January 22nd 1992

Hispanic News

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Dr. Augustine Ramirez Retires From County Schools

Mr. Marquez New Director of San Bernardino & Riverside American Heart Association

Jose Marquez

The American Heart Association - San Bernardino/Riverside Chapters announced the appointment of Jose Marquez as its new director, effective January 13th.

The American Heart Association, with its headquarters in Dallas, Texas, funds national research, organizes scientific meetings and provides nationwide support to state affiliates and local chapters. The local chapters are components of the California Affiliate, with branches throughout the two counties of the Inland Empire. The local chapters’ primary goals are education at school sites, work sites, health care sites and principally to the general public on cardiovascular diseases and public awareness of preventive health programs. The local chapters are supported by general public donations.

Mr. Marquez was previously associated with the Inland Counties Health System Agency since 1980. He had held various professional management positions.

Continued on back page

Calderon heads S.B. County Hispanic Employees' Alliance

Robert Calderon

Robert Calderon, Assistant Auditor Controller-Recorder, has been elected chairperson of the Hispanic Employees Alliance—County of San Bernardino, at its January 8th meeting.

The HEA is a newly-formed, and the first, Hispanic-oriented organization in the County. The concept was recommended by Robert Martinez, previous director of the Department of Mental Health approximately two years ago. Informal monthly meetings have been held to develop the mechanics of the fledgling organization. Manuel Ahuero, newly-appointed director of Real Estates Services and Michael Trujillo, director of Cooperative Extension, have served as interim co-chairpersons.

The organization’s mission statement is “to promote the hiring, advancement and welfare of Hispanics in the county workforce.”

When interviewed after the election, Mr. Calderon stated that “Our organization’s goal is to develop a network system with the various Agencies within the County in order to become more fully aware of promotions, employee development programs and other incentives being offered to the workforce. Secondly, our goal is to encourage employees to join our organizations, to develop a communication network.”

Continued on page 6

Dr. Augustine "Augie" Ramirez, 39 years in education

Dr. Augustine Ramirez, 63, Assistant Superintendent, San Bernardino County Superintendent of Schools, has retired, effective on January 4, 1992, after 39 years of professional service in the field of education.

"It's time to close one chapter of my life and open another," he stated as he announced his retirement. After retirement, he will continue to serve as a consultant with the SBCSS.

"I have been very lucky in that I have done everything that I wanted to do in the field of education," he stated in an exclusive interview.

He began his teaching career at Fontana High School in 1953 to 1956 with a two-year stint in the Army. Since 1956, Dr. Ramirez' professional career involved administrative work, including: Director of Student Activities at Fontana High School, Assistant Principal at Corona High, Principal at Norco Junior High, Director, Administrative Services and Assistant Superintendent. In 1977, he became Superintendent of Corona-Norco School District.

In 1984, Dr. Ramirez was appointed Assistant Superintendent by Dr. Charles Terrell.

Among his key accomplishments during his tenure were two reorganizations; working with the county Committee on School District Organization (was involved in four unifications); instrumental in identifying the need, development and documentation by by-laws and code of ethics for the SBCSS, which is currently being used by the state and as a model and reference by every county.

Dr. Ramirez was born and raised in Corona. His wife, Connie, retired in 1991 from the Corona-Norco School District where she served as a teacher and counselor. The family resides in Corona.

Graduating from Corona High School in 1947, Dr. Ramirez attended Chaffey Junior College, UCSB, with a Spanish Major and Physical Education degree.

Continued on back page
Polanco Calls for Study: Impact of Free Trade on Calif.

Assemblymember Richard G. Polanco (D-Northeast Los Angeles), chair of the Assembly Select Committee on California-Mexico Affairs, has asked the California Policy Seminar to fund a study on the impact the proposed North American Free Trade Agreement (NAFTA) will have on California.

Citing a lack of data on the possible impacts of a NAFTA, Polanco called on the University of California institute to provide the resources to undertake an analysis of the major sectors of the California economy. The study will be an invaluable resource and will directly affect California’s ability to make informed decisions regarding free trade, said Polanco.

“The effects of the NAFTA on California are not altogether clear,” said Polanco. “We have a sense of the major implications - both positive and negative - but no substantive data exists that can tell us specifically what industries and sectors we need to be concerned about.

