

“Lead Change With *No Fear*”[®]

Leaders today are faced with a rapidly changing workplace. The demands of providing products and services better, faster and at a lower price have caused massive change. These changes often create fear that limits the effectiveness of the leader. I invite you to share the challenges you face and the solutions that help you to “lead change with *no fear*”.

Saturday, March 11, 2006

Blacks Fear Hispanic Population Growth?— “Should I Change My Name To Rodriguez?”

April 2006

Dave, my friend and mentor said over lunch, “I was reading in the New York Times about the increasing number of Hispanics in the U. S. population.” This wasn’t surprising because I had read the same U. S. Census Bureau statistics in the Milwaukee Journal Sentinel newspaper.

(To view the article, paste the following link in your web browser.)

<http://www.jsonline.com/news/state/aug05/347644.asp> Dave continued by saying, “Perhaps you should develop a program entitled, ‘Should I Change My Name To Rodriguez?’ in order to reflect the fact that Hispanics are the nation’s largest minority group.” (The number one minority group ranking was a position that previously had long been held by African Americans.) Well folks, Victor Gray, alias “Mr. Laid Back” could have easily fallen off his chair at that very moment. I have learned if you can temper your emotions, and hang in there, you can learn some great things.

First, here’s some background information according to the U. S. Census Bureau that my friend Dave referred to:

- Texas, California, New Mexico and Hawaii are ‘minority majority’ states. The District of Columbia also is ‘minority majority’.
- Maryland, Mississippi, Georgia, New York and Arizona aren’t far behind with about 40% minorities.
- The nation is expected to be more that half minorities by 2050, according to Steve Murdock, a demographer at the University of Texas at San Antonio. Source: <http://abcnews.go.com/US/wireStory?id=1027640>

My home state, Wisconsin isn’t known as a hot bed of demographic change, however, as reported in The Milwaukee Journal Sentinel, the U.S. Census Bureau data suggests:

- The Hispanic population in Wisconsin grew by 23% from 2000 to 2004, far outpacing increases in other ethnic and racial groups.
- The Hispanic growth percentage in the Badger State [23%] is greater than the Hispanic population growth percentage nationally [17% or 41.3 million in 2004] according to the 2000 Census.
- Wisconsin’s Hispanic population remains relatively small [4.3%], but its growth exceeds the total population increase in Wisconsin [2.7% increase from 2000].
- The number of Hispanics in nine counties grew by at least 1,000 from 2000 to 2004, paced by Milwaukee County where the Hispanic population grew by 14,647. The largest percentage increase, 41.4%, was in Brown County (home of the Green Bay Packers due to high paying meat packing jobs according to Brown County Executive Carol Kelso).

The **Latino population in both Wisconsin and Milwaukee County** has more than tripled since 1980, as Latinos are making up a larger percentage of the overall population.

	MILWAUKEE COUNTY				WISCONSIN			
	1980	1990	2000	2004**	1980	1990	2000	2004**
Total pop.	964,988	959,275	940,164	945,197	4,705,767	4,891,769	5,363,675	5,509,026
Hispanic pop.	29,343	44,761	82,406	97,053	62,972	93,194	192,291	237,200
Hispanic % /total	3.0%	4.7%	8.8%	10.3%	1.3%	1.9%	3.6%	4.3%

* Race is listed for individuals of only one race and for those who give multiple races. (Hispanic is an ethnicity and not a race); **Estimate Source U.S. Census Bureau.

Journal Sentinel



About Me

Name: Victor Gray
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Victor Gray is a results-oriented speaker, trainer, coach and educator with over twenty years of experience. Victor has planned, developed, and presented over 1,000 speeches and workshops for 30,000 participants at 750 companies nation wide.

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To check out the U. S. Census numbers for your state, click on the links that follow, or paste the following U. S. Census Bureau sites into your web browser—http://www.census.gov/Press-Release/www/2005/cb05-118_table1.xls or for counties exceeding 1 millions persons in population http://www.census.gov/Press-Release/www/2005/cb05-118_table2.xls.

