October 28th 1992

Hispanic News

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Your Vote on November 3 Can Make a Difference

Voter Recommendations

The Inland Empire Hispanic News submits the following candidates for consideration in the November 3, General Election:

President-
Bill Clinton No. 5

United States Senator-
Barbara Boxer No. 11
Dianne Feinstein No. 16

United States Congress
George Brown No. 19
Don Rusk

County of San Bernardino
Board of Supervisors:
Barbara Riordan for 3rd District Supervisor No. 27
Ralph Hernandez for 5th District Supervisor No. 28

City of Colton
Frank Gonzales for Mayor
Roy Roman for 2nd District Councilperson
Abe Beltran for 3rd District Councilperson
Pauline Garcia for 4th District Councilperson
Deirdre Bennet for 5th District Councilperson
David Sandoval for 6th District Councilperson

City of Rialto
Sam Curtis for Mayor
San Bernardino Valley Water Board
George Aguilar
Riverside Unified School District
Ofelia Valdez-Yeager

Measure Recommendations
See page 2

Vote Tuesday, November 3

Joe Baca
for Assemblyman, 62nd District

The course of history has often been decided on one vote
By: Juan David Zepeda
IN 1992, ONE VOTE...

As we rapidly approach the upcoming presidential election, which will take place on November 3, we must be prepared to answer the question of thinking like responsible individuals. Answering the question like citizens of a democratic society. Thinking that our vote this time is more important than any other election during the last twelve years.

The theme of the possibility of a creation of a permanent "second class citizen" in our society is appalling and distressful, but imminent if we do not act now! If the erosion of educational opportunities for the disadvantaged student continues, and the lack of support for programs designed specifically to educate the disadvantaged also continues, the state and federal governments remain indifferent to this problem, we will have a well defined permanent "second class citizen" category in our social strata.

As we have gradually become aware, we have been systematically losing many of the methods of reaching the American Dream during the last twelve years. In fact, if we ask ourselves how are we today in relation to our situation twenty years ago, concerning upward mobility opportunities, what would our response be? How about the future opportunities for our children? Think about the erosion of services, the lack of job opportunities, increases in college fees, and other disappearing benefits which your parents received. Think that we were once the envy of the world because people came to this

Continued
See One Vote Difference
on page 4
Joe Baca for Assembly

Joe Baca deserves to serve in the Assembly to represent the citizens of the 62nd Assembly District. He has sought this office on two previous elections.

Winning the primary over stiff opposition, Mr. Baca set two goals for the general election: established a well-organized campaign and organized a task force to register Democratic voters.

The task force registered over 16,000 new voters which now stands at 59.4%. Baca's total background reflects a commitment to the community. In reviewing his resume, one finds that in over two decades, he has been involved in numerous causes, projects, a member of community service organizations, organized community organizations (he established the Youth Educational Motivational Program) and has been financially generous in support of worthwhile projects.

His tenure in the San Bernardino community College Board of Trustees for 13 years illustrates his commitment to education and concern for young people. He has strived to assure that a quality education is available for every student regardless of their background.

When elected, Mr. Baca will be breaking new ground. The first Hispanic elected to the Assembly from this area and a key Democratic leader in the area. Additionally, the new elective position will be an enhancement to his current role model for young Hispanics to emulate.

Mr. Baca's goal has been to serve in the Assembly and has been tenacious in his effort to overcome barriers to arrive at this point. The responsibilities will be tremendous and many will be reviewing his performance.

Many of us are confident that Mr. Joe Baca will perform exceptionally well.

Barbara Riordan for 3rd District Supervisor

Supervisor Barbara Riordan, incumbent candidate for the Third Supervisorial District is challenged by Teresa Kwappenberg, repeating the scenario of four years ago.

Mrs. Kwappenberg, in forums and political literature, stresses the need to increase the efficiency of running the vast county government. This is a good issue and intermittently, the Board of Supervisors and top administrators endeavor to streamline the county operations on an ongoing basis.

Four years ago and in the primary, Mrs. Kwappenberg advocated a slow-growth agenda.

In total, Mrs. Kwappenberg's background reflects minimal participation in the political and civic arena.

In contrast, Supervisor Riordan, in addition to her supervisory experience since 1985, has extensive experiences in local, regional and state commissions and boards for the homeless, pollution, fire, earthquake preparedness, to partially name a few. She was recently appointed to the Regional Airport Authority, an important position to be involved in the promotion of economic development in the area.

Supervisor Riordan has been directly involved in establishing the Agua Mansa Enterprise Zone; SB County Affirmative Action Commission; Contract Compliance Ordinance; CDBG Bryn Mawr sewer project; proposed senior citizens nutrition site; Redlands/Yucaipa Guidance Clinic/Impact Mental Health Service Center for the North redlands community.

