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Enjoy a Blessed, Happy Easter

A Publication of the
Hispanic Communication &
Development Corporation

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INLAND EMPIRE HISPANIC NEW

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Zamora Heads Colton's Economic Development

On March 12, 1991, the Colton City Council appointed David R. Zamora, 36, as Economic Development Director. Mr. Zamora, an employee of the City for the last ten years, had been Acting Economic Development Director since October 1990. He began his employment with the City's redevelopment Agency in 1981 as an Administrative Assistant and approximately 18 months later was promoted to the position of Planning Associate which he held from 1982 to 1986. This position was reclassified to Planner II, which he held from 1986 to 1988. In 1988 David was promoted to the position of Principal Planner which he held until his appointment as Acting Economic Director.

Mr. Zamora's professional responsibilities have included coordinating the City's Architectural Design Review Committee, Major Projects Committee, Redevelopment Agency representative to the City's Traffic Safety Committee, and Supervisor of code Enforcement. Prior to his Acting appointment last year, David had been involved with updating the City's Housing and Circulation Element of the General Plan and working towards the implementa-

tion of meeting the State's seismic requirements of retrofitting unreinforced masonry buildings located within the City.

In his current position Mr. Zamora is a key member of the City Manager's Executive Team. He is responsible to plan, organize, coordinate and implement programs of overall economic development throughout the City including redevelopment and tax exempt financing.

Born in San Bernardino, Mr. Zamora graduated from San Bernardino High School in 1973. Mr. Zamora has a dual Bachelor of Arts Degree in Sociology and Social Sciences from California State University, San Bernardino and is currently enrolled in their Masters of Public Administration Program. He has also received Certificate of Completion from the San Bernardino County Sheriff's Department, University of California Extension, from the University of California at Riverside and from the State's Specialized Training Institute from San Luis Obispo.

In June David and his wife, Sarah, will celebrate their fifteen year wedding anniversary. Their children include



David Zamora, Director of Economic Development for City of Colton

daughters, Mia 13, Summer 9, and Alexa 2.

"In the position of Economic Development Director I'll be able to do my part to implement the policies and goals of our Council Redevelopment Agency set through the direction of the City Manager. I feel very fortunate having the opportunity to work with such an

aggressively progressive Mayor, Council and Redevelopment Agency. The City of Colton is so ideally located in the Inland Empire for development to occur. It's staff's responsibility to assure that the development occurs consistent with the City's goals and not to compromise quality development just for the sake of development."

Inland Empire Hispanic Census Count: 686,096 - Hispanic Percentage 26.5%

The United States Department of Commerce, Bureau of the Census recently released initial population figures for the Counties of Riverside and San Bernardino, which reflects the total count of 1,170,413 and 1,418,380 persons, respectively, with a total count of 2,588,793 persons living in the Inland Empire, including the high and low deserts.

The population figures for persons of Hispanic origin living in Riverside County is 307,514, which represents 26.3% of the total population and San Bernardino County is 378,582 persons of Hispanic origin representing 26.7% of the total population! (See Census Table, Page 6)

The total Hispanic population in the United States, according to the Census Bureau, is 22.4 million and is 9% of the total population. Accordingly, the white population has decreased 9% since 1980.

The census figures will be used by the various agencies in the federal government to develop programs and facilitate

its functions according to governing laws and regulations. One of the most important functions to states and local governing agencies is the distribution of federal funds which directly effects the individual economy of the respective entity.

However, the most important effect that the figures will impact is the political boundary changes that will occur as a result of the population shifts.

Recent forecasts at the federal and state levels have projected that California will have, at the very least, an increase of seven to its congressional delegation. The State of California will be realigning its senatorial and assembly districts accordingly. Supervisorial and ward systems will undoubtedly be subject to change.

The State Senate and Assembly are the responsible legislative entity to effect the political boundaries, in concurrence with the Governor. Boards of supervisors and city councils are directly responsible with their respective

boundary changes.

Prior to political boundary changes occurring, hearings will be conducted by the respective legislative bodies to receive input from interested parties and individuals. Senator Milton Marks, Chair of the Senate Committee on Elections and Reapportionment, has scheduled a hearing in Riverside and San Bernardino on April 5. Assemblyman Peter Chacon, Chair of the Assembly Committee on Elections and Reapportionment, has tentative scheduled a hearing in the Inland Empire on June 6, 1991.

