July 24th 1996

Hispanic News

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A graduate of Cal-State, San Bernardino with a B.A. in English and History and MA in Education, George taught at Banning High School for five years. He later taught tennis professionally and opened four retail stores. He is currently in the insurance business.

He is endorsed by the major labor unions: California Federation of Teachers, California Federation of Business and Professional Women, and Caralpac. His membership includes the Kiwanis Club, US Professional Tennis Association, Habitat for Humanity and other environmental organizations.

For reservations, call at (909) 335-5732.

His membership includes the Kiwanis Club, US Professional Tennis Association, Habitat for Humanity and other environmental organizations.

His devotion to his profession went beyond the call of duty. "His love and devotion he gave to his family and friends."

The Resolution stated, "Resolved that Assemblymember Joe Baca and Senator Ruben Ayala express their deepest sympathy at the passing of Fred Malouf and, by this resolution, memorialize him for his illustrious record of achievements, as well as the love and devotion he gave to his family and friends."

Hispanic counter-demonstrators sought

Dr. Armando Navarro, University of California, Riverside, Assistant Professor, Ethnic Studies Department, has scheduled a community meeting at the Cesar Chavez Community Center, Riverside, on July 24 at 7:00 PM.

The purpose of the meeting is to organize groups of persons in the Inland Empire to travel to San Diego on August 10th, during the Republican Convention, and counteract activities by groups who will be campaigning at the border against the immigrants and their rights, pursuant to the Immigration and Nationality Act.

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There are those extreme right groups, like the Posse, attempting to curtail the rights of legal immigrant groups to exercise their right to legally reside in the United States and contribute to our society just like other persons, under the law," said Navarro.

Navarro stated that, groups from throughout Southern California are joining forces to demonstrate against the extremist groups that are also planning demonstration at the border. Persons wishing more information may call Navarro at (909) 787-2333 or Mary Ann Gonzales at (909) 369-1874.
HACR Elects 1996-97 Board of Director Officers

Washington, D.C. (May 31, 1996) - The Hispanic Association on Corporate Responsibility (HACR) board of directors unanimously elected its 1996-97 officers during its annual meeting this month in Austin, Texas. In a show of support for the organization's progress and successes over the past year, the nine-member board re-elected its existing officers to another full term. Re-elected to the following offices were:

Chairman: Antonio Gil Morales, Executive Director, American G.I. Forum
Vice Chairman: Juan Galán, Board Designate, Cuban American National Council Secretary: Ronald Blackburn-Moreno, President, ASPIRA, Inc.
Treasurer: Manuel Mirabal, President, National Puerto Rican Coalition President; Richard Jose Bela, Esq.

"We are pleased to be entrusted with the stewardship of this organization for another year," said HACR Chairman Antonio Gil Morales. "The progress of our organization is not attributable to the officers alone: they are made possible by the dedication to, and support of, HACR's mission by the board of directors, our corporate partners and coalition members," he added.

The re-elections coincided with HACR's fourth annual Symposium on Corporate Responsibility, which was held at the University of Texas at Austin. This was the first time the symposium was held away from Washington, D.C., which was part of HACR's effort to select a site that would facilitate attendance by corporate and community representatives.

HACR was founded in 1986 by a coalition of national community-based organizations to ensure an equitable participation and representation of Hispanics within corporate America. Among those represented on the board of directors are: the American G.I. Forum, ASPIRA Association, Inc., the Cuban American National Council, the League of United Latin American Citizens, the National Association of Hispanic Publications, the National Council of La Raza, the National Hispanic Employee Association, the National Puerto Rican Coalition and the U.S. Hispanic Chamber of Commerce.
HACR's mission is to increase corporate awareness of the Hispanic community's dynamic economic and consumer growth, while informing its constituent Latino community of U.S. corporations' accomplishments in the area of "economic reciprocity." Through annual national symposia for national corporate and coalition executives, HACR provides a forum to discuss economic relations between Hispanic consumer population and corporate America.

