

ASI Cultural Awareness Program

Latina/Latino Cultural Heritage Month

September 15-October 15

Michele Serros-



Picture by Helayne Seidman

"Sit back for a minute, and think about all the people you've considered role models throughout the years: Maybe Che Guevara for his revolutionary frame of mind? Frida Kahlo for her striking artistic ability? Pablo Neruda for his flowing poetics? How about Chavo del Ocho for his comedic timing?

Okay. Now imagine the qualities of these insightful, endearing individuals mixed into one person. This person, however, just happens to be a slightly neurotic Chicana, born and raised in Oxnard, California and thirsts for Piña Colada Bangs. She has belted out her poetry at Lollapalooza and used to keep her most cherished literary work (which for the longest time, consisted of only two poems) in a mangled Pee Chee folder.

Now you've met Michele Serros, Chicana Role Model for the future... Serros' latest book, *How to be a Chicana Role Model*, focuses on teaching young Chicanas how to act like proper ladies in order to thrive and flourish in society. She speaks of "Buying American," networking, receiving proper exposure from the media, etc., etc., etc" (<http://www.latinola.com/serros.html>)

Lecture & Book Signing

When? October 12, 2000

Where? CSUSM Library Courtyard

Time? 2:00 pm to 4:00 pm

Books will be available to purchase from the University Bookstore

Appropriate Auxiliary aids available when possible.

Contact ASI seven days prior to the event (760) 750-4990