May 4th 1994

Hispanic News

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Senator Ruben S. Ayala seeks 6th term

Born in Chino, Ayala graduated from Chino High School and attended Pomona Junior College, UCLA Extension School and National Electronic Institute. He saw action in the South Pacific with the First Marine Division during World War II.

Ayala's community service began in 1955 when he was elected to the Chino School Board, serving until 1962. In 1962, he was elected to the city council and in 1964, became Chino's first elected mayor and served as chair on the police, parks and recreation commission.

In 1966, Ayala was elected to the San Bernardino Board of Supervisors, serving for two terms. He was Board Chairperson from 1968 to 1972. During his supervisorial tenure, Ayala served in the East/West Valley Planning Agencies, County Health Committee (chair), Pomona Freeway Agency, League of California Cities and Southern California Regional Planning Agencies, and the San Bernardino Board of Supervisors, serving for two terms. He was Board Chairperson from 1968 to 1972.

Assemblyman Joe Baca

Democrat Joe Baca, 62nd Assembly District, was eager to run, (in lieu of crawling as newly elected assemblypersons traditionally do) when sworn in his new legislative position prior to January, 1993, and to date, he is still running.

Assemblyman Joe Baca ran for re-election to State Assembly

Joe Baca running for re-election to State Assembly

Senator Ruben S. Ayala

Ruben Ayala, Democrat, 34th Senatorial District, is seeking re-election for a 6th term in the primary election on June 7th! The senatorial areas include the 61st and 62nd assembly districts. Senator Ayala has had a long and distinguished record of public and community service at the local, county and state level.

Tito Puente will keynote Cinco De Mayo with May 4 performance

Tito Puente will perform at California Theater May 4 at 8:00 P.M.
Have we got a reputation!

Col State, San Bernardino is the largest sender of trained workforce for the Inland Empire. The university promotes the most business managers in the area. We're proud neighbors. We want you to know what we have to offer.

[Image: Logo of the university]

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Mamistarciónes a todo el pueblo
Mexicano en la celebración
del Cinco de Mayo.

Rachel Mendoza Clark
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Grove Colonial Mortuary focuses on maintaining the highest standards, from a professional Service Guarantee to a Special Needs Program which ensures a dignified funeral regardless of financial situation.

We are building a reputation on superior service from our caring and professional staff.

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Date: April 18, 1994
To: Letters to the Editor
From: Penny G. Mitchell
Program Manager
American Lung Association

We, at the American Lung Association of the Inland Counties, are gravely concerned about a deception being carried out by the Phillip Morris Company. This tobacco company is gathering signatures on a petition to put a proposed initiative on the November ballot. The initiative, misnamed the California Uniform Tobacco Control Act, prohibits all local controls on tobacco, AND repeals all existing local ordinances. It permits smoking in any restaurant, hotel, sports facility, workplace or public place. The ventilation required by the initiative for indoor smoking would remove the odor but not the cancer-causing substances in environmental tobacco smoke.

The tobacco industry has been unsuccessful in defeating local campaigns for the past three years. They have resorted to this new tactic in the hope of providing Mariachi music and Mexican food during the event.

According to Judi Harrington, CHC counselor and assistant professor, the event will be an excellent opportunity for people to network with business and educational institutions.

For more information, contact the CHC Counseling and Career Center at (909) 794-2161, Ext. 352.

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Business Profile

Inland Empire Hispanic News

Juan Pollo sells more chickens than any other restaurant in the United States

"We sell more chicken in any one week than any restaurant in the United States and Juan Pollo's chicken is prepared better and more tasteful," stated Albert Okura, in a proud and straightforward manner. Okura, a third-generation Japanese-American, is the owner of eight Juan Pollo restaurants in Southern California and two additional restaurants to be opened within two months.

In order to illustrate the success of his restaurant business, Okura has developed a historical document (actually a business plan) indicating his business philosophy, 10-year sales record, publicity on his business and future plans. And the figures illustrate a progressive increase in sales since the start of his business enterprise.

After high school, Okura was in a "hands on" learning situation working in restaurants until age 32, when he was fortunate to meet Armando Parra, who said, "I have an idea for char-broiled chicken. Back home we use rotisseries." Okura thought that was a great idea.

In 1983, he opened his first Juan Pollo Restaurant in Ontario with the help of Parra and a loan of $70,000 from his uncle. The business was slow and Okura worked from morning to night to cut costs. He then started on his promotion, "buy two chickens-get one free." This promotional technique began to show increases in sales, which he continues to follow to date.

After experimenting with different chicken supply firms, Okura selected George's, Inc., as the firm that was able to supply a brand of chicken that is larger, removing two layers of skin and able to deliver on a daily basis. He and his current business partner, Parra, also developed a "secret process and seasoning formula" for a more delicious product.

Okura is "Latino-oriented" and naturally, has Latinos working in his restaurants. "I have a reliable staff who has worked for a long time in our restaurants and offices. The persons who have outstanding performances have an opportunity for earning more by working overtime. Some have become supervisors and others have become franchise owners, like my partners in La Habra and Rancho Cucamonga. There are no layoffs and they don't quit. This is a motivating factor for them."

He mentions Jose Morales, who recently bought a house and is a partner in the Upland restaurant! Also, Maria Mora, who supports her family and has also bought a car. Maria Blanca (a crew chief) and Jorge Blanca met while working in the restaurant and are happily married.

John Vega, well-known attorney, said, "I come here two or three times weekly. The food is excellent and when entertaining at home, I buy all the food from here."

Nola Asher, San Bernardino School District's Affirmative Action Office, states, "The food is delicious at Juan Pollo and our office staff frequently goes there for lunch."

The Juan Pollo Restaurant is located at 1256 W. 5th Street, San Bernardino. Other restaurants are located at Ontario, Covina, Lake Elsinore, Whittier, Rancho Cucamonga, Highland Park and La Habra. Two restaurants in Upland and South Ontario will be opening within two months.

Albert Okura says, "I have a destiny and that is to sell the best chicken and sell more of it and become the #1 seller of chicken in the world!"