The NAFTA is not expected to be presented to the United States Congress until 1993, providing an opportunity that Polanco believes should be seized by California leadership to help shape the final agreement.

Although the NAFTA will be negotiated by the federal government,” said Polanco, “it is imperative that California, as one of the states with the most at stake, vigorously advance its concerns and aspirations as they relate to free trade.”

Professors Raul Hinojosa-Ojeda of UCLA and Sherman Robinson of UC Berkeley will conduct a study of seven major sectors most likely to be impacted by a free trade agreement. The scholars will use a computer model - Computable General Equilibrium Modeling - to simulate the effects of free trade on agriculture, furniture, garments, automobiles, electronics, metal processing and services.

“While the potential impact of NAFTA on employment and income at the national level has been modeled throughout the country,” said Robinson, “there has been no such research conducted at the state or regional level.”

Compared to Texas, California is far behind the drive for analytical data on the impacts of free trade. Texas Governor Anne Richards has commissioned a series of comprehensive studies of the NAFTA’s impact on the Texas economy.

The California study will begin in January 1992, with preliminary results issued by April 1992 and a final report presented to the Legislature and the Governor next summer.

Homeless Veterans Care Fare Set for Wednesday, Jan. 29

Representatives from many Inland Empire service provider agencies will be on hand at the Homeless Veterans Care Fare to help homeless veterans on Wednesday, January 29 at the National Guard Armory in Fairmont Park, Riverside.

The fare will take place from 9 a.m. to 3 p.m. These agencies will not only be present wherever possible to try to find a way out for them,” but there will also be food, personal items and haircuts available at no cost.

For more information call (714) 686-HELP or Bob Richards at The Salvation Army in Riverside at (714) 784-4490. For information on transportation call Stan Haines at (714) 525-7084, ext. 2383.
Colton High School Junior Selected to Tour Russia & Europe in Summer

Nicole Quintana, a Colton High School junior, has been invited to tour Russia and Europe this summer as an alumnus of the Hugh O'Brian Youth Foundation.

The 16-year-old daughter of Frances Quintana of Colton will be among about 50 other students from across the United States and around the world to participate in the trip.

She was selected after serving as one of 225 delegates to the Hugh O'Brian Youth Foundation World Leadership Congress last July. Sophomores from each of the 50 states, Washington D.C., the Bahamas, Canada, Mexico and 28 other countries learned about the role of the U.S. in the world community during seminars held in Chicago.

Formed in 1958, the foundation works to seek out and recognize leadership potential in promising high school students. The goal of the organization is to motivate tomorrow's leaders today.

The July 1-21 trip will include a week-long stay in Moscow to see Red Square, the Kremlin, Moscow Circus, folk dances and more. In St. Petersburg, the students will view the Hermitage, a Soviet youth camp and a hydrofoil plant. The travelers also will visit Tallinn to study the republic's formative stages of independence and will meet with the president of Estonia. In addition, the trip features a stay in Amsterdam to learn about international banking and Dutch politics, as well as a cruise to Stockholm.

Quintana will begin fund-raising efforts to finance her trip, said Colton High School Principal Rick Dischinger. She has about one-third of the $2,995 needed, he said.

At Colton High, Quintana is president of Future Farmers of America, an honor student and plays girls' basketball.

After graduating, she plans to attend UC Davis to study veterinary medicine.

Bloomington High Students Donate 78 Pints of Blood

Bloomington High School ASB President Michelle Cantu provides moral support to Board of Education President Ray Abril, Jr., who donated his 85th pint of blood at the school's blood drive on December 11. Students and staff members donated a total of 78 pints.

Bloomington High School gave the gift of life by donating 78 pints of blood during a blood drive at the school on December 11.

More than 100 students and staff members registered to give blood, but about one-third of them were unable to donate, due to colds, flu or not eating nutritious breakfasts, said Activities Director Ed Gregor.

Seniors Burr Cota and Ruth Gomez helped coordinate the event through the Blood Bank of San Bernardino and Riverside Counties. Ray Abril, Jr., president of the Colton Joint Unified School District Board of Education, spent his lunch hour at Bloomington High School and made his 85th donation to the Blood Bank. His donations have totaled more than 10.5 gallons since he started giving blood in 1955, Abril said.