Recently, she initiated a plan to expand job training programs to the high-risk youth in the Redlands and adjacent county communities.

Continued on next page

Measures:
- Measure 155 Yes No. 53
- Measure 156 Yes No. 55
- Measure 157 No No. 58
- Measure 158 Yes No. 59
- Measure 159 Yes No. 62
- Measure 160 Yes No. 63
- Measure 161 No No. 66
- Measure 162 Yes No. 67
- Measure 163 No No. 70
- Measure 164 No No. 72
- Measure 165 No No. 74
- Measure 166 No No. 76
- Measure 167 No No. 78
Frank Gonzales for Mayor of Colton

The Citizens of the City of Colton will be electing a mayor and five councilpersons will be elected to represent council areas with the passage of Measure W. Councilperson 'Patty' Cisneros recently won a victory in a recall election and will not be running. Frank Gonzales has been mayor of Colton for four terms and prior to his mayoral tenure, he was councilman for eight years. He has had tough political battles in running the city business and changes have occurred within the city management structure.

However, the city has attractive retail stores, especially in the Cooley Ranch area which has resulted in increasing the revenue tax base.

The most significant action was the decision by the County of San Bernardino to build the general hospital at Valley Blvd and Pepper St., a project that will enhance the area with hospital-related industries and businesses. The mayor worked hard to convince the county to relocate the hospital in the city.

The City of Colton has been able to have a balanced budget and maintained the same level of general services without a reduction in force—an enviable position!

A life-long resident, Mayor Gonzales devotes full time to the responsibilities of his mayoral office which is an attribute of commitment to the citizens of Colton. It can be said that the city's progress is attributable to his leadership. Mayor Frank Gonzales should continue in the leadership role.

Colton City Council Recommendations

There are many qualified candidates that are able to fill the various councilmanic positions in the City of Colton. The Inland Empire Hispanic News submits the following names for consideration at the polls:

District 2 - Roy M. Roman
District 3 - Abe E. Beltran
District 4 - Pauline Garcia
District 5 - Deidre H. Bennett
District 6 - David Sandoval

Make Your Vote Count
November 3rd

Representative George E. Brown

42 Congressional District

ENDORSED BY

Los Amigos de George Brown Committee

AARON & TULA AGUILAR
GEORGE AGUILAR
WILLIAM AGUILAR
MEL ALBISO
DON ALVAREZ
RITA ARIAS
MANNY AYALOS
HON. RUBEN & IRENE AYALA
JOE & BARBARA BACA
JERRY CASILLAS
G. KEN CLARK
FRED & ANGELENA CORDOVA
IRENE COYAZO
ELISA DIAZ
H. FRANK DOMINGUEZ
ESTHER ESTRADA
BERNABE FLORES
LOU FERNANDEZ
ERNEST GARCIA
MARILENNA GARCIA
STEVE GARCIA
FLORENTINO GARZA
PAUL GOMEZ
LUIS GOMEZ
GRACIANO & TRINI GOMEZ
ALFREDO GONZALES
FRANK GONZALES
JUAN GONZALES
KATHLEEN GONZALES
RICHARD GONZALES
DAVID GUTIERREZ
GUILLERMO GUTIERREZ
BILL HARRISON
DIANA HARRISON
GLORIA MACIAS HARRISON
WILLIAM HARRISON
GEORGE IWANAGA
RUSSELL JAUREGUI
BILL LEMANN
ANASTACIO "TATY" LOZADA
ESTHER MATA
DIANA MCCAFFERTY
SAMUEL McQUEEN, JR.
ART MILIAN
RALPH MONGE
DANIEL & IRENE MORALES

CECILIA ALA TORRE MORRIS
ROBERT NAVA
MARIO PORRAS
RAY QUINTO
ELOISE GOMEZ-REYES
FRANK REYES
TOM RIVERA
RAY SALVADOR
JUDITH VALLES-SMITH
MANUELA Sosa
ANDRES SOTO
EDITH LARA-TRAD
DANIEL TORRES
ARLO VALLES
LORI VALLES
MIA VALLES
MIKE VALLES
LORRAINE VELARDE
CHRISTINA VILLEGAS
JIMMY VILLEGAS
GENE WOOD
DAVID ZAMORA
JOSE ZERMENO

VOTE FOR


42nd Congressional District

Paid for and authorized by Friends of George Brown, M.B. Tornstrom, Treasurer
**Inland Empire Hispanic News**

**Riverside Unified School Board**

**Colton City Council 6th District**

**Llamas: The Swing Vote in 1992?**

The growth of the Latino population during the 1980s has led many to speculate about the Latino community's electoral potential. NALEO estimates that 4.5 million Latino voters will cast their ballots in the 1992 Presidential elections and that 1 out of 22 voters nationwide will be Latino.

