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Have a Great Thanksgiving

A Publication of the Hispanic Communication & Development Corporation

Wednesday
November 25, 1992
Volume 6,
Number 5

Casa Ramona Senior Center
Groundbreaking Ceremonies

City of San Bernardino
Mayoral Election Candidates

Estrada, Hernandez
Seek Mayor's Seat

(Above) Esther Estrada, Casa Ramona Executive Director addresses gathering. (Below) Partial group of Casa Ramona supporters attended the ceremony.

Gary Soto, Southridge Principal, receives national honors

Gary Soto, principal, Southridge Middle School, Fontana Unified School District, was selected as one of six recipients of the 1992 Milken Family Foundation National Educators Awards, in conjunction with the California State Department of Education.

The Award was initiated in 1987 by the Milken Family Foundation to recognize outstanding educators for their exemplary leadership abilities, professional growth, achievements and commitment to excellence in education.

Born in Pomona, Mr. Soto's parents are Netali and Connie Soto of La Verne. The Soto family roots are originally from Redlands and the family is widely recognized for involvement in education and community affairs.

Mr. Soto entered the Fontana School system in 1984, was assistant principal at Maple Elementary and Southridge in 1988. Prior to his tenure in the Fontana District, Mr. Soto taught at the elementary level in Placentia and Upland School Districts.

Graduating from Bonita High School, La Verne, he received his BA in Education from Cal State, Fullerton. His membership includes: CA Schools Leadership Academy Trainer; CA League of Middle Schools, San Bernardino/Riverside Counties Chair; CA Network of Partnership Schools and; Consultant, International Center for Outcome-Based Restructuring.

Mr. Soto is well-known for being a student-oriented principal and working closely with educators, especially directing his energies toward "high risk" students. "I get a tremendous amount of satisfaction being on the "cutting edge" of restructuring in order to improve education for all students," he stated. In addition, Mr. Soto devotes numerous hours to counseling and has developed strong ties with students and their families.

He was instrumental in the middle school reform movement in California and has had success in restructuring Southridge Middle School toward a Transformational Outcome-Based Approach.

According to the resolution, Southridge Middle School is recognized for its outstanding grades curriculum, innovative physical education program, excellent English language arts department, experimental science program, and a positive school climate.

The following is an excerpt from Mr. Soto's prepared statement when receiving the award in Beverly Hills on November 10th.

I am extremely honored and proud to be here today as a recipient of the National Educator Award. I wish to

Continued on page 6

(Right) Gary Soto, Principal Southridge Middle School

Esther Estrada
First Ward Councilperson

Ralph Hernandez
Third Ward Councilperson

See Candidate Profiles on Page 2
Letter to the Editor

The division continues between the so-called "leaders" of the Chicano community. Those who preach "unity" the loudest are the ones that continue to divide us. The envy, self-serving special interest, and above all, personal dislike, has and will always continue to play a major role as to how we, as a divided community, fail to succeed in improving our status to first-class citizens.

No, it is not the outside influence or forces that have kept us from succeeding. It is "LOS MALINCHES" from within us that have caused us to fail. These same "MALINCHES" who place themselves as the "leaders and spokes-persons" of the Chicano community every election, couldn't care less if we support into office. Their decision left us with no other alternative but to ask the person who was at the time, the best qualified candidate, Councilman Ralph Hernandez to run for the office of supervisor. It wasn't so much that he wanted to be the supervisor, he wanted to preserve the seat that we rightfully deserve. It would have been a disgrace to create a "minority" district and not have a Chicano run. Once he was in the race, he wanted to insure that the poor of our county, who have never been a priority to any previous board of supervisors, would not continue to be neglected. After all, some of the most neglected in San Bernardino County happen to be Chicanos. I hope that "LOS MALINCHES" are satisfied with whatever deals they made with Jerry Eaves and that the suffering of the poor fall on their conscience. After all, it was Jerry Eaves who voted in Sacramento to cut benefits from the poor, the handicapped and the elderly.

