IT IS YOUR ENGAGEMENT AND ENCOURAGEMENT that inspires the Smithsonian Latino Center staff to develop exciting programs that ensure that our communities are recognized and celebrated around the Smithsonian and nationally.

Through your generosity over the past year, we have brought transformative museum content to audiences, empowered future museum leaders and strengthened national partnerships to bring our Center closer to you and our deserving communities.

This year’s Day of Dead Festival broke attendance records, with eager audiences standing in line for almost two hours to get their original copy of The House on Mango Street signed. Sandra Cisneros’ altar, dedicated to her mother, continues to touch museum visitors of all ages at the National Museum of American History.

The launch of our Latino Virtual Museum Teacher Training Toolkit has inspired teachers along the Texas border and around the country to bring Latino content to life through compelling multi-media applications using 21st Century learning and teaching strategies.

In 2015, we are especially excited to celebrate our ten-year anniversary of the Young Ambassador’s Program and the launch of our national ¡Descubra! Meet the Science Expert program. I hope to see you at our other upcoming programs and exhibitions, especially our groundbreaking New York City showings of Cerámica de los Ancestros: Central America’s Past Revealed and Portraiture Now: Staging the Self!

You are why we do what we do. Join me and our new intrepid board chair, Roel Campos, in making the Smithsonian Latino Center your home while you’re on the National Mall, at our partner institutions, or on your mobile-friendly. I invite you to visit our new website designed to bring you even closer to our work, latino.si.edu.

Thank you. Gracias. Obrigado. You make our work possible!

Yours,

Eduardo Díaz

Smithsonian National Latino Board of Directors

We thank our members who served in 2014, and especially Gilberto “Gil” Cardenas for his years of service.

Gilberto “Gil” Cárdenas
FORMER CHAIRMAN

Joedis “Joe” Ávila
Ford Motor Company Fund and Community Services
DALLAS, TX

The Honorable Xavier Becerra
United States House of Representatives
LOS ANGELES, CA

The Honorable Roel Campos
Locke Lord, L.L.P.
WASHINGTON, D.C.

Gilberto “Gil” Cárdenas, Ph.D.
Notre Dame Center for Arts and Culture
SOUTH BEND, IN

Thomas “Tom” Chávez, Ph.D.
ALBUQUERQUE, NM

Dorene C. Domínguez
Vanir Group of Companies
SACRAMENTO, CA

Raquel “Rocky” Egúsquiza
NBC Universal
NEW YORK, NY

Ivelisse Estrada
Univision Communications Inc.
LOS ANGELES, CA

Philip Fuentes
McDonalds, Inc.
CHICAGO, IL

Laura J. Hernández
AT&T
AUSTIN, TX

Hon. Roel Campos
CURRENT CHAIRMAN

Guillermo Jasson
Cross Fields Capital
GREENWICH, CT

Virginia González Hough
The Walt Disney Company
BURLINGTON, CA

Aida Levitan, Ph.D.
ArtesMiami
MIAMI, FL

Ann Serrano Lopéz
Moving Target Productions
WOODLAND HILLS, CA

Henry R. Muñoz III
(Chairman Emeritus)
Muñoz & Company
SAN ANTONIO, TX

Christine Ortega
Southwest Airlines
SAN ANTONIO, TX

Gloria Rodríguez
Comunicad
ARLINGTON, VA

Marcos Ronquillo
Friedman & Feiger, L.L.P.
DALLAS, TX

Yolanda “Dusty” Stemer
CHESTERTON, IN

Socorro Vasquez
MV&E International, Inc.
IRVINE, CA
Smithsonian Latino Initiatives

Smithsonian Latino Center directed federal funds to support these Latino projects in 2014

**Anacostia Community Museum**
Unconventional Gateways
Revisiting Black Mosaic
Publication

**Archives of American Art**
National Latino Collecting Initiative

**Center for Folklife and Cultural Heritage**
*Tradiciones*: Smithsonian Folkways Latino Music Initiative
Diaspora Community Engagement