In the last decade, the Latino electorate has grown dramatically. While the national electorate increased by less than 10 percent, the Latino electorate grew by over 50 percent. These Latino voters are concentrated in nine states with a total of 202 electoral votes. In states like California and Texas, Latino voters comprise 7.8 percent and 13.8 percent of the statewide vote. Therefore, small shifts of the Latino vote can have statewide impact. For example, based on California's 1988 presidential elections, to shift one percent of the California statewide vote required 6.3 percent of the Latino vote.

Despite the impressive growth of the Latino electorate, several demographic factors reduce its electoral potential. First, among Latino adults, 37 percent of all Latinos are non-citizens and thus ineligible to vote. Second, one-third of all Latinos are too young to vote. Other internal factors, such as low levels of education and income, as well as external factors, such as voter dilution efforts further reduce Latino electoral participation rates. Nevertheless, Latino voters now have the potential to be the swing vote in key states.

**Bilingual Election Assistance**

San Bernardino County is required to provide voting information in Spanish. Ballots are available in both English and Spanish, and Spanish-speaking persons are on staff in the Registrar's office to answer your questions. Spanish-speaking persons will be available in the Registrar's office on election day to provide directions to your polling place. For assistance, call (714) 387-2076 or 2077.

The San Bernardino County Registrar of Voters will be accepting applications for bilingual poll workers until October 30th. If interested, call (714) 381-2860.

Voting information and sample ballots are available in both English and Spanish, and Spanish-speaking persons are on staff in the San Bernardino County Registrar's office to answer your questions. Call (714) 387-2076 or 2077.

**ELECTION DAY ASSISTANCE**

**TUESDAY, NOVEMBER 3, 1992**

Spanish-speaking persons are available to provide directions to your San Bernardino County polling place. For assistance, call (714) 387-2076 or 2077.

**One Vote Difference - From page 1**

"In 1776 - One vote gave America independence in search of 'The American Dream', and most of those seeking a better life, found it.

One vote could make the difference. One vote could help to preserve the American system from continuing and finally destroying all future hope for future generations. We must have faith in our system. Let us use it. This system was created for the American people, and it works. If we learn to use it, it will work for us. The American system is the best system in the world, a democracy, but also the most vulnerable if we do not empower ourselves to use it properly. Let's empower ourselves and VOTE ON NOVEMBER 3!

The following statistical information is interesting, as well as ominous, menacing and sinister. Think about what one vote could do to us, to our community, to our entire society:

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Free Trade will bring only modest benefits to Hispanics

A new study by the Southwest Voter Research Institute (SVRI) finds that the proposed North American Free Trade Agreement (NAFTA) will yield only modest benefits for Mexican American workers in California. "NAFTA is not the panacea that many claim it to be for Mexican Americans in California," said Dr. Paul Hinojosa Ojeda and Dr. Sherman Robinson of UC Berkeley who conducted the California study. "This modest employment gain is far below expectations for NAFTA's benefits to California," Dr. Hinojosa underscored.

"What we find out is that while workers in California will lose proportionately more jobs than non-Latinos," added Antonio Gonzalez, SVRI Latin America Project Director.

SVRI's NAFTA research effort is the first attempt to focus on the impact/benefit of the proposed NAFTA on Latino workers. "Clearly, the issue in Latino employment becomes how to help the displaced Latino workers that come from industries characterized by underskilled, poorly educated workers, that is, those least likely to occupy the new jobs in export-related industries."

Dr. Sherman Robinson of UC Berkeley underscored, "What we find out is that due to the small size of Mexico's economy - it is only about the size of Los Angeles County in terms of its Gross Domestic Product - that NAFTA neither helps nor hurts California's Latino workers very much. Only about 16,000 Latino jobs or 9,000 net Latino jobs will be gained," underscored Dr. Hinojosa Ojeda. "Clearly, the issue in Latino employment becomes how to help the 7,000 Latino workers that are displaced in California over the next few years," he continued.

SVRI, a non-profit, non-partisan Latino research institute based in San Antonio and Los Angeles is conducting a national educational effort to resource Latino leaders on issues of economic integration. SVRI does not take positions on legislative issues. The release of SVRI's studies follows an intense year of community employment programming in which SVRI has sponsored seven conferences, one fact-finding mission, eight focus groups, one opinion poll and one publication on NAFTA. "Over the last year we have seen a course change among Hispanic leaders and voters regarding NAFTA," added Andy Hernandez, "what was once a Latino consensus in favor of NAFTA has eroded to a 'wait and see' attitude, though Latinos still want to help Mexico," he concluded.

