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A Publication of the  
Hispanic Communication &  
Development Corporation

Wednesday  
March 8, 1995  
Volume 8  
Number 35



## INLAND EMPIRE HISPANIC NEWS

*Serving the Hispanic Communities in the Inland Empire*

• San Bernardino • Colton • Rialto • Bloomington • Redlands • Fontana • Riverside • Casa Blanca • Hemet • Pomona • Ontario

### Ceremonies open Senior Citizens Center on Redlands Northside



Redlands Senior Citizens Center at Lugonia and Washington Streets

Redlands senior citizens witnessed the opening of the new senior citizens center located adjacent to the Redlands Community Center at Lugonia and Washington Streets.

The dining hall was filled with senior citizens and dignitaries for the occasion in which Mayor Sven Larsen acted as master of ceremonies. Samuel Sandoval, HUD Area Coordinator, sent greetings from HUD Secretary, Henry Cisneros and stated that the secretary is prioritizing the building of senior citizens centers throughout the United States.

Councilman Gilberto Gil stated, "senior citizens have worked hard for many years to have the City of Redlands build an additional senior citizens center. Af-

ter 12 years of advocacy, the center on the northside of Redlands is finally completed and this beautiful building is here for seniors to enjoy."

The 6200 square-foot building was the result of \$200,000 from the city and equal amount from Kaiser Permanente.

Tony Martinez, a community activist said, "This center will unite the seniors. This building will also unite every citizen in the City of Redlands and eliminate the I-10 freeway division."

The I-10 freeway has acerbated the traditional division between the north and south side of Redlands which has existed for many decades.

The City of Redlands operates the Joslyn Senior Citizen Center in the south side of the city.



OPENING CEREMONIES FOR NEW REDLANDS SENIOR CENTER  
(Left to Right) Dan Rodriguez, honored guest from Office on Aging, Joe Gonzales, Tony Martinez, Gilberto Gill, Paula Rey Espinoza, Redlands Mayor Sven Larsen

### Dr. Pedro Garcia, Corona-Norco School Sup't addresses Greater Corona Hispanic Chamber

Dr. Pedro Garcia, Corona-Norco Unified School District superintendent of schools, was the guest speaker at the newly-organized Greater Corona Hispanic Chamber of Commerce mixer at the Hacienda Restaurant, Corona.

Speaking to an audience of over 125 local community and businesspersons Garcia spoke of coming to the United States from Cuba in 1962 at age 15, not speaking a word of English. He elaborated on the difficulties of not understanding the English language.

"When our family arrived in Miami, I saw a sign which read 'exit'. Looking at that sign, I told my family, look, the Americans wish us well, because I erroneously thought that exit and *exito*, which in Spanish means -success, were identical." These remarks brought smiles to the audience.

Garcia stated that his parents continually stressed the importance of education. "My father and mother were the greatest influence in my life. They supported me in my efforts to get the best education possible. I am very grateful to them for their encouragement."

Garcia spoke about the value of education for every student in the United States, especially the Hispanic student. He stressed that Hispanic children are at the lower level of the educational scale and have the largest number of dropouts throughout the nation.

One of the major goals for Garcia as superintendent is to involve the families into the school system and encourage their participation in the education of their children. Another important goal for Garcia is to implement programs to keep Hispanic students in the schools and promote the advantages of higher education.

The Corona School District currently has 27,000 students and projected to



Dr. Pedro Garcia  
Superintendent  
Corona-Norco School District

add 15,000 students by the year 2001.

Garcia received his B.A. in Spanish and English at the University of Kansas, M.A. at Cal-State, San Diego and Ph.D. in Education Administration and Higher Education at U.S.C.

He has had various positions in his educational career. He started teaching in the Poway School District in 1971; became assistant principal at Hemet Junior High; principal at Gary High School, Pomona (youngest high school principal in Los Angeles County); principal at Garden Grove High School and director of special services at Garden Grove School District; director of special services and later assistant superintendent of instruction at Santa Barbara School District; and superintendent at Carpinteria School District.

