October 2nd 1991

Hispanic News

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Don Alvarez seeks Area 3 Seat on Colton School Board

Attorney Don Alvarez of Grand Terrace, Candidate for Area 3 Trustee on Colton Joint Unified School District Board of Trustees

Don Alvarez, 38, a senior partner in the law firm of Brunick, Alvarez and Batterby, San Bernardino, filed his candidacy for the Colton School District, in Trustee Area 3, which comprises the Grand Terrace portion of the school district.

Born and raised in the Bloomington area, Mr. Alvarez attended Bloomington High School, taking college preperation courses, was captain of the football team and involved in student government. His father was a school principal and his mother received her teaching credentials after raising four sons.

Attending the University of Redlands, Mr. Alvarez said, "I was faced with the rigorous of a college environment and I did not feel adequately prepared to meet the level of academic competition at a four-year university."

Continuing, he said "For weeks I stayed up nights, reading and re-reading the lessons - trying to catch up. I was ready to enlist in the Marine Corps with my buddy and forget college. Thanks to the example of my mom and dad, and that I wanted to stay eligible for football, I stuck it out at U of R where I worked very hard to compete academically."

He stated that there were few Hispanics on the university campus in those days and that they (Hispanics) had to define themselves and their cultural experiences without the benefit of books or courses in which Hispanic-American history was taught or was given that much attention.

According to Alvarez, there were many high-paying blue collar alternatives to college in those days: after Vietnam lots of guys went to work at Kaiser, the Colton Cement Plant, the Box Factory, the railroads or Norton Air Force Base. This allowed many to marry, buy a home, and provide for a family in those days.

"I was out of Law School for several years before I started out on my own." says Alvarez. "I have been working in the legal profession for the last six years, specializing in estate planning and business law."

Mr. Alvarez attended Bakersfield College and Florida State University, received his Law Degree from the University of San Diego and is a member of the San Diego County Bar Association. He has also been a member of the Young Democrats in the Districts of California and has served as a delegate to the State Democratic Conventions of 1988 and 1990.

Mr. Alvarez said, "I was faced with the decision of staying or going four years ago. I decided to stay after listening to the lessons trying to catch up. I was ready to enlist in the Marine Corps with my buddy and forget college. Thanks to the example of my mom and dad, and that I wanted to stay eligible for football, I stuck it out at U of R where I worked very hard to compete academically."

Continuing, he said "For weeks I stayed up nights, reading and re-reading the lessons trying to catch up. I was ready to enlist in the Marine Corps with my buddy and forget college. Thanks to the example of my mom and dad, and that I wanted to stay eligible for football, I stuck it out at U of R where I worked very hard to compete academically."

The Institute for Social Justice (ISJ) will be holding its Eighth Annual Dia de La Raza Celebration. Instead of its annual unity banquet, ISJ announced it will be staging a spectacular musical extravaganza entitled "Dia de La Raza: Celebrating 500 Years of Culture through Music." With an expected attendance of 700 people, the event will take place on Wednesday, October 16, 1991 from 6:00 pm to 10:00 pm, at Sturges Theatre Auditorium, located at 700 North "E" Street in San Bernardino.

According to Dr. Armando Navarro, ISJ Executive Director, "The program is designed to take us on a musical journey that will begin with our natural "Pre-Columbus Indigenous State" on to the influential "Spanish Flamenco" to the picturesque "Mariachi and Folklorico" and concluding with the arrival of today's life-filled "Latino Contemporary Music (Salsa, Merengue, Latin Jazz, Tex-Mex, etc.)."
Letters to the Editor: Reapportionment

Mel Albiso, Colton
On Monday, September 23, 1991, the San Bernardino County Board of Supervisors sent a clear and blunt message to every Latino in the county of San Bernardino. The message was: “YOU DON’T COUNT AND WE DON’T CARE.” Although a majority coalition of Latino elected officials, community leaders and private citizens went before the Board of Supervisors, submitting a reapportionment plan that was based on the Federal Voting Rights Act mandate and reflective of the growing number of Latinos in the county, the Board of Supervisors opted to ignore days of testimony and individual petitions from involved citizens and voted for an reapportionment plan that served their own political interest and preserved their own status quo.

