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HERITAGE MONTH FROM SEPT. 16 - OCT. 15
GROUPS AND INDIVIDUALS ARE ENCOURAGED TO SALUTE
THE HISPANIC PUBLIC THRU THE IEHN (909) 381-6259

A Publication of the
 Hispanic Communication &
 Development Corporation

Wednesday
 August 29, 2001
 Volume 14
 Number 22



INLAND EMPIRE

HISPANIC NEWS

Serving the Hispanic Communities in the Inland Empire

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

HISPANIC VIETNAM HERO IS MODEL FOR G.I. JOE DOLL



Master Sergeant Roy P. Benavidez, native of Texas, Vietnam hero and recipient of the Congressional Medal of Honor has been selected by Hasbro, Inc. to be the model for the G.I. Joe doll. Benavidez, deceased, is the first Hispanic to be selected after consideration of other models. Other G.I. Joe dolls with Hispanic features but not with specific names have been distributed since the first of the year. Photo courtesy of Mrs. R. Benavidez

Toy maker Hasbro Inc. of Newark, New Jersey, announced the introduction of its version of a G.I. Joe doll with a Hispanic surname.

Hasbro selected Roy P. Benavidez, a Texas native of Mexican descent and Army sergeant who won the Congressional Medal of Honor for valor in the Vietnam War, as a model for a doll that is currently being distributed to stores.

Derryl DePriest, director of marketing for G.I. Joe brand, said that the toy maker had earlier this year released the first G.I. Joe dolls with Hispanic features, but not modeled after a specific soldier, however, it pays tribute to Hispanics for their contribution to the U.S. military forces.

Benavidez was born in in Lindenau, Texas, in 1935 and raised by his grandparents after his parents died. He dropped out of school and joined the Army and received his

Continue on Page 5

SAN BERNARDINO SHERIFF ENCOURAGES RIDE-ALONGS



San Bernardino Sheriff's Deputy Michael (Mike) Tierney, above, is a 16-year law enforcement veteran protecting the citizens of the unincorporated areas of San Bernardino County. Tierney epitomizes the dedication and commitment of law enforcement officers and the practice of community-based policing. The San Bernardino County Sheriff Department has 1,461 sworn law enforcement officers and 1,127 civilian personnel. Photo by IEHN

Sheriff's Advisory Member Experienced Daily Patrol Duties
 By Graciano Gomez

Ride-along is probably an experience that many individuals would consider a must in their lifetime. This opportunity materialized for me when Norman Nuñez, a member of the San Bernardino Sheriff Department's Public Affairs Office, informed me that Sheriff Gary Penrod was proposing ride-alongs to members of the Sheriff's Advisory Committee.

I immediately agreed to accept the offer and fulfill a once-in-a-lifetime experience, especially since I have been a strong supporter of the Sheriff Department's law enforcement and youth programs. Nuñez and I concurred on a date, time and I chose the Muscoy area.

Driving to the Sheriff's Central Administration Office to start the ride-

Continue on Page 6&7



The Inland Center was the scene of an opening ceremony when San Bernardino Mayor Judith Valles, center, Arq. Victor Herмосillo Celaya, Mayor of the City of Mexicali, left, and Mexican Consul Juan Jose Salgado, right, cut the ribbon for the opening of displays depicting the City of Mexicali, its culture, industries, educational facilities and tourist attractions. The Mexicali visiting delegation were hosted by Mayor Valles and were able to visit the city of San Bernardino and meet business, education and civic leaders. Photo by IEHN



The Mexicali delegation, mayor and Mexican Consul pose before the display that opened at the Inland Center this week. The delegation is on a promotional campaign in San Bernardino to interest businesses, education institutions, county and city officials to develop respective task forces at each level of interest. Fourth from left is the Mayor of Mexicali, Arq. Victor Herмосillo Celada, Mayor Judith Valles and Mexican Consul Juan Jose Salgado. Photo by IEHN

IN THIS ISSUE

WHEN YOU WANT TO GO TO COUNSELING BUT YOUR PARTNER DOESN'T	PG 2
NATIONAL JOB CORPS STUDY SHOWS BIG RETURNS TO TAXPAYERS PROGRAM RETURNS \$2.02 FOR EVERY DOLLAR INVESTED	PG 3
DISTRICT AIMS TO REDUCE SUSPENSIONS AND EXPULSIONS	PG 4
PREPARATIONS UNDERWAY FOR THE 5 TH ANNUAL LOS ANGELES LATINO BOOK & FAMILY FESTIVAL	PG 4
U.S. BUSINESSES OWNED BY HISPANICS TOP 1 MILLION	PG 5
RIVERSIDE COUNTY OFFICE ON AGING	PG 7
CESAR E. CHAVEZ CURRICULUM DEVELOPMENT PROJECT	PG 8
TAKING STEPS IN THE FIGHT AGAINST BREAST CANCER	PG 9
VICTORY FOR SMALL BUSINESS IN THE INLAND EMPIRE REGION	PG 9
CALIFORNIA HISPANIC BUSINESS LEADERS, CHAMBERS, AND ENTREPRENEURS TO MEET IN SACRAMENTO	PG 10
RIALTO UNIFIED SCHOOL DISTRICT AND SOUTHERN CALIFORNIA EDISON JOIN FORCES	PG 10
A MEMORIAL TRIP TO ST. LOUIS	PG 11

WHEN YOU WANT TO GO TO COUNSELING BUT YOUR PARTNER DOESN'T

By Toni A. P. Brown, LMFT

Relationships take work. While romance may help to bring many couples together, sharing a lifetime together brings many new demands, calling for relationship skills that may never have been needed before.

For some couples the skills necessary for a successful relationship seem to come fairly easily, or at least are learned over time. These couples find they:

- ✓ can communicate openly and honestly, sharing feelings, thoughts and ideas
- ✓ are able to develop problem-solving skills so that conflicts can be talked through and resolved to both partners' satisfaction
- ✓ have an awareness that long-term satisfaction as a couple requires commitment and effort on both sides

When these skills are lacking, however, conflict can lead to frustration, resentment and distance between partners who were once close and loving. And when attempts to resolve longstanding conflicts fail, new skills and insights are required. This is where professional couples counseling can help.

Relationship counseling isn't a

magic bullet that suddenly solves a couple's problems. But it is an opportunity learn new insights and skills under professional guidance that can make a significant difference in a relationship.

Most couple counseling starts by getting the partners to understand that both parties in a relationship are responsible, but no one is to be blamed for what has gone wrong. Counseling will also focus on learning new conflict resolution skills – how to express thoughts and feelings more clearly, listen more carefully, and respond more sensitively.

It's also helpful to uncover how communications broke down in the first place. Each of us brings old "baggage" into our relationships – unresolved hurt, disappointment and anger from the past. We also grew up in different homes with different expectations. Through professional counseling, partners learn to understand each other better and communicate more comfortable across individual differences.

But an important question that faces many couples in need of help is to how to get the process started. It's seldom that both partners will come to the decision at the same time that help is needed. In many cases, it's often only one partner who feels that there is a real problem and that counseling could help.

How can you raise the idea of couples counseling to your mate? Choose a time when the two of you are calm to introduce the subject. Keep it simple. Avoid blaming or accusing, and maintain an upbeat attitude. It's always easier to accept a loving message than an angry one. You may want to say something like, "Our relationship is very important to me. I love you and I want us to stay together. Lately we haven't been as close as usual. I think couples counseling could help us be happier – will you try it with me?"



the areas of manufacture, business, education and civic leaders. At right is San Bernardino City Mayor Judith Valles. Photo by IEHN

If your partner is lukewarm about the idea, offer to get some information about counselors in your area. If your partner agrees to go only because he or she thinks you have a problem, don't take it personally. Once your partner meets the counselor, you may both be glad to continue counseling.

And don't despair if your partner reacts defensively ("I don't think there's anything wrong") or negatively ("I don't need a stranger telling me what to do!") Your partner may be content with the way things are. He or she may deny problems exist, even when these problems seem quite obvious to you, and even to others. Or your partner may become angry when you bring up issues that concern you. There are many common reasons why people avoid counseling, including fear of the unknown, anxiety about exposing innermost feelings, or the belief that admitting problems indicates weakness.

If your partner absolutely refuses to participate, begin counseling yourself. Your stress will diminish and your outlook brighten. Your partner may even notice the difference and become curious.