Among the major corporations who have entered in cooperative partnerships with HACR are: Coors Brewing Company, Chrysler Corporation, Ford Motor Company, General Motors corporation, McDonald's Corporation, Pacific Telesis Group and US WEST, Inc. These companies also serve as HACR's "Corporate Partners" and as an advisory group to board of directors.

For HACR corporate membership information, please contact: Richard Jose Bela, President, Hispanic Association on Corporate Responsibility, 1730 Rhode Island Avenue, NW, Suite 505, Washington, D.C. 20036. Telephone: (202) 835-8672 Fax: (202) 835-0453 Internet: http://www.hispanic.org and Email: hac@aol.com or hacr@hispanic.org.

STRENGTHENING MEDICARE:
THE CRITICAL NEXT STEPS

By Ron Pollack

Medicare has protected the lives and health of more than 30 million older Americans for more than 30 years. For many of our parents, Medicare has been their only protection from the soaring costs of health care, and their only hope of affording the care they need.

But, even with Medicare's help, older Americans are spending more and more of their income to buy overpriced drugs and foot the bill for long term care.

The High Price of Medicines

Look at what's happening to two older Americans: Mary Johnston and Celia Mahoney.

Mary Johnston's husband died eight years ago. Today, at 73, she struggles to get along on $726 a month from Social Security. Mrs. Johnston began working six decades ago, when she was twelve years old. After a lifetime of hard work, Mrs. Johnston still isn't on Easy Street. It would be tough enough making ends meet if all she had to worry about were rent and groceries. It's all her medications that makes it near impossible to get by on $726 a month.

Mrs. Johnston doesn't complain about her health, but she lives with diabetes, a heart condition, and arthritis, so her medicines are expensive. Each month she has to come up with $128 for prescription drugs. Her daughter, Dorothy, has two children in college. Dorothy worries about her mother, but she's also worrying about what the cost of long term care is going to do to the family budget, already straining to cover tuition for two kids in college.

It's Time to Strengthen Medicare

Unfortunately, the story of Mary Johnston and Celia Mahoney are not even annual these days. For all the good that Medicare has done for older Americans, more needs to be done. It's time for America to take the next step.

Medicare should be strengthened, and it should cover prescription drugs and long term care. That's a priority for American families, and it should come ahead of new tax loopholes for the wealthy.

America has Social Security and Medicare only because our parents created them for their parents. It's our turn to do what needs to be done for our parents, our children and ourselves.

Ron Pollack is executive director of Families USA, the national health care consumer group.

SENIOR WATCH IS AN EDITORIAL SERVICE OF FAMILIES USA FOUNDATION

Wednesday, July 24, 1996
Our Lady of Guadalupe Parish, San Bernardino, will finally realize the expansion of its parking facilities when a current construction project is completed, including the pouring of concrete on the former Pico Street between Fifth and Spruce Streets, finalizing the landscaping and connection of high lighting towers.

"When we finish pouring approximately 350 to 400 yards of concrete on what was Pico Street, remove the fence and shrubbery and connect with the existing parking lot, this project will add approximately 35 to 40 cars to the existing church parking area," said DeRoy Avila, of Avila's General Contractors, Inc., the project's contractor.

The City of San Bernardino dedicated that portion of Pico Street and an irregular lot to the Diocese of San Bernardino. Our Lady of Guadalupe Parish, like many parishes in the Diocese, has gained many families. The added parking area will alleviate the severe parking problems on Sundays and other days of worship.

A future project will be the construction of a church meeting hall next to the parish rectory.

DeRoy Avila is proud of being awarded the construction contract. "I was an altar boy at Guadalupe when my father remarried after my mother died and Father Nunez was our parish priest," said Avila, who is referring to Monsignor Jose Nunez, the legendary parish priest that served from 1939 to 1968. "I was married here and my kids were baptized here also," he said proudly.

Avila's wife, the former Rosemarie Filippini, is chairperson of the company, and sons David and Richard are partners. Other sons are Steve, a fireman, and John, and daughters, Teresa and Kathy.