Robert (Shine) Hernandez
November 8, 1992

S.B. Mayoral Candidates

Ralph Hernandez

Ralph Hernandez, City of San Bernar-
dino 3rd Ward Councilperson, announced his candidacy for the office of mayor, the elections to be held March 2, 1993. Recently, Mr. Hernandez ran for the 5th Supervisorial District, losing the election to Assemblyman Jerry Eaves. Mr. Hernandez was first elected to the San Bernardino City Council in 1979 and opted not to run for re-election after his second term. Four years later he ran again and was elected.

Prior to his political career, he was ac-
tively involved in the Westside community. In the early 70's, his involvement, with other Chicano community leaders, in the education system enhanced the initiation of bilingual programs in the San Bernardino City School District. He was instrumental in planning for the acquisition of Ramona Elementary School in the Westside, which was purchased and is currently known as Casa Latina.

Mr. Hernandez has participated in many other community efforts, including senior citizens advocacy, delivery of social ser-
ices to the Westside area of the city and recently, he was involved in the program development for gang intervention in the Westside.

In a publicized statement, Mr. Hernandez indicated that he was not satisfied with the mayoral candidates, he would submit his name as a candidate.

Ten potential candidates have indicated an interest to the office of mayor. Mayor Bob Holcomb, at a candidates forum spons-
ored by the Thursday Morning Group, stated that on December 15 he will announce his decision on his candidacy for the office.

Esther Estrada

Esther Estrada, City of San Bernardino 1st Ward Councilperson, officially an-
nounced her candidacy for mayor, the elections to be held March 2, 1993.

Ms. Estrada stated at a scheduled press conference, "the city cannot continue with the parochial attitude which has existed in the present administration for a very long time. It is time to have a leader who will address the City of San Bernardino's prob-
blems and challenges. We must have the leadership to establish a broad-based and diversified regional effort to enhance the human resources that provide the backbone of the Inland Empire economy."

Stressing the importance of regional planning, she indicated that in an era of diminishing resources, maximizing linkages with other adjacent cities to merge resources is a priority, in lieu of current policies of promoting conflicts with surrounding communities.

Ms. Estrada said that continual planning within the Inland Valley Development Agency, the joint powers policymaking agency for the conversion of Norton Air Force Base into a civilian complex, is of extreme importance in order to expedi-
t the development of an industrial/commer-
cial base for job potential in the area.

She is the chair of the PVRA, the organization to being a member of the Regional Airport Authority, the policy board responsible for development of the major portion of NAFB for regional airport activities and airport growth.

Ms. Estrada told the approximate hundred persons in the audience that the crime in the city is a major concern, "we have a very serious crime problem in our city. The situation is not getting any better. Crime is so prevalent that our citizens are afraid to go out at night. I plan to establish a com-

munity law enforcement committee, comprised of police, business persons and city residents to specifically address the issues of gangs, drugs and the whole area of crime. We will put forth our efforts to resolve this serious problem infesting not just our city, but throughout the state."

Ms. Estrada, a life-long resident of San Bernardino, graduated from San Bernar-
dino High School in 1959 and attended the

A life-long resident of the city, Ms. Estrada graduated from San Bernardino High School in 1959. She was appointed Special Assistant to Congressman George Brown in 1972, however, her main goal was to work in the community, establish-
ing Escuela De La Nueva Raza, an alter-
native school and Mercado Del Barrio Food Co-op, a food distribution center for low-
income people.

A key participant in the students walkout as a result of the San Bernardino School District's failure to include Westside schools as part of an elementary school building program, she was instrumental in the eventual construction and renovation of five elementary schools and two middle schools.

She held the position of Director of Community Education Program for the
College District Wishes Joe Baca Well

Assemblyman-elect Joe Baca, center, is congratulated by San Bernardino Valley College’s president, Dr. Donald L. Singer, left, and Crafton Hills College’s president, Dr. Luis S. Gomez, during a reception in Baca’s honor last Thursday. Baca was honored by his colleagues on the board of trustees of the San Bernardino Community College District, where he has served for 13 years. The district is accepting applications from those wishing to fill Baca’s unexpired term when he goes to Sacramento. Applications may be sent to the district office, 481 W. 8th Street, San Bernardino 92401-1007.