SVRI is in the process of conducting further research on border infrastructure needs, and NAFTA's employment impact in Texas, Arizona, New Mexico, Illinois, Michigan, New York, and Florida. Copies of the California and South Texas studies can be obtained from SVRI's California office at (213) 728-2706.
Dr. Mirta A. Gonzalez: A Moderate Perspective on the Arrival of Christopher Columbus

By Rumaldo Cuen-Marquez

"The five hundred year anniversary of the arrival of Christopher Columbus to the Americas is an opportunity for all of us to review our colorful heritage. Sailing under the flag of Spain and believing that a new route had been found to Asia, he unknowingly encountered a new world and an indigenous people which brought about a new race la raza cosmica. "To date, this race still holds true the customs, traditions and culture from both continents," she stated very succinctly.

Continuing, she commented that it is incorrect to say Columbus discovered America but his arrival had had a tremendous impact in the social, political, religious and the economic history of the world as we know it today. World history has been a series of struggles and conflicts and there will always be a dominate group that will prevail in any environment or situation.

Historically, she said, the Aztec nation and its people lacked compassion toward the tribes that they conquered. Although advanced in culture, science and government, the Aztec was warlike toward neighboring tribes, of which many tribes paid tribute, and were known for their cruelty toward their slaves, of whom many were sacrificed to their gods. Many of the tribes under their domain eventually aided the Spanish in their conquering of Tenochtitlan the Aztec capital.

Dr. Gonzalez acknowledged that the Spanish were not exemplary in their dealings with the native American.

"True, when the Spanish first came they destroyed as much as possible. The medieval Spaniard had a religious fanaticism and superition about him. To the Spaniard everything that was encountered and uncomprehensible was thought to be evil or devil inspired."

However, she said, the Roman Catholic priests that accompanied the soldiers to the new world were actually responsible for documenting the history of Mexico at that time and did, in fact, salvaged the various Indians' culture and languages from total annihilation.

To date, in Mexico, there exist various indigenous people who still retain their culture and language, of which there are 140 (languages)."

The greatest concern to Dr. Gonzalez, however, is not so much the historical perspective but the current attitudes and feelings that Hispanics have toward themselves, mainly, a general poor self-image. She feels that Hispanic people, as a whole, in the United States, are in cultural chaos, and is especially true of the second and third generation Hispanics who have lost their linguistic ability in speaking the Spanish language. "Unfortunately, too many young Hispanic people consider it an inferior (Spanish) language. Too many people want to follow the Anglo way of life, thinking that if they don't they will not fit in or that society will not accept who they are." Consequently, suffering from an identity crisis, they change their name or anglicize their name.

Dr. Gonzalez strongly feels that Hispanic students are misinformed when they state that "Since I live in America there is no reason to learn Spanish." This is annoying to her, stating very strongly that Mexico is America as well as Brazil, Venezuela, Guatemala, etc. All are America because they are part of the continent and Spanish is the predominate language.

Dr. Gonzalez related a story that when she was at a social gathering she ran into an Hispanic colleague. When Dr. Gonzalez greeted her in Spanish, the colleague stated "You are in America now, speak English!" Dr. Gonzalez responded facetiously with a smile from ear to ear, "But it is because I am in America that I speak Spanish."

Dr. Gonzalez reiterated that besides the peer pressures encountered on a daily basis, another culprit are the parents. "They are the ones who are suffering from an identity crisis when they discourage their children from learning Spanish. Many parents do not want their children to be seen as being different or be perceived as being socially lower."

To Dr. Gonzalez, the Spanish language is a beautiful, melodic language which has its roots in Latin and Arabic. Other cultures that have left their imprints are the Iberians, Visigoths, French, Celtic and as well as Native American. Dr. Gonzalez feels that a second language (whether Spanish or other) for the educated person expands their perspectives on a broader scale.

Dr. Gonzalez is very optimistic about the future. "My husband and I were recently in Mexico. The people seem to be feeling rather confident of their future because of the actions of the president. Forthe first time the United States is looking at Mexico eye to eye instead of looking down at them. In the past, the United States has always thought of Mexico as the poor neighbor of the South. In the United States we (the Hispanic) are a sleeping giant starting to wake up and are beginning to realize our full potential and power. Positive things are starting to happen. We are becoming more aware of our cultural roots and the Latin American countries are being treated better. This combination can only develop into a permanent and positive self-image of ourselves."

Mr. Marquez is a senior at Cal-State, San Bernardino, majoring in Communication and minor in Spanish.
"AN INTELLIGENT APPROACH"

Husband, Father, Educator, Veteran and Businessperson.

I am all of these things.

I have known the joys of winning.

I have known the agonies of defeat.

All of these experiences teach life's most valuable lessons.

• **AN EXPERIENCED EYE**
  My knowledge and experience, cultivated over the past 20 years supports my capability to get the job done. My record as President of the San Bernardino Community College Board of Trustees and in the private sector demonstrates my knowledge of managerial and supervisory skills, in addition to my ability to plan and make fair decisions.