Father Ray Rosales stated, "The building of our parking lot has been a long struggle and hopefully will soon be completed. This parking log is a symbol of everyone working together and the beginning of our plans to build the parish hall. I hope we can rely on more contributions for the continuation of a parish hall project. It's amazing what can be done when no one wants the credit."

Colton Superintendent Dr. Herbert R. Fischer presents an Adopt-A-School plaque to Daniel Mejia and Jose Sanchez of Jose's Mexican Restaurant

Lincoln Elementary School students, staff and parents said ¡Hola! to Jose's Mexican Restaurant during a special assembly June 17 to mark a new Adopt-A-School partnership.

The adoption will include activities that are mutually beneficial to the school and the restaurant, explained Principal Judy Scates. Students will visit the restaurant each month to build their own burritos as an incentive for turning in homework. Dinner coupons, student work displays and career development also will be part of the partnership activities.

Restaurant managers Daniel Mejia and Jose Sanchez were presented an adoption plaque, lapel pins, and framed picture of a lion drawn by a kindergartner student.

The restaurant, located on E Street in San Bernardino, is part of an area chain.

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Crafton Hills College
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Yucaipa, CA 92399

San Bernardino Community College District is an equal opportunity employer and is committed to an active Non-Discrimination Program.
State Superintendent of Public Instruction: California's School Dropout Rate Declines

SACRAMENTO - "I am encouraged by the efforts public school districts have made to reduce the number of students dropping out of school," said State Superintendent of Public Instruction Delaine Eastin, as she released the latest dropout figures. The statewide rate, which includes students in the ninth through twelfth grades, decreased rather substantially from 4.9 percent in 1993-94 to 4.4 percent in 1994-95.

Eastin continued, "I am still concerned about the total number of dropouts last year, which exceeded 64,000 students. The dropout rate is particularly sobering when you realize that one year rate carried out over four years means that more than one out of six freshmen will not graduate from high school with his or her class."

"In the last ten years, we have made solid gains by cutting in half the percentage of high school dropouts. However, we have a long road ahead of us before we can say that all California youngsters are receiving an education that is meaningful, challenging, and that prepares them for the 21st century work force," said Eastin. "Latest estimates are that more than 90 percent of new jobs created from this day forward will require some sort of postsecondary training, albeit not necessarily a college education. Students who drop out of high school are less likely to be qualified for the sort of advanced technical training that the 21st century demands."

Over the last 10 years, California school districts have been reducing their dropout rates by offering alternative educational programs to students at risk of failure. These programs provide students with learning options that are individualized and allow the students to finish their high school course of studies through alternative means.

Since 1985, there has been a 406 percent increase in the number of students enrolled in these programs. California has over 10,400 students in alternative education programs in 1985. In 1995 the number skyrocketed at almost 52,700 students.

By comparison, in those 10 years enrollment in grades 9 through 12 increased by 10 percent. Many students, who in the past would have left school before graduating, are now graduating from an alternative program or graduating a year or two later as a returning student in a comprehensive high school.

Eastin pointed out, "Dropping out has enormous economic implications. The difference in earning capacity is substantial between dropouts and young people who complete their education. Studies conducted by the Educational Testing Service on Urban Education found that, in a lifetime, dropouts will earn $200,000 less than high school graduates and over $800,000 less than college graduates." 

"We must reemphasize our efforts to help youngsters realize that, without a high school diploma, they are severely limiting their future options. We should ensure that all of our young people have the best possible start in their futures, and a high school diploma is an essential first step."

Eastin Changes Dept. of Education Management Team

SACRAMENTO - State Superintendent of Public Instruction Delaine Eastin announced a new appointment to her management team today.

Sonia Hernandez - "I am very pleased to announce that I am appointing Sonia Hernandez as Deputy Superintendent of the Curriculum and Instructional Leadership Branch," said Delaine Eastin, State Superintendent of Public Instruction.

"Sonia has broad knowledge of education issues both at the state and national levels. She has worked in Texas, New York, and Colorado, and has been a kindergarten teacher, a principal, and a district administrator. Before coming to California, she served as education advisor to Ann Richards, former Governor of Texas. Sonia has also served on many national boards relating to education."

