



“A Non-Profit Cultural Arts Organization”
Celebrating 43 Years of History, Culture, Music & Dance
Cultural Art Center Address: 921 W. New Braunfels Street
Seguin, Texas 78155
830-401-0232
Facebook & Instagram: @TeatroDeArtes

May 1, 2026

Dear Mariachi Raices Participant,

On behalf of Teatro De Artes De Juan Seguin and the National Endowment for the Arts we are extremely excited to invite you to join us for the **La Cultura Cura Mariachi Raíces: Cultivating Leadership Through Cultura y Música Clinic Monday, June 1, 2026 - Wednesday, June 3, 2026 1:00pm - 5:00pm** at Seguin High School Fine Arts and Performing Arts Area. The cost of the clinic is \$150.00 per musician.

Teatro continues to promote the Mexican American culture and its people by the teaching, study, practice, and performance of the arts and humanities. The **La Cultura Cura: Healing and Wellness Through Dance, Music, and Art™** as well as **Mariachi Raíces: Cultivating Leadership Through Cultura y Música Clinic™**, **El Camino al Oro Vocalist Showcase & Adjudication™**, and **Juan Seguin Festival del Mariachi Group Showcase & Adjudication™** are under the leadership of Dr. Yvonne M. De La Rosa, Teatro Executive Director and Cirilo Campos, Texas State University Latin Music Studies Director and Consultant, along with other professional and dedicated Teatro Board of Directors and Staff.

This three-day Mariachi clinic and showcase is presented by Teatro De Artes De Juan Seguin and the National Endowment of the Arts in partnership with Texas State University Latin Music Studies, City of Seguin, and Texas Commission on the Arts offering an immersive and comprehensive educational experience for aspiring and developing mariachi musicians. Designed to strengthen both individual musicianship and ensemble performance, the clinic provides focused instruction on essential fundamentals including posture and body alignment, right and left hand technique, tone production, and vocal development. Students will enhance their skills on both instrumental technique and voice through guided exercises and individualized instruction provided by highly qualified instructors.

Participants will engage in sectionals and full ensemble rehearsals that emphasize rhythm and pitch accuracy, intonation, and overall musical precision. Throughout the workshop, students will collaborate to develop balance, listening skills, and a cohesive group sound. Participants will learn 2–3 songs over the course of the clinic, applying the concepts covered in sectionals and full group rehearsals. The experience will culminate

in a joint performance on Wednesday, June 3, 2026; 4:00pm - 5:00pm at the Seguin High School Performing Arts Center located at 1315 East Cedar Street, Seguin, Texas 78155 where students will showcase their progress and musicianship.

In addition to musical development, the clinic highlights rehearsal strategies and performance etiquette, equipping participants with the professional skills necessary for successful rehearsals and polished stage presentations. Led by experienced and seasoned educators, this 3 day clinic fosters artistic growth, discipline, and a deeper appreciation for the mariachi tradition.

Master clinicians who will be leading these clinics include:



PRESENTS
***La Cultura Cura: Healing and Wellness Through
Dance, Music, and Art***



Mariachi Raíces: Cultivating Leadership Through Cultura y Música Clinic



Maestra Christina Cabrera
Esteemed Vocal & Choral Director
VOCAL MASTER CLINICIAN



Profesor Bobby López
Mariachi Clasico & TXST Professor
GUITARRON MASTER CLINICIAN



Instructor Juarez Elizarraraz
TXST Mariachi Nuevo Generación
HARP CLINICIAN



Maestro Mario Muñoz
Mariachi Los Caporales
VIHUELA MASTER CLINICIAN



Profesor Miguel Guzman
Mariachi Los Galleros & TXST Professor
VIOLIN MASTER CLINICIAN



Maestro Eric Peña
Mariachi Clasico
TRUMPET MASTER CLINICIAN



Maestro Gino Rivera
Mariachi Azteca de America
GUITAR MASTER CLINICIAN

In partnership with



Maestra Christina Cabrera
Vocal Master Clinician

Ms. Cabrera is passionate about building a successful choral program that meets the needs of both students and the community, emphasizing connection, creativity, and growth. She co-presented “Secret Sauce to Success” at the Texas Choral Directors Association conference, sharing practical strategies with both new and experienced educators. Guided by her philosophy, “Students don’t care how much you know until they know how much you care,” she fosters an environment where students feel safe, expressive, and inspired to create meaningful music. Her dedication has earned her Longfellow MS 2024–2025 Teacher of the Year, with her choir recognized for excellence through a Telemundo feature and this past February her group was a TMEA demonstrating choir under Dr. Soo-ah Park.