The reapportionment plan passed by the Board cut nearly 10,000 Latino voters out of the Fifth Supervisors District, which would have given the greatest opportunity of electing a Latino to the Board. None of the reasons presented by individual Board Members justified such an uncaring and insulting action. Nor did they (the Board Members) give thought to several legal warnings by Latino lawyers and their own county counsel that their action could be construed as a direct violation of the Federal Voting Rights Act. After the board’s action on September 23, the most common feeling expressed by Latinos throughout the County was betrayal. Many Latinos, who had worked hard on the campaigns for several of the supervisors felt that their feelings were justified.

The action by the Board should not only anger Latinos, but all those citizens who placed their trust in the Board to represent all the people and not just serve their own political interest. Mel Albiso

Colton

Jerry Lopez, Fontana
The approval of the Mikels, Hammock plan for the redistricting of the Supervisorial districts of San Bernardino County are in my estimation a travesty of equity for those that are so under-represented in all political capacities.

You have shown both lack of leadership and a wanion disregard for our Latino population’s wishes and due process. I remind you that our community is quickly emerging in not only numbers, but in political sophistication and might. I guarantee that you will not be able to ignore our presence nor our knowledge of the political system for much longer. Our numbers are growing everyday and the tide shall turn soon. Time is on our side.

Jerry Lopez
Member - Fontana Hispanic Chamber of Commerce

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Sen. Ruben S. Ayala

State Senator Ruben S. Ayala (D-Chino) has been named the “Man of the Year” by the Inland Empire Chapter of the American Diabetes Association (ADA) it was announced today by Charlotte Hodge, R.N., President of the ADA Inland Empire Chapter. Senator Ayala will be honored at a testimonial dinner on Friday, November 1, 1991 at the Clarion Hotel in Ontario at 6:30 P.M.

“Senator Ayala has always been dedicated to helping people with chronic diseases such as diabetes,” notes Hodge.

Senator Ruben S. Ayala

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“Senator Ayala has always been dedicated to helping people with chronic diseases such as diabetes,” notes Hodge.

Being a diabetic for the past 25 years, Ayala’s reasons for running in the school district is that he feels that the local public schools are not keeping pace with the rapid changes in American society.

“I’m running in the community in which I grew up. In many cases our children are starting out behind others on standardized tests and are losing ground all the way through high school. We must fix that and not let that happen in the future.”

Mr. Alvarez says that although he

The Colton School District includes the areas of Colton, Bloomington, Grand Terrace, portions of Loma Linda, Fontana, Rialto and unincorporated areas of San Bernardino and Riverside Counties. The total population is approximately 90,000 residents, with 20,000 voters.

There are three trustee areas in the school district and candidates are required to reside in their respective trustee area. Voting for candidates is on a district basis. Persons may register for voting until October 6th. The elections are on Tuesday, November 5.
Villasenor Branch Library Celebrates Silver Jubilee

Twenty-five years ago, the new library at 1244 West 9th Street was dedicated and named the Villasenor Library in honor of Paul Villasenor. On Monday, September 16, 1991, at the Villasenor Library on Fifth and Mt. Vernon Avenue, a 25th Anniversary celebration was held amidst marachi music, booths, pinatas, clowns, and balloons, with representatives from the various private and public agencies displaying their services. And, of course, there were approximately 800 children who were enjoying every moment of this joyous celebration, perhaps many of them not fully aware of the significance of the occasion.

The Villasenor Library has expanded, in terms of volumes of books and services since its origin 25 years ago. The new library, a 7,500 square-foot building, opened in December, 1980. There are 25,000 books and magazines, 1,000 audio tapes, records and videos.

The library has books in English and Spanish, including children's books on traditional folklore and contemporary children authors in fiction and non-fiction, Chicano Studies, Black History and Asian collections.

Other services include audio-cassettes, typewriter services, Apple computers and instructions in their use and microRead Adult Literacy program. The community room is available to organizations, (which is heavily scheduled and reservations are necessary) and art exhibits are frequently held.