Garcia is involved in numerous community, business and educational groups. He was a member of the Santa Barbara and Carpinteria Chambers of

Continued on page 2

**Joe Rivera honored for 44 yrs.  
of labor union service.  
See article and photos Pages 4 & 5**



## Si Usted Tiene Problemas Con Drogas

By Leonard A. Goymerac

If you have a problem with drugs, and feel you need help, and you want to remain anonymous, and you live in the vicinity of Redlands, then all you have to do is walk in the door at the Redlands Community School, 1232 Washington Avenue where a chapter of Narcotics Anonymous has recently opened a place to meet.

The new NA is similar to the Alcoholics Anonymous where you will be treated with respect and compassion. You will be welcomed by George N. who is a Education Paralegal and Youth Intervention Specialist in his field and others who have joined as recovering narcotics users and want to help.

The compassionate program is open to all age levels. George N. said that one twelve year old, after belonging to NA has managed to keep well after three years. He also said school children of any age are welcome, someone will be there to help you.

George N. stated that 75 to 80 percent of attendees are Hispanic and his classes are held in a bilingual atmosphere so that any person or any age level can feel comfortable in whatever language they would like in discussing their problem.

George N. also added that girls or young ladies also participate in the program. The key to getting help is that

you remain anonymous. All you have to do is tell your first name and just give the initial of your last name just as George N. does. Remaining anonymous is important in seeking help. George N. stated: "That the NA program is based on the idea of keeping principals before personalities and therefore the principal is there for recovery." He added: "We're not people trying to get to heaven, we are people trying to get out of hell,

**"... the NA program is based on the idea of keeping principals before personalities and therefore the principal is there for recovery. He added: We're not people trying to get to heaven, we are people trying to get out of hell."**

Mr. George N. talked about a NA program he attended which was conducted in what he termed, bilingual "Spanglish. "I then came up with the idea that this was the need for the barrio. Its something for the Chicano, first, second or third generation, and adding, I myself find myself thinking and talking in both Spanish and English."

The Redlands Unified School District has furnished a room for the NA to meet. Meetings are held at 8:00 p.m. every Friday. George N. described the meetings as where people can come and share experiences with others. If you need more information, call (909) 307-5300 and ask for extension 337.

## Inland Empire Hispanic News WHAT'S HAPPENING IN THE INLAND EMPIRE

### March 14

High Desert Hispanic Chamber of Commerce/La Familia Restaurant Mixer, 149 Bear Valley Rd., Victorville 5:30-7:30 (619) 951-7694

### March 15

Perris Valley Hispanic Chamber of Commerce Mixer, Nayarit Restaurant, 116 So. D Street, Perris 6:00-8:00 Inland Empire Hispanic Chamber of Commerce/Choice Dental Group Mixer, 407 So. E Street, San Bernardino 4:30-7:30 RSVP 889-3300

### March 16

Joe Baca, 62nd District Assemblyman is sponsoring a California Civil Rights Initiative Symposium, National Orange Show Grounds, San Bernardino, 10:00 AM, registration fee, further information call (909) 383-3609 or 885-2222. Informational forum on positive and negative aspects of proposed legislation and its implications.

### March 17

Kiwanis Club of Greater San Bernardino St. Patrick Day's Dance Castaway Restaurant, 670 Kendall Dr., San Bernardino Latin Society Band, 6:30 to 12:00 call Jess Valenzuela 885-2222 for tickets.

### March 18

Perris Valley Arts/Activities Committee, 1st Annual Tribute "Women of Distinction Banquet, March Air Force Officers Club, 6:00 PM, \$35, (honoring Carmen Cox, Olivia Gutierrez & Josie Guzman) RSVP or information call (909) 943-3840

### March 19

Canto Bello Chorale, Mass in C Major Concert/Inland Empire Symphony Chamber Orchestra, St. Bernardine Historic Church, corner 5th & F Street, San Bernardino, 3:00 PM, \$10, RSVP/information (909) 825-0589

### March 29

Colton High School MECHA 4th Annual Scholarship Banquet honoring La Mujer and Cesar Chavez, Colton High School Cafeteria, 777 W. Valley, Colton, 6:00 PM \$10, RSVP March 22 at 381-5248

### April 6

Moreno Valley Hispanic Chamber of Commerce/Law Offices of David Akin Mixer, 24760 Sunnymead Blvd, Ste. 106, Moreno Valley, 6:30 PM, (909) 243-7633

