

IMMIGRANT HERITAGE WEEK RESOURCE GUIDE

LET ME COUNT THE WAYS: The Science, Industry and Business Library (SIBL) Celebrates the Contribution of Immigrants to the Economy

IMMIGRANTS IN THE MARKETPLACE

DATABASES:

- **Business Source Premier.** This database is available remotely with the use of a New York Public Library card. Database includes articles from several thousand periodical publications, many of which deal with the economic impact of the immigrant population, such as:
An Empirical Study of Consumer Behavior Patterns Among Filipino and Korean Americans in the United States. In *Marketing Management Journal*, Spring 2004, vol. 14, no. 1, pp. 30-44 [Full text available at <http://web.ebscohost.com/ehost/pdf?vid=4&hid=8&sid=7bf5f407-9d88-41d1-b89b-5b0fa5c89ef6%40sessionmgr3>]
- **Market Research.Com.** One of several market research databases located at SIBL. This product provides access to studies of the ethnic and immigrant market such as:
The Religious Products Market in the U.S.: Books, Music, Video and Accessories [Buyers of Catholic, Jewish, Islamic, Hindu, Buddhist, and new age publications are ... fueling the market]. April 2006 Report.
The U.S. Asian American Market. March 2002 Report.
The U.S. Market for Ethnic Foods. 3 vols. Covering Hispanic, Asian, and Emerging Ethnic Foods. 2003 Report.
- **Prompt.** Market research studies and articles focused on ethnic and immigrant markets are included.
- **SimplyMap.** This database provides a geographic approach to the immigrant population and market.

BOOKS:

- *Beyond Bodegas: Developing a Retail Relationship with Hispanic Customers.* Call no. 658.834 P; also available in call no. JBE 08-398 (for onsite use only). Retail consumers are the focus of this look at the Hispanic market.
- *The Context of Marketing: Trends in Demographics, Media Use and Spending Among Black, Hispanic and Asian Americans.* Call no. *R-SIBL HC110.C6.C599 (for onsite use only). The author provides a narrative and statistical evaluation of the immigrant consumer.
- *Grants for Minorities.* Call no. *R-SIBL HV97.A3 G747 (for onsite use only).
- *Latinos, Inc.: The Marketing and Making of a People.* Call no. 658.834 D. The author examines the manner in which the Hispanic population is recognized.
- *Marketing to American Latinos: A Guide to the In-Culture Approach.* Call no. 658.834 V; also available in call no. *R-SIBL HC110.C6.V348 and *WSC-1865 [computer disc] (for onsite use only). A how-to guide to marketing to the Latino population.
- *The Rise of the Hispanic Market in the United States: Challenges, Dilemmas, and Opportunities for Corporate Management.* Call no. 658.834 N; also available in call no. JBE 04-919 (for onsite use only). Explores the development of the current Hispanic market.
- *Standard Directory of Hispanic Advertising Agencies.* Call no. JBM 03-351 (for onsite use only). Identifies agencies that are owned by or focused on Hispanics.
- *U.S. Diversity Markets Report.* Call no. *R-SIBL HC110.C63 U17. (for onsite use only). Reports on immigrant consumer market attitudes.

The

April 15 – 21, 2010

New York

Public

Library



NEW YORK CITY CELEBRATES THE SEVENTH ANNUAL
IMMIGRANT HERITAGE WEEK

PROGRAMS FOR ADULTS

April 17 at 2:30 p.m. – Bronx Library Center
MARIMBA MAYA QUETZAL IN CONCERT

Join us for a marimba concert performed by the renowned Marimba Maya Quetzal. The marimba is a percussion instrument native to the Maya population of Guatemala.

April 19 at 6 p.m. – Wakefield Library
HOW WE CAME TO WAKEFIELD: AN INTERGENERATIONAL OPEN MIC

Celebrate Immigrant Heritage Week by participating in this open mic event. All ages welcome!

April 19 at 6:30 p.m. – Mid-Manhattan Library
AUTHOR @ THE LIBRARY PRESENTS:
HELLUVA TOWN: THE STORY OF NEW YORK CITY DURING WORLD WAR II

Author and *New York Times* contributor Richard Goldstein discusses how New York City served as a haven during World War II for refugees fleeing Nazi-occupied France, including artists such as Salvador Dalí and Marc Chagall and intellectuals such as Claude Levi-Strauss and Enrico Fermi.