Invite your partner to join you, but avoid a high-pressure approach often creates resistance. Instead of nagging or getting angry, keep letting your partner know how important he or she is to you and how much you want your relationship to succeed.

While you can't force your partner to change, one person's growth can often inspire another's. When couples approach their difficulties with a willingness to grow and learn, the end result can be a deeply satisfying, loving relationship strong enough to last a lifetime.

Toni A. P. Brown, President of Counseling Services of Brandon in Brandon, Florida, is a speaker, trainer and psychotherapist in private practice.

RECALL ON EDUCATIONAL KITS DUE TO RISK OF LEAD POISONING

Approximately 160,000 "Let's Start Numbers" and "Optical Illusions Lab" educational kits are being recalled by A San Diego based company, Advantage Publishers Group, due to a risk of lead poisoning. Exposure to lead, especially in children, could cause health problems such as learning disabilities, behavior problems and anemia, among others. These kits were sold throughout the United States between February 1999 and May 2001, for \$13 to \$20. Although there have been no reports of illness, the company is recalling the kits as a precaution.

The "Let's Start Numbers" kit has a blue and red cover with a dog on front. It contains an interactive book and a packet of activity pieces to introduce children to numbers. The red painted numbers on the stencil sheet included in the kit contain lead. The "Optical Illusions" kit has geometric shapes on the cover. Included in the kit is a black pen, with gold paint that contains lead.

The stencil sheets and pens should be immediately removed and discarded from the activity kits. Consumers can call the Advantage publishers Group toll-free at 1-866-748-3731 for replacement pieces.

Parents who are concerned because their children have used these activity kits, and would like more information about lead poisoning, other sources of lead, and how to get a blood lead test for their children, can call the department of Public Health, Childhood Lead Poisoning Prevention Program at 1-800-722-3777.

Look & Feel Better

Go for a walk with a family member or a friend.

For busy families on a tight schedule.

A message from California Department of Health Services funded by the U.S. Dept. of Agriculture Department of Public Health Nutrition Program Human Services System County of San Bernardino Project LEAN and the Nutrition Network Grant #99-8587

NATIONAL JOB CORPS STUDY SHOWS BIG RETURNS TO TAXPAYERS PROGRAM RETURNS \$2.02 FOR EVERY DOLLAR INVESTED



Dave Miller, above, was recently appointed as director of the Job Corps Center located in Muscoy. Photo by IEHN

A new four year study shows that Job Corps returns \$2.02 for every dollar invested in the program as students learn vocational and life skills and becoming contributing members of society.

Inland Empire Job Corps Director Dave Miller said the study shows that Job Corps works and is a good investment for taxpayers. Opened in 1979, the Inland Empire Job Corps Center trains 400 young adults each year.

"Job Corps helps raise the educational attainment of young people, meets the needs of employer partners and, most important, helps change the lives of young people left behind by traditional education and training programs," said Dave Miller. The report concluded that to date, Job Corps is the only large-scale program that has

produced sustained, significant earning gains for disadvantaged youth.

Started 37 years ago, the voluntary Job Corps program offers vocational, academic, and social skills training for youth 16-24 at 118 centers nationwide.

The bottom line is how the program changes people's lives. Kevin Festa, an Inland Empire Job Corps Center Trainee received his GED at Job Corps and is currently attending Valley College. Mr. Festa will soon be working toward a Bachelor's degree in Psychology, and completely changed his life for the better since arriving at Inland Empire Job Corps.

The Department of Labor contracted with Mathematica Policy Research Inc. to conduct the study. It was based on a random sample of all eligible applicants in 1994 and 1995. Mathematica estimated impacts by comparing the experiences of the program and control groups through periodic interviews over a four year follow up period.

The Findings

- ◆ Job Corps graduates work longer and earn higher wages. Jobs Corps makes a meaningful difference in participants' educational attainment and earnings. Calculating the working lifetime of a Job Corps graduate, the study shows they earn about \$27,000 more than their non-program graduates.

- ◆ Jobs Corps substantially increases education and training opportunities. Job Corps participants spent five hours per week – about 1,000 hours

in total – more on education or training than they would if they hadn't enrolled. This impact corresponds roughly to one high school year.

- ◆ Job Corps dramatically increases students' functional literacy. Forty-two of Job Corps students attain their General Education Development (GED) certificates, compared to 27 percent of those not enrolled. Job Corps students had higher average scores in understanding and using information from text and in perform-

ing arithmetic from information embedded in text and documents.

A summary of the report can be viewed using Adobe Acrobat at Mathematica's

Web Site at: <http://www.mathematica-mpr.com/PDFs/redirect.asp?strsite=jobsumfinal.pdf>

For more information on Inland Empire Job Corps call (800) 788-6305. Or access the Job Corps website at <http://iejc.tripod.com/> for more information.

County of San Bernardino
Department of Economic and Community Development
2000-2005 Consolidated Plan and 2000-2001 Action Plan
Annual Performance Review

NOTICE OF HEARING

NOTICE IS HEREBY GIVEN that the Board of Supervisors of the County of San Bernardino will hold a public hearing on Tuesday, September 18, 2001 at 10:00 a.m. in the Chambers of the Board of Supervisors, 385 North Arrowhead Avenue, First Floor, San Bernardino, CA. The purpose of the hearing is to review the County's accomplishments during the past fiscal year under the 2000-01 increment of the County's 2000-05 Consolidated Plan.

BACKGROUND

Each year since 1975, the County of San Bernardino has qualified to receive federal housing and community development grant funds from the U.S. Department of Housing and Urban Development (HUD). The funds are to develop viable communities by providing decent housing, suitable living environments and expanded economic opportunities, principally for low- and moderate-income persons. In 1999, HUD renewed the County's qualifications to receive funds for the Community Development Block Grant (CDBG), Emergency Shelter Grant (ESG) and HOME Investment Partnerships Act (HOME) programs during fiscal years 2000, 2001 and 2002. The CDBG funds are for eligible projects in the unincorporated communities and fourteen (14) cooperating cities. These cities are Adelanto, Barstow, Big Bear Lake, Chino Hills, Colton, Grand Terrace, Highland, Loma Linda, Montclair, Needles, Redlands, Twentynine Palms, Yucaipa, and the Town of Yucca Valley. For the purpose of these grant funds, this area is referred to as the "County Consortium." In addition to these cities, the cities of Rancho Cucamonga, Rialto and Victorville have been approved by HUD to participate in the County's HOME Program Consortium.

In 1995, HUD combined the HOME, ESG and CDBG programs into a single grant application process. As part of the grant application, the County is required to submit a document that addresses the strategies and priority needs for using these three grant programs over a five-year period. This document is called the Consolidated Plan. The County adopted its new five-year Consolidated Plan on April 18, 2000. That Plan covers fiscal years 2000-01, 2001-02, 2002-03, 2003-04 and 2004-05. To receive the 2000-01 CDBG, ESG, and HOME grant funds, the County prepared an Action Plan to address the housing, homeless, economic development and community development strategies of the Consolidated Plan. The 2000-05 Consolidated Plan and 2000-01 Action Plan was submitted to HUD on June 6, 2000 for funding approval. During the past fiscal year, the County has carried out the Action Plan through a wide variety of grant funded construction, public service, housing and economic development and homeless assistance activities.

ANNUAL PERFORMANCE REVIEW

At the end of each September, the County submits detailed reports to HUD covering the past year's activities, accomplishments and expenditures. The County combines the annual HOME, ESG and CDBG reports into a single Consolidated Plan Annual Performance Report pursuant to HUD Consolidated Plan regulations. At the public hearing, staff from the Department of Economic and Community Development (ECD) will present the County's 2000-01 Annual Performance Review (APR) and receive citizen's comments. The APR will summarize the County's performance and accomplishments in carrying out programs and projects to meet the various goals and strategies outlined in the Consolidated Plan.

For a period of fifteen (15) days beginning on September 4, 2001 and ending on September 18, 2001, the public is invited to submit written comments on the Annual Performance Review. Comments received after 5:00 p.m. September 18, 2001 cannot be considered in the preparation of the Annual Performance Report to HUD. Send comments to County ECD at the address shown below. A draft copy of the APR will be available for public review during the public comment period, at the ECD address also.