### April 15

Inland Empire Puerto Rican Association Sabado De Gloria Scholarship Dinner/Dance, Indian Hills Country Club, 5200 Club House Dr., Riverside. Orquesta La Tipica, 7:30 PM, \$18, tickets call (909) 887-9403, (909) 737-2476, (909) 687-4308

### April 20

Perris Valley Hispanic Chamber of Commerce/Yoly's Restaurant Mixer, 371 Wilkerson Ave. Perris, 6:00 PM

### April 28

Assembly Joe Baca 3rd Annual Golf Tournament, Palm Meadows Golf Course, San Bernardino (formerly Norton Air Force Base), 12:00 PM \$100, RSVP/information call (909) 622-1146, (909) 797-0400, (909) 881-1407.



### Inland Empire HISPANIC NEWS

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**Writers** Ray Navarro  
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## Dr. Pedro Garcia- From p. 1

Commerce, Rotary, Industry-Education Council, United Way, and Scholarship Foundation.

A member of nine education associations, including the Association of Hispanic Superintendents, Association of California School Administrators, Phi Delta Kappa, and California Student Opportunity and Assessment Board among others.

He has lectured at many colleges and universities and has conducted workshops and seminars to train parents to work effectively in schools, children to reach greater academic success, stress management, team building and cultural diversity.

Garcia's clients have included American Express, Tri-County Personnel Association, U.S. Navy, U.S. Army, Oxnard College and Moorpark College.

He was awarded the Santa Barbara Chamber of Commerce "one of the most influential citizens in the South Coast" awards, received three "Who's Who" awards, and Outstanding Man of America Award.

Garcia and his wife, Dr. Priscilla Partridge de Garcia, have five children and three grandchildren.



# Rivera honored for 44 years of labor union service

In 1951, Joe Rivera began working as a laborer with the Hod Carriers and Laborers Local 783. On Friday, February 24, Rivera was given a testimonial retirement dinner at the San Bernardino Hilton attended by over 200 labor leaders, elected officials, civic leaders and union members to commemorate 44 years as a union member, 34 years as a union officer and 26 years as business manager and secretary/treasurer!

"Joe Rivera has truly committed himself these many years to the labor movement and the welfare of members of his Local," stated Max Warren, International First Vice President and Regional Manager. "He has given credence to his Hispanic heritage by his leadership, loyalty and dignity for the interest of the worker and unions throughout Southern California. The International salutes Joe Rivera for his total commitment and dedication toward the labor movement and wishes him well in his retirement."

Resolutions and commemorative plaques were presented to Rivera by Congressman George Brown, Senator Ruben Ayala, Assemblyman Joe Baca, San Bernardino County Supervisors Jerry Eaves and Barbara Riordan, San Bernardino Mayor Tom Minor and representatives from Southern California Locals.

Rivera has received many awards, plaques and resolutions during his tenure as an officer of the local union.

The history of the labor movement in the United States has been a series of sacrifice, turmoil, strikes, and in labor/management confrontations since the time of Samuel Gompers, the father of unionism. Locally, the unions have had tough battles,

both internally and externally, and the Laborers and Hod Carriers Local 783 is no exception, and Rivera has been in the thick of this "battle" as he fought his through the Local's hierarchy.

Rivera was born in Tucumcari, New Mexico in 1930 in a family of six boys and

Korean War and assigned to the 508th Regimental Combat Team, in which he made 25 parachute jumps during his training. He was discharged from the Army in 1953.

Returning to San Bernardino, Rivera married the former Lucy Valverde

1969 and reelected in 1972. In 1973, Padilla retired and Rivera was appointed business manager/secretary/treasurer, (the three positions were combined).

He ran for the combined offices with a slate of candidates in 1975. During this period of time the union was growing rapidly. A group of union members strongly felt that the union's elective hierarchy should change and a rival slate challenged Rivera's slate. Additionally, Rivera was the target of alleged charges of job favoritism, allowing employers to hire nonunion workers and allowing other unions to operate in the Local's district.

Countercharges were made to the opponent's slate, and the resultant conflicts were widely reported in the local paper. However, Rivera's slate won the election by 12 votes against the challenger, Abraham (Abie) Sanchez and his slate.

