



*Bienvenidos ~ Welcome:*

*¡Viva el Arte!*

*2008 ALAC Latino Festival.*

On behalf of our Board of Directors and Affiliate Members we are honored that you have joined us in this inaugural festival in partnership with the Herberger Theater Center.

Your presence inspires our vision to sustain our journey to create a Latino Cultural Center in the Valley of the Sun. The Festival celebrates Latino Teatro, Arte, Autores, Musica y Danza as a tribute to our entire community.

We appreciate the support from affiliate and corporate members of ALAC; artists, advocates, arts organizations, community partners and sponsors. I thank you for believing in ALAC's mission; the preservation, promotion and education of Latino, Xicano & Indigenous Arts & Culture.

A special thank you to each member of the Festival Committee, volunteers and the Festival Co-Director, Trino Sandoval.

Our collective voices are creating and investing in a legacy for today's community and for generations to come.

*Gracias,*

*Linda*

**ErLinda C. Tórres, Board President & Festival Co-Director  
ALAC Advocates for Latin@ Arts & Culture Consortium, Inc.**



## THE PROGRAM



*October 8, 2008~Wednesday*

*5:30 PM*

*Art Exhibition & Reception*



*Latin@ Authors' Book Signing*

*7:00 PM Herberger Stage West*



*Por Amor/For Love: An Operachi In One Act*

By James E. Garcia and Raul Yzaguirre

Directed by Marcelino Quiñonez

*Performed in English*

### **New Carpa Theater**

New Carpa Theater (former Colores Actors-Writers Workshop) was founded in 2002 and is funded in part by grants from the City of Phoenix Office of Arts and Culture, the Arizona Commission on the Arts and Goodwill of Arizona.

#### **Show Information**

*Por Amor/For Love: An Operachi In One Act* is a new work by Phoenix-based playwright James E. Garcia. The piece premiered at the Herberger Theater Center's Lunchtime Theater in July 2008 and is directed by Marcelino Quiñonez, a recent graduate of Arizona State University and Associate Artistic Director for New Carpa Theater. *Por Amor* is the first production of New Carpa Theater's 2008-2009 season. Upcoming shows include *Mr. Ambassador: The Life and Times of Raul H. Castro* (Playhouse on the Park, Nov. 7-16, 2008); *American Pastorela: The Road to the White House* (Dec. 12-21, 2008); and *Voices of Valor* (April 10-19, 2009). *Por Amor* is based on an idea by James E. Garcia and Raul Yzaguirre. It's an homage to classic Mariachi music and the stars of Mexico and Latin America's Golden Age of Cinema in the 1940s and 1950s. The play tells the story of Javier Candelaria, an aspiring singer-musician born in working-class barrio in South Phoenix, and his love for the music of his ancestral homeland. Guided by the spirit of his grandmother, Alma, a star in Acapulco's 1940s club scene, Javier dreams of fame and a chance to perform in a new touring musical being produced by Maggie Dystal (AKA, The Musical Midas).

***Production Detail***

***Cast***

Javier

Dulce

*Maggie*

Alma

Brauli

Flory

*Albert Becerra*

*Brianna Quijada*

*Julie Peterson*

*Angelica Medina*

*Santiago Rosas*

*Rebecca Contreras*

***Production Team***

Director

Stage Manager

Sound Design

Light Design

Graphic Artist

Props Manager/Costumes

*Marcelino Quiñonez*

*Abe Markin*

*Ariana Galaviz*

*Chris Haines*

*Rafael Martinez*

*Nicole Rocha*



**[www.newcarpa.org](http://www.newcarpa.org)**

*Special thanks to Advocates for Latino Arts and Culture, the Herberger Theater Center and all of our supporters for helping to make this show possible.*

