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A Publication of the
Hispanic Communication &
Development Corporation

Wednesday
July 13, 1994
Volume 8
Number 18



INLAND EMPIRE

HISPANIC NEW

Serving the Hispanic Communities in the Inland Empire

• San Bernardino • Colton • Rialto • Bloomington • Redlands • Fontana • Riverside • Casa Blanca • Rancho Cucamonga • Ontario

Frank Zeremño named Juvenile Hall Director



Frank Zeremño

The San Bernardino Board of Supervisors has appointed Frank Zeremño as Director of the Juvenile Hall under the Probation Department. Zeremño will be responsible for the administration of personnel and programs, including custodial, counseling, medical care and guidance of delinquent youth in the detention facility.

"I feel good about my promotion," Zeremño said. "My total professional life has been dedicated toward youth. I have worked hard and diligently and have put forth extra efforts to perform in a responsible manner to the best of my ability. I have never made excuses and have never asked for excuses."

Zeremño was employed as a group counselor at Juvenile Hall in September, 1960 by Bernie Paredes (one of a few Hispanic administrators at that time). Since that time, he has gone through the ranks. Thirty-four years later, he has been able to achieve one of the highest administrative levels in the Probation Department, which has over 600 employees!

Zeremño is a product of the Westside of San Bernardino in a family of four boys and four girls. "I was raised in the Mount Vernon Avenue and attended Ramona, Alessandro, and Franklin, where I was class president and San Bernardino High School. I continued my education at Valley College, Riverside Community College, University of California, Riverside and Cal-State, San Bernardino. This is equivalent to a

four year college education," he said.

The idea of working with youth began many years ago, according to Zeremño. "During the harvest season, our family would go to Hemet. At an early age, I witnessed an incident where a foster mother severely abused a foster child. Also, while working at the Home of Neighborly Service, I saw young people who lacked family guidance and affection. I made a decision to choose a career involving youth, especially youth in trouble."

"Frank is dedicated to his business and devoted to the kids. He is an outstanding professional and a credit to all who work with him. He is a superb guy and deserving of this promotion."

**Bill Lusk, Deputy Chief
Probation Officer
Immediate Supervisor to
Frank Zeremño**

Zeremño vividly remembers his parents emphasizing the value of education and hard work. "My mother pushed us to study hard and get an education. I will always be grateful for her persistence."

Zeremño is affiliated with the American Correctional Association, California Probation Parole Correctional Association, California Association Probation Institution Administrators, (state vice president 1993-1994 and southern region chairperson, 1992-1994), Probation Employees Association and San Bernardino Public Employees Association.

His community involvement includes 24 years as coach for youth football and baseball.

He received the Latino Peace Officers of the Year Award in 1990 and Juvenile Hall Employee of the Quarter in 1993.

Zeremño and his wife, Jennie, are parents of Evelyn, 34, and Frank, 29 and have five grandchildren.

Continued on page 8

CRAFTON HILL COLLEGE

Dr. Luis Gomez faces many challenges and "weathers the storm" of cutbacks

Dr. Luis Gomez, President of Crafton Hills College, exudes an image of professionalism, warmth and cordiality as he sits in his comfortable, but modest office, patiently waiting to be interviewed. The soft-spoken educator was eager to discuss his four year tenure as president, of which one and a half years were as acting president.

According to Gomez, one of the most challenging tasks for him and his administrative staff has been "weathering the storm" as a result of budget cutbacks while continuing to provide quality education to an increasing student enrollment.

Between 1987 and 1991, he said, enrollment at the college doubled from approximately 3,000 to 6,000 students and currently, the student population stands at 5,200. Gomez attributes the recent drop in enrollment to the de-



Dr. Luis Gomez

crease in government financial support. This figure, however, exceeds by 1,700 the number of students that the existing facilities were designed to accommodate.

Continued on page 8

SVREP 20th Anniversary Banquet/Conference

The Southwest Voter Registration Education Project will celebrate its twentieth anniversary with a major banquet and conference on July 29-30 at the Pasadena Hilton. The event will kick-off a major campaign to mobilize one million Latino votes in California's 1994 elections. The invited keynote speaker for the banquet is President Bill Clinton.

SVREP is the preeminent Latino and Native American voter registration and education project in the United States. SVREP has registered more than two million Latinos and Native Americans in fourteen Southwestern and Western states, trained more than 40,000 community leaders, and litigated 86 successful voting rights lawsuits. Their efforts have led to the addition of more than 2,000 Latino elected officials.