Instructor Juárez Elizarraraz
Harp Clinician

Juarez Elizarraraz, from San Antonio, Texas, is a harpist dedicated to promoting and expanding the presence of Latin folk harp in the United States. He began his musical journey with the Fox Tech ALA Cast Mariachi Program and is part of the Texas State collegiate group Nueva Generación, combining more than seven years of harp experience with studies in Cinematic Arts and Mariachi Education at Texas State University.

He is a brand ambassador for Arpas Villegas, sharing his passion for the harp and promoting its rich traditions. Juarez creates harp transcriptions and educational content that bring this music to new audiences, inspiring students to pursue their own musical endeavors. His vision is to build a welcoming community of harpists where musicians can collaborate, share ideas, and celebrate Latin music together.

Profesor Miguel Guzman
Violin Master Clinician

In the Mariachi sphere, Miguel Guzman, is a renowned Mariachi musician and educator, with 33 years experience as a professional musician and 28 years as a Mariachi educator. Violin is Guzman’s primary instrument but he is also fluent in vocals, guitarrón, vihuela, and guitar. Guzman’s musical schooling has its origins in trumpet, under Dr. Joseph Bellamah and classical violin under Genaro Ybarra and Cleo Aufderhaar of the San Antonio Symphony. Guzman also studied voice and composition under Iren Liden and Alice Gomez of San Antonio College. Born and raised in the culturally vibrant city of San Antonio, Guzman’s musical focus inevitably turned to Mariachi at the invitation of a high school band companion and Juan Ortiz of Campanas de America.

In his early career as a Mariachi musician, Guzman’s training consisted of participating in mariachi conferences and workshops as a student. His aptitude and expertise however, has been realized teaching and playing alongside the very same Mariachi groups he learned from at these conferences. This includes the genre’s top groups such as Mariachi Vargas de Tecalitlan, Nuevo Tecalitlan and Mariachi Los Camperos among others. Guzman is a repeat instructor and performer at conferences

such as the Tucson International Mariachi conference; Albuquerque Mariachi Spectacular; Guadalajara's El Encuentro de Mariachi y Charrería; TMEA regional state clinics; New York Mariachi Conservatory and the Chicago Mariachi Project. This experience afforded Guzman the rare opportunity to train, teach and study under some of Mariachi's most notable and skilled musicians, namely Rigoberto Alfaro, Jesus Guzman, Nati Santiago and Nati Cano – a recipient of the National Endowment for the Arts.

As a public school Mariachi educator, Guzman taught pre-K – 12 with San Antonio ISD for 26 years. He taught and directed community Mariachi with the Guadalupe Cultural Arts center. Guzman has also taught or directed Mariachi at OLLU, San Antonio College, Texas Tech, UTRGV, and Texas State. He currently directs and teaches all Mariachi instruments at the Miguel Guzman Mariachi Conservatory. Regardless of age, skill, ability or socioeconomic makeup, Guzman always manages to develop award winning Mariachi programs, earning top honors and recognition throughout the US.

As a musician, Guzman has distinctly accompanied Lucha Villa, Lola Beltran, Vicky Carr and Placido Domingo among many others. Guzman is also a studio musician recording on "Siempre Selena" – Selena; Grammy nominated "Llegaron los Camperos" – Mariachi Los Camperos; Grammy nominated "Que Paso" – Little Joe; and Grammy winner "Sigue El Taconazo" – Chente Barrere. Guzman has performed at the Hollywood Bowl, Tonight Show, Tejano Music Awards, Jazz at the Lincoln Center, and Teatro Degollado in Guadalajara among other venues. His musical career has also taken him to stages in Kumamoto, Rome, and Madrid.

Presently, Miguel Guzman is the co-founder and musical director of San Antonio's premiere Mariachi Los Galleros where he continues to cultivate and elevate Mariachi as a proper art form. Most currently, Guzman has been added as a lecturer in the School of Music at Texas State University.

Profesor Bobby Lopez Guitarron Master Clinician

Robert A. (Bobby) López is currently Professor of Instruction at Texas State University and the marching percussion coordinator for the Bobcat Marching Band. His appointment includes teaching percussion methods, applied percussion, concert percussion ensemble, teaching the percussion section of the Bobcat Marching Band and maintaining all percussion instruments for the Texas State University School of Music.

