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A Publication of the
Hispanic Communication &
Development Corporation

Wednesday
December 10, 1997
Volume 11
Number 7



HISPANIC NEWS

Serving the Hispanic Communities in the Inland Empire

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

The Inland Empire's Only Hispanic Minority Owned English Language Newspaper

Harris' Department Stores change leadership and pledge improvements in service, merchandise, and community relations



Jorge Pont, newly assigned executive to El Corte Ingles' Madrid office, wishes Harris' Department Store's new president and corporate executive officer Leo Del Nogal the best of luck in his new appointment.

Mr. Jorge Pont, appointed president and chief executive officer of Harris' Department Stores chain in 1981 by El Corte Ingles-parent company, has been promoted to direct an international expansion program based in Madrid, however, he will continue to be on Harris' board of directors. Leo Del Nogal was appointed to replace Pont as president and chief executive officer.

Pont has a long and distinguished 34 year career with El Corte Ingles. Appointed in 1965 as vice president-information systems, and later included marketing and research, he was instrumental in imple-

menting up-to-date information systems compatible with the growth of the parent company and its subsidiaries. In 1967, Pont was appointed regional vice president for the Barcelona area.

He received a degree in law and business from the University of Barcelona and taught law at that institution until 1965.

"My 16 years with the Harris Department Stores have been a tremendous experience, especially working with a very good team. We have expanded our outlets to the present nine stores. Each store has a different clientele and we have designed

Continued on page 6

Latino IMPACT Fund-Raiser set for December 16

The Latino IMPACT, a San Bernardino County political action group has announced a Christmas fund-raising event to be held December 16 at the home of Graciano and Trini Gomez, 1265 E. Shamrock Street, San Bernardino (in the City of Rialto, off Meridian Avenue). "Our group was actively involved in the recent mayor and school elections," stated President Martin Valdez. "Our objectives are to directly participate in the mayoral elections in February 4, and the primary elections in June, 1998. We cordially invite our friends to join us in celebrating the Christmas-holidays and also aid us in achieving our objectives."

Persons wishing to attend the Christmas fund-raiser may RSVP at (909) 381-6259 or (909) 884-1649. Tickets may be purchased at the fund-raising event.

Feast of Our Lady of Guadalupe



Publisher's note: The following article was published in the Inland Empire Hispanic News on the December 7, 1988 issue, commemorating the Fiesta of Our Lady of Guadalupe on December 12. The article was written by Rebecca Gil. Religious research was by Deacon Joe Rios of St. Catherine's Church, Rialto.

Every December, Hispanic Catholics throughout North, Central and South America pay special tribute to Mary, Mother of Christ, by celebrating the Feast of Our Lady of Guadalupe, ... the beginning of preparation for Christmas. The Virgin Mary is honored as LA REYNA DE MEXICO, LA

ESPERANZA DE LAS AMERICAS... Why this adulation? How did this special bond come about?

The year was 1531 and 39 years prior to that date, Columbus had discovered the "new world", planting the flag of Spain and the Cross of Christ in America. Since that time, the proud Aztec nation, conquered by the sword of Hernando Cortes, had been suffering under an oppressive system. Their spiritual world, their temples, and their way of life, had been destroyed. To the Aztecs, it seemed as though hope was lost.

On December 12, the Virgin Mary appeared to Juan Diego, a very poor

Continued on back page

LETTER TO THE EDITOR - Welfare Reform: Are we up to the challenge?

The people of the United States, business, education, government, and especially California, face the remarkable challenge of moving millions of people from public assistance (welfare) to work. On May 16, 1997, the Wall Street Journal printed that the United States had 1,359,522 welfare recipients. California represents 21 percent of the nation's total with 2,336,238 individuals, of which 1,628,985 are children, who receive public assistance (June 1997, California Department of Social Services). Welfare recipients in New York and Texas combined represent another 15 percent of the entire sum. The Inland Valley Daily Bulletin reported on June 4, 1997, that 18.95 percent of the 1,598,358 residents who reside in San Bernardino County are on public assistance. In the West End, 29.1 percent of Fontana's residents receive help, followed by Ontario with 20.9 percent and Montclair with 20.3 percent.

To help mostly widowed or abandoned mothers, a Board of Charities was created in 1903. Little welfare modification occurred until 1930 when Aid to Families with Dependent Children (AFDC) was established. During the next sixty years, government made slight revisions to the assistance program, although the country's societal expectations and conditions had dramatically changed. Last year on August 22, 1996, President Clinton signed the Personal Responsibility and Work

Opportunities Reconciliation Act of 1996 that eliminated the 60-year-old welfare program as we know it.

From fiscal 1996 through 2001, the new federal welfare legislation will supply 16.4 million dollars in annual block grants to the states to provide time-limited family benefits. The Temporary Assistance for Needy Families (TANF) provision of the Personal Responsibility and Work Opportunities Reconciliation Act replaced the terminated AFDC as the federal entitlement to welfare and repealed most federally prescribed eligibility requirements. TANF gives states broader flexibility to design replacement programs and authorizes a work participation expectation in which specified percentages of families must take part in work activities, or the states will face severe financial sanctions.