"Sonia has served ably as my policy coordinator for the past year and will come into her new position with extensive knowledge of both the California Department of Education and my priorities. She replaces Pat Newsome who has recently taken a position with the Sacramento Unified School District,"

Prop 99 Health Education and Research Account Funded

On July 15th Governor Pete Wilson signed the budget into law and trailer bill AB 3487.

For the first time since Proposition 99 passed in 1988, the governor and legislators have funded Prop 99 Health Education and Research accounts according to the mandate of the proposition for the next fiscal year. Language that would have restricted media and health education activities to focus on youth only was not included in the trailer bill.

It's finally time to celebrate! But remember, this funding is only for one year and we will have to keep Prop 99 successes very visible with the legislature and maintain the high level of community mobilization we saw this year to help our efforts in fighting for a sound, multi-year reauthorization bill with appropriate levels and use of the funds.

We encourage you to write letters of thanks to your legislators and the governor for funding California's successful tobacco education and research efforts. Let them know you look forward to their continued support in the future on these important public health issues.

Last but certainly not least, THANK YOU for all of your time and effort to communicate with your legislators, the media, and others about the important of Proposition 99. YOU made this campaign the success that it was, and we truly appreciate your help and commitment.

If you need additional information or need your legislator's address, please call Cynthia Hatlett at (213) 857-1976.

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Education

Wednesday, July 24, 1996

Inland Empire Hispanic News
Supervisor Eaves Reports On Coordinated Enforcement Sweep for Code, Crime Violations

SAN BERNARDINO - "I am proud to report on the successful San Bernardino County enforcement sweep in San Bernardino which took place on July 2, 1996," said Supervisor Jerry Eaves. "I would like to give special thanks to Sheriff Gary Penrod and Fire Chief Richard Sewell for their efforts in coordinating this operation," said Supervisor Eaves.

We pulled together County Adult Probation, County Fire & Code Enforcement, County Welfare Fraud, State Parole, San Bernardino County Sheriff's Department, Southern California Edison, LA Cellular Security and TCI Television. They targeted blight and crime in the areas of Muscoy and Little Street in San Bernardino. In all five teams and over 50 personnel were involved.

Early reports show the following:

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"We are committed to giving support to citizens who take pride in their homes and neighborhoods. We are going to serve notice on the violators who do not take care of their properties and present a safety risk to their neighbors," concluded Supervisor Eaves.

This is the first sweep of many more that are planned. The next sweep is scheduled to take place in Bloomington. Any citizens in the County of San Bernardino may file complaints with the Code Enforcement office at 1 800 722-3181.

Los Mecánicos del Aire Limpio

Los automóviles son los principales causantes del aire contaminado en California. Ser un mecánico del aire limpio es fácil, cambie el aceite o el filtro del aire y mantenga las llantas infladas apropiadamente.

Ya sea que use los servicios de un profesional o que Ud. mismo componga su auto, puede ayudar a limpiar el aire con el mantenimiento adecuado de su automóvil. Un auto bien mantenido funciona mejor, contamina menos y le ahorrará dinero. Forme parte de la solución contra la contaminación. Mantener el aire limpio es un buen trabajo para todos.

Cambié el Aceite y Afine su Automóvil.

California Department of Consumer Affairs / Bureau of Automotive Repair
$100,000 Veterans Training Grant awarded for local disabled vets

A $100,000 grant has been awarded to the San Bernardino County Jobs and Employment Services Department and the Employment Development Department to underwrite a joint training effort for veterans. Training 65 participants, the project will target veterans with service connected disabilities, Vietnam era, and recently separated veterans.

The County’s Jobs and Employment Services Department - JTPA will act as the lead agency, project administrator and fiscal agent. Other services will be contracted out to the Veterans Affairs Office, VA Medical Center, and other service providers.

