



March 30, 2011

**Tenth Annual Conference  
Cambio de Colores  
Latinos in the Heartland:  
Migration and Shifting  
Human Landscapes**

**Holiday Inn  
SE-Waterpark  
Kansas City, Missouri  
June 8-10, 2011**

**A Multi-State Conference  
about Integration of  
Immigrants**

Domingo Martínez  
Director  
(573) 882-4746

Organized by the University of Missouri's Cambio Center in cooperation with the North Central Education and Research Activity 216 (NCERA 216) and the Southern Extension and Research Activity 37 (SERA 37)

Managed by the MU Conference Office.



Dear friend,

Census estimations show that Latino population in the heartland has sustained and even increased its growth during this century. In the Midwest, the Latino population has grown 31 percent in the period 2000-2007, compared with only 3 percent for all groups in the region. The newcomers 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 the Heartland.

This growth of a culturally distinct group is thus faster than expected, and there are factors that preclude the smooth integration of the newcomers into the receiving communities. Culturally diverse and integrated communities are a long-term objective that will result in a better life for all Midwesterners, especially among the youth. Social and private services ranging from health care, education—both formal and civic—and financial services, are not fully available to the newcomers, because of cultural and language barriers and, in some cases, budgetary limitations or plain neglect.

The *Cambio de Colores* (Change of Colors) annual conferences have addressed these issues since the year 2002, with a special focus on Missouri, but always counting with the expertise and interest of other states in the region. These meetings are the most important events dealing with these changes in Missouri and the region, and have contributed to tending bridges to make this process beneficial to all.

The tenth *Cambio de Colores Latinos in the Heartland: Migration and Shifting Human Landscapes* conference will take place at the Holiday Inn Kansas City SE-Waterpark in Kansas City, Missouri on June 8-10, 2011. Work is already under way to secure the presence of national and regional researchers, outreach specialists, community leaders and organizations, and individuals that will share their expertise, knowledge and best practices on the following subjects:

- Change and Integration
- Civil Rights and Political Participation
- Education
- Health
- Entrepreneurship and Economic Development

As an organization vitally interested in the future of the region, 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 Midwesterners, and a leader of beneficial change for the whole region.

Enclosed is 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 Domingo Martínez at the addresses provided.

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

Sincerely,

Domingo Martínez  
301 Gentry Hall  
University of Missouri-Columbia  
Columbia, MO, 65211  
(573) 882-4746 (phone)  
(573) 882-5127 (fax)  
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**CAMBIO DE COLORES (CHANGE OF COLORS) 2011  
JUNE 8-10, 2011  
HOLIDAY INN SE-WATERPARK, KANSAS CITY, MISSOURI**

**SPONSORSHIP OPPORTUNITIES**

**Holiday Inn  
SE-Waterpark  
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June 8-10, 2011**

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UNIVERSITY OF MISSOURI  
**Extension**



**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](http://www.cambiodecolores.org) (with logo and link in the home page)
- Acknowledgment and logo in conference brochure, if committed before printing
- One table for 8 at event of choice (luncheon or dinner)
- 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](http://www.cambiodecolores.org) (with logo and link in the home page)
- Acknowledgment and logo in conference brochure, if committed before printing
- 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](http://www.cambiodecolores.org)
- Quarter-page advertisement in program book
- Acknowledgment in conference brochure, if committed before printing

**BRONZE SPONSOR - \$500.00**

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

Questions about sponsorships can be addressed to:

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301 Gentry Hall  
University of Missouri-Columbia  
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**SPONSORSHIP RESPONSE FORM**

Thank you for your sponsorship of the 2011 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 a check 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 receipt is required, or if there are questions concerning any additional financial arrangements, please contact Joy Millard at (573) 882-4349 or [muconf1@missouri.edu](mailto:muconf1@missouri.edu) or at any of the addresses shown at the bottom of this form).

Please mail or fax this form to:

**Cambio de Colores 2011 Conference  
MU Conference Office  
344 Hearnes 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 us by telephone, e-mail, or fax. If your sponsorship level qualifies for a table at the lunch or dinner, please contact [muconf1@missouri.edu](mailto:muconf1@missouri.edu) with the names of the people that will be attending those events.

**Thank you very much for your support.**

**Muchas gracias por su apoyo.**

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**INFORMATION ABOUT THE *CAMBIO DE COLORES* CONFERENCE**

“*Cambio de Colores* (Change of Colors)” is an annual conference that focuses on issues related to the current Latino immigration to the Midwest. The conference’s main goal is provide knowledge 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 state of the Heartland.
- To inform about the multiple contributions—economic, social, and cultural—that these newcomers are bringing to many communities and to the region as a whole.
- To understand the opportunities that this demographic change brings to the region, 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 residents of the Heartland.
- To share relevant scholarship and best practices, and identify knowledge and service needs that require 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 (who have numbered 250 on average) and sponsors. The 2011 conference is a collaborative effort with the twelve-state North Central Regional Center for Rural Development, and the Immigrants in Midwestern Communities Inter University Network. This year, the cooperation has been extended to include the Southern Extension and Research Activity 37 (SERA 37) “The New Hispanic South,” an initiative that brings together a large number of universities and institutions addressing similar changes in that region.

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!**”

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.**”) In 2008, Columbia hosted the 7<sup>th</sup> conference (“**Uniting Cultures – Uniendo Culturas.**”) In May, 2009, the conference took place in St. Louis (“**Latinos in the Heartland.**”) In May, 2010, the ninth conference was hosted once again in Columbia (“**Latinos and Immigrants in Midwestern Communities.**”)

(over, please)

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.

The tenth conference will take place at the Holiday Inn Kansas City SE-Waterpark in Kansas City, Missouri on June 8-10, 2011. Preparations are now under way, with the support of a Planning Committee from people across the region. The conference is organized along themes that include Change and Integration, Civil Rights and Political Participation, Education, Health, and Entrepreneurship and Economic Development.

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 up-to-date details at the conference Web site: [www.cambiodecolores.org](http://www.cambiodecolores.org).)

### Some fast facts about Latinos

#### Who was at the 2010 *Cambio de Colores* Conference?

- **Total number of institutions represented: 89**
- **Total number of sessions: 34**
- **Total number of individual presentations: 59**

#### In the U.S.:

- Hispanics are the largest and fastest-growing minority group in the United States:
- Latinos in the U.S. are 50.5 million (2010 Census), and they account for over half of the current population growth. Hispanic growth rate for the 2000-2010 period was 43 percent, compared with 9.7 percent for the total population and 1.7 percent for the "White alone" category. (U.S. Census Bureau March 2011 report.)
- 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 the Heartland:

- In the twelve Midwest states, the Latino population more than doubled from 1990 to 2007, from 1.7 to 4.1 million people, growing over twelve times as fast as the total population increase. In the Heartland, Latinos are over 6.2 percent (2007) of the population, up from 2.9 percent in 1990.
- Every Heartland state has seen its population of Hispanics grow at least 100 percent in that period.
- Latinos come to the Heartland to work. They are workers, income-earners and therefore pay taxes, and an increasing number buy cars and homes: they are the bulk of the new Midwesterners.
- Hispanic newcomers are settling not only in large urban enclaves, but increasingly in rural areas, smaller towns, and everywhere there are jobs.
- In five states, the Latino population has grown more than 200 percent: Indiana, Iowa, Minnesota, Nebraska and South Dakota.
- In absolute numbers, the states with greater growth are Illinois (one million), Indiana (216K), Michigan (201K), Minnesota (152K), and Kansas (150K).
- Latino entrepreneurs are now engaging more intensively into new enterprises, including farming and construction.