



JESUS MARTINEZ-SALDANA

## The Tomas Rivera Conference Presents **FESTIVAL FLORICANTO**

**“Arts and Education for the People”  
Saturday, April 28 – 12 Noon to 5:00 P.M**



*Everyone is welcome for a family afternoon event focusing on community empowerment with speakers on the arts, education and U.S. – Mexico relationships.*

### The Tomás Rivera Conference at the University of California, Riverside

This year marks the 20th Anniversary of the Tomás Rivera Conference held in honor of Dr. Tomás Rivera, former UCR Chancellor and pioneer Chicano poet and educator.

During the last two decades the conference has brought nationally recognized scholars, educators, artists and James Olmos. This year, the Tomás Rivera Endowed Chair in Creative Writing at UCR, Professor Juan Felipe Herrera, brings the conference to the Coachella Valley, in particular to the new UCR Palm Desert Graduate Center.

### Tomás Rivera and the idea of Floricanto (Flower and Song):

The focus at this year's conference is a Floricanto Festival— a term derived from the Nahuatl (Aztec) phrase, “In Xochitl in Cuicatl” (Flower and Song) – the arts of the people. Tomás Rivera read from his landmark novel, *Y No Se Lo Tragó La Tierra (And the Earth Did Not Devour Him)* at the first National Chicano Floricanto Literature Festival held at the University of Southern California on November 13-14, 1973. His presence and literary endeavors at the conference propelled a new literary voice and tradition throughout the world – Chicano and Latino Literature.

### Floricanto in Palm Desert

- Celebrating Student Successes
- California-Coachella Valley-Mexico Migrant and Cultural Enrichment Information
- A Conference-in-the-round with unique workshops for families

### KEYNOTE SPEAKERS

Jesus Martinez-Saldana, legislator of migrant affairs for Michoacán, Mexico, will be the featured speaker. His topic is “New Rights and New Directions in 2007 for the Michoacán Migrant.”

Margarita Robles, who created the Clovis West High School “Hispanic Young Women's High School Conference” and advises educators how to work more effectively with Latino parents. Her topic is “Tomás Rivera's Idea of Leadership for You and Your Family.”

### WORKSHOPS ALL AFTERNOON

*In Spanish and English  
Each workshop repeats every half hour*

**Nestor Dimas Huacuz**, director of the Indigenous Cultural University of Michoacán

**Tim Z. Hernandez**, a San Francisco poet, muralist and community organizer, will present a talk and slide show on how to create mural and poetry projects in your school and your community.

**Amalia Alvarez**, a Tomás Rivera Research Fellow in the UCR Department of Creative Writing, will discuss how family stories can help students at home and at school.

**Andre Mohammad Angha**, a Hispanic musician from San Jose, will tell you how he became a musician and what music can do for you. He will teach how to compose and record a song.

**Ashley Robles**, a 12-year-old writer and Internet blogger from Redlands, will show how the Internet can be used for positive growth and demonstrate how to start a blog for pre-teens and teens.

**Ruben Martinez**, a musician and award-winning journalist whose essays, opinions and stories have appeared in the New York Times, Washington Post and Los Angeles Times, will offer a lecture and musical concert focusing on the relation (or lack thereof) between those “from here” and those “from over there.”

**Dick Keis**, director of Libros y Familias Program, a family literacy project for Spanish-speakers in Independence, Oregon, will give an informal talk on how to participate as a story-teller with your children in the schools.

There is no admission charge for anyone to attend Floricanto. Teachers, students, parents and anyone interested in the program content are welcome to attend.

For more information, contact the UCR Palm Desert public information office at 760-834-0590 or send an e-mail to [palmdesert@ucr.edu](mailto:palmdesert@ucr.edu).



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