Sergeant Villasenor's family came to San Bernardino in 1933, where he attended Mt. Vernon Elementary School, Alessandro Junior High School and San Bernardino High School, graduating in 1940. After working in San Diego, he was inducted into the service in 1943, receiving his training including basic, radio operators and gunnery, in the United States. He was sent to England, where on Christmas Eve, 1944, he flew his first mission. On March 24, 1945, Sergeant Villasenor and his crew were on their 35th mission when his B-17 Flying Fortress was directly hit while flying over Hopsten, Germany. The entire crew was killed.

Sergeant Paul Villasenor was posthumously awarded the Silver Oak Leaf Cluster to the Air Medal and Purple Heart for his meritorious achievement in action against the enemy and supreme sacrifice in defense of his country. He was, additionally, recognized for his demonstration of courage, devotion and determination in his short military life.

Sergeant Villasenor's name was 3rd in line for consideration of naming the San Bernardino Air Force Base, now Norton Air Force Base.

Kiwanis of Greater S. B. Scholarship Recipients

(Left to Right) Ms. Tamra K. Daniels, Ms. Lourdes C. Garcia (represented by her brother), Ms. Selicia M. Kennedy, Ms. Margely J. Lara, Ms. Celia Lopez, Ms. Monica Y. Rios, Mr. Thanh Pham, Ms. Lana J. Willis, Mr. Leng Yang, Ms. Martie O. Perez/Wright (not present), Ms. Teresa Ruyalcaba (not present). This is the eighth year the Kiwanis Club of Greater San Bernardino has awarded scholarships in its expanding program of worthy student recognition.

Kiwanis of Greater San Bernardino Installs New Officers

The Kiwanis Club of Greater San Bernardino held its Annual Installation and Dinner / Dance at the Norton Air Force Base Officers' Club on Saturday, September 21, 1991. Newly installed officers are (Left to Right) William Ellison, treasurer; Jerry Lopez, treasurer; Kathy Flynn, president; Paul Martinez, vice president and Art Saucedo, president-elect. The Kiwanis Club of Greater San Bernardino meets Tuesday mornings at 7:00 A.M. at Mitla's Restaurant on 6th and Mt. Vernon Avenue.
Randy Martinez to represent Western Region's Olympic Development Soccer Program

Randy Martinez of Highland has reached one of the highlights in his soccer career when he was selected to represent the Western Region's Olympic Development Program (ODP) boys soccer team at the inter-regional tournament in Dallas, Texas in November, 1991.

"I'm really looking forward to Dallas," he said. "The best players in the United States, representing the four different regions, will be there. It's a great chance to earn possible consideration for a spot on the National Team, if they form one for my age group."

Young Randy, son of Argie Martinez and the late Miguel Martinez, thinks, dreams and has played soccer since the age of five, when he started with the American Youth Soccer Organization (AYSO), Region 130 in San Bernardino.

"Randy used to sit in front of the television and watch soccer games on cable for hours. He has always said since he was a little boy that he was going to play on an Olympic soccer team some day," said his mother, Argie Martinez, executive secretary for County Counsel Alan Marx.

In 1985, at age seven, his team, the San Bernardino Stars, participated in the Coca Cola Olympic Youth Soccer Tournament, and visited the U.S. Soccer Team at their San Bernardino training camp. This was quite an experience for the young martinez.

Since that time, many exciting things have happened as a result of his enthusiasm and commitment to the sport. In 1985, his team became a Cosmos team in the Inland Empire Youth Soccer League and he averaged three goals per game during league play and tournament. In 1988, young Martinez was voted the most Valuable Player of the Upland Celtic Tournament and was given the game ball signed by each player. In 1989, he joined the Corinthian Futbol Club, which went to Tempe, Arizona and took first place that year.

That same year, he tried out for the ODP, making the district team. Trying for the State team, he survived the first cut, but didn't make the final team. He said the competition was really rough.

In 1990, many good things happened to this youngman. His team participated in the Upland Celtic Tournament, and when a governing board like the &

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**Hispanic Coalition gives "Failing Grades" to University**

The Hispanic Coalition on Higher Education, representing over 100 of California's leading Latino business, community, and student organizations, has been working diligently over the last six months collecting data and meeting with various University officials in an effort to produce a report on the status of Latinos at the University of California and the California State University. Our research efforts have produced what we expected to find: Latinos are the most severely underrepresented and underutilized group in the University of California.

