March 31st 1993

Hispanic News

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Dr. Tomas Rivera

Sixth Annual UCR Tomas Rivera Conference
Set for Friday, April 16

Luis Valdez, one of the nation's leading Chicano playwright and director of the film "La Bamba" and Frank Del Olmo, editorial writer for the Los Angeles Times, will be keynote speakers at the Sixth Annual Tomas Rivera Conference to be held on Friday, April 16, 1993 at UCR.

The Rivera Conference is held in honor of the late Dr. Tomas Rivera, UCR Chancellor from 1979 to 1984. Dr. Rivera is recognized as one of the nation's most important Chicanos and Latinos who helped pave the way for Chicano/Latinos in American higher education.

Widely acclaimed for addressing issues facing Chicanos and Latinos in American society, the conference this year will focus on the theme, "Images and Reflections: The Mass Media and the Chicano/Latino Community."

The conference is open to the public and will convene at 9:00 A.M. to 3:30 P.M. at the Commons Terrace Rooms. A reception will follow at 6:00 P.M. in the Commons International Lounge with a banquet at 7:00 P.M. at the Commons Cafeteria.

Mr. Del Olmo will open the conference at 9:30 A.M. devoted to media coverage of Chicanos and Latinos. Following will be a panel discussion, "Raza in the Mainstream Media," featuring Joe Gutierrez of the Riverside Press Enterprise, Lydia Chavez, professor of journalism at UC Berkeley, Augustin Gurza of the Orange County Register.


The popular actress Lupe Ontiveros, who starred in the film, "El Norte" will be the banquet's mistress of ceremonies. Acervo Perez, producer and director of the new film, "And the Earth Did Not Part," created from the novel of the same title by former UCR Chancellor Tomas Rivera, will show excerpts of the film during the banquet. The film is scheduled for spring presentation on the American Playhouse Theatre on PBS.

An additional feature will be a photography exhibition of UCR's famous Asuna Collection of the Mexican Revolution and Chicano Art Exhibit in the Commons International Lounge from 4:00 to 6:00 P.M.

Admission is $50 for conference and banquet; $20 for the conference or $35 for the banquet.

For reservations call the UCR Office of Governmental and Community Relations at (909) 787-5184.

Colton youth, Louis Lujano, wins National Youth Leadership Award

The City of Colton, Mrs. Romelia Lujano and grandparents Leo and Mary Martin of Colton were bursting with pride when Louis Lujano, Jr., was selected to receive the National Youth Leadership Award from the National Crime Prevention Council in Miami.

Lujano was one of five youths to receive the Award in the United States.

A recent graduate of Colton High School, Lujano was short of funds for the trip, but being an innovative individual and determined to personally be involved in a once in a lifetime experience, he solicited the help from various organizations and the Colton City Council. Individual councilpersons and Colton City Council.

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Mrs. Isabel Valencia leaves legacy of leadership

She married Joe Valencia and the family moved to San Bernardino. The Valencia's had five children: Marie, Carmen, Robert and Mina. During the time that the children were growing up, she started a bookkeeping service, retiring in 1984.

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Mrs. Isabel Valencia dies of massive stroke Mar. 27

The Inland Empire Hispanic community was saddened by the death of Mrs. Isabel Valencia, 80, well-known San Bernardino resident, who died on Saturday, March 27, as a result of a massive stroke.

The passing of Mrs. Valencia is nearing an early period in local history of strong individualists in our community who, during their lifetime as activists, fought against outright discrimination, taboos and attitudes which to date are practically non-existent in areas of housing, jobs, law enforcement, etc.

Mrs. Valencia represented the highest attributes of our Hispanic traditions: faith in her Catholic religion, strong family ties, a determination to achieve a niche for herself and simultaneously work toward the betterment of the community.

Born in Barstow, she attended the local schools and graduated in 1935. She continued her education at San Bernardino College and Skadron College, majoring in accounting - a phenomenon unknown for women at that time, especially for Hispanic women.

Celebrates Joyous Easter

A Publication of the Hispanic Communication & Development Corporation

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Brown Compliments Brown
Commerce Secretary Ron Brown lauds
Congressman George E. Brown, Jr. for Vision


"I would like to commend Chairman Brown and Chairman Valentine for fashioning a measure that truly looks to the future and sets us on a course for the Twenty-First century," Secretary Brown said before the Subcommittee. "This legislation, like the President's program, shared a concern for making full use of our intellectual capital, effective use of new manufacturing technology, new management strategies, and redefined governmental responsibilities." Secretary Brown also praised Rep. Brown for competitiveness legislation he authored last year. The National Competitiveness Act of 1992 passed the House last fall and was endorsed, in large part, by candidate Clinton. "Your work has been instrumental in the formation of this Administration's view of manufacturing and technology policy. President Clinton's call during the campaign for the creation of more manufacturing centers drew from your past work," Secretary Brown stated.

