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California Labor Leader of the Year
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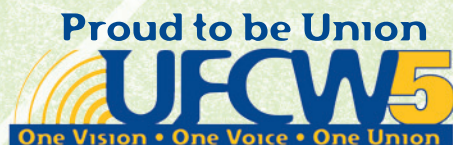
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Lifetime Achievement Award Winner James W. Kellogg, UA

California Labor Leader of the Year Bill Lathrop, UFCW and AFL-CIO-CLC of San Bernardino & Riverside Counties

and the winners of the Bay Area Leadership Award, Sheet Metal Workers' Local Union No. 104

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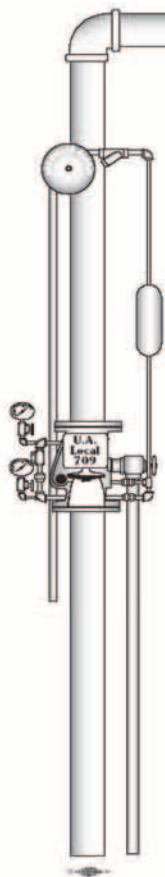
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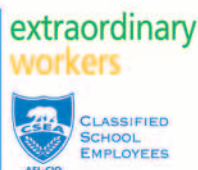
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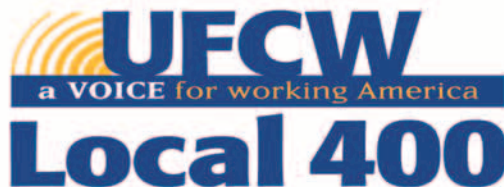
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To other Award Recipients*

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and the Sheet Metal Worker's Local 104.**



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- **Western States Leadership Award:**
Michael S. Mowrey - International Vice President International Brotherhood of Electrical Workers (IBEW) District 9
- **Lifetime Achievement Award:**
James W. Kellogg - International Representative UA - Plumbing and Pipefitting Industry California State B.C.T.C. Secretary - Treasurer, UA
- **California Labor Leader of the Year:**
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Instituto gives a special shout out of thanks and praise to Dickman Young, Mike Labrie,
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Our warmest thanks and gratitude
to Sarah Shaker and the staff of
Instituto Laboral de La Raza.

The Living Wage Coalition is a grassroots movement of low-wage workers and their allies fighting for economic justice. We have been struggling since 1998 to change political priorities so that government does not subsidize poverty wage employers. We are engaged in a transformative rethinking of the economy that makes the goals of economic development a more prosperous, healthier and livable community.

San Francisco Living Wage Coalition

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415-863-1225
www.livingwage-sf.org

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San Francisco, CA 94103
415-575-1740 x135
Frank Martin del Campo, president
sflclaa@riseup.net

THE INSTITUTO SOLIDARITY NETWORK



Brian Webster and Associates, is a San Francisco based firm focused on community organizing, marketing, communications and development. We work with community based organizations, business, organized labor, government, and technology platforms to create value and deliver results. Our long-term goal is to work and collaborate with very talented, dedicated people to build a better, greener, democratic and sustainable world without poverty or war. Our goal this year is to continue to grow by providing world-class service to our clients and partners and achieve success for their projects and goals.

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Sponsors will be listed in Event Program. Tickets will be held at the door.
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Cesar E. Chavez Holiday Parade & Festival 2012
Saturday, April 21, 2012

Celebrate the Life and Work of Labor & Civil Rights Leader
Cesar E. Chavez 1927 - 1993



10 am – Assemble for Parade Dolores Park - 19th Street / Guerrero Street
11 am – Parade
12 pm – 6 p.m. 24th Street Fair. Between Treat Street and Bryant Street

Festival info: Call (415) 621-2665 Email: cesarchavezday@gmail.com

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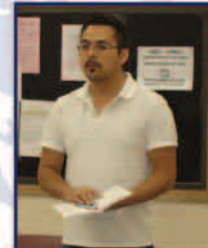
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Working Media & Information Services

A Program of Instituto Laboral De La Raza



Working Media
For a World that Works
workingmedia.info



www.WorkingMedia.info

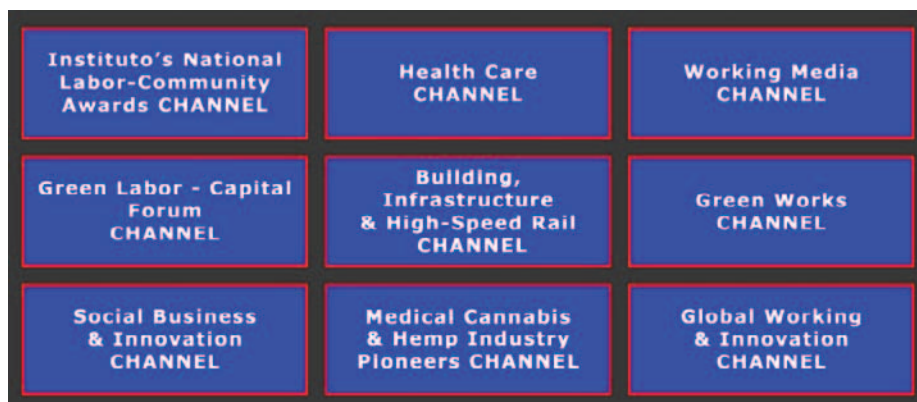
Working Media uses web video and cloud computing technology to tell stories, deliver access to information and vocational training to improve the lives of low-income working people.

Working Media is our program designed to use web-video to tell stories and deliver access to information. It is supported by bilingual print materials and personal presentations. Our program of education and advocacy for the working poor is designed to be accessible to all. The overall focus is practical, results oriented media that helps improve the lives and opportunities of low-income working people.