The SVREP banquet and conference will reflect on past accomplishments and focus on a new agenda for an emerging Latino population. Invited speakers for the conference will be Henry G. Cisneros, Secretary of Housing and Urban Development, California Governor Pete Wilson and Gubernatorial

and current California State Treasurer Kathleen Brown. The conference will deal with issues ranging from Economic Development to Immigration policy.

SVREP will also honor its founder Willie C. Velasquez. Willie Velasquez founded SVREP in 1974. He led rag tag group of community organizers throughout southeast Texas and established the Latino population as political force within five years. Velasquez duplicated his efforts in California, Arizona, New Mexico, Nevada, Utah, Oklahoma, Colorado and other Western states. The efforts have substantially changed the political landscape of the United States. For instance, many political analysis regard Latinos as the swing vote in this year's California Gubernatorial race.

Other elected officials attending the banquet and conference will be Los Angeles Supervisor Gloria Molina, Representative Esteban Torres, Representative Xavier Beccera, Representative Lucille Roybal Allard, State Senator Hilda Solis, and Assemblywoman Martha Escutia.

(See related stories page 4)

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Fine Arts grants available from the City of San Bernardino

Attention all starving artists! The City of San Bernardino has applications available for Fine Arts grants through the Office of Cultural Affairs. Non-profit visual or performing arts groups in the City of San Bernardino are eligible to apply for the grants which total \$180,000 for the 1994-1995 fiscal year. Applications are available on the sixth

floor of City Hall, 300 N. "D" Street in San Bernardino. The Office of Cultural Affairs must receive completed applications by Wednesday, August 3 at 4:30 p.m. in order to be considered for the grants. Questions regarding the grants can be directed to Jean Andersen, director of Cultural Affairs at 384-5114.

Baca Bill would give schools an additonal \$10 million a year

Sacramento - The Senate Governmental Organization Committee yesterday overwhelmingly approved AB 2425 by Assemblyman Joe Baca (D-San Bernardino) which would require that all interest earned upon funds held in the State Lottery Fund be allocated to public education. These funds are to be in addition to the 34% that is otherwise required to be allocated for the benefit of public education.

The California State Lottery Act requires that 50% of the total annual revenues from lottery sales be returned to the public in the form of prizes and at least 34% shall be allocated to public education. No more than 16% of the total annual revenues may be used for

lottery administrative expenses. However, the Act is silent on the allocation of interest income.

The Lottery generates approximately \$10 million per year from interest earned upon funds held in the State Lottery Fund; and since the enactment of the Lottery in 1984, the California State Lottery has allocated all of the interest earned to public education except for one year when the Lottery exceeded their 16% limit and used some of the interest money to cover the excess.

"Passage of this bill is especially important in this time of budgetary cut-backs, because it assures that our schools will receive the funding promised to them when it is most desperately needed," Assemblyman Baca stated.

Ofelia Valdez-Yeager named Riverside Admin.Assistant

Ofelia Valdez-Yeager was recently appointed to serve as an Administrative Assistant to Riverside Mayor Ron Loveridge. Valdez-Yeager's responsibilities will involve youth, education and crime issues.

Valdez-Yeager stated that Mayor Loveridge is particularly interested in addressing his efforts toward improving the quality of life for the youth of Riverside.

Currently a member of the Riverside Unified School District, Valdez-Yeager serves on the YMCA and the United Way board of directors.

She has been a community volunteer for many years and has served in local and district leadership positions of the PTA. A teacher and resource teacher, she has been an educational consultant for several state and district education groups.

Valdez-Yeager, a resident of Riverside for 29 years, is daughter-in-law of San Bernardino School District Board member Lou Yeager. Her husband, Lou



Ofelia Valdez-Yeager

Yeager, Jr., is principal of Vista Del Valle Elementary School in Claremont. They are parents of four children.

"Back to the Future...Together We Can Make It Happen"

Mayor Tom Minor and the City of San Bernardino Private Industry Council will hold its annual business and awards luncheon on Thursday, August 11, 1994 at 12 noon at the San Bernardino Hilton. Jack H. Brown, Chairman of the Board, President, and Chief Executive Officer of Stater Bros. Markets will speak on "Back to the

Future...Together We Can Make It Happen." The public is invited. Reservations are required by August 1, 1994. Luncheon is \$15. The San Bernardino Area Chamber of Commerce is cosponsor. For information, call Cynthia Cervantes at (909) 888-7881.