*James E. Garcia, Playwright/Producing Artistic Director*

## THE PROGRAM



October 9, 2008~Thursday

5:30 PM



**Art Exhibition**



**Latin@ Authors' Book Signing**

7:00 PM Herberger Stage West



**La Calaca Cabaret**

Produced by Carmen Guerrero

Written and Directed by Zarco Guerrero

*Performed in English*

### Cultural Coalition Inc.

The Cultural Coalition, Inc. is a grass roots organization of artists and community activists incorporated since the summer of 1997 to develop new and innovative ways to address important social issues while encouraging the participation of organizations, schools and individuals to collaborate in the creation of neighborhood arts programs. The mission of the Cultural Coalition, Inc., is to foster community engagement and provide unique cultural programs and processes dedicated to the promotion, education and development of the Indo-Latino arts and artists in Arizona.

### Show Information

A Celebration of music, dance, poetry, storytelling and theater that kicks off the Dia de Los Muertos Season. Featuring the Valley's premier Day of the Dead practitioners: Zarco Guerrero, Liliana de Leon, Stella Pope Duarte, Michelle Ceballos and other surprise invited guest artists.

La Calaca is the smiling skull image of Mexican art. Since ancient times, the Calaca has symbolized rebirth and regeneration. La Calaca expresses the acceptance of death as an integral part of life: the passing to the other side. It is used extensively during the Mexican holiday of Dia de Los Muertos and has become a vital symbol in contemporary Chicano cultural expression.

## ALAC FOUNDING BOARD OF DIRECTORS

*Serves and leads the vision determined by the membership and represents the major Latino arts organizations in the Valley of the Sun, as volunteer community leaders.*

**Linda C. Tórrres, President**

The Victoria Foundation

**Jim Covarrubias, 1st Vice President**

Aritzlan, Inc.

**Ruben Hernandez, 2nd Vice President**

Latino Perspectives

**Chris Ibarra, Recording Secretary**

Cultural Community Advocate

**Carmen de Novais-Guerrero, Membership**

*Secretary*, Cultural Coalition, Inc.

**Gerardo Bru, Treasurer**

Bru's Musical Theater

**Francisco X. Gutiérrez, General Counsel**

The Gutiérrez Law Firm

**Marco A. Albarran, Board Member**

Calaca, Inc.

**Pete Dimas, Board Member**

Braun Sacred Heart Center, Inc.

**Martin Moreno, Board Member**

Cuervo Studio & Gallery

**Melanie Ohm, Board Member**

Cultural Arts Coalition, Inc.

**Trino Sandoval, Board Member**

Teatro Bravo, Inc.

**Donna M. Valdés, Board Member**

Xico, Inc.

### Advocates for Latin@ Arts & Culture Consortium, Inc.

**ALAC Vision & Mission of Artists, Advocates, Arts Organizations:** *Our Vision* is to become the premier Latino arts and culture consortium in Arizona. Our goal is to serve and enrich the quality of life for all Arizona citizens through the creation of a Latino Cultural Center. **Our Mission** is the creation, preservation, promotion and education of Latino, Xicano and Indigenous arts and culture through innovative, educational programming and entrepreneurship that will engage youth and adults in communities within Arizona. **ALAC Creating a Legacy:** ALAC affiliate members have a long history of creating and teaching arts and culture and they join our partners and sponsors to make the investments now, knowing they are laying the foundation of a legacy that will endure for generations to come. A Latino Cultural Center in Phoenix will generate attention of art aficionados to our great state and offer a venue for the diverse Latino cultures in the visual arts, theater, dance, literature, film, music, and media arts. Our supporters include the City of Phoenix, county, state government, nonprofit organizations, small businesses and major corporations and private foundations. **ALAC Awards & Recognition:** ALAC was honored by the Latino Caucus, Arizona State Legislature in April 2008; the award was the first granted in Arizona's legislative history. In a ceremony in the Fiestas Patrias, ALAC was recognized with a community award by the Southwest Hispanic Culture Association for the dedication to Latino arts & culture.