Locally, the Institute for Social Justice, a non-profit socio-economic advocacy group, has organized a statewide Coalition For Fair Representation. The CFR has planned to organized interested parties, including African-American, Asian/Pacific-Americans, women groups and Hispanic to present a formal redistricting plan to the legislative bodies.

Dr. Armando Navarro, Institute Director, stated in a recent CFR meeting that "The opportunities we currently face to advance effectively toward a fair and equitable political representation for minorities and women in California, in particularly in the Inland Empire, is available now. In order to effect these changes, we must develop a comprehensive plan which would include the interest of all parties, not only statewide, but locally, to present to our legislators in the hearings. This will not occur unless the CFR is supported by the various majority and minority segments in our communities. We must convince the legislators of the fact that minorities and women are underrepresented in the political process. Unless changes in the process occur, politics will be politics as usual and politicians will perpetuate incumbents as usual."

Inland Empire Hispanic Population
Numbers and % by cities on page 6

NALEO Public Policy Forum Seeks Local Hispanic College Students

Washington, D.C. - Congressman Edward Roybal (D-Los Angeles), President of the National Association of Latino Elected and Appointed Officials (NALEO), kicked-off a nationwide search for qualified Hispanic college students to participate in an intensive five week public policy internship.

NALEO's innovative program is designed to give students a behind-the-scenes look at how public policy is developed and implemented at the state and federal levels. "What better way to develop our next cadre of Hispanic leaders than to take them to where policy is made and implemented?" queried congressman Roybal.

Students will spend four of their five weeks in their respective state capitols working in the offices of Hispanic elected officials. The final week is spent in Washington, D.C., where interns are exposed to Capitol Hill, the White House, the media, and other advocacy groups that play a role in the public policy formulation process.

A total of eight students from Cali-

fornia, Florida, New York and Texas will be part of NALEO's internship program. Students must be residents of these states, but do not need to attend school in these states. Interns are awarded a \$1,700 stipend, travel to and from Washington, D.C., transportation and hotel accommodations at NALEO's 9th Annual Conference, and housing while in our nation's capitol. Funding for NALEO's State Legislative Intern program is provided by the Shell Oil Company.

Applications and program information are now available can be obtained from NALEO at 708 G Street, S.E., Washington, D.C. 20003. Telephone 202/546-2536. Applications must be received by May 10, 1991 to be considered.

NALEO is a non-profit, non-partisan civic affairs, research and technical assistance organization. Its members are the nation's more than 4,000 Hispanic elected officials and their supporters.

Fontana Hispanic Chamber Plans Cinco de Mayo Fiesta

The Fontana Hispanic Chamber of Commerce announced its Cinco de Mayo Festival to be held on May 5, 1991 at Seville Park, Fontana. "This will be our first festival to be held in Fontana and we are inviting all our friends to join us in celebrating this traditional day of independence," stated

Mr. Anastasio Lozada, Chamber President. Planned for the day are food booths which will offer a variety of dishes from south of the border. Also included in the program is a day long schedule of entertainment by a variety of professional artists.

Persons wishing further information regarding the festival may contact Mr. Lozada at (714) 823-0044.

Department of Public Health's Whitney Young Clinic Re-opens on S.B. Westside

The Department of Public Health, Family Planning Program is pleased to announce the re-opening of the Whitney Young Clinic located on the West side of San Bernardino.

The Family Planning clinic provides birth control methods, including natural family planning, abstinence, and birth control education and counseling for women. Women can also visit the clinic for a physical exam which may include Pap smear, pelvic exam, breast exam, blood pressure screening and weight checks.

Lab tests are also provided to check for pelvic infections, sexually trans-

mitted diseases and anemia.

Pregnancy testing and supportive counseling and referrals are provided. We also provide Medi-Cal verification for our pregnancy counseling services. Our staff is professional and extremely sensitive to our clients needs.

Family Planning services are available to everyone. All services are completely confidential. The cost is based on your family income. We do accept Medi-Cal. No one is turned away. We are located at 1755 Maple Street in San Bernardino. No one is turned away if you cannot pay. For information and appointments, call 387-6045.

Letter to the Editor Health Insurance Company Refuses Cancer Costs

Cancer is a frightening and unforgiving disease.

It requires patients to focus all their spiritual, emotional and physical energies against this dreaded illness.

