For advertising opportunities, contact Lee Ragin at 951.682.6070
Crafting A Personal Business Plan: Please Read and Carefully Consider

Last December, I attended the Minority Business Development Agency’s 30th Anniversary Minority Enterprise Development Week Conference in Washington DC. And while I attended a number of workshops and panel presentations, the most valuable information I received was from a wise CEO whose presentation focused on the importance of going through the mental and physical exercise of creating and writing a personal business plan.

When he asked the 100 people in the room how many had a written personal business plan, few raised their hands, including me. When he asked again if it was really in written form, most of those hands were withdrawn, mine included. “IF YOU FAIL TO PREPARE, BE PREPARED TO FAIL,” he warned. That’s when I began taking copious notes.

Crafting a personal business plan is not just important for building a solid business it is really for living a fulfilling life. And it’s not complicated. He asked us to think of reachable and significant goals we would like to accomplish in the coming year and divide them into four categories:

1. Professional
2. Personal
3. Financial
4. Family

Unlike a traditional New Year’s resolution where you make promises to yourself, the personal business plan should include measurable goals and outline the steps you need to take to achieve them. It is important that the plan be written. As Dr. Henriette Anne Klauser in her book Write It Down, Make It Happen explains, “There is a solidarity in actually committing [a goal] to paper. Writing something down is a commitment.”

The plan must also take into consideration what you accomplished – or didn’t accomplish – the previous year.

One example from my 2013 plan was to accomplish a professional goal of writing this weekly column for the Voice. In order to achieve this goal I needed to carve out time each week to research, jot down ideas, take notes, and find a space to write undisturbed. Subsequently the steps I took to create a weekly habit of writing were to buy a desk and comfortable chair for my home office and purchase a moleskin notebook small enough to fit in my purse. Now when I have an idea or someone makes an observation I am able to document the thought or reference. I have found many of those notes have become ideas for my short essays or even feature stories. This is, I am proud to say, my 40th publisher’s note since I started in April of 2013 with a goal of completing 52 of them in 2014.

I urge you to take some time the first of the year to think through, and then commit to writing, your 2014 personal business plan. Remember that while the professional and financial aspects of your life are important, don’t forget to allocate time to your family, as well as to taking care of yourself by nurturing good mental and physical health habits, reading, learning, playing, and being happy. I am writing my 2014 plan while on my first vacation in 20 years. And yes, taking a family vacation was also one of my goals for 2013. I wish you a healthy, happy, prosperous, and well-planned 2014.
As the Executive Editor of the Voice, I work closely with Publisher Dr. Paulette Brown-Hinds each week to analyze news events, review significant stories, and work with our team to contextualize and present important issues facing our region. 2013 kept us busy...watching, monitoring, reading, and reporting on newsworthy events in the region, the nation, and the world. We also believe it is important to celebrate true stories of hope, inspiration and faith, and understand the significance of telling these stories to provoke thought and discussion within the community and serve as a platform for change.

This is our 2013 Year in Review:

Jan

JANUARY
The Voice Announces Big Changes
The Voice team hosts an event to announce the transformation of the community news weekly in content and format to community leaders, dignitaries, and engaged citizens. As a weekly community newspaper, we understand that our role in this world of rapidly moving technology is not so much breaking news, but instead providing a thoughtful examination of issues that influence our lives at the local and regional levels. We are here to tell the significant stories of our communities, document our triumphs, celebrate our successes, serve as a forum for conversation, highlight injustices when necessary, and provide a platform for change.

APRIL
A Transformed Community News Weekly Rolls Off The Press
The publication formally transforms to the Voice. The new look and layout features a cover story on the region’s housing recovery. In the inaugural edition, Voice introduces several new departments including: voice community, in focus, point of view and iePeople.

Recall Efforts Begin in Fontana
An effort led by the Fontana Committee for Accountability and Integrity gains enough petitioned signatures to force an election to recall Fontana School Board Members Leticia Garcia and Sophia Green. Over 11,000 parents, taxpayers, and concerned residents throughout Fontana sign two petitions ultimately aimed at removing the two school trustees.