In 1978, the rival slate, again, challenged Rivera and his slate and identical charges were made, with additional charges alleged by the officers. He won the election by 326 votes as was reported by the local paper. Rivera was unopposed in the elections of 1981 and he has been unopposed since that time.

The union represents the plaster and brick tenders, landscapers, housing and general heavy construction workers. Each category is covered by a master contract, which is negotiable on the termination date. The contractors are the BIA, AGC, EGA, SCCA and UGC, in which Rivera has developed master contracts.

Many changes have occurred since 1962 according to Rivera. In addition to the periodic contract negotiations, a monthly pension plan was implemented, starting with a monthly payments of \$345 and 25 years of services, which has been incremented to the present \$1,100 per month.

Rivera stated that other fringe benefits have been medical, dental, vacations, job security. "Throughout the years, we have had to fight for every one of these benefits," he said.

"As union officers we had to keep up with the federal and state laws on labor, which change every year. There have been presidential administrations which have enacted antilabor laws in an effort to destroy

Continued on next page



Joe Rivera and wife Lucy at Retirement Testimonial Banquet held at San Bernardino Hilton on February 24, 1995

four girls. "This was during the depression and we were really poor. The family worked picking broom corn every summer, and growing up I had to hustle for whatever jobs were available," he said.

The family moved to San Bernardino in 1943 and Rivera attended Catholic school, Alessandro Junior High School and graduated from San Bernardino High School in 1948.

After graduating, Rivera held various jobs and in 1951, he joined the Local. A short time later, he was drafted during the

Maquinez in June 1953.

He continued his membership in the Local, working various construction jobs throughout the county. "While working in the jobs, I would help many workers with their problems, either job-related or personal. In 1959, I decided to run for field representative, reasoning that I was just as educated and qualified as any of the other field representatives. I was defeated and in 1961, I ran again and was the top vote-getter. I was reelected in 1963 and 1966," he said.

In 1968, Ray Wilson, the Local's business manager, was appointed to the district council's executive board in Los Angeles and recommended Rivera to that position, (during this time, Manuel Padilla, a legendary figure in the Local and Colton community activist, was secretary/treasurer).

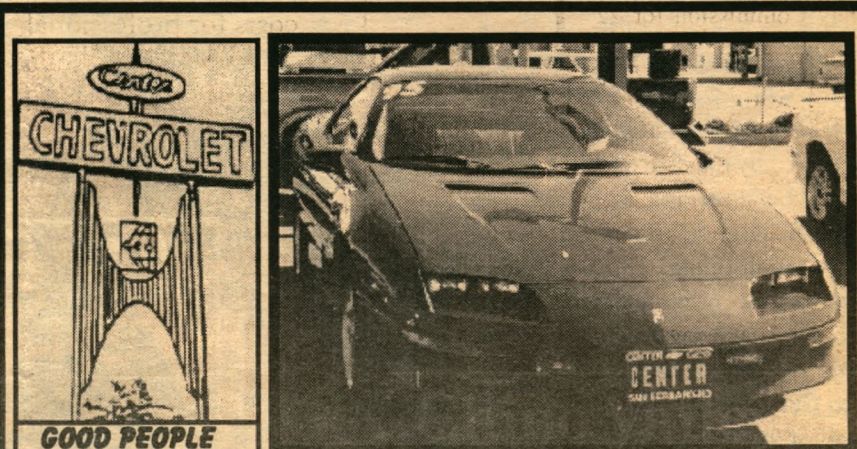
Rivera's responsibilities included the supervision of field representatives, appointment of stewards and negotiating contracts. Within a relative short time, the union increased from 1,200 to over 2,000 members, which was attributed to organizing in the production plants.

Rivera was elected business manager in



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# "Joe Rivera was a tough man for a tough job."



Congressional Award for Rep. George Brown

Assembly Resolution presented by Joe Baca

Senate Resolution presented for Sen. Ayala



County Resolution, Riordan & Eaves



Union Regional & International Awards  
Max Warren, Joe & Mike Quevedo

the unions, and we have fought the NLRB in order to protect the working man," he said.

When asked who his mentors have been, Rivera promptly said, "There have been quite a few that have supported me, however, I think that Manuel Padilla (who passed away in May, 1980), who was very knowledgeable, educated and committed, was one of my mentors. Ray Wilson, who was a skillful negotiator and instrumental in having our hall built, is another mentor that taught me a lot."