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PRIVATE INDUSTRY COUNCIL
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Tuesday, May 10, 5:30 p.m.
Topics include: Employment Forecast in the Inland Empire, Demand Occupations for the 90's
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646 North Sierra Way, San Bernardino, CA 92410
EEO AGENCY

Fontana Schools Superintendent Anthony Lardiern Taking Over Superintendent Duties in Riverside

At a special meeting of the Riverside Unified School District's Board of Education, the Board unanimously appointed Anthony J. Lardiern as Superintendent-elect effective Wednesday, April 27, 1994. Mr. Lardiern will serve in the capacity of consultant to the district through June 30, 1994. On July 1 he will assume the position of Superintendent of Schools.

Lardiern currently serves as Superintendent of the Fontana Unified School District, a position he has held for the past eight years. He has been employed by that district since 1976. Prior to his appointment as Superintendent, he served as assistant principal and principal of Fontana High school, as director of pupil personnel services, and as assistant superintendent of educational services.

Lardiern began his career in education in New Jersey in 1959 where he was an elementary and high school teacher, an administrative assistant to the principal, and a federal programs administrator. Both his undergraduate and graduate work were completed in New Jersey; his Bachelor of Arts degree at Montclair State College in 1959 and his Master of Arts degree from Newark State College in 1972.

Anthony Lardiern was honored by the American Association of School Administrators as the 1992-1993 California Superintendent of the Year. As a result of that award he was nominated for the national Superintendent of the Year award through the same organization. In 1988 he was the recipient of the California School Leadership Academy's Regional Merit Award.
The Conquest of the Mexican Culinary

The article, "The Conquest of the Mexican Culinary" was researched by Luis Martinez, Executive Chef, San Bernardino Hilton. Sources for the article were taken from "Treasures of Gold" and other Mexican literary resources.

Hernan Cortes and his followers came to the New World in search of gold, but they also found chocolate, peanuts, corn, tomatoes, squash, beans, avocados, vanilla, coconuts, chicle, tobacco and that noble and delectable bird, the turkey. The conquest of Mexico in 1521 gave rise to one of the richest culinary revolutions in history. For us today, it is impossible to conceive of the European and American diet before the sixteenth century; the Swiss without chocolate, the Italians without tomatoes, the Irish and Germans without potatoes and the American Thanksgiving without turkey.

At the same time, the native American cuisine became enriched by products introduced by the Spanish: beef, pork, citrus fruits, wheat, sugar, milk, cheese, garlic, vinegar and wine. A third benefit, possibly the most important of all, came from the innumerable interaction of one cuisine with another. What many Mexicans assume to be native dishes, such as barbecued pig or Veracruz style red snapper, could not have existed before the Conquest. Cochinita pibil is a significant name, a combination of the Spanish word for "pig" - a Spanish import and the Mayan word pibil, meaning a pit in the ground where meat is cooked. This exchange of ingredients and cooking techniques is still going on. The cuisine of Mexico, like all other great cuisines, has always been open to outside influence.

The Conquest of the Mexican Culinary is still going on. The cuisine of Mexico, like all great cuisines, is the reflection of its civilization... From the pre-Hispanic inhabitants of America. The celebrated French gastronome, Auguste Escoffier wrote: "The history of the table of a nation is the reflection of its civilization. To describe and comment on the progress...of [the] cuisine, is to paint a picture of the many stages through which a nation has evolved..."

The story begins more than twelve millennia ago, when the first Asian nomads crossed the Bering strait and wandered southward, establishing no important settlements on the journey until they reached Mexico. On their arrival, they discovered the edible qualities of the seed borne by a scrappy field grass. They selected one of the best heads from each crop, replanted, reselected and replanted for generations after generation, century after century, until the scrappy field grass became corn, one of the basic and truly indispensable foods of the modern world.

In the sixteenth century, the diet of the poorer classes was the same as that of their predecessors, and resembled the diet of the poorer classes today: corn, beans, and chile. Tortillas, however, were eaten by rich and poor alike.

There is no date on a calendar to mark the time and place of the beginning of what we know today as Mexican cuisine. It was a gradual process. The best way to explain what happened is to say that cooking no longer became a simple process, but rather became a complex and distinctive art, the new and distinctive flavors and recipes that we now recognize as Mexican cuisine.

The new flavors of the Mexican cuisine emerged during the colonial period, principally in the bustling kitchens of the convents and monasteries and in the palaces of the wealthy. Tortillas were fried in the lard that the Owners By: Redlands Police Officers' Association, Sheriff's Employees' Benefit Association, California State Police Association, Inc., San Bernardino Police Officers' Association, Cotton Police Officers' Association, Fontana Police Officers' Association, San Bernardino County Police Chiefs and Sheriffs Association, San Bernardino County Marshals' Association, California Department of Forestry Employees' Association, Yucaipa Valley Board of Realtors, State Assemblyman Jim Brulte, State Assemblyman Paul Woodruff, and U.S. Congressman Jerry Lewis.


Paid IOI by the Committee to Retain, Judge Jeffrey Giarde, ID# 940266, P.O. 7578, Redlands, CA 92375, William Brurud, Chairman; Judge Jeffrey Giarde, Assistant Chairman, Leigh Giarde, Treasurer

On June 7th, You Have a Choice.
You can vote for a tough, hardworking, no-nonsense Municipal Court Judge or you can vote for a criminal defense attorney.
The Choice is Yours.
Re-elect Judge Jeffrey L. Giarde
San Bernardino Municipal Court
East Division Office #2

SALUTE THE HISPANIC CITIZENS FOR THEIR MANY CONTRIBUTIONS TO THE INLAND EMPIRE, AND TAKE GREAT PRIDE IN CELEBRATING THIS JOYOUS CINCO DE MAYO

I SALUTE THE HISPANIC CITIZENS FOR THEIR MANY CONTRIBUTIONS TO THE INLAND EMPIRE, AND TAKE GREAT PRIDE IN CELEBRATING THIS JOYOUS CINCO DE MAYO

CINCO DE MAYO

JOE BACA
ASSEMBLYMAN, 62ND DISTRICT

Felicitaciones
A Toda La Comunidad
En Este "Cinco De Mayo"
Congressman

George E. Brown, Jr.
42nd Congressional District

Paid for and Authorized by Friends of George Brown, ID # C00205898 - M.S. Tomlinson, Treasurer
**Inland Empire Hispanic News**

**Wednesday, May 4, 1994**

**Mexican Culinary - Continued**

Spaniards introduced, and lard was kneaded with masa (uncooked tortilla dough) to lighten it; milk replaced water in Montezuma's favorite drink, hot chocolate, and sugar and vanilla were added; and fresh cheese adorned mounds of refried beans. That baroquely complicated sauce mole poblano was invented, and other new foods were created and given names.

