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Hispanic News

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"Backing Into The Future"

Columbus, Cleopatra, Custer, And The Diversity Revolution

By Carlos E. Cortés
Professor of History, University of California, Riverside

Editor's Note: On June 11, Dr. Cortés delivered the 1992 Public Humanities Lecture in San Jose. This article is adapted from that talk.

In 1992, Christopher Columbus discovered the Americas. At that very same time, American Indians discovered Columbus. Five hundred years later we prepare to celebrate that event. Or do we? Or is it a mixture? Or is it simply a time for us to reflect on how we remember our past? Why? We can't really-or feel that the ways we think about the past influence our destinies. Because as we reconsider, reexamine, and reexamine the past, we continuously rearrange the foundations upon which we currently operate and then the dynamics that drive us back into the future.

Since the 1960s, the United States has been racked by a History War, a struggle over the interpretation, teaching and commemoration of its past. That History War has involved battles for control of or at least greater influence on textbooks, courses, curricula, graduation requirements, and public observances. It has involved battles over what questions should be asked as we reexamine our past. It has involved battles over whom should be included and excluded as we remember our past. And it has involved battles over how we should teach and publicly commemorate our past. For Joe Baca, "Those who tell the stories rule the society."

As one battleground in today's History War, Columbus has become a convenient personification and embodiment-at least for this year-of that contest for control over the past. We may have backed five hundred years into the future, but our eyes remain firmly fixed on the past, and our battles for supremacy in interpreting and observing that past have become increasingly contentious with time.

But why? Let me suggest at least three reasons.

First, because today's History War addresses the very core of our humanity and identity, by contesting who and what should be considered basic to our remembered, transmitted, and commemorated heritage.

Second, because the History War addresses one irrefutable reality-that we cannot escape our past, even if we are ignorant of it, because history's heavy hand rests upon our present and influences our future, often in dramatic and unpredictable ways.

And finally, because the last quarter century has been a revolutionary period for the United States. I call it the Diversity Revolution. In terms of the humanities, that revolution has had two dimensions-demographic and conceptual.

The demographic dimension is easiest to describe. In the last quarter century, the United States has undergone a dramatic shift in its racial and ethnic composition. And those past demographic changes provide only an appetizer for the future.

According to a 1989 U.S. Bureau of the Census projection, in the next forty years, between 1990 and the year 2030, for the United States as a whole, while the White American population will increase by only 25 percent, the African-American population will increase by 68 percent, the Asian-American, Pacific Island-American, and American Indian populations will increase by 79 percent, and the Latino or Hispanic population will increase by 187 percent. In California, members of so-called minority groups are projected to become the population majority within the next decade. That's the demographic future into which we are backing.

Beyond that has been the conceptual aspect of the Diversity Revolution. During the 1960s, the civil rights movement spurred persons of diverse backgrounds to ask new questions about their heritage-not only about their ancestry.

Continued on page 5...

"We did it!", Joe Baca

Assembly Democratic candidate Joe Baca announced that this campaign's voter registration drive had reached its goal of 16,783 new Democrats.

"Our registration drive was the most successful in California because we had the best group of dedicated people in California. What they have achieved is a great example of what can be done when people decide to take back control of their political system."

"For years, we've all watched as people have pulled away from the political process. For me it has brought personal sadness. I've spent most of my life trying to bring people into the mainstream of American life-economically, educationally and politically."

"But this year a group of us decided that we were going to turn things around in our communities. And we have."

"As most people know, our registration drive was the last one to get going. We've had tremendous financial difficulties. There were times when it looked like we might have to quit. But we didn't.

"This is not just a victory for Democrats. I firmly believe that everyone is better off when people participate in their government."

"My campaign will now turn its attention to the next task - getting those new voters to come to the polls in November."
Congressman George E. Brown, Jr. (D-San Bernardino-Ontario-Riverside) has written to President Bush calling for an immediate end to the U.S. Agency for International Development (AID) and other federal agencies spending American taxpayers' dollars to subsidize the relocation of U.S. manufacturing jobs to Third World countries, especially in foreign export processing zones (EPZs). The letter is co-signed by House Majority Leader Richard B. Durbin, Jim Slattery, and Peter Hoogland.

