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A Publication of the  
Hispanic Communication &  
Development Corporation

## INLAND EMPIRE HISPANIC NEWS

Wednesday, 25¢  
January 25, 1989  
Volume 2, Number 7

### County Adopts Historic Minority Contract Quota

On Monday, January 9, 1989, the San Bernardino County Board of Supervisors adopted a policy and goals for contracting opportunities for Minority and Women Business Enterprises (M/WBE's).

This policy and goals offer opportunities in both the construction and non-construction areas of contracts by establishing goals of 15% for minority business firms and a goal of 5% for women-owned firms.

Fifth District Supervisor, Robert Hammock, in announcing his support stated, "We have long recognized that small, minority, and local companies have served as the impetus for job creation in this nation as well as in our County.

The policy which is before you today helps to solidify our determination to assist the minority - and women-owned businesses in our community to gain an equal footing in their efforts to not only secure County contracts, but further to

help in the job creation efforts of this County."

It was pointed out, that with the County's Annual Budget of approximately one billion dollars, this would provide an eventual window of opportunity of approximately 50 million dollars in contracts for minority and women businesses.

Bobby Bivens, Contract Compliance Officer, stated that to his knowledge, after reviewing M/WBE's throughout the state, this is the first time a county government has established a policy and goals for contracting in the construction and non-construction areas at the same time; generally one or the other will be established and the other will follow some years later. The Board has taken exemplary visionary leadership in adopting this policy and goals. The goals adopted by the Board are the goals established in A.B. 1933 authored by Assemblywoman Maxine Waters for State Contracts, and A.B.

3678 authored by Assemblywoman Gwen Moore for the State Public Utilities.

Mr. Bivens, who will have administrative responsibilities for the program, cautioned that while there are many opportunities, the business must be a bonafide minority or women-owned firm, meaning 51% or more in ownership of the business. Also, the business must be on the County's Vendor List, as all contractors are required to be, prior to contracting with the county.

In acknowledging those who participated in the drafting of this policy, Supervisor Hammock thanked John Michaelson, Director of Purchasing, Bobby Bivens, Contract Compliance Officer, and Harry Mays, County Administrative Officer, for providing leadership in this crucial M/WBE issue.

For additional information, or to get on the County's bid list, please contact Mr. Bivens at (714) 387-8895.



**Robert Hammock, Fifth District Supervisor, "Solidifies determination to assist minority and women - owned businesses in community."**



(left to right) Mariana Gonzales, Institute for Social Justice, County Supervisor Bob Hammock, Elisa Diaz, School Board Member

### Hispanic Advisory Committee Reports

By: Hispanic News Staff Writer

The decay of the Westside, business and industrial development, problems in the school district, and the possible closure of Norton Air Force Base were just a few of the many issues discussed at the most recent meeting of the Hispanic Advisory Committee set up several years ago by County Supervisor Robert L. Hammock.

The committee, composed of community leaders, residents of the fifth supervisorial district, directors and members of community agencies, and elected officials meet semi-annually to advise and complain to Hammock about needs and concerns that effect the Hispanic Community.

"There is a needed sensitivity training that I get out of these sessions" com-

mented Hammock at the start of the meeting. Started in 1986 the advisory group averages from 15 to 20 people at each meeting.

Dr. Armando Navarro opened the discussion with a bang, "Something needs to be done to re-organize for the 1990's. People on the Westside of San Bernardino are concerned about the decline of their community."

HISPANIC NEWS PUBLISHER, Graciano Gomez emphasized, "We need more business and industrial development, with that comes jobs. Unlike the CETA and Manpower jobs of the past, I firmly believe the solution to the problem of unemployment in the Westside is more economic development."

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#### Hispanic Link

Latinos need  
Intranational  
Connection

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#### Hispanic Chamber

Annual Installation

Page 3

#### Business of the Week

Ramon's  
Hair Fashion

Page 2



# Ramon's Hair Fashions

By: Aurelio W. De La Torre  
Hispanic News Staff Writer

"We do everything from the traditional hair designs for mature women to the newer spiral styles for the younger ladies" is the way Ramon Elizalde describes his business located on the corner of Fifth and Mt. Vernon in San Bernardino.