Dr. Luis Gonzalez, New Cal State Music Director, plans First Fall Concert Dec. 2

Cal-State. San Bernardino Department of Music has planned the first fall concert on December 2 in the Creative Arts Building’s recital hall at 8:15 p.m. under the direction of Luis S. Gonzalez, new Director of Bands. General admission is $5 and students are $3.

The December 2 event is the initial formal concert by the CSUSB Symphony Concert for the season. The program will include works by Shostakovich, Ives, Chance, Paulson and Holst.

Conductor Gonzalez, a California native, recently attended the University of Cincinnati-Conservatory of Music, completing coursework on his Doctorate in Musical Arts Degree. Since his appointment at CSUSB, Conductor Gonzalez is rebuilding the instrumental program and developing musical performance opportunities in conjunctions with local public schools.

Conductor Luis Gonzalez said, “We are dedicated to performing quality concerts and developing the CSUSB Symphonic Band into a major musical force in the San Bernardino community.

John Olivas Elected President of the Inland Empire Hispanic Chamber of Commerce for 1992-93

John Olivas, President, Inland Empire Hispanic Chamber of Commerce

(Left to Right) Rey Jordan, Building Director; Millie Castro, Endowment Director; Edith Davila, Scholarship Director; Victor Davila, Treasurer; Anastacio Lozada, President; William Garcia, Vice President; Helen Ramos, Secretary; Rafael Colon, Sgt.-at-Arms.

Estrada -Cont. from page 2

Mexican-American Legal Defense and Educational Fund in San Francisco for five years, simultaneously attended the University of San Francisco.

Since 1992, Ms. Estrada has been the Director of Casa Ramona, a community-based service center. She served on the California State Civil Rights Task Force and Statewide Census Advisory Committee.

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HISPANICS: A Perspective on their Contributions to the Southwest

In order to better understand the contributions of Hispanics to the development of the North American Southwest, it is essential to comprehend, through a brief historical overview, the process of growth each region underwent. The economic, social and political systems which were established as each location was settled, eventually gave way to new forms under Anglo-American domination, often retaining the structure of existing Hispanic communities, which remained intact and enabled Hispanics to survive despite decades of abuse, deprivation and discrimination. (Part 1 and 2 will focus on the history of the Spanish-Mexican period and part 3 on both history and family.)

I've used the term Hispanic to mean persons who trace their ancestry to Spain and/or Mexico, but whose permanent residence is the United States. Mexican-American refers to persons of Mexican ancestry who are U.S. citizens. Spaniards refers primarily to the early Spanish settlers and Mexicans to citizens of Mexico. Anglo, Anglo-American and English speaking immigrants refer to North American citizens of Anglo-Saxon descent.

PART 1

Early Spanish-Mexican Period

By Pauline Jaramillo

Although many cultures have contributed to the growth and development of the United States at different times and with different degrees, life as we know it today in the Southwestern region of the North American Continent, began when the Spanish explorers first set foot upon it.

Cabeza de Vaca, Fray Marcos de Niza, and Coronado explored the mainland several decades before the English, French or Dutch. St. Augustine, the first North American European town, was founded in Florida by the Spaniards in 1565. The permanent settlement established in 1598 by Juan de Onate, in present day New Mexico, predates by nearly a decade the colony Captain John Smith established in Jamestown. Although the early explorers came seeking gold, many ended up as merchants, miners and planters. The practice of looting and exploiting indigenous people was not as successful in North America as it had been in the Southern region.

Even though the practice of looting and exploiting indigenous people was not as successful as in North America as it had been in the Southern region, Spanish rule was nevertheless imbued with caste privileges and to a certain extent, dependent on peonage. Despite the traditional and often harsh methods of governing, however, the contributions that Spaniards and later on Mexicans, made to the development of the Southwest were substantial and consisted of methods deeply embedded in the family value system. The preñado was established as a garrison to provide security and protection. The mission station was set-up as an educational and welfare center. The fair provided an opportunity to exhibit, buy and sell goods necessary for their well-being and offered an opportunity to socialize and exchange ideas and information. The Church enhanced and enlarged on the moral values acquired at home.