## ALAC LATINO@ ART EXHIBITION

### Affiliate Members

Marco Albarran  
Tavo Barrios  
Jose Benavides  
Victor Caldee  
Moreno  
Judge Francisca Cota  
Jim Covarrubias  
Francisco Garcia

Zarco Guerrero  
Johnny Lozaya  
Alberto Morales  
Jorge  
Martin Moreno  
Roman Reyes  
Jaime Rodriguez

## ALAC LATINO@ AUTHORS~BOOK SIGNING

### Affiliate Members

Frank Barrios  
Dr. Jose Burruel  
Stella Pope Duarte

Zarco Guerrero  
Kathy Cano Murillo  
Dr. Santos Vega

## ALAC PERFORMING ARTISTS

### Affiliate Members

Flamenco del Sol ~Herlinda Lopez  
Carlos Urtubey

Victor Caldee & Cuban Connection

Southwest Hispanic Culture Association Latin@ Singers & Dance Troupe

## ALAC 2008 FESTIVAL COMMITTEE~Co-Chairs

Festival	Linda Tórres & Trino Sandoval
Teatro	Trino Sandoval, Gerardo Bru & Carmen de Novais
Art Exhibition	Jim Covarrubias & Roman Reyes
Latino Authors Book Signing	Josie Solis & Terry Gonzales
La Placita Performance Show	Herlinda Lopez Woolbert & Eva Olivas
Marketing	MariaLinda Tórres, Ruben Hernandez, Herlinda Lopez

## ALAC 2008 Festival Sponsors~ A Special Acknowledgement.

The Victoria Foundation

Casa Fenix Enterprises

Torrez International

Francisco X. Gutiérrez, The Gutierrez Law Firm

Roman Reyes



This family friendly event is presented in a bilingual format. Despite addressing the theme of death, La Calaca Cabaret is full of life, sarcasm, social commentary, lively performances and humor.

### Cast:

Intro Calaca Drumming  
El Bato Poeta  
La Calaca Dance

Tizoc Guerrero  
Zarco Guerrero  
Liliana de Leon

Music by Peter Torsiello

El Narizon  
Calaca Transformational Dance  
La Comadre  
Musica y la Muerte

Zarco Guerrero  
Alex Meraz  
Zarco Guerrero  
Carmen de Novais

El Lloron  
La Llorona Dance

Zarco Guerrero  
Michelle Ceballos

Music by Quetzal Guerrero

San Sebastiana Meets Her Match  
El Viejito  
La Diabla  
La Diablada

Stella Pope Duarte  
Zarco Guerrero  
Liliana de Leon  
Alex Meraz, Michelle Ceballos, Zarco Guerrero



[www.culturalcoalition.com](http://www.culturalcoalition.com)

*We wish to thank each Sponsors~Artists~Committee members that*

## THE PROGRAM

October 10, 2008~Friday

5:30 PM



Art Exhibition



Latin@ Authors' Book Signing

7:00 PM Herberger Stage West



*El grito de una máscara*

An original play written by José Antonio Ocegueda..

Artistic Director, José Antonio Ocegueda.

Producer and Artistic Coordinator, Felipa Lerma.

*Performed in Spanish with no subtitles*

### Teatro Wírrárika

The mission of Teatro Wírrariká rises as a necessary art element to create quality Latino Theatre, a Theatre that proposes, creates, and demonstrates a need to express the cultural and artistic aspects blocked and less supported inside the movements of cultural expression in Spanish in the state of Arizona.

### Show Information

"El Grito de una Máscara" is a new play made up of various scenes from the original play "Los de En Medio" presented by Teatro Mitote (funded also by José Antonio Ocegueda) showcased in April 2007 with a successful outcome at the Herberger also, due to such a great response from the public and by popular demand of "Los de En Medio" In this occasion for those who did not have the opportunity to see it will be able to enjoy several memorable scenes from the play, such as the monologue of "Paloma" "El Consulado" ("The Consulate") "El Noticiero" (The News") along with various new special scenes written for the Latino community in mind, depicting the actual issues that are affecting our community, our people today.

