

# National Hispanic Heritage Month 2020

## Sept 15 – Oct 15 2020

### National Hispanic American Heritage Month Quick Facts

The Office of Management and Budget describes Hispanic or Latino ethnicity as "a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race." Hispanic people are the most significant minority in the United States. Only Mexico has a larger Hispanic population than the United States.

There are 1.1 million Hispanic veterans of the U.S. armed forces.

Augustine, Florida, and Sante Fe, New Mexico, were Hispanic cities founded before Plymouth, Massachusetts.

The terms Hispanic and Latino tend to be used interchangeably in the United States for people with origins in Spanish speaking or Portuguese speaking countries like Mexico, Costa Rica, and Brazil. Contrary to many beliefs, Hispanic is not a race; it is an ethnicity.

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### National Hispanic Heritage Month Observance

Each year, Americans observe National Hispanic Heritage Month from September 15 - October 15 to celebrate the contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean, Central America and South America.

September 15 is the anniversary of independence for Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua. Mexico declared its independence on September 16 and Chile on September 18. Columbus Day recognized on October 12.

The observance started in September 1968 as Hispanic Heritage Week under President Lyndon B. Johnson. In 1970, the United States' Hispanic population was 9.6 million, constituting 4.7 percent of the Nation's people.

In 1988, President Ronald Reagan expanded the length of the observance, establishing Hispanic Heritage Month. The same year, the Hispanic population was 19.4 million, roughly 7.9 percent of the Nation's total population.

Between July 1, 2011, and July 1, 2012, the number of Hispanics in America rose by 1.1 million. Nearly half of the approximately 2.3 million people added to the Nation's population during this period.

According to the U.S. Census Bureau, the Hispanic population as of July 2, 2013,

was 54.1 million. Constituting 17.1 percent of the Nation's total population, Hispanics are now the nation's largest ethnic minority group.

In 2060, the projected Hispanic population of the U.S. will be 128.8 million. According to this projection, Hispanics will constitute 31 percent of the Nation's people.

Generations of Hispanics have enriched every facet of our national identity, with traditions that reflect many diverse Hispanic/Latino ancestries. Moreover, Hispanics have shaped and strengthened the fabric of the United States through their public service.

They have enhanced and shaped our national character with centuries-old traditions that reflect their multiethnic and multicultural customs.

America's diversity has always been one of our nation's greatest strengths. Hispanic Americans have long played an integral role in America's rich culture, proud heritage, and the building of this great Nation.

This year's theme invites us to reflect on Hispanic Americans' vitality and meaningful legacy in our Nation's cultural framework.

We all have the opportunity and responsibility to create a society that gives both men



and women an equal voice. Please join DLA Distribution as we celebrate National Hispanic Heritage Month.

<http://hispanicheritagemonth.gov/about/>  
<http://www.loc.gov/law/help/commemorative-observances/hispanic-heritage.php>



DLA Distribution Brig. Gen. Keith D. Reventlow United States Marine Corps Commanding General

*"We are a multicultural country – always have been, and to our credit, always will be. It is something that we should be very proud of and embrace." ~Cheech Marin*



Dr. France A. Córdova

## Commanding Officers Comments

America's diversity has always been one of our nation's greatest strengths. Hispanic Americans have long played an integral role in America's rich culture, proud heritage, and building this great nation.

From the first Spanish settlers who arrived in America decades before Plymouth Rock or Jamestown to the more than 54 Million Hispanic Americans living here today, Latinos have helped form our nation's history and culture.

Hispanic Americans have

enhanced and shaped our national character with centuries-old traditions that reflect their multiethnic and multicultural customs.

Their strong commitment to family, faith, hard work, and public service reflects traditional American values and has helped shape and strengthen every facet of our national identity.

Hispanic and Latino Americans have distinguished themselves in the U.S. military for as long as our country has existed. They are

politicians, business owners, lawyers, doctors, nurses, police officers, firefighters, entertainers, teachers, co-workers, friends, and neighbors.