UPDATE
In July, Fontana Unified School District voters ousted Garcia and Green. Shannon O’Brien won Garcia’s seat on the board, while Ayanna Blackmon-Balogun won Green’s seat.
Recall Efforts Begin in San Bernardino

After the City of San Bernardino files bankruptcy in 2012, a small group of concerned San Bernardino residents form the San Bernardino Residents for Responsible Government and begin a petition campaign to recall elected city officials. Among the officials who are included in the recall: Mayor Patrick Morris, City Attorney James “Jim” Penman, City Council members: Robert Jenkins, Chas A. Kelley, Virginia Marquez, Wendy McCammack, Fred Shorrett, John Valdivia, and Rikke Van Johnson.

UPDATE: San Bernardino voters had their say and the message was loud and clear: James Penman and Wendy McCammack were recalled. However, Wendy McCammack who also ran for San Bernardino mayor won a run-off bid facing Carey Davis, scheduled for February 2014.

Recall Efforts Begin in Moreno Valley

San Bernardino isn’t the only city in political turmoil. In Moreno Valley, after an FBI investigation and raid on local elected officials, a group of concerned citizens begin a petition drive to recall elected officials, Mayor Tom Owings, Council members Victoria Baca and Jesse Molina.

UPDATE: On December 5th recall organizers submitted 5500 signed petitions to recall Mayor Tom Owings, over 2,000 more than required. However, the group did not submit signed petitions to recall Councilwoman Victoria Baca, claiming instead that pro-Baca supporters infiltrated the volunteer group and collected fake signatures. The group plans to resubmit later in 2014.

Tomas Morales Becomes CSUSB’s 4th President

JULY

Kim A. Wilcox Named UCR’s 9th Chancellor
University of California President Mark G. Yudof announces that he has selected former Michigan State University Provost and Executive Vice President Kim A. Wilcox to serve as the ninth chancellor of the University of California, Riverside. Interim Chancellor Jane Close Conoley, who served in the role since Chancellor Timothy White left to become chancellor of the California State University system at the end of 2012, called Wilcox an excellent choice.

Zimmerman Acquitted of Murder
George Zimmerman is acquitted of the charges of second-degree murder and manslaughter of 17-year-old high school student Trayvon Martin in The Retreat at Twin Lakes community in Sanford, Florida. The incident, and subsequent trial, sparks a national debate on the dramatic and prevalent racial divide in America.

UPDATE
Zimmerman has had several encounters with law enforcement after his acquittal on July 13, 2013. In September, police responded to a 911 call by Zimmerman’s estranged wife who reported that he had threatened her and her father with a gun. In November, Zimmerman’s girlfriend called police alleging that Zimmerman had pointed a shotgun at her and begun breaking her belongings. In December, Zimmerman sold an original painting for more than $100,000 after bidding closed on an eBay auction.

AUGUST

Fire Destroys Voice Headquarters
After celebrating the 41st anniversary of publishing excellence in July, the Voice becomes news after a devastating fire destroys the downtown headquarters. Said Publisher, Dr. Paulette Brown-Hinds, “although our office has been destroyed, reporting the community’s news is our main goal and focus. We are thankful that no one was hurt in the fire and we are appreciative of the community’s outpouring of support. Although we may be displaced at the moment, we will continue to work tirelessly in providing quality reporting and engage the community through compelling narratives.”

UPDATE
The Voice has found a new “temporary” location while in the rebuilding stages of a permanent home. The new headquarters is located at 4445 10th Street, Riverside, CA 92501.
Anniversary of the March on Washington

The 50th Anniversary of the March on Washington and Martin Luther King’s “I have a dream” speech. On the steps of the Lincoln Memorial in Washington, President Barack Obama urges the crowd to follow Martin Luther King’s inspiration to combat racism and take action over minority rights. The anniversary draws more than 100,000+ to the Lincoln Memorial.

Affordable Care Act Prepares To Roll Out

California prepares to help insure millions of Californians as the federal Affordable Care Act begins to roll out under the name “Covered California” in October.