"We get a lot of men in also for regular cuts and a few for the newer styles." Ramon, as most clients know him, has been at the current 1287 W. 5th Street location for four years and previously across the street at the Market Plaza for five years.

With nine hairdressers and ten stations



Irma Rivera Styles Steve Montiel. Many of his aunts still live there and

Ramon's is one of the larger privately owned beauty salons in San Bernardino. Also, his is one of the few salons that still have hair dryers. "Most places have one hair dryer for show in the corner, we have several that actually are used daily. We do a lot of haircuts with wash, rinse, set with rollers, then the comb-out," emphasized Ramon.

Down the row from Elizalde, 15 year old Steve Montiel was getting his hair done by operator Irma Rivera. "I like the way they cut and style my hair here. I've been coming here for six months, but my dad has been coming here for a long time."

Another operator, Robby Cabral, 24 years old, does more of the creative hair designs than the traditional types. "I also do work with the scissors and clippers. I like working here; it's a professional atmosphere but very relaxed."

Ramon, who on many days works over 12 hours, is no stranger to hard work. His parents met in Colorado when his father worked in the mines. After their marriage they moved to Mexico where Ramon was born. At two months old his father was killed in an accident and Ramon and his mother moved to Corona where he grew up.



## Ramon Elizalde - Owner

are frequently visited by him. "I still remember when at seven or eight years old, I would go with my family to Hemet and Fresno to pick fruit. But I always enjoyed school, I wanted to get an education. Business courses were my favorite. I even made the honor roll in school."

Ramon admits his favorite part of the business is the management part and all the interesting people you can meet. He commented, "In fact, one friend told me, I really like to come here because you never know who you are going to run into, a priest, councilman, friend, lawyer, teacher, or doctor."

After high school, Ramon attended some classes at Chaffey College majoring in business. After college while working for the state a friend suggested he take up beauty college because of his outgoing personality and his friendly attitude.

He received his training 18 years ago at Richard's on Highland Avenue. After 10 years in the business he decided to open his own shop.

Asked why his business has been so successful, "I try to give people an even break, word gets around that we try hard to please people. We were put on this earth to help people and that's my philosophy. You also need good dependable people. My good friend Annie Mercado has been with me for over 10 years. She has always been there, we really depend on each other.

With his spare time Ramon has volunteered to help with the amnesty program being run by Catholic Charities and almost weekly he takes a food donation to Our Lady of Guadalupe Church food closet. He has also been known to throw one great Super Bowl party.

Business hours are Monday thru Saturday, 9:00 am to 6:00 pm and Sunday, 10:00 am to 4:00 pm. All cuts are reasonably priced.



Annie Mercado Sets a Client

## Hispanic Advisory Committee

Continued from Page 1

Elisa Diaz, San Bernardino City School Board Member, spoke of the tremendous growth in the school district and the many problems growth brings. "We're overcrowded with children, but no one ever comes to the Board meetings to question the type of programs nor the quality of the programs being offered."

Ray Cadena, Hammock's field representative picked up on the education subject with a suggestion for rounded programs for children and strong adult education programs.

In closing, Hammock indicated that at least two programs started at the county were a direct result of the committees input. The Minority Business Opportunity Program that help and support minority and women's business in providing services to the county. Also the mentor training program that has recruited minorities and women to groom them for top management positions in county government. "Let's set some priorities, take and bite the bullet and try to solve some more of these problems. I believe with the enthusiasm of the advisory group staying high and the city's continued involvement progress on the Westside will continue," Hammock stated in closing.

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HISPANIC NEWS

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To place advertising, visit the News office at 719 N. "D" St., San Bernardino, CA 92401, or call Irene Marquez at (714) 381-6259 to arrange an appointment.



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# LEARNING FOR EARNING

**Youthful Offender Parole Board**

## Gov. Appoints Hispanic Woman



### Jamie Sepulveda-Bailey

Governor George Deukmejian today appointed Jamie Sepulveda-Bailey of Sacramento to the Youthful Offender Parole Board.

Sepulveda-Bailey, 43, fills a vacancy on the board.

She is a deputy director for the Governor's Office of Community Relations, a position she has held since 1988. In addition, Sepulveda-Bailey has served as the governor's liaison to California's Hispanic community since 1986.