The new California welfare reform program drafted by Assembly Bill 1542 and signed by Governor Wilson is known as CalWORKs, California's Work Opportunities and Responsibilities to Kids. CalWORKs is expected to take 600,000 Californians off public assistance over the next three years. When the Personal Responsibility and Work Opportunity Reconciliation Act of 1996 was enacted, both Congress and the President looked to the country's community colleges to play a major

active role in making welfare reform successful.

Sixteen million dollars of federal funds was allocated to California's community colleges. This federal money is to be employed in the development of plans to meet both the needs of employers and the educational and training requirements of those receiving assistance.

In this year's budget, Governor Wilson transferred sixty-five million dollars of California's Prop 98 funds to the colleges to redesign curriculum, provide job placement, work study, and child care, for those on assistance.

Sixty-five million dollars may seem a substantial amount of money targeted to help welfare receivers. However, one only needs to assess the 1.2 billion dollars spent yearly in San Bernardino County to help the 302,908 residents on public assistance against the community colleges' funding in the welfare reduction effort. If the six San Bernardino County community colleges are successful in reducing 10 percent annually of the 1.2 billion dollars currently spent on welfare, the results for the county would be a reduction of twelve million dollars. Although a 10 percent decrease in the overall money disbursed would probably not meet the reduction quotas required by legisla-

tion, the percentage is used to show the importance and the crucial impact that a partnership of community colleges and others can make in the endeavor.

Nevertheless, the immense effect that welfare will have, leaves many unanswered questions and unresolved issues such as:

Where will the 600,000 new jobs in California be found?

Where is the funding for the community colleges to hire faculty and staff to meet the expected increase in students?

Will any state and county employee be displaced if welfare reform is successful?

Where will high school and college students get their work experience if all of the available jobs are filled?

Will there be enough child care facilities available to handle the increased load?

Will employers be willing to pay for medical insurance?

Will the end of welfare benefits raise demands on local general relief?

The answer to these important questions can only come from those charged with the responsibility of making welfare reform work. Each agency, recipient, and participant in the process, must collaborate and cooperate to develop appropriate policies that are most fair, humane, and cost efficient.

The people of America, California, and San Bernardino County have an extraordinary opportunity to make things better, and above all, allow those, who have not the opportunity to participate fully, realize their American dream. We have a tremendous potential before us and together we will succeed.

Gloria Negrete McLeod

Inland Empire HISPANIC NEWS

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Thanksgiving at Burbank School



Frank Dominguez of Vanir Development, Inc. is pictured here holding a box of groceries for a Burbank family with (L-R) Lawrence Neigel, school board member, Emmanuel Rodriguez, parent, Frank Dominguez, Susan Vargas, principal of Burbank Elementary, and Rosalie Lara, parent. A former Burbank student, Dominguez provided groceries for 265 Burbank Elementary families during Thanksgiving week. As their school sponsor he has been donating groceries to Burbank School for Thanksgiving since the late 1980s.

Southern California Edison grants \$3,000 to Sinfonia Mexicana's Children's Mariachi Group



The Sinfonia Mexicana Society's Children's Mariachi Orchestra was the recipient of a \$3,000 grant presented by Southern California Edison. Pictured above (L to R) at a pre-concert reception at the California Theatre are Assemblyman Joe Baca, who solicited the grant, Lotu Herz, president of the Sinfonia Mexicana Society and Ray Gonzalez, Regional Director, presenting the grant on behalf of SCE. President Herz, also a trustee on the Rialto School District, was instrumental in initiating the Children's Mariachi Orchestra at Kelly Elementary School in Rialto.

Crafton Hills College Hispanic Heritage Display



Crafton Hills College Hispanic Heritage Display—Students in Crafton Hills College's (CHC) MEChA organization utilized the CHC Library display case for a month to feature various artifacts and historical data highlighting the history of Hispanic culture. Pictured next to the display are, left to right, MEChA members Misti Judd of Redlands, Linda Betancourt Of Redlands, and CHC MEChA President Fermin Ramirez of Yucaipa. The display was set up in recognition of Hispanic Heritage Month at the community college, located in Yucaipa.

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New ESL Course on Television, ESL 930 "Crossroads Cafe"

The English Department and the Distance Education Program of San Bernardino Valley College are presenting a new telecourse that will be offered this coming Spring Semester 1998. In keeping with the goal of expanding access, providing greater flexibility to students, and serving the broadest spectrum of the local community, San Bernardino Valley College is announcing the airing of a new English class, "Crossroads Cafe," on KVCR TV.

"Crossroads Cafe" is an English class prepared specifically for students who need to learn to speak, understand, read and write English. What makes it particularly exciting is that San Bernardino Valley College has never before offered such a class on television. This means that nonnative English learners who have for whatever reasons been unable to attend school or classes to learn English can now receive English language instruction by simply turning on their television set at home. This telecourse will now make it possible for students with transportation problems, who cannot afford child care, with irregular work schedules, or with hesitation or trepidation about entering classes with younger students to study English.