A disturbing trend is that health insurance companies are refusing to cover therapies proven effective in the field on "experimental" grounds.

The saga of Rudy Castro is a case in point. In the summer of 1989, Mr. Castro was diagnosed to have kidney cancer. He underwent an operation to remove his left kidney and then was scheduled for weekly chemotherapy.

Mr. Castro's cancer spread to his lungs and his doctor referred him to City of Hope for Interleukin 2, a powerful anti-cancer drug. Health Net, Mr. Castro's

health insurance company, refused to cover the recommended treatment on the grounds it was "experimental."

Mr. Castro's doctor then prescribed Alpha Interferon which he had used effectively to treat other kidney cancer patients. Health Net refused to cover Alpha Interferon on the grounds that it, too, was "experimental."

Mr. Castro filed a formal complaint with Health Net and experienced months of frustration attempting to receive approval for this life-prolonging drug. He was unsuccessful. In fact, Health Net canceled coverage for him and his County Department "too many older and female employees."

Mr. Castro finally received Alpha Interferon after nine months of struggle from another health insurer. By then, his cancer spread to his abdominal area.

Rudy Castro fought his battle alone for many months. It is time for us to join him.

If you are as outraged as I am, write to:

Roger Greaven
President
Health Net
P.O. Box 9103
Van Nuys, CA 91409

After all, that is the least we can do and next time, it could be you.

Judith Jordan

Inland Empire Hispanic Chamber Seeks Cinco de Mayo Fiesta Applications

The Inland Empire Hispanic Chamber of Commerce announced the Annual Cinco de Mayo Celebrations to be held on May 3rd, 4th, and 5th at the Ruben Campos Community Center. The Chamber is soliciting applications for 18 food booths and 23 non-food booths. Booth spaces are limited and reservations are on a first-come basis. The Chamber is also soliciting local entertainers for the Celebrations. For further information or reservations, call President Tony Chavez at (714) 888-2188.

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OFFICE:

1558-D North Waterman
San Bernardino, CA 92404

Hispanic Roundtable Will Meet March 30th

The Inland Counties Hispanic Roundtable has scheduled its meeting at Cal-State, San Bernardino in the Commons Sycamore Room on Saturday, March 30, 1991 at 9:00 A.M.

Speakers include Dr. Anthony Evans and CHP Officers Jorge Chaidez and Pete Barrera, who will introduce the "El Protector" anti-drunk driving program.

For more information call 381-6259, 387-3705 or 888-6133.

Riverside Hispanic Chamber 1991-92 Officers



(Right to left) Mario Perez, Aurelio Aguirre, Gilbert Carabajal, Andres Soto, Raul Mireles, Esmina Soriano, Jennie Espinosa, Marian Luna, Jim Spoonhaver, Caroline Sena, John Garcia, Luis Lopez.

G.I. Forum Queen & Scholarship Ball Set for April 20th



Veronica Aaron 1990 G.I. Forum Queen

The American G.I. Forum, San Bernardino Chapter, is holding its 31st Annual Queen Coronation and Scholarship Ball Pageant on April 20, 1991, at the El Rancho Rodriguez, San Bernardino. Music by Santos Rodriguez and the Suave Show Band.

The Chapter is soliciting candidates for the Queen contest. Young women who are interested must be Hispanic citizens, between the ages of 17 and 21, single, never married or divorced and not have children. The deadline for entering the contest is March 29, 1991.

The Pageant winner will represent the San Bernardino Chapter at the State Convention in Buena Park on July 11-14, 1991. The winner in Buena Park will represent the State of California at the National Convention in Houston, Texas on August 11-18.

Persons wishing further information may call Esther Diaz, Queen Contest Coordinator at (714) 381-4253.

Latino Peace Officers' Installation Dinner Dance

The Latino Peace Officers Association Sixth Annual Officer of the Year Award and Installation Dinner/Dance will be held on Saturday, April 6, 1991 at the Maruko Convention Center. Music is by Brown Image. The following officers-elect will be installed: Joe Mujica-president, Richard Amador and Randal Candalaria-vice presidents, Mary Alice Romero-secretary, Ruben Berrios-treasurer, Dan Gutierrez-sargeant at arms and Ron Ybarra-historian. Nineteen officers representing police departments throughout the Inland Empire have been nominated to receive awards.