She was deputy director of game operations for the California State Lot-

tery from 1985-86, and performed the same duties for the Washington State Lottery from 1982-85.

From 1975-82, she was marketing director for the Quadrant Corporation, a Weyerhaeuser Company, of Washington.

She is a member of the Board of Directors of United Way of Sacramento, the Pacific Bell Multilingual Services Council, the Advisory Council for the University of California Task Force on Hispanic Population, and the CIRCLE Project, an Advisory Council for California State University, Sacramento.

Sepulveda-Bailey was a recipient of the 1988 Mexican American National Women's Association Award, which is presented to outstanding Latina elected and appointed officials nationwide, and the 1987 DAMA DE DISTIN- CION Award from the Mexican American Foundation.

She has also been honored by Cafe de California, the League of United Latin American Citizens, the Latino Youth Leadership Conference, the State Recruiters Roundtable, the Hispanic Leadership Council, and the U.S. Small Business Administration.

Her term expires March 15, 1989. She is a Republican.

The salary for this position is \$69,076.

The position requires Senate confirmation.

### Neighborhood Watch

The Neighborhood Watch Association of San Bernardino is having their Annual Election Board Meeting on Monday, February 27, at 7:00 p.m. at the San Bernardino Unified School District Community Room at 777 N. "F" Street, San Bernardino.

There will be an election of officers, and the guest speakers will be Evelyn Wilcox and Police Chief Donald Burnett.

## Colton Teens "Sweetheart Dance"

T.O.P.S. (Teen Opportunity Program Services) will host "1989 Sweetheart Dance" on Saturday, February 11, 1989 from 8:00 p.m. to 12:00 midnight at the Hutton Community Center, 660 Colton Avenue, Colton. Teens from 7th-12th grade in the Colton area are invited to

attend.

Admission is \$2.50 per person. Door prizes will be given. All proceeds go to the teen group.

For more information please call 370-5086 or 370-5087.

### EMPLOYMENT OPPORTUNITIES

**MORENO VALLEY UNIFIED SCHOOL DISTRICT**  
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<b>POSITION:</b>	Business Manager
<b>APPLICATION DEADLINE:</b>	January 30, 1989
<b>WORKYEAR:</b>	52 Weeks
<b>SALARY RANGE:</b>	\$51,956 - \$63,716 per year (1987/88 Salary Schedule)
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**Application Procedure:** Interested applicants should contact the Personnel Office, Moreno Valley Unified School District, 13911 Perris Blvd., Moreno Valley, CA 92388, (714) 247-5115, for applications and information. A letter of intent, completed District application, and a minimum of three professional references (see application form) are required prior to the application deadline. Ability to show proof of academic background is required prior to employment. Deadline date for submitting application is Monday, January 30, 1989, no later than 5:00 pm to:

Les Johnson  
Assistant Superintendent, Personnel Services  
Moreno Valley Unified School District  
13911 Perris Boulevard  
Moreno Valley, CA 92388

### Hispanic Chamber Installation Dinner January 28th

The Inland Empire Hispanic Chamber of Commerce will be holding their Annual Installation Dinner/Dance at the Maruko Convention Center on Saturday, January 28th. Social hour from 6:00 p.m. to 7:00 p.m., dinner and installation of officers from 7:00 p.m. to 9:00 p.m., and dancing from 9:00 p.m. to 1:00 a.m. to music by "Nite Life". Tickets are \$25.00 per person. For tickets please write to P.O. Box 7300, San Bernardino, Ca. 92411. For more details call 864-8371 after 2:00 p.m.

Officers to be installed are as follows: President: Alfredo Gonzalez (re-elected), Vice-President: Mina Rom-Secretary: George Aguilar, Pro-Secretary: Josie Zermeno, Treasurer: Francisco "Pancho" Navarette, Pro-Treasurer: Anastacio "Taty" Lozada, Directors: Johnny Rodriguez, Art Nunez, Dr. Jorge Zaragoza and Chico Soto.

### Wilcox Announces

Mayor Evelyn Wilcox has formally announced her candidacy for re-election to Mayor of San Bernardino.

Headquarters have been set up at 2230 North Arrowhead Ave., Telephone 881-3935.