"Since I disclosed AID's taxpayer-financed, job-exporting activities on '60 Minutes' last Sunday and the subsequent reports on ABC's News 'Nightline' last night," Brown said, "Americans all across the nation justifiably have voiced their outrage. I have already drafted and circulated legislation to my colleagues in the Congress that will permanently end these indefensible activities, but it strikes me that this is a situation where President Bush should act immediately. That is why I have written directly to the President urging him to act now and not wait."

"There has been a lot of talk about gridlock in this Congress and unresponsiveness to the needs and concerns of the American people," Brown said, "but there clearly is a groundswell of bipartisan support willing to up in both the House and Senate to quickly legislate, if necessary, an end to this affront to American taxpayers and workers. Form my part, I am going to do everything in my power to make certain that the Congress does not adjourn before putting an end to this outrage."

The U.S. Senate on Wednesday afternoon was already considering amendments to the FY93 Foreign Aid Appropriations Bill that would cut off funding to AID and other federal agencies involved in these programs and activities.

"Our goal, looking beyond the defeat of Proposition 165, would be to build a series of ill-conceived solutions to major social and economic problems of our day," he added that its passage would "produce immeasurable suffering in the lives of the most vulnerable members of our society, poor children."

Bishop Straling, who also serves as vice-president of the California Catholic Conference, said that 165 "represents a series of ill-conceived solutions to major social and economic problems of our day," and added that its passage would "destroy the system of checks and balances designed by our forefathers and mothers as a safeguard for our democracy."

The bishop testified before the Senate's Health and Human Services and Budget and Fiscal Review committees, and the Assembly's ways and Means and Intergovernmental committees. Committee members are seeking to discover the impact of possible passage of Proposition 165 on the state and its residents.

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"Proposition 165 would punish these groups as though they were the cause of our problems," Bishop Straling said.

If passed, 165 would immediately reduce AFDC benefits by 10 percent. At the end of six months, if an adult member of the family did not find work, the benefit would decrease another 15 percent, this "in addition to the benefit cuts that will be experienced by most beneficiaries within the next month as a result of this year's budget resolution," he said.

"Reductions of this nature would serve only to increase the already unacceptable number of homeless families, as well as, insure the destruction of many more innocent young lives," the bishop testified.

Noting that the proposition would give the governor "absolute fiscal power," the bishop said the passage of 165 would also "jeopardize the established process of good government designed to insure that the common welfare of all people is served by a balanced representative government."

In closing his testimony, Bishop Straling noted that the nation's Catholic bishops had committed themselves to influencing public policy so that it favored children and families.

"Our goal, looking beyond the defeat of Proposition 165 is to impel all to build with one another a state, nation, a world with a clear priority for all families and children in need," Bishop Straling said.
Aguilar to head Cal State, S.B. Tech / Info Division

Dr. William Aguilar

A new information resources and technology division is being created at Cal State, San Bernardino to better coordinate current operations, announces President Anthony H. Evans.

Dr. William Aguilar, university librarian, is being appointed to head the unit, which will include the university library, computer services, audio-visual and telecommunications, Evans states. Although he will continue to oversee the Pfau Library, Dr. Aguilar's new title will be vice president for information resources and technology.

Citing similar consolidations that have occurred at other SCU campuses in recent years, Evans says, "What sets our campus apart from others is that with each future new building at the university, opportunities abound for developing special partnerships with the private sector to enhance equipment, software and telecommunications. Moreover, our large service area would benefit from our campus' fuller use of technology for learning in distant locations."

Aguilar's educational and professional background lends itself well to this new leadership post, Evans notes. With a Ph.D. in library and information science from the University of Illinois-Urbana and 18 years of service associated with libraries, Aguilar says that the consolidation of information resources at Cal State, San Bernardino is reflective of "what libraries have been doing for the past decade...since library development has been integrally related with information resources."

Resolution urges librarians to increase Mexican-American Material Collections

Mel Albiso, Affirmative Action Officer for the San Bernardino City Unified School District received a resolution from the County of San Bernardino Board of Supervisors as president of the Association of Mexican-American Educators, stating that local librarians were urged to build their collections of materials to increase the understanding to the Mexican-American experience among the general public.

The resolution additionally states that local libraries were requested to set aside the month of September of each year as a time to celebrate and promote Mexican-American Literature. The Board took resolution action based on a substantial undercounted 1990 U.S. Census and the growth of 69.2% for Hispanic population in California above the 1980 census count. The total Hispanics in the state stand at 7,687,938 or approximately one-fourth of the total population.