The emerging Mexican cuisine was constantly being enriched by ingredients from other countries. Spain served New Spain as the conduit for new foods, recipes and ingredients from the Orient, Africa and other South American and Caribbean colonies. Examples of this are the secret of bread-making, which came from Egypt, passed through Spain, and ended up in America, and pasta, which traveled from ancient China to Italy and then to Mexico. Beginning in 1571, a ship called the Manila Galleon made an annual voyage from the Philippines to Acapulco, carrying rice, cloves, cinnamon, nutmeg, tea and other exotic products from the Orient.

Good Mexican food ranges from mild, delicate fare such as light steamy tamales or duck covered with a subtle pumpkinseed sauce, to the spicy and hotter concoctions such as chile-laden Mexican green-tomato sauce. The degree of piquancy of every dish can be controlled by careful cooks who are anonymous heroes and heroines of our story, be they famous chefs or nameless servants. Alexandre Dumas lamented the lack of glory awarded to those unsung heroes, saying that "a man who invents a new dish deserves more human gratitude than most emperors and generals."

The discriminating traveler knows that when in Rome he or she must do as the Romans do. With few exceptions, the best Mexican food is found in Mexico, in the best restaurants and in hospitable city and country homes.

**San Bernardino**

The Inland Empire Hispanic Chamber of Commerce is presenting its Annual Cinco De Mayo Fiesta on May 7th & 8th at the Placita Park, San Bernardino. An entertainment program of mariachis, singers and dancers will perform. Food and game booths will be available for the public.

**Phantom of the Opera Performance**

The San Bernardino Division, of the American Heart Association, will celebrate with style at "Phantom of the Opera" Performance Dinner on Saturday, May 14, 1994 at the Historic Mission Inn in Riverside. The special event will help support the research and educational programs of the American Heart Association. Major sponsor is St. Bernardine Medical Center, San Bernardino.

The evening will begin in the rustic Glenwood Tavern at 6:30 p.m. An opportunity to purchase prize tickets will be available. A highlight auction item will feature a round trip ticket on American Airlines, anywhere in the continental United States, donated by Ralph Korpman, President of Health Data Sciences. The Master of Ceremonies is Bawb Harvey of Country Cousins.

**Barbara Cram Riordan**

Salutes the Hispanic Community on the celebration of their heritage and culture on this Cinco De Mayo

**Vote June 7th for dedication, commitment & EXPERIENCE**

- **19 Years in OUR DA’s Office**
- **13 years as Supervising Deputy DA**

**Michael Mcdowell**

For District Attorney

**Chino Valley Bank**

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Benito Juárez

Benito Juárez, who can be compared to Abraham Lincoln, led Mexico through the most crucial period of its history - a history which was marred with violent clashes between the conservative and liberal factions, and invasions of foreign powers on Mexican soil. Like Lincoln, Juárez had humble beginnings. An orphan at three, Benito Juárez was born on March 21, 1806 in the village of San Pablo Guelarao, Oaxaca. A full blooded Zapotec Indian who eventually raised himself out of poverty and illiteracy to become a lawyer, Juárez represented Mexico's persevering spirit of the native Mexican. He began his legal career defending groups of poor campesinos in litigations against injustices brought about by the privileged classes - mainly the "hacendados" and the clergy.

In 1848, Juárez was elected governor of Oaxaca launching his historical political career. Benito Juárez served three terms as Mexico's president. He faced constant political struggles between the liberals and the conservatives who were represented by the "hacendado" class and the church. The latter faction welcomed an invasion of the French hoping that a displaced priest would mobilize his troops. He thought it best to dispatch women scouts because they would be the least suspected. They also had muskets hidden under their "rebozos" and had just given the alarm for the Battle of Puebla on the morning of the 5th of May, 1862.

In his temporary headquarters, an abandoned church rectory, Zaragoza gave orders to his won officers while a displaced priest followed the general around giving him orders of his own. "I tell you," the priest said, "you are not going to win. This battle is senseless." The general swung around to face the priest. "I have my orders from President Juarez to defend this town with whatever I have," he said, as he looked out of the window and saw a woman "soldadera" loading muskets and rifles. "I'm going to defend this town with everything I have," Zaragoza glared down at the clergyman. "Are you going to stop me, priest?" Without saying a word the priest stormed out of the rectory.

A young brigadier general named Porfirio Diaz and an infantry captain called Camacho stood by to receive their orders from their superior. General Zaragoza returned to his desk which was a heavy dark mahogany table with an exquisitely carved chair. Except for a few paintings that hung on the wall, the rest of the finer pieces of furniture had been confiscated by the government to fund the last war between the liberal and conservative sects.

"The French general Latrille expects us to welcome him and his troops with open arms and magnolia flowers," Zaragoza said.

"Then let the French believe that," Porfirio Diaz said. "Then when they least expect it, we'll surprise them with such an attack, they will wish they had never left Mother France."

For weeks when the news of the European occupation spread, the Mexicans prepared for an impending battle. A wall was built around the weakest part of the city. Between the fortified city and the little steep hill called the Cerro de Guadalupe, the men dug out a wide deep trench. Such an excavation was not much of an undertaking for men whose ancestors built great pyramids and cities like the Toltec City of Tula and Tenochtitlan, which is now Mexico City.