It could be asked, “What’s the big deal with these numbers?” Simply, leaders must be aware of the powerful demographic changes that are, and will affect our workplaces for years to come. Diversity quite simply is a strategic imperative that all leaders must be competent in managing. Others might wonder, “This is interesting information, but what’s this got to do with leaders who seek to, ‘Lead change With No Fear’™?” The suggestion from Dave that I develop a new training program entitled, “Should I change my name to Rodriguez?” illuminates the fear. The fears involved may include fear of loss, and fear of the unknown (or events that are not fully understood) that some African Americans may have. Do African Americans believe that jobs, resources, information and favor might go to the growing Hispanic population, instead of the African American community? This fear may have been reflected by Ray Nagin, Mayor of New Orleans who was quoted as saying that local businesses are probably wondering how New Orleans can “Make sure that New Orleans is not overrun by Mexican workers.” [Quote taken from an article entitled, *Businesses Lash Out At FEMA: New Orleans Owners Say Outsiders Getting Recovery Contracts*, October 7, 2005 edition of *The Dallas Morning News*. Mayor Nagin afterward sought to distance himself from that remark. Mayor Nagin stated that his comments were focused on the question of whether Louisiana companies were getting their fair share of contracts, not about race [The Times-Picayune, Tuesday, October 18, 2005].

Not all the news is bad. Sara Miller Llana, of *The Christian Science Monitor* reported that African American and Mexican American teens have worked together to reduce tensions in their New York neighborhood. See the article entitled, *Mail Scanner has detected a possible fraud attempt from “www.csmonitor.com” claiming to be As rumors divided blacks and Latinos, teens joined forces csmonitor.com.*

What have I learned?

I have learned from the words of the late founder of the National Speakers Association. Cavett Robert suggested that if you think of resources as a pie, it might be easy to think that more, and more people will, “Cut down the number of remaining slices for others.”

Wisconsin’s Hispanic population has risen by about 23% since 2000, according to census estimates, while the white, black and Asian population growth is less.

RACE*	2000	2001	2002	2003	2004	% CHANGE SINCE 2000
White	4,908,585	4,941,151	4,965,173	4,990,214	5,016,917	2.2%
Black	329,668	336,076	342,936	348,348	353,268	7.2%
Asian	103,134	107,415	111,668	115,800	119,633	16.0%
Amer. Indian	69,950	70,493	71,497	72,292	73,068	4.5%
Hispanic	192,921	205,602	216,552	226,862	237,200	23.0%

CENSUS: COUNTIES SHOW GROWTH

Not all of the state’s increase in Hispanic population is taking place in Milwaukee County. Here is a look at the counties that have experienced the largest percentage increase in number of Hispanics since the 2000 Census.

COUNTY*	2000	2004	INCREASE SINCE 2000	
			NUMBER	PERCENTAGE
Brown County	8,698	12,298	3,600	41.4%
Fond du Lac County	1,987	2,679	692	34.8%
Rock County	5,953	8,013	2,060	34.6%
Dane County	14,387	19,210	4,823	33.5%
Jefferson County	3,031	3,965	934	30.8%
Sheboygan County	3,789	4,934	1,145	30.2%
Walworth County	6,136	7,949	1,813	29.5%
Waushara County	848	1,092	244	28.8%
Marathon County	979	1,233	254	25.9%
Sauk County	938	1,178	240	25.6%
Ozaukee County	1,073	1,347	274	25.5%
Kenosha County	10,757	13,426	2,669	24.8%
Winnebago County	3,065	3,783	718	23.4%
Washington County	1,529	1,887	358	23.4%
Outagamie County	3,207	3,886	679	21.2%
Manitowoc County	1,343	1,614	271	20.2%
Waukesha County	9,503	11,275	1,772	18.6%
Racine County	14,990	17,751	2,761	18.4%
Milwaukee County	82,406	97,053	14,647	17.8%
Dodge County	2,188	2,569	381	17.4%
Eau Claire County	879	1,023	144	16.4%
Portage County	967	1,107	140	14.5%
La Crosse County	990	1,070	80	8.1%

* Only counties that had 1,000 or more Hispanics in 2004 area included.

Jesse Garza of the Journal Sentinel staff and The Associated Press contributed to the above report.

I agree that it is more likely those others actually will, “Increase the size of the pie.” Source: Cavett Robert: *Leaving a Lasting Legacy*. The U.S. free enterprise system has proven this lesson over, and over again. Buddha stated that, “Thousands of candles can be lighted from a single candle, and the life of the [original] candle will not be shortened.”

Will I change my name to Rodriguez? Rodriguez is a very good name, but I’ll keep the name Victor Gray, I’ve had it a long time and I like it!