Register Now to Vote in November



HISPANIC NEWS

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Congressman Brown announces major Federal Grants for cities of San Bernardino and Fontana

Congressman George E. Brown, Jr. (D-San Bernardino) announced today that the cities of San Bernardino and Fontana have been awarded major community block grants for this fiscal year.

Specifically, the U.S. Department of Housing and Urban Development (HUD) will provide \$3,305,000 to the City of San Bernardino for capital improvements, public services, housing rehabilitation, and economic development. The City of Fontana will receive \$1,043,000 for several purposes including public safety service, seismic retrofitting of recreation buildings, street and sidewalk construction.

"I am delighted that these federal funds will be coming to these two major cities of the Inland Empire," Brown stressed. They can be put these federal funds to immediate good use in improving basic services and meeting the special needs of each municipality."

Brown is Chairman of the House Science, Space, and Technology Committee and next in line to Chair the House Agriculture Committee. He also serves on the House Task Force Against Crime and Drugs.

Anthropologist Appointed UC MEXUS Director



Dr. Juan Vicente Palerm

Dr. Juan Vicente Palerm, a distinguished social anthropologist and director of the Center for Chicano Studies at the University of California, Santa Barbara, has been appointed director of the UC Institute for Mexico and the United States (UC MEXUS).

"Dr. Palerm is an eminent scholar whose research has focused on areas of great importance to Mexico and Mexico-United States relations. He brings with him a vision for UC MEXUS which will enhance the ability of the entire University of California faculty to pursue research in this crucial area," said Raymond Orbach, chancellor of UC Riverside, where the institute is headquartered.

UC MEXUS is based at UCR and was established in 1980 to pool the resources of the nine UC campuses to study issues facing the two countries.

More than 400 UC faculty members participate in UC MEXUS programs in fields that include anthropology, literature, sociology and agriculture.

In 1984, UC MEXUS was institutionalized and headquartered at UCR, as a result of then-Chancellor Tomás Rivera's strong support for the program, Palerm said.

Arutro Gomez-Pompa was selected to be its first director in 1986 and he served until the end of 1992, "building UC MEXUS into a very visible organization on both sides of the border, one that established a strong reputation supporting research in the sciences, social sciences and humanities," Palerm said.

"UC MEXUS has been instrumental in promoting scientific and cultural exchange, enabling new research collaborations and convening conferences dealing with issues of critical importance to both countries," Palerm said.

He now plans to expand the institute's research mission, undertaking original research as well as continuing to award research grants.

"The increased support provided by the University affirms the importance of UC MEXUS in the system and recognizes the significance of the California-Mexico relationship," he said.

In addition to becoming director of the institute, Palerm will join the faculty of the anthropology department at UCR.

"The anthropology department is indeed fortunate to gain such a distinguished scholar," said Chairman R. Ervin Taylor. "We look forward to his arrival and the leadership he will bring to UC MEXUS and to the anthropology department and UCR."

PACIFIC BELL

Ruiz heads state Hispanic/Asian marketing

As part of its business strategy to dedicate even more attention to Hispanic and Asian customers, Pacific Bell has recently hired Alex Ruiz to head statewide marketing efforts for residence and business Hispanic and Asian markets. It's part of an overall business plan to garner this growing and influential customer group in California.

Ruben Garcia, Vice President and General Manager of the Ethnic Markets Group said of the appointment, "Alex comes to us with the specialized expertise to help us reach a new level of sophistication in reaching this important group of customers." Garcia explained that "Pacific Bell has long been a leader in serving language dominant customers, but we're facing increased competition and are gearing up our plans to retain and expand our outreach to these customers."

Ruiz comes to Pacific Bell with ten years of consumer experience, specializing in Hispanic and ethnic markets. He will plan and direct market strategies and outreach to expand the customer base, including overseeing Hispanic and Asian advertising efforts.

Ruiz said about joining Pacific Bell, "It's extremely exciting to join a telecommunications company at a time when it is offering so many improvements in the quality of life for its customers. Pacific Bell understands the importance of serving customers in their preferred language, and has shown a continuous commitment to California's



Alex Ruiz

ethnic communities. I'm honored to have the opportunity to contribute to this effort."

Ruiz holds a Masters Degree from Tulane University in Latin American Studies with a concentration in Business and Economics.

For information about telecommunications services and to reach the Pacific Bell Hispanic Service Center, call the toll-free number, 1-800-870-5855.

Pacific Bell is a subsidiary of Pacific Telesis Group, a San Francisco based worldwide diversified telecommunications corporations.