Lopez is also an active educator, performer and adjudicator in the field of Mariachi music. He has performed across the United States and Mexico as a Mariachi musician having more than 25 years of performance experience. He has shared the stage with musicians of pioneering ensembles such as Mariachi Vargas de Tecalitlán and Mariachi Nuevo Tecalitlán. He can be heard on various Mariachi recordings such as Manuel Vargas' (of Mariachi Vargas de Tecalitlán) *A Rienda Suelta*.

Maestro Mario Muñoz
Vihuela Master Clinician

Mario Muñoz has been a professional mariachi since 1998, sharing his passion and skill with students everywhere. From 2002 to 2024, he was an advanced armonia instructor for the Mariachi Vargas Extravaganza, shaping the next generation of musicians. Friendly and versatile, Mario brings precision, energy, and joy to every performance and lesson.

Maestro Eric Peña
Trumpet Master Clinician

Eric Peña is an Austin-based trumpeter who specializes in mariachi and salsa performance. During his attendance at Texas State University, Eric was principal trumpet in the Wind Ensemble and held lead positions in the award-winning Latin ensembles Salsa Del Rio and Mariachi Nueva Generación. In addition to over twenty years as a full-time musician, he also has several years of experience as a mariachi educator for grades 6th-12th. Eric performs regularly in the central Texas area and remains one of Austin's top Latin trumpeters.

Maestro Gino Rivera
Guitar Master Clinician

Born June 3, 1981, in San Antonio, Texas, Gino Rivera descends from three generations of mariachi musicians, carrying forward a deep-rooted family tradition. He began playing at the age of ten, performed professionally by fifteen, and has been dedicated to teaching mariachi music since the age of nineteen.

Rivera has been an integral part of the Guadalupe Cultural Arts Center since 2005, where he currently serves as the Traditional Music Program Director, leading efforts to preserve, educate, and expand mariachi traditions within the community. In 2005, he founded and directs Mariachi Azteca de América, an elite ensemble of professional musicians representing San Antonio with distinction. Under his direction, the group has become recognized for its musical excellence, original arrangements, and commitment to cultural authenticity.

Throughout his career, Rivera has accompanied world-renowned artists such as Plácido Domingo, Aída Cuevas, Pepe Aguilar, and Yolanda del Río, among many others. His work as a producer includes the annual Noche de Romance, now a premier, sold-out, two-night event that showcases youth, local, and international talent. He also produces yearly Mariachi Camps for the Guadalupe Cultural Arts Center

Deeply committed to the traditional elements of mariachi music, Rivera continues to create original compositions while inspiring the next generation. His passion for education and community impact remains at the core of his work, as he dedicates himself to teaching students of all ages and preserving the rich musical heritage of Mexican culture.

Mon., June 1	Choir Room Cabrera (Vocals)	Band Hall Campos (Violins)	Percussion Room Peña (Trumpets)	Theatre Room A López (Guitarron)	Theatre Room B Muñoz (Vihuela)	Black Box Theatre Rivera (Guitar)	Mariachi Room Elizarraraz (Harps)
12:30-1:00 PM	Room Set Up	Room Set Up	Room Set Up	Room Set Up	Room Set Up	Room Set Up	Room Set Up
1:00-1:50P M		Choir Room Technique Foundations	Choir Room Technique Foundations	Theatre Room A Fundamentals	Theatre Room B Fundamentals	Black Box Theatre Fundamentals	Mariachi Room Fundamentals
2:00-2:50P M		Band Hall Fundamentals	Percussion Room Fundamentals	Choir Room Technique Foundations	Choir Room Technique Foundations	Black Box Theatre Repertoire	Mariachi Room Repertoire
3:00-3:50P M		Band Hall Repertoire	Percussion Room Repertoire	Theatre Room A Repertoire	Theatre Room B Repertoire	Choir Room Technique Foundations	Choir Room Technique Foundations
4:00-5:00P M	PAC Clinician Demonstration	PAC Clinician Demonstration	PAC Clinician Demonstration	PAC Clinician Demonstration	PAC Clinician Demonstration	PAC Clinician Demonstration	PAC Clinician Demonstration

Fundamentals

- Pioneers of Mariachi - Each day the musicians will learn about someone new in their respective classes
- Mariachi Styles (Son, Huapango, Ranchera, Bolero, etc.)
- Rehearsal Etiquette (Routine and Expectations)

