Herrera for School Board

East Side Union High School District

We Support Manuel!

Partial list; titles are for identification purposes only

Public Officials

Mayor Chuck Reed,City of San Jose
Supervisor Blanca Alvarado,Retired, Santa Clara County
Frank Fiscalini, Former SJ City Councilmember/Superintendent-East Side School District
Assemblymember Jim Beall, State of California
Assemblymember Paul Fong, State of California
Supervisor Dave Cortese,County of Santa Clara
Supervisor Ken Yeager, County of Santa Clara
Councilmember Rose Herrera, City of San Jose
Councilmember Sam Liccardo, City of San Jose
Councilmember Madison Nguyen, City of San Jose
Lan Nguyen, Vice President,East Side Union High School District
Frank Biehl, Trustee, East Side Union High School District
Anna Song, Board President, County Board of Education
Leon Beauchman, Trustee, County Board of Education
Esau Herrera, Trustee, Alum Rock Union School District
Dolores Marquez, Trustee, Alum Rock Union School District
Jorge R. Gonzalez, Trustee, San Jose Unified School District
George Sanchez, Trustee, Franklin-McKinley School District
Betty Martinez, Trustee, Mount Pleasant School District
Richard Hobbs, Board Vice President, San Jose/Evergreen Community College District
Maria Fuentes, Trustee, San Jose/Evergreen Community College District
Rich Garcia, Trustee, San Jose Unified School District
Marsha Grilli, Trustee, Milpitas School District
Ellen Wheeler, Board Vice President, Mountain View Whisman School District
Ray Kwok, former Trustee, Berryessa Union School District

Manuel has a history of listening to the community. He is highly deserving of a new term as a school board member for the East Side Union High School District.

Victor Garza,
Chairperson La Raza Roundtable

Jeff Ota, former Trustee, East Side Union High School District
Joe Frausto, former Trustee, Alum Rock Union School District
Yolanda P. Estremera, former Trustee, San Jose-Evergreen Community College District
Henry Manayan, former Mayor, City of Milpitas

Organizations

East Side Teachers Association
San Jose Federation of Teachers
South Bay Labor Council
Santa Clara County Democratic Party
La Raza Roundtable

Business Community

Pat Dando, President-CEO, San Jose Silicon Valley Chamber of Commerce
Jim Eller, Board of Directors, San Jose Silicon Valley Chamber of Commerce
William B. Baron, former Board Chairperson, San Jose Silicon Valley Chamber of Commerce
Bob Kieve, Empire Broadcasting
Brenna Bolger, Founder-CEO, PRX
Frank Fiscalini
Val De Leon, Hispanic Chamber of Commerce

Educators

Marisa Hanson, President, East Side Teachers Association
Jennifer Lewis, Co-President, San Jose Federation of Teachers
Dr. Joel Ruiz Herrera, Assistant Superintendent Human Resources, Gilroy Unified School District
David Herrera, School Site Principal, Downtown College Prep
Bruce Berg, California Teachers Association
Nick Leon, Educator, retired, East Side Union High School District
John Sellarole, Educator, retired, East Side Union High School District
Ramon Martinez, Educator, retired, East Side Union High School District
Dino Certa, Educator, retired, East Side Union High School District
Elias Chamorro, Educator, retired, East Side Union High School District
Barbara Dawson, Educator, retired, East Side Union High School District
Felton Owens, Educator, retired, East Side Union High School District
Wendy Stegeman, Teacher, East Side Union High School District
Jerry Dyer, Teacher, East Side Union High School District

Allan Roberts, Head Counselor, East Side Union High School District
John Blair, Teacher, East Side Union High School District
Michael Winsatt,Teacher/IB Coordinator, East Side Union High School District
Kim Schaupp, Oak Grove Math Department Co-Chair/Faculty President, ESUHSD
Neil Silverman, Teacher, Adult Education- East Side Union High School District
Valli Sharpe-Geisler, Teacher, Adult Education- East Side Union High School District
Linda Todd, Teacher, Adult Education- East Side Union High School District
Steve Schramko, Teacher, Adult Education- East Side Union High School District
Lyn Edlin, Teacher, AdultEducation- East Side Union High School District
Glennis Cameron, Teacher, Adult Education- East Side Union High School District
Chris Davis, Teacher, Adult Education- East Side Union High School District
Aurora Quevedo, Educator, Alum Rock Union School District