"Advanced technology and manufacturing are the future of California's economy," Rep. Brown said. "These will provide the high-paying, high-skilled jobs we so desperately need in California today. I think it is clear that we must make this our top priority."

The Secretary of Commerce echoed this statement by saying, "The early introduction of H.R. 820 [the National Competitiveness Act of 1993] has signaled your commitment - which we are pleased to share - that manufacturing and technology must be at the forefront of our political Agenda."

Modesta (Mody) Arroyo-Loza Remembered

Redlands Northside community and St. Mary's Parish lost a tireless volunteer when Modesta (Mody) Arroyo-Loza, a lifelong resident, recently passed away of a massive heart attack.

The Arroyo family roots in the community go back to the turn of the century. During this time, the family, parents and children, established a tradition of involvement in their community and church activities.

Arroyo-Loza continued the family tradition of involvement and sincerely caring about her neighbors. Being proud of St. Mary's Parish and its influence and contribution to the Northside Hispanic residents, she was a member of the Guadalupana Society, Altar Society, Cursillo Movement and Parish Council, in addition to volunteering in every Parish function.

What can be stated is that Modesta Arroyo-Loza truly portrayed the ideal of a community volunteer which will be extremely difficult to emulate.
The GENT's Organization held its 13th Annual Installation of Officers Dinner/Dance at the El Rancho Verde Country Club on Saturday, March 20, 1993. Master of Ceremonies was Mr. Enrique Martinez, State Farm Insurance Agency owner; keynote speaker was 52nd Assemblyman Joe Baca. Pictured (L-R) are Richard Amador, director, Eddie Martinez, Jr., youth activity coordinator, Mario Rios, sergeant-at-arms, Joe Pedroza, treasurer, Sal Flores, secretary, Leonard Minjares, vice president, Frank Rodriguez, president, Larry Raya, director, Joe Mulica, past vice president, Pete Ramos, scholarship chairperson and Luis Bravo, membership chairperson. Music was by "Dani and the Diamonds."

SAN BERNARDINO'S CURTIS MIDDLE SCHOOL

"College Capable Cats" Can Do!

By Pauline Jaramillo

If children are good judges of character, then Soccoro Quintero, counselor at Curtis Middle School, rates high among giants. As we crossed the campus to her office during lunch hour, she was surrounded by several kids eagerly competing with each other for her attention. She dispensed greetings, compliments and friendly reminders with ease.

When we finally reached her office, I started the interview by asking about her family background. She began with her mother who was born in Kingsman, Illinois. Although her mother was a citizen of the United States, she chose to join her parents who were deported to Mexico during the 1930's, due to the economic depression in the United States. Quintero's parents met and married in Jalisco, Mexico and in 1943, her father came to the United States under the Bracero program. Eventually his family joined him. (Three out of their six children have received college degrees in the United States.)

In 1969, a representative from California State University, San Bernardino (CSUSB) contacted Coachella Valley High School, where Quintero was enrolled, asking for referrals of Hispanic students with GPA's high enough to meet their entrance requirements. Although she qualified, she decided against attending CSUSB due to financial reasons.

As gang activity became prominent, the school district instituted more repressive policies. This in turn empowered the gangs by "giving them something to rally around - an identified enemy," she states. "I was finding myself, as a counselor and a Hispanic, empathizing with the students and hurting for them, but at the same time I knew that I wasn't really providing for them." Her level of frustration increased to the point that she seriously considered giving up counseling and returning to the classroom. Then in April of 1990 the San Bernardino City School District sponsored a seminar for counselors and administrators.

"College Capable Cats: College Capable Cats" students in front of Curtis Middle School

Phyllis Hart, a counselor from Banning High School, hoped to increase the percentage of students attending college from Banning, she had initiated a program which she titled College Core Curriculum. Six years after the program was in place, the figure of college-bound students rose dramatically, from 6% to 45%!

After the seminar Quintero approached Rolando Banning with the question, "If it worked at Banning, why couldn't it work at Curtis?" Rolando Banning, Quintero's principal at the time, responded by presenting the idea to the other staff members and asking for volunteers. Eleven teachers were interested.

A contract stipulating conditions for students, parents, teachers and the school, was drawn up and a copy sent to every parent/guardian of incoming students.