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## California Conservation Corps

# Mayor Evelyn Wilcox Statement on Norton AFB

By: Mayor Evelyn Wilcox

I feel it is extremely important that all of our citizens are kept totally up to date on the status of the proposed closing of Norton Air Force Base.

Ever since Congress created the Carlucci Commission to review all U.S. military bases and determine what military bases could be closed without negatively affecting our military position and strength throughout the free world, there has been constant speculation that Norton Air Force Base would be part of the cutback.

Given the present size of the United States government's deficit and the current attitude of the Congress, the recommendations of the Carlucci Commission for massive cutbacks will probably be approved by Congress.

## CURRENT STATUS:

If Congress approves the recommendations of the Carlucci Commission, all Air Force operations except the Ballistic Missile Office and the associated TRW and Rockwell operations will be moved to other locations.

However, since the Air Force is just finishing a \$400,000 remodeling project at the Medical Supply Warehouse and the Medical Facility at March Air Force Base is inadequate to handle the increased patient load from Norton, the Base's medical clinic will probably remain open for some time.

If Congress approves the Commission's recommendations, the phase out will begin some time be-

tween 1990 and 1992. The Department of Defense has yet to provide the City of San Bernardino or the San Bernardino Board of Supervisors with a specific timetable. If the proposed timetable is not made available to local officials in the very near future, Congressman Lewis will sue the Department of Defense forcing them to provide us with the timetable.

## ECONOMIC IMPACT OF CLOSURE:

We cannot (and I am not) treating the possible loss of the operations at Norton Air Force Base lightly. This would represent a loss of 6,600 jobs locally. The loss of this many jobs could have a major economic impact on the entire community if we do not begin now to create a re-use of the Base, recruit new businesses to the area and replace the lost jobs. By beginning now, we will have the time to plan and bring about new uses for the Base, thus minimizing the economic impact on our entire community.

## COMMUNITY IMPACT:

While the loss of so many jobs will have a major economic impact on all of us, there are other impacts as well. San Bernardino will lose the wonderful Air Force families who have become a vital part of our community and who have contributed so much through their involvement in local government, service organizations, and other activities. Their participation and involvement will be missed greatly.

## FIGHTING THE CLOSURE:

As soon as the closures became a strong possibility, I took the leadership role so we could provide an organized and rapid response to Congress. I drafted a proposal for a city/county partnership so that we could speak with one strong voice in our negotiations with Washington. The partnership will provide a single entity with the ability to take action and provide leadership as we seek new directions for the future of Norton Air Force Base.

I have communicated with the mayors of every city affected by the multitude of closures of military bases recommended in the Carlucci Commission's report in order to present a united front in protesting the closures. California's Congressional delegation has closed ranks (both Democrats and Republicans) to fight the closures on the floor of Congress. The lobbyist representing San Bernardino County has begun an extensive effort to lobby Congress on our behalf.

If it is determined there is the slightest chance Congress might not approve the Carlucci recommendations, I will be on an airplane and go to Washington, D.C. myself and walk the halls of Congress talking to every Congressman who will listen.

However, since the base closures and reductions have been approved by the Secretary of Defense and he is projecting a savings in the neighborhood of \$5 billion annually, we must expect Congress to confirm the actions.

## PREPARING FOR THE CLOSURE:

Our initial thrust is concentrating efforts in seven areas:

1. Determining the socioeconomic impact on the region.
2. Negotiating for an extended phase-out of any operations that might leave the Base.
3. Acquiring of any surplus military property available by virtue of the units leaving.
4. Establishing a Norton Re-Use Committee.
5. Locating funding sources.
6. Setting up a clear line of communications so that the public knows what is happening at all times.
7. Coordinate the re-use of the Base in concert with the General Plan.

With the help of many, this is what we have accomplished so far:

1. Formed the Norton Re-Use Committee which is co-chaired by myself and County Supervisor Bob Hammock. The committee includes Supervisors Hammock and Riordan, the mayors of Redlands, Loma Linda, Grand Terrace, Colton, Rialto, Fontana, Highland, Inland Action, San Bernardino Chamber of Commerce, San Bernardino Economic Development council, San Bernardino City Unified School District, San Bernardino County School District, representatives from California State University, the National Orange Show, San

Bernardino Valley Municipal Water District, and San Bernardino Valley College, Inland Empire Economic Council, William E. Leonard, Paul Green, and Councilwoman Esther Estrada representing the San Bernardino City council.

