve chances of success and greater participation. I believe we could proceed most quickly and productively if you take an active role and make your voice heard. Let us know what type of activities or changes best meet your needs.

Please help us preserve and continue the hard work of our founders and past councils that have done so much for all of us and for the organization. Let's work together to stand firm as the agency's Hispanic organization and to find ways to help our members excel in any facet that we can positively impact.

Please don't be a spectator! Share your time and talents in any way you can. Any contributions you can make, no matter how small, will make a difference and contribute toward leaving a legacy for future generations of NOPHNCSE members. It doesn't matter if you are new to the agency or an NRCS veteran, an active or inactive member, or an employee contemplating to join the organization. Please take part in the efforts of revamping our organization and share your time and skills.

If you are inactive, we encourage you go to the NOPHNCSE website at <http://www.nophncse.org> and renew your membership. It only takes a few minutes. You can also contact your regional representative to learn more about NOPHNCSE and become a member. This is an excellent opportunity to exhibit your leadership and share your expertise and talents.

Thank you for your time and for being receptive to this communication. We are grateful for all past contributions and appreciate any future contributions you can make. Please contact any of the council members to offer your assistance or discuss any other matter that you consider important for you, the organization, or the agency.

Sincerely,

Irma Hernandez

Executive Vice President

NOPHNCSE Committees

Awards Committee

Chair: Vacant

Communications Committee

Chair: Lori Valadez

Constitution & Bylaws, Historical Perspective Committee

Chair: Vacant

Finance (Audit, Budget, Ways & Means) Committee

Chair: Vacant

Membership Committee

Chair: Tim Garrahan

Natural Resources Committee

Chair: Vacant

Nominations Committee

Chair: Michael Castillo

Partnerships (Legislative & International Affairs) Committee

Chair: Vacant

Recruitment & Career Development Committee

Chair: Vacant

Scholarship and Endowment Committee

Chair: Heydsha Cordero

Legislative Affairs Committee

Chair: Vacant

Historically Hispanic Colleges Committee

Chair: Vacant

Women's Issues Committee

Chair: Vacant

Ad Hoc Committee – Facebook

Chair: Lori Valadez

There are several vacant committee chair positions. Please consider volunteering on a committee. It's a great way to develop your leadership skills, enhance your time management skills, and showcase your talents.

If you are interested in chairing a committee or serving as a committee member, contact NOPHNCSE Vice President, Herman Garcia at herman.garcia@az.usda.gov.

Meet the 2013-2014 NOPHNRCSE Scholarship Winners

by Heydsha Cordero, NOPHNRCSE Scholarship Committee



Adrian Coronado
Kingsville, Texas

Adrian is studying animal science with a minor in agronomy. He has participated in programs with the Hispanic Association of Colleges & University (HACU) and Agriculture Future of America (AFA) Organization. Adrian is currently an undergraduate research assistant in a research about forage and pastures and their effect on cattle nutrition. The research is gathered for the King Ranch to help them better manage the grasses in their pastures to allow the highest quality grasses for bulls, heifers and calves.



Janelle Roybal
Pojoaque, New Mexico

Janelle is currently studying environmental science at New Mexico State University (NMSU). She plans to attend graduate school to study conservation ecology. She aspires to be a conservationist and protect wildlife and natural resources. In the summer of 2013, she worked with a conservationist to study and restore beaver

habitat. Janelle is a member of the NMSU Environmental Science Student Organization, and during the weekends she volunteers with a local conservation organization called The Southwest Environmental Center of Las Cruces.

Katalina Pruneda (*photo unavailable*)
San Antonio, Texas

Katalina is studying agriculture science at Texas A&M University-Kingsville. Her motto by which she lives her life is an Eleanor Roosevelt quote, "You have to accept whatever comes and the only important thing is that you meet it with courage and with the best that you have to give."

