



November, 2007

Dear friend,

**Seventh Annual Conference
Cambio de colores.
Latinos in Missouri:
Uniting Cultures –
Uniendo culturas**

**Stoney Creek Inn
Columbia, Missouri
April 7-9, 2008**

**A conference on Latino
immigration to Missouri**

Lisa Flores
Chair
(573) 884-9724

Domingo Martínez
Coordinator
(573) 882-4746

Christiane Quinn
Financial Chair
(573) 882-2978

Organized by the Cambio
Center of the University of
Missouri – Columbia (MU),
Alianzas, University of Missouri
Extension, University of
Missouri-Kansas City, and the
support and collaboration of
community, corporate, and
state and local government
institutions.

Managed by the MU
Conference Office.

Census estimations show that Latino population in the heartland has sustained and even increased its growth during this young century. Latino Missourian numbers have increased over 31 percent in the period 2000-2005, compared with Missouri's demographic growth of 3.8 percent. The immigrants are continuing their contribution to the economy through their work, their shopping power and their taxes, and are settling permanently in towns large and small across our state. There are, however, important barriers to their full integration, which is a long-term objective that will result in a better life for all Missourians, especially among the youth. Social and private services ranging from health care, education—both formal and civic—and banking, are not fully available to the newcomers, because of cultural and language barriers, and in some cases, budgetary limitations or plain neglect.

An inaugural conference on these issues was held on the MU campus in Columbia in March, 2002, followed by a second one at the University of Missouri's Kansas City campus in 2003, and a third one at the University of Missouri-St. Louis in March 2004. Back in Columbia in 2005 and 2006, the conference continued its success in attendance and content, as it was shown last April, when the 2007 conference met at Kansas City. *Cambio de Colores* (Change of Colors) conferences are the most important events dealing with these issues in our state and region, and have contributed to tending bridges to make this process beneficial to all Missourians.

This seventh *Cambio de Colores*, titled "Uniting Cultures- *Uniendo culturas*" will be held from April 7th-9th, 2008, in Columbia, Missouri. Work is already under way to secure the presence of national, state, and local researchers, outreach specialists, community leaders and organizations, and individuals that will share their expertise, knowledge and best practices on the following immigrant-related subjects:

- Change and Integration
- Civil Rights
- Education
- Health
- Youth, Families, and Communities

As an organization vitally interested in the prosperity of the state, we invite your sponsorship of this conference. Your commitment will not only ensure that organizations and residents of all financial means are able to participate, but will position your institution as an important player in the process of smooth integration of all Missourians, newcomer and native, and as a leader of beneficial change for the whole state of Missouri.

Please find enclosed more detailed information about the conference, along with the sponsorship opportunities. We will be pleased to receive your expression of interest by completing the response form included. If you have any questions or suggestions, please do not hesitate in contacting Lisa Flores or Domingo Martínez at the addresses provided.

We look forward to hearing from you, as well as receiving your kind support.

Sincerely,



UNIVERSITY OF MISSOURI
 Extension



Lisa Y. Flores, Ph.D.
16 Hill Hall
University of Missouri-Columbia
Columbia, MO 65211
(573) 884-9724
FloresLY@missouri.edu

Domingo Martínez
301 Gentry Hall
University of Missouri-Columbia
Columbia, MO, 65211
(573) 882-4746 (phone)
(573) 882-5127 (fax)
DMartinez@missouri.edu



CAMBIO DE COLORES (CHANGE OF COLORS) 2008
LATINOS IN MISSOURI: UNITING CULTURES
APRIL 7-9, 2008, STONEY CREEK INN
COLUMBIA, MISSOURI

Seventh Annual Conference
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Latinos in Missouri:
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Stoney Creek Inn
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April 7-9, 2008

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Conference Office.