"Crossroads Cafe" teaches the important aspects of language learning in an appealing and entertaining manner. Students will be following the story of a small group of hardworking people whose lives come together at a restaurant called Crossroads Cafe. Viewing the programs, students will learn, for example, how to give and get personal information along with expanding vocabulary. Besides listening and viewing, students will be writing and reading in texts developed specifically for "Crossroads Cafe." The people in the story come from different countries,

and, like many immigrants in the United States, experience failure and success along with sadness and joy. These experiences, as students will learn through "Crossroads Cafe," are not simply a matter of knowing the language, but also understanding the North American culture.

Students wanting to enroll in the class should follow these steps:

1. Go to the San Bernardino Valley College Bookstore and pick up a free copy of the Spring 1998 Class Schedule.
2. Fill out the Admission Application found on page 5 of the Spring 1998 Class Schedule.
3. Take the Admission Application to Admissions Office in Room 106 of the Administration Building.
4. Make an appointment to take the ESL Placement Test.
5. Select your class: ESL 930, Reference Number 6098, Section 04.
6. Calculate your fees.
7. Pay your fees using the Fee Payment Coupon found on Page 13 of the Spring 1998 Class Schedule.

Students wanting to enroll in ESL 930 "Crossroads Cafe" should make plans to register as soon as possible. This telecourse will be starting on Saturday, January 31, 1998. Although students will not be attending classes on a weekly basis, there are five obligatory class meetings. The first one, which is the most important because it will present students with a very helpful orientation, will take place on Saturday, January 31, 1998, from 9:00 a.m. to 12:00 noon. Should students have any questions or want further information, they can call the following college numbers: 888-6511 Ext. 1548, 888-6511 Ext. 1131, and 888-6511 Ext. 1153.

Marketing Management Program Debuts at UCR Extension

The ability to competitively market products and services is increasingly critical in today's global marketplace. The University of California Riverside Extension has developed a new Certificate Program in Marketing Management to help students learn the marketing skills and principles they need to become and remain competitive.

The new certificate program is a series of related courses and is among the more than 60 certificate programs offered in the professional and technical fields by UCR Extension. Topics covered in the new program include marketing essentials, market research, consumer behavior, strategic marketing, advertising and promotion, direct and electronic marketing, managing customer satisfaction/service, and global marketing.

The program is designed for persons in business, government, nonprofit and health care organizations, service organizations, and other professional fields. The first class, Essentials of Contemporary Marketing, begins January 14 at the UCR Extension Center in Riverside.

For more information or a brochure, call (909)787-4111, x 1600, or send e mail to kcraig@ucx.ucr.edu.

IRS Problem Solving Day Coming to Inland Empire

Inland Empire taxpayers are invited to IRS Problem Solving Day on Wednesday, December 17, 1997, from 8 a.m. to 8 p.m. at the IRS office located at 1040 Iowa Avenue, in Riverside.

Taxpayers who have experienced ongoing tax problems will have an opportunity to meet one-on-one with IRS employees to discuss their cases.

"Problem Solving Day allows us to work in a different way. On this special day we are able to have employees with a wide range of technical skills in one location to assist taxpayers," said Southern California District Director Marilyn Soulsburg.

To schedule an appointment, interested taxpayers should call (909) 276-6801 or (714) 360-2178, Monday through Friday, 8 a.m. to 4:30 p.m. Taxpayers should bring any pertinent

records or correspondence with them to their Problem Solving Day appointment.

"We want taxpayers to understand that Problem Solving Day is their opportunity to meet with us and discuss their long standing tax problems," Soulsburg said. "But our Taxpayer Advocate is available everyday to assist taxpayers whose cases have been caught up in red tape, or fallen through the cracks in the system".

If you are unable to attend on December 17, or do not live in the Riverside area, you may call (800) 829-1040, Monday through Friday 7:30 a.m. to 5:30 p.m. to request that your problem be referred to the Taxpayer Advocate. The Taxpayer Advocate assists taxpayers whose problems have not been resolved through normal channels.

Senator Ayala Announces Opportunities for College Grads in Senate Associates program

State Senator Ruben S. Ayala (D-Chino) has announced the availability of applications for the 1998-99 California State Senate Associates Program.

The State Senate Associates Program provides college graduates the opportunity to become full-time staff members in a policy committee or in a Senator's Capital Office for 11 months. Associates also interact with and [participate in academic seminars with senators, senior staff members, journalists, lobbyists, and state government officials for which they receive 12 graduate credits from California State University, Sacramento.

The academic composition consists of two graduate seminars taught by faculty from the Government Department of California State University, Sacramento. The first semester is designed to acquaint incoming fellows with legislative procedures and policy issues. A subsequent seminar offers an opportunity for Associates to prepare written projects and oral presentations on their experiences and issues of concern.

Associates are paid a stipend of \$1,707 per month, and are also provided with health and dental benefits. "The Associates Program offers an excellent opportunity

to gain firsthand knowledge of the legislative process. Whether your career goals are in the public or private sector, the program provides unique and valuable training," Ayala said.