Those individuals wishing to express their views on the Annual Performance Review may be present and be heard at the public hearing or may, prior to the time of the hearing, submit written comments to the Clerk of the Board of Supervisors, 385 North Arrowhead Avenue, Second Floor, San Bernardino, CA 92415-0130.

If you challenge any decision regarding the above proposal in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice or in written correspondence delivered to the Board of Supervisors at, or prior to, the public hearing.

Due to time constraints and the number of persons wishing to give oral testimony, time restrictions may be placed on oral testimony at the public hearing regarding this proposal. You may make your comments in writing to assure that you are able to express yourself adequately.

San Bernardino County
Dept of Economic and Community
Development (ECD)
290 North D Street, Sixth Floor,
San Bernardino, CA 92415-0040
Attn: Program and Compliance Section
or call (909) 388-0959

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J. RENÉE BASTIAN, CLERK OF THE
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Carlos O'Brians – 2nd floor
440 W. Court Street (across from City Hall)
Thursday, September 13th
5:30pm to 8pm

Proceeds will benefit S.B. Council PTA,
serving the San Bernardino City Unified School District
Thank you Carlos O'Brians

For more information phone:
Teresa Parra, PTA Council President (909) 425-2219
Layla Stoppler Co-President (909) 886-3547

PREPARATIONS UNDERWAY FOR THE 5TH ANNUAL LOS ANGELES LATINO BOOK & FAMILY FESTIVAL

The Nation's Largest Latino Book & Consumer Expo



Edward James Olmos, distinguished actor, producer and community activist, announced the presentation of the 5th Annual Los Angeles Latino Book & Family Festival at the Los Angeles Convention Center on October 13-14, 2001 from 10:00 Am to 6:00 PM. The previous year's attendance totaled 45,044 with 734 booths.

Los Angeles – Edward James Olmos, actor and community activist, will present the 5th Annual Los Angeles Latino Book & Family Festival, a weekend event that promotes literacy, culture and education in a fun environment for the whole family. The festival will be held Saturday, October 13, and Sunday, October 14, at the Los Angeles Convention Center, South Hall, 1201 South Figueroa St., Los Angeles, CA. The event will be open from 10 a.m. to 6 p.m. on Saturday and from 10 a.m. to 6 p.m. on Sunday. Admission is free. The Festival offices are located in Carlsbad, California, and can be reached at 760-434-7474.

The Los Angeles Latino Book & Family Festival is the largest Latino consumer trade show in the US. The 2000 Los Angeles show drew 45,044 to 734 booths. Over the past five years 220,000 people have spent nearly a million hours at the Festivals. The greater Los Angeles area, home to over 6.6 million Hispanics, is the largest Hispanic market in the U.S.A. In fact, 18% of all Hispanics in the U.S.A. live in the greater L.A. area.

The two-day event is a hands-on family and consumer extravaganza featuring seven major villages (pavilions) and over ten activity areas including, books, careers, culture, education, health, the home, recreation, travel and more. In total, over 75 workshops, author readings, and entertainment sessions will be held. More Latino authors will be at this Festival than at any other event this year.

A wonderful opportunity to reach the fast-growing Latino Market in the greater Los Angeles region, exhibitor space is available to vendors who want to reach that market. The festival's unique "village" concept allows for exhibitors and sponsors to select among seven different areas within the exhibit hall to meet their specific needs. The book village is ideal for bookstores, publishing houses, retailers and other publications. The Careers and Education Village is designed for colleges and universities, prep schools, corporate and government agencies. The Culture Village is a perfect match for artists, arts and crafts vendors, clothing vendors, jewelry makers and cultural organizations. The Health Village is ideal for HMO's, insurance companies, hospitals, health care professionals and fitness vendors. Testing is a popular activity. The Mi Casita Village was designed for banks, home furnishings companies, insurance providers, realtors, automobile dealerships, department store retailers and food companies. The Technology Village reflects the explosive growth of the Internet and personal computers. Finally, the Recreation and Travel Village attracts travel bureaus (domestic and international), airlines, theme parks, hotels, travel agencies, professional sport teams and more.

"Latino writers are coming to the forefront of the literary scene in this country," says actor, director and festival producer Edward James Olmos. "A host of them will be present at the upcoming Los Angeles Latino Book & Family Festival reading from their books, sitting on panels and signing their books.

Their works are as diverse as the Latino community itself, and we are proud to have them participate in this important event." As noted in Hispanic Magazine, "The eighties gave rise to so many fictional and scholarly books by Hispanics that it's almost impossible to keep track of the new publications. The reconstruction and recovery of Hispanic literature and history have always been major concerns to Latino Writers." *Americano Literature*, by Mary Helen Ponce, May 1999.

2001 Festival Dates:

Los Angeles – October 13-14, Los Angeles Convention Center
 San Bernardino – December 1-2, National Orange Show
 Chicago – December 8-9,

DISTRICT AIMS TO REDUCE SUSPENSIONS AND EXPULSIONS

Reducing the number of suspensions and expulsions without sacrificing safety is one of the San Bernardino City Unified School District's goals for the new school year. The key to the effort, according to Youth Services Director Ray Culberson, is suspension and expulsion intervention.

The goal is to identify and assist at-risk students in solving problems before it warrants a suspension. Culberson plans to do this using what he refers to as reality-based education. Reality based education encompasses a number of programs designed to address the actual causes of suspension and help administrators to better understand and pro-actively address the situation. "It deals with real-life situations, real people, real problems, and real solutions," he said.

Culberson intends to use his reality-based philosophy in all aspects of the District's suspension reduction effort. He said each school's suspension and expulsion data will be reviewed on a monthly basis. If a school has significantly high number of student violations of a specific kind, an intervention action plan aimed specifically at that issue would be implemented. Programs aimed at reducing

suspensions among specific groups of students are also under consideration.

One such program is the Pre-Middle School Preparation program aimed at reducing middle school suspension rates, which are higher than those for elementary or high school. Culberson attributes the high number of suspensions to the greater expectations of middle school. "I believe middle school is an adjustment time for the students." He said. "They come from elementary where it's a more nurturing environment, whereas the middle school students are more on their own." A similar situation exists for students who have recently enrolled in a new school. They must become familiar with and adjust to new rules and expectations. To offset this problem for students moving to different schools within the District, a Progressive Discipline Matrix with standardized rules and discipline guidelines has been established. "We need to standardize rules throughout the District," Culberson said. He is also promoting discipline assemblies to make sure students are fully aware of the academic and social expectations of the District.

*Don't forget the
 16th of September's
 special edition to be published
 on September the 12th.
 Submit your holiday activities
 for publication on the week
 of September 3rd.*

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CLASSES START SEPTEMBER 4TH!

U.S. BUSINESSES OWNED BY HISPANICS TOP 1 MILLION; CALIFORNIA, TEXAS, FLORIDA LEAD STATES, CENSUS BUREAU REPORTS

Hispanic-owned businesses in the United States totaled 1.2 million firms, employed over 1.3 million people and generated \$186.3 billion in revenues in 1997, according to a report released today by the Commerce Department's Census Bureau.

Hispanic-owned firms made up 6 percent of the 20.8 million nonfarm businesses in the nation and 1 percent of the \$18.6 trillion in receipts for all businesses.

The largest number of Hispanic-owned firms (1 million) were sole proprietorships, unincorporated businesses owned by individuals. C corporations, all legally incorporated businesses except for Subchapter S corporations (whose shareholders elect to be taxed as individuals rather than as corporations), numbered 78,500. But C corporations ranked first in receipts (\$71.8 billion) among all Hispanic-owned firms, the report showed. C corporations were included in the Hispanic portion of the survey of Minority-Owned Business Enterprises, source of the data, for the first time in 1997.

Four states, California (336,400), Texas (240,400), Florida (193,900) and New York (104,200), accounted for 73 percent of the firms owned by Hispanics. Seven out of 10 Hispanics reside in these four states.

New Mexico had the highest percentage of firms owned by Hispanics, 22 percent; 5 percent of that state's business receipts were from Hispanic-owned businesses. Texas ranked second with 16 percent of the state's firms owned by Hispanics. These firms accounted for 3 percent of all of Texas' receipts; Florida was third, with 15 percent of its firms being Hispanic-owned and 4 percent of its receipts coming from Hispanic-owned firms; California was fourth, with 13 percent Hispanic-owned businesses and 2 percent of the state's total receipts coming from Hispanic businesses.