The resolution elaborates on the increased number of Mexican-American authors whose quality of work have gained recognition and through library systems and respective community outreach, their (the authors) works can be further promoted as a beneficial use of library resources, which has not been fully realized to the present time.

Mt. Vernon "Route 66" Remembered

Vivian Davis, Route 66 Association Founder and Secretary, presents sign to Councilman Ralph Hernandez. Sign is posted on 6th Street & Mt. Vernon Ave.

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A century of safety, security and strength.
Publisher's note: The Kiwanis Club of Greater San Bernardino (KCGSB), is considered one of the outstanding community-oriented service clubs in the Inland Empire. The club recently celebrated its 25th anniversary, The Inland Empire Hispanic News, in its September 23, 1992, publication, narrated the club's history and activities. The following article is a continuation of that narrative.

The KCGSB was chartered in December, 1967. Since that time, membership has gradually increased with professionals who are actively involved and whose commitment is to serve the community, more specifically, the Hispanic community. As a result, KCGSB and its membership have been involved in programs and activities to meet the needs of communities in the Inland Empire and other areas.

Joe Baca, long-time KCGSB member designed and implemented the Youth Incentive Program (YIP) in 1974, the predecessor of the Youth Education Motivation Program (YEMP). The YEMP goals consist of annually organizing voluntary corps of professionals to visit middle schools; volunteers discussing their respective professions with students, outlining educational and experience requirements; emphasizing the importance of education in the real world and: motivating students to continue their education into the college level.

The volunteers, through coordination, have visited a large number of middle schools throughout the years and have spoken to hundreds of students. "We feel that the many professionals who have volunteered their services these many years have had a tremendous impact and have motivated these young people to continue their education," stated Mr. Baca at a recent KCGSB meeting.

For his leadership in establishing the YEMP, Mr. Baca, a San Bernardino Community College Trustee since 1978 and candidate for the 62nd Assembly District, received the Youth Education Motivation Program Excellence Service Award.

In 1989, the Naval Reserve-Naval Hospital Detachment 719 (assigned in San Bernardino) was mandated to schedule community health fairs as a component of their annual training plan. Lt. Commander Ray Quinto, executive officer and KCGSB member, recommended that Casa Ramona, a community center in the Westside barrio, be selected as the location for the first health fair. KCGSB was solicited to be the co-sponsor of the event.

The first health fair was scheduled at Casa Ramona on June 11, 1989 with Naval Detachment 719 as the main medical agency with participation by the County of San Bernardino's Health and Mental Health Departments. In addition to the health service support agencies in the Inland Empire.

A wide array of medical examinations were available for the sixty-eight adults and children who were examined during a six-hour period. An evaluation of the registrants indicated a need for health fairs for families who are unable to provide basic medical care and treatment, especially for recently arrived immigrant families.

As a result of the community health findings subsequent to the health fair, the Naval Detachment 719 and KCGSB have scheduled three health fairs in 1990, 91 and 92, all at Casa Ramona. The primary goal was established to target the Hispanic Community, with a special emphasis toward "Young Children-Priority One."

Numerous governmental health service agencies, private health service agencies, area hospitals, community-based organizations have been involved in providing expanded medical services.

The area minority newspapers and radio stations have been instrumental in outreach into the Hispanic community in order that families become aware of the services.

Kiwanis Health Fairs have served 6840 people

An important service element has been the follow-thru referral system that has been provided for persons, especially children, who have been identified with special medical needs.

In addition to standard medical and advisory examination services, other services have included: dentistry, hearing/vision, immunization, EKG, oncology (including mammography), health education and drug/alcohol prevention, etc.

Registration figures compiled for three years reflect a total of 6840 persons having been provided examinations, of which approximately 5600 were children.

The City of San Bernardino recognized KCGSB for co-sponsoring the Casa Ramona health fair.

Casa Ramona Community Center awarded a plaque to Lt. Commander Ray Quinto for his leadership role in the implementation of the health fairs.

Plans are being developed to provide an expanded medical services for the health fair for 1993.

Kiwanis Health Fairs have served 5600 community children.

Naval Reserve personnel conduct dental examinations with the assistance of Kiwanis members.

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Extra Dinner Tickets may be purchased for $15.00 each.
Dinner at Jurupa Hills Country Club.
Deadline: Tuesday, October 13, 1992

Additional Information Contact:
Joe Hernandez at (714) 688-3323 • Alan Estrada at (714) 672-7800 • Linda Ometas at (714) 381-1888

Community Service
Wednesday, October 7, 1992

Inland Empire Hispanic News
A virtual "Who's Who" of the Latino entertainment world will honor legendary Chicano composer and singer Lalo Guerrero at the McCallum Theatre on Sunday evening, October 11, 1992 to benefit the College of the Desert.