Rivera has served in the San Bernardino Building and Safety Commission for 22 years, the Southern California District Council of Labor Executive Board for two years, Labor Training Trust Board and Pension Trust Board for 25 years.

In an exclusive interview with the Hispanic News, Rivera said, "Growing up I had to fight for every thing that was important to myself and people around me. Throughout these years, I have exerted my energies to fight and negotiate for the average worker for job security, good working conditions and benefits and still employers would be able to make a profit. This good feeling is the satisfaction that will stay with me for the rest of my life."

"I am proud that I was one of the labor leaders that preserved and enhanced the dignity of the working man and woman."

Mr. and Mrs. Rivera are the parents of six children, Lucy, Joe, Jr., Jerry, Dennis, Lisa and Rose.

*Joe Rivera has been a tough man for a tough job.*

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## Challenging Traditional Methods of Teaching

The Riverside County Literacy Network will hold its bimonthly program meeting on Wednesday, March 8, 1995, from 9:30 to 11:00 A.M., at United Way of the Inland Valleys, 6215 River Crest Drive, Suite B, in Riverside.

The program will address the literacy needs of children and youth-at-risk. Tom Arthur is the featured speaker. Mr. Arthur is the Coordinator/Principal for Alternative Education for Riverside County Office of Education. Mr. Arthur has a background in special education. He has 20 years experience in working with youth in psychiatric, detention, and correctional settings. He now oversees community based programs, which

include continuation schools and pregnant teen programs.

Mr. Arthur believes that kids get in trouble first, which interferes with their lifelong learning process. He feels that literacy programs can help to turn their lives around if tutors and trainers will break away from the traditional teaching methods and capture the opportunities to work with youth while incarcerated. He will share examples of the teaching techniques he feels are most effective for working with youth-at-risk.

The public is invited to attend. For more information, call Mary Ann Stalder at (909) 697-4700.

## San Bernardino County Seeks Grand Jurors

San Bernardino County is seeking volunteers for the 1995-96 Grand Jury announced James A. Edwards, Presiding Judge of the Superior Court. These County Grand Jurors will serve for the period beginning July 1, 1995 and ending June 30, 1996.

The Grand Jury is charged by the California Penal Code to investigate all aspects of County, city and special district government, and to hear information on certain criminal investigations.

Service as a Grand Juror involves an average of 4 to 5 full working days per week. Compensation is \$25 per day plus meals and mileage associated with service. The regular meeting place is located in San Bernardino.

To be eligible for selection a person must be at least 18 years of age, a citizen

of the United States and a resident of California and the County of San Bernardino for at least one year. Potential Grand Jurors are also required to possess sufficient knowledge of the English language, sound judgment, be in possession of their natural facilities, and be of good character.

Interested citizens can telephone (909) 387-3890 to request an application, pick one up or request one in writing from Room 200 of the County Courthouse at 351 North Arrowhead Avenue, San Bernardino, CA 92415-0243. Applications are also available at the various branches of the Superior, Municipal and Justice Court Clerk's offices throughout the County.

Applications must be completed and returned to the Superior Court by March 24, 1995.

## Low-Income Homebuyer to Purchase Homes in Rialto

San Bernardino - Fifth District county Supervisor Jerry Eaves has announced that the first two families in Rialto to receive assistance through the Economic and Community Development Department's Homeownership Assistance Program will close escrow on March 1, 1995. Supervisor Eaves will present the buyers, Ms. Rachel Casillas, and Mr. and Miss Filiberto Alvarado with the keys to each house and personal gift baskets to wish the families luck in their new homes. The ceremony will take place on March 10, at 10:00 AM in front of the Alvarado's home (1631 West Tudor, Rialto).

By taking advantage of the county's Homeownership Assistance program, Eaves pointed out that these families purchased a new home with a monthly payment they can afford. Funds are available to assist other qualified low-income homebuyers to meet minimum down payment and closing cost require-

ments. Participants in the Homeownership Assistance Program select the home which best meets their family needs from a wide range of eligible properties. Ms. Casillas, who is retired, purchased a two bedroom one bath home on East Elm court in Rialto. The Alvarados purchased a newly constructed home in the north end of Rialto. The 4 bedroom, 2 bath, 1,747 square-foot home (built by Young Homes of California), provides space for their family of six.