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SPONSORSHIP OPPORTUNITIES

DIAMOND CONFERENCE SPONSOR - \$5,000.00

- Banner or poster in predominant position in the main room, and a space for a table display or a booth
- Full-page advertisement on inside covers of program book
- Acknowledgment with a logo on the front cover of program book and at Web site www.cambiodecolores.org (with large logo and link)
- Acknowledgment and logo in conference brochure, if committed by January, 2008
- One table for 8 at the main luncheon event
- One table for 8 at the main dinner event
- Opportunity to distribute your company's brochure and a gift/giveaway to be included in the attendee pack that is distributed to participants upon registration at the conference

GOLD SPONSOR - \$2,500.00

- Banner in the main room
- Half-page advertisement on inside covers of program book
- Acknowledgment on the back cover of program book and at Web site www.cambiodecolores.org (with large logo and link)
- Acknowledgment and logo in conference brochure, if committed by January, 2008
- One table for 4 at event of choice (luncheon or dinner)

SILVER SPONSOR - \$1,000.00

- Acknowledgment in program book and Web site www.cambiodecolores.org
- Quarter-page advertisement in program book
- Acknowledgment in conference brochure, if committed by January, 2008

BRONZE SPONSOR - \$500.00

- Acknowledgment in program book and web site www.cambiodecolores.org (text only and link)
- Business card-size advertisement in program book

Sponsors that commit their support before January 1, 2008, will also have the added benefit of being acknowledged in the widely distributed conference brochure.

Questions about sponsorships can be addressed to:

Lisa Flores
16 Hill Hall
University of Missouri-Columbia
Columbia, MO 65211
(573) 884-9724
floresly@missouri.edu

Domingo Martínez
301 Gentry Hall
University of Missouri-Columbia
Columbia, MO, 65211
(573) 882-4746 (phone)
(573) 882-5127 (fax)
DMartinez@missouri.edu



**Seventh Annual
Conference
Cambio de colores.
Latinos in Missouri:
Uniting Cultures -
Uniendo culturas**

October 30, 2007

**Stoney Creek Inn
Columbia, Missouri
April 7-9, 2008**

**A conference on Latino
immigration to Missouri**

SPONSORSHIP RESPONSE FORM

Thank you for your sponsorship of the 2008 Cambio de Colores conference. Please complete the form with the requested information and return the form to the office listed below. If the funds are already available, you can enclose them along with this form.

Lisa Flores
Chair
(573) 884-9724

Domingo Martinez
Coordinator
(573) 882-4746

Christiane Quinn
Financial Chair
(573) 882-2978

ORGANIZATION	
CONTACT NAME	
MAILING ADDRESS	
PHONE NUMBER	
FAX NUMBER	
E-MAIL ADDRESS	
SPONSORSHIP LEVEL	

Organized by the Cambio Center of the University of Missouri – Columbia (MU), Alianzas, University of Missouri Extension, University of Missouri-Kansas City, and the support and collaboration of community, corporate, and state and local government institutions.

Sponsorship payments are made to the **University of Missouri**. (Please write “Cambio de Colores Conference Sponsorship” in the memo field.) If a receipt is required, or if there are questions concerning any additional financial arrangements, please contact Marsha Ballenger or Jamie Davis at (573) 882-4038, or at any of the addresses shown at the bottom of this form).

Please mail or fax this form to:

**Cambio de Colores 2008 Conference
MU Conference Office (Att. Marsha Ballenger or Jamie Davis)
344 Hearnese Center, University of Missouri
Columbia, MO 65211**

Managed by the MU
Conference Office.

Fax (573)882-1953

If you should have questions regarding the conference or the sponsorship opportunities, please feel free to contact Dr. Lisa Flores or Mr. Martínez by telephone, e-mail, or fax. If your sponsorship level qualifies for a table at the lunch or dinner, please contact Marsha Ballenger at (573) 882-9552 with the names of the people that will be attending those events.



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Thank you very much for your support.

Muchas gracias por su apoyo.

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University of Missouri-Columbia
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INFORMATION ABOUT THE *CAMBIO DE COLORES* CONFERENCE

“*Cambio de Colores* (Change of Colors) in Missouri” is an annual conference that focuses on issues related to the current Latino immigration to the state in particular and the Midwest in general. The conference’s main goal is to contribute to a smooth and lasting integration of the new population, through the following specific tasks:

- To assess the changes brought about by the presence of new Latino urban and rural settlers in every region of the state.
- To inform about the multiple contributions—economic, social, and cultural—that these new Missourians are bringing to many communities and to the state as a whole.
- To understand the opportunities that this demographic change brings to the state, its people, communities, businesses, and educational institutions.
- To provide a forum to discuss the change and growth challenges posed to institutions and people—both new and old Missourians.
- To share relevant scholarship and best practices, and identify knowledge and service gaps that need addressing.