Lidia Reguerin, Educator, Escuela Popular Charter School
Patricia Reguerin, Educator, Escuela Popular Charter School
Roger Reguerin, Educator, Escuela Popular Charter School
Christiane Clark, Teacher & Park Pleasant Neighborhood Leader

Community Members

Pattie Cortese
Patty Carrillo, Parent, East Side Union High School District
Raj Jayadev,Silicon Valley DeBug
Chris Arriola, Dep. D.A., past President, Santa Clara County Bar Association
Richard Saito, San Jose Police, retired
Julio Baisa, Hispanic Political Action Committee
Pete Carrillo, Principal, Silicon Valley Advisors
Sal Alvarez, Deacon
Rose Amador, Producer, Native Voice TV
Al Hinkle, Alum Rock Neighborhood – ARNNE Moderator
Joshua Barousse, Human Rights Commission, City of San Jose
Jeremy Barousse, VTA Citizen's Advisory Board
Tracy Kelly
Rolando Loera
Barbara Hansen
Lynda Ramirez Jones
Gil Villagran
Richard Calderon
Mary Jane Solis
Herman Vasquez
Jim Boales
David Breithaupt
Raul Colunga
Dorothy Dorsay
Hector Guerra family
Margarita "Margie" Ramirez
Carolina Amelia Farias
Norma Pezzini
Virginia Cortinas-Jones
Rebecca R. Rivera
Marjorie Clark
Lilia Valencia
Rob Gelphman
Al Garza

www.herreraforSchoolBoard.com

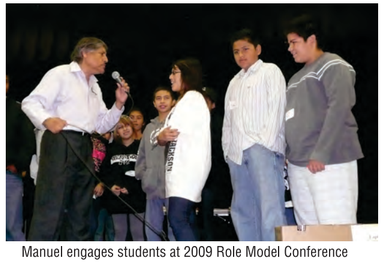
J. Manuel Herrera

Herrera!

GOVERNING BOARD MEMBER

East Side Union High School District

November 2, 2010 Elections



Manuel engages students at 2009 Role Model Conference

Manuel, with Congressman Don Edwards, in the mid-1960s. Manuel spoke only Spanish when he first entered the public schools. He attended McCollum, Lester Shields, and Pala schools in the Eastside, and graduated from Overfelt High where he was the first Latino student body president.

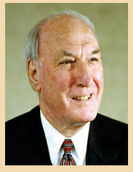
Later Manuel was awarded a National Urban Fellowship that included study at Yale University and assignment as Special Assistant to the Mayor of Seattle. On scholarships, Manuel lived and studied in India and Mexico and traveled worldwide, visiting Tokyo, Hong Kong, Bangkok, New Delhi, Calcutta, Bombay, Athens, Rome, Geneva, Paris, Madrid, Lisbon, New York, Mexico City, and more.

Role Model Conferences

For 20 years, the Herrera family has spearheaded dynamic, lifechanging Role Model Conferences for Eastside youth (thank you Esau Herrera and Rebecca Rivera).

"The experience and commitment that Manuel brings to the East Side school board are important to the success of our students. I'm glad he's running for reelection and I look forward to working with him on crucial education issues over the next four years."

Mayor Chuck Reed
City of San Jose



"I have known Manuel and his family since he was in high school, when I was the Superintendent for the East Side Union High School District. He has served us with distinction and I heartily endorse his reelection to the ESUHSD Board of Trustees."

Frank Fiscalini
former San Jose City Councilmember & Mayoral Candidate

"Manuel's heart is with the people of the community. He is a leader we can trust to faithfully serve our kids, our families, and our East Side community."

Supervisor Blanca Alvarado, Retired,
Santa Clara County

Re-Elect Manuel "Governing Board Member" **East Side Union High School District**

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Herrera!
GOVERNING BOARD MEMBER
East Side Union High School District

Herrera for School Board 2010
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J. Manuel Herrera GOVERNING BOARD MEMBER

During his time in office Manuel's school board colleagues, in an unprecedented move, suspended the normal rotation of officers and elected Manuel as Board President for 4 out of 5 years, a testament to his leadership.