The inclination of writers/historians to misrepresent the participation of Spaniards and Mexicans in the development of the Southwest, either as a result of neglecting, glamorizing or demeaning it, is not an uncommon occurrence. Additionally, stereotypes which have evolved in one location of the Hispanic Southwest tend to be randomly assigned to other locations, without consideration for the fact that each region developed with its own unique history. In an effort to avoid stereotyping, each region is discussed under a separate heading.

TEXAS

Texas professed from Spanish-Mexican colonization in three ways. First through the introduction of a Spanish system of land titles and other aspects of Spanish law. Secondly, through the establishment of huge cattle ranches. And lastly, as a result of the lifestyle created by the Mexican vaquero. According to the late historian J. Frank Dobie, everything that characterizes the American cowboy was acquired from the vaquero including utensils, methods, vocabulary, and equipment. The homestead for instance, is a Spanish version of a earlier Moorish device. Other implements introduced by the vaquero include the lariat, cinch, halter, chaps, spurs, bridle and bit plus vocabulary terms such as: rancho, lasso, rodeo, corral, etc.

According to Garn and Daugnan in their book The Hispanics in the United States, Mexico dispensed with the federalist system of government, after gaining independence from Spain in 1821. They instituted a charter that centralized power in Mexico City and restricted representation. Thus, loyalty in Mexico was divided between the Centralists-who favored a semi-monarchical form of government-and the Federalists-who advocated states rights. This division weakened Mexico's ability to successfully govern its Northern borders and encouraged Tejanos (native Texans) to support the movement which opposed centralist forces in the autumn of 1835. David Weber in his book, Myths and the History of the Hispanic Southwest, states that "the following spring, seven Tejanos died inside the Alamo, fighting alongside Anglo Americans against Santa Anna!"

In 1836 Texas declared it's independence from Mexico and gained brief status as a self governing commonwealth. The Lone Star Republic was annexed to the United States in 1845. Texas eight years later, added fuel to the smoldering resentment which Mexico held against the U.S., for supporting Texas in its fight for Independence and even more, in its claim to superiority as demonstrated by the "manifest destiny" doctrine.

The situation escalated and in 1846 war was declared between Mexico and the United States. Although Mexicans were poorly equipped economically to withstand the onslaught of Americans, they fought with determination and distinction. Unfortunately, Mexico's weaponry failed to do justice to Mexican valor, and in 1848 Mexico was obligated to sign a peace treaty at Guadalupe Hidalgo. The treaty assigned the vast territories of California and New Mexico/Arizona (approximately half the size of Mexico) to the United States. Furthermore, Mexico surrendered all claims to Texas and the Mexican-American boundary was re-established at the Rio Grande.

NEW MEXICO

The state with the greatest number of Hispanics involved in politics began with an economy based on sheep-farming, eventually developed a small mining industry and its own brand of artisans: weavers, smiths and wood carvers.

During the Spanish period, the social position of New Mexico was based on the seignorial system. A small class of land owners established themselves as patrones over the sedentary Pueblo Indians in a traditional custom based on peonage and family alliances.

After the War of Independence from Spain, Santa Fe became the hub of considerable commerce. The Santa Fe Trail (between New Mexico and Missouri) served not only to introduce certain commercial products, according to Maurilio Vigil in his book, Los Patrones, it ushered in "progress, commerce, entrepreneurship, a new economic system, technology, and change. These, and not commercial goods, were the most important elements exchanged when the wagons began to move east and west." In fact, the preñado citizen became exposed to a lifestyle somewhat different from their own -- more venturesome, less family oriented. In time, the sustained contact would create a lasting impression throughout the Hispanic Southwest which would effect change away from tradition.

According to Vigil, when the American occupation began, a variety of reactions were displayed by the Hispanic political leaders. Some welcomed the new government, others saw it as an opportunity to pursue new directions, and still others upheld their commitment to Mexico and opposed the occupation.

However, once the occupation became a reality, New Mexicans began to seek territorial status and eventually statehood. Slavery was a prominent issue in the United States; New Mexico was offered admittance into the Union under the condition that it enter as a slave state to offset the entry of California as a free state. The adamant refusal of New Mexicans (influenced by a Hispanic-dominated convention), to enter under the shadow of slavery, and by so doing, an exploration in search of a statehood as an act of honor and integrity. Finally on January 6, 1912, New Mexico was admitted into the Union as the 47th state, almost half a century after slavery had been abolished.

ARIZONA

The discovery of Silver in 1736 in an area which the Spaniards called "Arizona" (approx. 70 miles south of Tucson) was perhaps the most important in the Hispanic Southwest.

This region was virtually unknown to Anglo-Americans until the arrival of the Mormon battalion in 1846, followed by the Forty-Niners passing through on their way to California. It wasn't until the latter 1870's that Anglo-Americans began settling in the area north of the Gila River.

Throughout the Southwest, settlers experienced ongoing conflict with Native Americans. In Arizona, a handful of men, armed with specialized knowledge, defeated a battle on lands granted to them by the Mexican government. Although agriculture was limited, they managed to cultivate corn, wheat, barley and vegetables as well as fruit trees and grape vines.

The Indian raids which had deterred farming and ranching, also deterred the development of a solid foundation in mining prior to the mid 1800's. James Officer in his book, Hispanic Arizona, states that in 1854 a group of Americans conducted an exploration in the Santa Rita mountains. As a result mining was reestablished and several Mexican-Americans who had previously abandoned the mine returned, among them were experienced miners armed with specialized knowledge developed by their ancestors. This was the start of the indispensable contributions Hispanics would make in the development of Arizona's mineral industry.

Most of the fighting during the Mexican-American War, occurred in regions which did not include Arizona. In fact, the treaty of Guadalupe Hidalgo left the Spanish-speaking settlements
In the Southwest

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...in the Southwest

Development of the American Southwest

of Arizona under Mexico's dominion. It wasn't until several years later that Hispanic Arizonaans became incorporated into the United States as a result of the Gadsden Purchase in 1854.

CALIFORNIA

Living in the wealthiest of the borderlands while being perhaps the most neglected subjects of the Spanish-Mexican government, Californios, according to Gann and Duignan, began clamoring for regional autonomy, liberation from clerical dominance, separation between civil and military power and secularization of the missions. Most of these demands were obtained peacefully by mid-1840s. Californios had their own form of government and were producing soap, wine and cloth for personal use. The rancheros raised sheep, horses and vast herds of hardy cattle. Sea merchants from the United States and Britain exchanged dry goods, tools and other incidentals for larders of tallow and bales of hides. The availability of grazing land prevented a peonage class from developing as it had in New Mexico.

As Anglo-Americans arriving in California from the 1840's on, had no intention of assimilating into Mexican society and held strongly to the popular belief of America's "manifest destiny." The increased migration as a result of the gold rush, shattered the California's old social order. According to Gann and Duignan, the Hidalgo Treaty explicitly guaranteed existing property rights, which the United States was unable to honor. Between the squatters raising and cattle ranching. Instead of receiving acknowledgment for their contributions however, they are often portrayed in unflattering terms -- from villainous to shiftless, by a nation who proceeded to take their land and exploit their people.

As the flow of Anglo's into the Southwest increased, changes occurred in all areas of Hispanic life -- most of them disastrous. As a majority, Hispanic settlers participated actively in government and society. However, as more English speaking settlers moved to the Southwest, they began to disappear from public life and leadership roles. Angela Carrasquillo in her book, "Hispanic Children and Youth in the United States:

Instead of receiving acknowledgement for their contributions, however, they are often portrayed in unflattering terms -- from villainous to shiftless, by a nation who proceeded to take their land and exploit their people.

for centuries -- the church and family. Even after the missions had begun to decline in the late 19th century, the Catholic Church continued to be a major influence, shaping the attitudes and behaviors of those in the community.

The family, perhaps because of its unique bond with the individual from birth on, played an even more significant role by providing encouragement, acceptance, protection, discipline etc., as well as by being a positive role model. Although the economic, social and political institutions crumbled, the family structure survived intact and from it, Hispanics derived a tenacious determination to prevail and even more a desire to provide a better future for themselves and their children.

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Gary Soto Honored - Continued from p. 1

thank the Milken Family Foundation and State Superintendent for recognizing excellence in education. My success in education is due to much support from many people. I would like to thank the Fontana School District Board of Education and our superintendent, Tony Lardieri. Secondly, I thank my staff at Southridge Middle School.

