



Cambio de Colores (Change of Colors) 2007
Latinos in Missouri: Everyone Together / Todos juntos
April 2-4, 2007, Marriott Country Club Plaza
Kansas City, Missouri

A conference on
integration of newcomers
to Missouri and the
Midwest

Information about the *Cambio de Colores* conference

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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.

“*Cambio de Colores* (Change of Colors)” is an annual conference that focuses on issues related to the current Latino immigration to the state, in particular, and to the Midwest, in general. Its main goal is to contribute to a smooth and lasting integration of the new population. Specific objectives of the conference are:

- To assess the changes brought about by the presence of new Latino urban and rural settlers in every region of the state;
- To inform participants about the multiple contributions—economic, social, and cultural—that these new Missourians bring not only to many communities, but also to the state and the region as a whole;
- To understand the opportunities that this important demographic change brings to the state, and the region, their people, communities, businesses, and educational institutions;
- To provide a forum to discuss the change, as well as the growth challenges, that institutions and people—both new and old Missourians—experience;
- To share relevant scholarship and best practices, and identify knowledge and service gaps that need to be addressed to make integration a reality and positive outcome for all.

The annual three-day conference convenes a unique and enriching combination of academic researchers and extension specialists, public and private service providers, and members of 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), established in late 1999, took a principal role in creating and leading this conference series, with the enthusiastic support of the University of Missouri System institutions, and the collaboration of many organizations in Missouri. Since 2005, the Cambio Center for Research and Outreach on Latinos and Changing Communities is the main organizer of this annual effort. The Cambio Center was established by the University of Missouri-Columbia in the fall of 2004.

The 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 (available for download at www.cambiodecolores.org/library).

In 2003, “*Cambio de Colores (Change of Colors) – Latinos in Missouri: Neighbors in Urban and Rural Communities*” convened at the campus of the University of Missouri-Kansas City. In 2004, “*Cambio de Colores (Change of Colors) – Latinos in Missouri: Gateway to a New Community*” was hosted by the University of Missouri-St. Louis.



In 2005, “*Cambio de Colores (Change of Colors)*. – **Latinos in Missouri: Connecting Research to Policy and Practice - Hoy y mañana**” returned to the campus of the University of Missouri-Columbia.

In 2006, “*Cambio de Colores (Change of Colors)* – **Latinos in Missouri: Beyond Borders**” convened again in Columbia, marking the fifth successful gathering.

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

The sixth conference, “*Cambio de colores (change of colors)*. **Latinos in Missouri: Everyone Together – Todos juntos,**” will be held at the Marriott Country Club Plaza Hotel, in Kansas City, Missouri, in April 2-4, 2007. Preparations are now under way, with the broad support of a Planning Committee that includes individuals from across the state. The conference is organized around themes that include change, integration, communities, youth, education, health, civil rights, society and culture.

Institutional support for the 2006 conference is being provided by the University of Missouri-Kansas City, especially through the Alianzas program, a joint effort of the Institute of Human Development and the University of Missouri Extension service.

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

Some information about participants in the last *Cambio de Colores* Conference, Columbia, MO, 2006.

Total number of registered participants: 227
Represented institutions: 200

- Non-governmental organizations (includes grassroots) – 59
- K-12 Education – 38
- Health care – 17
- Higher Education – 56
- Federal Government – 6
- Corporate – 8
- Local Government – 4
- State Government – 7
- No declared affiliation – 5

Some fast facts about Latinos

In the U.S.:

- Hispanics are the fastest-growing group in the United States, and is now the largest “minority.”
- Latinos in the U.S. are near 42 million (2005), accounting for over half of the people added to the nation’s population since the 2000 Census. Growth rate is over four times that of the total population (4.4 percent). (2004 Census Bureau Community Survey)
- 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. Estimated Missouri Hispanic population for the year 2005 is 155,519, up 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.



November 20, 2006

Dear friend,

**Sixth Annual Conference
Cambio de colores.
Latinos in Missouri:
Everyone Together
Todos juntos**

Marriott Country Club Plaza
Kansas City, Missouri
April 2-4, 2007

A conference on integration
of newcomers to Missouri
and the Midwest

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UNIVERSITY OF MISSOURI
Extension



Alianzas
alliances

The constant arrival of Latino or Hispanic people to Missouri and the heartland is the largest demographic and cultural change of the last decades. It is because of the need to understand this important change (“cambio,” in Spanish), that we are organizing the conference “Cambio de Colores (Change of Colors) – Latinos in Missouri: Everyone Together / *Todos juntos*.” This letter is to kindly request your support of that event.

Latino Missourians have increased their number in almost 25 percent in the period 2000-2004, compared with an overall growth of 2.8 percent. They contribute to the economy as workers, consumers and tax-payers, and are settling permanently in towns large and small across our state and its neighbors. Their full integration is a long-term objective that will result in a better life for all Missourians, especially the younger ones of every culture and ancestry. Social and private services, ranging from health care, education, and banking, are not fully available to all, because of cultural and language barriers, and—in some cases—budgetary limitations or just neglect.