Special Edition Mexican Independence Day Hispanic News to be Published September 7

A special Edition of the Hispanic News will celebrate Mexican Independence Day. Contact the Hispanic News with your schedules, articles, and advertisements now. Call (909) 381-6259 or FAX (909) 384-0419

CITY OF SAN BERNARDINO ECONOMIC DEVELOPMENT AGENCY

Bob Botts to manage Office of Business Development



**Robert Botts, Manager
San Bernardino
Office of Business Development**

Timothy Steinhaus, Administrator of the City of San Bernardino Economic Development Agency has appointed Robert Botts as Manager to the Office of Business Development.

Botts will be directly responsible for program development relating to business retention and expansion, business and industrial enhancement to the city, ombudsman project and serve as business liaison between the Economic Development Agency, City departments, chambers of commerce, other economic development agencies, IVDA and city-wide community organizations.

"Botts has a broad knowledge of the financial services business, marketing and direct experience in the retail business of which he was a recent owner," Steinhaus said. "He has, in addition, been involved with economic develop-

ment and working at the various levels of government and regulatory agencies."

Botts will be responsible for designing new business marketing plan which will include the establishment of industrial parks specifically designated for research and advanced technology and development of a pool of "incubator" projects designed to promote small business activities.

"Small businesses are the backbone of our economy and we are incumbent to the retention of those businesses in our community and support their expansion," said Botts. "I look forward to the opportunity of working with all the diversified business groups and available resources in San Bernardino, retaining our industrial and business base and working for improvement in the quality of life in our community."

Botts attended local schools, received an AA from San Bernardino Valley College and BA in Business Administration from Cal-State, San Bernardino with post graduate work in Public Administration and Finance.

He was formerly executive Vice President for Santa Fe Federal Savings and Loan in San Bernardino and Orange County and previously served as Administrative Assistant to Senator William Coombs.

During his residency in San Bernardino, Botts served on board of directors for the YMCA, Goodwill Industries, Inland Action, National Orange Show, and is past president of the San Bernardino Area Chamber of Commerce.

Persons wishing to contact Botts can call the Economic Development Agency at (909) 384-5081.

LITTLE LEAGUE

All Stars Majors to represent San Bernardino/Highland in playoffs

Dee Bayless, President of the Highland Little League, announced the selection of the All Stars 'Majors' to represent the cities of San Bernardino and Highland in the District 43 playoffs.

Bayless indicated support for the All Stars Majors in the current 1994 season based on the team's efforts in the areas of sportsmanship and character building.

In the event that the All Stars Majors win the district championship, they will advance to the regional area playoff finals.

The 1994 Highland All Stars Majors is managed by Frank Salazar and coached by Ladd Carlton. The team has selected Michael Arthur Milian as captain and Ryan Porter as co-captain.



L-R Front - Ryan McAfree, Milo Alcala, San Sitchler, Greg Britton, Robert Lenhart, Ryan Carlton, Venancio Minton. L-R Back - Frank Salazar, Mgr., Fony Becerra, Marcos Hinojosa, Michael Milian, Patrick Marshall, Richard Conreras, Ryan Porter, Matthew Salazar, Ladd Carlton, Coach.

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Antonio Gonzalez named SVREP President

Antonio Gonzalez was named acting President of Southwest Voter Registration and Education Project (SVREP) and the Southwest Voter Research Institute (SVRI) in April of 1994. Prior to his appointment, he was project director and coordinator of the Latin America Project of the SVRI.

Mr. Gonzalez has an illustrative history of organizing in the Latino community throughout the Southwest. He began his organizing career while at graduate school at the University of California Berkeley where he studied voting trends and participation in the Latino community.

He soon realized that empowering the Latino community was more than intellectual exercise. He joined the staff of the SVREP and the ranks of community organizers in 1989. He led successful voter registration drives throughout south and west Texas. He organized university students, consulted on Central American and immigration issues, and conducted opinion polls on Latino voter opinion.

He joined the Mexican American Policy Council as Executive Director of the research organization in 1987. He served as a policy advisor for the Mexican American Legislative Caucus during the 70th regular session and two subsequent special sessions of the Texas State Legislative Session. He tracked and wrote legislation, consulted on a

broad range of topics including public and higher education, budget and tax, health, labor and language issues.

In late 1987, he rejoined the SVREP as an organizer. He again led successful voter registration and education projects throughout the Southwest, primarily in west Texas, California and Arizona.

During the same time, he initiated the Latin America Project for the Southwest Voter Research Institute, SVREP's sister organization. His responsibilities included publications and programming, fundraising and consulting on Latin America affairs. In 1991, he became full-time director of the Project, having become a million dollar policy and technical assistance effort.