Anyone who will graduate from college by June 1998 may apply. There is no preferred major, nor is there a need to be a recent graduate. Associates are expected to have a strong interest in public policy and politics, but prior legislative experience is not required.

Associates candidates are selected after an initial screening and a process of panel review. Selection criteria include academic background, grade point average, employment history, and depth of community and civic activities. Qualifications for prospective Associates includes exceptional communication and organizational skills, initiative, flexibility, an analytical skills.

Those interested may obtain applications from the district office of Senator Ruben S. Ayala, 9620 Center Ave., Suite 100, Rancho Cucamonga, CA 91730 at (909) 466-6882, or by calling the Senate Associates Program in Sacramento at (916) 278-7681. The deadline for submitting completed applications is February 18, 1998.

Christmas Toy Drive

The Forrest Fund, Inland Empire Hispanic Chamber of Commerce and Kiwanis Club of Greater San Bernardino are joining forces in a cooperative Christmas Toy Drive for the children of the Inland Empire.

"We are concentrating our efforts to bring a smile to every young child in the area by giving a gift which they would not, otherwise,, have for this greatest of celebration in our Christian world," said David Muñoz, IEHCC director.

The two service organizations and civic-oriented business will have an Open House Mixer and Toy Drive on December 14, 1997, at the Forrest Fund, 375 W. Seventh Street, San Bernardino, from 10:00 AM to 3:00 PM.

The admission to the Mixer and Toy Drive is an unwrapped toy. To RSVP, call the IEHCC at (909) 888-2188.

The toys will be distribute at the Placita Park, Mt. Vernon and Seventh Street on Sunday, December 21, 1997, between the hours of 12:00 and 4:00 PM.

Catholic War Veterans Install Officers at 51st Anniversary Ceremony



The Catholic War Veterans installed new officers at their recent 51st Annual Installation. Pictured above, (L to R) is Mario Montecino, Installing Officer of the day, newly-elected Commander Frank Romero, Sally Fierro, newly-elected Auxiliary President and Pete Martinez, Installing Officer.

The Catholic War Veterans Post 762, a group of Catholic veterans organized after World War II, held their 51st Annual Installation of Post and Auxiliary Officers at the Knights of Columbus Hall in Colton on November 15.

New Post officers are Frank Romero, Commander, Tony Montoya, 1st Vice Commander, Earl Dwan, 2nd Vice Commander, Mario Montoya, 3rd Vice Commander and Adjutant, Art Razo, Treasurer, Joe Fierro, Welfare, John Nava, Officer of the Day, Judge Advocate Edward Botello, Trustees: John Nava, Tony Lemus and Ralph Gonzales.

New Auxiliary Officers are Sally Fierro, President, Alice Contreras, 1st Vice President, Rosie Salas, 2nd Vice President, Christine Granado, 3rd Vice President, Helen Razo, Adjutant and Treasurer, Virginia Garcia, Welfare, Julie Ally, Historian, Loyie Sanchez, Ritual Officer and Trustee, Rosie Salas

and Lucy Zamora, Trustees. The Catholic War Veterans Post 762 was started in May, 1946 with returning veterans primarily living in the Westside of San Bernardino and specifically, members of Our Lady of Guadalupe Church.

In 1996, the Post celebrated their 50th anniversary with a commemorative ceremony, with visitations from members of the original charter.

Since its origin, the Post, its members and the Auxiliary have been actively involved with youth programs, distributing food baskets on holidays, scholarships and general service to the community, with a strong advocacy on veterans rights.

Veterans seeking information regarding the Catholic War Veterans or wishing to join the veterans group may call Commander Frank Romero at (909) 875-2324 or Pete Martinez at (909) 883-6978.



The Catholic War Veterans Post 762 held their 51st Annual Installation Dinner at the Knights of Columbus Hall, Colton, on November 15. Pictured above are newly-elected Post and Auxiliary officers.

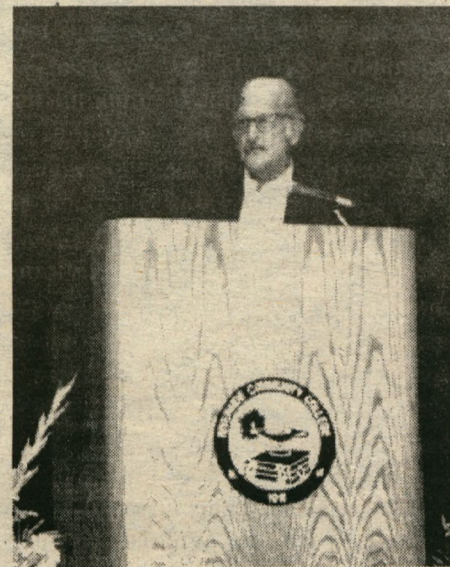
Author, Novelist, Lecturer Carlos Fuentes speaks in Riverside

Carlos Fuentes, one of Latin America's most distinguished authors and novelists, spoke before a capacity-filled Riverside Community College's Landis Auditorium. The audience, composed of students and adults, gave Fuentes several standing ovations prior to finalizing his speech "The United States and Mexico Sharing a Border."