The following is a sampling of the conditions in the contract (which is signed by everyone involved):

Students:

1. I will participate in the outreach programs from UCR and Cal State.
2. I will participate in community service.

Continued on page 8
The United States is undergoing a transition from a predominately white society rooted in Western culture to a global society composed of diverse racial and ethnic minorities," contends a study issued today by the Population Reference Bureau, a private, nonprofit educational organization.

"By the middle of the 21st century," the study, America's Minorities-The Demographics of Diversity, points out, "today's racial and ethnic minorities will comprise nearly one-half of all Americans." America's minority population is becoming more diverse; both ethnically and socioeconomically. Hispanics and Asians are growing faster than African Americans and American Indians and are gaining a greater share of the total minority population. Furthermore, Hispanic Americans are expected to surpass in number African Americans, traditionally the largest minority group, by the year 2010-less than 20 years from today.

Between 1980 and 1992, blacks increased their numbers three times faster than non-Hispanic whites. The growth rate for Hispanics was nearly 12 times faster than non-Hispanic whites; for Asians, it was 22 times faster.

Two basic factors are driving America's changing population composition: higher birth rates among minorities and a shift from European to Third World immigration. The author, Dr. William O'Hare, director of Population and Policy Research at the Center for Urban and Economic Research, University of Louisville, explains the dynamics and ramifications of the demographic change.

The total fertility rate (the number of children a woman will bear on average) for non-Hispanic whites currently stands at 1.9, compared to 2.3 for Asians, 2.5 for African Americans, 2.7 for Hispanics, and 2.9 for Native Americans.

"Immigration is fueling much of the growth in the minority population," the study states. "During the last 30 years, over three-quarters of all immigrants entering the United States have belonged to one of the four major minority groups (African Americans, Asian Americans, Hispanic Americans, and Native Americans).

"High levels of immigration are expected to continue the relatively high rate of minority population growth. Current projections from the Census Bureau anticipate a net addition of 880,000 immigrants a year until 2050, composed of 324,000 Hispanics, 323,000 non-Hispanic Asians, 174,000 non-Hispanic whites, and 60,000 non-Hispanic blacks." Minorities account for an increasing share of young people in the United States. In 1992, minorities accounted for 32 percent of all children under age 18; by 2035, over half of all children will be members of a minority group. "This increase not only affects the racial and ethnic composition of the current school-age population, but represents the pipeline for the future workforce and eventually for our older citizens."

America's Minorities-The Demographics of Diversity examines household composition, education, income, political participation, and other dimensions of the four major segments of the U.S. minority population.

Minorities have shown real gains in many areas; more graduate from high school, attend college, and work in higher status jobs than in the past. The number of minority households with incomes over $50,000 per year grew from 1.7 million in 1979 to 3.1 million in 1989.

However, the gap between minorities and the traditional white majority remains wide. Except for Asians, minorities have lower educational attainment, on average, than whites. And, African Americans, Hispanics, and American Indians are about three times as likely (and Asians about one and one-half times as likely) as whites to live in poverty.

"As we move into the 21st century," the study concludes, "government at all levels will be grappling with the new realities of America's minority population. The complexity and diversity of today's minority population will need to be recognized as we reconsider existing public policies and formulate new ones."

The Population Reference Bureau, founded in 1929, is a private, nonprofit organization dedicated to the objective analysis and reporting of population issues that affect the United States and the world.
By Dr. Hermann von Bertrab

For the last two years, I have served my country, Mexico, in the United States to help foster a positive relationship between the two countries. During this time, I have come to realize how vitaly important Hispánics have become to the U.S.'s economic force and culture. What I find unique about them is that although they become more and more integrated into American culture, they still keep strong ties to Mexico and Latin America by holding onto their Latino culture and values. This will position Hispanics to be at the forefront of North American Free Trade Agreement (NAFTA).

By eliminating trade barriers and tariffs between the United States, Canada and Mexico, NAFTA will create one of the world's largest free trade areas, comprising more than 362 million consumers. While consumers in all three countries will benefit significantly, Hispanics, in particular, will see considerable gains with NAFTA. With their bilingual and bicultural assets they will become the cultural bridge linking the three countries. Mexico has recognized their importance: Hispanics are viewed by Mexico as major players in the process of making NAFTA a successful partnership.