Running from July 1, 1996 to June 30, 1997 the training project will focus on veterans with the most severe employment barriers who reside in the County’s east valley cities. Participants will be provided intensive vocational counseling, job training through work experience, classroom training, on the job training, job development and placement services. Keith Lee, Director for the County’s Jobs and Employment Services Department and the project’s lead agency is quoted, “This project is a coordinated effort meeting veteran’s needs for intensive vocational and rehabilitation counseling, combined with long term job training and employment services.”

For more information on the Title IV-C Veterans Program or the County’s Job Training Partnership Program call 1-800-451-JOBS.

Community Access Center "Project Self Reliance"

The COMMUNITY ACCESS CENTER of Riverside is pleased to announce its "Project Self Reliance" Seminar to empower people with disabilities to more effectively advocate for themselves. The seminar will be held at the Janet Gionte Senior Center located at 5257 Sierra Street in Riverside. The seminar will be conducted in four consecutive sessions from 10 a.m. to 2 p.m. on Friday, July 26; Thursday, July 31; Monday, August 5, and Friday, August 9. The seminar is sponsored by the California State Department of Rehabilitation and the City of Riverside’s Human Resources Department.

The purpose of the seminar is to provide persons with disabilities information and skills that will enable them to work effectively with community agencies. Topics include:

- Communication and Self Assertion Techniques
- Work Incentives and Reasonable Accommodation
- Disability Rights Under the Law
- Availability and Eligibility of Public Benefits
- Personal Attendant Management
- Acquiring and Maintaining Suitable Housing
- Working with City Hall
- Personal Resource Management

The seminar will feature knowledgeable and experienced speakers on each of three topics. The seminars are FREE and open to the public. Call today for more information and to reserve your space. (909) 682-0230 (voice) or (909) 682-0232 (TDD). We hope to have in attendance not only people with disabilities but also members of the community interested in disability issues. Please join us!

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**COMMUNITY HOSPITAL OF SAN BERNARDINO**

Human Resources
1725 Western Ave., San Bernardino, CA 92411
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EOE M/F/D/V

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NURSING / RNs
- ACUTE CARE
- BEHAVIORAL HEALTH
- HOME HEALTH
- L&D
- NURSERY
- CRITICAL CARE
- NICU
- OBSTETRICS
- AMBULATORY NURSING / LVNs
- LVNs ACUTE CARE (All shifts incl.)
- NEURO CARE UNIT
- IV THERAPY

NURSING/ Cnas
- Cnas (PT/Days, Evening and Weekends)
- COMMUNITY CONV. CTRL. (Shifts vary)
- PEDIATRICS
- SURGERY

**ALLIED HEALTH / ANGICIAN**

- CLINICAL PSYCHOLOGIST
- Behavioral Health
- SYSTEMS ANALYST I
- TRANSCRIPTIONIST II
- INFECTION CONTROL
- ORTHOPEDIC TECH
- Emergency
- COMMUNITY PULMONARY CENTER
- RCP (CERT)
- CLINICAL SOCIAL WORKER
- DIABETIC EDUCATOR
- RADIOGRAPHER I
- PROGRAM ASST. (Comm. Adult Care)
- GROUNDSMAN (Plant Oper)
- HOUSEKEEPER (Shifts vary)
- QI ANALYST (Case Management)
- REGISTERED OCCUPATIONAL THERAPIST
- FSW (Food & Nutrition)
- STAFFING COORDINATOR
- ADMITTING REGISTRATION CLERK (Emergency)
- INSURANCE CLERK

For IMMEDIATE consideration, please contact:

COMMUNITY HOSPITAL OF SAN BERNARDINO

1725 Western Ave., San Bernardino, CA 92411
Fax: (909) 887-6333 X1249, NSG Jobline X2972; Ancillary Support Jobline X2971
EOE M/F/D/V

**SEARS CREDIT**

9337 Milliken Ave., Rancho Cucamonga, CA.

Seeking assertive motivated people good communication skills. Keyboard experience required. BILINGUAL A "MUST".