Hispanic American patriotism is evident in America's history and spirit since the creation of our nation today. All our countries citizens, regardless of distinction, are what make and keep our nation secure. Please join me in celebrating National Hispanic Heritage Month.

## Our Nation's Largest Ethnic Group

In 1988, President Ronald Reagan expanded the length of the observance, establishing Hispanic Heritage Month.

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This number is nearly half of the approximately 2.3 million people added to the nation's population during this period. According to the U.S. Census

Bureau, the Hispanic population as of July 2, 2013, was 54.1 million. Constituting 17.1 percent of the nation's total population, Hispanics are now the nation's largest ethnic minority group.

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Generations of Hispanics have enriched every facet of our national identity, with traditions that reflect many diverse Hispanic/Latino

ancestries. Moreover, Hispanics have shaped and strengthened the fabric of the United States through their public service.

Hispanics have exerted a profound influence on our country through their strong commitment to family, faith, hard work, and public service. They have enhanced and shaped our national character with centuries-old traditions that reflect their multiethnic and multicultural customs.

## Dr. France A. Córdova

Dr. Córdova's profound scientific knowledge as a world-renowned astrophysicist, garners her high distinction amongst a field typically dominated by men.

Not only is she a woman breaking gender boundaries, but a Hispanic woman—who through her work, perseverance, and intelligence, continues breaking down cultural stereotypes and opening doors for others to follow in her footsteps.

In 1993, she went on to become the youngest person—and only second woman—ever named

chief scientist at NASA, where she was awarded the agency's highest honor, the Distinguished Service Medal. She also devised a telescope experiment that's currently aboard the satellite XMM-Newton.

In a 1996 article in The Hispanic Outlook in Higher Education, she relayed her personal coping tactics and gave advice to Hispanic American youths during a question-and-answer session:

"I'm by nature optimistic. Reaching goals isn't for pessimistic people. At all steps of my career, there was

someone saying, I wouldn't do that. You're too old, too young, too inexperienced.' There are always naysayers. Ask yourself: What is important to me? What is my vision?"

Córdova was sworn in as director of the National Science Foundation (NSF) in 2014, the first Latina to head the agency. She leads the only government science agency charged with advancing all fields of scientific discovery, technological innovation, and science, technology, engineering and mathematics (STEM) education.

## Master Sergeant Roy Benavidez

The son of a Texas sharecropper, a seventh-grade dropout, and later an orphan who grew up taunted by the term “dumb Mexican” performed one of the most remarkable feats of valor in the Vietnam War.

At nearly the same moment, the aircraft pilot was killed and the helicopter crashed. Benavidez secured the documents and made his way back to the wreckage, where he led the wounded out of the aircraft and gathered the survivors into a defensive perimeter.

He called in tactical air strikes to suppress enemy fire and attempt another extraction. He was wounded in the thigh while administering first aid to

a wounded soldier before another extraction helicopter was able to land. On his second trip with the wounded, he was clubbed from behind by an enemy soldier. In the ensuing hand-to-hand combat, he sustained additional wounds to his head and arms before killing his adversary.

Benavidez continued to carry the wounded to the helicopter. Upon reaching the aircraft, he spotted and killed two enemy soldiers who were rushing the helicopter. He made one last trip to the perimeter to ensure that all classified material had been collected or destroyed, and to bring in the remaining wounded. Only then—in extremely serious condition—did he allow himself to be pulled

into the extraction aircraft. As the chopper landed, Benavidez, in a body bag, could only hear what was going on around him. He had thirty-seven puncture wounds, his intestines were exposed, his jaw was broken, and he was unable to open his eyes. A doctor arrived and pronounced him dead. As the doctor bent over to zip the bag closed, Benavidez did the only thing he could to let the doctor know he was alive, he spit in his face.