• **AN EAR THAT LISTENS**
  Providing responsible leadership requires the ability to listen. I know from first hand experience that lip service means nothing if services are not implemented for the betterment of the community. Forging that crucial common boundary with the everyday concerns constitute a significant factor in serving the public.

• **JOE BACA, Democratic Candidate for the 62nd Assembly, needs your vote.**

• **JOE BACA gives high priority to education for all our children.**

• **JOE BACA will work to reduce crime and gang violence in our neighborhoods.**

• **JOE BACA supports access to quality health care for our elderly and children.**

• **JOE BACA wants to bring good paying jobs into the Inland Empire.**

• **JOE BACA supports a partnership between schools and business to help create new jobs in our District.**

Each of these factors is a requirement to be a driving force in the community. I will serve aggressively and with determination. I offer my energy and experience to serve the public.

Joe Baca

"AN INTELLIGENT CHOICE"
Jose Olmos named Crafton Hills College Classified Employee-of-the-Year

He was just doing his job. So he thought.

When Jose Olmos, the person who maintains the grounds of Crafton Hills College's inside campus area, received the college's Classified Employee of the Year award in May, it took him completely by surprise.

The faculty and staff of Crafton had been noticing his colorful and neatly manicured flower beds and miniature Oriental gardens more than he had thought.

"I received some compliments, mainly from co-workers," he said. "But I never expected this award."

Olmos discovered his landscaping talents just a few years ago when he took a job at a friend's landscaping company. He arrived at Crafton in August of 1990.

His unique style of landscaping came about when he was asked by supervisor Darryl Covino to renovate some "rather messy" flower beds near the Administration Building. "I had an idea, and explained it to him, and he seemed to like it," he said. "He gave me the 'green light,' and after I did the first flower bed, I had an idea, and thought."

For just one guy, maintaining the whole inner campus is quite a job," Olmos said, insisting that it is his nine-year-old son, John Anthony.

Another project which Olmos considered was manicuring a bush near the college bookstore into the shape of Crafton's mascot, a roadrunner. Covino, however, advised him not to tackle it. "For just one guy, maintaining the whole inner campus is quite a job," Olmos said. "Something like [the roadrunner] would need constant attention to lack nice and it would be too much work."

The success of his first projects spurred Olmos on, and now it's hard to find any corner on campus which is not a splash of color from many species of exotic flowers.

Another project which Olmos considered was a dry stream in two large planters, which are on either side of the Oriental garden. "It takes a lot of work to create this," he said. "People should at least show some consideration and not mess up my work." He expressed concern that Covino may withdraw his support for the projects if vandalism continues.

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The Classified Employee of the Year award is given according to a vote of all faculty and staff on a strictly "write-in" basis.

"I really do nothing out of the ordinary," Olmos said, insisting that it is his important decision we can make. I am impressed with the overwhelming support for an outstanding internal candidate. I also believe in the democratic way to do things."

The final summary of the applications are to be sent to: Dr. Ted Vickers, Board President, County Superintendent of Schools, P.O. Box 1453, San Bernardino, CA 92402.

Jose Olmos takes pride in landscape decorating

In his selection of plants, Olmos takes precaution to ensure that they do not require much maintenance other than watering and weeding.

In his selection of plants, Olmos takes precaution to ensure that they do not require much maintenance other than watering and weeding.

The next major project will be to create a "dry stream" in two large planters on the Administration Building steps, using gravel to simulate water. The theme will be carried across both planters, which are on either side of the main stairway.

Olmos was very disappointed that vandals had visited the college recently and ruined some of the bridges in his Oriental garden. "It takes a lot of work to create this," he said. "People should at least show some consideration and not mess up my work." He expressed concern that Covino may withdraw his support for the projects if vandalism continues.

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Redlands St. Mary's Folklorico to perform in Disney World

St. Mary's Ballet Folklorico of Redlands was invited to perform on the Fantasy Stage, Disney World in Orlando, Florida on Friday, 23 October 1992. St. Mary's Ballet Folklorico has been in existence since 1974, it is a non-profit organization, and is under the direction of Delores N. Cortez.

Currently, there are 25 members in the folklorico ranging in ages from 5 to adult. Although the folklorico is based in Redlands, members also come from Banning, Highland, and San Bernardino. In addition to teaching folkloric dances of Mexico, the folklorico encourages cultural awareness by providing history and information on the different events, and regions of Mexico that they represent in their dancing.

The folklorico has performed at Disneyland in Anaheim every year for the past 17 years. They have performed at the Hollywood Bowl, the Redlands Bowl, and at many fairs, churches, schools, and clubs. For this very special performance at Disney World, the folklorico members worked extra hard by making time for a special practice once a week in addition to their usual lesson/practice schedule.