President Benito Juárez sent his ambassador, the young articulate Matías Romero, to Washington, D.C. to secure a loan from Lincoln's government. But not wanting to offend France who had always been an important ally to the United States, Lincoln's cabinet reluctantly refused to aid Juárez and his fledgling government. The United States with the Civil War at hand would not even give Juárez one rusted musket. Matias Romero then made several attempts to smuggle weapons in through California and Texas, but they were always confiscated by Union troops who feared that such a cache of weapons would be intercepted by Southern Confederates.

Now General Zaragoza had to fight with what he had, but his troops were determined to fight in spite of the inferiority of their own weapons. But Puebla was well fortified and protected by both the trenches and the Cerro de Guadalupe. If the city was taken then Mexico City was at hand. A prize for the taking, President Juárez and his government still occupied the Capital. Zaragoza with a spyglass scanned the eastern horizon and saw an approaching dust cloud then the tops of bayoneted rifles and soldiers marching towards the Cerro de Guadalupe. With a signal from his general, the bugler sounded the alarm with a few long blasts of his horn. The first column of men and a few women rushed up to the highest point of the Cerro and lay down on their bellies aiming their muskets towards the intruding troops. Behind the first column another line of marksmen stood ready. The infantry advanced.

Continued on next page
Puebla - Cont.

The French General Charles Larri
Commanded de Lorenz ordered his men to retreat and regroup. By then not want-
ing his soldiers to exhaust all their ammunition, Camacho called for his troops to retreat back towards the trench. The Mexicans ran as quickly as possible with the enemy in pursuit. One Juarista fell when a ball hit him in the thickest part of his thigh. But two of his comrades each grabbed one of his arms and car-
ed him off.

Beyond the trench lay more Juaristas ready to ambush the French troops as they came charging down the cerro. Many of them fell into the trench as they came running down the cerro's steep slopes. General Diaz ordered his own small battalion to attack the fallen French as they struggled to climb out of the trenches. A loud horrifying cry rose out of the Mexican soldiers. These were the same "gritos" that sent chills up the spines of Fernando Cortes' band of conquistadores some three hundred and forty years ago.

While some soldiers with rifles began picking off French soldiers, others came down on the invaders with machetes waving fiercely over their heads. The French general seeing his men in a trap finally ordered them to retreat.

The Mexican casualties were taken to the church where an infirmary had been set up by the women and a few priests who sympathized with the Mexican cause. From his vantage point on the wall, Zaragoza viewed the battleground. About eight hundred French men lay dying and dead on the battlefield and in the trenches. He then turned towards Diaz who stood next to him. "You know they are going to as-
sault us again," Zaragoza said.

"I know," Diaz replied as he looked out beyond the littered horizon. Captain Camacho then reported that he still had twenty-four capable infantry men with a half measure of gun powder and lead balls. Suddenly, just as they suspected, the French invaders appeared in the horizon marching towards the Cerro de Guadalupe. As Zaragoza's two brigades went out to meet the enemy, the general looked back at the fortified city and saw many women and older children on the wall with muskets poised, eastward.

Again Camacho's infantry line shot down many of the French soldiers, but the invaders who were now prepared, closed up their ranks and forced Camacho's men to retreat. There was no time to reload a rifle so it was now a hand to hand combat with machetes clanging against bayonets. Suddenly General Diaz' second brigade charged out and flanked the invaders. With the French surrounded, their general finally called a retreat with Diaz in pursuit.

The Mexican troops returned to the city in triumph. The church bells rang out loudly and the magnolia flowers that were intended for the French sol-
diers were now tossed out before the victorious General Zaragoza and his troops. The people of Puebla celebrated this miraculous triumph for it was the greatest victory for the Mexican people who fought for their country.
San Bernardino
May 4 Tito Puente: King of Latin Music in Concert
California Theater • 562 W. 4th St. • San Bernardino
Contact I.E.S.A. (909) 381-5388

San Bernardino
Valley College
SBVC MECHA has scheduled its 1994 Chicano Achievement Awards Dinner & Dance to be held on Thursday, May 12 at Cisco's Restaurant, Vanir Tower, 290 N. "D" Street, San Bernardino from 5:00 p.m. to 12:00 a.m. Donation is $20 per person. The proceeds will be to provide leadership training for students and SBVC student scholarships. Tickets may be purchased by sending check to SBVC MECHA, c/o Antonia Duarte, Humanities Division, 701 S. Mt. Vernon, San Bernardino, CA 92410. For information call Miriam Montenegro at (909) 888-6511, ext. 1510.

Crafton Hills College
Cinco de Mayo Fiesta-presented by MECHA at CHC Library Quadrangle. May 4th, Food Booth and Mariachi Vallarta Band starting at 10:00 a.m. In addition, CHC Counseling and Career Center is sponsoring Job & Mini-College Fair. May 5, 10:00 a.m. to 2:00 p.m. MECHA Food Booth. 10:00 a.m. to 11:00 a.m. Mariachi de Lupe Soria. 11:00 a.m. to 12:00 a.m. - Dance presentation 12:15 p.m. - UCR Teatro Quinto Sol, a theatre group presentation. May 6, 10:00 a.m. - Hole in one, closest to hole & second closest contests for prizes. Proceeds will be allocated to MECHA student scholarship fund.

Inland Empire Hispanic News

Cinco De Mayo
Wednesday, May 4, 1994

Colton
City of Colton Recreation & Human Services Department & the Gents Organization will sponsor the Annual Cinco de Mayo Fiesta on May 7 at Veterans Park, 222 E. "O" Street, Colton, from 11:00 a.m. to 7:00 p.m. The Fiesta will include food booths, games children attractions, mariachis, 3 on 3 basketball street jam, art exhibit and community exhibit. For further information call (909) 370-5086.

Corona
May 7 Corona 23rd Annual Cinco de Mayo Fiesta
Parade starts at 6th & Merril to Cor­ona City Park. (Fiesta at Park.) Mariachi • Folklorico • Food & Games • Carnival May 6, 7, 8

Fontana
Kaiser Permanente Hospital Latino Association & Cultural Diversity Group is sponsoring a special Cinco de Mayo Luncheon at 9985 Sierra Avenue, Fontana, from 11:30 a.m. to 12:30 p.m. Redlands Folklorico, Mariachi Cocula will be performing. Special speaker will be Dr. Francisco Torrez, Neurologist. May 5.