In 1992 and 1993, he organized a NAFTA consensus-building process that included three thousand Latino leaders in ten conferences. The results, the Latino Consensus on NAFTA, became a key element in the NAFTA deliberations. He successfully led the policy discussion that resulted in an improved version of NAFTA that includes the North American Development Bank, a Latino Consensus proposal. The bank will provide funds for border infrastructure development and worker displacement.

Gonzalez lives in East Los Angeles with his wife Alma Martinez and their new born baby girl, Sara.

Willie Velasquez left legacy to SVREP

Willie Velasquez died an early death. He was only 44. Those years, however, were productive. By the time he died of cancer in 1988 he had led the awakening of the Latino community from "sleeping giant" to a powerful force making enormous studies through the political landscape of the United States.

In 1974, under Velasquez's leadership, organizers from his organization, the Southwest Voter Registration Education Project (SVREP) conducted more than one-thousand voter registration projects. The efforts more than doubled Latino voter registration in the Southwest to three millions by 1988. In the same period, the number of Latino elected officials bounded from 1,379 to 3,066.

Willie Velasquez rose from humble grass-roots which he never forgot. In fact, after years of organizing with the United Farm Workers and the Raza Unita Party, he started his organizing in the rural communities of South Texas, New Mexico, Arizona, Colorado and California. Willie's philosophy was to build slowly and crate a solid foundation.

Velasquez's philosophy was indeed a tactical genius and his organizational methods, effective: In the 1990 Texas gubernatorial campaigns for example, Governor Ann Richards credited he victory to a strong showing by Texas'

Latino vote. In the same year, California Governor Pete Wilson polled 40% of the Latino vote-he won by a slight margin-the Latino vote being the difference.

Willie believed strongly in political accountability. He pronounced that if elected leaders, including Latinos, had grown corrupt, "they should be kicked out of office." He believed Latino leaders had an obligation to be thinkers and problem solvers.

A student of history, Willie Velasquez always knew Latinos would achieve political power. He was, however, particularly concerned with California. He realized that once Latinos became a political force in the Golden State they would have the power to sway presidential elections.

Willie would be proud to know that in California, a Latina now sits on the powerful Los Angeles County Board of Supervisors, four Latinos are in Congress, three Latino State Senators and eleven Latino members of the State Assembly. These numbers will only grow.

At his funeral, Willie Velasquez was eulogized as a man "(Whose life) was like a comet, brief and brilliant. But for those who witnessed the comet, its image will be forever ingrained in their memories." A fitting tribute.

¡Que Viva Willie Velasquez!

Senator Feinstein meets with local leaders / activists in San Bernardino visit



Senator Diane Feinstein pays close attention to Cynthia Armendariz discussing problems at Rio Vista Elementary School and talked to members of the County Gang and Drug Task Force and viewed the Loma Linda Hospital Proton Treatment Center.



Senator Diane Feinstein visited schools and law enforcement agencies during a recent tour of San Bernardino and adjacent areas. Posing with the Senator is (L-R) Colton School District Superintendent Herbert Fischer, school board members Ray Abril, Jr. and Don Alvarez during a scheduled meeting with the San Bernardino County Gang and Drug Task Force.

Second Annual Old Timers Professional Ball Game Benefits Abused Children in San Bernardino County

The San Bernardino Child Advocacy Program, Incorporated, (SBCAPI) sponsored its 2nd Annual Old Timers Professional Ball Game at Perris Hill Ball Park for the benefit of abused children in San Bernardino County.

Famous ball players like Jim "Mudcat" Grant, Lee Maye, Derrell Thomas, Darrell Jackson, Ken Landreaux, Todd Cruz, Rudy Law, Tommy Davis, Clyde Wright, Lee Lacy and John Odum volunteered their precious time to teach young people the fine points of the baseball game and participate in ball games against local players. The fund-raising project was successful through the efforts of the ball players and volunteers.

SBCAPI is a private non-profit agency organized in 1984 for the sole purpose of providing advocacy for the county's severely physically, emotionally and sexually abused and neglected children. The agency serves in the capacity of the Court Appointed Special Advocate/Guardian ad Litem (CASA GAL).

Volunteers are trained to provide advocacy and those supportive services that are necessary to care for children under the jurisdiction of the court. Since its inception, 480 children and families have been served, which translate into 66,500 volunteer hours!

The direct benefit is the return of children to their families. The economic benefit through volunteer effort projected for the next 10 years will be more than \$2.9 million, according to SBCAPI fact publication.