Lessons and practices are held at Orangewood Continuation High School in Redlands, and are taught by Jenna Cortez Aguirre, who is assisted by Elizabeth Cortez, and Marina Gonzales Jimenez. Anyone interested in the Folklorico can call Delores Cortez at (714) 793-5002.

San Salvador Pre-School Collecting for Unemployed

San Salvador Preschool in Colton is again lending a hand with food and clothing for unemployed parents.

The school is collecting donations to make food baskets for parents. Victoria Van Norman, coordinator of child development programs for the Colton Joint Unified School District is asking that the food donations be nonperishable and youth activity programs. A donation of $3.00 per person includes menudo, tortillas, coffee and/or juice and donuts.

The next menu donations will be on November 15th and December 20th. The Colton V.F.W. Post 6476 is located at 1789 N. 8th Street, Colton (corner of 8th and Orange Street).

Colton V.F.W. Menudo Breakfasts

The Colton V.F.W. Post 6476 announced a monthly Menudo Breakfast on the third Sunday of every month. The monthly event is alternately co-hosted by the V.F.W., Gents Organization and Latino Peace Officers Association.

The generated funds will be allocated toward each organization's community and youth activity programs. A donation of $3.00 per person includes menudo, tortillas, coffee and/or juice and donuts.

The next menudo breakfasts will be on November 15th and December 20th. The Colton V.F.W. Post 6476 is located at 1789 N. 8th Street, Colton (corner of 8th and Orange Street).

Chino Valley Bank names Rene V. Garcia as Vice President

ONTARIO, CA, October 5, 1992 - D. Linn Wiley, President and Chief Executive Officer of Chino Valley Bank has announced the appointment of Rene V. Garcia as Vice President and Director of Accounting and Finance. Garcia will be responsible for all Accounting and Treasury functions at the corporate office.

Garcia was formally Vice President and Control Department Manager for Nations Bank in Irvine, California. He is a Certified Public Accountant and has a Bachelor of Science Degree in Business Administration.

Garcia is a member of the California Society of Certified Public Accountant's. He is also a member of the Financial Managers Society.

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The next menudo donations will be on November 15th and December 20th. The Colton V.F.W. Post 6476 is located at 1789 N. 8th Street, Colton (corner of 8th and Orange Street).

Colton H.S. M.E.C.H.A Installation and Dinner Set for October 29

The Colton High School M.E.C.H.A. announced the 1992 Installation of Officers and Dinner at the Colton High School Cafeteria, 777 Valley Blvd., Colton, on Thursday, October 29, 1992. Donation is $5.00 per person.

The M.E.C.H.A. organization is in its 2nd year of operation. The high school students have participated in various activities which have included dinners, and youth activity programs. A donation of $3.00 per person includes menudo, tortillas, coffee and/or juice and donuts.

The next menudo breakfasts will be on November 15th and December 20th. The Colton V.F.W. Post 6476 is located at 1789 N. 8th Street, Colton (corner of 8th and Orange Street).

Colton V.F.W. Menudo Breakfasts

The Colton V.F.W. Post 6476 announced a monthly Menudo Breakfast on the third Sunday of every month. The monthly event is alternately co-hosted by the V.F.W., Gents Organization and Latino Peace Officers Association.

The generated funds will be allocated toward each organization's community and youth activity programs. A donation of $3.00 per person includes menudo, tortillas, coffee and/or juice and donuts.

The next menudo breakfasts will be on November 15th and December 20th. The Colton V.F.W. Post 6476 is located at 1789 N. 8th Street, Colton (corner of 8th and Orange Street).
Back into the Future - Part II by Dr. Carlos Cortez

About the author: Backing Into the Future

Dr. Carlos Cortez is Professor of History at the University of California, Riverside. He is widely known as an authority on Hispanic culture and Chicano history; race and ethnicity; multiculturalism; social studies education and, media literacy.

He has served as consultant to many government agencies, educational systems, universities, media and private businesses. Additionally, he has written film and television documentaries that have appeared as guest host on the PBS national television series, "Why In The World."

Dr. Cortes is the recipient of two book awards, has received the university's Distinguished Teaching Award, California Council for the Humanities 1988 Distinguished California Humanist Award, American Society For Training and Development's 1989 National Multicultural Trainer of the Year, among a few of many awards.

His fellowships include the 1980 Fulbright Travel Grant to Yugoslavia, 1983 Bildner Fellowship of the American Schools in South America, the 1986 Japan Foundation Travel Fellowship and 1987 Rockefeller Foundation Fellowship for Minority-Group Scholars. He was selected by the California Council for the Humanities to be its 1992 Statewide Humanities Lecturer.

Dr. Cortes has had numerous publications, to name a few: Three Perspectives on Ethnicity: Blacks, Chicanos and Native Americans, Understanding You and Them, Images and Realities of Four World Regions. He has edited three major book series: The Mexican American, The Chicano Heritage and Hispanics in the United States.