Katalina is very active in her community. She has conducted presentations about water conservation to State Senators as a representative of the 4-H/Texas Congress, participated in Relay for Life, and provided animal care services among others activities. She has received many awards such as 4-H Honor Roll Member All Star, San Antonio Rodeo Rural Youth Award, Sheep, and Beef, Poultry and Diversified Livestock Proficiency Awards, just to name a few. Katalina has been working with NRCS since 2010 as a soil conservationist aid under the Student Temporary Employment Program (STEP) in different field offices around Texas.

La Voz Publication Schedule

La Voz is the official newsletter for the National Organization of Professional Hispanic NRCS Employees. NOPHNRCSE will publish four newsletters per year. The publication schedule for 2014 is as follows:

January 2014

The winter issue is published.

March 1, 2014

Deadline to submit articles for the April (spring) issue

April 2014

The spring issue is published.

June 1, 2014

Deadline to submit articles for the July (summer) issue

July 2014

The summer issue is published.

September 1, 2014

Deadline to submit articles for the October (fall) issue

October 2014

The fall issue is published.

December 1, 2014

Deadline to submit articles for the January 2015 (winter) issue

Articles may be sent via email as either an MS Word attachment saved as text only, or pasted directly into your email message.

Photographs should be emailed as a separate jpg attachment. Please include a caption for each photo submitted. Send items to: kristie.wiley@charter.net

Helping People Help the Land

Beginning Rancher Welcomes Assistance from NRCS

by Beverly Moseley, TX-NRCS Public Affairs Specialist

Despite the ongoing drought in part of Texas, there are always people who want to get into the cattle raising business. A growing segment of these new beef producers are non-traditional small-tract landowners, such as Jorge Espinoza of Laredo.

Espinoza just purchased his first 50 acres, and he quickly learned that if he was to be successful, he needed expert advice.

Through word of mouth, Espinoza heard about USDA's Natural Resources Conservation Service (NRCS), an agency that works with farmers and landowners to implement conservation on private lands.

"If you really want to know something about what you want to do, just go with these people. They'll help you out," Espinoza said of the technical assistance NRCS offers.

He said that soon after he visited the local NRCS field office, agency employees were on his mesquite- and cactus-covered land advising him about how to improve his soils and grasses, and explaining the benefits of cross-fencing for rotational cattle grazing.

"Right now, when you go out there it is almost like a desert," Espinoza said of his land. Implementing conservation practices, such as cross-fencing, will help create a more diverse plant base and healthier soils that can support those plants better.

To map out how to accomplish his long-term goals, Espinoza worked with NRCS to create a conservation plan. That's when Espinoza found out that he qualified for assistance through the USDA StrikeForce for Rural Growth and Opportunity initiative, and through it, would be able to install a



Jorge Espinoza of Laredo, Texas recently qualified for financial assistance to install a solar pump on an existing well through the USDA's StrikeForce for Rural Growth and Opportunity. USDA Photo.

solar pump on an existing water well. The new pump eliminated his need to pump water from the well with a generator, saving energy and money.

"These StrikeForce initiative funds provide a better opportunity for these small limited resource producers to get funded," said Flavio Garza, NRCS district conservationist in Laredo. It can be hard for smaller farmers and ranchers to get started in the business because of the financial capital needed to improve their lands.

Long term, Espinoza imagines his 50 acres divided into multiple pastures to allow him to rotate his livestock on land covered in lush forages.

"In the future, I also see a more close relationship with this office for more advice," he said.

The USDA StrikeForce initiative addresses high-priority funding and technical assistance needs in rural communities in many states, including Texas. It provides an opportunity for NRCS to work with underserved landowners to determine how to best leverage available financial assistance to address their natural resource concerns, with an emphasis on historically underserved communities in rural counties with persistent poverty.

"If you really want to know something about what you want to do, just go with these people. They'll help you out," Espinoza said of the technical assistance NRCS offers.