Victorville
20th Annual VVC Cinco de Mayo Festival
S.B. Co. Fairgrounds, Victorville
Sponsored by: Victor Valley College, City of Victorville & S.B. County Fair • Saturday, May 7, 1994 • 10:00 a.m. - 12 Midnight • $2.00 admission for adults/free under 12 Mariachis • Featuring: Juvenil Oro Y Plata, Los Halcones, and Vallarta Conjuntos • Featuring: Jalapa, Guitarristas De VVC and Los Jovenes Guitarristas De VVC and Los Jovenes • Featuring: Jalapa, Guitarristas De VVC and Los Jovenes • Art Displays, Car Show, Queen Contest, Dance, Food, Soft Drinks, Beer, Wine & More
Fine Art Exhibit & Show Hosted by Mojave Institute of Arts & The High Desert Hispanic Chamber of Commerce Featuring Fine Artists Located In & Around So. California • Fine Food, Entertainment & Activites for Everyone!
Poster Image Created by CESAR MEZA of Hesperia High School

San Bernardino
May 12 Annual Jesse Arias Cinco De Mayo Memorial 5/10K Run on Saturday May 7, beginning at Colton Municipal Park, 660 Colton Ave., Colton, at 7:30 A.M. Pre-registration requested. Mail to NHSF/Jesse Arias Scholarship Fund, 181 North "E" Street, San Bernardino, CA 92401. On-site registration at 6:30 A.M. Shirt, run $15. No-shirt, run $10.00. For more information call (909) 384-9957 or (909) 370-5086

Riverside
Tuesday, May 3
Riverside Community College's Hispanic Educators of Tomorrow • 486 Magnolia Ave. • (909) 684-3240
Noon to 12:30 p.m. • Entertainment: Josie Flores, Singer • Performances: Mexican Ballads 12:30 to 1:00 p.m. • Performance B: Ballet Folklorico De University of California, Santa Cruz
Ramona High School • M.E.C.H.A. • 7675 Magnolia Ave. • (909) 788-741
Noon to 1:00 p.m. • Jalapeño & Taco Eating Contests

Wednesday, May 4
Ramona High School • M.E.C.H.A. • Noon to 1:00 p.m. • Teachers Luncheon

Thursday, May 5
Ramona High School • M.E.C.H.A. • 7675 Magnolia Ave. • (909) 788-741
Noon to 1:00 p.m. • Carnival • Food & Entertainment: Mariachi Vallarta at Highland Elementary Ball • Folklorico • Keynote Speaker: Roberto Calderon, Ethnic Studies Dept. • Entertainment, Live Music • Food and Much more
Greater Riverside Hispanic Chamber of Commerce • 3685 Main Street • (909) 683-7100
8:30 p.m. • Cinco de Mayo VIP Reception
Mayo Fiesta

Activities

Saturday, May 7
Padres Unidos de Norta Vista Bryant Park/Arlanza Community Center • 7950 Phlibin Avenue • (909) 351-6135
1:00 p.m. to 3:30 p.m. • Opening Ceremony
1:30 p.m. to 2:30 p.m. • Pinatas
2:30 p.m. to 3:30 p.m. • Pre-School Dances • Performed by: Arlanza School
3:30 p.m. to 4:15 p.m. • Performances By: Mimi Ngo and Riverside Charros Association
5:30 p.m. to 6:30 p.m. • Aztec Dancers
7:00 p.m. to 9:00 p.m. • Dance, D.J. & Raffle

Centro de Niños • 4525 Victoria Avenue • (909) 683-8935
Noon • Fiesta Begins
1:00 p.m. to 2:00 p.m. • Highland Folklorico Group
2:00 p.m. to 3:00 p.m. • Children's Program
3:00 p.m. to 3:30 p.m. • Crowning of King & Queen
3:30 p.m. to 4:30 p.m. • Talent Show
4:30 p.m. to 5:30 p.m. • Ballet Folklorico Avila
5:30 p.m. to 6:30 p.m. • Performance By: Los Romeros
6:00 p.m. to 7:30 p.m. • Mariachi
8:00 p.m. to 11:00 p.m. • Music By: Tierra Blanca
11:00 p.m. • Fiesta Ends

Riverside
May 21 First Annual Concurso de Ballet Folklorico
UC Riverside • 7:00-9:00 p.m. • $5
Contact Chicano Student Program
(909) 787-3821
S/Sgt. Ysmael R. Villegas Chapter, American G.I. Forum, Riverside, “Noche De Las Reinas” Dance on Saturday, May 7, 6:00 p.m. to 11:30 p.m. at the Country Village Ballroom, 10250 Country Club Dr., Mira Loma. Music by Santos Rodriguez & his Band. Tickets: singles, $10, couples, $15. Proceeds for scholarship fund and S/Sgt. Ysmael R. Villegas. Tickets may be purchased at 10262 Arlington Ave., Riverside or call (909) 785-4195.

Cinco De Mayo

Inland Empire Hispanic News
Wednesday, May 4, 1994
Joe Baca has been "running" all his life.

At age four, Baca's father and mother, Seledonio and Isabela, moved the family of 15 (Joe Baca was 15th) from New Mexico to live in Barstow. At an early age, Baca realized the importance of an education and concentrated on his studies, and simultaneously excelling in baseball, track and basketball, becoming a high scorer in the latter sport in spite of his size.

Drafted in the service in 1966 while working at Sante Fe Railroad and attending college, Baca served two years in Vietnam with the famed 82nd and 101st Airborne Divisions.

Discharged from the service, he returned to Barstow and married his high school classmate, Barbara Dominguez.

The couple continued their education, he attended Barstow Community College, UC Davis and Cal-State, Los Angeles, receiving a BA in Sociology and she receiving her BA in Psychology from Cal-State, San Bernardino.

During his 15 years employment at GTE, Baca's continued interest in education and community activities was the motivational force for running and being elected to the San Bernardino Community College Board in 1979 and serving until 1992. The first Hispanic to serve in the College Boards 53 year history.

During his Board tenure, Baca was instrumental in accelerating the affirmative action policies and fighting tuition and fee increases, which was diminishing college enrollments and specifically, minority enrollments.