Fuentes lecture was cosponsored by RCC, UCR, California Baptist College and La Sierra University, and is the first in a series of cultural events planned by the four Riverside educational institutions.

Born in Panama in 1928, the son of a Mexican diplomat, Fuentes spent his early years in the United States, Chile and Argentina. He attended college in Mexico, studied law at the School of Law, National University of Mexico and the Institutdes Hautes Etudes Internationales in Geneva.

One of his books, "The Buried Mirror" is a classic in Hispanic culture and is a main resource at the college level. Other works include the spy thriller, "The Hydra Head", "Terra Nostra", a world dream histories of the Spanish-speaking world, a novel, "Old Gringo" a best seller in the United States, which was made into a movie, and "Diana, The Goddess Who Hunts Alone," and "The Crystal Frontier," at which he



Carlos Fuentes, (above) one of Mexico's most distinguished writers, speaking before a capacity audience at the Riverside Community College's Landis Auditorium. Photo by IEHN

signed copies after his speech at the auditorium.

Fuentes was Mexican Ambassador to France from 1974 to 1977, and a former student and professor at Harvard University.

He has received the top writing awards of Mexico, Spain and Venezuela, and in 1992 was awarded France's highest distinction, the Legion of Honor, presented by then President Francois Mitterand.

Children's Fund needs your help in getting "Toys For Tots" for Christmas 1997

This vignette is of an actual family that had a joy filled Christmas last year due to generous donors in our community. This moving story came back to us through one of our diligent and hardworking social workers. YOU can be a part of this project in 1997: "As I pulled into the driveway of the home where I was delivering the gifts donated through Children's Fund, the mother and father met me at the car. Mother was hugging herself against the cold, but eager to show me that she had recently been given a coat through her church. I opened the back of the van, revealing the huge boxes of gifts from Children's Fund adopt-a-family sponsor. Both parents stood speechless. In the gathering dark, I was touched by the mother's tearful response. "For us? Everything?" As the father helped me to unload the gifts, I thought I saw faces pressed now and again to the front window, though the parents had warned the children not to peek. Mother hurried across the street to ask the neighbor to hold the gifts for the children, so they would believe Santa had brought them, rather than risk having the children find them before Christmas.....

You too, can make a difference by joining in the 9th Annual Celebration of Giving sponsored by Children's Fund and the US Marine Corp. Reserves

Toys For Tots program. Last year, with the help of caring donors, volunteers, and our community partners, Children's Fund was able to help provide Christmas gifts for 10,000 children in San Bernardino County. What can you do to make a difference in the life of a child this Christmas?

- You can help by:**
- Collecting and donating toys at a Toys for Tots box site in the community. -**
- Making a cash donation ... this is a simple thing to do and easy as the holidays are drawing near ..our volunteer elves will purchase gifts for the children.**

Gifts are needed for children from birth to eighteen years of age. Gift suggestions include basketballs, footballs, board games, dolls and barbies, walkmans, craft kits, developmental toys, books, or car sets just to give you an idea..

Please help us reach even more children in 1997... If you would like more information on how you can help a child this holiday season, call Children's Fund at (909) 387- 4949 CALL TODAY, TIME IS RUNNING OUT!

Children's Fund is a private nonprofit serving at risk children from birth to eighteen throughout San Bernardino County.

NEXT ISSUE: INLAND EMPIRE HISPANIC NEWS
Due to the Christmas Holiday, the next issue of *Hispanic News*, dated December 24, will be published on Monday, December 22

Harris' - From page 1

our merchandise to fit those local needs.

I leave with mixed emotions, especially because of my affection for the community and the many personal and business relationships that I have acquired since 1981. I wish the best of luck to my successor, Mr. Del Nogal."

Del Nogal stated in an interview that the parent company has allocated 23 million dollars to "retool" its merchandising and operation strategies and turn the department store around into a profit margin.

"We plan to boost sales by closely matching the inventory of each store to the styles sought by clients in each of the nine stores that we serve," he stated.

Del Nogal, Harris' new president and CEO, is an economist, and earned an MA in microeconomics from the University of Madrid. Employed by El Corte Ingles in 1972, he has wide experience in systems and procedures, expense control and management.

Appointed as vice president for operations at Harris' in 1981, he later became involved in merchandising.

Harris' was founded by brothers Herman, Philip and Arthur in 1905 and grew rapidly to become the foremost department store in the Inland Empire. The influence and prestige with the growth was instrumental in the development of branch stores in Redlands, Riverside and Hemet.

In 1981, Harris' became part of the El Corte Ingles, which then and now, is the largest retail store in Spain, and includes diversified businesses, both in Spain and the United States. Currently, there are eight stores throughout Southern California.

Within the last five years, Harris has recognized the diversified communities within each store's location and has extended its community relation resources to include cultural and ethnic related programs.

"We are cognizant of our total communities and have consistently appreciated the diversity of all our clients. We will continue to have a close relationship with the community and its citizens," stated Del Nogal.

The Inland Empire Hispanic News congratulates Mr. Jorge Pont on his new assignment and wishes him the best of luck in his new endeavor. IEHN is appreciative of the cooperative spirit that Mr. Pont initiated with the community during his tenure as president of Harris' Department Store.



