

A Proud History: Why change the name of the street?

The Cesar E. Chavez Drive Committee began with the vision of one man, the late Marshall G. Vega. In November of 1995 Mr. Vega, a community activist called Alderman Jim Witkowiak's office to find out what the process was to change the name of a street. After receiving and reviewing that information, he assembled a small committee of community residents, activists, leaders and business owners who became known as "The Cesar E. Chavez Renaming Committee". Marshall wanted to name a street for a Hispanic American because there were no such streets in all of Wisconsin even though many Hispanics live, work and contribute greatly to our communities. He wanted to name the street for Cesar because Mr. Chavez is someone who is greatly admired by people all over the world for standing up for a people who until Chavez came along were forgotten about by the rest of the world, Migrant Farmworkers.

The rest is history. In August of 1996 the CEC Renaming committee appeared before the Common Council to lobby for So. 16th Street from Pierce to Mitchell Street to become So. Cesar E. Chavez Drive. The Common Council's one concern at that time was that Chavez Dr. would not go clear through the community making it confusing for people who are not from this area to find their way. Immediately upon leaving the Common Council meeting, Marshall began researching how we could continue our renaming efforts and make So. 16th Street from Pierce to Windlake Avenue, So. Cesar E. Chavez Drive.

Marshall G. Vega passed away on April 11th, 1999 after losing a courageous battle with Renal Cell Kidney Cancer one of his last wishes was that our committee come together again and make his vision for Chavez Drive a reality.

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Rafael J. Acevedo, Jr.
Brian Burke, Wisconsin State Senator
Phil Bautista, Neighborhood House
Timothy W. Carpenter, State Representative
Spencer G. Cogg, State Representative (17th Assembly District)
Maria Monreal-Cameron, Hispanic Chamber of Commerce of Wisconsin
Ernesto Chacon, Federation for Civic Action
Oscar Cerveda, Mexican Fiesta
Rosa M. Dominguez
David A. Espinoza, La Causa, Inc.
Beto Villareal, El Rey Mexican Products
Gary R. George, Wisconsin State Senator (6th District)
Richard Grobschmidt, State Senator (7th District)
Walter Kunicki
Roger Maynard, The Hispanic Yellow Pages & Resource Guide
Pedro Martinez, Office of Hispanic Ministry (Archdiocese of Milwaukee)
Lupe Martines, United Migrant Opportunity Services, Inc. (UMOS)
The Spanish Journal/BMU, Inc.
Gwendolyn S. Moore, State Senator
Gregorio Montoto, WI Hispanic Scholarship Foundation
Filiberto Murgia, Council for the Spanish Speaking, Inc.
Bill Lange, Milwaukee County Labor Council AFL-CIO
Dante Navarro, Mexican American Political Education Committee
Salvador Sanchez, JNA Temporary Services, Inc.
Abel Ortiz, SER Jobs for Progress
Mary E. Panzer, State Senator (20th District)
Walter Sava, United Community Center (UCC)
Margarita Garcia, Southside Resource Center/Latino Club Inc.
Antonio Riley, State Representative
Robert Turner, State Representative
Johnnie Morris-Tatum, State Representative
James N. Witkowiak, 12th District Alderman
Anthony T. Zielinski, Milw. County Supervisor 12th District
Angelo Verdin, Wisconsin American Legion – David Valdez Post 529
Latino Institute for Education

Mark Your Calendars!!

The CEC Drive Committee is hitting the streets!!

- *Please join us for a signature collection!!*
- **When:** Saturday, Nov. 6th, 1999
- **Where:** Suds Your Duds, corner of Chavez Dr. & Mitchell Street
- **Why:** To go door to door to collect signatures for the St. name change
- **Bring:** A clip board, a friend, & your best sales pitch!! Frank B. will hand out/notorize petitions & Peggy will give out lists of needed signatures.
- **RSVP:** Peggy 389-6332 or 647-1167