The Committee is currently soliciting community input, generating ideas for paths to pursue, and disseminating the information. As rapidly as the information is collected, the Committee's proposed alternatives are being funneled to the appropriate governmental bodies for review and action.

In addition to its other activities, the Re-Use Committee is aggressively seeking funding from all potential financial sources in order to continue the process of master planning and redevelopment of the entire Norton Air Force Base area.

2. I have requested our Congressional representatives to advise us as to what steps we need to take that will insure the return of Norton Air Force Base property to the City of San Bernardino and that the return of the property be at no cost to the local taxpayers.

3. Current alternative uses under consideration for a master plan development of the Norton Air Force Base property include a commercial airport, park and recreational facilities, aircraft maintenance facility for wide-bodied jet aircraft, and a high-tech industrial park to surround the ballistic missile operations, as well as other allied businesses.

4. Insuring that the various departments of City government are prepared to make the necessary infrastructure upgrading for the new uses of the Base once they have been properly identified. The City will be ready to meet any additional needs associated with streets, water, sewer and other possible infrastructure needs.

5. A consultant with extensive governmental experience will be working closely with the Regional Committee to insure maximum effectiveness.

6. The Mayor's staff is establishing a network of affected cities for greatest impact on Federal legislation.

## MY PLEDGE:

I pledge to you that as Mayor of San Bernardino I will continue to provide the leadership necessary to see our city through these potential trying times. By working together as partners in our city's future, we can put into place a plan that will minimize the economic and social impact on our community by the removal of the various military installations from Norton Air Force Base. Working together we will build a better, stronger community for all of us citizens.

The City of San Bernardino will hold a series of public input meetings to consider proposed land uses in the City and its sphere of influence. The Draft Land Use Map shows future land uses and will become a part of the General Plan upon adoption in May, 1989.

The meeting will be as follows:

January 28, 1989

9:00 AM

Planning Commission and Citizen Advisory Committee

## Joint Meeting

All residents, property owners and business owners are encouraged to attend this meeting. **THE DRAFT LAND USE MAP COULD CHANGE THE USES PERMITTED ON YOUR PROPERTY.** You will have the opportunity to ask questions relating to proposed land uses and to request changes to land use designations.

All meetings will take place in the City Hall Council Chambers, 300 North "D" Street, San Bernardino.

For more information contact the Planning Department at 714/384-5057.

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## W.R. "Bob" Holcomb Statement on Norton AFB

*With the Norton AFB phaseout apparently upon us, now is a time for bold action, not hand-wringing. For that reason, I have submitted a letter to the Mayor and Common Council recommending a series of actions which, based upon my 14 years experience as Mayor of San Bernardino, I know can be taken now to allow our community to turn this unfortunate event to our advantage.*

*I offer this plan of action for three reasons:*

- 1. As a citizen of the city, I want to see our government react as rapidly as possible to the phaseout so we can minimize the pain to local residents.*
- 2. As a candidate for Mayor, I want the public to see the quality of leadership my experience would allow me to exert on their behalf.*
- 3. I am worried that the current strategy of creating committees to talk about the problem will needlessly waste valuable time.*

A copy of letter is attached.

Dear Mayor Wilcox and Members of the Common Council:

With the Norton AFB phaseout apparently upon us, it is important for civic leaders to rapidly take action to minimize the pain which these events will cause the citizens of our community.

Having worked to solve many complex problems during my 14 years as Mayor of San Bernardino, permit me to recommend a series of steps that you can take now that would shorten the adjustment period between a closure and the conversion of the base to a lure for new private employers.

None of these actions is inconsistent with fighting to keep the base open, nor would they interfere with maintaining the base's payroll in the community for as long as possible.

What these actions would accomplish is the shortening of the period during which local citizens would be hurt. The latter I would submit is what political leadership is all about.