Among Hispanic groups, Mexicans owned by far the greatest number of Hispanic-owned firms, 472,000, or 39 percent. "Hispanic Latin Americans," a write-in category, was second, with 287,300 businesses or 24 percent of Hispanic firms.

Four in 10, or 475,300 Hispanic businesses, had receipts of \$10,000 or less; slightly more than 2 in 10, or 273,300 had receipts between \$10,000 and 25,000; while 26,700, or about 2 percent, had sales of \$1 million or more. Receipts per firm averaged \$155,200 for Hispanic-owned firms compared with \$410,600 for all

U.S. firms excluding publicly held corporations and firms whose owners' race or ethnicity were indeterminate (e.g., mutual companies whose ownership is shared by its members).

The survey data also show that 18 percent, or 211,900, of Hispanic-owned firms had paid employees. These firms accounted for 85 percent of the gross receipts of Hispanic businesses.

There were 1,100 firms with 100 or more employees and receipts of \$28.3 billion.

Four in 10 Hispanic-owned firms were in the service industry and accounted for 21 percent of gross receipts; while wholesale firms accounted for 3 percent of total Hispanic-owned firms, but 22 percent of gross receipts.

The number of Hispanic firms, excluding C corporations for which prior comparable data are not available, increased 30 percent from 1992 to 1997, compared with a 7 percent increase for all U.S. firms.

Receipts of Hispanic-owned firms rose 49 percent, from \$77 billion in 1992 to \$114 billion in 1997, compared with a 40 percent increase for all U.S. firms of the same type over the same period.

The data in the report were collected as part of the 1997 Economic Census from a large sample of nonfarm businesses filing tax forms as sole proprietorships, partnerships or any type of corporation, which has receipts of \$1,000 or more in 1997.

The report, 1997 survey of Minority-owned Business Enterprises; Hispanic, presents data for Hispanic-owned businesses by size, type of businesses, geographic areas (states, counties, metropolitan areas and places) and specific ethnic groups.

The data were collected in a sample survey and are subject to sampling variability, as well as nonsampling errors. Sources of nonsampling error include errors of response, nonreporting and coverage.

HISPANIC VIETNAM HERO IS MODEL FOR G.I. JOE DOLL

Continued from Page 1

GED and became a paratrooper in 1958 and a member of the Special Forces.

On May 2, 1968, the 33-year old Benavidez in his second tour of duty was monitoring radio dispatches from a camp inside the South Vietnamese border. A helicopter was ordered to extract Special Forces soldiers from a fire camp in Cambodia and Benavidez grabbed a rifle and bullied his way into the helicopter without permission. The crew encountered about a dozen American soldiers being overrun by an entire regiment of North Vietnamese regulars.

The helicopter landed and Benavidez jumped off. He was immediately wounded in the right leg, chest and head. Over the next six hours, his constant exertion and loss of blood did not stop him from alternately playing the role of infantry rifleman, hand-to-hand combat warrior, commander and even medic. He was able to call in tactical air strikes and directing the fire from the supporting gunships to suppress the enemy's fire and monitored the rescue of fellow soldiers, including his carrying wounded soldiers to the rescue helicopters. He helped save the lives of eight fellow Green Berets and was able to retrieve every valuable classified documents in the fire camp.

Benavidez received 37 wounds from bullets, shrapnel and bayonets, including broken jaws and exposed intestines. He was forced to be finally evacuated in order to receive medical aid. He was later awarded the Distinguished Service Cross.

However, this action took place in Cambodia and the United States was secretly operating in that country and prevented publicity regarding his bravery, although many in the Armed Forces were aware of his actions.

He received the Congressional

Medal of Honor from President Reagan in 1981. After his retirement as a master sergeant, Benavidez wrote a book, "Medal of Honor: A Vietnam Warrior's Story" on his life and battlefield experiences. He died in May, 1999.

"Benavidez was chosen for his battlefield heroism. His courage was unparalleled and we are deeply honored and humbled to be able to create a figure in his likeness," stated DePriest.

Editor's note: The Inland Empire Hispanic News annually publishes on Veterans Day the Hispanics who have been awarded the Congressional Medal of Honor.

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of Hot or Mild Salsa

Not valid on catering or party orders.
May not be combined with any other offers.
Limit 2 orders per customer. Prices subject
to change without notice. Exp 9-28-01

ROLL ON DOWN TO JUAN POLLO!

Fontana 9141 Citrus Ave. (Citrus & Fontana Rd.) 427-8960	San Bernardino 1256 W. 5th Street (at Mt. Vernon) 885-5598
Highland 3553 E. Highland Ave. (Highland & Palm) 864-5381	Redlands 802 W. Colton Ave. (Colton & Texas) 793-3885

New Highland
1014 E. Highland Ave.
(Across Perris Hill Park, Next to Pizza Hut)
881-4191

Salute the Hispanic Public
during Hispanic Heritage Month
in the Inland Empire Hispanic News.
Call our office at 909-381-6259

SAN BERNARDINO SHERIFF ENCOURAGES RIDE-ALONGS

Continued from Page 1

along, I reflected on the Sheriff's Department and its past interrelationship with the community at large, specifically the Hispanic community.

Prior to 1988, the relationship with the Sheriff's Office and Hispanic community was not the greatest, to say the least. The era of the "cowboy sheriff" was in effect and isolated incidents of "over reaction" by deputies were periodically reported.

The "Victorville Five Incident" on June 30th, 1988, was one of a series of severe incidents that developed into a different trend in the philosophy in law enforcement for the Sheriff's Office and other police agencies.

The incident began in the Victorville area when the Sheriff's Office received a call of a loud party and responded to the call on the following day. The deputies "misinterpreted the situation" and reacted by "beating" five individuals at the residence. The incident was videotaped by a neighbor and subsequently shown throughout the United States and worldwide!

Dr. Armando Navarro and Mariana

Gonzalez, from the then-Institute of Social Justice, and many civic leaders protested against the action of the Sheriff's Office. The rest is history.

As a subsequent to that incident, a federal civil rights suit was won against the Sheriff's Office; Sheriff Floyd Tidwell declined to run for reelection; Dick Williams was eventually elected sheriff; the office of Public Affairs was expanded; a sheriff's advisory committee was established; sensitivity classes were conducted by Dr. Lupe Quintanilla of the University of Houston for a three year period; and Gary Penrod has been elected sheriff. A number of other positive changes have occurred since that time.

Arriving at the Sheriff's station at 3:30 PM, I was escorted to the briefing room and introduced to Deputy Sheriff Michael (Mike) Tierney, my "training officer". The briefing consisted of the duty sergeant and deputies exchanging pertinent information on trouble spots within central San Bernardino, Highland, Loma Linda and Muscoy areas.

After the briefing, Mike went through a process of checking his pa-

trol car for drugs or valuables leftover by prisoners, loaded his shotgun, filled out reports and we started on patrol duty.

Mike immediately explained each piece of equipment on his patrol car, including the shotgun, MINI-14 assault rifle, computer, radio and assortment of auxiliary equipment, and also the various mandated reports to be filled reflecting the activities on his shift. He warned me that he would be cognizant of my presence and safety, however, at times he would have to be responding to radio calls, operate the computer and a myriad of other operations associated with his patrol duties, which occurred frequently.

Mike drove me around the Muscoy area to familiarize me with his "normal" patrol area. He described each neighborhood in detail, pointing out trouble spots and individuals who potentially create problems. "Muscoy is an ethnically mixed neighborhood. Each day is different. During the week, its very quiet, sometimes, but come the weekend the area can get hectic," Mike said.

The first "encounter" was an older man who was continually robbed by

locals. Mike got statements from the victim, followed through to apprehend the culprits and was unsuccessful, however, he inputted pertinent data on the computer for reporting purposes.

He was later requested by state parole officers to pickup a parole violator. We drove to the violator's residence, picked up the violator, driving him to the central jail to book him. I witnessed my first booking procedure and detention of the violator (this is the first time that I have been in a jail!).

Driving back to Muscoy (by this time we had established a good relationship and I divulged my newspaper background and wanting to know him better) I asked Mike why he had chosen a career in law enforcement.

Raised in Glendale in an Irish-Catholic family, Mike graduated from high school and got a job as a cabinet builder. He felt that a law enforcement career was closer to his career goal, he joined the Burbank Police Department and continued his education at Glendale Community College, majoring in Administration of Justice. He later transferred to the San Bernardino Sheriff's Department in 1985. Mar-



YOU'RE GETTING MONEY BACK!