SBCAPI currently serves 3% of the juvenile court's abused children. The court has over 4,500 dependent children with over 3,000 of these children in various out of home placement.

Mario Lee, President of the Board of Directors, in its Anniversary Publication, stated, "The founders, funders, volunteers and staff, through their effort and work, have made the agency a success. Our contributors have provided the necessary financial foundation to make the growth and sustenance of this agency viable. Our vision is to provide the essential services to enhance the lives of the most vulnerable victims in our society."

LEFT

Lee Maye with three supporters

RIGHT

Back Row - John Wagstaff, Reggie Allen, Paula Johnson

Front Row - Jim (Mudcat) Grant, Adella Cook, Kim Hope, Mario Lee, Betty Grant



New SHU Educational Institute opened in Redlands



Emma Lechuga, Director, Somos Hermanas Unidas, Gloria Flores, Site Director and Barbara Riordan, Third District Supervisor, participate in the opening ceremonies of the new SHU Educational Institute, 1548 Orange Street, Redlands. The new school site offers GAIN and JTPA bilingual basic education, GED, ESL. Other programs are Title 2 C for dropouts, ages 14-21 with training and OJT; older workers' program, 55 and older, training and job placement.



Second Annual Statewide Gathering of the Farmworkers Women's Leadership Project

The California Rural Legal Assistance Foundation, California Rural Legal Assistance, Inc., the University of California, Riverside, and the Rural Development Leadership Network in conjunction with local San Bernardino and Riverside community based organizations are sponsoring the Second Annual Statewide Gathering of the Farmworkers Women's Leadership Project.

The gathering will take place at the University of California, Riverside beginning on Friday July 15 and continue until Sunday July 17.

Last year the Campesina Project held

its first gathering in Fresno after conducting a campesina needs assessment survey. The survey results were used to successfully plan the conference and have it reflect the campesinas' prioritized needs.

Prominent individuals who will join the Campesina Project's efforts are: **Maria Echaveste**, Director U.S. Department of Labor, **Maria Luisa Mercado**, Legal Services Corporation board member, **Maria Blanco**, Immigrant Women Rights attorney, **Dr. Raquel Rodriguez**, University of Colorado, **Maria Lopes-Trevino**, Community Psychologist, **Nelly Torres**,

Farmworkers Justice Fund, **Emma Lechuga**, Somos Hermanas Unidas, Director, **Melanie Median**, U.S. EPA, **Josefina Canchola**, the City of Riverside, **Laura Robles**, Deputy District Attorney for San Bernardino County, **Luz Negron**, Riverside's Sexual Assault Services and **Jessie Valenzuela**, Assemblyman Joe Baca's office, **David Serena**, Hartness College Trustee, Salinas, California and others.

For more information please call Claudia F. Galvez at (619) 398-7261, or Millie Trevino-Sauceda at (909) 865-7776.

Teens Wanted in San Bernardino

The San Bernardino Parks and Recreation Department seeks motivated, enthusiastic and creative teens, 12-15 years old, who are interested in serving their community by representing San Bernardino teens on a newly established Teen Council.

The Teen Council will serve as a liaison between San Bernardino youth and the city of San Bernardino in order to voice the needs and concerns of today's teens. The council will be responsible for providing quality activities and leisure services to youth in the city.

The Teen Council will be made up of teens representing different youth groups, churches, schools and service organizations throughout the city and must be nominated by someone from the particular group to be represented. Nomination forms and applications are available in the Parks and Recreation office at 547 N. Sierra Way.

"The Parks and Recreation Department is here to make a difference in the lives of youth," said Senior Recreation Supervisor Audree Jones-Taylor. "We're doing our best to help these kids develop into responsible citizens. The benefits are enormous if one takes the opportunity to get involved."

S.B. City School Board Meetings Open to Public

The Board of Education of the San Bernardino City Unified School District meets on the first and third Tuesdays of each month at 5:30 p.m. at the Board of Education Building, 777 North F Street, San Bernardino. Members of the public are welcome to attend. Copies of the agenda are available for review at all San Bernardino city branch libraries and at the Highland branch library. Agendas are also available at the Board meeting.

