When people think of community activists, one immediately thinks of Josefina Canchola, a Community Relations Assistant for the City of Riverside for the past year. Ms. Canchola is a busy person, being involved in numerous community activities, from youth groups, women's issues to business activities.

Born in Guadalajara, Mexico and receiving her early education in East Los Angeles and Whittier, she moved to Riverside to further her education, receiving her BA in Sociology from UCR.

During her student days at UCR, Ms. Canchola was actively helping other students. She became a peer counselor in the Educational Opportunity Program (EOP), where she was responsible for student's progress in their academic, personal and social agendas.

Ms. Canchola later became Social Cultural Program Coordinator for UCR's Chicano Student Programs. Her responsibilities included implementing and coordinating the educational, cultural and social programs for students, in addition to being liaison to the community and various agencies.

Her involvement in the community includes: YWCA Board of Directors; Tomas Rivera Conference Planning Committee; United Way; RCC Puente Mentor Program; Youth Education and Motivation Program; UCR Alumni Association; Congressional Brown's Advisory Committee; Riverside Hispanic Chamber of Commerce; Chicano/Latino Youth Leadership Project; and the City-wide Cinco de Mayo Planning Committee, among others.

During the summer at UCR, she became Head Tutor-Counselor for the EOP Summer Transition Program, where she supervised other tutor-counselors in coordinating the new student activities program or formal entry into the university environment.

After graduating from UCR, she worked at the Community Settlement Association as an English as a Second Language Instructor, where she developed curriculum for Amnesty classes for adults, including English, American History and Civics.

The National Association of Retired Federal Employees (NARFE) is currently attempting to locate retired federal employees in the Greater San Bernardino area. The NARFE is seeking support to strengthen the retirement goals as promised by the Federal Government. Persons wishing to become involved may contact Lurman Neal at (714) 864-3768.
CAL-TRANS and Chaffey College to hold Business Opportunities Conference, Apr. 8

The District 8 Contracts Office is holding a Business Opportunities Conference on April 8, 1992, at the State Building Auditorium located at 303 West Third Street, San Bernardino, from 8:00 am to 12:15 pm.

OUR PURPOSE: Obtain more bidders for Caltrans services. Encourage companies owned by minorities, women or disabled veterans to be certified through Caltrans as disadvantaged businesses.

PARTICIPANTS WILL: Learn how to do business with Caltrans. Obtain information on how to be certified as a disadvantaged business, and what the advantages and benefits are.

Learn Job Search Techniques at Chaffey Coll.

Positive, effective methods of finding and securing a good job will be discussed in this class. Topics include the hidden job market, designing a sales campaign, preparing for the job interview, improving telephone skills, selling yourself to employers, developing assertive "image." The class will be held on Saturday, April 11, from 9 am to 7 pm on the Chaffey College Campus in the Language Arts Building, Room 3. Advance registration: $40. Registration at door: $45.

Marion Luna - Continued from page 1

with the Personal Touch.

Marian Esquibel Luna, a native of Riverside, graduated from Norte Vista High School and Riverside Community College and attended University of California, Riverside. While getting an education, she worked at the U.S. Naval Missile Lab in Norco and U.S. Fire Lab, respectively.

When working as program director for senior citizens at the Riverside County Office on Aging, she became more cognizant about being 'people oriented' and further developed this talent: 'listening to people' and understanding their 'wants' . "This ability has helped me tremendously in my business because I am able to meet the needs of our customers and helping them whenever I can," she said.

Helping others has been an attribute that Ms. Luna has practiced since being in the 'working world'. She is involved in numerous community activities: Chairman, American GI Forum, Local and State Youth Programs and Queen Pageant Coordinator, (1992); Riverside Redevelopment Program Task Force, (1971); Riverside Community Relations Commission; Centro de Ninos; Junapa Lioness Club; Riverside Hispanic Chamber of Commerce; Institute for Social Justice; Member, Alvord Educational Foundation; AUSD and Artaaz, Sierra Area Redevelopment Project.