Speaker for the event is Frank Aragon 22, a member of the next generation of young, exciting and fresh new faces in the movie industry. Mr. Aragon has

studied at the prestigious American Academy of Dramatic Arts and has appeared in several plays in the East Coast.

Although new to the world of movie films, his most recent movie releases are "Angeltown" and "The Bottom Drawer" featuring Christine Lahti, Sam Elliot and Baltazar Getty. Another film is which he will star in "The Golden Boy", a true story of Art Aragon, his uncle.

A resident of San Gabriel, Mr. Aragon spends as much time as possible doing volunteer work with community organizations such as the California Department of Youth Authority "Gang Violence Reduction Project" and Latino



Frank Aragon, Speaker

Peace Officer's Association, San Gabriel Chapter.

Persons wishing to purchase tickets may call at (714) 864-1869, (714) 883-5844 or (714) 825-3467.

City of San Bernardino

Outstanding Women Workers Honored



March is Women's History Month and the City of San Bernardino recognized women in its work force by selecting (l to r) Janet Ward, Jennifer Kauffman, Debra Daniel, Diane Roth and Thelma Press, (Ms. Press was unable to attend and was represented by Norman Baffrey) at a Women of Achievement Luncheon on March 14, at the Maruko Hotel.

Kevin M. Passer, M.D.
announces the establishment
of his office for the practice of
Child, Adolescent and Adult Psychiatry
located in the
St. Bernardine Medical Office Building
399 East Highland Avenue, Suite 118
San Bernardino, California 92404
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(714) 881-7288

Robert Young

A Chef with a recipe for success

Robert Young came from the barrio gangs and his whole world was around the area of 7th and Mount Vernon. Growing up in that area at that time consisted of attending Ramona Elementary School (now the Casa Ramona Community Center), Franklin Junior High and graduating from San Bernardino High in 1958.

"I belonged to the Raiders, but I had many friends in the Gents and Bullies at that time. The only trouble my friends and I got into was that we were callejeros (walking the streets), and the cops would put us in jail overnight for violating the curfew," he said.

His brother Ruben 47, who now works for the City of Colton, and he were raised by his grandmother, Antonia Galvan, from a very young age. "She would worry a lot about us being out on the streets at all hours of the night, but it was natural for us to be out there because there was nothing else for us to do except drinking, going to dances on weekends and fighting for our territory."

"Mr. Young emphasized the fact that he was always interested in sports which included basketball and football, in addition to being in the choir! Ruben Campos (who is current director of the

Ruben Campos playground and park) was working at Santa Fe and he would work with the Raiders and try to help us become more involved with sports and other activities, which help us quite a bit because, like I said, there was nothing to keep us busy."

Robert is a very creative and artistic individual. He is very talented in food preparation, willing to experiment and try new dishes. His culinary expertise is appreciated by many of the people who patronize our country club. Management feels he is doing an extraordinary job.

Yuki Maki, General Manager, El Rancho Verde Country Club.

After graduation, Mr. Young worked as a dishwasher at San Bernardino Community Hospital, transferring to Tupper's in Redlands. "I was earning 92 cents an hour, was married at that time and needed to make more money, and in order to have an opportunity to learn about cooking, I would hang around the kitchen on my own time and learn from the cooks."

The opportunity came when one of



Robert Young, Extraordinary chef...extraordinary success

the cooks did not show up for work and management asked Mr. Young if he could handle the cooking job, which he said with a smile, "I was ready for the opportunity."

One year later, he became a cook at the Ram's Horn, a very popular restaurant at the Inland Center Mall. In 30 years since that time, Mr. Young has continued to develop his culinary skills and is now considered a master chef.

During that period of time, he has been chef at the (old) Lamplighter, Arrowhead Country Club, Victoria Country Club, Elks Lodge and currently head chef at El Rancho Verde Country Club.

"Because of my work, I never had time to be involved. I wanted to do something for my community and finally joined the Gents. I try to help in whatever is asked of me, because I feel we should all contribute something to better our community," he said.

Working with the Gents for Mr. Young is volunteering in different Gents projects, however (and obviously) he does the majority of cooking when a need occurs. Mr. Young and Santos Favela, another Gent, cooked a Gent

sponsored dinner on Christmas Day for the homeless of San Bernardino at Casa Ramona.