In the Legislature, Baca serves on the Utilities and Commerce, Public Employees, Social Security and Governmental Organization Committees and is Vice-Chair of the Education Committee. He serves on Urban Education, Veteran Affairs, Military Defense and Immigration Select Subcommittees.

He has served on numerous local boards including the Girl Scouts, Arrowhead United Way, San Bernardino Valley Foundation for Youth Athletics, Boys and Girls Club, Future Leaders, Kiwanis Club of Greater San Bernardino League of Women Voters and PTA. The family belongs to St. Thomas Moore Parish.

Baca was recently named Distinguished Citizen of the Year by the Arrowhead District, Boys Scouts of America. Assemblyman Joe Baca stated, "I will continue to represent the citizens of our District to the best of my ability in the areas of education, social services, enhancing businesses to our area and creation of jobs. My priority is to continue to be actively involved in the Inland Empire. My goal is to be the foremost public servant in Sacramento."

A recent profile by SCE Citizenship Responsibilities Group stated, "Evidenced by his legislative success during his first term in the Assembly, Baca is certain to be a new leader in the Legislature."

Local Chapter of American Culinary Foundation presents its 3rd Annual Open House & Food Show

The Southern California Inland Empire Chefs and Cooks Association & Associate Purveyors, a chapter of the American Culinary Foundation, are presenting their Third Annual Open House & Food Show on Monday, May 4, 1994, from 10:00 a.m. to 6:00 p.m. at the Radisson Hotel and Convention Center, 295 No. "E" Street, San Bernardino.

At Southern California Edison we know that when our communities grow and prosper, we do too. For this to happen, we must work together to find solutions to community needs.

Trino Alvarez, a distribution accountant at Edison, has spent the last nine years talking to students about the benefits of staying in school. As part of the Cultural Awareness Coalition, Trino has worked with the Fontana Unified School District to create a program to educate students on the value of cultural diversity. Trino has also volunteered his time to the city of Corona as a member of their Hispanic Youth Council.

Edison and its employees work to improve the quality of life in the communities we serve. We value and celebrate cultural diversity and we're proud to join in the 1994 Cinco De Mayo celebration.

Larry Walker
County Supervisor

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Esfuerzos en Contra del Fumar se Concentran en Adolescentes

Más de una cuarta parte de los estudiantes de escuela superior en los Estados Unidos fuman y este índice está aumentando gradualmente. En el pasado, el hábito de fumar entre los adolescentes era considerado un problema social. Hoy en día, las investigaciones han demostrado que es un asunto de vida o muerte.

Los expertos están de acuerdo con que, mientras más temprano una persona comience a fumar, más probabilidades tendrá de que el hábito resulte en enfermedades o en la muerte.

Este es uno de los signos de advertencia que se discuten en el documental de radio "Los Adolescentes y el Fumar" (Teens and Smoking). El documental apoya los planteamientos de la Cirujana General de los Estados Unidos, Joycelyn Elders, que indican que los jóvenes que fuman tienen más probabilidades de usar drogas y de ser promiscuos sexualmente.

En el documental, muchos expertos discuten las consecuencias devastadoras que produce el fumar tanto en los adolescentes como en sus familias.

La discusión del tema continuará en la serie "Períodos y Estaciones" (Times and Seasons), que fue producida por la Iglesia de Cristo de los Santos de los Últimos Días, y en el libro "Los Adolescentes Como Punto de Enfoque" (Adolescents Como Punto de Enfoque) que fue producido por la Iglesia y distribuido gratuito a 750 estaciones de radio y a escuelas, asociaciones de adolescentes de radio, y a escuelas, asociaciones de adolescentes de radio, y a escuelas, asociaciones de adolescentes de radio, y a escuelas, asociaciones de adolescentes de radio, y a escuelas, asociaciones de adolescentes de radio, y a escuelas, asociaciones de adolescentes de radio, y a escuelas, asociaciones de adolescentes de radio, y a escuelas, asociaciones de adolescentes de radio, y a escuelas, asociaciones de adolescentes de radio, y a escuelas, asociaciones de adolescentes de radio, y a escuelas, asociaciones de adolescentes de radio, y a escuelas, asociaciones de adolescentes de radio, y a escuelas, 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Come Join Us For Mother's Day in Central Park

Grand Ballroom Buffet
9:00 a.m.-3:00 p.m.
$14.95 $7.95
Adults under 12

Jazz Up Mother's Day at Spencer's Restaurant
Featuring Bobby Scott Trio
11:00 a.m.-6:00 p.m.

Special Mother's Day Menu
Select Day of the Week 9:00 a.m.-3:00 p.m.
Shrimp Scampi, Chicke n & McKenzie Broil, Scallops, Fried & Fettuccini, Dessert bars, Coffee, Tea, Special Children's menu.
$13.95 $6.95 per person

Reservations required (909) 381-6181 ext. 274

Enjoy Yourself Cinco De Mayo

The City of San Bernardino
Is Pleased to Join in Celebrating

Cinco De Mayo

An Integral part of Our City's Rich Multi-Cultural Heritage

Cinco De Mayo

Senator Ruben S. Ayala - From page 1

Association of County Supervisors (president).

Currently, he serves on the Rules, Agriculture/Water Resources, Local Government, Business/Professions, Transportation and Veterans Affairs Committees.

Senator Ayala is a strong advocate in the fight against crime. His SB 310 broadens the scope of first-degree murder to include drive-by killings. The death penalty was deleted from the bill, however, Ayala has authored SB 21X, which will add the death penalty conviction.

Other crime-prevention bills include co-authoring AB 30, which would mandate the government to release more data on sex offenders; co-authored AB 2579, allowing the department of Corrections to charge inmates for the cost of incarceration if inmates receive royalties or outside income; SB 2034, requiring in-state commercial truck drivers to be tested for drug use during pre-employment and at random.

Indicating the severe economic loss of Norton Air Force Base to the local area, Ayala has authored SB 1257, allowing state and local permits to be expedited at a single location within the county. SB 2X, authorizes the appointment of a lobbyist in Washington, D.C., to seek federal monies for base conversion.