The following UC and CSU Ten Points of Shame are an executive summary of the research that was conducted. The Coalition has identified many other points that bring shame to the University of California and California State University but are too numerous to be listed in this summary.

University of California

The Hispanic Coalition believes that the leader of any organization is expected and responsible to set the moral and performance standard for the entity she/he leads, for this reason our Ten Points of Shame begin with UC President Gardner.

**SHAME NO. 1**

The University of California system employs 1,798 individuals earning $100,000 or more annually; only 29 or 1.6 percent are Hispanic. Whites make up 87 percent or 1,595 of those earning $100,000 or more.

**SHAME NO. 2**

The University of California system has 6,364 tenured faculty members; only 203 or .32 percent are Hispanic and only 36 or .6 percent are African American.

**SHAME NO. 3**

The University of California operates at a loss for every dollar spent on instruction.

**SHAME NO. 4**

The University of California operates at a loss for every dollar spent on instruction.

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**California State University**

**SHAME NO. 5**

The University of California system employs 1,798 individuals earning a salary of $100,000 or more annually; only 29 or 1.6 percent are Hispanic, and more disturbing, of the 29 only 5 or .3 percent are Hispanic women. Whites make up 87 percent of those earning $100,000 or more.

**SHAME NO. 6**

The University of California system has 6,364 tenured faculty members; only 203 or .32 percent are Hispanic and only 36 or .6 percent are African American.

**SHAME NO. 7**

UC Berkeley with the only minority chancellor is considered to be the flagship of the University, however, this campus is ranked last in the hiring of Hispanics in the Academic program.

**SHAME NO. 8**

Over 80 percent of Hispanics in college attend the community college system. Yet in 1989, only 600 or .44 percent of all community college students transferred to a UC campus.

**SHAME NO. 9**

Hispanic faculty is increasing at the rate of 1.1 percent every ten years. At this rate, Hispanic faculty will equal the 1980 population parity in 220 years.

**SHAME NO. 10**

The University of California has opposed or remained neutral to almost every single piece of legislation this year that would have assisted in providing people of color more access to the University and created incentives for administrators to increase diversity efforts on each of the nine campuses.

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**Note No. 1**

Benign neglect as reported in our fall issue was a very alarming trend. The University of California become derelict in their duties by sending student leaders the rubber stamp approval board for the Regents of California.

**Note No. 2**

La Raza SNCC does not represent the Latino population of California.

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**California State University**

**SHAME NO. 1**

One hundred and twenty-nine (139) employment positions are held by individuals earning $90,000 or more annually; only five are Latino and only 33 CSU top executives earning over $100,000.

**Note No. 1**

Employees earning over $100,000 per year are policy makers since salary level normally means the highest level of employment.

**Note No. 2**

California State University is one of the top two universities in the country in terms of its' Latino population of graduates.

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**Note No. 3**

Benign neglect and abrogation of responsibility by the California State University system has lead to this...
Hispanic Interest
Inland Empire Hispanic News
Wednesday, October 2, 1991

POLITICAL AND SOCIAL RELATIONSHIPS BETWEEN LATINOS AND BLACKS

Minorities must "pull together" not "pull apart"

By Eric V. Gravenberg, Director Undergraduate Admissions, UCR

INTRODUCTION

The political and social relationship between African Americans and Latinos has for the most part been very delicate and complex. As the needs of each group emerge and resources dwindle, the opportunity for friction, tension and potential conflict exist.

Sacramento Bee Columnist Dan Walters, in his book "The New California," describes the various political scenarios that are likely to emerge given the changing demographics of California. He asserts that African Americans and Latinos in particular will not be a potent force in shaping the political, educational, and economic landscape of California.

Walters bases his theories on the perception that African Americans and Latinos have limited resources, lack a definable ideology and are politically unorganized. Walters forecasts that California will be more likely to be controlled by an older Anglo population with a coalition of conservative Asians.

This group will not be inclined, Walters states, to support educational reforms and endeavors of equity for majority of African Americans, Latinos and the poor. If this stereotype is perpetuated by individuals like Walters, then the current political and economic disenfranchisement of African Americans and Latinos will widen, and be exacerbated by the conflicts between these two groups.