Ricardo Montalban, Paul Rodriguez, Cesar Chavez, Little Joe, Cheech Marin, Rosana DeSoto, Culture Clash, Latinos Anonymous, Gilberto Valenzuela, Mercedes & Lupita Castro, Gloria Becker, Mark Guerrero, Carmen Moreno, Trio Charro, Marcos Loya, El Mariachi Sol De Mexico and other will pay tribute to Guerrero in story or song at the gala event produced by Lalo's son, television producer, Dan Guerrero.

Proceeds from the historic night will benefit College of the Desert's efforts to establish a branch campus in the Eastern Coachella Valley and to provide funds for scholarships for Latino students.

**Back in the Future - Continued from page 1**

Lalo Guerrero's career spans five decades in both the United States and Mexico and many of today's artists credit him with being a pioneer role model and helping many Latino entertainers break into careers in the U.S. and Mexico.

Guerrero's music has earned him many awards including the distinguished National Heritage Fellowship awarded by the National Endowment for the Arts at a Washington, D.C. ceremony in 1991 and the recent induction into the Tejano Music Hall of Fame for his outstanding contributions.

Tickets are available at the McCallum Theatre Box Office, 340-2787 and at all Ticket Master outlets. Tickets are $25.00, $50.00. A limited number of VIP tickets are available for $125.00 which includes VIP seating and a reception following the show with Lalo Guerrero and guest artists.

For VIP tickets, call 773-2561.

Lalo Guerrero was born in Tucson, Arizona on Christmas Eve, 1916. His father's origins were in La Paz, Baja California and his mother was from San Antonio, Sonora, Mexico. His parents were married in Cananea, Sonora and moved to Tucson in 1916 where they remained the rest of their lives.

Lalo became interested in music at a very young age, influenced by his mother, who sang and played the guitar beautifully. She was his first and only teacher. His composing began early, writing both music and lyrics. Lalo wrote the classic "LA CANCION MEXICANA" while still in his teens. It was made famous by the great Lucha Reyes and has become a standard in the Mexican repertoire.

It was the first of hundreds of songs to be written and recorded by Guerrero on various labels throughout his career in Imperial, RCA Victor, Capitol, Colonial, and Ambiente among them.

Lalo's uniqueness is his versatility, writing in a myriad of styles and recording with mariachi, norteño groups, orquestas and combos. His creative output includes the romantic "NUNCA JAMAS," the comical "LA MINIFALDA DE REYNALDA," numerous "PACHUCO" songs of the 40's used years later in "ZOOT SUIT," and dozens of corridos and canciones of social protest, works that reflect his concern for his people which are the Mexican Americans. His English language parodies from "TACOS FOR TWO" to "GRANADA" have kept people laughing for years and his famed "LAS TRES ARDILLITAS" have delighted children through more than 20 long-playing albums.

His honors are many - an invitation to the White House in celebration of the 15th Anniversary of the National Endowment for the Arts, the NOSOTROS Golden Eagle for Lifetime Achievement, concerts and awards from Yale, Harvard and most recently, UCLA. The list is endless. Most recent: he traveled to Washington, D.C. later in September '91 to be honored with a 1991 National Heritage Fellowship by the National Endowment for the Arts.

Lalo is celebrating 40 years of music and there are plans for a stage show based on his music, a documentary and a book on his life. He continues his lifelong work in community services entertaining at benefits, fundraisers, orphanages, retirement homes - wherever he is called.
as the gender issue had not yet penetrated the education code.

So we evaluated the books. Now, I had spent nine years in college, had earned two Bachelor's degrees, two Master's degrees, and a Ph.D. (each in a different field), and had been teaching for more than three years at the University of California, Riverside. Yet I learned more during those four weeks on the task force than I had in any comparable period of my entire college career. It was a true post-doctoral seminar, as listened to and contemplated the perspectives and interpretations voiced by serious, thoughtful women and men from different disciplines and of different ethnic backgrounds.