As the 1980s progressed, multicultural research, teaching, and engagement in the public arena increasingly moved from the margins to center stage. During the past decade, multiculturalists have launched a challenge to mainstream education, to the public humanities, and to traditional views of history. In the process they have achieved widespread and often unheralded success that is, unsurprising to traditionists. Curricula, textbooks, graduation requirements, and state education codes and frameworks have become multiculturalized. Public humanities programs have responded with increased attention both to our nation's growing diversity and to the historical, contemporary, and future importance of that diversity.

But the success of multiculturalism has spawned its reaction - although not exactly an equal and opposite one from the guardians of the humanities status quo. For the Macbeths of traditionalism, the Bimam wood of multiculturalism, has safely marginalized in the 1960s and 1970s, has come to high dominance. For the Macbeths of traditionalism, the Bimam wood of multiculturalism, has safely marginalized in the 1960s and 1970s, has come to high dominance.

For that reason I have taken the trouble to define myself as an E Pluribus Unum multiculturalist. That is, I see the Diversity Revolution as opportunities and challenges in terms of the historical American balancing act of responding simultaneously to powerful Pluralists (pluralism) and generous Unums (unifying) imperatives, as well as carefully limiting both extremism Pluralism and extremism Unum when they become socially divisive.

I also agree with the PCologists on another point, which in itself contains elements of historical relativism. As with most words, the precise linguistic origins of Political Correctness remain shrouded in mystery. Somebody said it the first time, but I'm not sure who did. The most convincing etymological theory about the evolution of that label seems to be that multiculturalists themselves invented PC to poke fun at that multicultural fringe group from which I shall refer to as the Word Corps. These are the hypersensitive language sleuths who have made an avocation of looking for any statement or illustration that they can possibly construe as being offensive, insensitive, homophobic, racist, sexist, ignorant, or any other kind of "stupid." Having personally been branded PC by the Culture Corps for championing multiculturalism and multicultural education, I have also been chastised by the Word Corps for my lack of sensitivity.

Last year I wrote an essay for teachers that I entitled Latinos/Hispanics. Again, I was criticized, by some people for using the word, Latinos, and by others for using the word, Hispanic. Being jumped by opposing groups of Word Corps gave me a great sense of comfort, comparable to the self-righteousness I feel when I am criticized by the PCologists Culture Corps.

After all, who decides what is the "right" word for an ethnic group? We don't hold national conventions to vote on the correct self-designation. The natural result is that we use the following terms:

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Continued on page 12

Feature Article

Wednesday, October 28, 1992

Inland Empire Hispanic News
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Inland Empire Hispanic News

Back into The Future - Part II

From Page 10

precisely what feminism is. I only know that people call me a feminist whenever I express sentiments that differentiate me from a doormat.”

Well, times have changed. The Diversity Revolution has arrived. And for the PCologists and other defenders of the humanities status quo, I’ve got a multicultural message. “No more doormat.” Who knows, the multicultural revision of the humanities might eventually result in Americans backing into future as greater equals, at least as greater equals in their legitimate and overdue claims to being recognized as part of our nation’s heritage.

Custer’s Next Stand

Who won the Battle of the Little Bighorn? Well, it depends which battle you are talking about.

In 1876 the Sioux and the Cheyenne won, when they annihilated George Armstrong Custer’s 7th Cavalry in the First Battle of the Little Bighorn. Then came the Second Battle of the Little Bighorn, when the federal government transformed that land into the Custer Battlefield National Monument, ignoring the fact that Custer and his troops were not there alone. What happened to those other folks, the ones who fought and died battling against Custer in the struggle to defend that land and their way of life? By taking the Little Bighorn and naming it Custer Battlefield National Monument, Congress has raised the Indian historical presence, stirred their voices, and for the time being turned those warriors into the vanishing Americans.

White America had won the Second Battle. Then came 1989, and a group of Indians reclaimed the battlefield, or at least reclaimed their historical presence on the battlefield when, without authorization, they erected a plaque commemorating Indian heroes of the battle and reinterpreting Indian perspectives into that monument. The plaque later came down, but the point had been made - we, too, have played a part in our nation’s past. The Third Battle of the Little Bighorn had begun, to be concluded in 1991 when Congress renamed the battlefield as the Little Bighorn National Monument and approved the establishment of a memorial there to Indians who died in the battle. In this way Congress transformed the monument from the exclusive celebration of only White soldiers to an inclusive commemoration of all of the participants, whatever their races and ethnicities.

