Amigos de Pima Community College was formed in 1992 by Henry “Hank” Oyama, Richard Fimbres and then-PCC Chancellor Robert Jensen to “promote academic excellence among Hispanic students at Pima Community College by providing financial support through scholarships to qualified and deserving students (and) to develop linkages with business and industry professionals in the community who are interested in providing mentorship and higher education opportunities for Hispanic students.”

The Amigos’ primary objective is raising funds for the Hispanic Student Endowment, currently valued at nearly $250,000, and awarding scholarships to deserving PCC students. Scholarships are named in honor of individuals and in one instance, a company, who have made a positive difference in Southern Arizona.

Hispanic Student Endowment Named Scholarships

**Gilbert Acosta (1906 -1984)**

Gilbert Acosta was born in Hermosillo, Sonora, Mexico in 1906, lived in Canae, Sonora and eventually moved to Tucson. At age six, Gilbert began selling the *Arizona Daily Star* on the city streets to help support his widowed mother. He graduated from Tucson High School.

In 1922, Gilbert moved from the *Star’s* mail room where he prepared the papers for other carriers. There he was an assistant carrier foreman and later the foreman. His next move came in 1925 when he became a circulation bookkeeper. He held that job until 1927 when he became assistant circulation manager, and, except for moving up in the company ranks, from that time on he never had another job.

Gilbert Acosta’s lifetime legacy is his dedication to mentoring young people.

**Dr. Manuel C. Bedoya, DMD**

Dr. Manuel C. Bedoya is a native Tucsonan who is proud of both of his heritages and who has dedicated his life to the dentistry profession, always striving to provide the highest level of quality dentistry possible.

In fifth grade Dr. Bedoya had already made a goal for himself. He was determined to become a dentist. He graduated from Tucson
High School where he excelled in academics and had the honor of being one of the Badgers State Wrestling Champions. Dr. Bedoya graduated from the University of Arizona and went on the dental school where in 1975 he received his Doctor of Medicine degree in New Jersey. He then returned to his roots, Tucson, where he has been practicing dentistry for over thirty years. Through Dr. Bedoya’s leadership, he has endorsed and financed scholarship programs and various charitable organizations under his parent company, Dedicated Dental Service.

Dr. Bedoya is on the Hispanic Advisory Committee for the UA Athletic Department and been actively involved in American Heart Association, American Red Cross, Easter Seals, among others. He is also on the Board of Trustees for A.T. Still University.

Richard & Mary Fimbres

Richard and Mary have been two of LULAC’s (League of United Latin American Citizens) most active and respected members. Richard served four years as National Vice-President for the Far West, three years as the National Vice-President for the Elderly, thirteen years as an Executive Board member of LULAC’s National Education Services Board of Director’s and five years as Arizona’s LULAC State Director. Mary served seven years on the Executive Board of LULAC National Educations Service Center’s Board, three years on the National Women’s Commission and three years as Arizona’s State Director.

Richard and Mary helped to build a strong network of councils throughout the Far West, while also expanding LULAC’s educational programs. Twenty Two years ago, Richard and Mary created the Youth Leadership Conference to educate, motivate and support the next generation of Latino leaders. To date they have had over 97,000 middle and high school students attend. They have also been key in creating the Manny Alvarado Scholarship Fund and S.A.I.L. (Southern Arizona Institute of Leadership). They are founding members of Amigos de Pima. Richard a previous member of the Pima College Board of Governors serving for thirteen years and an inductee into Pima College’s Alumni Hall of Fame, currently serves as the Ward Five Councilmember for the City of Tucson. Mary serves as an administrative aide for Councilman Paul Cunningham. She has also worked with Councilman Steve Leal and Rodney Glassman.

Mary was also inducted into LULAC’s National Women’s Hall of Fame and received the George Papcun, Outstanding Support Award from the A. Philip Randolph Institute and was HPAC’s Women of the Year in 2002. Richard was inducted into the Tucson High School, Badger Hall of Fame, and was the Tucson Chamber of Commerce’s Man of the Year, and was also recognized by the Mexican Government receiving the “Ohtli” award.
**Ruth Reed Miller**
Ruth Reed Miller is a very generous lady who has the interest of students at heart. She would like to help Pima Community College students by providing the funds for scholarships through the Hispanic Student Endowment Fund awarded annually in her name.

Her generous contributions have also provided help annually to the *Promotoras del Barrio* (Community Coordinators) who enroll in bilingual classes at Pima Community College (PCC). In addition, Ruth Reed Miller’s funds help with the Annual Bilingual Bicultural Festival help at the PCC Desert Vista Campus.

Mrs. Ruth Reed Miller has resided in Mexico City and other locations in Mexico and in Texas as well but fortunately for us, she now resides in Tucson, Arizona.