UPDATE

Problems with technology caused major criticism of the Obama Administration and a slow start for registration under the Affordable Care Act, however, Covered California Executive Director, Peter V. Lee states that registration continues to show an increase in applications. And in recent days, there has been a sharp increase leading up to the January deadline.

OCTOBER

Council Members Gone Wild

San Bernardino Councilman Chas A. Kelley is charged with perjury, resigns, and drops his bid for mayor. Kelley held the council seat for 10 years and became ineligible for any future public office. But Kelley is not the only sitting council member accused of wrongdoing. The same week, San Bernardino Councilman Robert Jenkins is charged in Riverside County with 30 felony and misdemeanor counts in an alleged Internet stalking case involving his ex-boyfriend and another man. Jenkins allegedly placed several fraudulent advertisements on the online classified ad website Craigslist seeking partners.

UPDATE

Kelley has been sentenced to five years probation and 90 days of weekend jail time served in a work-release program. Jenkins pleaded not guilty to criminal charges in December and is scheduled to return to court January 22nd for a felony settlement conference. He lost his bid for re-election to Benito Barrios but will retain his seat until March when Barrios is sworn-in.
DECEMBER
The World Mourns a Giant
South Africa’s President, Nelson Mandela is remembered worldwide after he died at his home in Johannesburg on December 5, 2013. Instrumental in the anti-apartheid movement in South Africa, Mandela served almost thirty years in jail before becoming the country’s first Black president. He became a champion of national reconciliation and equality for not only Africans, but also the entire world. “I have fought against White domination, and I have fought against Black domination. I have cherished the ideal of a democratic and free society in which all persons live together in harmony and with equal opportunities. It is an ideal which I hope to live for and to achieve. But if needs be, it is an ideal for which I am prepared to die,” he once said.

NOVEMBER
Moreno Valley Councilman Caught Accepting Bribes
Ex-Moreno Valley Councilman Marcelo Co agrees to plead guilty to accepting a $2.36 million cash payment from an undercover operative posing as a real estate broker. Investigators consider this case the largest bribe a public official has ever accepted in an undercover operation. Co is also charged with one count of filing a false corporate tax return.

UPDATE
During Co’s hearing in December, he pleaded not guilty to accepting a bribe from an undercover FBI agent, however he is expected to enter a guilty plea later to honor a plea deal with federal prosecutors. He was released on a $100,000 bond on the condition that his nephew Adam Co, who is a professor at Cal Baptist University, signed it.

SB City Attorney Ousted
After serving 26 years in the role of San Bernardino City Attorney, James F. Penman’s career came to a stunning end as nearly 60 percent of San Bernardino voters voted to recall the attorney that opponents said played too heavy a role in policy decisions. Real estate attorney Gary Saenz took over as city attorney in mid-November.

UPDATE
After being sworn-in, newly elected City Attorney Gary Saenz is quoted as saying, “now the real work starts,” and his first order of business – to immediately fire all of the previous city attorney’s investigators. In a memo to the mayor and city council, he states, “…it was clear the investigatory functions performed by the city attorney investigators were not consistent with my commitment to focus the City Attorney’s Office on delivering high-quality legal services to the city’s policy-makers and policy-implementers. Moreover, the investigatory function of these staff members appeared to be often duplicative, overlapping, and uncoordinated with the other civil investigatory and enforcement functions in the police department, code enforcement department, and City Clerk’s Office…”
LOOKING FORWARD

INLAND LEADERS ON THEIR PLANS FOR THE NEW YEAR...
What Are Your Plans for 2014?

Kim A. Wilcox
UC Riverside Chancellor

As 2014 begins, I'm looking forward to many things, including continuing to work closely with the Riverside and Inland Empire communities this next year and for many to come.

I'd like to take this opportunity to thank this city and the wider community for the warm welcome you've extended to me and to Diane in our first months here. You've helped me learn about the city's and region's values, traditions and history, which will be very helpful in the months ahead. I've also met so many kind and generous folks who have offered support and counsel in the months ahead, and I am very grateful for that.