April 20 at 6:30 p.m. – Mid-Manhattan Library
AUTHOR @ THE LIBRARY PRESENTS:
BEFORE ELLIS ISLAND: THE CASTLE GARDEN EMIGRANT DEPOT, 1855-1890

Brendan O'Malley of CUNY Graduate Center discusses the fascinating history of the precursor to Ellis Island, the Castle Garden Emigrant Depot in the old fort now known as Castle Clinton, in Battery Park. Between 1855 and 1890, the Depot admitted eight million immigrants into the United States.

April 24 at 2 p.m. – Hamilton Grange Library
LA GUARIDA @ HAMILTON GRANGE

Dominican-American poet, fiction writer, and cultural activist Marisol Espailat reads from *Strange Nights*, her first book of short stories to be published in English.

YOUNG ADULT PROGRAMS

April 15 at 4 p.m. – Bronx Library Center
WHAT'S YOUR STORY?

Families sailed on the *Mayflower*, stopped on Ellis Island, or arrived at JFK. Explore old ledgers and digital technology to help create your own piece of history. For ages 12 to 18.

April 15 at 4 p.m. – Wakefield Library
WHAT'S YOUR STORY?

Families sailed on the *Mayflower*, stopped on Ellis Island, or arrived at JFK. Explore old ledgers and digital technology to help create your own piece of history. For ages 12 to 18.

April 16 at 3:30 p.m. – Mott Haven Library
THE RIVER BEFORE HENRY: LIFE BEFORE NYC

Explore the history of the Hudson River Valley before Hudson arrived! Examine ancient artifacts created by the people who lived there 1,000-12,000 years ago. Handle the artifacts & discuss the history behind them: their creation, use, and impact on history.

April 16 at 3:30 p.m. – Wakefield Library
CELEBRATE YOUR FAMILY, YOUR ANCESTORS, AND YOURSELF @ TEEN LOUNGE

Explore the Ellis Island website, check out old records, examine ancient photographs, and learn about the past. For ages 12 to 18.

April 17 at 2 p.m. – Todt Hill-Westerleigh Library
LEARN TO DANCE WITH THE ANNABELLA GONZALEZ DANCE THEATRE

Join the Annabella Gonzalez Dance Studio as they demonstrate a variety of contemporary dance moves with Latin flair. Let the music and rhythm inspire you to move along with the performers. For ages 12 to 18.

April 19 at 4 p.m. – Mott Haven Library
FIERCE AND FABULOUS FASHION

West African tradition meets New York styles in this fun fashion workshop. Join Vickie Freemont as you create your own t-shirt, bag, or bracelet! All materials will be provided. For ages 12 to 18.

April 19 at 4 p.m. – Parkchester Library
NAKHACHITRA: CREATE ART WITH YOUR FINGERNAILS

Indian art tradition meets New York Style. Meet NakhaChitra master Suhas as he shows you how to create embossed art using just your fingernails and paper. All materials will be provided. For ages 12 to 18.

CHILDREN'S PROGRAMS

April 15 at 3:30 p.m. – Fort Washington Library
HAO BANG YA, TIGER

In honor of The Year of the Tiger, which symbolizes bravery and strength, Chinese Theatre Works introduces a Chinese hand puppet variety program featuring the wild antics of these not-always-so-fierce Lords of the Jungle. For ages 5 and older.

April 15 at 3:30 p.m. – Parkchester Library
KANTCHIL THE MOUSE DEER AND OTHER TALES FROM SOUTH EAST ASIA

Just back from a trip to South East Asia, storyteller Regina Ress brings tales of Kantchil the Mouse Deer, Carbaou the Water Buffalo, Buwayah the Crocodile, and other great characters from Indonesia, Malaysia, the Philippines, and India. For ages 5 and older.

April 15 at 4 p.m. – 115th Street Library
AFRICAN FOLKTALES

Master storyteller/dancer Caren Calder brings African folktales to life with movement and song, all to the beat of a live percussionist. Children will be whisked away into tales of amazing animals, magic, and wonder. Presented by Urban Stages. For ages 4 to 10.

April 15 at 4 p.m. – Inwood Library
TWO FRIENDS: DOS AMIGOS

Set on a basketball court in a neighborhood park, this play concerns the developing relationship of two boys from different cultures who resolve their differences across the language barrier and become friends. Presented by Urban Stages. For ages 4 to 8.

April 15 at 4 p.m. – Westchester Square Library
LATIN MUSIC VOYAGE: A JOURNEY SOUTH THROUGH THE SPANISH-SPEAKING WORLD

The magic of Latin Music Voyage is a geographical exploration of traditional music through flamenco dance, traditional Spanish songs, and puppetry. Presented by Urban Stages. For ages 4 and older.