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President of Hispanic Association of Colleges and Universities speaks to I.E. Hispanic Leaders

Dr. Antonio Flores, President of the Hispanic Association of Colleges and Universities (HACU), was greeted by seventy-five Inland Empire Hispanic leaders representing education, business and government at a reception on December 5, sponsored by the Arrowhead Credit Union at its corporate offices.

Introduced by Frank Reyes, Assistant to the Chancellor, San Bernardino Community College District, Dr. Flores spoke on the previous achievements that have been accomplished by HACU.

"Since its inception 11 years ago, HACU has brought the issues of higher education of our Hispanic students to the attention of education administrators at the highest level in our nation," he said.

He spoke on the struggles to overcome the many challenges that are prevalent in our society that prevent Hispanics to achieve a level of equity in the business and professional fields, but mainly in the area of higher education.

HACU is a national organization established in 1986 to represent Hispanic-Serving Institutions (HSI), where Hispanic students constitute a minimum of 25 percent of the total enrollment at either the graduate or undergraduate level.

Currently, HACU represents over 160 HSI members and 64 associate members, those institutions of higher learning whose Hispanic students fall below the 25 percent to qualify as HSI.

At HACU's recent 11th Annual Conference in San Antonio, the issues of years past came to light in educational opportunity and cultural affirmation.

"One issue is the K-12 dropout rate for Hispanic students," stated Flores. "That rate has remained constant since 1979, and the number of victims are twice as high."

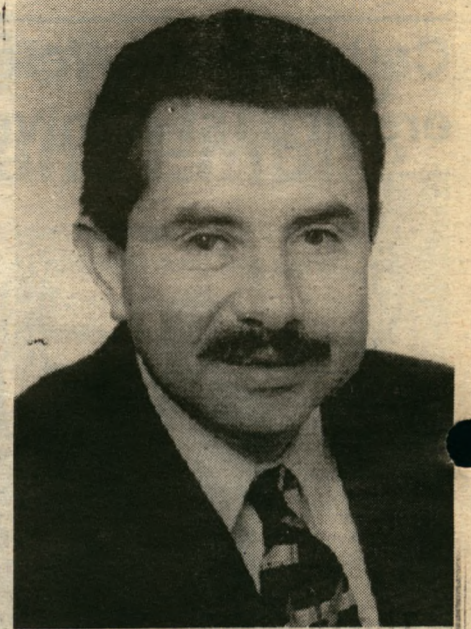
Flores said that although the Hispanic political muscle of Hispanics was felt in previous years, today they represent the swing vote in Texas, California, Florida, New York, Illinois, and other key states which together account for 210 electoral votes needed to elect a president.

"Hispanic-Americans have the potential to lead America into a new millennium of greatness and prosperity, but their voices must be heard and heard soon.

"We must continue to exert our influence at the highest national level to have those institutions of higher learning be able to provide the best learning environment for our Hispanic students," he stated.

Flores has a BS in Business Administration and BA in elementary education from the Universidad de Guadalajara and Normal Regional, Mexico, respectively, a MA in Counseling and Personnel from the Western Michigan University and Ph.D. in Higher Education Administration from the University of Michigan.

Flores has extensive professional experience in higher education in the areas of teaching, public service and research. He served as director of support services and programs for the



Dr. Antonio Flores, President of Hispanic Association of Colleges and Universities, was the guest of honor and speaker at a reception sponsored by the Arrowhead Credit Union, attended by 75 education, business and government leaders.

Michigan Higher Education Assistance Authority and Michigan Higher Education Student Loan Authority.

Advertise in the
Inland Empire
Hispanic News
(909) 381-6259

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If you've put off hiring a house cleaning service because you didn't want a stranger in your home, maybe it's time to meet

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\$30 SAVINGS

ON YOUR FIRST HOME CLEANING SERVICE

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BUY 2
WHOLE
CHICKENS
FOR

\$10.99



INCLUDES:

2 WHOLE CHICKENS, CHOICE OF
20 CORN TORTILLAS
OR 20 FLOUR TORTILLAS

& 11 FL. OZ. OF HOT SALSA OR MILD SALSA

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SAVE A LIFE - DON'T DRINK & DRIVE



The Colton Joint Unified School District is seeking applicants for a variety of certificated and classified positions.

The District is proud to offer:

- Competitive Salaries
- Excellent Benefits Package
- Supportive Working Environment

The District is an equal opportunity employer
Call the District Job Line for current openings:
(909) 876-4082

TRABAJO PARA DAMAS

Buenos ingresos, bonos, entrenamiento, liderazgo, Requisitos: "Querer tabajar y solucionar problemas economicos."
10800 Hole Ave, Suite # 3
Riverside, CA 92505
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SENIOR DISCOUNT

\$+ Move in

On a fixed income? On Section 8? Social Security? We can help. Save \$100 per month. 1 bdrm. reg. \$425 now only \$325. Newly remodeled with new carpet and paint
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Due to the Christmas Holiday, the next issue of Hispanic News dated December 24 will be published on Monday, December 22



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When you pay \$200 cash outlay out of your pocket for mechanical, printing, legal, medical, office/shop maintenance, tv/appliances, etc., etc., you could have conserved that hard earned cash and paid for those ongoing expenses with the business/credits you have earned and accumulated! Additional Business paid for through bartering.