Latinos in Agriculture Leadership Conference 2013

by Mari Hrebik, NRCS Civil Engineer, Temple, Texas

It is no secret that the presence of Hispanics in this nation is stronger than it's ever been; yet within agriculture, that presence is lacking. According to the U.S. Census Bureau, the Hispanic population is projected to grow significantly over the next 10 years and into the future. In just three decades, Hispanics are projected to reach 73 million or about 20.1 percent of the entire U.S. population. By 2050, Hispanics will account for over 30 percent of the total U.S. population.

Based on 2008 data from the Food and Agricultural Education Information System, Hispanics represented only 4.5 percent of agriculture, food, natural resources, and life sciences students. Based on this disparity, it is evident that the lack of recruitment of Hispanics in agriculture related fields is a problem that needs to be addressed.

Because of this, *Latinos in Agriculture* was formed. *Latinos in Agriculture's* purpose is to connect industry, government, and education for transforming the agricultural workforce of the future. The 3rd annual leadership conference was held this October in San Antonio, Texas. Forty-two colleges and universities and 26 companies and

organizations were in attendance during the 3-day event. Over 125 professionals and 100 students were in attendance this year and the conference has become a prime platform for recruitment of talented students into many agriculture related fields.

During the event, industry, government and educational entities had the opportunity to join together to discuss and elaborate on the Hispanic presence in the agricultural workforce and related industries. The conference addressed some of the current issues of underrepresentation while exploring ways of working together and engaging in a deliberate and collaborative effort to improve Hispanic representation.

I would highly recommend attending this event where leaders in academia, business and government all have the opportunity to build relationships with Hispanic students and inform them of the numerous opportunities and career paths available to them. The conference gives not only a wonderful opportunity for recruitment, but for exposure to crucial topics related to the Hispanic community and its involvement and participation in agriculture and other related fields.

Some of the major topics discussed at this year's conference were as follows:

- ▶ Exploring best practices for improving recruitment and outreach of Hispanics
- ▶ Better understanding of the very diverse Hispanic culture across the U.S.
- ▶ Promotion and expansion of partnerships and collaborations between government, institutions and the private agricultural sector

Planning for the 2014 conference is already underway. For more information on *Latinos in Agriculture* and next year's conference please visit <http://latinosinagriculture.org>.

Editor's note: Mari attended the 2013 Latinos in Agriculture Leadership Conference utilizing the new NOPHNRCS regional activity proposal process and funding.



The Nacho Flaco Project Making Connections with East Region Members

by Kristina Wiley, East Region Representative

As a way of making connections with NOPHNRCS members, the East Region implemented the Nacho Flaco project. Nacho Flaco was inspired by The Flat Stanley Project, a project designed to facilitate letter-writing by schoolchildren as they document where Flat Stanley, a paper doll, has accompanied them. And that's where the NOPHNRCS Nacho Flaco project comes in! Nacho Flaco started his journey in New York and has traveled to Delaware, Massachusetts, New Jersey, and Pennsylvania.

Each member has Nacho Flaco for one week. The NOPHNRCS participant takes pictures and writes captions about Nacho Flaco's experience in their state. By sharing Nacho Flaco's experience, NOPHNRCS members are also sharing information about where they live and work.

This voluntary project provides an opportunity for NOPHNRCS members to get to know their fellow NOPHNRCS members across the region. Stay tuned for more information and a compilation of pictures from Nacho Flaco's adventures in the East.

News from Around the Regions

In each issue of *La Voz* we would like to feature news from each region. Tell us about the exciting things happening in your area. Spotlight a new member. Share your volunteer experience. Tell us what is unique about your state. We want to hear from you! Work with your regional representative to ensure your region is featured in each issue of *La Voz*.

CARIBBEAN AREA

Puerto Rico and Virgin Islands

Promoting NRCS Careers at the University of Puerto Rico - Mayagüez Job Fair

Reprinted from NRCS-Puerto Rico website



Caribbean Area NRCS personnel interacted with over 130 students at the University of Puerto Rico - Mayagüez (UPRM) 25th Annual Job Fair, held Friday, September 27, 2013 at the UPR Rafael A. Mangual Coliseum. NRCS staff provided career, employment

and internship information to participating UPRM students, along with other prestigious, well-known companies and government agencies from Puerto Rico and the continental United States.