Pt / Permanent Positions / Flexible Hrs. / Advancement Opport. / Training Programs. Applications / interviews M-Th 11AM - 4PM

Collections $8.91 - Customer Service $8.91 - Credit Investigator $7.26
EOE M/F/D/V
PUBLIC NOTICE
CITY OF SAN BERNARDINO
ECONOMIC DEVELOPMENT AGENCY
PUBLIC HEARING REGARDING AN AMENDMENT TO THE HUD CONSOLIDATED PLAN AND REQUEST FOR CDBG PROJECT PROPOSALS FOR REALLOCATED FUNDS 1995-1996 Program Year Funds

PURPOSE OF THIS PUBLIC HEARING IS TO OBTAIN PUBLIC INPUT REGARDING DEVELOPMENT OF AN AMENDMENT TO CITY’S CONSOLIDATED PLAN WHICH WILL INCLUDE THE SPECIFIC USE OF FUNDS TO MEET HOUSING AND COMMUNITY DEVELOPMENT NEEDS.

THE CITY NEEDS YOUR INPUT: The San Bernardino City Council will be holding a public hearing at 3:00 p.m. on Monday, September 16, 1996, in City Hall Council Chambers, located at 300 N. “D” Street in the City of San Bernardino. The City is soliciting public comments from interested citizens, public agencies and other interested parties regarding housing and community development projects which will be submitted in the first amendment to the U. S. Department of Housing and Urban Development’s (HUD) the 1995-1999 Consolidated Plan. Of primary concern will be whether the needs of low and very low income individuals and families, as well as the needs of the homeless, low income target areas; and the elimination of slum and blight conditions have been addressed.

In compliance with the Americans with Disabilities Act, if you require special assistance to participate in this meeting, please call Norma Owens at (909) 384-5081. Please call seven days prior to the meeting with any special requirements to ensure that the City will be able to make reasonable accommodations.

FEDERAL GRANT PROGRAM DESCRIPTION
COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM (CDBG)

The Federal Housing and Community Development Act of 1974, as amended, provides federal Community Development Block Grant funds for projects that promote the development of viable urban communities by providing decent housing and suitable living environments and expanding economic opportunities, principally for persons of low and moderate income. For the 1995-1996 Program Year amendment, which began July 1, 1996, the City of San Bernardino expects to reallocate approximately $522,000.

All CDBG funded projects must meet one of the following national objectives: 1) principally benefiting low and moderate income persons, 2) eliminating slums and blight, or 3) meeting an urgent need. An area principally benefiting low and moderate income persons must contain 51 percent or more residents with incomes at or below 80 percent of the City’s median income. Eligible projects which provide direct services must serve clientele composed of more than 50 percent low and moderate income persons. The types of projects and programs which may be considered for funding, subject to national objectives compliance, are summarized as follows:

1. Acquisition by purchase, long-term lease, or donation of real property for an eligible public purpose.
2. Disposition of real property acquired under the CDBG Program.
3. Public facilities and Improvements to include acquisition, construction, reconstruction, rehabilitation or installation of public facilities and improvements.
4. Clearance Activities to support demolition and removal of deteriorated buildings and improvements to shante and safety hazards.
5. Public Services that are new or expanding and are directed toward meeting employment, crime prevention, child care, drug abuse prevention and other community service needs. CDBG applicants under this category must be public or private non-profit organizations.
6. Interim Assistance to arrest harmful or dangerous conditions needing immediate attention.
7. Removal of Architectural Barriers that restrict the mobility and accessibility of elderly or handicapped persons to publicly owned and privately owned buildings, facilities and improvements.
8. Special Economic Development Activities that provide grants, loans, loan guarantees and other forms of necessary and appropriate support to private for-profit businesses for providing increased employment opportunities and public benefits.

If you have any questions or require further information about the CDBG Program, please call the CDBG Coordinator at (909) 384-5081.