And last but not least I thank my parents. I am the youngest of six children. To give you a brief background of my family's commitment to education, when my eldest brother Eddie entered public school as a kindergartner, in the City of La Verne, he was prohibited from attending the local elementary school in our town. He was to attend a school that was labeled the "All Mexican" school located a few miles away, because at that time in 1935, the schools were racially segregated. My Father, the son of a proud

Latino Methodist Minister from Redlands, challenged the School Board and the Superintendent, and fought along with the community churches to end segregation in the City of La Verne.

Today my eldest brother Eddie is a retired principal and was a former educator at that same school he was denied entry. My parents who only had an elementary educational background always had education as their highest priority for their children. Their standards have paid off.

Today both my parents are here today. They are 80 years old, and along with my son Tim, are the love of my life. I thank the Milken Family Foundation and the California State Department of Education because when they made the decision to honor me with such a prestigious award they are also honoring my parents and their belief that education is the key to success.

SCE offers scholarships, grants

If you're a graduating high school or community college student, Southern California Edison wants to help you in your pursuit of higher education. Edison offers a variety of grants, achievement awards and scholarships to help qualifying students continue their education. These funds are provided by Edison stockholders and are not charged to our customers.

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To find out if you, or someone you may know may be eligible for one of these awards, contact the scholarship counselor or financial aid officer at your school. An informational brochure is available by writing to SCE Scholarship Program, Educational Services, P.O. Box 800, Rosemead, CA 91770. For recorded information, call 818-302-0284 anytime day or night.

This program is one of many ways Edison is working to strengthen the connection between business and education, because at Edison we see the future.

San Bernardino City Public Auction Set December 12

A public auction is scheduled on Saturday, December 12, 1992, beginning at 10:00 a.m. at the San Bernardino City Yard, located at 234 S. Mt. View Avenue, to dispose of over 300 articles, of unclaimed property, including bicycles, clothing, stereo equipment, tape decks, radios, tools, jewelry, etc.

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Treasure found in Texas

"Tesoro" Tejano Band from Texas

When the Conquistadors from Spain traveled across the Texas Plains in the 1600's, exploring new worlds and looking for wealth, they had no idea that over 300 years later "Tesoro" would be the form of a Tejano Band from the Texas Plains.

Tesoro means "treasure" in Spanish, but also means Joe, Ozzie, Brent, Barry, and Ernest known collectively as Tesoro. They are the debut group of Warner Discos, the new Spanish division of Warner Bros. Records. Cautiously exploring new musical worlds (and looking for wealth) with their first album, they are launching their exciting new full scale expedition into the Tejano World with their second album entitled "Tesoro Tejano (Texas Treasure). With gems and jewels on the cover and like-wise in the canciones (songs), this new release will be a valuable possession and the music will be treasured.

Tesano is the Tex-Mex musical art form which is exploding from the heart of Texas and spreading rapidly to the rest of the U.S.A., Mexico, Latin America, and even Europe. Likewise, Tesar's live show is getting great response from Tejano audiences at clubs and festivals in Dallas, Houston, San Antonio, Austin, West Texas, and the International television show of Johnny Canales.

Tesaro is on the crest of the "Nueva Onda" (New Wave) of yet another popular connection of the Latin Culture. The adventurous are prospecting for Tesaro in the Spanish sections of the best record outlets.

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The County Medical Center is recruiting for Admitting Clerks who conduct all activities associated with admitting patients to the hospital. Admitting clerks are required to work weekends, holidays, rotating shifts, double shifts, overtime and on an on-call basis. NOTE: Part-time positions are available. Applicants with bilingual (Spanish/English) skills are encouraged to apply. Eighteen months of experience admitting patients for medical treatment in a hospital, clinic or physician's office. SUBSTITUTION: 1) Up to six months of experience determining eligibility for public medical funding, such as Med-Cal or Medi-Care may be substituted for an equal number of months of admitting experience. 2) Up to six months of office experience in medical insurance billing may be substituted for an equal number of months of admitting experience. Qualified applicants must apply before December 11, 1992 at:

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