Every year, thousands of students visit the UPRM Career Fair, and hundreds of them have the opportunity to speak with NRCS State Conservationists and personnel. This activity is a great opportunity for NRCS to promote conservation careers and opportunities through the Pathways internship and fellowship program. Students visiting the NRCS booth viewed presentations and live demonstrations on how to search and apply for Federal jobs on www.usajobs.gov.

During the week, agency personnel also participated in other UPRM recruitment activities associated with the job fair, including the American Society of Civil Engineers (ASCE) "Companies Night" on September 25th. During this event, the NRCS team met with UPRM engineering students seeking career and internship opportunities with the Federal government and the private sector.

The University of Puerto Rico at Mayaguez (UPRM) is a Land-Grant College that registers the best students from public and private schools. Students enrolled at UPRM are seeking degrees in Agricultural Sciences, Arts & Sciences, Business Administration and Engineering. The NRCS team participation was a collaborative effort between the Civil Rights Advisory Committee, Mayaguez Field Office, MLRA Soils Division, Ecological Science Division and the State Office.

EAST REGION

Connecticut, Delaware, District of Columbia, Maine, Massachusetts, Maryland, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont and Virginia

NRCS Employees in the Massachusetts State Office Are Learning Spanish

Luis Laracuente, Hispanic Emphasis Program Manager for Massachusetts and Rhode Island, recruited his wife, Mari, to offer free conversational Spanish lessons in the Massachusetts state office. Mari, a former Berlitz Method Spanish Instructor, volunteered her time and knowledge to provide an opportunity for Massachusetts state office employees to learn Spanish. The Berlitz Method, first introduced in 1878, is based on listening and speaking—and all instruction is provided in the target language.

Interested employees signed up for 10-minute individual sessions during their lunch break. The individual lessons provided Mari an opportunity to evaluate each student's skill level. Once the 10-minute sample sessions are complete, students will be assembled into groups, based on their skill level, for future classes during their lunch break.



Photo by Diane Petit, MA NRCS Public Affairs Officer

Mari Laracuente uses pictures to teach Spanish to Jane LaBorde, contract specialist from Massachusetts.

MIDWEST REGION

*Illinois, Indiana, Iowa, Michigan, Minnesota,
Missouri, Ohio and Wisconsin*

Frank Velazquez Resigns as Midwest Regional Representative

Frank was instrumental in establishing the regional activity proposal form. We will miss his leadership on the council, and wish him well on his future endeavors.

NOPHNRCSE is seeking a member to complete Frank's term as regional representative. If you are interested in serving as the regional representative for the Midwest region, please contact NOPHNRCSE President, [Astrid Martinez](#).

NORTHERN PLAINS REGION

*Colorado, Kansas, Montana, Nebraska,
North Dakota, South Dakota and Wyoming*

Congratulations, Ted Lucero!

Ted Lucero, resource conservationist and NOPHNRCSE Northern Plains Regional Representative, has retired from NRCS. Ted worked for the agency for 38 ½ years. Congratulations, Ted...and best wishes for a happy and healthy retirement!

SOUTH CENTRAL REGION

Arkansas, Louisiana, Oklahoma and Texas

Texas NRCS Employees Discuss the Importance of our Natural Resources



Juan Pena, district conservationist, Raymondville, Texas, discusses the importance of our natural resources during the annual Wild in Willacy Fair. Pena focused on the importance of soil and its health to our health. There were 365 fourth and fifth graders from Lasara ISD, Lyford ISD, Raymondville ISD and San Perlita ISD who participated along with 20 teachers from their respective school districts. The teachers were given informative packets with conservation education materials to incorporate into their class curriculum.