As the year begins, I'm looking forward to a number of major initiatives and events coming up at UC Riverside in the New Year, including many that will showcase the quality and range of research being done at our university and the accomplishments of our students. We will have a chance to highlight some of those during the events surrounding my formal inauguration in April, which will also be an opportunity for the campus to reflect on its wonderful traditions, and look forward to its bright and promising future.

As we start 2014, I'm happy to say that UCR is gaining recognition in the U.S. and beyond, both for the quality of our research and for the educational achievements of our highly diverse student body. Many of our undergraduates are low income, or the first in their families to go to college – or both. But thanks to their own hard work and the university’s innovative strategies to support and guide them along the way, they graduate at the same rates as all other UCR students, across racial and ethnic groups. Our undergraduates' average GPA stands at 3.7 (on a 4-point scale), and as college students across the country struggle with the burden of student loan debt, fully a third of UCR's undergraduates finish with no debt at all. We are very proud of those statistics -- and increasingly, we are being asked to share our strategies and success stories in broad, national discussions about the future of U.S. higher education. That will continue in 2014.

Among many exciting events taking place at our campus this year, I'm looking forward to a conference here in June of the Pacific Division of the American Association for the Advancement of Science, one of the nation’s largest and most prestigious science organizations. This is only the second time – and the first in half a century – that this group has met at UCR. Along with hosting the conference, many of our faculty will be presenting their own research.

In February, UCR’s environmental research and technology faculty will bring together city and business leaders, utilities and the public for a conference on new technologies, regulations and other issues related to solar energy. The campus this year will also start producing its own solar energy, when solar panels to power electric vehicles will be installed at UCR’s Center for Environmental Research and Technology. This is part of the university’s “smart grid” partnership with the City of Riverside and Riverside Public Utilities.

In June, scientists from around the world will come to UCR to share the latest research on insects that can wreak havoc on important crops, affecting global food supplies. That same month, scholars working with UCR’s fascinating new Immortality Project will meet to present findings on such topics as the mystery of near-death experiences, and genes that somehow keep one species of tiny freshwater hydra from growing

New Year’s Resolutions or Goal Setting

Hardy L. Brown

This is the time of year a lot of us indulge in the custom of making New Year’s resolutions or look ahead and say this is what I want to do next year. Cheryl and I used to layout our family plans every year including where we wanted to take the family, save money, what to buy, and what groups or organizations we would be involved in. I can say without hesitation each and every year we would reach our goals. I think this is one reason we went back east and down south every other year.

One of my newest projects is reviewing the many pictures we took over the past fifty years together. One of my goals next year is to review all of the pictures, over 10,000, mostly taken by Cheryl, and select important ones of the family to document our history. I have gained motivation for this goal by the response I have received back from the children, grand children, my siblings and my nieces and nephews from all over the country. Old pictures do stir up memories and engage conversation between the elder and younger generations.

The second part of my goal is to prepare a family document that can be shared by each family member for their children and siblings. I have engaged my grandson Justin to help me and he is learning a lot about the Brown and Minter family as he goes.
Attracting such prestigious groups to UCR is a way to showcase not only our campus but the broader Riverside community and region. It is another way of getting the word out about just what a vibrant place this is.

As we head into 2014, these are just a few of the events and initiatives I’m looking forward to at UCR. But stay tuned -- there’s much more in the works.

As we start the new year, Cal State San Bernardino will continue to focus on strengthening our culture of assessment, so that we are consistently reviewing our academic and business practices. We are currently working toward our WASC (Western Association of Schools and Colleges) reaccreditation. This long process this will culminate in the fall, when we host a WASC team for a campus visit. However, our emphasis on assessment won’t end there, and we must continually demonstrate that we are a learning organization, measuring and assessing learning outcomes – both in and out of the classroom – as well as our administrative and business practices.

As we move forward, we hope to further invest in recruiting and retaining outstanding faculty who are committed to research and scholarship, the engagement of students, innovative pedagogy and community service.