April 16 at 3:30 p.m. – Clason's Point Library
LATIN MUSIC VOYAGE: A JOURNEY SOUTH THROUGH THE SPANISH SPEAKING WORLD

The magic of Latin Music Voyage is a geographical exploration of traditional music through flamenco dance, traditional Spanish songs, and puppetry. Presented by Urban Stages. For ages 4 and older.

April 16 at 3:30 p.m – Edenwald Library

TWO FRIENDS: DOS AMIGOS

Set on a basketball court in a neighborhood park, this play concerns the developing relationship of two boys from different cultures who resolve their differences across the language barrier and become friends. Presented by Urban Stages. For ages 4 to 8.

April 17 at 3 p.m. – Children's Center at 42nd Street

HAO BANG YA, TIGER

In honor of The Year of the Tiger, which symbolizes bravery and strength, Chinese Theatre Works introduces a Chinese hand puppet variety program featuring the wild antics of these not-always-so-fierce Lords of the Jungle. For ages 5 and older.

April 19 at 4 p.m. – Bloomingdale Library

HAO BANG YA, TIGER

In honor of The Year of the Tiger, which symbolizes bravery and strength, Chinese Theatre Works introduces a Chinese hand puppet variety program featuring the wild antics of these not-always-so-fierce Lords of the Jungle. For ages 5 and older.

April 19 at 4 p.m. – West Farms Library

AFRICAN FOLKTALES

Master storyteller/dancer Caren Calder brings African folktales to life with movement and song, all to the beat of a live percussionist. Children will be whisked away into tales of amazing animals, magic, and wonder. Presented by Urban Stages. For ages 4 to 10.

April 19 at 6:30 p.m. – Seward Park Library

TWO FRIENDS: DOS AMIGOS

Set on a basketball court in a neighborhood park, this play concerns the developing relationship of two boys from different cultures who resolve their differences across the language barrier and become friends. Presented by Urban Stages. For ages 4 to 8.

April 20 at 3:30 p.m. – Jefferson Market Library

MUSIC FROM CHINA

Chinese Theatre Works presents classical and folk music from China performed on traditional Chinese instruments, including the shen (Chinese mouth organ), guzheng (zither), pipa (lute), erhu (two-string fiddle), and flute. Musicians from Chinese Theatre Works are highly trained and experienced artists who have performed with some of China's best ensembles. The program is curated by guzheng master Junling Wang. For all ages.

April 20 at 4 p.m. – Allerton Library

AFRICAN FOLKTALES

Master storyteller/dancer Caren Calder brings African folktales to life with movement and song, all to the beat of a live percussionist. Children will be whisked away into tales of amazing animals, magic, and wonder. Presented by Urban Stages. For ages 4 to 10.

April 20 at 5 p.m. – Tremont Library

KANTCHIL THE MOUSE DEER AND OTHER TALES FROM SOUTH EAST ASIA

Just back from a trip to South East Asia, storyteller Regina Ress brings tales of Kantchil the Mouse Deer, Carbaou the Water Buffalo, Buwayah the Crocodile, and other great characters from Indonesia, Malaysia, the Philippines, and India. For ages 5 and older.

April 21 at 4 p.m. – Castle Hill Library

KANTCHIL THE MOUSE DEER AND OTHER TALES FROM SOUTH EAST ASIA

Just back from a trip to South East Asia, storyteller Regina Ress brings tales of Kantchil the Mouse Deer, Carbaou the Water Buffalo, Buwayah the Crocodile, and other great characters from Indonesia, Malaysia, the Philippines, and India. For ages 5 and older.

April 21 at 4 p.m. – Dongan Hills Library

HAO BANG YA, TIGER

In honor of The Year of the Tiger, which symbolizes bravery and strength, Chinese Theatre Works introduces a Chinese hand puppet variety program featuring the wild antics of these not-always-so-fierce Lords of the Jungle. For ages 5 and older.

April 21 at 4 p.m. – Eastchester Library

AFRICAN FOLKTALES

Master storyteller/dancer Caren Calder brings African folktales to life with movement and song, all to the beat of a live percussionist. Children will be whisked away into tales of amazing animals, magic, and wonder. Presented by Urban Stages. For ages 4 to 10.

April 21 at 4 p.m. – Grand Concourse Library

LATIN MUSIC VOYAGE: A JOURNEY SOUTH THROUGH THE SPANISH SPEAKING WORLD

The magic of Latin Music Voyage is a geographical exploration of traditional music through flamenco dance, traditional Spanish songs, and puppetry. Presented by Urban Stages. For ages 4 and older.