THE CITY OF SAN BERNARDINO SUMMER UTILITY REBATE
QUESTIONS? CALL (909) 873-3409

Yes it's true! If you're a resident of the City of San Bernardino, or you own a business in San Bernardino, you're getting a rebate!

With the arrival of summer and a new round of electricity rate increases, the City of San Bernardino wants you to get some financial relief. The City gets a portion of your electrical payments, through a Utility Users' Tax. With the higher electrical bills, the City will receive more money from the Tax than it needs. So, you're getting some of it back!

Look at your electric bill. You will see a charge called the "Utility Users' Tax". Make sure to save and read your July and August electric bills. If the Tax on each of your July and August residential electric bill is LESS than \$10, then you are going to get \$20 back (\$10 for each month). If the Tax on either your July or August residential electric bill is MORE than \$10, then you are going to get \$10 back for each month and you can apply for the difference between the \$10 you are going to get and the total Tax that you paid in July or August.

RESIDENTIAL EXAMPLE: My Utility Users' Tax for July is \$4.50. My Utility Users' Tax for August is \$3.50. I get the \$10 rebate for each month for a total of \$20.

My Utility Users' Tax for July is \$7.00. My Utility Users' Tax for August is \$15.00. I get the \$10 rebate for each month for a total of \$20 and I can apply for an additional rebate check for August in the amount of \$5.00.

How do I get my \$10?

You don't have to do anything! Residents who get water from the City of San Bernardino will receive a \$10 payment made by the City on their water bill. The \$10 payment will automatically be credited on your water bill. This is the fastest way to get you a rebate.

How do I apply for additional rebate amounts over the \$10 per month?

Applications are at City Hall (300 North D Street, Front Lobby or Finance Department), on the website www.ci-san-bernardino.ca.us, at Feldheim Library and will also be printed in the San Bernardino Sun. Turn in the applications to City Finance Department, 4th Floor of City Hall. Applications will be taken from any City of San Bernardino resident who thinks they should get the rebate and from anybody who paid more than a total \$10 Tax on their July and August electric bills.

I'm a renter and/or do not have City Water. Do I get a rebate?

Yes! Even if your landlord pays your water bill or you get water service from outside the City, you can get a rebate. Just fill out an application for the rebate that will be mailed to you or you can pick one up at City Hall Lobby.

Wait a minute... What about businesses?

Business owners can apply for a rebate too! Applications are being mailed to every business with a business registration on file with the City of San Bernardino.

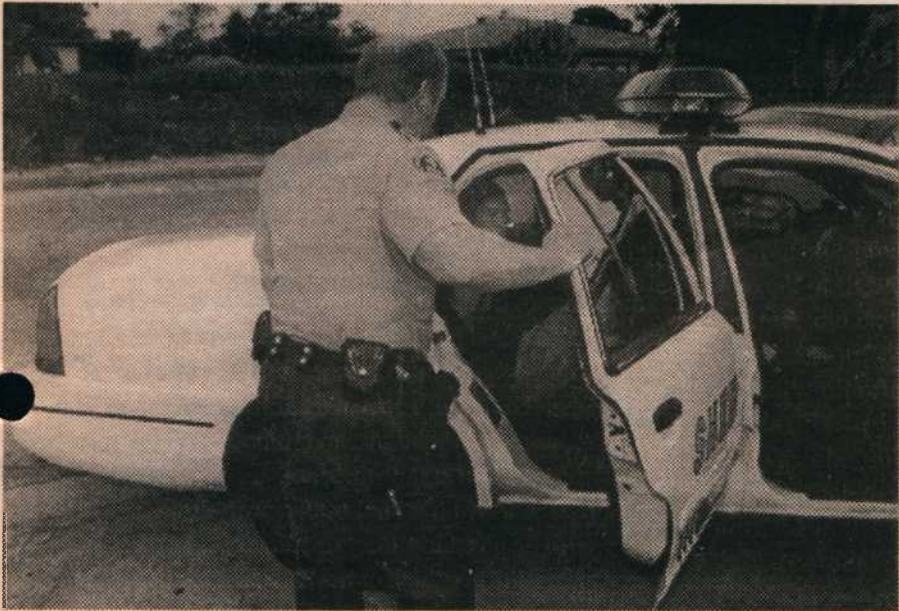


City of San Bernardino
Summer Utility User's Tax Rebate Program
Rebate Application for Residents

		<i>For Finance Department Use Only</i>	
Name: _____		Approved By: _____	
Address: _____		Rebate Amount: _____	
City, State, Zip: _____		Date Approved: _____	
Phone number: _____			
Check (1) one:			
Homeowner <input type="checkbox"/>		or Renter <input type="checkbox"/>	
Electric Company Account #: _____			
Billing period for electric bill: From: _____ To: _____			
\$ amount of City of San Bernardino Utility User's Tax (UUT) applied to electric bill: \$ _____			
Do you directly pay your own water bill?			
Yes, account number: _____		No _____	
Water Company Name _____			
MUST ATTACH A COPY OF YOUR ELECTRIC BILL PERTAINING TO REBATE AMOUNT CLAIMED ABOVE Deadline to apply for rebate is December 31, 2001			
CERTIFICATION			
I hereby certify that all of the information provided above is correct to the best of my knowledge. I also confirm that I have paid the current balance due on the attached electric bill including all City of San Bernardino UUT taxes.			
Signature _____		Name (please print) _____	Date _____

SAN BERNARDINO SHERIFF ENCOURAGES RIDE-ALONGS

Continued from Page 1



Deputy Sheriff Michael (Mike) Tierney was requested by State parole officers to apprehend a parole violator. The violator was transported to central jail for processing and detention. Photo by IEHN

ried to a Hispanic for 12 years, he has two children, ages 9 and 10 (as a policy, publications do not publish family names). He is a field training officer and drug recognition expert.

As we patrolled different neighborhoods, a call came in for a backup on a disturbance in the Highland area. We raced to the call via the crosstown freeway (the speedometer was marking 90 plus). The call was a domestic problem and was settled by the assigned deputy on call. We traveled back to Muscoy and continued patrolling the area.

Finally, Mike asked me if I was ready for dinner. He suggested Juan Pollo located on Highland Avenue (I suspected he would suggest a Mexican dinner) At Juan Pollo, he ordered a chicken dinner and I ordered a tostada. Halfway through our dinner, he received a call and we had to leave our dinner (It was hard to leave my tostada). The call was taken care of.

We continued on patrol. I encouraged Mike to discuss his career and future plans. He said that he was proud of being in law enforcement. "As a law enforcement officer, I feel a compassion for helping the citizens, because that is our responsibility to protect them. I approach every individual in a non-threatening way, treat each one with respect and express a friendly approach. This has been very helpful in resolving many serious situations for me," he said. An area of special training is verbal judo that many law enforcement agencies use to successfully diffuse confrontational situations.

Continuing the patrol route, other calls came in and were checked out. Mike kept constantly inputting data into the computers and listening to calls from other patrols.

During a lull in radio activity, I asked Mike about his future in law enforcement. He stated that a change

in his career is necessary and his future goal is to strive toward detective status, a position that opens fields of specialization within the department.

Mike also talked about his wife and children, and early adjustment to his wife's cultural background. "It is a happy occasion when all the relatives get together which I enjoy very much. It was hard to adjust. Do I love Mexican food! I miss not being with my wife and kids because of the job. This is one of the downsides to being a deputy," he said.

As we continued on patrol, Mike checked on numerous license plates for stolen vehicles, checked on a parked car with a young driver (he was visiting his girlfriend), stopped a car and checked on identification papers with a non-English speaking driver (his Spanish is good up to a certain point, then it becomes non-decipherable, but there's an effort and hope).

We got a call for backup in the area of Pacific High School. At the scene, the assigned deputy resolved the dispute between father and son.

Another immediate call came in from a store adjacent to the International Trade Center, where two young boys were throwing rocks, breaking a windshield on a pickup truck. Mike talked to the truck owner, who agreed that payment would be sufficient. He talked to the parents about restitution and (kneeling to speak at their level) he spoke to the two boys on the danger of rock throwing and damage that can be caused. He pointed out that their parents were paying for the damage. This discussion had a tremendous impact on these boys that will undoubtedly last for a long time. At 11:00 PM, I was dropped off at the Sheriff's station.