Senator Ayala has been recognized by numerous individuals and organizations. Boy Scouts of America-Distinguished Citizens Award; Chino School District-Ruben Ayala High School; Cancer Society-Recipient for Outstanding Fight Against Cancer; County of San Bernardino-Ruben Ayala Regional Park; City of Rialto-Ayala Street; League of California Cities-1986 Legislator of the Year; and Cal-Poly Chapter, Phi Kappa Phi-1988 Statesmanship Award.

Senator Ruben Ayala has been endorsed by major unions, educational groups, police (including the Association of Highway Patrolmen), firefighters, forestry, state employees' associations.
Toddler Immunization Month

Responding to a recent survey which indicates half of Riverside County's two-year-olds are behind on their immunizations, the County Board of Supervisors has declared May "Toddler Immunization Month" in Riverside County.

Toddler Immunization Month is an annual statewide campaign. The observance is part of the County's Immunization Action Plan to get more children immunized on time. The goal is to have at least 90 percent of Riverside County children fully immunized by two years of age.

"We want to educate parents about the importance of getting each shot on time, starting with the first two at 12 months of age," explained Dr. Gilbert. "Parents need to know even one missed immunization can lead to tragic consequences."

"Parents should get their children immunized at 2, 4, 6, 12, and 15 months of age," he continued. "If they stick to this schedule, their babies will have all the protection they need until they start kindergarten."

"It is imperative that infants receive timely immunizations," Gilbert said. "Parents should check their baby's immunization record and if shots are needed, schedule a visit with their doctor or clinic. Or parents can call us about our free/low cost clinic at (909) 358-4393. Appointment required."

"We are making strides against cancer," said Dr. Gilbert. "Parents need to know even one missed immunization can lead to tragic consequences."

The American Cancer Society of the Inland Empire presents its 3rd Annual "Making Strides" Against Cancer. It's a walk-along-a-thon to be held at the Moreno Valley Mall at Towngate, Quake Stadium in Rancho Cucamonga, California State University at San Bernardino and Loma Linda Medical Center. Registration time at these sites is 8:00 a.m. and the date is June 4th for Moreno Valley, Rancho Cucamonga and Cal State and June 5th for the Loma Linda Medical Center.

We need teams from your companies or be an individual walker but please plan to participate. Prizes will be awarded to those who raise dollars at different levels. Please don't you help up with the fight against cancer?

For further information call the American Cancer Society at 909/683-6415, 909/824-2724 or 909/808-2724.

The Colton-Redlands-Yucaipa Regional Occupational Program recognizes the day "Cinco de Mayo" in memoria de la batalla librada con Francia.

The following tuition-free, career preparation courses will be offered this summer:

Auto Body Repair & Refinishing
Auto Trim & Upholstery
Banking Occupations
Business Office Technology
Cabinet Making
Child Care Occupations
Commercial Fashion Merchandising
Commercial Photography
Computerized Business Applications
Desktop Publishing
Electronics Technology
Fashion Merchandising
Keyboarding
Manicuring
Medical Records/Trans. (Comp.
Medical Terminology
Medical Technology
Medical Assistant (Associate Degree)
Painting/Graphic Arts
Retail Merchandising
Warehouse Occupations
Wood Processing

*Course schedules for summer classes will be available May 23

Best Wishes to the Mexican Community on this Cinco de Mayo celebration.

Cinco de Mayo
Ruben S. Ayala
State Senator, 34th District

...proudly supports the community &
Cinco de Mayo celebration.

16 Branches Throughout the Inland Empire
Redlands Main • Fontana • Yucaipa • Beaumont
Riverside • Loma Linda • Nipomo • Redlands Mall • Calimesa • Big Bear
Banning • Colton • San Bernardino • Corona • South Fontana • Highland

Since 1910

Checking Savings Lines Investments
Inland Empire Hispanic News

Wednesday, May 4, 1994

Restaurant Guide

ON THE MENU...

**MITLA CAFE**

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<th>Address</th>
<th>Phone</th>
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<tbody>
<tr>
<td>888-0460</td>
<td>Closed Monday</td>
<td>Mon - Fri: 8-2; Sat: 9-2; Sun: 9-4</td>
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**Café Riálto**

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<tr>
<td>820-0198</td>
<td>Tuesday - Thursday: 11am - 8pm; Friday &amp; Saturday: 11am - 8pm</td>
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**Juan's Pollo**

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<td>885-5598</td>
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**Fina's**

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<td>421-2255</td>
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**Carmen's**

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<td>381-6259</td>
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**El Kiosco**

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<td>820-605</td>
<td>Tuesday - Sunday: 11am - 8pm</td>
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**County of San Bernardino is an Equal Employment Opportunity Employer.**

**Remember Mother's Day - Sunday May 8**

**OFFICIAL NOTICE OF REQUEST FOR PROPOSALS FOR INLAND CENTER MALL & CAROUSEL MALL EXPANSIONS**

The City of San Bernardino Planning and Building Services Department is seeking highly qualified candidates to prepare two (2) Environmental Impact Reports (EIR's) for the Inland Center Mall and Carousel Mall Expansion Projects. The City will select one consultant to prepare Both EIR's. Inland Center Mall envisions the expansion of 776,465 square feet of additional retail and common area space, while Carousel Mall envisions the expansion of 343,852 square feet of additional retail and common area space.

The City will select the firm that demonstrates the necessary experience and expertise in preparing EIR's and the ability to produce a product in a timely manner.

A Request for Proposal may be obtained from the Planning and Building Services Department, Third Floor, City Hall, 300 North "D" Street, San Bernardino, California 92418.