Eaves indicated that anyone interested in receiving more information about the county's Homeownership Assistance Program is encouraged to contact the Economic and Community Development Department at (909) 387-4182. Low-income households who are considering purchasing a home should apply early, while funds are still available.

## San Bernardino Coyote Club Sponsoring Southern California Invitational Wrestling Tourney

The San Bernardino Coyotes Club is hosting a semi-annual wrestling event and have invited wrestling teams from throughout Southern California. The event is scheduled at San Bernardino

Valley College on March 18 at 9:30 A.M. The public is invited. Admission is free. Menudo will be sold as a fund raiser for the Club. For further information call Elidia at (909) 794-7499.

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## The Inland Valley Development Agency is currently accepting resumes for the position of. INCUBATOR MANAGER

This position is responsible for the development, marketing, budgeting, supervision, maintenance, administration and coordination of the Small Business Incubator program. Bachelor's degree and preferably a Masters degree in Public Administration, Business Administration or closely related field. Five years experience in property management, commercial leasing and/or small business consulting. An additional five years of experience may be substituted in lieu of a Masters degree. Must provide five job-related references with name, address and phone. Salary Range: \$45,676.80 - \$55,556.80. Send resume to:

Senior Project Director  
Inland Valley Development Agency  
201 North "E" Street, Suite 203  
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## BARTER EXCHANGE

(The Personal Touch)

## Additional Business through Bartering

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Using your **WHOLESALE**, buying power, your cost (barter credits equivalent to cash dollars) you are purchasing at the regular price, however actual cost out-of-pocket is your (WHOLESALE COST). PLUS YOU STILL HAVE THAT \$200 HARD EARNED CASH IN YOUR POCKET. Now doesn't that sound great? INTERESTED?

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### The Real Estate Consumer Advocate

Why do people negotiate the purchase of their home without getting some form of concession from the seller or the seller's broker?

"They just don't know any better," says Ron Scott, President of the Real Estate Consumer Alliance, Inc., a real estate consumer education and marketing firm in Riverside.

"Concessions, ordinarily in the form of cash credits, can be used to cover ordinary closing costs, to buydown interest rates, or to buy a house for less than its appraised value.

"These credits can also be used to buy unemployment insurance, upgrades, and in some communities mortgage credit certificates that effectively reduce the buyer's interest rate by 20%," he says.

Want to avoid making costly mistakes buying a home? Call the Alliance at (800) 806-4722.

## "Private and Public Employees" Recruitment to Serve as Role Models

The Youth Education Motivation Program (YEMP) is an all volunteer program founded and actively serving youth and schools in the Inland Empire since 1978.

Since the inception of this all volunteer community program, thousands of "at risk youth" have been reached and thousands more need to be reached. A recruitment campaign is under way to acquaint more employers with YEMP and obtain volunteers from as many public and private employers as possible.

Frank Martinez said, "the minimal individual contribution consists of three hours of a busy professional's time so that the successes of the present can meet and encourage the hopes of the future."

The hundreds of volunteers and their employers who in the past have made this simple contribution of their time do know that they have made a difference in helping

youth connect with the reality of hard work, education and success. This partnership does work, work for the anxious youth, the hard working school, the expectant employer and the community at large.

Interested employers and individuals wishing to help and who may not have received a recruitment letter may contact any of the following program coordinators: Dorothy Martinez, YEMP Chair for San Bernardino county, c/o Automobile Club of Southern California, 590 N. "D" Street, San Bernardino, CA 92401 (909) 381-2211; Josephine Canchola, Chairperson, Inland Empire Youth Education Motivation Program, Office of Neighborhoods and Community Services, City of Riverside, 3900 Main Street, Riverside, CA 92522 (909) 782-5316 or Frank Martinez, at (909) 792-5502.

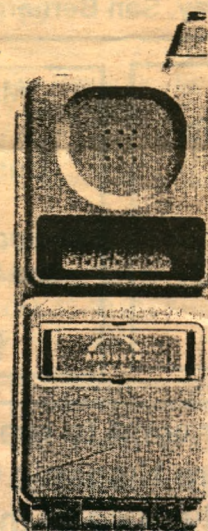
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