LOS ANGELES SCHOOLS: BAROMETER OF INTER-ETHNIC TENSION OR COOPERATION

Currently, Los Angeles Unified School District reports that 63% of K-6 school population is African American, Latino or Asian. From grades 9-12; 59% are African Americans, Latino or Asian. The ethnic mix of Los Angeles schools and the contiguous communities are undergoing an amazing metamorphosis. Schools and communities that were once predominantly African American, are being transformed. As schools' populations change, to be more reflective of the communities from which they reside, parents, both indigenous and immigrant, are beginning to put pressure on school systems, to respond to their compelling needs. Unfortunately, school officials and districts have not been able to cope with the multi-ethnic tension and the diverse needs of the school population. These ethnic communities seek the curricula, counseling, and other programs to address the specific needs of their children. This tension between and among ethnic groups has resulted in African American, Latino and some Asian children not being served by the current educational structure. The dropout/pushout rates and low educational achievement of African Americans and Latinos especially at inner city schools speak to the failure of schools to address the education of these groups.

Education, which has always been perceived as the panacea for underrepresented and disenfranchised groups, now appears to be more of an illusion. As African Americans and Latinos begin to vie for the control of schools and seek economic and political influence, potential for conflict between each group is heightened.

A NEW LEADERSHIP AGENDA

The challenge for African American and Latino leaders is to define a new leadership strategy which can identify the best hope for the future through a coalition of leadership which is predicated on self-fulfilling and collective principles. The task before us is to discern the best way to organize this leadership.

Inherent within this objective are some cultural realities. We understand and recognize that these cultural realities manifest themselves as differences within each group. That is, within the African American and Latino communities, these differences may be regional, socio-economic as well as cultural. These varieties are competing forces in establishing a viable coalition. Nonetheless, there are some precepts which are important in forging coalitions.

* Culture is the relevant dynamics to the educational equation
* Culture is the general design for understanding patterns of learning
* Respect for all cultures is essential

FOUNDATION FOR COALITION - HONEST, UNSELFISH, COLLECTIVE LEADERSHIP

We must begin the dialogue to stimulate further discussion in order to break the cocoon of ignorance. For African-Americans and Chicanos/Latinos, the magnitude of problems our communities face require a coordinated and courageous effort. These challenges may be intimidating. However, if we are to engineer progressive social and economic change, we must have patience, honesty and collective leadership.

To do so will require that we seek more opportunities to engage in rituals of respect, and if necessary, practice symmetry of sacrifice and compassion for one another's needs. Further, we must begin to train our youths to be

Continued on next page
Minorities must "Pull Together"
Continued from Page 5

liberation leaders. These liberation leaders must be inculcated with the values of a multi-cultural perspective which combines and complements the autonomy of the individual group's needs, yet can integrate the needs of others. This parallel agenda can be salutory. But there must be deliberate pedagogical orientation. Only through such an endeavor will we begin to understand the political complexities for gaining power and influence in order to control the destiny of our communities in a positive manner. By working together, respecting the differences and strengths in each other's cultures, we can form a new agenda which will serve as a platform for greater prosperity for each group.

Submitted by:
Eric V. Gravenberg, Director
Undergraduate Admissions
UC Riverside

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Colton H.S. newspaper wins top award

Colton High School's student newspaper staff earned the nation's highest award for their 1990-91 publication, they learned this week. The Pepper Bough staff received the George H. Gallup Award from the Quill and Scroll International Honorary Society for High School Journalists. Only two or three schools per state receive the Gallup Award each year.

"I knew they did a good job, but I didn't know they'd get the top honor. I'm so pleased for them," said Patricia Ishida, last year's Pepper Bough faculty advisor. Ishida now is a resource teacher in the Colton Joint Unified School District's Staff Development Center. Each year, schools may apply for the award, which is based upon coverage, writing and editing, display and design, business practices and policy guidelines. Judges commended last year's editors Susan Brown, Alice Chow, Justin Schier and Andrew Villa for their local coverage of national issues, including the Persian Gulf War, rights of handicapped people and the plight of the homeless. The coverage of student life, such as stress, love and single parenthood, also earned praise.