Recently, Mexico has undergone an impressive and ambitious reform program with the aim of improving the Mexican standard of living. One of the most important aspects of Mexico's recent developments is the attitude change. Today, Mexicans look at the developed world and yearn to be a part of it. There is a renewed sense of hope that, although Mexico's problems are many and its needs are larger than its resources, they can be overcome because of clear direction and a sense of purpose. It is with this hope that Mexico is investing in its future. We want to ensure that our children live in a country that is prosperous, offers opportunities, and ranks among the first countries in the world.

We see today's reform programs as an investment that will create the infrastructure needed for a richer Mexico. Achieving this progress has required sacrifice and hard work on the part of the entire country. Now, we are finally experiencing some of the fruits of our labor.

Thus, NAFTA is part of the country's modernization program and an invitation for the United States and its Hispanic community to join their Mexican counterparts in transforming Mexico into a prosperous nation. Creating new markets for the U.S., Mexico and Canada, it will be instrumental in bringing Hispanics into the global economy.

In the past, NAFTA has increased the potential for joint ventures, professional services, and new jobs for Hispanics, particularly in border states and communities.

NAFTA is a challenge and opportunity for all of us. It will increase competition and competitiveness. Small and medium-size Hispanic companies will benefit from clear and permanent rules and access to the largest market in the world. Moreover, it will bring about a new appreciation and respect for the Hispanic community's businesses, achievements, and its future aspirations. It will forge a partnership that will be a economic model for the entire Western Hemisphere, and eventually, the world.

Dr. Hermann von Bertrab is the director of the Office for Free Trade Agreement Negotiations at the Embassy of Mexico in Washington, D.C., part of the Mexican Ministry of Commerce and Industrial Promotion.

UCR grants full department status to Creative Writing, Ethnic Studies, Religious Studies, Women's Studies

Full departmental status for four former academic programs at the University of California, Riverside has been approved.

Creative Writing, Ethnic Studies, Religious Studies and Women's Studies are now full-fledged departments. The new status has important ramifications for faculty morale and for attracting top-flight faculty and students, said Carla Shannas, chair of Women's Studies.

With the new designation, the UCR Creative Writing Department becomes the first independent department of creative writing in the entire UC system.

"With a faculty made up almost entirely of published writers, our new status signals to incoming students and guidance counselors that UCR should be the preferred choice for students who are seriously interested in the writing of fiction and poetry," said Steve Minot, chair of Creative Writing at UCR.

"My heart just soars," said Clifford Trauffer, chair of Ethnic Studies. "This is a kind of commitment I have not seen at other institutions.

"It may be just a change in wording, but words are important. They have power. The word department carries with it elevation of status, and that is particularly beneficial in an area that approaches academic study in nontraditional ways."

While the new status does not change operations, hiring standards, or curricular direction, the action eliminates nontraditional ways."}

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Wednesday, March 31, 1993

Hispanics to be at forefront of NAFTA benefits

U.S. Hispanics will become cultural bridge to trade with Mexico

By Dr. Hermann von Bertrab

For the last two years, I have served my country, Mexico, in the United States to help foster a positive relationship between the two countries. During this time, I have come to realize how vitally important Hispanics have become to the U.S.'s economic force and culture. What I find unique about them is that although they become more and more integrated into American culture, they still keep strong ties to Mexico and Latin America by holding onto their Latino culture and values. This will position Hispanics to be at the forefront of North American Free Trade Agreement (NAFTA).

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Dr. Hermann von Bertrab is the director of the Office for Free Trade Agreement Negotiations at the Embassy of Mexico in Washington, D.C., part of the Mexican Ministry of Commerce and Industrial Promotion.
Colton Youth Wins National Leadership Award

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The Inland Empire Hispanic News

SAN BERNARDINO ECONOMIC DEVELOPMENT AGENCY
A stronger business climate sought

"A stronger business climate for the City of San Bernardino is the goal of the San Bernardino Economic Development Agency and its Business Retention and Expansion program," announced Mayor W. R. "Bob" Holcomb. "The economic well being of our City comes from our commercial, industrial and manufacturing sector," Holcomb said. "Because of its importance to our community, positive steps are being taken to identify and meet the needs of these firms." The key element of the program will be an indepth survey sent to approximately 16,000 existing businesses within the eastern region of the Inland Empire, including the City of San Bernardino in partnership with San Bernardino Valley College and surrounding cities. The survey will be conducted by The Resource Group and staff of the Economic Development Agency will analyze the survey data and recommend actions according to the findings. In the survey, business executives will be asked their opinion of the City's economy; whether relocation or expansion of their business is being considered, and, if their business has problems, how the City might help solve them, such as finding financing for expansion or technical assistance.