And guess what we found? The protesters had been right. Most of the books did not meet the state education code on the treatment of ethnic groups, which we duly reported to the Board of Education. Faced with the modern Hamletian dilemma—to adopt or not to adopt—the board responded with a perfunctory thank you, disbanded the committee, and formed a board subcommittee, augmented by one member of our task force selected, of course, by the board. After recommending a few token changes in the textbooks, the board then adopted them.

The 1971 California textbook protest provided one of the earliest expressions of multicultural recognition and inclusion. To recognize Cinco de Mayo, observe Black History Month, or hold ethnic studies programs on the margins of education generated intensive research and writing about minorities and women.
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DEVELOPMENT DEPARTMENT
OF THE CITY OF SAN BERNARDINO
NOTICE OF PUBLIC HEARING
GENERAL USE OF THE PUBLIC ENTERPRISE CENTER

The Community Development Commission of the City of San Bernardino will conduct a Public Hearing regarding the uses, current and projected, for the Public Enterprise Center located at 1505 West Highland Avenue in the City of San Bernardino. The hearing is scheduled for the Community Development Commission’s meeting of October 19, 1992 at 4:00 p.m. The purpose of the Public Hearing is to obtain the views of citizens relative to the present use of the Public Enterprise Center and to solicit ideas and recommendations for the future use of the facility.

Those citizens interested in more detail regarding this issue, should contact Mr. Arthur J. Hassel, Project Manager, at (714) 384-5081. Individuals that are unable to attend the meeting to discuss their concerns may submit written comments to:

Arthur J. Hassel, Project Manager
Development Department
201 North "E" Street, Third Floor
San Bernardino, CA 92401-1507

In the alternative, they may also contact Mr. Hassel and express such concerns verbally.

KENNETH J. HENDERSON,
Executive Director,
Development Department

by: ARTHUR J. HASSEL,
Project Manager

Election '92 - Vote Tuesday, November 3
The largest number of Hispanic-owned firms were located in California with 132,212 companies producing $330,028,000 dollars in receipts. California firms accounted for 31.3% of all Hispanic-owned firms and 32.8% of their receipts. As might be expected, Texas had the second largest number of firms (94,754) and ranked third in receipts with $41.1 billion which accounted for 22.4% of all Hispanic-owned firms but only 16.6% of their receipts. The State of Florida ranked third in number of Hispanic-owned firms (64,413) but ranked second in receipts with 4.9 billion. Florida accounted for 15.3% of all Hispanic-owned firms but only 20% of their receipts.

Among the largest Metropolitan Statistical Area in the U.S. was the Inland Empire. We find the Los Angeles-Long Beach area with 56,679 firms producing 3.3 billion dollars. In the San Diego area there were 10,373 firms doing $559,444 million dollars. The Inland Empire region of Riverside-San Bernardino had 10,195 Hispanic-owned businesses producing $576,537 million in receipts. Demographically, the largest share of firms owned by Hispanics was in New Mexico with 17.4% of all firms and 9.6% of all receipts. As might be expected, North Dakota had 0.2% of all firms and 0.05% of all receipts. States with the largest segments of Hispanic populations had the highest percentage of Hispanic-owned businesses.

Referring Hispanic diversity in the Inland Empire Metropolitan areas of Riverside-San Bernardino, there was a total of 10,195 Hispanic-owned firms producing $576,537 million dollars in receipts. Among the ethnic variations, there were 8,079 Mexican-owned firms with $459,280 million in receipts. Puerto Ricans accounted for 224 firms producing $8,424 million dollars. Cubans owned 273 businesses producing $25,886 million in receipts. Classified as "Other Hispanic" there were 346 businesses producing $18,285 million dollars worth of receipts.

Contrasting the two Inland Empire Counties, Riverside had 4,680 Hispanic-owned firms which produced $246,509,000 in receipts while San Bernardino County had 5,515 Hispanic-owned firms accounting for $330,028,000 dollars in receipts.

As reflected earlier, population clusters among the various Hispanic ethnic groups prosper in entrepreneurial ship in large metropolitan areas and traditional areas of migration such as Texas, New Mexico and California. According to William Dunn in "Selling The Story," "Fifty-eight percent of the Hispanics in the U.S. have roots in Mexico, 12.6 percent in Puerto Rico, 6.7 percent in Cuba, 13.6 percent in Central and South America, and 9.0 percent in the Caribbean or Latin America." Dunn also predicts, "As early as 2015, Hispanics may surpass blacks to become America's largest minority group."

The Census Bureau conducts an Economic Survey every five years. The above represented statistics reflect 1987 survey results.