**ACTION #1 ASK OUR CONGRESSMEN TO INTRODUCE LEGISLATION REQUIRING DOD TO RETURN LAND PREVIOUSLY DONATED BY LOCAL GOVERNMENT BACK TO THE LOCAL JURISDICTION IN WHICH IT IS LOCATED AT ZERO COST.**

When Norton AFB came to our community, local taxpayers donated the land on which it sits to DOD. Now that Norton is closing, the taxpayers, who have been good neighbors, deserve to have it given back so it can be used to offset the economic loss which closure will cause. Congressmen Brown and Lewis and Senators Wilson and Cranston should be asked by the Mayor and Council to immediately carry legislation that insures this can and will occur.

As the base lies within the San Bernardino City Limits it should revert to the city which can use its redevelopment powers to develop the land for private investment and job creation.

**ACTION #2 NORTON REDEVELOPMENT ZONE**

At the next City Council meeting, the Mayor should present to the City Council a resolution stating the city's intent to form a Norton Redevelopment Zone using the base's boundaries as its lines. Preparing such a document should take little time, as our City Attorney's Office is quite experienced at such resolutions. This resolution should be passed now as it takes at least 6 months to complete the planning, EIR and surveys necessary to form a redevelopment area. The longer the delay, the longer the time before redevelopment's tax increment financing can be used to convert Norton's grounds to private payroll generating uses.

**ACTION #3 IMMEDIATE NEGOTIATION FOR JOINT USE OF NORTON'S RUNWAYS AND ACQUISITION OF UNUSED PROPERTY WITH INDUSTRIAL POTENTIAL.**

The Mayor should immediately begin negotiations with DOD for the city's acquisition of unused Norton property with industrial potential, and joint use of the runway. Negotiations take time, why waste it.

At the southeast corner of Norton there is vacant land, once used for ammunition loading, with enormous industrial potential. With the base closing, DOD won't need this land. It should be acquired by the city now as it can be the first property prepared under redevelopment for bringing new companies to San Bernardino. It should be noted that while the city is developing this property, it would not be interfering with the gradual movement of MAC wings to other bases.

As for the runway, MAC has indicated its willingness to have joint use of Norton. They should be taken at their word. Besides, before Norton goes private, we need as much joint use time as possible to make the conversion a smooth one.

**ACTION #4 CITY DEPARTMENTS SHOULD BEGIN WORKING WITH NORTON ENGINEERS TO PREPARE A PLAN FOR UPGRADING NORTON'S STREETS, WATER, SEWER, AND POWER INFRA-STRUCTURE.**

San Bernardino has in-house engineers who can rapidly lay out an infra-structure plan for preparing Norton's vacant land for private development and upgrading the rest of the base. Such a preliminary plan would indicate how much must be

raised under redevelopment or through DOD to convert Norton to a private facility. Also, it would speed up the detailed work required to qualify the area under redevelopment law.

**ACTION #5 HIGH TECH INDUSTRY MARKETING EFFORT**

The City's Economic Development Council should begin a national marketing effort to inform company's needing access to Southern California air freight that as incredible bargain is about to be found in San Bernardino; direct, low cost access to a 10,000 foot runway and brand new up-to-date tower; a trained air freight labor supply; and new redevelopment finances infra-structure.

Companies should be alerted that if they come early enough, and plan sufficient investment, it would be possible at no cost to have their capital infra-structure needs specifically satisfied in the redevelopment plan under development. As a rule of thumb, each \$100 million in new investment will yield \$1 million in tax increments and support \$10 million in development bonds.

Again, it takes time and effort to land new firms, and other communities will be joining the race. The faster San Bernardino is out of the blocks the better. Hopefully the Chamber of Commerce will assist in financing such an effort.

**ACTION #6 DISCUSS WITH L.A. DEPARTMENT OF AIRPORTS THE POSSIBILITY OF OPERATING THE FACILITY**

San Bernardino City does not have the expertise currently to operate an airport. It would thus be helpful if conversations were started with the L. A. Department of Airports, which operates Ontario, to see if they would have an interest in operating an industrial style airport at Norton.

**ACTION #7 FIGHTING THE CLOSURE**

No one in San Bernardino wants to see Norton AFB close. The base has been a good neighbor and major payroll source to our city for decades. If the Air Force can be convinced to keep it in operation, so much the better. None of the actions proposed above would stand in the way of fighting for this.

For that reason, the Mayor should be convinced to join other California mayors in going to Washington to oppose the whole closure process. This is especially true since on paper it does not appear to save many dollars, while it will cause much hardship.