The fall blood drive is an annual event, said ASB President Suney Lee. A second drive is planned for May 6. More students are expected to give blood at that drive, because more meet the 17-year-old age requirement and it will no longer be cold and flu season.

Orange County Chamber of Commerce Elects First Latino Chairman in 79 Years

The Orange County Chamber of Commerce has elected the first Latino chairman in its 79-year history.

Frank J. Quevedo, director of corporate relations for food processor Hunt-Wesson Inc. in Fullerton, was chosen by the chamber's 30-member board of directors.

Quevedo said that during his 12-month term he wants the chamber to continue encouraging more companies to relocate to Orange County.

He also said he expects the chamber to provide a regular forum for discussing U.S.-Mexican free-trade issues.

"My principal focus for this next year is to make certain that there is a pro-business environment in the county, which results in the retention and attraction of businesses in our area," he said.

Quevedo, a former chamber vice chairman, succeeded Paul Mitchell on June 1. Mitchell is the assistant to the chairman of Carl Karcher Enterprises Inc. in Anaheim.

Chamber President Lucien D. Truhiil said Quevedo has been actively involved in the 1,600-member organization for at least 10 years.

"What made him so special is his broad and diversified knowledge of the county's business community and his willingness to support business and community causes," he said. "We're certainly pleased to have a corporate executive of his caliber."

Quevedo, 47, is chairman of the Mexican-American Legal Defense and Educational fund, a Los Angeles-based civil rights organization. He also serves on the boards of the United Way of Orange county; the Orange county Food Distribution Center, a food bank that serves other groups that feed the hungry, and Food For All, a Redlands-based hunger project and chairs the Statewide Puente Program. He is UCR alumni.

Mr. Quevedo was raised in San Bernardino and attended the local schools. His parents, Manuel and Jennie, and his wife, Inez's parents, reside in San Bernardino.

Yucaipa Regional Park is Planning For Cinco de Mayo

The San Bernardino County Regional Parks Department is in the beginning stages of planning the second annual Cinco de Mayo Fiesta at Yucaipa Regional Park. The event will be held Sunday, May 2, 1992.

The Regional Parks Department is looking to expand the Fiesta's cultural and entertainment offerings to include more community and children's performing groups. If your group or organization is interested in participating, contact P.R. Beaman at the San Bernardino County Regional Parks Department, (714) 387-2594.

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Gloria Carlson, principal of Warm Springs Elementary School, hails Michael Wilkinson, 5th grader, who is about to receive an award from Supt. E. Neal Roberts. Board of Education members look on. 

Three students from Warm Springs Elementary School in the San Bernardino City Unified School District received Board of Education Outstanding Student Awards recently. The winners were nominated by their teachers and selected by their principal, Gloria Carlson, based on citizenship, good behavior, most improved, fine arts and athletics as well as academics.

The awards began with Michael Wilkinson, a fifth grader in Darlyne Buechert's class. He is a straight A student, a leader in his class and also serves as a tutor for younger students at Warm Springs. He is the son of Frances and Tom Wilkinson.

Reymund Bell, sixth grade student in Harold Hovdestad's class, is also an excellent student, a school leader and the winner of the Reading Achievement Award and the Academic Achievement Award at Warm Springs. He is the son of Ligaya and Alvin Bell.

The third outstanding student was sixth grader, Yvonne Contreras. Yvonne, a student in Win Teasley's class, is a library volunteer as well as student representative to the PTA. She is the daughter of Angelina and Luis Contreras.

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UCR Latina Students Receive Two $5,000 Bilingual Education Grants

RIVERSIDE - Martha Cabrera, of Bakersfield, and Maricela Sanchez, of Ontario, each were awarded $5,000 Los Angeles Times Fellowships to pursue bilingual teaching credentials at the University of California, Riverside. The fellowships help address a national need to attract more students to bilingual education as a profession.

California public schools alone, the bilingual teacher shortage is estimated to be 14,000.

"This is a critical education issue for California's growing Latino population," said Yolanda Venegas, who coordinates the bilingual teaching credential program in UCR's School of Education. "It's critical not only for the lifelong prospects of these students, but for the long-term economic prospects of the state.