*El Grito de una Máscara* is a written and directed liberated masterpiece by José Antonio Ocegueda. He fulfills polishes the stage once again with his peculiar and particular style of theatre. Ocegueda's work emerges us in a socio-cultural catharsis bluntly necessary for these times where our society desperately needs to drain infinity of feelings that for years have been repressed.

In the spring 2008, we'll surprise you with a blend of themes and styles in an ambitious Latino Play Festival, which will include Chicanas, Mexicanos, Puerto Riqueños, Argentinos, Cubanos, and other flavors of Latino USA and Latin America blended into a boiling pot of pure steamy teatro. Details to be announced, so get on the mailing list. Meanwhile, think of the actual women of Juarez, fellow americanas in the continent called America who deserve to live in peace.

Guillermo Reyes, Artistic Director

### Production Detail

#### Cast

Mother

Father

Chayo

Maritza

Juan Carlos

Chorus Leader #1

#2

#4

#5, Newscaster

#6

#7, Policewoman

#8, District Attorney

Singer

*a special appearance by Greta Skelly as Chorus Leader #3*

Rosa Linda Duron

Masavi Perea

Perla Frias

Flory Mares

Carlos Ramirez

June Valk

Mario Mendoza

Juan P. Gomez

Arturo Martinez

Mitch Menchaca

Johanna Bustos-Salmon

Marcelo Dietrich

Obed Hurtado

### Production Team

Director

Assistant Director

Stage Managers

Set Designer

Assistant Set Designer

Sound Designer

Videographer

Pam Sterling

Nestor Bravo Goldsmith

Obed Hurtado and Braulio Quinonez

Wrara Plesoiu

Obed Hurtado

Ariana Galaviz

Arturo Chacon



[www.teatrobravo.org](http://www.teatrobravo.org)

## THE PROGRAM



October 12, 2008~Sunday  
12:30 ~1:45 PM  
*Latin@ Authors' Book Signing*



*La Placita Live Entertainment*

2:00 PM Herberger Stage West



*The Women of Juarez*

By Ruben Amavisca Murua

Directed by Pam Sterling

*Performed in English*

### Teatro Bravo

Teatro Bravo seeks to produce plays in either English or Spanish that promote a complex portrait of the U.S. Latino/Latin American populations of Arizona. We seek to entertain and enlighten. We also seek to develop the talents of Latino actors, directors, playwrights, and designers. Complex, diverse, unpredictable, sometimes confrontational, but always caring and engaged, we seek a theater for all audiences.

#### Show Information

We're proud to bring back in its English translation the play that both surprised us and unsettled us in the spring 2005. For no matter how accomplished the original production of Las Mujeres de Juarez ended up, its success came nonetheless with the disturbing realization that the events in it are real, that they're the playwright's faithful dramatization of tragic facts that continue to play themselves out in the border city of Juarez. We could celebrate the way in which its original director Christina Marín brought together an ensemble of Spanish-speaking actors to recreate its reality, but the celebration was hard to maintain because it wasn't just theater, it was theater in our faces, it was a dose of tragedy right on our border. This new production in English, now helmed by ASU professor Pam Sterling, translates this tragic tale for a new audience, which I believe will be as moved, or as outraged, or as touched by the story's shocking reality. At Teatro Bravo!, we have sought for eight years to reflect the issues of our community here in the border land, the intersection of cultures and languages that is rich and worthy of a celebration in and of itself, but we don't shirk from the responsibility of doing more than simply entertain. We do comedy (A Bowl of Beings, The Hispanick Zone), we do romance (Romeo y Julieta), we do loud, fun, outrageous social themes (Los Monologos de la Vagina, Places to Touch Him), even elegant period drama (Juana La Loca), and