Technique Foundations

- Posture
- Basic Technique (left/right hand, embouchure, bowing, strumming)
- Breathing, Projection, Diction, Support, Vowels Shapes
- Warm Ups
- Scales

Repertoire

- Form
- Musical Map
- Articulations
- Pitches and Rhythms
- Bowings/Strumming Patterns, etc.
- Dynamics

Tues. June 2	Choir Room Cabrera (Vocals)	Band Hall Guzman (Violins)	Percussio n Room Peña (Trumpets)	Theatre Room A López (Guitarron)	Theatre Room B Muñoz (Vihuela)	Black Box Theatre Rivera (Guitar)	Mariachi Room Elizarraraz (Harps)
12:30-1:00 PM	Room Set Up	Room Set Up	Room Set Up	Room Set Up	Room Set Up	Room Set Up	Room Set Up
1:00-1:50P M		Choir Room Technique Repertoire	Choir Room Technique Repertoire	Theatre Room A Advanced Technique	Theatre Room B Advanced Technique	Black Box Theatre Advanced Technique	Mariachi Room Advanced Technique
2:00-2:50P M		Band Hall Advanced Technique	Percussion Room Advanced Technique	Choir Room Technique Repertoire	Choir Room Technique Repertoire	Black Box Theatre Repertoire	Mariachi Room Repertoire
3:00-3:50P M		Band Hall Repertoire Expression	Percussion Room Repertoire Expression	Theatre Room A Repertoire Expression	Theatre Room B Repertoire Expression	Choir Room Technique Repertoire	Choir Room Technique Repertoire
4:00-5:00P M	PAC Teaching Business Side of Mariachi	PAC Teaching Business Side of Mariachi	PAC Teaching Business Side of Mariachi	PAC Teaching Business Side of Mariachi	PAC Teaching Business Side of Mariachi	PAC Teaching Business Side of Mariachi	PAC Teaching Business Side of Mariachi

Advanced Technique

- Various Tones, Articulations, Dynamics
- Ornamentation, Trills, Tremolo, Rolls
- Stylistic Phrasing across instruments

Technique Repertoire

- Focus on techniques needed for repertoire
- Introduce Exercises/Etudes to help with repertoire

Repertoire Expression

- Phrasing/Focus on style needed for repertoire
- Emotional Delivery/Interpretation/Story Telling
- Stage Presence

Wed. June 3	Choir Room Cabrera (Vocals)	Band Hall Guzman (Violins)	Percussion Room Peña (Trumpets)	Theatre Room A López (Guitarron)	Theatre Room B Muñoz (Vihuela)	Black Box Theatre Rivera (Guitar)	Mariachi Room Elizarraraz (Harps)
12:30-1:00 PM	Room Set Up	Room Set Up	Room Set Up	Room Set Up	Room Set Up	Room Set Up	Room Set Up
1:00-1:50 PM	Pull Out Soloist for Vocal Repertoire	Repertoire	Repertoire	Repertoire	Repertoire	Repertoire	Repertoire
2:00-2:50 PM	PAC Full Ensemble	PAC Full Ensemble	PAC Full Ensemble	PAC Full Ensemble	PAC Full Ensemble	PAC Full Ensemble	PAC Full Ensemble
3:00-3:50 PM	PAC Run Through	PAC Run Through	PAC Run Through	PAC Run Through	PAC Run Through	PAC Run Through	PAC Run Through
3:50-4:00 PM	BREAK	BREAK	BREAK	BREAK	BREAK	BREAK	BREAK
4:00-5:00 PM	PAC Raices Mariachi Showcase	PAC Raices Mariachi Showcase	PAC Raices Mariachi Showcase	PAC Raices Mariachi Showcase	PAC Raices Mariachi Showcase	PAC Raices Mariachi Showcase	PAC Raices Mariachi Showcase

Repertoire

- Build on previous lessons
- Review Transitions/Harmonies
- Build sectional chemistry
- Vocal Pull Outs

Full Ensemble

- Combine Instruments and vocals
- Rehearse Full songs
- Staging

Run Through

- Simulate Performance Setting
- Polish for final performance
- Stage Positioning and Cues

To register for the **Mariachi Raices: Cultivating Leadership Through Cultura y Musica Clinic** you must completely fill out the registration form (<https://bit.ly/MariachiRaices>) and make sure to be detailed. Clinic is scheduled for June 1-3, 1:00 pm - 5:00 pm. The cost of the clinic is \$150.00 per musician. Check-In begins at 12:30 pm each day and the clinic begins promptly at 1:00 pm at Seguin High School Fine Arts/Performing Arts Center located at 1315 East Cedar Street, Seguin, Texas 78155. Clinics will be held inside the Seguin High School Fine Arts Areas. The **deadline** for registering is **Friday, May 22, 2026 11:59PM**. Please register as soon as possible.