"The properly trained bilingual teacher helps the child accomplish the California public schools' curriculum goals which assure academic success. The successful child achieves self-esteem, which is the key to a positive attitude toward school. And a child who likes school wants to remain in school," Venegas said.

A task force of the state Department of Education reported last summer that only about 8,000 teachers were credentialed in bilingual education, even though the state's 861,000 limited English proficient students require some 22,370 trained bilingual teachers. Among its recommendations, the task force said financial incentives should be offered to those interested in becoming bilingual teachers.

The Times Mirror Foundation - the philanthropic arm of the Times Mirror Company, owner of the Los Angeles Times and other media interests - awarded UCR a total of $20,000 to fund four fellowships over two years.

Cabrera and Sanchez, the first two recipients, have begun their student-teaching assignments in Riverside County classrooms; Cabrera at West Riverside Elementary School in Rubidoux and Sanchez at Longfellow Elementary School in Riverside.

"I want to be a bilingual teacher within the field of special education because there is such a great need," said Cabrera, who earned her bachelor's degree in human development at UCR. During her undergraduate work at UCR, the Guadalajara-born Cabrera studied bilingual crosscultural education.

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Sanchez, who earned her bachelor's in liberal studies, said she recalls the frustration of starting kindergarten as a Spanish-speaking child. "In kindergarten, even though I had the help of (a Spanish-speaking) aide, I would sometimes tell my mom I was sick so she wouldn't send me to school. But by first grade, I was doing very well," she said. It was that experience that helped guide Sanchez toward a career as a bilingual teacher.

Both students plan to earn elementary teaching credentials, emphasizing in bilingual crosscultural education.
Personal Profile

Mel Albiso Keeps his employment practices fair "He works for everyone"

When Mel Albiso, Affirmative Action Officer for San Bernardino City Schools, isn't at his office, you may find him on the softball field with his daughter or working hard for one of his favorite community organizations. “I play some golf but I really don’t have a lot of spare time because of my community involvement,” he says. “Having worked in civil rights for 14 years, I know there’s a need and it motivates me to get involved.”

As the Affirmative Action manager for the tenth largest school district in California, Albiso’s job is interesting and varied. “When a discrimination complaint is filed—either externally or internally—it’s up to me to investigate. I also develop training programs dealing with employment discriminations.” The Superintendent, his staff and the Board of Education rely on Albiso for recommendations on policies and procedures to increase employment opportunities for minorities, women, handicapped and the elderly.

Albiso’s strong commitment to the community has resulted in several awards. He was named Colton’s Hispanic Man of the Year in 1991 and was elected president of the Association of Mexican-American Educators last month. His secretary, Nola Asher, says he also keeps extra busy several months a year working in the loaned executive program for Arrowhead United Way.

Along with his wife, Diane, Albiso has another good reason for community involvement—his daughter, Nicole. “I want to help society because my daughter will soon be out in the real world,” he says. He is a firm supporter of team athletics for children.

“It (a team sport) teaches them to get along with other children—form all walks of life. Basically, what kids learn is that people are all the same.”

Albiso graduated from San Bernardino Valley College and University of Redlands with a BS Degree in Business Administration.

His professional career has been involved in the areas of housing and employment, especially investigating discrimination complaints. In one case of employment discrimination where Albiso was state investigator, he was instrumental in clarifying the legal standard for establishing racial discrimination in employment (Jackson vs Church’s Fried Chicken).

Other community involvements include the Kiwanis of Greater San Bernardino, Institute for Social Justice, current chair, Inland Empire Employers’ Roundtable Association, current president, Program Advisory Board, Cal-State, San Bernardino, CAFE, San Bernardino community college Affirmative Action Advisory Committee.

In 1989, Albiso was a recipient of the Governor’s Commendation for Exceptional Performance and has received several commendations and awards from the California Department of Fair Employment and Housing for outstanding professional performance.

Curtis Middle School Honors Three Students

Three students from Curtis Middle School were honored recently by the Board of Education of the San Bernardino City Unified School District. Honorees were nominated by their teachers and final selection was made by Principal Sue Romo. Awards are based on a variety of factors including academics, citizenship, good behavior, fine arts, athletics, social and academic improvement.

Barbara Frost, an eighth grade student, counselor, was first to be honored. She is one of Curtis’ most respected students and a member of the Honor Society, Student of the Week honoree, recipient of the Optimist Honor jacket and a student athlete. She is the daughter of Mrs. Mary Burries.

Yadira Silva, also an eighth grader nominated by Mrs. Quintero, came to the United States from Mexico in 1990. She is the first limited English speaker to have been chosen as a cheerleader at Curtis. Additionally, she is a leader in the Ballet Folklorico, member of the Principal’s Advisory Council and her grade point average is 3.9. She is the daughter of Juan and Isabel Silva.

The third student from Curtis is Troy Henderson, a seventh grader in Lucia Castillo’s class. He is a determined and enthusiastic student and an artist who plans to make a career as a cartoonist. Troy is the son of Hazel Swan.

Desktop Publishing Class Offered By S.B. Adult Ed.

The Class schedule and location for the Adult Education Desktop Publishing Class were listed in error in the Higher Horizons Spring Schedule of Classes. The correct schedule should be 7 to 9 P.M., Tuesdays and Thursdays for 18 weeks starting January 27, 1992 at the Adult Education Fairfax School, 1362 Pacific Street, San Bernardino. The fee is $1.00 plus $5.00 for registration. Registration is currently in progress.

For further information contact the Adult School Office at 889-1037.
Relief Available for Gas Heating Bills

As winter's temperatures continue to dip most residents will crank up their heaters even further, causing higher gas bills.

"We are just now beginning to feel the chill of this year's winter season, but customers are already seeing the impact in their gas bills," said Judi Battey, gas company district manager.

Beginning January 1, all residential customers will see a 15 percent drop in their gas rates thanks to a reduction in The Gas Company's administrative costs and lower gas prices. However, customers who might be experiencing difficulty paying their gas bills are encouraged to take advantage of a number of programs offered by The Gas Company.

"Gas Assistance Fund. Customers who have received a final shut-off notice may apply for assistance administered through United Way and other local agencies. Funds will be available beginning January 17 until they are exhausted. Check with your nearest gas company office for the agency in your area.

"Federal Energy Crisis Intervention Program. Low income customers can receive up to $150 per heating season if they're facing gas shut-off. The local gas company office has information about agencies serving the area.

"Low Income Home Energy Assistance Program (LIHEAP). This federal program provides for up to $300 per heating season for low-income customers. Call the gas company for information on agencies serving your community.

"Low Income Rate Assistance (LIRA). Qualified low-income customers can receive a 15% discount on their gas bill. Applications are available by calling the gas company or can be picked up at local payment offices.

"Level Pay Plan. Available to all customers, this program allows customers to pay 11 equal "average" monthly bills. This eliminates the seasonal fluctuations that typically produce higher bills in the winter and lower bills in the summer. In the 12th month, any overpayments or underpayments based on actual usage, are reconciled.

"Special Payment Arrangements. The gas company will work with customers unable to pay the total amount due on their gas bill to make reasonable payment arrangements.

"Typical a customer can use up to seven times more gas on a cold day than on a warm one. If it stays cold, it's easy to see how quickly gas usage can increase," the official said.

To hold usage and bills down, the gas company suggests customers lower their thermostat when going to bed and use an extra blanket; close drapes at night to keep cold drafts out and open them on sunny days to let the sun warm the home; and make sure your home is properly insulated.

Robert Calderon - from page 1

network and disseminate valuable information regarding upward mobility opportunities with members and other employees."

Mr. Calderon began his career with the County of San Bernardino in 1967 as internal auditor. He has held various management positions, including chief of management services division, chief deputy auditor and in 1983, was appointed assistant auditor controller.

Mr. Calderon was born in Havana, Cuba, receiving his MBA and Jurisprudence Doctorate at the University of Havana and continuing his education at the University of La Salle. His professional experience in Cuba included senior accountant, attorney and general manager of several large national corporations. However, his family fled the country when Fidel Castro became dictator of that country. Arriving in the United States, he attended San Bernadino Valley College, Fullerton Junior College and received his MPA from USC. He held several accounting positions prior to his appointment in the County.

In 1972, Mr. Calderon joined the faculty of Cal-State, Pomona, as instructor in the Graduate Program, School of Business Administration. He is a member of the following professional associations: California Accounting Chiefs Association, Institute of Internal Auditors, Government Finance Officers Association and Association of Government Accountants. He has served on the Technical Assistance Corps Steering Committee and Dependency Prevention Commission Administering Board.

Mr. Calderon's wife, Grace, is a high school teacher for the Rialto School District. They have three sons, Roberto, Jr., Steven and Eugene, and four grandchildren, Steven Robert, the family resides in Redlands.

Craifton Hills College Registration Starting

On-campus registration for spring semester at Crafton Hills College (CHC) is scheduled for January 23 and January 27-30, 10:00 a.m. - 8:00 p.m. at the CHC College Center. There will also be a registration day scheduled for Saturday, February 1, 9 a.m. - noon at the CHC College Center. First day of instruction will be Monday, February 3.

Late registration will be February 3, 4 and 5, 1 p.m. - 8 p.m. at the CHC College Center.

New students are required to get appointments to register from the admissions office. It is recommended that new students pick up the spring class schedules on campus at the time they make their appointments to register.

Craifton Hills Students' Financial Aid Available

No student should be denied access to the educational experience because of lack of funds. At Craifton Hills College (CHC), the Financial Aid Office offers a variety of financial aid programs to assist students in meeting their educational goals. Any CHC student or potential student is encouraged to inquire about the eligibility requirements for receiving financial aid.

"Without financial aid, there are a lot of students with low income who would not have had the opportunity to complete college," said Dennis Farhar, San Bernardino Community College District financial aids director. "The Financial Aid Office can provide eligible students for at least minimum assistance for college expenses."

Financial aid is available all year round; however, students who apply early (January and February) have a better chance of receiving full financial aid. Also, early-applying students avail themselves of more time to accept, not accept or negotiate their financial aid.

Potential students receiving Aid For Dependent Children (AFDC) or supplemental Social Security Income (SSI) will automatically get a waiver of all registration fees.

"People interested in financial aid should come to campus and pick up applications in the Financial Aid Office," Farhar said. "People applying must fill out their own applications, but the financial aid staff is always willing to answer any questions."

The financial aid programs available include federal and state funded grants and loans for students who meet the qualifications. Also, there are various organizations providing scholarships. Financial aid can help pay for expenses such as tuition, fees, books, supplies, travel and personal expenses.

The distribution of these funds is closely regulated by laws designed to direct education support funds to those who need them most.

For more information, call the CHC Financial Aid office at (714) 794-2161, Ext. 334. The office is open Monday - Friday, 8:00 a.m. - 4:30 p.m.

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**Inland Empire Hispanic News**

**Wednesday, January 22, 1992**

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The Sheriff's Department Group conducts group testing quarterly. At that time applications are taken. The next test is to be announced. For more information contact the Job Hotline of the County's Resources Department at (714) 387-5611.

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**CITY OF SAN BERNARDINO**

OFFICIAL NOTICE OF PUBLIC HEARING

DRAFT SPECIFIC PLAN AND EIR FOR THE
MT. VERNON CORRIDOR

The Final Draft of the Draft Specific Plan and Environmental Impact Report is available for public review. The Mt. Vernon Corridor Specific Plan area consists of about 28 acres located at the southwest portion of the City of San Bernardino. The Specific Plan area is bounded by 9th Street on the north and 4th Street on the south. The area generally extends east and west of Mt. Vernon Avenue to a depth of one property. The area extends east along 5th Street to Garner Avenue. The draft Specific Plan, when adopted by the Mayor and Common Council, will change the General Plan land use designation from CG-1 and CG-4 (General Commercial) to SP (Specific Plan), and will establish permitted land uses and design guidelines. The Planning Commission will hold a public hearing as follows:

January 21, 1992

The Public hearing will begin at 7:00 p.m. in the City of San Bernardino Council Chambers, 300 North "D" Street, San Bernardino, California. Copies of the draft Specific Plan and EIR are available for review at the City of San Bernardino Development Department, 201 North "E" Street and at the Feldheym Library.