REQUEST FOR CDBG PROJECT PROPOSALS

As of July 29, 1996, the City will be accepting CDBG project proposals for the 1995-96 program year. The final deadline for submitting applications is August 8, 1996, at 5:00 p.m. Application forms will only be available at the address below:

City of San Bernardino
Economic Development Agency
Development Division - CDBG Coordinator
201 North “E” Street, Third Floor
San Bernardino, CA 92401-1507
(909) 384-5081

San Bernardino Economic Development Agency
201 North “E” Street, Third Floor
San Bernardino, CA 92401-1507
(909) 384-5081
TURN'S YTPS survey - From page 1

Tobacco Youth Access Comparative Survey 1995-1996

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<tr>
<td>San Bernadino</td>
<td>32%</td>
<td>33.4%</td>
<td>35%</td>
<td>37%</td>
<td>39%</td>
<td>41%</td>
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<td>Fontana</td>
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<tr>
<td>Ontario</td>
<td>94%</td>
<td>17.4%</td>
<td>19%</td>
<td>94%</td>
<td>11%</td>
<td>99%</td>
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The average of all cities combined was 30% - 23% - 32% - 49% - 50% - 97%.

The survey period, which included the cities of San Bernardino, Fontana, and Ontario.

Lupita Mendez, YTPS supervisor, stated, "we have concluded the survey which began in 1995. Our team, composed of adults and youth, between the ages of 14 and 17, conducted a pre-survey visit with 163 retailers in an attempt to purchase cigarettes. When the retailers gave a price, we considered that a purchase. Thereafter, we conducted a merchant education, explaining the Stake Law, that prohibits the sale of tobacco products to minors and requires ID for verification of age."

In May, 1996, a post-survey was conducted with 206 retailers, utilizing the identical procedures previously used in 1995.

The results are shown in the chart above.

Congratulatory letters were mailed to retailers complying with the law. In addition, warning letters will be submitted to retailers who continued to violate the Stake Law.

An added procedure, according to Mendez, will be the submission of the resultant statistics to the district attorney and respected police departments. In turn, warning letters to the retailers will include the signatures of the law enforcement agencies and YTPS members.

Father Patricio Guillen, executive director, Libreria Del Pueblo, said, "Our organization is fighting to eradicate the habitual evils of smoking in our society. We are all aware of the consequences of smoking to the health of our society and the medical cost that we are burdened with. Our adults and youth have made an effort, through our project, to also hold the retailers responsible for selling tobacco products to our youths. We congratulate our adult and youth team."

BUDWEISER'S RESPONSIBLE DRINKING CAMPAIGN PARTNERS WITH BOXING CHAMPION OSCAR DE LA HOYA

Pictured from left to right: Oscar de la Hoya, Super Lightweight Champion of the World; Jesus Rangel, vice president of Corporate Relations at Anheuser-Busch Companies, Egda Ruelas, senior manager in the department of Consumer Awareness & Education at Anheuser-Busch Companies.

Anheuser-Busch, Inc., today announced details of its partnership with boxing sensation Oscar de la Hoya. The 1992 Olympic gold medalist and newly-crowned Super Lightweight Champion of the World will work with Budweiser to promote responsible drinking through the "Salud, Respeto y Control" campaign — the Hispanic version of Know When To Say When.

"We're excited about working with Oscar de la Hoya," said Egda Ruelas, senior manager for the department of Consumer Awareness and Education at Anheuser-Busch. "He will undoubtedly enhance our ongoing efforts to promote the 'Salud, Respeto y Control' message."

In connection with this partnership, Anheuser-Busch will donate $50,000 in de la Hoya's name to the National Hispanic Scholarship Fund (NHSF), which provides educational opportunities for Hispanics.

Anheuser-Busch was the first in the alcohol beverage industry to bring responsibility messages to network television in 1985 with its Know When To Say When campaign. Anheuser-Busch and its network of independent wholesalers lead the alcohol beverage industry in the fight against alcohol abuse with national advertising campaigns and more than a dozen community-based programs. These programs, among other things, promote the responsible service of alcohol beverages and the use of designated drivers.

"Know When to Say When"

Inland Empire Hispanic News

Wednesday, July 24, 1996

ANHEUSER-BUSCH SALES COMPANY
San Bernardino - Riverside