In 1981, he was awarded the Congressional Medal of Honor by President Ronald Reagan. During the presentation, the president remarked, “If the story of his heroism were a movie script, you would not believe it.”



Master Sergeant Roy Benavidez  
Medal of Honor Recipient

## EEO Comments

Like many Americans, Hispanic Americans have overcome significant obstacles to persevere and flourish in every facet of our society.

As military service members, teachers, scientist, politicians, police officers and first responders, they continue to contribute to enhancing our country’s values of faith, family, hard work and

sacrifice.

Many have taken a considerable risk to begin a new life in the hope of achieving a better future for themselves and their families.

Others became citizens by choice as our country expanded westward and acquired what is now Arizona, California, New Mexico, Texas, Colorado,

Nevada, and Utah.

We honor Hispanics for their continued contributions for enriching the fabric of America by working toward a healthier, more inclusive, and more prosperous society for all.

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*“Any time you have an opportunity to make a difference in this world and you don’t, then you are wasting your time on this earth.”*  
—Roberto Clemente  
(1934 - 1972)

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## Resources

<http://www.army.mil/hispanicamericans/english/profiles/benavidez.html>  
[http://www.defense.gov/specials/reagan/reaganphotoessay/pinning\\_3.html](http://www.defense.gov/specials/reagan/reaganphotoessay/pinning_3.html)  
<http://www.nsf.gov/nsb/members/bio.jsp?pers=24758>  
<http://www.reaganlibrary.gov/archives/photographs>  
<http://www.nsf.gov/nsb/members/bio.jsp?pers=24758>  
[http://www.census.gov/newsroom/releases/archives/facts\\_for\\_features\\_special\\_editions/cb13-ff19.html](http://www.census.gov/newsroom/releases/archives/facts_for_features_special_editions/cb13-ff19.html)  
<http://www.whitehouse.gov/the-press-office/2013/09/13/presidential-proclamation-national-hispanic-heritage-month-2013>  
<http://www.pbs.org/latino-americans/en/>

## Observances

January –Third Monday / Dr. Martin Luther King Jr. Birthday

1-29/2020 February / African American/ Black History Month

1-31 March 2020 / Women’s History Month

21 April 2020 19 April – 26 April 2020 Holocaust Remembrance Day Days of Remembrance

May 2020 Asian American and Pacific Islander Heritage Month

26 August 2020 Women’s Equality Day

15 September 15 October 2020 National Hispanic Heritage Month

October 2020 National Disability Employment Awareness Month

November 2020 National American Indian Heritage Month



*The Nation's Combat  
Logistics Support Agency*

## Equal Employment Opportunity & Diversity

### Our Mission Vision

Ensure consistent programs of equality, diversity and inclusion for all employees that empower the workforce to achieve their full potential and unify the workforce to achieve the mission.

### Mission

Create a collaborative culture where the empowerment of a diverse workforce bolsters individual and organizational growth.

Assist individual and organizational resiliency through programs and initiatives that attract, recruit, develop and retain the best talent as a mission necessity.

Respond to all EEO complaints with the utmost respect ensuring confidentiality, neutrality, and adherence to prescribed regulatory guidance.

Enhance education and awareness training efforts to promote a workplace free of unlawful discrimination based on race, color, religion, sex, national origin, age, physical or mental disability, or reprisal for personnel engaging in EEO protected activity.

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*DLA Distribution  
Equal Employment  
Opportunity & Diversity  
Office  
430 Mifflin Avenue, Suite  
2143  
New Cumberland,  
PA 17070-5008*

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Supervisory Equal Employment Opportunity Specialist  
JoeAnn Schopman  
Defense Logistics Agency  
New Cumberland, P.A.

Supervisory Equal Employment Opportunity Specialist  
Carrie Hawk  
Defense Logistics Agency  
New Cumberland, P.A.

Prepared by:  
Equal Employment Opportunity Specialist  
Philip Hopkins  
Defense Logistics Agency  
New Cumberland, P.A.