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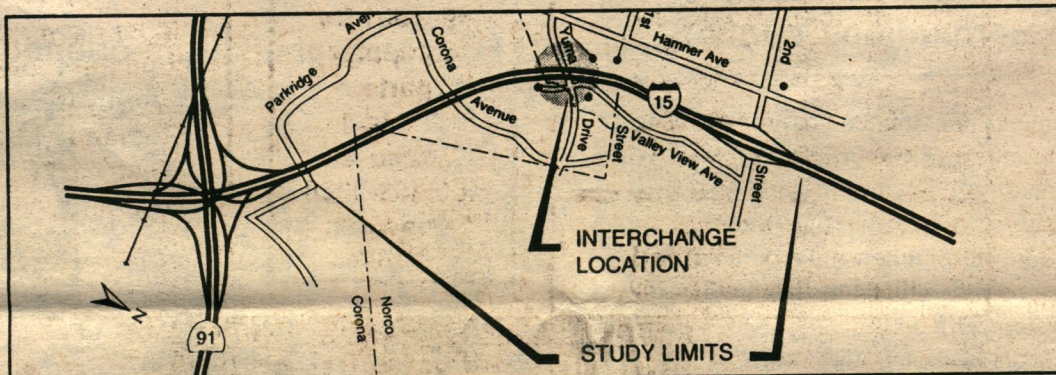
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ANNOUNCEMENT OF OPEN FORUM HEARING AND AVAILABILITY OF STUDY RESULTS FOR IMPROVEMENTS TO INTERSTATE 15



The California Department of Transportation (Caltrans) and the Federal Highway Administration (FHWA), in cooperation with the Riverside County Transportation Commission (RCTC) and the cities of Norco and Corona, is proposing to add an interchange to Interstate 15 at Yuma Drive in the cities of Norco and Corona. Auxiliary lanes along I-15 are to be constructed between the I-15/SR-91 interchange and the I-15/Second Street interchange. The limits of the project are illustrated on the map above.

Caltrans has studied the effects this project may have on the environment. Our studies show there will be no adverse impacts that affect the quality of the environment. The report that explains why is called an Initial Study/Environmental Assessment. This notice is to tell you of the preparation of the Initial Study/Environmental Assessment and of its availability for you to read.

An Open Forum Hearing will be held to give you an opportunity to comment about certain design features of the project with Caltrans staff before the final design is selected. The tentative schedule for the purchase of land for right of way and construction will be discussed and Caltrans staff will explain the Department's relocation assistance for residents moved by the project.

The hearing will be a Caltrans Open Forum Hearing. There will be no formal presentation. You may speak informally with Caltrans' staff about the project. A hearing reporter will be available to take formal comments.

Maps, the Initial Study/Environmental Assessment and other project information are available for review and copying at the Caltrans District Office at 247 West Third Street, San Bernardino, CA 92402 on weekdays from 8:00 a.m. to 5:00 p.m. The Initial Study/Environmental Assessment is also available at the following locations:

CALTRANS
3560 University Ave. Suite 300
Riverside, CA
Weekdays, 7:00am to 4:45pm

NORCO CITY HALL
2870 Clark Ave.
Norco, CA
Weekdays, 8:00am to 12 noon
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Do you have any comments about processing the project with an Initial Study/Environmental Assessment? Do you disagree with the findings of our study as set forth in the Initial Study/Environmental Assessment? Would you care to make any other comments on the project? If you can't attend the Open Forum Hearing, you can send your written comments no later than August 4, 1994 to Caltrans or our engineering consultant:

CALTRANS
Sylvia Vega
247 West Third Street
San Bernardino, CA 92402

CONSULTANT
Mel Placilla
Greiner, Inc.
Building 200, Suite 253
5225 Canyon Crest Drive
Riverside, CA 92507-6323

If there are no major comments Caltrans will proceed with the project's design and request approval from the Federal Highway Administration.

The Open Forum Hearing will be held on Thursday, July 21, 1994 from 5:00 pm to 8:00 pm at Weaver Hall, 3737 Crestview Avenue, in Norco.

For more information about this project, please contact Mel Placilla (Consultant) at (909) 788-7746. For more information on other State transportation projects in District 8, contact Caltrans at 247 West 3rd Street, San Bernardino, CA 92402, (909) 383-4631.

WHAT'S BEING PLANNED

WHY THIS NOTICE?

ABOUT THE HEARING

WHAT IS AVAILABLE?

WHERE YOU COME IN

WHEN AND WHERE?

CONTACT

Demographic Data

This article was published by the Hispanic Perspective in its June, 1994 issue.

Hispanic L.A.: 6th Largest U.S. City

The Hispanic population of Los Angeles along with its suburbs is larger than the entire population of every market in the U.S. except New York, Chicago, San Francisco, and Philadelphia, (and of course Los Angeles). Hispanic L.A. is so large that nearly 300,000 individuals from El Salvador live there despite the fact that they comprise only 6 percent of L.A.'s Hispanic population.