Respectfully,

W. R. HOLCOMB

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## Hispanic Link

## Latinos Need Intranational Connection

By Antonio M. Stevens-Arroyo

The 1988 presidential campaign marked an important transition in the political development of the Latino people.

It is not only that our numbers were greater than ever, or that we had proportionately more first-time voters than any other major group in the United States, or that demographics are transforming us into the majority population in several of the nation's cities.

The reason for viewing the recent campaign as a crossroads for our people includes these factors, but projects them onto a grander scheme.

There are projections that by the year 2030, we are likely to be as much as one-third of the entire U.S. population. If a nationwide Latino solidarity develops now, this could be the foundation for substantial political power in the future. But if fragmentation and regionalism destroy our cohesiveness at the outset, sheer numbers won't help. At present, our political influence is minuscule, even when measured against our 9.4 percentage in the population.

This is not some new revelation that has come down from heaven. All of our leaders have been talking this way for the last decade. But now we have arrived at the crossroads and we are still taking baby steps.

Most attempts at coalition building among Latinos in 1988 used the lowest-common-denominator approach. The "Latino agendas" we prepared for the candidates failed to develop the issues. We simply added to a long shopping list what Mexican Americans want on immigration policy, what Puerto Ricans need in housing and what Cubans want in foreign policy.

Eventually we have to produce not the combined laundry lists of three or more separate groups, but the driving vision of a nationwide Latino voting bloc.

Nor can we chime in "Me too!" with what blacks have defined as the "minority agenda." Ultimately we must participate in a dialogue as equal partners about goals, the culturally adapted means to achieve them, and the people to implement them.

We have established bilingual education and immigration reform as our issues, but I haven't seen as much passion from non-Latino political allies in support of these issues as we have given to the "minority agenda" they defined. Racial discrimination cuts us differently than it does blacks. We sometimes are perceived as an ethnic group because of our distinctive language and customs, but we have not assimilated in the same way as the white European ethnics have.

Even though we have been residents

and citizens for generations and thus share domestic concerns with most others, we are deeply affected by foreign policy toward developing countries. Just as with Asian Americans, the fall of governments, military coups and economic assistance profoundly affect migration rates. With this mix of new and not-so-new population, we straddle the statistical divide between domestic and international patterns: We Latinos are the intranational peoples.

To develop the clarity necessary to distinguish the Latino agenda, we need data. Now, needs revealed as special to Latinos get the *manana* treatment from government. Our leadership often waits months, even years, for government agencies to give a breakdown on the statistics for Latinos regarding education, housing, health, employment, etc. By that time, from the general data a plan of attack has been formulated and solutions suggested.

I propose that the Bush Administration establish an intranational bureau to collect data on migration into this country and study the patterns of social adaptation of Latinos and other peoples who maintain linguistic and cultural traditions that so enrich the United States.

Such a move need not be costly. In this computer age, a squad of talented specialists could churn out the data by

tying into the computer banks of the Census Bureau, Labor Department and other agencies.

It could enlist research bodies such as the Inter-University Program for Latino Research, the Tomas Rivera Center in Claremont, Calif., and the center for Puerto Rican studies at Hunter College in New York. Eventually, such an intranational bureau might influence research by helping Latinos get seated on the selection boards of government agencies that fund research projects.

This measure would enable Latino leadership to develop a consciousness of specifically Latino needs. It would foster a nationwide identity because data collection of this scale provides insight for everyone about how our people are meeting common challenges.

Most importantly, it would redefine us before government and the public as a new type of "minority" that is not to be confused with blacks or with white ethnics in determining policy, but must be taken on its own terms, and taken seriously.

(Dr. Antonio M. Stevens-Arroyo is an associate professor of Puerto Rican Studies at Brooklyn College, City University of New York. He is former vice chairman of the New York State Committee for the U.S. Commission on Civil Rights.)



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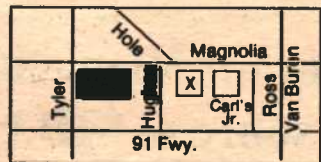


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Para estos programas gratuitos se requiere que padres de familia que escuchan Radio KNSE y que viven dentro del condado de San Bernardino se registren para participar en este programa de radio piloto. El motivo por lo que se requiere que un número limitado de padres se registre es porque antes que empiece la serie y después de terminarse se les hará una entrevista por teléfono a las personas que se registraron para que nos proporcionen sus opiniones sobre estos programas transmitidos en Radio KNSE.