SOUTHEAST REGION

*Alabama, Florida, Georgia, Kentucky, Mississippi,
North Carolina, South Carolina, Tennessee and Virginia*

State Profile: Alabama

by Luis A. Cruz-Arroyo, Resource Conservationist, Alabama

Sources: US Census Bureau, Pew Hispanic Center,
Hispanic Leadership Network



- ▶ The Alabama Hispanic population is **4, 779,736**, accounting for approximately **4 percent** of the population.
- ▶ Even though the Hispanic population in Alabama is low compared with the national average (16.9 percent), since 2000 the Hispanic population increased by **144.8 percent**, making it the state with the second largest growth in the nation.
- ▶ **66.2 percent** of Hispanics in Alabama are of Mexican origin, but more than 15 countries are represented.
- ▶ **34,000** of the Hispanic population are eligible voters in Alabama, which constitute **1 percent** of all eligible voters
- ▶ **\$18,000** is the median annual earning of Hispanics in Alabama, compared to \$30,000 for Non-Hispanic Whites
- ▶ **39.4 percent** of Hispanics in Alabama do not have health insurance.
- ▶ **40 percent** of Hispanics in Alabama 17 years old and younger live in poverty.
- ▶ **4 NRCS** employees in Alabama are Hispanic.

WEST REGION

Alaska, Arizona, California, Hawaii, Idaho,
New Mexico, Nevada, Oregon, Utah and Washington

Kris Graham Chavez Takes On a New Challenge

by Herman Garcia, NOPHNRCS Vice President and Mary Sanchez. West Regional Representative



Kris is taking on a new challenge in Fort Worth, Texas. In her promotion to be a team member of the NRCS Oversight and Evaluation (O&E) with the Office of the Regional Conservationist she will take all her skills and knowledge to help improve the delivery of NRCS services. In order to prepare for greater roles and responsibilities, Kris has taken on details to Washington, D.C. and New Mexico.

Kris grew up on a ranch in northern New Mexico and attended New Mexico State University in Las Cruces, N.M.

Kris has worked with NRCS for 24 years and has established a reputation of being a technically sound conservationist, a dedicated employee, a respected leader within the agency as well as externally, and a proactive member of the community and national organizations. She is a valued team player, and above all, a passionate individual with strong convictions to conservation and family.

She has been an active and integral member of the NOPHNRCS organization since 1995 and has volunteered in numerous capacities. She served as national treasurer for NOPHNRCS for two years and has also served as vice president for two non-consecutive terms. Committees that she chaired include the ad hoc committee charged with developing the mission and vision statement for NOPHNRCS and the Awards Committee for three years. She has also served as a member of the finance, natural resources and communications committees. Additionally, she has been part of the conference planning committees for previous NOPHNRCS conferences and moderator for the last twelve conferences. Her leadership and distinctive skills have contributed to many aspects of the organization over the years.

Some of her NRCS past responsibilities and contributions include the area resource conservationist in Area 1, resource conservationist on the operations team and recently resource conservationist on the programs team in the state office in Phoenix, Ariz. In her capacities, she provided technical and programmatic assistance to field and area offices and partners in a multi-county and multi-state region.

She began her career as a student co-op trainee in New Mexico, while pursuing her undergraduate and graduate degrees at New Mexico State University.

Prior to Arizona and after serving as a soil conservationist in numerous offices in N.M., she accepted a district conservationist (DC) position in Phoenix, Ariz. In her DC capacity, she managed one of the highest workloads in the state and supported four conservation districts. The area is known for its highly intensive agriculture and the use of state-of-the-art irrigation practices. Kris has been instrumental in introducing and implementing new irrigation technology, in addition to the array of NRCS and other federal and state conservation programs. Supervising a staff of six employees, in addition to providing the oversight to five district employees, enabled her to learn and utilize supervising skills. Her leadership and management skills garnered great praise from state office leadership, district board members, and other partner representatives. She has been honored during the years 1991-2008 for her outstanding contribution to program delivery and customer service.