Joséfina Canchola - Continued from page 1

and my grandfather gave me a professional and spiritual insight of life. Other people that I view as role models are Robert Nava and Sharon Hosea, our Department Director."

"Very frequently I discuss with many students, especially Chicano/Latino students, easier ways to approach life and overcome barriers and in our discussions I have them think: "REACH FOR THE SKY AND THE LOWEST THAT YOU CAN FALL IS UPON A STAR.""
SCHOLARSHIP FOR HISPANIC JOURNALISTS

Prospective Hispanic journalists will have more educational opportunities available to them through a scholarship contribution made by the Coors Brewing Company to the California Chicano News Media Association.

The contribution will provide financial assistance to Hispanic college students interested in news media careers. The California Chicano News Media Association provides an invaluable service on the board representing the city of Coachella. Salas has been succeeded on the board by Coachella Councilman Juan De Lara.

THOUSAND PALMS, CA -- Coachella City Councilman Juan M. De Lara has been named to represent Coachella on the board of directors of SunLine Transit Agency.

He succeeds Larry Salas. First elected to the Coachella City Council in 1989, he is currently mayor-pro-tem.

He is the city's representative to Coachella Valley Association of Governments (CVAG) and is currently chairman of CVAG's transportation committee.

He is also a member of the Coachella Chamber of Commerce, Friends of Thermal Airport and Coachella Valley Mountain Conservancy Board.

City sub-committees he serves on include senior and recreation, and personnel. Last year he also served on the economic development, energy and environment, education and human resources committees.

He also has served on the board of Esparanza Youth and Family Center, the League of California Cities transportation and public works policy committee, the National Association of Latin Elected and appointed Officials, the California/Mexico Project, the Democratic Central Committee, and on the Coachella Planning Commission.

He has lived in the desert area since 1961. He and his wife, Julieta, have four children. He is self employed and partner in an auto repair business.

Councilman Frank Duran is alternate.

Community persons recognized by the American Cancer Society for volunteer work during the year are: (Left to Right) Graciano Gomez, Grace Vargas, Mariaelena Garcia and Ray Quinto.

American Cancer Society Volunteers Honored

 deferently, Community Relations Field Manager for the Coors Brewing Company.

"Coors is proud of its relationship with the Chicano News Media Association and is glad to be able to provide this money to help future journalists get the education they will need."

The California Chicano News Media Association provides an invaluable service by helping young Hispanics who are interested in careers in the newspaper, radio or television business," said Bob Apodaca.

Henry Mendoza, left, Executive Director of the California Chicano News Media Association, and Bob Apodaca, community Relations Field Manager for the Coors Brewing Company, watch Chicano News Media Association scholarship recipient Cecilia Leyva work on a story.

CHET M. POTTER
Attorney at Law
Telephone: 883-2519

DeLara honored, named to SunLine Transit Agency Board of Directors

THANKS! La Quinta Mayor John Pena, left, who is chairman of the SunLine Transit Agency board of directors, presented retiring board member Larry Salas of Coachella with a plaque for his years of service on the board representing the city of Coachella. Salas has been succeeded on the board by Coachella Councilman Juan De Lara.

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He has lived in the desert area since 1961. He and his wife, Julieta, have four children. He is self employed and partner in an auto repair business.

Councilman Frank Duran is alternate.
Imagine how a child feels when he fails first grade because he can’t speak. For some these could be the early determinants that keeps them from trying to reach their full potential. Carlos was born in Riverside and raised in south Colton. He graduated from Aquinas High School and attended San Bernardino Valley College before transferring to Cal Poly Pomona where he earned his Bachelor’s Degree in Social Work. As anyone would while growing up, Carlos struggled with trying to understand how the system could set his destiny. “It was confusing,” Carlos said, “I felt valued at home but not at school.” Subconsciously he felt that life expectations had been set for him. Consequently, he did not always strive to reach his potential. His achievements were not without pain and struggle.

