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# Regeneración

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## Note From the Director



This year, we begin a new chapter in the history of Chicana/o Studies at the University of Wisconsin-Madison by expanding both the name and the mission of

the Program in recognition of the unity and diversity of U.S. Latina/o populations. Our new name is the Chican@ & Latin@ Studies Program. We also have adopted the following new mission statement:

*The Program in Chican@ and Latin@ Studies offers a systematic and interdisciplinary analysis of Mexican- and Latin-American-origin people, cultures, and collectivities within the United States. The interdisciplinary Program is designed to provide students with a broad knowledge base and the intellectual tools to understand the unity and diversity of U.S. Latina/o populations. The primary objective of the Program is to train students in the study of Chicana/os and Latina/os, as well as to introduce them to the central questions, topics, and applications that have emerged in this field of inquiry.*

*The Program in Chican@ and Latin@ Studies offers a variety of courses, some focusing on particular national-origin groups or specific academic disciplines, and others organized around comparative topics or issues. Examples include:*

*Chicana and Latina History; Topics in Comparative Ethnic Studies; Latina/os and Media; Chicana and Chicano History; Race in the Borderlands; The American West; Chicana/o Film Culture; Chicana Feminisms; Chicana/o and Latina/o Immigrant and Diasporic Cultures; Mexican American Politics; and Integrative Seminar in Comparative Race and Nationalism.*

But there is even more to celebrate. In addition to our new name and mission statement, this fall we have added fifteen new courses to our curriculum. Having strengthened our Certificate Program significantly over the past year, this year we are working on proposals for both an undergraduate major and a graduate minor. Finally, we welcome a reorganized staff to the Program. Tricia Price, formerly a Project Assistant in the Program and a graduate student in Spanish & Portuguese, has finished her master's degree with distinction and has rejoined us as our Program's administrator. Miguel Rosales continues to advise students in our Certificate Program, and is assisted by Armando Mejia, a graduate student in Political Science, who has taught for us in the past. Jillian Kreinbring, our talented former Program administrator, who is completing her master's degree in Life Science Communication, will spend one last semester with us as a Project Assistant. And Mark Goldberg, a graduate student in History, joins us as a new Project Assistant with special responsibilities as a liaison to our remarkable undergraduate student community.

Solidariamente,  
Camille Guerin-Gonzales

## Announcements

### Call for Submissions

The Chican@ and Latin@ Studies Program is announcing the publication of its second student academic journal entitled *Concientización*.

*Concientización* is an interdisciplinary journal dedicated to scholarly and creative work relevant to or informed by the Latina/o & Chicano/a experience. The journal is published annually and the second issue will appear Spring 2005.

Submissions are open to both undergraduate and graduate students presently or formerly enrolled at the University of Wisconsin-Madison in any discipline.

Contributors should prepare their manuscripts according to the *Chicago Manual of Style* ([www.wisc.edu/writing/Handbook/Doc/Chicago.html](http://www.wisc.edu/writing/Handbook/Doc/Chicago.html)) and submit one copy to Mark Goldberg, Chican@ and Latin@ Studies Program, 312 Ingraham Hall, 1155 Observatory Dr., University of Wisconsin, Madison, WI 53706.

The deadline for submissions for the Spring 2005 issue is February 1, 2005. Submissions received after February 1 will be considered for the Spring 2006 issue. For more information about *Concientización*, send an e-mail to [magoldberg@wisc.edu](mailto:magoldberg@wisc.edu).

### Aztlanahuac Map Exhibit

Patricia Gonzales and Roberto Rodriguez's Aztlanahuac Map exhibit at UCLA was a great success. It will continue at several venues nationwide and will soon commence a tour in Mexico. Info is forthcoming. If you have an interest in putting on a similar exhibition or in obtaining the same maps, write to us here at: [XColumn@aol.com](mailto:XColumn@aol.com).