Please contact Susan M. Morales at (714) 384-5081 if you have any questions.

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Inland Empire Hispanic News

Dr. Augustine Ramirez - Cont. from page 1

Minor. Continuing his education at UCLA, he received his General Secondary Credential in 1953 and MA in General Administration from Cal-State, Los Angeles in 1962.

At USC, Dr. Ramirez received his PhD in Education with concentration in Educational Administration, Curriculum and Instruction. His dissertation was: Correlates of Success of Selected Mexican-American Educational Leaders in California.

He is a member of numerous educational associations, including Western Association of Schools and Colleges (chairman over 10 years), EDUCARE-USC, Phi Delta Kappa, among others.

Involved in his community, he is a member of: Corona Chamber of Commerce, Corona Community Hospital, United Fund, LULAC, Western Community Bank, 20-30 Club, Lions club, Grand Marshal-Cinco De Mayo Parade (1983) and has served in various task forces in Riverside County.

“When I was in my youth, I had two goals in life, to have a PhD in front of my name and become superintendent of schools in my hometown of Corona, in which I have lived all my life. These goals have been accomplished and as fortune has it, I have gone beyond those goals,” he said.

Dr. Ramirez has the distinction of being the first Hispanic superintendent in the history of Riverside County.

In a telephone interview, Dr. Terrell stated, “I have known Dr. Ramirez for 23 years. I have a great respect for his planning and organizational ability, able to have people work hard and himself being a hard worker. He has done a tremendous job in the County Committee for School Reorganization, educational conferences and other special work. We will miss his daily presence in our organization.”

County Schools Names new Personnel Director - Kitchen

SAN BERNARDINO - Bruce D. Kitchen rang in the new year January 2 by beginning his new position as director of personnel for the San Bernardino County Superintendent of Schools (SBCSS) office. Prior to his SBCSS appointment, Kitchen served as assistant superintendent of Personnel at Hesperia Unified School District.

He fills the spot vacated by the retirement of Betty McDermott.

Kitchen served as the first mayor of Hesperia from 1988-90 and as a member of the Hesperia City Council from 1988-91.

“We are excited and pleased that Bruce has accepted this position, and are fortunate in that he comes to us with a vast amount of experience in education and personnel administration,” praised Barry Pulliam, SBCSS deputy superintendent, noting that Kitchen was selected from a candidate pool of very talented personnel administrators.

“Bruce has a strong track record and a reputation for detail as well as building team and collaborative efforts through his inspirational leadership,” continued Pulliam.

“Bruce will continue with the relationships that Betty (McDermott) has developed in our organization. Betty helped to fine tune the cultural aspects of our work environment, and projected fairness and equitability through her responsiveness to peoples' needs.”

Among numerous other responsibilities, Kitchen will develop and maintain coordination with district personnel offices throughout the county, offer continued assistance to middle managers on supervision of employees, develop an aggressive recruitment practice in regard to Affirmative Action goals, and focus on long-term goals for special education teacher recruitment.

Marquez, Heart Ass'n Director, From page 1

positions: senior planner, county-wide AIDS project coordinator, hypertension education program director and in 1989, was appointed associate executive director of the Agency.

A graduate of Cal-Poly, Pomona with a BS in Social Services, he is actively involved with health services organizations and the community. His professional memberships include the American Cancer Society, Inland Counties Health Center Board of Directors and Health Directors Advisory Committee on AIDS. He is chairperson of the Latino Health Coalition, a consortium of representatives of community groups, churches, various health system agencies that address health conditions in the Hispanic community, submitting recommendations to health system agencies regarding health needs, health and remedial services to this target group.

Mr. Marquez has received the following awards: Outstanding Young Men of America, Outstanding 1987 Volunteer of the Year-Riverside County and Recommended-Who's Who in California-1991. He is a graduate of the Riverside Chamber of Commerce Leadership Program.

Mr. Marquez is the first Hispanic in the Inland Empire to be appointed to a major national-affiliated service organization.

Mr. Marquez stated that in order to make the overall program's goals and objectives available to the population in the San Bernardino and Riverside areas, major focus will be put on local fundraising activities.

Persons wishing further information on the American Heart Association programs or educational packets on heart-health care may call (714) 424-1670.