Mr. Young and his wife, Antonia had three children, Phillip 29, Mario 26 and Gina 24. She died in 1967. He is currently married to Lenore and they have a son Jason 16.

In addition to the Gents Organization, Mr. Young is a member of the Southern California Chefs and Cooks Association, Inland Empire Chapter. His hobbies are collecting dolphin figurines, tropical fish and he is a champion pool player.

"At the time I was growing up, there were no playgrounds or programs to keep us busy. We had very few choices about opportunities for our future and needless to say, very few role models. Attitudes toward the Hispanic were bad. There have been many changes since then, more opportunities and attitudes have changed considerably. And more role models for our young kids. Organizations like the Gents are trying to help our young people stay away from gangs and crime. I will be there to do what I can."



Tony Casas - GENTS Keynoter

Tony Casas, retired in 1987 from California Department of Corrections is the keynote speaker at the Annual Gents Installation Dinner/Dance on March 30, 1991, at the Rancho Verde Country Club. Music will be provided by the "After Seven" band.



Tony Casas

Mr. Casas has 22 years of wide and varied administrative experience in the State's penal system. He was Associate Warden at San Quentin Prison directing security operations and special treatment programs, Parole Administrator coordinating the parole division's legal affairs; Assistant Director, directing the management, planning and operations for the prisons' conservation camp programs; Deputy Director, Sacramento, where he managed the policy and planning division; and Associate Superintendent, California Mens Colony, San Luis Obispo.

In addition, Mr. Casas has been instructor at Cal-Poly, Pomona and Cal-State, Sacramento, consultant to the

State of West Virginia, Warner Brothers, MCA and Universal Studios. His publications include "The Mexican Mafia" an unpublished paper, Basta, a screenplay, "From Devils Island to Isle of Enchantment?" a forum, "Short For Time", a motion picture and "Spain's Prison For Terrorists", a publication in the American Correctional Association.

Persons wishing to purchase tickets for the Gents installation may contact Leonard Minjares at (714) 889-6982 or Frank Rodriguez at (714) 793-1206.