Leave Your Heart In San Francisco

While there is no debate which is the largest Hispanic market, one region gets the vote for increasing buying power: The San Francisco Hispanic market which includes Oakland and San Jose, boasts the fourth largest U.S. Hispanic market. The area is home to almost one million Hispanics. San Francisco also has the added distinction of having the highest household and per capita income—even higher than Miami.

Geographic Concentration

As for geographic concentration, the top five Hispanic markets account for 47 percent of the total U.S. Hispanic population. The top seven markets account for 53 percent and the top ten markets account for 59 percent. By comparison, the top five non-Hispanic markets account for only 19 percent of the U.S. non-Hispanic population.

Population of Top 10 U.S. Markets: Hispanic and Total

	U.S. Hispanic (000's)		U.S. Total (000's)
1. Los Angeles	4,779	New York	18,087
2. New York	2,778	Los Angeles	14,532
3. Miami	1,062	Chicago	8,066
4. San Francisco	970	San Francisco	6,253
5. Chicago	893	Philadelphia	5,899
6. Houston	772	Detroit	4,665
7. San Antonio	620	Boston	4,172
8. Dallas	519	Washington DC	3,924
9. San Diego	511	Dallas	3,885
10. El Paso	412	Houston	3,771

Markets are identified by the census classification of Consolidated Metropolitan Statistical Area (CMSA). Source: Market Development, Inc., San Diego, CA from 1990 U.S. Census Data.

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July 23, 1994

Noon til 6:00 p.m.

For more information call Pablo or Etta at 697-6767.

People Reaching Out is supported by the Inland Agency with a grant from The California Wellness Foundation.

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Dr. Luis Gomez "weathers the storm" at Crafton Hills Continued from page 1

As a result of growth, the San Bernardino Community College District, with input from Crafton and San Bernardino Colleges, has drafted a Facilities Plan, which outlines additions to existing buildings and construction projects over a ten year period.

Prioritized for construction are the child care/child development center, followed by student services additions, including disabled student programs and services, records and administration, financial aid, computer services, etc. Other program services, such as science, math and business-related programs additions are planned for the future.

Gomez elaborated on the numerous academic and vocational programs currently offered at the College. They include emergency medical, computer science, fire science, premedical/dental/law/engineer and pharmacy. The student support system includes a counseling and financial aid staff.

The College is administered by the president, three deans and two assistant deans who are directly responsible to the Chancellor and ultimately to the College District Board of Trustees. The faculty, classified and student senate advises the administration on issues and concerns and submits recommendations relative to educational programs.

In the area of affirmative action, Gomez hesitated briefly before responding. "Well, that is one of the areas that we continuously work on. Obviously, when we haven't had an opportunity to hire people (i.e.: due to budget cut-

backs) it's very difficult." He stated that three of the five individuals hired in 1992 were members of a under-represented groups. The positions were for counselor, learning resource coordinator and history professor.

As of spring, 1994, the student population at the College was 15.1% Latinos, 3.2% African-American, 4.4% Asian-Americans and 1.4% Native American-Alaskan.

The teaching personnel for the same period consists of 13.4% Latinos, 6% African-American, 4.5% Asian-American, 4.5% Native Americans/Alaskans and 34.3% women.

Gomez, 54, has a BA in Spanish, with a Minor in Mathematics, MA in Education and School Counseling and Ed.D. in Higher Education and Post Secondary Education.

His educational experience of 24 years includes teaching, high school and college counseling, human relations and counseling coordinator, dean of student services and his current position of college president.

Gomez and his wife, Patricia, live in Yucaipa. They have three children, Luis, Jr., Diana and Ramon and a granddaughter, Midori Lyn.

"I am committed to promote quality education to young people, reaching into the diverse segment of our population. In my judgment, it is imperative that students be prepared for the 'real world' of work and a learning environment at the college level is fundamental to successful achievement of student's career goals."

Zermeño appointed Juvenile Hall Director Continued From Page 1

"I would never have succeeded in accomplishing my career goals without the support of my wife and children. I will continue to put forth efforts to correct the behavior of our youth and, hopefully, make them productive citizens of our community."

"My husband always told his children that in order for Mexican-Americans to succeed, it was necessary to have a good education and work hard. When my husband died, I continued to work in order to educate our four younger children.

"Frank has worked very hard all his life and has succeeded in his career. I am very, very proud of my son, Frank."

Mrs. Bertha Zermeño
Mother of Frank Zermeño

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