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New name, director for migrant program

By EMILIO ALVARADO
STAFF WRITER

Celia Organista, a longtime Watsonville resident and community leader, has been named to head Adelante, a program that provides support services to poor residents of Santa Cruz County.

Organista replaces Cruz Gomez, who resigned last year, and took office Feb. 2. Adelante, formerly called Migrant Media, provides information, referrals and outreach services to poor and migrant populations in the county. Adelante is under the auspices of Food and Nutrition Services Inc. of Santa Cruz County.

"The biggest challenge is getting diverse groups to use the facility," Organista said.

Adelante is stepping up efforts to inform the community that it is there to provide a variety of services and to offer its office space to local groups. A large number of organizations and community

groups use the office, but Organista would like to see that number grow.

"I would like to see more groups that are working to build bridges to unite the community," she said.

She also plans to increase the number of services provided by Adelante. The organization is putting together an advisory board made up of community members who will try to expand the scope of Adelante by providing a wider variety of services and reach a larger portion of the population.

One plan in the works is to provide military draft registration counseling in Spanish. The counseling will be presented by members of the League of United Latin American Citizens and the Watsonville Peace Coalition, which organized the Jan. 15 peace vigil at the Plaza. In the summer, Organista hopes to provide art classes for youths.

Organista, 46, a native of Texas, came to Watsonville in 1966.



Kurt Ellison

Celia Organista wants more people to use Adelante.