The program will be in cooperation with San Bernardino Valley College and several cities and organizations within the eastern region of the Inland Empire.

Colton Youth Wins National Leadership Award

the mayor personally contributed toward his venture.

Other organizations, including the Sheriff's Choice Program under Deputy Sheriff Ruben Gonzales and Latino Peace Officers Organization contributed funds for young Lujano.

At Colton High, Lujano was into sports, drama and Associated Student Body. After graduation, he has been involved in approximately 13 major projects in addition to volunteering in other one-time programs.

His major effort has been with the Sheriff's Choice Youth Program and drug, gang, tobacco (TUR) and alcohol intervention projects. Other activities have included voter registration and working with political candidates.

He credits his family for pressuring him to stay on the straight and narrow path when outside peer pressure was attempting to steer him into trouble.

"I intend to use the knowledge I acquire in this conference in every aspect of my life. I hope in the future I can start a program which will involve the community I live in and involve the people around it."
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REQUIREMENT: Graduation from college with a bachelor's degree or responsible employment in casualty underwriting, workers' compensation insurance claims adjusting, field sales, or industrial accident prevention may be substituted for up to 4 years of college on a year-for-year basis.

STARTING SALARY IS $2240. PER MONTH

The State Fund, as part of its commitment to affirmative action/equal opportunity, encourages all minorities and disabled persons to apply for this examination. Applications and detailed announcements are available by calling (714) 656-8453. Applications are also available at the State Personnel Board and the State Employment Development Department. Applications must be postmarked no later than April 9, 1993 and mailed to:

State Compensation Insurance Fund
Personnel Services, P.O. Box 420807
San Francisco, CA 94142-0804

Examination will be given in Riverside, California.

WE ARE AN EQUAL OPPORTUNITY EMPLOYER

REQUEST FOR PROPOSALS (RFP)
FY 1993-94 CDBG FUNDING

This letter is to serve as formally notifying you that the Development Department of the Economic Development Agency (EDA) will begin March 15, 1993, releasing a Request for Proposals (RFP) for funding opportunities through the Community Development Block Grant (CDBG) Program.

A maximum of $20,000 in CDBG funds, per program, will be available to eligible non-profit organizations for the July 1, 1993 through June 30, 1994 fiscal year. The CDBG funds may be used for public services including, but are not limited to: child care; health care; job training; recreation programs; education programs; public safety programs; fair housing programs; services for senior citizens; services for homeless persons; drug abuse counseling and treatment; energy conservation counseling and testing.

Those public service requests ultimately funded must be "new" or provide a "quantifiable increase" in the level of a service above which has been provided by or on behalf of the City of San Bernardino. The public services shall not include: political activities; payments to individuals for food, clothing, rent, utilities, or other income payments, or activities that may be eligible under another category of the CDBG Program.

The Request for Proposal (RFP) packages will be available for pick-up from this office beginning 8:00 a.m., March 15, 1993. All proposals must be returned no later than 4:00 p.m., April 16, 1993.

Should you require additional information or clarification regarding the availability of the proposal packages, or the eligibility of any specific proposal, please contact Laura Landa, Development Specialist, at 999/384-5081.

Norma J. Owens
Homeless Services Analyst
Passing of Isabel Valencia leaves legacy

Continued from page 1

early age beginning in 1936. She belonged to the Alianza Hispano-Americana; Confederacion de Sociedades Mexicanas (president-1944); Sociedad Nacional Mexicana-Ignacio Zaragoza; Union Patriotica Mexicana #1; Trabajadores Unidos; Sociedad Progresista Mexicana #5;

Bobby Ross Avila and Izzy Real headline the upcoming "Rump Shaker Dance" on Saturday April 3, 1993 at 9 p.m. The event will be held in the Campus Center Building on the San Bernardino Valley College Campus.

In June, 1956, the Mexican Chamber of Commerce (currently, the Inland Empire Hispanic Chamber of Commerce) was organized. Mr. Salvador Rodriguez, along with Mrs. Valencia and other community persons were involved in the this-first in California endeavor. She held many positions in the Chamber and became its first woman president in 1972.

Other volunteer work, starting in the 1950's, included court interpretation and individual translations for many persons who were unable to deal with the legal system(s).

Mrs. Valencia was admired by many in our community for her tenacity and willingness to work hard for what she believed in, including women's rights and the rights of persons to progress within the laws of the land.

Irrationally, March is the month of the Woman. No truer tribute could be given to a person who was ahead of her time, and proving to all what could be accomplished.

May she rest in peace.

Celebrated Easter
Sunday, April 11