April 22 at 3:30 p.m. – Woodstock Library

TWO FRIENDS: DOS AMIGOS

Set on a basketball court in a neighborhood park, this play concerns the developing relationship of two boys from different cultures who resolve their differences across the language barrier and become friends. Presented by Urban Stages. For ages 4 to 8.

April 22 at 4 p.m. – Chatham Square Library

MUSIC FROM CHINA

Chinese Theatre Works presents classical and folk music from China performed on traditional Chinese instruments, including the shen (Chinese mouth organ), guzheng (zither), pipa (lute), erhu (two-string fiddle), and flute. Musicians from Chinese Theatre Works are highly trained and experienced artists who have performed with some of China's best ensembles. The program is curated by guzheng master Junling Wang. For all ages.

April 23 at 3:30 p.m. – Kips Bay Library

KANTCHIL THE MOUSE DEER AND OTHER TALES FROM SOUTH EAST ASIA

Just back from a trip to South East Asia, storyteller Regina Ress brings tales of Kantchil the Mouse Deer, Carbaou the Water Buffalo, Buwayah the Crocodile, and other great characters from Indonesia, Malaysia, the Philippines, and India. For ages 5 and older.

LIFE IN AMERICA

Participants in the Library's Centers for Reading and Writing (CRW) and English for Speakers of Other Languages (ESOL) Program reflect on their life in America. Their unyielding determination to create a new life in the United States is admirable and exhibits incredible spirit.

“AMERICA IS DIFFERENT FROM MY COUNTRY” by BABA N.

America has more opportunities than Gambia, West Africa. This is the reason why people want to come to the United States. America has free education, whereas in the villages of Gambia there is only primary and middle school. High school only exists in the city. Therefore, students can only go if their parents can afford it. America has better technology than what we have in Gambia. Electricity and plumbing is available in the city and people who live in the villages have none of these conveniences. Also, people who live in the country don't have telephones, hospitals or roads. Even in the city there are no streetlights. The medical system in my country is not as good as the medical system in America. In America people are able to see doctors and get medical care easily. My life is better since I came to America. My life has changed because the school I attend has helped me to read, write and speak English better. If I were living in Gambia I wouldn't have an opportunity to get an education.

“AMERICA IS DIFFERENT FROM MY COUNTRY” by HAMADO B.

The country that I came from is Burkina Faso, Africa. In Burkina Faso there are not many opportunities to get a job, and there are no opportunities to get an education. In Burkina Faso, when I reached to age of eleven years old, I had to take on the responsibility of taking care of myself and my family. As a result of my hardships, I came to America. I came to America in 1989, at which point I worked in a grocery store called Top Tomato for at least two years. Then I got into the restaurant business, in which I became a Chef. Some of my best jobs as a Chef were working at The Waldorf Astoria as the head Chef. I also had the opportunity to work for Robert Denino as a Chef. I also worked at the Tribeca Grill and I worked as a Chef in Windows on the World. The next thing I did consisted of me starting my own business supplying restaurants and hotels with meats. Being here in America has given me a chance to be able to get an education and get a job. I am now able to help my family back home and also help my people that are here in America as well. Now you have seen the difference between my country Burkina Faso, Africa and the United States of America. You have also seen the advantages and disadvantages of both countries.

“SUBWAY ADVENTURE” by MUNIRA

A lot of interesting things happen in subways. I saw poor people who earned money by dancing, singing, playing on different instruments and by other unusual things. Although I saw people who didn't do anything, they just shook a cup with coins. Sometimes that makes me angry, because it's the easiest way to get money. I had been in New York for only 1 week. I went to the subway and swept my card through the turnstile. I waited for my train for 5 minutes. I entered the train and took a seat. I saw that 5-6 guys got onto the train too. I didn't notice what each of them looked like exactly, but I remember some details. Almost all of them wore jeans with T-shirts. Some of these guys had a lot of holes in their jeans, but all of their clothes were clean, and their appearances were pretty good. They all had different haircuts, some of them had bangs. After the train doors closed they turned on the music (I think it was Hip-Hop) and started to dance. I couldn't believe my eyes; I hadn't any idea that 15-18-years-old teenagers could do such difficult tricks. One of these dancers spun around on his head. Another spun around on one hand. A third dancer did many back handsprings very quickly. Finally, two of the dancers stood at opposite ends of the subway car and ran full speed at each other. When they were about to crash, one of them dove over the other. I couldn't look away from this amazing performance. Now I know that there is nothing you can't do in New York.