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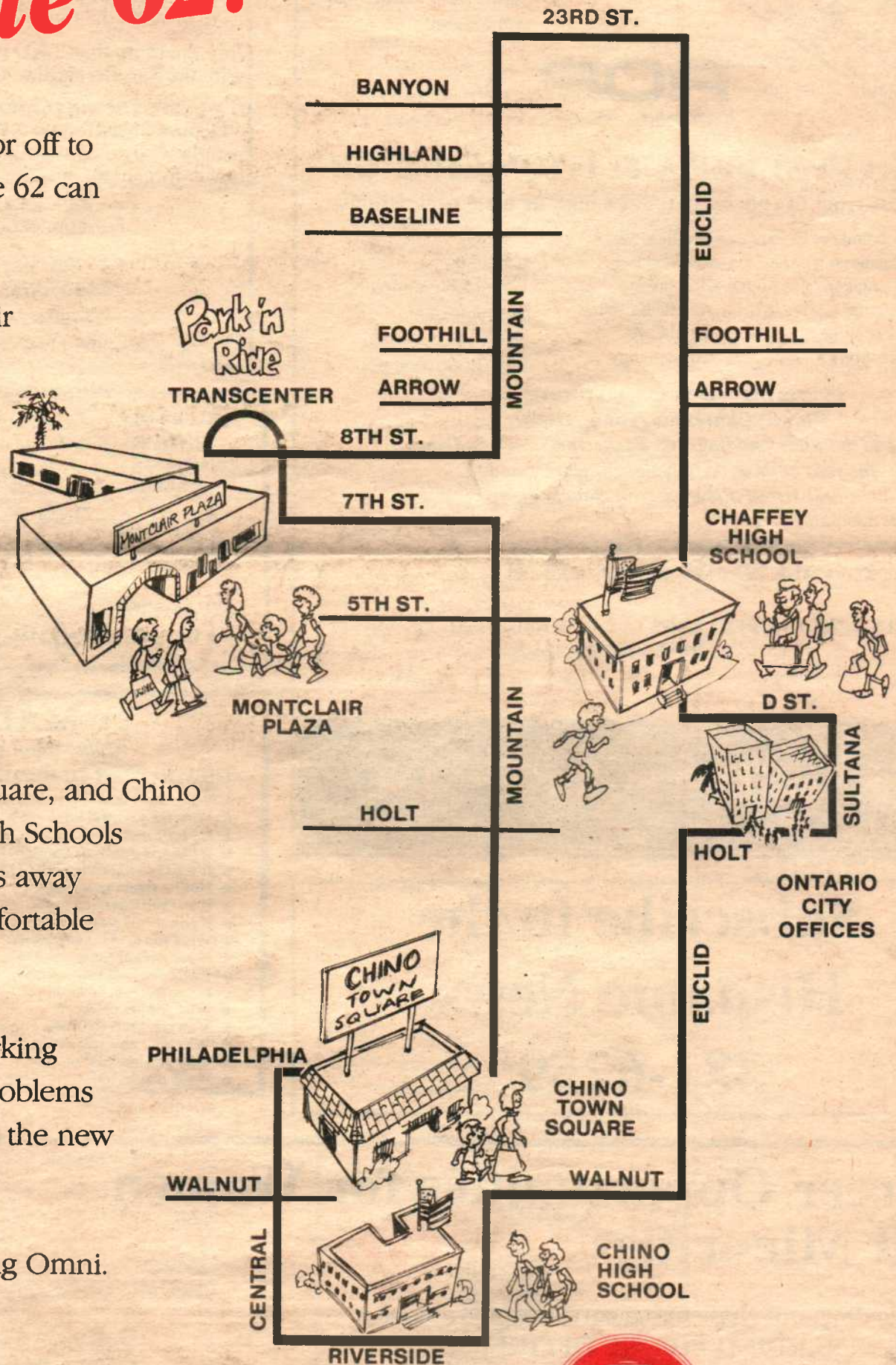
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