In the ride-along, there were incidents that I did not elaborate on. However, the experience of a "quiet night" gave me an insight as to what occurs on a typical shift for a sheriff deputy on patrol: the constant radio calls, computer input, signs of trouble areas, ability to analyzes situations and best approaches, dangers of the job, etc., and the pressure of the job.

Thanks for the experience, Deputy Sheriff Michael "Mike" Tierney.

Graciano Gomez is publisher/editor of the Inland Empire Hispanic News and a member of the Sheriff's advisory committee since 1989.

RIVERSIDE COUNTY OFFICE ON AGING Empowering Older Persons for a Better Life

A complimentary forum, **Stress Relief 2001**, a Health Forum for Grandparents Raising Grandchildren, will be held on Thursday, September 20, 2001, 8:30 a.m. to 1:00 p.m. at the Riverside County Office of Education. This forum is sponsored by the Riverside County Office on Aging, Advisory Council on Aging, Riverside County Office of Education, Department of Public Social services, and the Grandparents Raising Grandchildren Task Force. This year's forum will feature a presentation by Judge Stephen D. Cunnison, Superior Court.

"One of the many issues that grandparents are facing today is the growing trend of having to once again take on the role of parent. Problems that are breaking families apart are leaving children at risk, neglected and uncared for, grandparents are stepping in to care for them," stated Edwina Scott, Grandparents Raising Grandchildren Task Force and Forum Coordinator.

Grandparents who take on grandchildren are often faced with multiple needs for these children and for themselves without adequate support," said Jean Cummings, Chair, Grandparents Raising Grandchildren Task Force.

Grandparents raising their grandchildren remain a top priority in the Riverside County Office on Aging Strategic Plan. "It is a shared responsibility among government and community agencies to do everything possible to be supportive to these grandparents and responsive to their needs and concerns," stated Lu Mulberg, Director of the Riverside County Office on Aging."

Those interested in additional information or attending the forum, please contact Edwina Scott at (909) 791-3573

San Bernardino Council PTA
Sponsoring
9th Annual Vendor Fair




Thursday, September 6, 2001
5:30 to 8pm
San Geronio High School
2299 Pacific, Highland
(Exit east on Highland Ave., south on Arden, west to Pacific)

- Enjoy this free evening
- Sample vendor products
- Explore ways to make money for your group and organization
- Schedule vendor appointments for more detailed information

Open to all groups, churches and organizations

For more information phone:
Teresa Parra, S.B. Council PTA President at (909) 425-2219
or Layla Stoppler, Co-President at (909) 886-3547

If you are interested in participating as a vendor, there is still time!
Proceeds benefit San Bernardino Council PTA,
Serving the San Bernardino City School District

Celebrate a New Millennium
Donate Blood
December 27 through 31

As our special thank you for giving the gift of life take home a plush collectible Jolly Blood Drop Special Edition Year 2000

San Bernardino 364 Orange Street Road
Ontario 1829 East Fourth Street
Upland 1148 San Bernardino Ave. 92503
Riverside 4000 Van Buren Blvd



1.800.879.4484

We've Built a Better Mousetrap...



... and the world is beating a path to our door! We're not surprised. People have discovered that the new U.S. government, free portal www.FirstGov.gov is online. Just point and click your way to www.FirstGov.gov and instantly search more than 27 million U.S. government web pages. You can find the answers fast if you make your first click www.FirstGov.gov.

FIRSTGOV
Your First Click to the U.S. Government

CESAR E. CHAVEZ CURRICULUM DEVELOPMENT PROJECT

On August 18, 2000, Senate Bill 984 (Polanco) Chapter 213 was signed into law by the Governor and a new state holiday honoring Cesar Chavez was created. The legislation specifically instructed the California Department of Education (CDE) and the State Superintendent of Public Instruction to develop or revise, as needed, a model curriculum on the life and work of Cesar Chavez, and distribute that curriculum to every school in California.

The CDE held a competitive selection in the spring of 2001 to find a contractor to develop the curriculum. On June 1, 2001, the contract was awarded to SCIENTECH, Inc. SCIENTECH is working with Uintah Education, Inc; the Cesar E. Chavez Foundation; the Social Sciences Department of San Jose State University; Worldwide Support, Inc.; and Total Translating Services to complete the project.

Beginning in 1995, California began reforming its educational system by creating academic content standards in English language arts, mathematics, science, and history-social science. The State Board of Education adopted the history-social science standards in October 1998 and an updated curriculum framework in October 2000. These two documents form the basis for state policy on history-social science education in California.

Although they were written prior to the creation of the holiday, there are standards that supported learn-

ing about the life and work of Cesar Chavez. In addition, the history-social science curriculum framework explicitly mentions this focus at grades 4 and 11. The new Cesar Chavez curriculum will complement the history-social science curriculum and standards. Not solely concerned with the holiday, the curriculum will be a substantial part of the school-year instruction. The model will be written to provide guidelines to producers of supplementary instructional materials as well as provide an excellent research resource for the general public via the Internet.

SCIENTECH is working closely with the CDE. The final product is subject to approval by the State Board of Education. There will be a period of public review and comment this fall. The curriculum will be delivered to the CDE in December of this year and presented to the State Board of Education for information and public hearing January 2002. The Board is expected to take action in February 2002. The final curriculum will be available for use on the Internet in March of 2002.

The fully developed curriculum will be based upon the adopted history-social science standards and framework. In addition to biographies tailored for specific grade levels and one for general public, the curriculum provides primary sources including the speeches and writing of Cesar Chavez, his philosophy, documents about the struggles faced

by Chavez and his allies, and oral histories of those who participated in historical events. The curriculum will help incorporate the study at different grade levels, using a variety of teaching and learning strategies that include service learning, dramatization, community service, and/or presentations.

If the public has any questions on this project, contact Thomas Adams at 916/657-3617 or by e-mail at tadams@cde.ca.gov; or Valarie Bliss at 916/657-2863 or by e-mail at vbliss@cde.ca.gov. Developments can be monitored at the CDE Web site: <http://www.cde.ca.gov/cesarchavez>.

¿Buscando una buena oferta?

Nosotros tenemos exámenes físicos para hombres y mujeres gratis o a bajo costo.

Llame gratis a 1-800-722-4777 para el centro de control de la natalidad cerca de Usted.

Apartamentos se Rentan en San Bernardino, Fontana y Rialto

1-Una Recamara \$400 - \$490
2-Dos Recamaras \$500 - \$575
Pisos/alfombra/verticales nuevos
Balcon o Patio
6262 Del Rosa (909) 881-6412
1585 N. Lugo (909) 384-9595
17450 Arrow Blvd, cerca de Palmetto (909) 428-7931
205 West Jackson (909) 877-3614
Se necesita buen credito!

RIALTO

APTS REMODELADOS

\$475.00
Se Rentan Apts de un piso, Cerca de Baseline y Willow con Carport, alfombra nueva, piscina, estufa y verticales. NO ANIMALES.
Se necesita buen credito!
Deposito \$250.00
Llame (909) 877-3614

PROYECTO CALPULLI TONANTZIN

Organizing for the defense and protection of the community
Invites all community members interested

Subject: Informational workshop for the community

Title: Protect your family's health in México.
Date: Friday, August 31, 2001
Time: 6:30pm
Location: Librería Del Pueblo-"Centro Quetzal"
972 N. Mt. Vernon St.
San Bernardino, CA 92411

There is a way for you to protect your family's health in México.

Services your family is entitled to:

- | | |
|--------------------|-------------------------------|
| ✓ General Medicine | ✓ Laboratory exams |
| ✓ Hospitalization | ✓ X rays |
| ✓ Interventions | ✓ Dental Services |
| ✓ Transplants | ✓ Medication and much more... |

The workshop is brought to you by

Consulado General de México, Presentación del Instituto Mexicano del Seguro Social en Los Angeles, California.

For further information contact María Rincón or Innan Talavera al 909/381-3001 or e-mail us at calpullitonantzín@yahoo.com



¿QUIÉRES CAMBIAR EL MUNDO?

Anímate a ser un MAESTRO.

Buscamos personas como tú, que desean cambiar el mundo y desarrollar el futuro de nuestra juventud. CalTeach tiene la información y los recursos necesarios para que puedas emprender una carrera como maestro.