The disappointment of these early experiences was repeated when he took a biology book off the shelf at San Bernardino Valley College Library to study for the course he had enrolled in. Not realizing the course could pose difficulty for many people, Carlos nearly gave it up along with any hope of completing his units at Valley, when he replaced the book on the shelf and turned to walk away. But something made him stop and re-evaluate the situation. He told himself, “I can do it!” He retrieved the biology book and set his mind to studying until he achieved what he set out to do.

That was his turning point. The point where he knew he could do whatever he set out to do. The strength and encouragement to do this came from his family and friends. At first he thought he wanted to become a professional photographer, but while researching his options in the Career Center at San Bernardino Valley College, Carlos decided he wanted a career in social services. During his junior and senior years at Cal Poly, Carlos got his first taste of social work by doing internships with the San Bernardino County Department of Public Social Services in the San Bernardino office and the Probation Department in the Fontana office.

Carlos has been with the county for over 17 years. In 1986, Carlos received his Master’s Degree in Personnel Management from the University of Redlands. In 1987, Carlos moved to Child Protective Services, where he currently works in the Family Maintenance Unit. In Family Maintenance, the primary goal is to keep the family together. The social worker works with families in helping them to eliminate problems that endanger their children or might cause them to lose their children. His clients are from infants to 16 years of age. He has a case load of 40 minors, which represents approximately 15 families. Carlos’ case load is a racial mix, but because he is Hispanic and bilingual, he often has a higher number of Hispanic clients. He finds much satisfaction in helping kids in crisis, because his intervention can give them a better chance. There is never a dull moment with this job,” Carlos said. That’s what he likes most about his work. “Many times, a day is too short to accomplish all your task,” he said. What he likes least about the job is seeing children cry. “I will never be desensitized to the point, that children in physical and emotional pain do not affect me,” Carlos said. In his role as social worker, Carlos is an advocate and educator on laws which relate to children. And as such he works to see that Hispanics have access to services and equitable treatment by all agencies.

“Hispanics are family oriented.” Carlos said, “and because of this social work is a good professional choice for Hispanics who want to work in an area which stresses the importance of the family and its role in the community,” he said.

Outside his professional life, Carlos is a volunteer for juvenile hall at the Kuiper Youth Center and the Regional Youth Educational Facility. Carlos belongs to the Hispanic Chamber of Commerce in San Bernardino. This past January, the Chamber recognized him with an award for his committee work on the organization’s behalf.

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“Hispanics are family oriented.” Carlos said, "and because of this social work is a good professional choice for Hispanics who want to work in an area which stresses the importance of the family and its role in the community." He also served a two year term on the board of directors for the Children's Home Society of California. He holds a California Community College Teaching Credential in Administration and Human Services. Not one to be idle during his leisure hours, Carlos collects baseball cards, a hobby he began when he was eight years old. His collection boasts of approximately 5000 cards, the prize one being a "Sandy Koufax Rookie Card." Somewhere along the way Carlos realized that no one is limited to just one dream. Consequently, he has realized his first dream of becoming a professional photographer. Since then, Carlos has used his photographic skills to capture weddings and graduations for family and friends. He also takes photographs for work-related events and for the DPS/S Dialog, the department newsletter.

Carlos is married. His wife Cynthia works for the City of San Bernardino as a division chief in employment training. His advise for aspiring young Hispanics is: "Finish your education at any cost. Social work is an honorable profession. If you choose it as your career, you will have the opportunity to work on behalf of families and children who are, after all, the future of this community."
INLAND EMPIRE SYMPHONY ASSOCIATION
PRESENTS

Sinfonía Mexicana
Eduardo Diazmuñoz, Guest Conductor
Saturday, April 11, 1992, 8:15 p.m.