As an East Side Union High School District Trustee, Manuel has:

- Worked to improve test scores and assure student safety
- Balanced budgets and passed bond measures for improved facilities
- Championed a solar energy project saving millions of taxpayer dollars while bringing jobs and green technology to the Eastside
- Advocated a one-of-a-kind, school-to-career Construction Trades Academy, part of an unprecedented Project Labor Agreement for a bond program
- Achieved new facilities for Adult Education and new immigrant programs

Manuel's Top Priorities

- Promote choice for students and families through strong support for magnet programs, career academies, smaller learning communities, and charter schools.
- Champion ongoing professional development for teachers to master differentiated teaching styles to reach our diverse community of students.
- Close achievement gap with intensive teacher training, student-parent accountability, and priority to English learners and special education students.

Prior San Jose Mercury News endorsements for Herrera's re-election to the East Side school board have spotlighted his unifying, team building leadership style:

He's a natural leader and consensus builder. Without him, the board may fragment.

-SJ Mercury Oct. 28, 2002

By contrast, the board president, Herrera, is a calming influence, having put out more brush fires than the Forest Service.

-SJ Mercury Oct. 18, 2006

The Herrera Family Story:
A Lifetime in the Eastside

Manuel's parents were migrant workers who settled in San Jose in 1952. When the family first arrived, they lived briefly in a tent in the Milpitas area, then in a side room of a church in San Jose's Japantown, and finally in the basement of a family that took them in. Over the years, Manuel's father raised six children on a modest laborer's salary. In one generation the American dream has been fulfilled in the Herrera family. Today the family is widely known for their professional accomplishments and civic service.

Manuel (in foreground) picking prunes with his Father and brother in East San Jose, early 1960s.

Hispanic Family of the Year

In 1998, at a black-tie event attended by more than 1,000 civic leaders, the Herrera family was honored as the "Hispanic Family of the Year" in recognition of their civic service and professional accomplishments.

Herrera speaks at the annual Vietnamese Parent Conference and Student Academic Recognition event in 2010.

The San Jose Federation of Teachers supports J. Manuel Herrera for East Side School Board because of his leadership and sensitivity to the needs of our community. Manuel has been a champion of many causes and, as a board of trustee, his loyalty and continued support for the unique needs of adult education have never faltered.

-Jennifer Lewis
Co-president, San Jose Federation of Teachers

Manuel championed an innovative Solar Energy Project that uses renewable energy, creates green jobs, and generates revenue for our classrooms. Here he holds the commendation presented to the East Side school district Board of Trustees by Congressman Mike Honda.

Manuel greets supporters from East Side Adult Education Program

Speaking to the issues

Manuel walks his talk for Schools

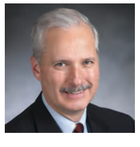
We Support Manuel!

"Manuel's experience, wisdom, and expertise is greatly needed by our school district during these challenging times. I'm happy to endorse him for another term in office and look forward to his continued leadership on behalf of our community."

-Lan Nguyen
Board Vice President, East Side Union High School District

The East Side Teachers Association proudly endorses Manuel Herrera, who is a graduate of the district and a long time supporter of our kids, our community, our teachers and our classified staff. His leadership has made a difference for all of us over the years.

- Marisa Hansen
President, East Side Teachers Association



I'm supporting Manuel Herrera because he takes the time to listen. He's thoughtful, understanding, and thorough. He's a man who can be trusted to do the right thing.

- Frank Biehl
Trustee, East Side Union High School District

Manuel Herrera knows that Eastside's future will be determined by the opportunities that we provide our community's children. He is an experienced high school district trustee, who always puts families first.

- Anna Song
President, Santa Clara County Board of Education

"Mr. Herrera has been instrumental in upholding the importance of the best learning environment for our students by recognizing how vital it is to keep athletic programs available in our schools so that all children have the opportunity to participate and develop the life skills needed to be strong leaders in our community."

-Patty Carrillo
Parent, East Side Union High School District

Manuel is extremely articulate, well educated, and very experienced in decision making and dealing with tough issues. He has a history of being fair. He is by far a great candidate and hopefully the community see that.

-Elias Chamorro
Retired Educator, East Side Union High School District