**Cooper Hewitt National Design Museum**
Cooper Hewitt *Diseño*
Latino Design Series

**National Museum of American History**
Latinos in Baseball:
In the Barrios and the Big Leagues
Year-One Funding for Political History Curator

**National Museum of the American Indian**
The Great Inka Road

**National Museum of Natural History**
Latino Visitor Experience Initiative

**National Portrait Gallery**
National Portrait Gallery One Life:
Dolores Huerta Exhibition
Collection Development:
Representing Latinos in U.S. History
Portraiture Now: Staging the Self Exhibit Tour

**Smithsonian Affiliations**
Puerto Rican Studies at the Museo y Centro de Estudios Humanísticos at the Universidad del Turabo

**Smithsonian American Art Museum**
Expanding and Interpreting the Smithsonian American Art Museum’s Latino Photography Collection

**Smithsonian Astrophysical Observatory**
El Universo a Tus Manos: Program for Undergraduate Science Majors

**Smithsonian Latino Center**
Latino Museum Studies Program
Latino Art Now! Conference 2016

The Latino Curatorial Initiative supported leaders throughout the Smithsonian
Young Ambassadors Program Partners

**Arizona**
- Arizona Science Center
- Musical Instrument Museum

**California**
- California Science Center
- Museum of Latin American Art
- Chabot Space and Science Center

**Florida**
- Adrienne Arsht Center for the Performing Arts of Miami-Dade County
- Patricia and Phillip Frost Museum of Science

**Illinois**
- Adler Planetarium
- National Museum of Mexican Art

**New Mexico**
- Explora
- National Hispanic Cultural Center

**New York**
- National Museum of the American Indian—New York

**Pennsylvania**
- Philadelphia Museum of Art

**Puerto Rico**
- Museo de Arte de Puerto Rico

**Texas**
- Fort Worth Museum of Science and History
- Children’s Museum of Houston
- Talento Bilingüe de Houston
- International Museum of Art and Science, McAllen
- San Antonio Museum of Art
- The Thinkery, Austin

**Washington, D.C.**
- National Portrait Gallery

**Seattle**
- The Museum of Flight
### Smithsonian Latino Center Impact

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$832,300</td>
<td>Federal funds directed by Latino Center to support Latino projects at the Smithsonian</td>
</tr>
<tr>
<td>2,493,627</td>
<td>visitors to exhibit <em>Cerámica de los Ancestros: Central America’s Past Revealed</em> at the National Museum of the American Indian</td>
</tr>
<tr>
<td>726,293</td>
<td>visitors to exhibit <em>Portraiture Now: Staging the Self</em> at the National Portrait Gallery</td>
</tr>
<tr>
<td>180</td>
<td>Young Ambassadors since 2006</td>
</tr>
<tr>
<td>265</td>
<td>Latino Museum Studies Scholars since 1994</td>
</tr>
<tr>
<td>30</td>
<td>internships for high school and college students</td>
</tr>
<tr>
<td>9</td>
<td>staff members</td>
</tr>
<tr>
<td>3,244,936</td>
<td>hits to our website</td>
</tr>
<tr>
<td>1,068,628</td>
<td>visitors to Smithsonian Latino Virtual Museum</td>
</tr>
<tr>
<td>319, 465</td>
<td>visits to <em>Día de los Muertos</em> festival in Smithsonian Latino Virtual Museum</td>
</tr>
<tr>
<td>12,576</td>
<td>Facebook fans, Twitter followers, and e-distribution</td>
</tr>
<tr>
<td>102,181</td>
<td>attendees to education and family programs</td>
</tr>
<tr>
<td>73,274</td>
<td>distributions of education hard copy publications</td>
</tr>
<tr>
<td>2,628</td>
<td>participants of adult public programs</td>
</tr>
</tbody>
</table>

### Thank You for Your Support!

You made the difference through gifts of all sizes this year. We are deeply grateful to those who have contributed through a gift of $25,000 or higher.