California Theatre of Performing Arts; 562 West Fourth; San Bernardino, CA

Program: Moncayo: Huapango; Oliva: Mosaico Nacional II; Chávez: Sinfonía India;
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TICKETS: $25, $20, $15, $10

TO ORDER TICKETS TELEPHONE 381-5388
or visit the ticket office located at 362 West Court Street, San Bernardino

Painting by Albert Landeros
Starting School? - April is Kindergarten Registration Month

April is Kindergarten Registration Month

Only not is spring the season for registering kindergarten for school, but it’s also the time to make certain these children are up to date with their immunizations. For your convenience, the San Bernardino County Department of Public Health is offering immunization clinics at various locations, times and dates.

The immunizations offered at these clinics include Polio, DTP (diphtheria, tetanus, and pertussis or whooping cough), MMR (measles, mumps, and rubella) and Td (tetanus and diphtheria). A second MMR is recommended and will be given for all children registering for kindergarten.

A $4.00 fee per child per visit is charged, regardless of the number of immunizations received. No one is turned away due to inability to pay. All children attending the clinic must be accompanied by a parent or legal guardian. Parents should bring their child’s immunization record to the clinic. For more information, please call the Immunization Program at (714) 383-3070.

Prenatal care available from S.B. County

Comprehensive prenatal care services for low-income pregnant women residing in San Bernardino County are now available at eight clinic locations in San Bernardino, Fontana, Ontario, chino, Redlands, Victorville, and Needles. The San Bernardino County Maternal Health Program targets low income women who may encounter financial or other significant barriers to receiving the medical care they need during their pregnancy. Services include physical exams, lab tests, vitamins and iron supplements, nutrition, health education, and social services; and other referrals. Prenatal care services are affordable and no one is turned away. Medi-Cal, medical insurance and private pay are accepted for payment.

It is important that all pregnant women receive good medical care during their pregnancy which will help them to have a healthy baby and a safe pregnancy. For help in locating prenatal care services in your area and for information on Medi-Cal, please call the toll free San Bernardino County Prenatal Care Referral Line 1-800-227-3034. Information is also provided in Spanish.

Diamond Springs Ride or Stride

RIVERSIDE: Join American Honda, Kaiser Permanente and the American Diabetes Association Inland Empire Chapter as they conduct the 20th Annual Spring Ride or Stride to raise critical dollars for diabetes research and education.

It all happens on Saturday, April 11 in Colton. Check-in begins at 7:30 am and continues through 8:30 am. The event starts and finishes at the American Honda Training Center in Colton. After checking in, participants will enjoy a warm-up sessions by a local fitness club and begin their ride touring parts of Colton, San Bernardino, Redlands, and Loma Linda.

For more information contact the Inland Empire Chapter at 714/788-4840.

Colton Schools aid Bilingual Training

Five classified employees are on their way to becoming bilingual teachers through a new bilingual Career Ladder program created by the Colton Joint Unified School District.

The staff members will receive district support for college costs while they complete their teaching requirements at California State University, San Bernardino.

They will begin taking classes this spring, said Angela Wyles, coordinator of special projects for the school district.

In exchange for their tuition and books, the employees must agree to teach in the district the same number of years that their education was funded. Each teacher must carry a half time class schedule, earn good grades, serve as a bilingual aide, then work as a teacher intern.

Career Ladder participants are: * Maria Cisneros, a bilingual aide at Colton High School since February 1990. Cisneros holds a bachelor’s degree from University of Baja California and has taken courses at CSUSB and San Bernardino Valley College.

* Gloria Delao, a bilingual aide at Grimes Elementary for the past three years. She expects to complete her bachelor’s degree at Cal State, San Bernardino in June.