We will reaffirm our responsibility to student success as measured by shortening time to degree completion, improving our graduation rates, increasing our persistence rates, and enhancing the placement of our alumni. The key of student success is the delivery of academic advising, and we intend for all students to have regular meetings with his or her adviser.

Looking ahead, our 50th anniversary is just two years away. We will be planning for the 50th anniversary throughout the year, bringing together faculty, staff, students, alumni and community members to plan a yearlong celebration of this milestone event.

I look forward to a return to the time when our leaders and citizens worked together to make things happen. I am anxious to join in a collective effort to restore our community to its traditional greatness and to help resolve challenges.

As we do this project I am selecting old community photos to launch a historical review of Black Voice News recording of events and people of the Inland Empire. One thing this project has revealed to me is our younger generation and newcomers to the Inland Empire do not know who and how we reached this point. This is where I am going to reach out to my friends to help with painting a picture of our community history. Paulette has agreed to help me with this goal. This will give you a taste of what is to come.

More photos like these from the Black Voice News archives will be featured in a new section in print and on the Voice Facebook page: (a) The Late Congressman George Brown and wife Marta at an Inland Empire community event. (b) Burma Lee Manns, Rose Mayes, Rose Oliver and others at the annual Riverside Martin Luther King Walk-A-Thon hosted by the Riverside African-American Historical Society. We will need the community’s assistance in identifying individuals, dates, and places.
I hope to see our city move in a direction of more openness and accountability. We need to impart to our employees a better awareness and commitment to serving our residents - treat them fairly - like customers. We need a more humanistic approach.

Our residents are our lifeblood and should be a treasured resource. We need to work on rebuilding our city's roads, sidewalks and gutters. Develop a plan to deal with tree trimming and removal/replacement of trees that have become too aged or are a problem with root/utility issues. Aggressive panhandling and “street people” have become an issue we can no longer ignore.

We must do what it takes to help those who are willing to be given a hand up and a way out of their situation. At the same time, keep our community attractive and safe for those who would like to shop, invest and spend time in our city. We need to work diligently at rolling out the red carpet for business growth in the city - not red tape or red lights inhibiting needed tax revenues. This means more jobs, keeping our dollars at home and increased revenues (through sales tax on these goods) to pay for services that are provided to our people.

We need to find ways to better regulate and route our traffic. Tweaks to signal timing and better signage and lane striping can help. Our local law enforcement needs to step up efforts toward being more proactive. We need to look for places to reduce unnecessary spending. We must continually look for cost reduction in city government. We need to eliminate duplication of efforts, combine departments when feasible, and streamline services. A bloated, cumbersome and inefficient government wastes tax dollars.

We do well in Riverside, but there is always room for self-examination and to challenge ourselves to be as diligent as possible to keep tax dollars in our people's pocket - not being spent on wasteful projects. We have a great city, but we must be willing to recommit to doing our very best each and every day to serve our people.

Being an optimist by nature, I look forward to a number of new starts that will, hopefully, make for progress. Close to home I look forward to a new city administration in San Bernardino that will tackle our myriad of problems with bold courage, objectivity and sensitivity and enable our city to progress. Nationally, I look forward to more and more people who are presently unable to get adequate medical care to be insured through the Affordable Care Act. Internationally, I look forward to some real progress toward resolving the long-standing conflict between Israel and the Palestinians and moving closer to a true two-state solution. My optimism does not make me overlook the realities that will make such progress difficult. But I do think we have the capacity to make significant changes in our attitudes and behavior.

For 2014, my staff and I will continue to work with local governments and community stakeholders to safeguard federal funding from cuts here in the 35th district. At a time when our local economy is still recovering from the last recession, it is imperative that everyone works to ensure federal funding is maintained to vital programs that Inland Empire families, seniors, and veterans rely on. We will look forward to assisting those in the community who may be facing issues with a federal agency. Last year, we helped hundreds of constituents who contacted my district and Washington offices with problems encountered through the Social Security Administration, the IRS, the Veterans Administration, and other federal agencies. We will continue our efforts to provide the best constituent services possible for California's 35th district residents.
The following person(s) is (are) doing business as:

**CRUNCH**
1287 S State Street, Hemet, CA 92543
Riverside County
Hemet Federal, LLC, A/I 20121750531
18566 Clydesdale, Granda Hills, CA 91344
This business is conducted by: Corporation
Registrar(s) commenced to transact business under the fictitious business name(s) listed above on 8/13/13
I declare that all the information in this statement is true and correct. (A registrant who declares as true, information which he or she knows to be false is guilty of a crime.)
s/…Michael Wetzal
The filing of this statement does not itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. & cpc)
Statement filed with the City of Riverside on 1/11/2013
I hereby certify that this copy is a correct copy of the original statement on file in my office.

**WEITZEL INTERNATIONAL**
844 Via Sierra Nevada
Riverside, CA 92507
Riverside County
Michael John Wetzal
This business is conducted by: Individual
Registrar commenced to transact business under the fictitious business name(s) listed above on 12/11/2013
I declare that all the information in this statement is true and correct. (A registrant who declares as true, information which he or she knows to be false is guilty of a crime.)
s/…Michael Wetzal
The filing of this statement does not itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. & cpc)
Statement filed with the City of Riverside on 11/20/13
I hereby certify that this copy is a correct copy of the original statement on file in my office.

**CORTEZ AUTO SALES**
5330 Mission Blvd, Ontario, CA 91761
Riverside County
Liborio Cortez (Mara Ortega)
This business is conducted by: Individual
Registrar commenced to transact business under the fictitious business name(s) listed above on 12/13/2013
I declare that all the information in this statement is true and correct. (A registrant who declares as true, information which he or she knows to be false is guilty of a crime.)
s/…Liborio Cortez
The filing of this statement does not itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. & cpc)
Statement filed with the County of Riverside on 12/02/13
I hereby certify that this copy is a correct copy of the original statement on file in my office.

**PHOTO-MAX**
16395 Havenwood Rd. Moreno Valley, CA 92553
Riverside County
Eliseo Erunwa
This business is conducted by: Individual
Registrar has not yet begun to transact business under the fictitious business name(s) listed above on 12/11/2013
I declare that all the information in this statement is true and correct. (A registrant who declares as true, information which he or she knows to be false is guilty of a crime.)
s/…Eliseo Erunwa
The filing of this statement does not itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. & cpc)
Statement filed with the County of Riverside on 12/02/13
I hereby certify that this copy is a correct copy of the original statement on file in my office.

**Sgr, Secretary.**
The filing of this statement does not itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. & cpc)
A new Fictitious Business Name Statement must be filed before that time.
I hereby certify that this copy is a correct copy of the original statement on file in my office.

**Great Opportunity!!**
For immediate consideration, fax hr-ca@reuland.com

**VOICE**
1287 S State Street, Hemet, CA 92543
Riverside County
Hemet Federal, LLC, A/I 20121750531
18566 Clydesdale, Granda Hills, CA 91344
This business is conducted by: Corporation
Registrar(s) commenced to transact business under the fictitious business name(s) listed above on 8/13/13
I declare that all the information in this statement is true and correct. (A registrant who declares as true, information which he or she knows to be false is guilty of a crime.)
s/…Michael Wetzal
The filing of this statement does not itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. & cpc)
Statement filed with the County of Riverside on 11/20/13
I hereby certify that this copy is a correct copy of the original statement on file in my office.

**WE CLEAN 4 U**
4562 Jurupa Ave. Riverside, CA 92509
Riverside County
Luxo – Siliantes
This business is conducted by: Married Couple
Registrar commenced to transact business under the fictitious business name(s) listed above on 8/10/2011
I declare that all the information in this statement is true and correct. (A registrant who declares as true, information which he or she knows to be false is guilty of a crime.)
s/…Lupe Siliantes
The filing of this statement does not itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. & cpc)
Statement filed with the County of Riverside on 12/02/13
I hereby certify that this copy is a correct copy of the original statement on file in my office.

**Clerk J. WRAY**
The filing of this statement does not itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. & cpc)
A new Fictitious Business Name Statement must be filed before that time.
I hereby certify that this copy is a correct copy of the original statement on file in my office.

**PHOTO-MAX**
16395 Havenwood Rd. Moreno Valley, CA 92553
Riverside County
Eliseo Erunwa
This business is conducted by: Individual
Registrar has not yet begun to transact business under the fictitious business name(s) listed above on 12/11/2013
I declare that all the information in this statement is true and correct. (A registrant who declares as true, information which he or she knows to be false is guilty of a crime.)
s/…Eliseo Erunwa
The filing of this statement does not itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (sec. 1440 et. seq. & cpc)
Statement filed with the County of Riverside on 12/02/13
I hereby certify that this copy is a correct copy of the original statement on file in my office.

**Great Opportunity!!**
For immediate consideration, fax hr-ca@reuland.com
**Notice**: This fictitious business name statement expires five years from the date it was filed in the Office of the County Clerk. A new Fictitious Business Name Statement must be filed before that time. The filing of this statement does not itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law. This business is conducted by: **Lorraine Kay Sergent** Riverside County 36061 Arras Drive Winchester, CA 92596

The following person(s) is (are) doing business as: **STYLISH CONCRETE DESIGNS** 28204 Bay Ave. Moreno Valley, CA 92555

The following person(s) is (are) doing business as: **GOLDEND** 3635 Taft St. Riverside, CA 92503

The filing of this statement does not itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (Sec. 1440 et seq. & Code). Statement filed with the County of Riverside on 12/12/13 I hereby certify that this copy is a correct copy of the original statement on file in my office.

**ORDER TO SHOW CAUSE FOR CHANGE OF NAME**

To All Interested Persons: Petitioner: **ILENE ALLEN** filed a petition with this court for a decree changing names as follows: KIRAELSE CHIZITERA NWOSU to CARTER CHRISTOPHER ALLEN. The Court Orders that all persons interested in this matter appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes described above must file a written objection that includes the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Black Voice, 4290 Brockton Avenue, Riverside, CA 92501. Date: Dec 03, 2013:
P RICHARD J. WATERS, Judge of the Superior Court p. 12/12, 12/19, 12/26, 1/2, 2014

**NOTICE OF PETITION TO ADMINISTER ESTATE OF BETTY J. BELL**

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may have any interest in the estate of **BETTY J. BELL**, a deceased person, file a written objection that includes the reasons for the objection at least two court days before the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Black Voice, 4290 Brockton Avenue, Riverside, CA 92501.

To: **Sharon J. WATERS**, Judge of the Superior Court p. 12/12, 12/19, 12/26, 1/2, 2014
Rex Fortune connects with parents about education.

His TALKING POINTS include research-based practices and the “how-to” to make it work!

A husband, father, educator, superintendent, and former associate superintendent of public instruction in the California State Dept. of Education, Dr. Fortune now brings 40 years of experience, on-site interviews, and careful analysis to national audiences of parents.

He addresses the achievement gap that affects many minority students. This conversation is not about data, theories, or excuses. This is “news you can use.”

Invite award-winning author Dr. Fortune to speak to your parents’ group soon.

rcfortune9@yahoo.com

Dr. Fortune’s toolkit for educational success includes four new books and companion DVDs. See these products at: www.fortuneandassociates.com
By Khalil Abdullah

In September, 2013, Darren Walker became the second African American and 10th president of the Ford Foundation, America’s second largest philanthropy organization with $500 million in annual giving. After a stint in international law and banking, Walker served as the COO of a non-profit agency in New York before moving to the foundation world, first arriving at the Rockefeller Foundation before being tapped to fill a vice president slot at Ford in 2010. He was interviewed in his New York office by Khalil Abdullah, national reporter for NAM.

What excites you most about taking on the presidency of the Ford Foundation?

Darren Walker: I have a chance to make a difference by leading a remarkable institution committed to social justice when the very notion of social justice is being contested. Our country’s policies and discourse sometimes feel retrograde, taking us back to when justice was more rationed...particularly for low-income people and people of color. I have a huge opportunity to fortify those voices.