California ofrece además muchos incentivos financieros para maestros que califiquen:

- Bonos y becas
- \$20,000 otorgados por el Gobernador a través de su proyecto "Teaching Fellowship Program"
- Ayuda para pagar préstamos estudiantiles
- Ayuda para comprar una casa



Otros trabajos podrán pagar más, pero ninguno te dará la satisfacción como la de ser un maestro. ¡Si puedes cambiar el mundo! Anímate a ser un maestro.

Llama al 1-888-CALTEACH o visita www.calteach.com/ad

TAKING STEPS IN THE FIGHT AGAINST BREAST CANCER

Today, 2.6 million women have breast cancer and half do not even know it. In the battle against breast cancer, a woman's chances for survival depend largely on early detection and treatment. When breast cancer is detected in its early stages, more than 90 percent of patients can be cured. What steps can you take to safeguard your health?

First, make sure you know your family medical history for both maternal and paternal relatives. It can help cut your risk for developing breast cancer. If you do have a family history of breast cancer, you may benefit from genetic counseling and testing. According to Jeffrey Weitzel, MD, director of the Department of Clinical Cancer Genetics at City of Hope Cancer Center in Los Angeles, "Women known to be at high risk of breast cancer can benefit from customized early-detection screening and prevention techniques." Discuss the findings from your health history with your physician, who can help you craft appropriate prevention and screening strategies.

Second, know your personal medical history. Medical experts cite the following potential risk factors for breast cancer:

- Being childless, or having your first child after age 30;
- Having a long menstrual his-

tory—began your menses at an early age and ending late in life;

- Consuming, on average two or more alcoholic drinks each day;
- Considerable exposure to radiation, particularly to the chest;
- Exposure to supplemental hormones including birth control pills, DES and hormone replacement therapy.

Women with any of these risk factors should be vigilant about their cancer screening.

Finally, age itself is a woman's single most important risk factor. According to American Cancer Society research, among 20 year olds, only one in 2,187 will develop breast cancer in the next ten years; among 40 year olds, one in 67, and among 60 year olds, one in 29. For this reason alone, women over 40 should have an annual mammogram.

How can you protect yourself, especially if you face some of the factors that put you into the higher-risk group? See your doctor. He or she will inform you of the latest methods of managing your risk, including instruction on how to perform a monthly breast self-exam, conduct annual check-ups including a clinical breast self-exam, conduct annual check-ups including a clinical breast examination and if you

are over 40, give you a prescription for a mammogram every year. Your physician may also put you on a more comprehensive prevention or screening program depending upon your health histories.

You may also be told to lose weight, exercise more, and cut down on your alcohol intake—all positive measures toward preventing breast cancer and many other illnesses. One way to take direct action in the fight against breast cancer as well as fund breast cancer research is to participate in City of Hope's WALK FOR HOPE AGAINST BREAST CANCER. To make a donation or to register to walk or run, call 800-266-7920, or go to the Walk Web site at www.walk.coh.org. To learn more about genetic screening for breast cancer, breast self-examination or other cancer concerns, call City of Hope at 800-826-HOPE.



BUSINESS PLANS AND FINANCE WORKSHOP

A workshop designed for people who plan to start a business or have recently established a business will be held Thursday, September 13, 2001, from 5:30 p.m. to 9:00 p.m. at the Greater Riverside Chambers of Commerce, 3985 University Avenue, Riverside, California

Sponsored by the Inland Empire Chapter of the Service Corps of Retired Executives (SCORE) Association, this program will discuss the business plan as an integral part of a business loan application. Most banks will not even discuss a loan until a business plan is presented. Learn about business plans, good record keeping practices and SBA-guaranteed loan opportunities.

The fee, which includes materials, is \$20.00 per person. For additional information on this event or free business counseling from SCORE, contact SCORE at (909) 652-4390

All SCORE programs and services are extended to the public on a non-discriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested two weeks in advance. Contact the U.S. Small Business Administration at (714) 550-7420, ext. 3711.

VICTORY FOR SMALL BUSINESS IN THE INLAND EMPIRE REGION

Senator Soto's Efforts to Bring Small Business Financial Development Corporation Successful

Small business owners in the Inland Empire region will now have direct access to financial support. Senator Nell Soto (D-Ontario) announced, today, a new Small Business Financial Development corporation will be established in the Inland Empire.

"This is a big step toward success for small businesses," claims Soto. "The Inland Empire has been identified as one of the areas in the state with the most rapid growth of small businesses and greatest need for loan guarantees. This is the break entrepreneurs need to grow and succeed. This is the break our local economy needed in terms of jobs and services."

There are eight other SBFDC's in California. Those offices oversee California Small Business Loan Guarantee Program in their areas.

The program enables small businesses to obtain a line of credit when it cannot otherwise qualify for a loan. These are state-backed loan guarantees from \$10,000 to \$250,000 at competitive interest rates.

For the 32 years since the program began, the Inland Empire has not had the opportunity to access the millions of dollars the program had guaranteed to new businesses.

"This is an extraordinary opportunity for the Inland Empire," says Samuel Crowe, Chairman of the Board of the Inland Empire Small Business Financial Development Corporation. "Credit should go to the Board of Directors of the SBFDC and, of course, to Senator Soto for her persistence in securing this program for her district. This is a major contribution to our local economy and a boost for minorities to succeed in their own

business ventures."

"We are looking forward to working with all the banks in the Inland Empire to help launch this great program," says Stanley Cruse, Chairman of the SBFDC's loan committee. "We will be making loans that would not otherwise be made those pursuing growth and expansion of their businesses."

The establishment of this corporation in the Inland Empire is part of AB 77, passed by the legislature and signed by the Governor in 2000. It requires the Trade and Commerce Agency to establish one of the four new SBFDC's in Ontario.

Small business owners can begin applying for the program November 1st. For more information on the specifics of the Small Business Loan Guarantee Program, contact Smauel Crowe (909) 983-9393.



CALIFORNIA HISPANIC BUSINESS LEADERS, CHAMBERS, AND ENTREPRENEURS TO MEET IN SACRAMENTO, CALIFORNIA

The California Hispanic Chambers of Commerce will host its 22nd Annual State Convention and Business Expo entitled "From Affirmative Action to Market Action: Hispanic Business Shaping a World Economy," October 3-6, 2001 in Sacramento, California.

The CHCC is the fastest growing regional business organization in California. Founded in 1978 to promote business, industry, commerce, and culture, the CHCC is a network of over 50 Hispanic chambers of commerce representing the interest of over 400,000 Hispanic businesses in California. The CHCC promotes the economic and business development of Hispanic business and communities in California.

The CHCC recognizes the significance of Hispanics in the United States economy. As California's economic future becomes increasingly dependent on a diverse workforce, consumer, and business segment, Hispanics will play an increasingly important role in California's economic future. According to a recent study by the U.S. Small Business Administration, Office of Advocacy, the number of U.S. business owned by Hispanics in 1997 totaled \$1.4 million generating close to \$200 billion in annual revenue. Hispanics business community in California represents 35% of all Hispanic business in the United States, with Latina owned business representing the fastest growing business segment in the U.S.

Please join us in promoting contin-

ued economic growth and development in California. The goal of the CHCC's Annual Convention is to promote participation from Hispanics and business owners from throughout the state and from all aspects of the public and private sector to discuss issues of relevance to this significant segment of the community. We also see this as an opportunity to celebrate the educational, political and economic success of this dynamic business community. Some of the Scheduled workshops include:

- Cashing in on eCommerce... Latinos in the Internet World
- Latinas... Changing the Face of Economic Development
- Political Empowerment... From the Ballot to the Cash Register
- Marketing... Making Your Face Count

This year's invited speakers include, California Governor Gray Davis; Lt. Governor Cruz Bustamante; U.S. Housing and Urban Development Secretary Mel Martinez; California State Senator Deborah Ortiz; Ana Cabral, CEO/President Hispanic Association of Corporate Responsibility; Kerry Killinger, CEO/President Washington Mutual Bank; Jesus Chaviarria, Publisher Hispanic Business Magazine and others.

If you would like additional information on Sponsorships, Exhibitor, Advertising Opportunities, or Information on Registration, contact the CHCC offices at (916) 444-2221.

RIALTO UNIFIED SCHOOL DISTRICT AND SOUTHERN CALIFORNIA EDISON JOIN FORCES

Rialto Unified School District is joining forces with Southern California Edison and Alliance to Save Energy to take a positive role in conserving energy during the recent critical energy crisis by implementing a program called "Green Schools."