The Submittal Deadline for Proposals is 4:00 p.m., Monday, May 16, 1994. For further information, please contact Mr. Conal McNamara of the Planning and Building Services Department at (909) 384-5067.
Inland Empire Hispanic News

Personal Injury • Criminal Defense • Family Law

Ph: (909) 883-6620 Copiers Pr: (909) 512-0960

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Facsimiles

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“Se Habla Espanol”

HICKMAN MECHANICAL, INC. is seeking qualified MBE/WBE/DBE firms & individuals for:
Insulation-Tracking & Electrical Work for Project No. B-78 San Bernardino County Medical Center
REPLACEMENT PROJECT STEEL WATER TUBE BOILERS
Bid Date: May 11, 1994 • Bid Time: 3:00 p.m. • Contact: Claude Hickman
HICKMAN MECHANICAL, INC.
11300 Goldring Rd., Arcadia, CA 91006 (818) 442-6265 • FAX (818) 303-5735

Long Canyon Channel & Yucca Creek #F01111
San Bernardino County Flood Control District
Bid 5-6-94 @ 11:00 AM

MEB/WBE Participation
Subcontractor must comply with union labor requirements and be able to provide a performance bond in the amount of the bid. Pascal & Ludwig will assist successful subcontractors in obtaining bonds, lines of credit and insurance.

Pascal & Ludwig Engineers, 2049 E. Francis St., Ontario, CA 91761
Telephone: 909/474-4631
Fax: 909/474-4722

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Subcontractors/Suppliers
Bl Incorporated is seeking subcontractors/suppliers to assist in providing electronic home arrest monitoring equipment and/or services.

Bids are requested from certified minority-owned, women-owned and disabled veteran-owned businesses in order to comply with WWDBE requirements. Contact Kay H. Beckman at 6400 Lookout Road, Boulder, CO 80301, 303-530-5911.

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Resident summer camp program staff: lifeguard, cook and kitchen assistant needed for the month of July.
RN/LVN/EMT needed mid June to mid August.
Call (909) 625-8640 or 783-2440 or write 2233 LaCrosse Ave., Colton, CA 92324 for further information.

EEO/AA Employer

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Requesting Sub-Bids from Qualified and Certified MBE/WBE for the following services:

- Battery Systems & V.D.O.
- Road Transportation/Tracking
- Steel Supplies, 11 gauge cold rolled and hot rolled
- Silverplated copper suppliers
- San Bernardino County Medical Center Replacement Project - Emergency Switchgear

Proposal No. B-79
May 12, 1994 at 2:00 PM

San Bernardino County Medical Center

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If You Make Just One Investment All Year, Make It In Yourself.

FEATURED KEYNOTE SPEAKERS

Gloria Allred
Janet Evans

Four time gold medalist and holder of three World Records.

Dr. Laura Schlessinger

"From Helpless to Powerful" Renewed talk show airs twice on ESPN.

Choose From Over 45 Learning Seminar Sessions

Investment: $99

Category: Continental Breakfast, Thru Workshops, Lunch, Keynote Speakers and Networking Reception

1994 Women & Business Expo-Speakers

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BARter EXCHANGE

(The Personal Touch)

Additional Business through Bartering

Why lay out your hard earned cash for your business expenses when you can be bartering and paying for them with the additional business we send you?

Conserve your cash outlay and reduce your overhead by bartering with Barter members for your business, personal, family needs and expenses.

When you pay $200 cash outlay out of your pocket for mechanical, printing, legal, medical, office/shop maintenance, TV/appliances, etc., etc., you could have conserved that hard earned cash and paid for those ongoing expenses with the business/credits you have earned and accumulated. — Additional Business paid for through bartering.

Using your WHOLESALE, buying power, your cost (barter credit equivalent to cash dollars) you are purchasing at the regular price, however actual cost out-of-pocket is your WHOLESALE COST. PLUS YOU STILL HAVE THAT $200 HARD EARNED CASH IN YOUR POCKET. Now doesn't that sound great? INTERESTED?

SIGNED-UP MEMBERSHIP COUNT NOW OVER 390
Founded & Locally Owned by Family for Over 9 Years

(909) 881-6130-34 • FAX (909) 881-6135

For Joseph, Julie, Maryann or Tony

---

MARK YOUR CALENDAR FOR THE FOURTH ANNUAL

INLAND EMPIRE WOMEN & BUSINESS JOURNAL

WOMEN & BUSINESS

PRESENT

MAY 15, 1994

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Valuable Coupon

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MIRACLE MILE CAR WASH

"Soft Cloth Process"

Only $2.99

The Greater Riverside Hispanic Chamber of Commerce • The Greater San Bernardino Hispanic Chamber of Commerce • The Greater Inland Empire Hispanic Chamber of Commerce • ERH Chamber of Commerce • Riverside Community Hospital • Women's Referral Service/Fallen Pines

BARTER EXCHANGE • BARTER EXCHANGE • BARTER EXCHANGE

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If you're interested in getting more information or even donating a collection of items, please contact our offices:

(909) 881-6130-34 • FAX (909) 881-6135

Ask for Joseph, Julie, Maryann or Tony

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For Joseph, Julie, Maryann or Tony

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Inland Empire Hispanic News
Wednesday, May 4, 1994

[Image of legal notice and advertisements]
Cinco De Mayo

Fiestas Sponsored By

Budweiser®

Inland Empire Activities

<table>
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<tr>
<th>Event</th>
<th>Date</th>
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<tr>
<td>San Jacinto Heritage Days</td>
<td>April 29 - May 1</td>
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<tr>
<td>Main Street, Downtown San Jacinto</td>
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<tr>
<td>Villegas Park, Riverside</td>
<td>April 30 - May 1</td>
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<tr>
<td>KCAL-AM 1410 “La Mexicana”</td>
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<tr>
<td>National Orange Show, San Bernardino</td>
<td>April 30</td>
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<td>Perris Hispanic Chamber of Commerce</td>
<td>May 7</td>
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<td>4th and “D” Street, Perris</td>
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<tr>
<td>Colton - Cinco De Mayo</td>
<td>May 7</td>
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<tr>
<td>Veterans’ Park, Colton</td>
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<td>Centro de Niños</td>
<td>May 7</td>
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<td>4525 Victoria Ave, Riverside</td>
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<td>Jesse Arias Memorial</td>
<td>May 7</td>
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<td>5/10K Run</td>
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<td>Downtown Colton</td>
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</tbody>
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Cinco de Mayo

Let’s Fiesta!

Budweiser... Auténtica como tú.

Anheuser-Busch
San Bernardino - Riverside