She is very proud of her Mexican-American heritage and has been most generous of benefactors in helping PCC students through the Amigos de Pima Community College and the Hispanic Endowment Fund.

**Don Jacinto Orozco, Sr. (1897-1971)**

Don Jacinto Orozco, Senior’s lifetime was centered on his almost forty years as a career radio and television entertainer. He entertained audiences throughout Arizona, California and Sonora, México from his Tucson based association with various Tucson radio stations and KVOA-TV for more than thirty-three years.

Don Jacinto was born in Zacatecas, México, in 1897. As a nineteen year old he immigrated to the United States. In 1932, while living in Jerome he was selected as the people’s choice to host a Spanish language broadcast in a contest sponsored by the local radio station KCRJ. His tenure there lasted for six years until the local copper mines closed. In 1938 he commenced his association with KVOA radio of Tucson.

One news source described Don Jacinto as the most popular figure among Hispanics in Tucson. His popularity on radio and television was attributed by this source to the charisma and personal touch he employed in his programs. Don Jacinto expanded his performances by including daily newscasts and live entertainment that included orchestras, professional singers and other entertainers.
David H. Kennon

David is originally from Douglas, Arizona where lived in a Spanish-speaking home. In 1952 David graduated from Douglas High School and on a basketball scholarship he studied at Eastern Arizona College. In 1956 David graduated with honors with a BA in Elementary Education and in 1965 with his Master of Education, both degrees from the University of Arizona.

David’s first teaching assignment was at Robinson School, then at Drachman Elementary School and in 1966 he became Principal of Mission View Elementary School where 98% of the students were native Spanish-speakers. It was also during this time that his fellow educators were working on the national report The Invisible Minority which led to bilingual education federal legislation. Mission View and Drachman Elementary Schools were the two schools chosen to be part of the first “official” bilingual multicultural elementary schools. As Principal of Mission View, David created teaching strategies, imported materials and pushed for training of bilingual education teachers.

David was also Principal at Safford and Doolen Junior High Schools and at Gridley Middle School. He was one of the first Hispanics in the state to become school Superintendent. David also established a Distance Education Program for Northern Arizona University which is now in partnership with Pima Community College.

Rosita E. Cota (1932-1980)

Rosita E. Cota was born in Douglas, Arizona on June 22, 1932. She grew up in Cananea, Sonora and moved to Tucson where she received her B.A. in Education, M.Ed in Elementary Education and M.Ed in Educational Administration from the University of Arizona. At the time of her death in 1980, Rosita was working on her Ph.D. in Bilingual Education Administration.

Rosita taught in Tucson at Davis Elementary, Cragin Elementary and also in California. In 1962 she directed and produced a Tucson-based TV Spanish pilot program called Yo hablo español for the beginning Spanish-speaker. Rosita held several leadership positions such as Director for Bilingual Education for the Tucson School District #1 and Supervisor of the Bilingual Multicultural Center for the District. In 1969, Rosita was appointed by President Lyndon Johnson to serve on the Presidential Advisory Council for Title III ESEA. In 1973, she was appointed to serve on the first National Advisory Council for Bilingual Education. In 1980 she served as the National Secretary for the National Association for Bilingual Education.

She is one of the six bilingual education pioneers who participated in the National Education Association-sponsored national survey and co-authored the report The Invisible Minority. This document was utilized to establish the very first bilingual program in this country.
Dr. María Urquides (1908-1994)

Dr. María Urquides was born in Tucson, Arizona, in 1908. She was born to a family of modest means in the block of where the Tucson Convention Center now stands. María graduated from Tucson High School and then attended Tempe College for Teachers. María held a number of distinguished offices in local, state and national educational organizations. She was well known as a productive citizen for her community for over half of a century.

Her enthusiasm and courage catapulted her in the uphill struggle for bilingual education which was ultimately accepted in the 1966 after co-authoring the report *The Invisible Minority* with six other educators. It was then that Senator Yarborough initiated legislation in Washington, D.C. for passage of the National Education Association Bilingual Education Act under Title VII.

Because of María’s frequent trips to Washington defending bilingual education and her influence in the organization of the Tucson Symposium of 1966, her colleagues dubbed her as “The Mother of Bilingual Education.” After spending 40 years as an educator with TUSD, she received several awards at the local, state and national levels. She was the first Mexican-American woman to have a school named after her, Lynn/Urquides Elementary School.
**Dr. Cándido & Olga Mercado**

Olga Mercado completed her post-baccalaureate studies in Bilingual Education and received her ESL endorsement from the University of Arizona. Her 22 years of bilingual education teaching experience includes team-teaching in pre-kinder, kinder, first and second grades. Her teaching emphasis has been in bilingual developmentally-appropriate curriculum in early Childhood Education. Olga established strong ties with the Tucson Hispanic community through home visits and parenting training. She retired from the Tucson Unified School District in 2005.