## Production Detail

### Cast

Mojiganga  
Maria Mary Flower  
La Muerte  
Mary  
La Muerte  
Rebeca  
Liborio  
Jose  
Ricardo Suarez  
Tere  
Moncho  
Mojiganga  
Hijo

Adrian Gonzáles  
Ana Gutiérrez  
Angélica Robles  
Angélica Medina  
Esmeralda Beltrán  
Felipa Lerma  
Germán Vergara  
Héctor Ramírez  
José Antonio Ocegueda  
Katia Domínguez  
Masavi Perea  
Masavi Perea Jr.  
Mateo Perea

### Production Team

Director  
Producer  
Stage Manager  
Sound Designer  
Videographer

José Antonio Ocegueda  
Felipa Lerma  
John Newell  
Ezequiel Salazar  
Leonardo Buono



azulent@gmail.com

*Special Thanks to ALAC for this opportunity to open its doors to Latino theater in Phoenix, AZ, and making it available and affordable for the Latino community and local artists.  
Jose Antonio Ocegueda*

## THE PROGRAM



October 11, 2008~Saturday  
12:30 to 1:45 PM and 6:30 to 7:45 PM  
Latin@ Authors' Book Signing



La Placita Live Entertainment



2:00 PM & 8:00 PM Herberger Stage West  
Two Performances~10 minute intermission



*Vaselina/Grease*

By Jim Jacobs and Warren Casey

Directed by Gerardo Bru

Performed in Spanish with English supertitles

### Bru's Musical Theater

Started as Shout Out Phoenix in 1997 presenting shows like *Up With People* at different venues throughout the Valley and Tucson . In 2005 we produced the first ever full Broadway Musical *Nunsense* in Spanish and in English with two different casts and Live Music at the Viad Corporate Center Theatre for 4 weeks and 32 performances.

#### Show Information

Grease is a musical by Jim Jacobs and Warren Casey about the way rock and roll changed American sexuality and culture during the pivotal moment when America took its first tentative steps out of the conformity and social/sexual oppression of the 1950s and toward the individualism and sexual freedom of the 1960s. Grease embodies this very real-world cultural friction in its two leads, Sandy (as the 1950s) and Danny (as the 1960s).

Gerardo Bru

#### Production Detail

##### Cast

Danny  
Sandy  
Frenchy  
Licha  
Diana

Charles St George  
Jennifer Duran  
Johanna Bustos  
Virginia Romero Smith  
Diana Duron

Chiquis  
Sonia  
Memo  
Kiko  
Lalo  
Tacho  
Eugenio  
Paty  
Cha-Cha  
Señó Torres  
Diana

Rosa Linda Duron  
Elba Boe  
Danny Astorga  
Tomas Karmelo  
Obed Hurtado  
Victor Gamez  
Pedro Osuna  
Julia Ceron  
  
LTórres  
Diana Duron

#### Production Team

Dirección  
Asistente  
Musica  
Coreografía  
Vestuario  
Utileria  
Escenografía  
SuperTitles

Gerardo Bru  
Julia Ceron  
John Reihben  
Gerardo / Octavio  
Danny Elba  
La Compañía  
La Compañía  
BRUMAJ7

#### Numeros Musicales INTERMEDIO

##### ACTO I

Himno de la Prepa  
Parodia del Himno  
Noches de Verando  
Amor Primero  
Freddy mi Amor  
Rayo Rebelde  
Tristeando  
Soy asi soy Sandra Dee  
Iremos Juntos

##### ACTO II

Rocanroleando para ir al baile  
Hay lluvia en la Noche del baile  
50's potpourri  
Vuelve a la Prepa  
Solo en el Autocinema  
La reina de la fiesta  
Cosas peores puede haber  
Soy asi soy Sandra Dee  
Tu eres todo mi Amor



[www.brusmusicaltheater.com](http://www.brusmusicaltheater.com)

*brmk*