So who won? Well, Indians won the first battle. While men won the second battle. And all Americans won the third battle, because it signaled a victory for multiculturalism, for incorporating the voices of Americans of all backgrounds into the public commemorations of our nation’s past. It signaled a victory for all Americans because it was a step toward backing into the future as a more inclusive nation by recognizing the historical validity and societal importance of engaging the multiple perspectives and multiple experiences that make up our national heritage, rather than continuing the exclusivist celebration of that heritage in a manner than includes some Americans and excludes others.

Nehru of India once said, “Life is like a game of cards. The hand that is dealt you is determined; the way you play it is free will.” Demographic projections guarantee that the Diversity Revolution will continue to gain momentum and become an even more dynamic element of our future determinism. But we, as Americans, and we, as humans, can play the hand of diversity with a high degree of free will. In fact, despite the wailings of the PCologists, multiculturalism and multicultural education may have already triumphed, although the form of the triumph will continue evolving in the future. Maybe the signal came from Diane Ravitch, co-author of California’s 1992 History-Social Science Framework and an assistant secretary in the U.S. Department of Education, when in 1990 she wrote in Higher Education, “The real issue on campus and in the classroom is not whether there will be multiculturalism, but what kind of multiculturalism will there be?”

I think she’s right. After all, throughout the nation’s legislators and education department professionals are mandating multicultural education in kindergarten through twelfth grade (for example, Minnesota now requires multicultural, gender-fair, disability-aware education). Moreover, according to a 1991 study (reported in the January/February, 1992, issue of Change), nearly one half of all U.S. four-year colleges and universities now have some sort of multicultural graduation requirement, nearly half require world civilization, and more than half offer courses in ethnic and/or women’s studies. If Diane Ravitch is correct, then the History War has truly moved into its next phase, in which multiculturalism with often widely a divergent perspective will work together and argue together and build together to help us become more successfully into the future of the Diversity Revolution. Not that the History War has ended. It will continue because in the ongoing advances in scholarship and humanitarian expression related to race, ethnicity, gender, and other aspects of American diversity will constantly live in tension with historically rooted, traditionalist humanities beliefs, ideologies, and emotions, thereby maintaining the enriching turbulence of the humanitarian landscape. As that old radical, England’s Queen Victoria, once said, “Change must be accepted...when it can no longer be resisted.”

Certainly multiculturalism will not resolve all educational problems or even all questions raised by the Diversity Revolution. The multiculturalizing of the humanities will not solve the problems of socio-economic inequality, of political representation, or of poverty and crime and violence. It won’t even solve the problem of prejudice, which has existed throughout history. Yet it can contribute to greater social cohesion through better self, intra-group, inter-group, and ultimately societal understanding, even if it does not fully achieve Henry Wadsworth Longfellow’s dream when he wrote, “If we could read the secret history of our enemies, we should find in each man’s life an example of what we might become; and if we could read the secret history of our friends, we should find in each man’s life an example of what we ought to become.”

For we rethink, rewrite, reteach, and recommend each other through history, literature, and the other humanities and arts, we reshape and sometimes recast the very metaphors that form the perceptual guideposts to our multicultural future.

British historian A.J.P. Taylor once wrote, “The great lesson of history is that there are no lessons of history.” History does not teach, but we may learn from it. And as we learn more about the past, not only about the biographies of Great Men, but also about the struggles and striving, the victories and defeats, the agony and ecstasy of ordinary people-women and men of every social and ethnic background - then maybe we can help ourselves and others to do what Columbia is given credit for doing. Maybe we can all back into the future together because we have finally-and more fully-discovered America.

The final article on a two-part series it published by the Inland Empire Hispanic News relating to the 500th anniversary of the discovery of America, Dr. Carlos Cortes, well-known lecturer and Professor of History at the University of California, Riverside, presented the lecture on June 11, 1992 in San Juan as State Lecturer for the California Council for the Humanities.

Anheuser-Busch gives over One Million Dollars to National Hispanic Scholarship Fund for 5th year

The Anheuser-Busch Companies, Inc. has announced that for the fifth consecutive year, it will award over one million dollars to the National Hispanic Scholarship Fund in support of its efforts for the upcoming 1992-93 academic year.

“We are very pleased to continue our strong support of NHSF and its outstanding achievements in higher education,” said Jesse Aguirre, vice president, corporate relations of Anheuser-Busch. In addition to the grant, Anheuser-Busch will implement a series of special events with the objective of raising additional funds for the scholarship organization.

The 1992 program includes participation at this year’s "Festival at Ford’s" held at Washington, D.C., a musical special to be aired in the fall through the Spanish Telelunbo television network, a national concert tour featuring the popular Dominican singer Juan Luis Guerra (to be held throughout the month of November), and a national golf series to culminate in a final tournament in Puerto Rico.

In the last ten years, Anheuser-Busch has contributed over $14 million to NHSF in support of scholarships, program development projects, and special events.

\[\text{STEVE HALL}\]

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