For an extensive article on the topic of the exhibit, go to:

<http://www.sscnet.ucla.edu/chavez/Aztlanahuac/index.htm>

### In Search of the Multiracial West: The Santa Fe Trail

Next summer, thanks to the tireless work of graduate students Michel Hogue and Tyina Steptoe, the Chican@ & Latin@ Studies Program will offer an unprecedented summer course exploring the multiracial history of the North American West. It will involve two days of class work in Madison and then a fourteen-day bus trip, tentatively scheduled for June 1 to 14, 2005. The course invokes the name of the Santa Fe Trail in order to place our journey to the southwestern borderlands in a broader historical context. The on-the-road portion of the class will likely follow a route from Madison, to St. Louis and environs, through Oklahoma, to East and then West Texas, through New Mexico, and then northeast through Colorado and Nebraska and back to the Midwest. The bus ride will feature lectures, films, and music, and we will stop along the way to visit an extraordinary variety of historical sites.

Throughout, we will attend to the aspirations of diverse western peoples: women and men, working people and captains of industry; sexual majorities and sexual minorities; people of North American, Latin American, European, African, and Asian origin or descent. We look at how the varied aspirations of such peoples clashed and coalesced, and the resulting conflicts and accommodations that have emerged. We also will examine the place of the West in cultural memory and consider its implications for how we study, teach, and represent continental history.

Faculty members who have participated in the planning of this course include Ned Blackhawk, Camille Guerin-Gonzales, and Susan Johnson. All of us express our gratitude to the Letters & Science Dean's office for encouragement and support.

### Sharing with Chican@ & Latin@ Studies

The Chican@ and Latin@ Studies Program at UW- Madison welcomes donations from alumni, friends, supporters, and organizations.

Gifts & donations contribute to the enrichment and quality of the program, aid in its growth, and benefit the educational experiences of students and members of the community. Please send donations of any amount to Steve Kean, Director of Development, College of Letters and Science, University of Wisconsin Foundation. You may contact him at 608-265-3526.

*Thank you for your generosity in support of the Chicana/o Studies Program!*

## Faculty Achievements

### Ben Marquez

won the 2004 Race, Ethnicity and Politics Book Award from the American Political Science Association for his book *Constructing Identities in Mexican American Political Organizations* (Austin: University of Texas Press, 2003).

### Birgit Brander Rasmussen

received a Junior Faculty Research Award from the English Department, and this fall she is an affiliate fellow at Stanford University's Center for Comparative Studies in Race and Ethnicity. She is conducting research and working on her book manuscript tentatively entitled "Monologues of Conquest, Dialogues of Encounter: Alternative Literacies and Colonial Contexts in Early American Literature." She also proposed three new courses to be taught in the Chican@ and Latin@ Studies Program: Introduction to Comparative Ethnic Studies, Integrative Seminar in Comparative and Transnational Ethnic Studies, and Chicano/a and Latino/a Literature.

### Sandy Magaña

received a Minority Faculty Research Award from the UW Institute on Race and Ethnicity for 2004-2005.

### Alberta Gloria

was promoted to the rank of Full Professor in the Department of Counseling Psychology.

### Rachel Rodriguez

received the Champions in Women's Health Award from the Wisconsin Women's Health Foundation, Inc., for her rural health study of Latina migrant farm workers.

### Consuelo Springfield-Lopez

submitted an essay on Rosie Perez to the *Encyclopedia of Latinos and Latinas in the United States* (New York: Oxford University Press, forthcoming). A reprint of her essay, "I Am the Life, the Strength, the Woman: Feminism in Julia de Burgos' Autobiographical Poetry," originally published in the journal, *Callaloo*, 17:3(Summer 1994), appeared in *Daughters of the Diaspora: Afro-Hispanic Writers*, ed. Miriam De Costa-Willis (Kingston, Jamaica: Ian Randle, 2003). She also published a refereed journal article, "Stories of a Chameleon: Judith Ortiz Cofer's 'Moments of Being,'" in *a/b: Auto/Biography Studies*, 18:1 (Summer 2003). In addition, she gave a talk entitled "Coming of Age in the 1950s: Puerto Rican Women Writers in Transnational Communities," as part of the UW Latin American, Caribbean, and Iberian Studies Program Speaker Series in March 2004. And she presented "Ambulatory Spaces: Puerto Rican Women Writers in the U.S." at the Caribbean Inventions: Ethnic Realities, New Worlds Mini-Conference, Notre Dame University, in November 2003.