We made great progress ...in poverty reduction, employment for low income and low skill workers, in increased participation in higher education and high school graduate rates...When I hear, “Oh, the War on Poverty was a waste of time,” I don’t accept that. You have a hard time convincing me that investments in human capacity and in the potential of people like me to advance in society have somehow been for naught.

How would you describe youth unemployment as a social justice issue?
DW: This is not only a phenomenon in the United States, it’s a global phenomenon. If there are no job and career opportunities for young people, you’re going to have social unrest and instability. This is part of the broader challenge around inequality because it reduces opportunities for many while accreting huge benefits to a few. So, there is a global struggle around justice. Faces may look different but the social features in a given society are similar.

How do you explain Ford’s role to newcomers trying to learn how America works?

DW: The non-profit sector is a somewhat uniquely American phenomenon. It’s understandable for some immigrants to be unable to contextualize it when they arrive.

Immigrants experience the Ford Foundation through organizations and people who look like them...If you are Hmong from Vietnam, Cambodia or Laos, and you turn up in Minneapolis, you learn that Ford is supporting a local Hmong-run organization to help immigrants transition or with legal advocacy. We don’t say, “Hmong community, we’re the Ford Foundation; you need to know who we are.” Our job is to fund those organizations. They give us legitimacy. We don’t give them legitimacy. This is not about our brand.

How do you answer a community organization when its leaders say, “We want to go in a different direction from your top-down mandate”?

DW: I ran a community organization and have been on the receiving end of top-down dictates. When I worked in Harlem, people said, “Here’s what we think you need.” That experience has informed my posture more than anything.

You have to listen. Our programs have to be informed by those affected and whom we seek to empower.

The foundation world is enraptured by metrics.

How do you measure effectiveness?

DW: Many great movements and societal transformations would not have been achieved if we started with “Can we measure it?” Not all that needs to be done is ‘metricable.’ Putting everything through a standardized metrics approach would squelch innovation and new ideas.

But knowing what works is important and necessary. We’ve known situations where things that are not working still get funded and things that are working get underfunded. I’m sensitive to this issue of balance.

An example of how you address that balance?

DW: There’s thinking that says, with respect to Black men and boys, single-sex education is better. I would like to know if this works. That takes a rigorously designed program to actually know. Here, I like metrics. If you tell me this is better, in terms of achievement and success, that’s where I want policy to be directed.

But who is to say that litigation and public interest law, which are having a hard time, should be defunded because a metric would tell us, oh, well, they’re not succeeding right now? That doesn’t mean we should stop funding public interest and legal work.

Where do arts and culture fit in the social justice agenda?

DW: There are aspects of cultural programming, like arts education, where you can measure impact on student achievement, particularly for low-income students.

But there is a more profound idea of understanding the human condition that comes from exploring our culture and all its forms and vibrancy...Engaging in ideas and self-examination is what great art does, whether it’s James Baldwin holding up the mirror to us about racism and homophobia, or Diego Rivera challenging our notions of economy and industry.

I know from my own experience that culture and the arts nurture the soul and allow us to have dignity. Inequality and poverty rob one, particularly children, of their dignity and aspirations. Culture encourages the imagination. My imagination saved my life; my ability to believe, beyond the experience I was having on any given day, in what the future could be.

Much ethnic media are dependent on advertising yet that for-profit model is being disrupted by the Internet. Can foundations keep this media vibrant?

DW: Ford can’t save media. We can engage the questions: what is the field going to look like or the future pipeline of journalists; who’s going to employ them; what business models are sustainable?

Foundations are not always best positioned to know the answer. We are best positioned to convene the people who can solve these problems.

Look, I grew up on the Houston Forward Times newspaper in Houston, Texas, going to my grandmother’s. It’s still there, I was just in Houston. When I was in Harlem, I was in a story someone did on an organization I worked for. My mother gave it to my grandmother who said, “Well, that is great that he’s in the New York Times. But when is he going to be in Jet?” To her, when I was going to be in Jet or the Forward Times, that’s when she would know I had arrived. That media is still so important.
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