Green Schools is a program under the umbrella of Alliance to Save Energy designed to help schools save energy through behavioral changes as well as retrofits. Teachers, students, and facilities workers work in a collaborative effort to cut energy costs. This is accomplished through a vigorous training session for teachers and facilities workers. The teachers attend workshops conducted by Green School staff members. The teachers are taught to teach students the importance of conserving energy during the school year. The curriculum used in the classroom meets state standards.

The Green Schools Program has started at Milor/Zupanic High Schools, Rialto's alternative high schools. Seven students have formed a Student Advisory Council (SAC) under the direction of Rod Campbell,

Vocational Education Coordinator. The SAC will work with other students in implementing conservation in Rialto schools and the community at large. Other schools participating are Bemis, Morgan, Myers, and Simpson Elementary Schools; Rialto Middle School; Eisenhower High School; and Rialto ROP/Adult Education.

Superintendent Irene Newton said "Students will be given the opportunity to carry the message to their homes as well as other key locations in our community. We have a goal of cutting usage by 10% in our schools."

Dr. Herb Fischer, Superintendent of San Bernardino County Schools who was instrumental in bringing Green School to the Inland Empire, has named Leslie Rodden, Horizons Project Specialist, to partner with Green Schools and Rialto to implement the Business Solution program.

The implementation of Green Schools will help students identify and solve energy problems.

For more information on Rialto's partnership, contact George Barganier or Dr. Bob Fulmer, EEPIC for Green Schools, 909-625-2361

**Honor the working
person on this
LABOR DAY**

The Multicultural Council of the
Riverside Museum Associates presents

Family Village Festival

A Multicultural Experience

Saturday, September 8, 2001

10:00 a.m. - 7:00 p.m.

at

Riverside

Municipal Museum

3580 Mission Inn Avenue • Riverside, California 92501

Participating Cultures

Caribbean
Chinese
Arab
Irish
Puerto Rican
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A MEMORIAL TRIP TO ST. LOUIS

By Jorge R. Baeza



Mark McGwire, world famous home run hitter, is pictured at home plate during the game between the St. Louis Cardinals and Tigers. Photo courtesy of Jorge Baeza

It was an eventful and exciting trip to visit my grandchildren after a four-year absence.

My daughter Naomi Baeza Beem informed me that her store Build A Bear Workshops in St. Louis had planned for their mascot Bearame to throw the first pitch at a St. Louis Cardinals and Tiger game. I just had to go.

Naomi Baeza, was the 1989 Colton High School "Yellow Jacket" Mascot, her senior class honored her by having the High School annual dedicated to her. Naomi was also MVP for the Carl Rimbaugh Girls Softball League Senior division "Tigers" team, that year the Tigers had an outstanding record of 15-0.

I was invited by Naomi, chief bear builder to record and photograph the event. We met the Cardinals public relations co-ordinator Marty

Hindman and his wonderful staff who gave us all courtesies and tour of the Club House with field passes to photograph the baseball players and their families on this family day.

At the beginning Bearame the Bear AKA Katie Rund met with all of the baseball stars children and then posed with these children and their famous parent and mother.

Red bird and Bearame met with a hug, and then Naomi escorted Bearame to the pitchers mound so that Bearame could throw the first pitch.

The game then commenced with the national anthem. To my surprise I was singled out by the Cardinals Video camera and my wife, daughters and grandchildren saw me on the Cardinals Big Screen. I didn't know that that this had occurred until my family



Naomi Baeza Beem, formerly of Colton, oversees her children who are captivated by Mascot Bearame who threw the first pitch at the St. Louis Cardinals and Tiger game in St. Louis. Bearame is part of the Build A Bear Workshops in St. Louis owned by Naomi Baeza Beem. Photo courtesy of Jorge Baeza

told me. What a surprise.

When the game started I didn't stay with the PR group, I went up to the bleachers to enjoy the game with my family and had an opportunity to see Mark McGwire hit his 564th homerun and capture this on film in addition to some memorable poses of Big Mac at first base.

A very memorable day!

While in St. Louis we visited the Anhauser Bush Beer Brewery, what an operation and of course enjoyed the special courtesies of free beer from the Anhauser Bush family.

Grants Park, home to General Ulysses S. Grant was another significant spot we visited. Entrance was free after we paid a nominal \$4.00 parking fee.

We went on to enjoy the exotic animal and bird aviary, elephants, petting zoo and of course the camels that were eager to give kisses for a munchies tidbit, plus chew on unsuspecting fingers that got in their way (mine).

To me the most memorable sight was the front gate and fence, composed of 2,500-welded civil war rifle



Naomi Baeza Beem and St. Louis Cardinals player watches as mascot gives hugs of appreciation to kids.

barrels that were used and had killed fellow Americans during the Civil war.

Our next stop was the St. Louis Arch, A 670-foot high monument to American Largesse. And paid an exorbitant fee of \$7.00 per person plus parking we were up there for only 10 minutes, one person in our group got a little sick.

A very eventful trip

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Bid No.	Title	Bidder's Conference	Closing Date	Contact Person
P2002-09	Assess, Develop and Demonstrate Low-VOC Cleaning Solvents for Cleaning of Lithographic Printing Ink Application Equipment	9/7/01 9:00 a.m.	10/31/01 4:00p.m.	Abid Latif (909) 396-3132
P2002-10	Qualify Classifications and Compensation Study Services Providers	None	9/18/01 5:00p.m.	Lindsey Wright (909) 396-3038
P2002-11	Data Cabling Infrastructure Upgrade	Mandatory 9/6/01 10:00 a.m.	9/18/01 1:00p.m.	Ray Goldsworthy (909) 396-2866
Q2001-19	Gas Chromatograph/Mass Spectrometer System	None	9/18/01 2:00p.m.	Joan Nierit (909) 396-2174

PERSONS ATTENDING THE BIDDERS' CONFERENCE SHOULD CONFIRM THEIR ATTENDANCE BY CALLING THE CONTACT PERSON. BIDS WILL NOT BE ACCEPTED FROM ANYONE NOT ATTENDING THE MANDATORY BIDDERS' CONFERENCE.

The RFP may be obtained through the Internet at:
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If you have questions or would like a copy of the RFP/RFQ mailed to you, telephone the contact person.

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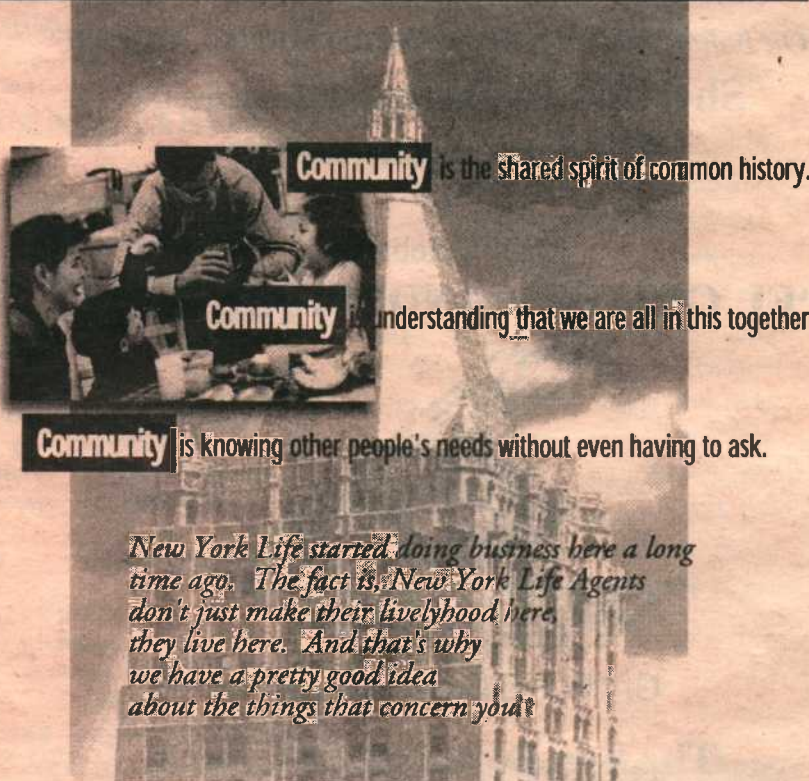
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