Important: To secure a seat in our master clinics this form must be completed in its entirety. **You must commit to being at the clinic all three (3) days.** Once fully registered you will receive an email confirming your acceptance as a participating member of the clinic and a payment link will be sent to your email. Please place programs@teatrodeartes.org in your contacts to ensure email goes into your inbox and not into a spam/trash folder.

Reminder: Please bring your instrument, accessories, water, snacks, and/or purchase one of our box dinners for \$15 for Wednesday, June 3, 2026 if you are a participant in clinic and will be staying to be part of the **El Camino al Oro Vocalist Showcase & Adjudication** or **Juan Seguin Festival del Mariachi Showcase & Adjudication**. The box dinner is not a requirement, simply an option for those short on time prior to the adjudication portion of the program.

As mentioned, there will be 2 more components along with the clinic the evening of Wednesday, June 3, 2026. The first begins at 6:00pm **El Camino al Oro Vocalist Showcase and Adjudication** will provide 6 vocalists the opportunity to perform individually and receive both written and aural feedback to support their continued growth as vocalists. To secure a spot in **El Camino al Oro** the registration form must be fully completed and a payment link will be sent to the email in this registration form. \$30 donation secures your spot in **El Camino al Oro** and first 6 to submit registration form and payment will be in the program. Please place programs@teatrodeartes.org in your contacts to ensure email goes into your inbox and not into a spam/trash folder. More details about adjudicators and clinicians as well as registration information and link will be released on **Wednesday, May 6, 2026 8PM** via our website www.teatrodeartes.org.

The second begins at 7:00pm and it is the **Juan Seguin Festival del Mariachi Group Showcase & Adjudication**. There is a registration donation of \$60 per group for those who wish to participate in the **Juan Seguin Festival del Mariachi Group Showcase & Adjudication**. Only 6 Mariachi groups will be showcased and adjudicated by Master Clinicians and Adjudicators. To secure a spot in **Juan Seguin Festival del Mariachi Group Showcase & Adjudication** the registration form must be fully completed by the director and a payment link will be sent to the email in this registration form. \$60 payment secures your spot in **Juan Seguin Festival del Mariachi Group Showcase & Adjudication** and first 6 to submit registration form and payment will be in the program. Please place programs@teatrodeartes.org in your contacts to ensure email goes into your inbox and not into a spam/trash folder. More details about adjudicators and clinicians as well as registration information and link will be released on **Wednesday, May 6, 2026 8:00pm** via our website www.teatrodeartes.org.






PRESENTS

La Cultura Cura: Healing and Wellness Through Dance, Music, and Art



Mariachi Vocalist and Mariachi Group Showcase & Adjudication

SAVE *the* DATES

**El Camino al Oro
Vocalist Showcase & Adjudication**



Wednesday, June 3, 2026, 6PM-7PM
Seguin High School Performing Arts Center
 Registration Donation \$30 per vocalist
 only 6 spots available
 Registration Information & Link will be released
 Wednesday, May 6, 2026, 8PM on www.teatrodeartes.org

**Juan Seguin Festival del Mariachi
Group Showcase & Adjudication**



Wednesday, June 3, 2026, 7PM-9PM
Seguin High School Performing Arts Center
 Registration Donation \$60 per group
 only 6 spots available
 Registration Information & Link will be released
 Wednesday, May 6, 2026, 8PM on www.teatrodeartes.org

In partnership with





We look forward to you joining us for these specially curated cultural arts programs for Mariachi Musicians, Vocalists, and Groups.

With Gratitude,

Yvonne M. De La Rosa

Yvonne M. De La Rosa, PhD Adult, Professional, and Community Education
 Teatro De Artes De Juan Seguin Executive Director

and

Cirilo Campos

Cirilo Campos, MA in Educational Leadership & Policy Studies
 Texas State University Director of Latin Music Studies & La Cultura Cura Consultant

DISCLAIMER:

Teatro De Artes De Juan Seguin and Seguin ISD are not responsible for accidents/lost equipment.
 Teatro De Artes De Juan Seguin is a non-profit 501c3 organization