Dr. Cándido Mercado completed his doctoral degree from the University of Arizona in 1986. For over 20 years he has devoted his professional life to develop and supervise federally funded bilingual education programs at Pima Community College. These programs were in partnership with local school districts. Dr. Mercado's professional skills and interests include bilingual education, minority cultures and concerns, organizational models, student mentoring and counseling and academic/career planning. He retired from Pima Community College in 2006.

**Martina García de Durán-Cerda (1934-2006)**

Martina García de Durán-Cerda was born in Douglas, Arizona, on April 7, 1934 to a family of migrant workers. She spent her childhood in Agua Prieta, Sonora, Mexico and her adolescence in Douglas, Arizona. She graduated with honors from Douglas High School in 1954. Martina received her BA in Spanish Language Education from the University of Arizona in 1958 where she was a campus leader, inducted into the honorary Mortar Board, and was one of the founding members of Los Universitarios, a student-run organization of predominantly Spanish-speaking students.

Martina taught ESL, then Spanish language at Rincon High School while pursuing her MA degree. She was the foreign language representative to the TUSD School Board and taught language methodology courses at the U of A. In 1966, Martina was part of the original team of six educators who co-authored the National Education Association-sponsored report *The Invisible Minority* which stimulated bilingual education legislation in the US. In the 1970’s she established the *Foreign Languages in the Elementary Schools Program* in Iowa, which incorporated language lessons during the day, taught by professors and graduate students from the University of Iowa. Her language program is now district-wide.
Dr. Hank & Mary Ann Oyama

Dr. Henry “Hank” Oyama would like to commemorate the dedication and many contributions of his late wife Mary Ann Jordan Oyama. She encouraged Hank to give of his time and energy to the community. Mary Ann was the strength behind his accomplishments, the soul mate that understood his destiny.

Dr. Oyama and the former Ann Toledo were married in 1991 and with her loving and supportive help, his community endeavors continue. The highly respected educator and community leader, Dr. Oyama, was born in Tucson, Arizona on June 1, 1926. Of Japanese descent, he grew up in a Mexican-American barrio with his hard-working and wise mother and sister, speaking primarily Spanish.

When Dr. Oyama was named Tucson Man of the Year in 1993 and at the dedication of the Henry “Hank” Oyama Elementary School, he was recognized as a “master bridge builder” for having built linguistic, cultural and legal bridges between communities and countries. He is one of the pioneers in establishing bilingual education in the US by participating in the National Education Association-sponsored national survey and co-authoring the study *The Invisible Minority*. He also founded the PCC Hispanic Student Endowment Fund and is co-founder of Amigos de Pima.

Albert Soto (1954-2005)

Albert Soto was a talented actor and arts administrator who dedicated his life to helping young minority artists improve their chances of success in their endeavors and to promoting justice for those who suffer discrimination in our society.

A Tucson native, Albert graduated from Tucson High School and the University of Arizona. He was an arts administrator for Tucson-Pima Arts Council and was director of the ARTWORKS! Academy, a component of an alternative education program the council operates in conjunction with Tucson Unified School District.

Albert was a performing artist and was famous locally for his role as Lucifer in the last seven annual Borderlands productions of *A Tucson Pastorela*. He also was a community activist. At the time of his death, he was president of the Southern Arizona Council 1057 of the League of United Latin American Citizens (LULAC) and the state organization’s Deputy Director for Young Adults.
Humberto S. López

When Humberto S. López was twelve years old, his father, a successful farmer and rancher in Sonora, Mexico died unexpectedly. Unfortunately, without leaving a will, it made it impossible for Humberto’s mother, Elena, to retain the ranch and family home. Elena and her six children moved to Nogales, Arizona to live with their grandmother. To help his mother, Humberto started working by mowing lawns and painting. While attending Nogales High School, he worked picking melons and lemons in Yuma County.

Humberto knew that education was the key to his future. He graduated with his Associate of Arts degree in 1967 from Cochise College and in 1969 he received his BA in Accounting from the University of Arizona. His first job was as a CPA at a top accounting firm in Los Angeles where he developed an expertise in the real estate field. He then launched his own investment company. In 1975 he teamed with another CPA to begin HSL Properties, which now is the largest apartment owner in Southern Arizona and also owns numerous hotels in Tucson. In addition, Humberto is chairman of the board of Paragon Vision Sciences and serves or has served on several boards such as The University of Arizona Foundation, United Way, Catholic Diocese of Tucson, Pinnacle West Corp., Arizona Public Service, and the Bank of Tucson.