For several years the Instituto has been using web-video to tell our story through our website and expand the reach of the special events we organize to a national audience. We have developed a Working Media web-video portal with its own dedicated domain, (www.WorkingMedia.info). Here we post original content video from our annual National Labor-Community Awards and our Green-Labor-Capital Forum as well as short web-videos produced by others that spotlight programs and address important issues.

One of our goals is to provide young people with real-world digital media production opportunities and support to those who have aspirations for careers in digital media. We are engaging college and high school students in the production and editing of original content videos. We are expanding our Instituto Support Group structure, (www.ilaboral.org/supportgroup/) focused on engaging volunteers in Cloud Computing service work, to engaging youth in digital media and web-video production work. We are collaborating with both veteran producers and youth with basic web-video and social networking skills. The idea is to provide a “learn by doing” framework for young producers. We give them with a community based and world wide showcase for the digital storytelling work they accomplish while working with us.

Working Media — For a World That Works!

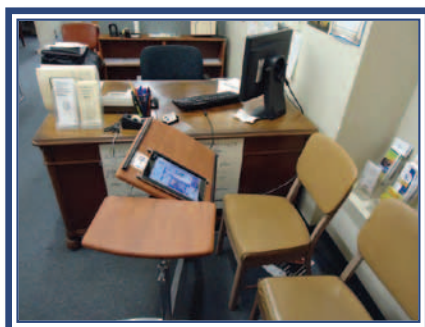


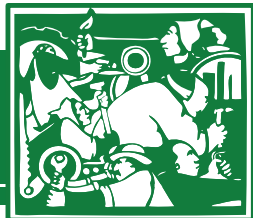
In 2012 we have expanded our web-video portal into several content specific channels. Our goal is to both display own self-produced videos and to showcase videos from around the web focused on educational stories, innovations and solution oriented campaigns for “a world that works”.

More than a destination for viewing video - we are a hub for discovering great videos that can be redistributed, posted into blogs, newsletters and embedded into other web channels.

Cloud Based Information Services and Vocational Training. The Instituto has been successfully using the Salesforce.com “cloud computing” database and contact management system for over two years. Salesforce.com provides its CRM database system to nonprofit groups such as the Instituto for free. The cloud based software allows us to have access to functionality that formerly was the domain of only large enterprises. We use the system for managing our donor contacts, producing targeted list and mailing labels. Through our Instituto Support Group we have dedicated team of volunteers that works remotely entering data and expand our capabilities. The Instituto is working to establish a vocational training program that will be focused on teaching Salesforce.com focused job skills and Call Center customer management job skills. As far as we are aware, there is no other Salesforce.com training program in existence, designed to serve low-income people at the level we are planning. We will be a pioneering program designed specifically for low-income people to gain Salesforce.com and call center entry-level office career opportunities.

We have designed a unique Touch Pad Web-Video Delivery System consisting of a 3G Wi-Fi connected iPad secured to a laptop stand on wheels in our client reception area. This provides our clients ready access to the videos, and other web tools while they are in our office. We have plans to place this simple Wi-Fi enabled iPad-based delivery system with other community based organizations that are serving the poor in San Francisco.





Instituto Laboral de la Raza

SUPPLY DEPARTMENT

We are seeking donations of computer hardware, software, and general IT services!



Instituto Laboral de la Raza (www.ilaboral.org) is a 501(c)(3) non-profit, non-partisan workers resource center headquartered in the Mission District of San Francisco. For 30 years, the Instituto has served the critical needs of low income workers and their families. We provide legal services, peer counseling, financial education and access to a network of services, all at no charge. Our doors are open seven days a week. We rely on donations and community grants.

Our Working Media program (www.workingmedia.info) uses web video and cloud computing to tell stories about a world that works. The program is designed to deliver access to information and vocational training to improve the lives and opportunities of low-income working people.

Donate!

Contact Us Directly by Web, Phone or Email

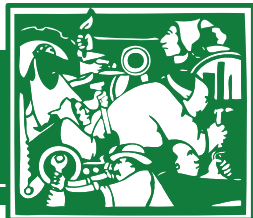
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We also welcome donations of new and used CDs, Videos and DVDs!



Instituto Laboral de la Raza

THE INSTITUTO & THE COMMUNITY THRIFT

Instituto Laboral De La Raza has a long-term community partner relationship with the Community Thrift, a non-profit thrift store in San Francisco.



The Instituto
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Community Thrift
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The Community Thrift is a wonderful non-profit thrift store in the Mission district of San Francisco, located at: 623 Valencia Street San Francisco, CA 94110.

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Go to www.communitythrifsf.org for details on what they can and cannot accept.
All parties interested in giving need to identify Instituto Laboral De La Raza by our name and our Account Number "101".

Contact: Sarah Shaker • 415- 431-7522 • sshaker@ilaboral.org



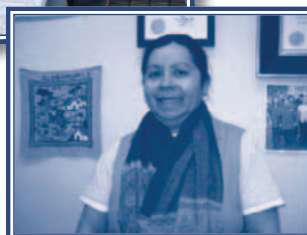
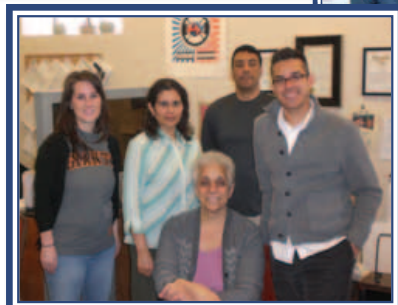
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IBEW, District 9

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and all of the 2012 Honorees

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