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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Ask for Joseph, Julie, Maryann or Tony

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\$2224 to \$2843 approx. monthly salary

Employment Services Specialist Trainee
\$1834 to \$2336 approx. monthly salary

The Jobs and Employment Services Department is recruiting for positions that provide services to participants in the County's GAIN and JTPA programs. The positions require Education: 30 semester (45 quarter) units of completed college coursework in English, math, public/business administration behavioral/ social science, education or a closely related field AND Experience: Trainee: One year of public contact experience which included interpreting and applying government regulations (may substitute an additional 15 semester (23 quarter) units of qualifying coursework for the required experience), Specialist: One year of experience which included job counseling, training or development for participants in a job training or employment program; -or- One year of experience equivalent to an Employment Service Technician in a GAIN/JOBS or JTPA program; -or- One year of experience as a credentialed elementary, secondary or vocational instructor or school counselor. Applications will be accepted continuously. Apply by 12-17-97 to be considered for testing on 1-14&15-98. For applications contact.

San Bernardino County Human Resources

157 West Fifth Street
San Bernardino, CA 92415-0440
(909) 387-8304
EOE m/f/d

NOTICE OF REQUEST FOR PROPOSAL

Notice is hereby given that proposals will be accepted by the South Coast Air Quality Management District, 21865 E. Copley Drive, Diamond Bar, CA 91765 for the following:

BID NO.	TITLE	CLOSING DATE	CONTACT PERSON
RFQ 2013	Ambient Carbonyl Samplers	01-02-98 2:00 p.m.	Leticia De La O (909) 396-3520
RFQ 2014	Mobile Platforms for Continuous Toxic Air Monitoring	01-02-98 2:00 p.m.	Leticia De La O (909) 396-3520

The RFP's may be obtained through the internet at:

<http://www.aqmd.gov/rfp/>

If you have questions or would like a copy of the RFQ's mailed to you, telephone the contact person.

The AQMD hereby notifies all bidders in regard to this advertisement, that minority business enterprises will be afforded full opportunity to bid responses to this invitation. Moreover, the AQMD will not discriminate against bidders on the basis of race, color, religion, sex, marital status, national origin, age, veterans status or handicap. The AQMD also encourages joint ventures and subcontracting with MBE/WBE/DVBE's.

Mildred Brown
Purchasing Manager



The Eviction Center

1 North 5th St.
Redlands, CA 92373

Phone/Fax (909) 798-7724

\$98 plus cost - Landlord, Property Owners Only.
All notices served. Eviction process to conclusion

For Rent:

Office space available
Very professional bldg., nice view, second floor, reasonable price.

Will be in conjunction with the United Hispanic Chamber of Commerce across from the Ontario Convention Center please call:

(909) 937-6877

Se Renta:

Oficina espacio desponible
Edificio muy profesional, magnifica vista, segundo piso, precio rasonable estara juntamente con la Camara de Comercio de Hispanos Unidos a través de Ontario Convention Center por favor llame

(909) 937-6877

For Rent

One and two bedroom apartments for rent. Located on Davidson Street in a nice area. Water and refuse paid.

Call (909) 887-6518

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SPACIOUS SAN BERNARDINO APT. TOTAL MOVE-IN \$ 595.00. FOR INFO.

CALL (909) 888-6115

WANTED

SPANISH SPEAKING TELEMARKETER
NEEDED FOR BUSY REAL ESTATE OFFICE.
BASE PAY + COMMISSION
PERMANENT PART-TIME
APPROX. 30 HRS. PER WEEK
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Feast of Our Lady of Guadalupe- From page 1

Aztec Indian convert to the Catholic faith. She commanded Juan Diego to go to the bishop and inform him that a church be built for the Indians. She said, "I ardently desire that a temple be built for me so that I may show and give all my love, compassion, help and defense." Juan Diego went to the bishop and related the message of the Virgin Mary. However, the bishop did not believe Juan Diego, an Indian.

Juan Diego returned to the site where he originally met the Virgin Mary, telling her that the bishop ignored her message and pleaded that she send a person more important than he to deliver the message.

But the Virgin Mary told Juan that she had chosen him as her messenger and she commanded him to talk to the bishop, indicating that she would give Juan Diego a sign.

During midwinter, beautiful roses grew on the hillside and Mary instructed Juan Diego to pick the roses and fold them in his telma (an apron made of cactus fiber). He followed the instructions, believing that the roses would be the sign. He, again, went to the bishop and unfolded his telma to present the roses, and to the astonishment of everyone present, the image of the Virgin Mary appeared on the coarse garment.