Professor Rachel  
Rodriguez



Professor Consuelo  
Springfield-Lopez





Professor Ned Blackhawk

## Ned Blackhawk

completed an essay, "Look How Far We've Come: How Indian History Changed the Study of U.S. History in the 1990s," which will be published in the *Magazine of American History*. He recently received a Visiting Faculty Award from the Center for Comparative Studies in Race and Ethnicity at Stanford University, where he will be completing his book, *Violence Over the Land: Colonial Encounters in the American Great Basin* (Cambridge: Harvard University Press).

## Mary Beltrán

recently published "Más Macha: The New Latina Action Hero" in the anthology *Action and Adventure Cinema*, ed. Yvonne Tasker (New York: Routledge, 2004). In addition, her essay "Dolores Del Rio, the First 'Latino Invasion' and Hollywood's Transition to Sound" will appear in the Spring 2005 issue of *Aztlán: The Journal of Chicano Studies*.

## A Chican@ and Latin@ Studies Welcome

### Tricia Price

We are pleased to welcome Tricia Price to the Chican@ and Latin@ Studies Program as the new Program Administrator. Ms. Price earned her M.A. in Spanish literature and linguistics from the University of Wisconsin-Madison and her B.S. in Spanish Education from the University of Missouri-Columbia. She has served as a Peace Corps volunteer in the Dominican Republic and, in addition to administering the Program and advising Certificate Program students, she tutors our students in Spanish and teaches foreign language classes in her spare time. She is a *veterana* of the Chicana/o Studies Program and will continue to work for the expansion of Chican@ & Latin@ Studies.

### Mark Allan Goldberg

This is Mark Goldberg's first year as a Project Assistant with Chican@ and Latin@ Studies Program. His responsibilities are many: working as a Chican@ & Latin@ Studies Program Student liaison; organizing the Chican@ & Latin@ Studies Certificate Program Student Association; helping to edit the

student journal, *Concientización*; and assisting with the Program's web design. He received his B.A. in History from the University of Texas-Austin, and he is currently a third-year graduate student in the History Department, where he studies the U.S. West and Southwest, with a focus on the history of gender and race in 19<sup>th</sup>-century Texas.

### Rita Garcia Martinez

Rita Garcia Martinez joined the Program this year and assists the Program Administrator. As a student worker for Chican@ and Latin@ Studies, she provides invaluable help to the Program administrator, faculty, and other staff. Ms. Garcia Martinez is a member of the Governing Board of the Chican@ & Latin@ Studies Student Association and a student representative. She is from Milwaukee and is in her junior year at UW. She is earning a Certificate in Chican@ & Latin@ Studies and is majoring in Biology. She hopes to attend veterinarian school. Her favorite pastimes are drawing and watching movies.



Tricia Price  
Program Administrator



## PROTECTING THE CENTER OF THE UNIVERSE ... by Patricia Gonzales & Roberto Rodriguez

Column of the Americas Universal Press Syndicate

For many peoples, Teotihuacan has always been the center of not just the continent, but the universe. The ancient metropolis, 45 minutes north of Mexico City-Tenochtitlan, is recognized worldwide as the patrimony of humanity. While it is ancient, it is not a ruin or an archaeological site, but a spiritual center.

There, we once found an ancient arrowhead. Another time, we exchanged rings and vows as we greeted Peace & Dignity runners from throughout the continent in 1992. The runners carried the message and prophecy of the Eagle and the Condor—that one day the whole continent would once again unite and help bring peace and justice to humanity. (The 2004 Peace & Dignity runners just passed through Teotihuacan this past week en route to Panama.) And in 2000, a historic intercontinental indigenous treaty was signed there (<http://www.tonatierra.org/treaty.html>).

Someone has forgotten to convey the spiritual and historical significance to Wal-Mart executives as they continue to build one of their mega-stores within its midst. As a result, people everywhere are outraged at government officials for approving this desecration and corporate transgression.

The problem is not limited to Wal-Mart executives. In the past, officials have also toyed with the idea of converting Teotihuacan into a touristlandia. Such travesties happen because few people anywhere are taught the history of the continent. As a society, we know more about the Middle East, Egypt and Ancient Greece and Rome—but little of the history here.

All this frenetic building coincides with Hispanic Heritage Month.

Something seems incongruent.

Only in the United States could the idea of celebrating Hispanic heritage be conjured up for this same time period (Sept. 15 through Oct. 15) when many nations, including Mexico, celebrate not their ties, but their independence from a despotic Spain. And Oct. 12 is the reminder of when the genocide, enslavement, and land theft of the Americas began—the date commemorating Columbus's landfall in 1492.