- **AARP**
- **AT&T, Inc.**
- **Ford Motor Company Fund**
- **Southwest Airlines Co.**
- **Target Corporation**
- **Univision Communications, Inc.**
- **Vanir Construction Management**
- **NBCUniversal Telemundo**

We also acknowledge the generous support of:

- **ArtesMiami, Inc.**
- The Honorable Roel Campos and Dr. Minerva Campos
- Dr. Gilberto Cárdenas and Ms. Dolores García
- Mr. Eduardo Díaz
- Ms. Doreene Dominguez
- Ms. Raquel Egusquiza
- Inter-University Programs for Latino Research
- Mr. and Mrs. Philip Fuentes
- Ms. Virginia Hough
- Mr. Guillermo E. Jasson
- Ms. Ann Serrano López
- Mr. Edward Luján
- Mr. Henry R. Muñoz III
- PepsiCo, Inc.
- Mr. Marcos Ronquillo
- Ms. Yolanda “Dusty” Stemer and Dr. Alexander Stemer
- The Walt Disney Company
- The Walt Disney Company Foundation
- Wines of Argentina
- Dr. Tomas Ybarra-Frausto

Join the Smithsonian Campaign to help share Latino culture and inspire future generations! Visit us at [latino.si.edu](http://latino.si.edu) to pledge your support.
Coming in 2015

2015 Highlights Around the Country

FEB. 6–JUNE 28  EXHIBITION Our America: The Latino Presence in American Art
Utah Museum of Fine Arts  Salt Lake City, UT

APRIL 18–JAN. 2017  EXHIBITION Cerámica de los Ancestros: Central America’s Past Revealed
National Museum of the American Indian  George Gustav Heye Center  New York, NY

MAY 2–3  FESTIVAL Children’s Festival Featuring Cerámica de los Ancestros
National Museum of the American Indian  George Gustav Heye Center  New York, NY

JUNE 10–OCT. 15  EXHIBITION Portraiture Now: Staging the Self
Americas Society  New York, NY

JUNE 13–14  FAMILY DAY ¡Descubra! Meet the Science Expert Series Family Day
at the Patricia and Phillip Frost Museum of Science  Miami, FL

AUGUST 22  FAMILY DAY ¡Descubra! Meet the Science Expert Series Family Day
at the Chabot Space and Science Center  Oakland, CA

OCT. 16–JAN. 2016  EXHIBITION Our America: The Latino Presence in American Art
Arkansas Art Center  Little Rock, AR

2015 Highlights in Washington, D.C.

MAY 2  FAMILY DAY  Space Day featuring ¡Descubra! Meet the Science Expert Series
National Air and Space Museum  Mall Building

JUNE 21–JULY 31  PROGRAM Young Ambassadors Program  Smithsonian Latino Center

JUNE 29–JULY 31  PROGRAM Latino Museum Studies Program  Smithsonian Latino Center

JULY 3–MAY 2016  EXHIBITION One Life: Dolores Huerta  National Portrait Gallery

AUGUST 1  FAMILY DAY we share STEM featuring ¡Descubra! meet the Science Expert
National Air and Space Museum  Steven F. Udvar-Hazy Center

SEPTEMBER 3  PROGRAM Puerto Ricans at the Dawn of the New Millennium  National Museum of the American Indian

SEPTEMBER 13  FAMILY DAY Hispanic Heritage Month: The Great Inka Road Family Day
featuring ¡Descubra! Meet the Science Expert  National Museum of the American Indian

SEPTEMBER 26  PROGRAM Sharing Stories with an Old School D.C. Latina  Historical Society of Washington, D.C.

OCTOBER 3  FAMILY DAY Hispanic Heritage Month featuring ¡Descubra! Meet the Science Expert
National Air and Space Museu  Mall Building

OCT. 31–NOV. 1  FESTIVAL Day of the Dead/Día de los Muertos
Smithsonian Latino Virtual Museum  National Museum of the American Indian

Smithsonian Latino Center

PO Box 37012 MRC 512  Washington, DC 20013-7012  202.633.1240  latino.si.edu

@slc_latino