On the garment were the features of the Virgin Mary as an Indian, with the same skin color as Juan Diego. Her head was looking downward in the Indian position of humility and her hands were folded. She wore a black band around her waist, indicating that she was with child. Following the apparition of the Virgin Mary on December 12, 1531, over 8 million Aztecs converted to the Catholic faith. It is said that upon viewing the telma, Aztecs understood that Mary was offering them, (the Indians) the gift of her son.

Today, the significance of this miracle still inspires many Hispanics. Frances Ayala of Our Immaculate Conception Church in Colton says that the Feast of Our Lady of Guadalupe, "is a very special day to all the Mexican people, because God sent his Mother to especially appear to the nation of Mexico. We feel chosen because she chose a timid man, the poorest of the poor."

This thought is echoed by Fred Nerio of Chino who feels the apparition was a sign to the poor people that "god still loves them." He says that it is a reminder to him that there is more to life than just accumulating material things, that there is a higher purpose.

Comparing the situation in Mexico in 1531 to Hispanic life today, Marco Gutierrez of Our Lady of Guadalupe Church in San Bernardino feels that the similarity is striking. The Indians were persecuted by the Spaniards, they were slaves. Marco explains, "now, I see the same thing. There is so much persecution in this world, even within our own race, between Latinos coming in and the ones already here. We have the same problems, history repeats itself and we don't learn from it."

Fellow parishioner, Domitila Medina agrees saying that when she first came to California from Mexico, she was laughed at because she spoke a different kind of Spanish. "I was a housewife and had no time to go to school. I had to learn English by myself." Working hard to keep the message of unity and hope alive, Marco and Domitila are participating in their church's annual celebration of the Feast of Our Lady of Guadalupe. Precluding the celebration on December 12, there is a schedule of events in each parish where the Holy Sacrament is placed in a different home each day and special prayers and blessings are recited, which is called a novena. Culminating the novenas on December 12, the Holy Sacrament is carried to the church where a Mass is celebrated. Thereafter follows the fiestas with music, Indian dances, children partici-

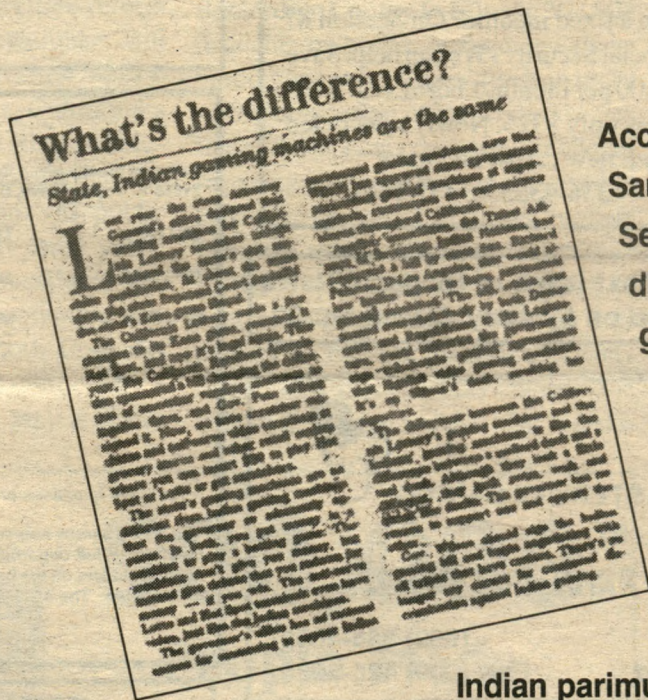
pation and food.

Each parish arranges a schedule for celebrating this annual event, the FEAST OF OUR LADY OF GUADALUPE.

EEP Expands to Bloomington's O'Hara Middle School

On December 11th at 6:00 p.m. Community Union, Inc. in collaboration with Casa de San Bernardino's Choices program will bring EEP (.Educational Enhancement Program) to Ruth O'Hara's Middle School. EEP has been featured on Channel 7 Vista LA program, and has now over 625 low-income youth graduating from the program with a vision of a better future as well as Microsoft and Internet technology skills. Community Union, Inc. has also been invited to make presentations on EEP in Washington D.C., Miami, San Francisco and Houston. Bringing EEP to Bloomington brings the organization one step closer to its mission - 20 sites before the year 2000.

There is no difference.



According to an editorial in the San Diego Union-Tribune, September 20, 1997, there is no difference between the state's gaming machines - The Lottery or Hot Spot - and Indian gaming machines.

"The Governor's office has no rational excuse for continuing to oppose

Indian parimutuel gaming machines, now that Wilson has approved state government parimutuel gaming machines at supermarkets, restaurants and convenience stores throughout California."

A bill "passed overwhelmingly by both Democrats and Republicans... would authorize the governor to sign tribal-state gaming agreements that legalize video gaming machines."

The San Diego Union-Tribune wrote: "Governor Wilson should sign the Indian gaming bill and begin negotiating with all tribes that have casinos. There's no longer any excuse for continued discrimination against Indian gaming."

We appeal to the Governor, as leader of our state, to heal the wounds and bring us all together. What we need is talk - not threats. Urge Governor Wilson to "begin negotiations with all tribes" by joining Californians Concerned About Fairness. Call 1-800-222-0113.