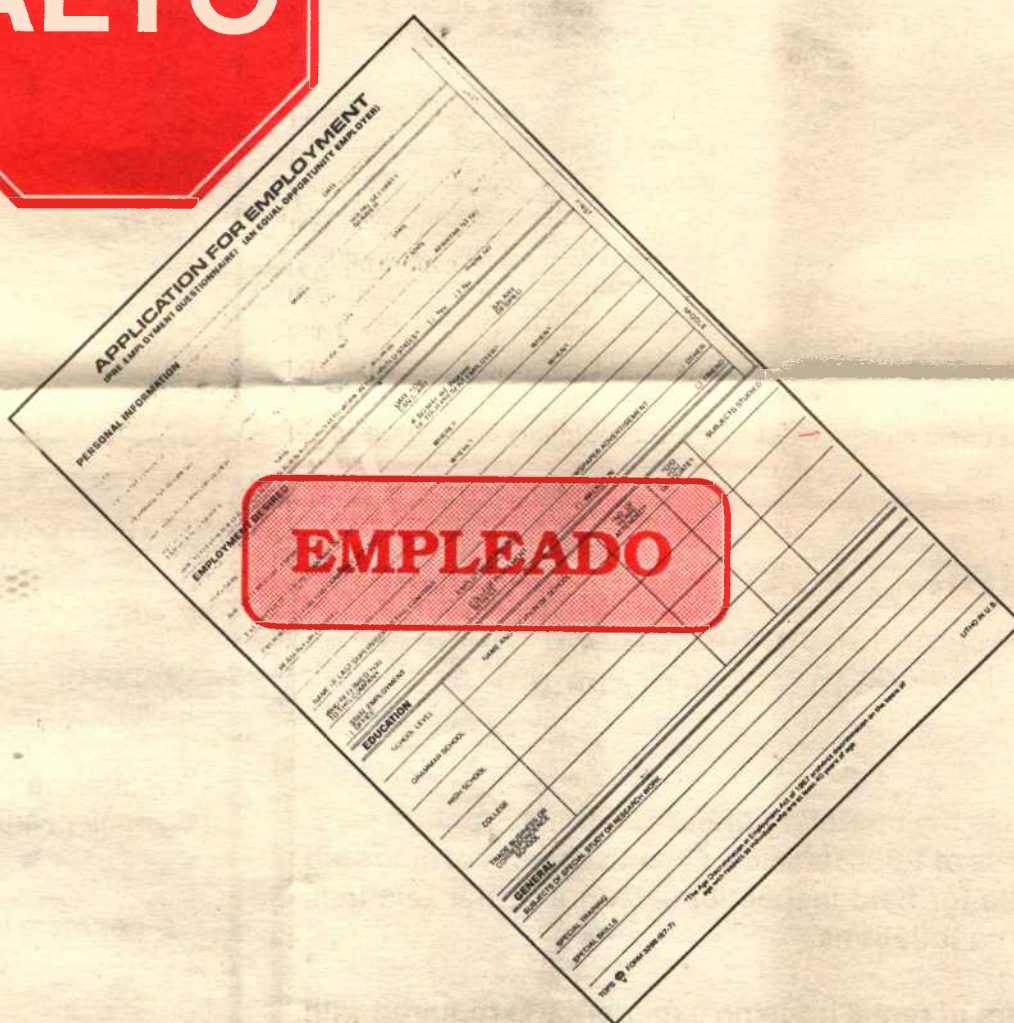
THE GENTS ORGANIZATION

The Gents Organization is a well-known social group located in the Inland Empire. The group donates funds to various organized youth and educational organizations, in addition to administering a scholarship program. Individual member actively work with area gangs, endeavoring to redirect their activities. Additionally, other members support and work with various community youth groups and individual youth. The group's current goal is to build a community and youth center.

The Gents organization have scheduled their annual installation/dinner dance on Saturday, March 30. Persons wishing to purchase tickets may contact Leonard Minjares at (714) 889-6982 or Frank Rodriguez at (714) 793-1206.



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Kindergarten Health Clinics

Starting School? - April is Kindergarten Registration Month

Not only is Spring the season for registering kindergarteners for school, but it's also the time to make certain these children are up to date with their immunizations. For your convenience, the San Bernardino County Department of Public Health is offering immunization clinics at the following locations, times, and dates:

Cucamonga
Cucamonga Neighborhood
9792 Arrow Hwy.
April 15
2:30 - 3:30

Fontana
Fontana Health Center
17830 Arrow Blvd.
April 9 & 23
1:00 - 2:30

Rialto
Rialto Community Center
214 N. Palm - Room 304
April 3 & 17
1:30 - 3:00

San Bernardino
Public Health Clinical Services
799 E. Rialto Avenue
April 5, 12, 19, 26
8:30 - 10:30

Ontario
Ontario Health Center
320 E. "D" Street
April 1, 8, 15, 22 & 29
9:00 - 11:00

Redlands
Redlands Health Center
222 Brookside Avenue
April 10 & 24
9:00 - 10:30

Victorville
Victorville Public Health
15347 Sixth Street
April 4 & 18
1:00 - 3:00

The immunizations offered at these clinics include Polio, DTP (diphtheria, tetanus, and pertussis or whooping cough), and TD (tetanus and diphtheria). A second MMR is recommended and will be given for the first time this year to all children registering for kindergarten.

A \$4.00 fee per child per visit is charged, regardless of the number of immunizations received. No one is turned away due to inability to pay. All children attending the clinic must be accompanied by a parent or legal guardian. Parents should bring their child's immunization record to the clinic. For more information, please call the Immunization Program at (714) 383-3070.

Inland Empire Community Hispanic Population San Bernardino County

Cities*	Hispanic Population	% of Population
San Bernardino	56,755	39%
Colton	20,000	50%
Redlands	11,450	19%
Loma Linda	2,365	14%
Yucaipa	3,609	11%
Rialto	22,787	36%
Fontana	31,597	36%
Rancho Cucamonga	20,298	20%
Upland	11,115	18%
Ontario	55,542	42%
Montclair	10,849	38%
Chino	21,588	36%
Chino Hills	4,591	17%
Victorville	9,353	23%
Hesperia	9,573	19%
Adelanto	1,475	17%
Apple Valley	5,813	13%
Barstow	6,726	31%
Big Bear	419	19%
Lake Arrowhead	626	19%
Needles	887	17%
29 Palms	1,219	11%

Riverside County

Cities*	Hispanic Population	% of Population
Riverside	58,505	26%
Moreno Valley	27,165	23%
Corona	23,101	30%
Rubidoux	8,436	35%
Perris	7,704	36%
Beaumont	2,323	24%
Banning	4,776	23%
Hemet	5,383	15%
Lake Elsinor	4,757	26%
Palm Springs	7,504	19%
Indio	25,068	68%
Coachella	16,107	95%
Cathedral City	11,197	37%
San Jacinto	5,455	34%
La Quinta	2,944	26%
Rancho California	611	10%
Temecula	3,939	14%
Palm Desert	3,196	12%
Palm Desert	664	19%

*Partial list of cities and unincorporated areas.