“THE AMERICAN DREAM” by ERNESTINA

Today, when I left my class, I saw and read the advertisement of a picture exhibition called “Crossing Bridges” and I was reminded of the bridge I crossed in my life. I came from Ecuador to the United States several years ago and when I arrived at the port of New York City, I thought my dream had come true. But, when I wanted to talk with anyone I could not speak English. I understood what it was to awaken from my dream. I understood that if I was not able to speak English I looked foolish and this was a disadvantage. Still, I was not discouraged and I said to myself, “Soon, I will learn English.” But it is not easy. It is hard work. When I arrived I found much prejudice, but also tolerance and acceptance. The adaptation to another country takes time and tears. To miss the family is usual, but little by little, the city grows on us. The city has enchantment: the diversity of people, customs and traditions, people doing everything fast, the weather, the skyscrapers, and living in a real democracy. Now I love this city as much as my own home city, Guayaquil. In this city I have my family and this is the country where I want to live.

NADEZDA C.

This course has given me back self-confidence that I had nearly lost way back on my first few years here. My communication in everyday activities like shopping at supermarkets or having doctor's appointments or assisting people is a beneficial product of education that I have gained in this course. It has also opened my eyes to the fact that I could enhance my education. Going for educational courses that will allow me to be a more productive member of society is my ultimate dream and I hope to realize it. Now I can proudly say: I speak English.

YOUNGSEN P.

I learned to speak proper English thereby enabling me to communicate better with people of different cultures. My relationship with my superiors at work has improved tremendously. Communication was not a problem anymore.

ALICIA M.

Being able to help my children with their homework brings indescribable boast to my pride. Reading books to them or with them in a language not my first, is a dream come true.

JI X.

The Lower East Side Tenement Museum at 97 Orchard Street is a unique museum. I had never been before, but I went with my class last week. We were given a cordial reception by the hostess when we came in. She was an actress dressed as though it was the early 1900s. She treated us as if we were new immigrants to the United States. She told us how to find an apartment and a job. She said that she had immigrated from Greece to America and told us about her present conditions of living: Eight people in her family lived together with only a little comfort or privacy in a small, three-room apartment. Their lifestyle and all their equipment was simple and crude, but I felt that they were very warm and kind. Seeing this apartment made me think about my own experience of hard work and plain living when I was a new immigrant to the United States. The scene was so vividly portrayed that I felt as if I were participating again. The famous Emma Lazarus poem says, “Give me your tired, your poor, your huddled masses yearning to breathe free.” At first, it is very difficult for new immigrants. We are like those people in the poem. All new immigrants come to the United States looking for a wonderful future. The experience of succeeding is valuable, but the hard starting point is an unforgettable lesson. Because it was hard at the beginning, I know how to work hard in order to go forward and upward in my lifetime. I wish that the second generation would keep the excellent character of their fathers and mothers. Maybe they should visit the Tenement Museum to see an example.

MODOU

I've been drumming almost eight years in a dance school near Union Square. It's a place I really enjoy: the music, the energy, the sound, the movement. When you get into the school, you see a studio with colorful art on the walls, and a lot of smiles. The people are happy. What's it sound like? It sounds just amazing. The energy: you see it, you smell it, you can even touch it. And there's a lot, lot, lot, lot, lot, lot, lot, lot, lot of energy. The music talks; it's a different language. The drummers talk to each other through the music and talk to the dancers, without any words. It's just drums and dance. People hear different types of music; people dance. It makes them feel like they're not in New York. I'm from Mali, and other drummers are from Senegal, Guinea, Haiti, Brazil, Cuba. We have different rhythms. We speak a different language inside. The dancers hear different sounds, and they wear the lapa, an African fabric wrap. You can see them really enjoy dancing to live music. Drummers, dancers—we all connect. When it's good, it's good.

LINDA D. (teacher)

In one of our lessons, the word “contribute” was used. A student asked what it means. After giving a few examples of what the word means or implies, I asked the class, “What can you contribute to our community here in the Bronx, or the city or America?” The oldest student stood up and proudly said, “My son.” I asked what she meant. She said, “My son is in the Army in Iraq. My son contributes his life to America.” The whole class applauded her and we all said thank you to her and her son.

AURELIO (teacher)

This winter was the first time I taught such a diversified group of people at the St. George Library. I was touched by my students' eagerness to learn and their sense of humor, despite their very limited skills in the English class. I found it quite charming whenever three of my students, a family from Istanbul, Turkey, would call me “my teacher.” It is in fact, in the Turkish language, how one addresses one's teacher. There's something about this last teaching experience at St. George Library that brought me back to the time I came to this country (1978). I went to LaGuardia to learn English and got my GED in 1979, and graduated from college in 1985. I am now an educator and an artist.