The annual *Cambio de Colores* (Change of Colors) conferences have become the leading events dealing with these issues in our state, and have contributed to tending bridges to make this process beneficial to all Missourians. Since 2002, these unique meetings have been convened by University of Missouri institutions with the support of public and private collaborators.

“*Cambio de Colores* (Change of Colors) - Latinos in Missouri: Everyone Together / *Todos juntos*” is the title of the 2007 conference, reflecting the need for *all* community members and all communities to work together if a smooth and sustainable integration is to be achieved for the benefit of the coming generations. This sixth *Cambio de Colores* conference will be held in April 2-4, 2007, at the Marriott Country Club Plaza, in the heart of Kansas City, Missouri, the community with the largest concentration of Latinos in the state. 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 an array of subjects of high relevance for understanding and integration of the newcomers, like Education, Health Care, Civil Rights, Society & Culture, Wellbeing, 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 integration of the Latino Missourians, and a leader of beneficial change for the whole state of Missouri.

Enclosed is more detailed information about the conference, along with a page showing the sponsorship opportunities. We will be pleased to receive your expression of interest by completing the response form, also included. If you have any questions or suggestions, please do not hesitate in contacting Christina Vasquez-Case or Domingo Martínez at the addresses provided.

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

Sincerely,

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Health Sciences Building, Third Floor
2220 Holmes Street
University of Missouri-Kansas City
Kansas City, Missouri 64108-2639

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Domingo Martínez
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University of Missouri-Columbia
Columbia, MO, 65211

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**Cambio de Colores 2007 Conference - 344 Hearn Center - Columbia, Missouri 65211 / Phone: (573) 882-8253 Fax: (573) 882-1953
www.cambiodecolores.org decolores@missouri.edu**



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SPONSORSHIP OPPORTUNITIES

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PLATINUM SPONSOR - \$10,000.00

- Banner or poster in a predominant position in the main room and free table display or booth space.
- Full-page advertisement on back or inside cover of the program book.
- Acknowledgment and logo on the cover of the program book and on the conference Web site.
- One table for 8 at the main luncheon event.
- One table for 8 at the main dinner event (or preferred seats in a cultural event).
- Opportunity to include your company's brochure and a gift/giveaway in the attendee pack, which is distributed to all participants upon registration at the conference.

GOLD SPONSOR - \$5,000.00

- Banner or poster in a predominant position in the main room and free table display or booth space.
- Half-page advertisement on inside covers of the program book.
- Acknowledgment on the back cover of the program book and on the conference Web site.
- One table for 6 at the main luncheon event.
- One table for 6 at the main dinner event (or preferred seats in a cultural event).

SILVER SPONSOR - \$2,500.00

- Banner in the main room.
- Quarter-page advertisement in the program book.
- Acknowledgment in the program book and on the conference Web site.
- One table for 4 at event of choice (luncheon or dinner/cultural event).

BRONZE SPONSOR - \$1,000.00

- Acknowledgment in the program book and on the conference Web site.
- Business card-size advertisement in the program book.
- One table for 2 at event of choice (luncheon or dinner/cultural event).

SUPPORTER - \$300.00

- Acknowledgment in the program book and on the conference Web site (text only and link).

Early Bird Bonus: Sponsors that commit their support before January 1, 2007, will have the added benefit of receiving acknowledgement in the widely distributed Conference brochure (approximately 4,000 recipients).

Questions about sponsorships can be addressed to:

Christina Vasquez-Case
 Health Sciences Building, Third Floor
 2220 Holmes Street
 University of Missouri-Kansas City
 Kansas City, Missouri 64108-2639

(816) 235-1768
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SPONSORSHIP RESPONSE FORM

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This form indicates your intent to sponsor the 2007 Cambio de Colores conference. Please fill out the form with the requested information and return it to either office listed below. If the funds are already available, you can enclose them along with this form.

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

Sponsorship payments are made to the **University of Missouri**. (Please write "Cambio de Colores Conference Sponsorship" in the memo field.) If a bill is needed, or for any additional financial arrangements, please contact Ms. Cindy Hazelrigg at (573) 882-2301, or at any of the addresses shown at the bottom of this page).

Please mail or fax this form to:

Cambio de Colores 2006 Conference
MU Conference Office (Att. Cindy Hazelrigg)
344 Hearn Center, University of Missouri
Columbia, MO 65211

Fax (573)882-1953

If you should have questions regarding the conference or the sponsorship opportunities, please feel free to contact Dr. Vasquez-Case or Mr. Martínez through telephone, e-mail, or fax.

Thank you very much for your support.

Muchas gracias por su apoyo.



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