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Four years of rental housing experience is required with one year of supervisory experience desired. Section 8 experience is desired but not mandatory. Possession of a valid driver's license and insurability at standard rates is required.

Applications may be obtained by calling (714) 884-1811 or picked up at the Housing Authority office.

Apply by 5:00 P.M. Friday
March 29, 1991 at the:

**HOUSING AUTHORITY OF THE
COUNTY OF SAN BERNARDINO**
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San Bernardino, CA 92410

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California Highway Patrol Inland Division Office

847 E. Brier Dr.
San Bernardino

If you need further information, please call our
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Dick Williams. Sheriff

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If you or someone you know is interested in a challeng-
ing career as a Deputy Sheriff, now is the time to apply.
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others and who are dedicated to the law enforcement
purpose.

For applications and more information, contact:

San Bernardino County Personnel

157 West Fifth Street

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To all human health and welfare organizations qualifying under IRS as tax exempt under 26 U.S.C. 501 (c)(3) and to which contributions are tax deductible pursuant to 26 U.S.C. 170, not at present member agencies of the Arrowhead United Way or United Way of Redlands Area, that the deadline for applying for inclusion in the San Bernardino Area 1991 Combined Federal Campaign is the close of business 4:00 P.M. local time on April 29, 1991. Organizations must comply fully with the criteria established by the U.S. Office of Personnel Management.

Inquires should be directed to:

Combined Federal Campaign
P.O. Box 796
San Bernardino, CA 92402
Or telephone (714) 884-9441

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Stater Bros. Markets', Jack Brown Named San Bernardino County 1991 "Businessman of the Year"

From Linebacker to C.E.O.

SAN BERNARDINO - When college football linebacker Jack Brown was forced by an injury to quit the game in the 1950s, he found other ways to be a winner.

Jack Brown, a San Bernardino Valley College alumnus who has become a supermarket tycoon, this month was named San Bernardino County's Businessman of the Year.

Habits of service and teamwork were forged early in Brown's life: he was a newsboy and got his first job in a market, serving as a boxboy for Berks Market Spot. He helped to found a college fraternity.

As a football player at San Bernardino High School and later at San Jose State University, Brown, now president of 104 Stater Bros. Markets, knew that he and the rest of the line had to work hard so the quarterback could score.

Brown's right leg was cracked in a skiing accident while he was a high school student. When he enrolled at Valley College, the injury kept him from playing ball and he enrolled in business courses. When he transferred to San Jose and got on the field again, the leg was broken and he was advised to quit the game.

"There are lessons to be learned," Brown said. "When my doctor told me he didn't want to be responsible for making me a cripple, I stopped playing ball and began looking for other chal-

lenges.