The editors were further commended for their variety of news coverage, good use of sources, emphasis on the future and Scroll International Honorary Society for High School Journalists. Only the editors were further commended for their maturity in recognizing strength of story and style in their work.

For Latino Report Card on California State University, See page 5

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For Latino Report Card on California State University, See page 5

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Community News
Wednesday, October 2, 1991

Inland Empire Hispanic News
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World's largest piñata was constructed for the Villasenor Library celebration and is to be submitted to the Guinness Book of Records.

Día de La Raza Celebration - From Page 1

"It is truly a musical journey that will be beneficial in fostering an understanding of the Latino heritage through the beauty of our music. The performances are intended to give everyone a colorful and vivid portrayal of the development of the Latino culture through the medium of music", added Dr. Navarro.

One of the groups who will be performing is the famous Ballet Folklorico Ollin. Under the direction of Virginia Diediker, the Ballet Folklorico Ollin was founded in 1972. The group's most notable credits include continued performances throughout the various state and county fairs, the 91st Annual Tournament of Roses Parade, the Dance Kaleidoscope Festival, 1984 Olympic Arts Festival in Los Angeles. The group has toured extensively throughout Mexico and recently performed at the prestigious "Feria Nacional de San Marcos" in Aguascaliente, Ags., Mexico.

The evening's program will also feature a diversity of other performances. Actor Richard Yniguez will be the programs Master of Ceremonies. The cavalcade of entertainers will feature the world famous "Mariachi Mexicanan". The popular group "America Mestiza" will perform indigenous music from Mexico, and the popular orchestra "Latin Society" will play Latino contemporary music. In addition, the Armando Neri y Los Flamencos will be performing various styles of "flamenco" from Spain.

Tickets for this "musical celebration" are $30/$25/$20 and can be purchased by calling (714) 888-0207.

Baca seeks S.B.C.C.D. reelection

Mr. Baca has been awarded GTE-Certificate of Appreciation Award for the Junior Achievement Program; Institute for Social Justice Community Service Award; League of Women Voters' Citizen Achievement Award; Kiwanis Club of Greater San Bernardino Kiwanian of the Year Award; Mexican-American Professional Management Association Service Award; and community service awards from Congressman Brown, Senator Ayala, Assemblymen Goggins and Leonard and Supervisor Hammock.

Graduating from Barstow High School, he received an AA, Barstow Community College and BA, Cal-State, Los Angeles. Mr. Baca has continued to expand on his education with enrollments in top-level management courses for his professional development.

Serving in the U.S. Army for two years with the 101st and 82nd Airborne Divisions and at our of duty in Vietnam, he received an honorable discharge in 1968.

He and his wife Barbara reside in Rialto. They have four children, Joe Jr., attending Cal-State, San Bernardino, Jeremy, attending San Bernardino Valley College, Natalie, attending Frisbie Middle School and Jennifer, attending Morgan Elementary School, both in the Rialto School District.

"I seek reelection because I care about the future of our youth and education is the foundation and source that can be a guiding path to unlimited opportunities. All individuals must be assured of that opportunity to have access and a chance. As a Board of Trustee member for San Bernardino Community College District for the past 12 years, I have represented all individuals in providing sound decisions, fairness and equity."

"Now our institutions face many challenges as they move toward the 21st century. The issues are manifold, including, growth, accessibility, retention, budget constraints, program evaluation, cultural diversity, staff development, affirmative action and accountability."

GREAT BUYS!

1987 Ford Ranger 4X4 A/C AM/FM Cass 5 Speed - Excellent condition runs good. VIN# B20765
1987 L.T.D. Fully loaded - Tilt, Cruise, A/C AM/FM Cass P/W P/L Cloth interior - Excellent running & looking vehicle. VIN# 114691
1987 Escort EXP A/C AM/FM Cass 5 Speed - Excellent Condition VIN# 179655
1988 Escort LX S Speed A/C AM/FM Cass Tilt - Great transportation car, runs great, low miles. VIN# 186044
1988 Mustang Convertible LX - Fully loaded A/C AM/FM Cass P/W P/L - Fantastic transportation car. Must see to appreciate. VIN# 196641