To be sure, Spain wasn't alone in its 16th- to 19th-century colonization efforts. England, France and Portugal also dug in. The 19<sup>th</sup>-century wars of independence were but the latest in a series of indigenous, African, and mestizo insurrections that sought liberation from Europe. One great insurrection, the Pueblo Revolt, took place in 1680 in what is today the greater U.S. Southwest. In South America, Tupac Amaru led a similar pan-indigenous insurrection in the 1700s.

This isn't to say that Hispanic heritage shouldn't be celebrated. Like all cultures—unless imposed—it should be celebrated. Just not at this time. While there's no chance of designating a different month to hold such a celebration, the least that can be hoped for is that it can be transformed.

Ideally, rather than designating celebratory months for different demographic groups, the first priority of U.S. schools should be to teach the continent's foundational history—including its rich multicultural history. In a sense, archaeologists and anthropologists are in pursuit of that story.

(Continued on page 6)



Patricia Gonzales &  
Roberto Rodriguez

Rodriguez & Gonzales write a weekly column, which is nationally syndicated for Universal Press Syndicate <http://www.uexpress.com/columnoftheamericas/>. They are currently pursuing advanced degrees on origins and migration at UW-Madison. They can be reached at [XColumn@aol.com](mailto:XColumn@aol.com) or 608-262-8066.

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There are thousands of archaeological sites throughout the continent. Yet, to this day, we don't have even a basic narrative that connects the thousands of years of North and South American history. Call it bias. There was a time when some believed that native peoples did not have writing systems. Additionally, historians have been slow to undo the damage done by overzealous priests who sought to demonize and destroy all things indigenous, particularly the knowledge.

Fortunately, the priests did not succeed, as much knowledge has been preserved, primarily by native scholars and/or elders, stories that are often at odds with Western history. For example, the story of *teo cintli*, or sacred maize, contains a rich history of the continent. It is preserved by virtually all of the continent's maize-based cultures in diet, song, dance, ceremony, art, and stories.

The continent's maize-based cultures and peoples—like other native peoples and cultures—are alive, not sequestered away in a warehouse or museum.

Equally important, as an *Indian Country Today* editorial recently stated: "Fact is, the majority of Latino or Hispanic Americans are substantially rooted in indigenous tribal backgrounds."

This recognition is part of an emerging hemispheric consciousness that sees "Hispanic-Latino" peoples as connected to indigenous peoples and undeniably rooted in this continent. Part of this consciousness includes getting Hispanics-Latinos to acknowledge, rather than deny, those connections.

We needn't wait till November (Native American History Month) to celebrate that history. That celebration should begin every morning with the knowledge that every square inch of the continent was and continues to be indigenous. And that people of all cultures have a duty to protect sites everywhere that are more than links to the continent's ancient history, but part of living cultures.

September 17, 2004  
2004 Universal Press Syndicate

## La Liga Latina de Beisbol Season



The UW Tejones Badgers Baseball Team, a team made up

of UW undergraduate students, UW Law students, and potential MATC transfer students, played in the 2004 Liga Latina de Beisbol. The team finished with a 12 and 8 record and finished fifth out of eleven teams. **Miguel Rosales**, Coordinator for Chican@ & Latin@ Student Academic Services, coached and managed the team. The team is recruiting for the 2005 season. If interested in playing or coaching, contact Miguel Rosales: [mrosales@lssaa.wisc.edu](mailto:mrosales@lssaa.wisc.edu)

Team members include (those in bold are pictured): Andres Dominguez, Cesar Herrera, **DeCarlo Maldonado**, Eric Acevedo, Gerardo Alcazar, Gerardo Pina, Gerson Torres III, **Gilberto Corral Jr.**, Israel Aceves, James Murphy-Aguilu, **Jesse Vazquez**, **Josh Toro**, Juan Avila, Justin Kruger, **Kalin Boodman**, **Louie Robles**, **Mike Grady**, Pablo Carranza, **Rafael Carranza**, Randy Enochs, Richie Marrero, **Saul Castillo**, and Tony Rodriguez.

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*\*Watch for the Spring issue of **Regeneración** for student essays on Latinas in the All-Women Baseball Leagues during World War II.*