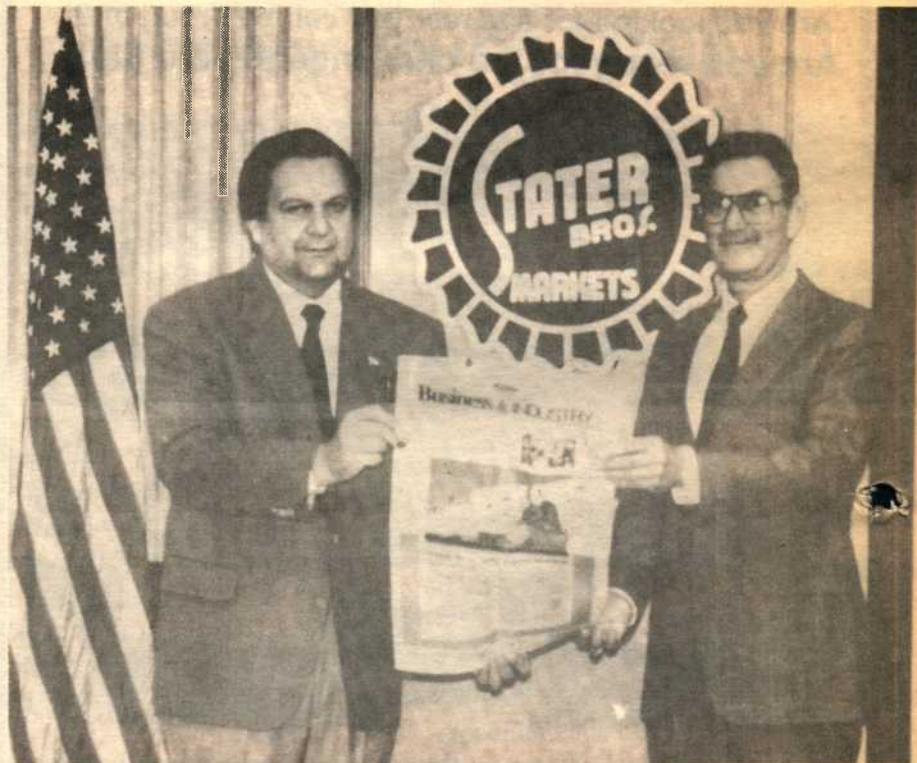
"There are other ways to be a winner," he said. "I'm still on a team - and I'm the quarterback here," he said of his supermarket business that earned \$1.52 million last year.

When he was at Valley College, Brown was elected the founding president of Beta Tau Omega, the college's first on-campus Greek fraternity, formed to develop qualities of leadership, scholarship and cultural appreciation.

Brown counts his BTO experience as "the most meaningful thing I can recall about Valley College, aside from the good education I received." With Brown at the helm, the fraternity turned out full strength to assist in community projects, including a 1958 fundraiser for San Bernardino Community Hospital starring Sammy Davis, Jr.

Brown has remained close to education, counting Valley College as "an important part of my higher education." He has been a member of the Board of Trustees at the University of Redlands for six years. He is president of the Western Association of Food Chains, which each year sponsors full scholarships to USC. Brown plays an active part in the scholarship fundraising and visits the USC campus often.

In addition to the recent Businessman of the Year award, Brown has received the Book of Golden Deeds honor from Inland Empire Citizens; the Humanitarian of the Year award from the National Conference of Christians' and



Jack Brown, left, president of Stater Bros. Markets, leafs through a newspaper article detailing his selection as San Bernardino County's Businessman of the Year. With Brown is Dr. Donald L. Singer, acting president of San Bernardino Valley College, who went to Brown's corporate headquarters to congratulate him. Brown attended Valley College in the 1950s and was active on campus. He was the founding president of the college's first Greek letter fraternity, Beta Tau Omega.

Jews; the Arrowhead Distinguished Chief Executive Office Award by California State University; and awards from the governors of Indiana and Nebraska for professional and personal contributions to the quality of life in those states.

He was the founding chairman of the first Fund of Children's Resources for San Bernardino county, an agency for abused children. He has served as president or board member for the American Red Cross, Kiwanis, Goodwill Industries, Inland Empire Sym-

phony Association, Boys Club, Navy League, UMCA and the United Fund. Brown is vice chairman of the 1,600 member Food Marketing Institute.

Known by his 9,200 employees for his sense of humor and availability, Brown and his staff agree on his description of Stater Bros. Markets as "a family."

His Businessman of the Year award was the result of nominations made from throughout the County to the San Bernardino Sun.

El Splendor De Mexicana



Ruben Campos Community Center will present "Fiesta Mexicana-El Splendor De Mexico" at 6:00 p.m., Saturday, April 13, 1991, at Sturges Theatre, 798 N. "E" St., in San Bernardino. Grupo Folklorico California directed by Rossana Carrasco will present regional dances from Mexico and will be accompanied by El Jalapa-Musica Veracruzana and Mariachi Halcones. Grupo Folklorico California was formed in 1983, and has performed throughout California; the Tucson International Mariachi Conference in Tucson, Arizona; and in Fort Worth, Texas. Admission is \$8.00 for adults in advance, \$5.00 for children 12 and under and \$10.00 for adults at the door and \$5.00 for children at the door. For further information contact: Rossana Carrasco at (714) 885-7760, or write to P.O. Box 88, San Bernardino 92402.



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