In addition to her responsibilities, she has demonstrated the ability to balance other interests as it relates to outreach, civil rights, and the Hispanic community. She served as the Hispanic Emphasis Program Manager (HEPM) for the states of New Mexico and Arizona. Additionally, she served as the Arizona Federal Women's Program Manager for two years. She is currently the president of the Arizona Association of HEPMs which is charged with offering a yearly seminar for federal employees in conjunction with the Federal Women's Interagency Council and the Federal Executive Association in Phoenix. The group also raised over \$35,000 for the David Perez Scholarship that in turn offers the awards to the Maricopa Community College's Ace Plus program.

She has been one of the pioneer members of the Earth Care Connection Inc., a provider of specific mentoring and leadership training, preparing women to be exceptional leaders in their communities, and serves as a board member and former national treasurer.

She is currently the state treasurer for the Arizona Soil Water and Conservation Society (SWCS).

She has never forgotten her roots, or her interest to giving back to her hometown of Taos, N.M. She and her husband, Anthony, make regular trips back home where they volunteer for the 4-H organization and help coordinate the annual county fair.

Three-Fourths of Hispanics Say Their Community Needs a Leader

Most Hispanics Cannot Name One

by Mark Hugo Lopez, Director of Hispanic Research, PEW Research Center

Three-quarters of Latinos living in the United States say that their community needs a national leader, but about the same share either cannot name one or don't believe one exists, according to a new national survey of Hispanic adults by the Pew Research Center.

When asked to name the person they consider *"the most important Hispanic leader in the country today,"* 62 percent say they don't know and an additional 9 percent say "no one." Yet, three-quarters of Hispanic adults say it is "extremely" (29%) or "very" important (45%) for the U.S. Hispanic community to have a national leader advancing its concerns. This sentiment is higher among foreign-born and Spanish-dominant Hispanics.

U.S. Supreme Court Justice Sonia Sotomayor and U.S. Sen. Marco Rubio (R-Fla.) were each cited by 5 percent of survey respondents as the most important Hispanic leader in the country today. Former Los Angeles mayor Antonio Villaraigosa (3%) and U.S. Rep. Luis Gutierrez (2%) were the only others mentioned by more than 2 percent of respondents.

Among the report's other findings:

- Just one-in-five (20%) survey respondents say they most often describe themselves by the pan-ethnic labels "Hispanic" or "Latino." About half say they usually use their family's Hispanic-origin term (such as Mexican, Cuban, Salvadoran) to identify themselves, followed by 23 percent who use "American" most often.
- When asked which pan-ethnic term they prefer, "Hispanic" or "Latino," half (50%) say they have no preference. When a preference is expressed, Hispanic (33%) is preferred over Latino (15%) by a margin of 2-1.
- Half (49%) of all Latinos say they consider themselves a typical American, while 44 percent say they feel different from the typical American—a share that rises to 67 percent among immigrants who came to the U.S. in the past five years.
- Some 57 percent of Puerto Ricans, 55 percent of Cubans and 53 percent of Dominicans say they think of themselves as a typical American. Among all Latinos, 49 percent say the same.

The survey was conducted from May 24 to July 28, 2013 by landline and cellular telephone, in English and Spanish, among a nationally representative sample of 5,103 Hispanic adults. The margin of error for the survey was plus or minus 2.1 percentage points.

Pew Research Center is a nonpartisan source of data and analysis. It does not take advocacy positions. Its Hispanic Trends Project, founded in 2001, seeks to improve understanding of the U.S. Hispanic population and to chronicle Latinos' growing impact on the nation.

2013 - 2014 National Council

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West Region Representative

Mary Sanchez, New Mexico

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Articles may be sent via email as either an MS Word attachment saved as text only, or pasted directly into your email message.

Photographs should be emailed as a separate jpg attachment. Please include a caption for each photo submitted.

Send items to: kristie.wiley@charter.net

The deadline for submitting articles for the April issue of **La Voz** is **March 1, 2014**.