The three-day conference convenes academic research and extension specialists, public and private service providers, grassroots organizations, state and local government institutions, politicians, corporations, and newcomers themselves. The conference is sponsored by the University of Missouri, in cooperation with community and state partners. It is mostly funded by participants (numbering around 300) and sponsors.

The Hispanic and Latin American Faculty & Staff Association of the University of Missouri-Columbia (HLAFSA) took a principal role in creating and leading the first conferences, with the enthusiastic support of the University of Missouri System institutions, and the collaboration of many organizations in our state.

A groundbreaking, three-day event took place in March 2002 at the University of Missouri-Columbia: “*Cambio de Colores (Change of Colors). Latinos in Missouri: A call to action!*” A synthesis of the experiences, facts and knowledge derived from this conference is the monograph *Cambio de Colores. Immigration of Latinos to Missouri*, which remains a state-of-the-art publication.

Subsequent conferences were in 2003 in Kansas City (“**Neighbors in Urban and Rural Communities**”), St. Louis in 2004 (“**Gateway to a New Community**”), Columbia in 2005 (“**Connecting Research to Policy and Practice - Hoy y mañana.**”) and again in 2006 (“**Beyond Borders**”). In April, 2007, the conference went back to Kansas City (“**Everyone Together – Todos Juntos**”).

The diverse and enthusiastic participation in these very inclusive events is demonstrating the relevance and the urgency of addressing today the challenges and the opportunities that arise in Missouri and other Midwestern states, as Latinos and other newcomers settle as workers, families and members of communities.

(over, please)

The seventh conference, “*Cambio de Colores (Change of Colors). Latinos in Missouri: Uniting Cultures – Uniendo Culturas,*” will take place at the Stoney Creek Inn, in Columbia, Missouri, in April 7-9, 2008. Preparations are now under way, with the broad support of a Planning Committee from people across the state. The conference is organized along themes that include change and integration, communities, youth, education, health, and civil rights.

The main institutional support for the conference comes from the **Cambio Center for Research and Outreach on Latinos and Changing Communities in Missouri**, established by the University of Missouri-Columbia in the fall of 2004.

(Please find more details at the conference Web site: www.cambiodecolores.org.)

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Who was at the 2007 *Cambio de Colores* Conference?

- **Total number of registered individual participants: 228**
- **Total number of institutions represented: 105**
- **Total number of presentations & field visits: 45**
 - Change & Integration: 10
 - Civil Rights: 4
 - Education: 10
 - Health: 11
 - Youth & Families: 10

Some fast facts about Latinos

In the U.S.:

- Hispanics are the largest and fastest-growing ethnic group in the United States
- Latinos in the U.S. are 44.3 million (2006), accounting for over half of the 2.8 million added to the nation's population since 2005. Growth rate for the one year period between July 2005 and 2006 was 3.38 percent for the Hispanic population, almost six times as fast as the 0.57 percent growth of the non-Hispanic population. (May 2007 Census Bureau Press Release)
- Hispanic population of the United States will increase by almost 25 million people by 2020, and second-generation Hispanics will account for 47 percent of that growth. (Pew Hispanic Center)
- For the first time, second- and third-generation Hispanics account for most of the growth in the Hispanic population, replacing new immigrants, who fueled the growth in the past. (Pew Hispanic Center)

In Missouri:

- The Latino population almost doubled in Missouri (92%) in the period 1990-2000. That rapid growth continues: Estimated Missouri Hispanic population for the year 2005 is 155,519, up 31 percent from 118,617 in the 2000 census. (Missouri Census Data Center)
- Latino population has increased in 110 of the 114 counties of the state of Missouri. Latinos come to Missouri to work. Overwhelmingly, newcomers have steady jobs and pay taxes, and an increasing number buy cars and homes: they are new Missourians.
- Latino entrepreneurs are now engaging more intensively into new enterprises, including farming and construction.
- Kansas City ranks eleventh nationally among the fastest growing Latino populations residing in urban centers.
- Meatpacking rural counties—Sullivan, McDonald, Pettis, Lawrence, Saline, and Jasper—experienced from a 4 to 20-fold increase in Latino population.
- Small cities, such as Joplin, Branson, Springfield, Columbia, Jefferson City, and Warrensburg have doubled or tripled their representation of Latinos.