* Gloria Lopez, a bilingual aide at San Bernardino Valley College.
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$7.70 to $8.47 monthly
(Plus $270/mo benefit plan and
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Responsible for decontaminating, sterilizing, packing and issuing medical equipment. Experience operating sterilizing equipment and cleaning surgical instruments and equipment. Experience operating 3M-100% ethylene oxide equipment and an AMSCO steam sterilizer is desirable. Successful completion of an accredited central service technician course may be substituted for half of the required experience. Apply by April 10, 1992.

San Bernardino County Human Resources
157 West 5th Street
San Bernardino, CA 92415-0440
(714) 387-8304
EOE m/f/h

**Do You Want To Be A Deputy Sheriff?**

**Dick Williams, Sheriff**

San Bernardino County Sheriff's Department is looking for qualified men and women who are interested in joining the fastest growing law enforcement agency. The residents of the largest county in the United States DEPEND on us to provide the finest in law enforcement. Join the more than 1500 men and women who have made a career with the San Bernardino county Sheriff's Department. 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.

For more information, contact:
San Bernardino County Sheriff's Dept.
(714) 387-3750
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**Comcast Cablevision**

is seeking candidates for the position of Direct Sales Rep. This position includes excellent medical & dental benefits, great working environment, paid vacation, as well as many additional perks.

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* Desire to earn $500 to $1000 weekly
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**Hotline/Volunteer Coordinator**
Full time recruit, train volunteers, coordinate Hotline services for domestic violence shelter. A.A. or B.A. desirable and/or related experience. Bilingual-Spanish preferred. Send resume to: Outreach Director, House of Ruth, P.O. Box 457, Claremont, CA 91711.
Ofelia Valdez-Yeager: A life dedicated to education

Ofelia Valdez-Yeager is the epitome of an individual who is totally dedicated to education. Her whole life has evolved in an environment of teaching, consulting or directly involved with educational entities.

"My total core belief is that the education of our youth is the total community's responsibility, because the end result (the youths' education) will affect every one of us," she said during the interview.

Continuing, she said, "I have become aware of how little we know about each other in our community, which is probably due to each of us seeing the world through different perspectives, that is, social or governmental agencies, educational institutions or our personal social cause. Creating the forums to facilitate the interchange and implementation of ideas as they affect our students, is what I believe. I also believe that every community entity must include educational components."

At UCR, she received her BA in Spanish and teaching credential. After extensive course work at UCR and Cuernavaca, Mexico through La Verne College, Ms. Valdez-Yeager became directly involved in the educational process.

Her span of educational experiences included teaching bilingual/bicultural programs at the elementary level; counseling Mexican-American students at the middle and high school levels; consultant on Title VII Project; curriculum developer on various projects; co-teacher with her husband at Chaffey College on early childhood development course: The Mexican/American Child; consultant for numerous school districts on bilingual/bicultural programs; and a member of bilingual task forces in the Inland Empire.

During the time that her children were growing up, Ms. Valdez-Yeager opted to become more involved in activities that were directly related to their education. These activities included serving in the Riverside local and district PTA in numerous positions, including being president of the PTA Council 1988-89. Becoming involved in educational projects was her investment for the betterment of the young people and the community, she said.

As a result of her involvement in school-related activities, her scope of interest expanded into other community activities.

She became a member of the Greater Chamber of Commerce Education Committee and Say No To Drugs Subcommittee. Other community organizations have included the United Way board of Directors, Hispanic Chamber of Commerce, Head Start Policy Council, RUSD Year Round Task Force and RUSD Strategic Planning Task Force.

One blue ribbon group in which Ms. Valdez-Yeager is current member is the Riverside County Office of Education’s, Education for the 90’s, whose charge is to develop strategies to meet the challenges of education and submit recommendations in 1994.

Ofelia Valdez-Yeager

"My interest in education has been one of being part of maximizing our resources in our community. Only by being inclusive can we fully utilize the rich diversity around us. Our community has to be bold in our commitment to support non-traditional programs. We cannot afford to be complacent because this is an ever changing society."

Enjoying the quote of Eric Hoffer: "In times of change learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists."