August 6th 1997

Hispanic News

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Casa Ramona seeks names of Westside War Veterans for Memorial

Many Hispanic war veterans from the West Side of San Bernardino gave the ultimate sacrifice to their country during World War II, Korean War and Vietnam War and Casa Ramona Community Center, a West Side service agency, is seeking those veteran's names to be placed in a memorial plaque to be unveiled at a ceremony in November, 1997.

"It is extremely important to the citizens of this community that every veteran who did not return be immortalized for his sacrifice to our country," said Esther Estrada, executive director of Casa Ramona.

Names of veterans who survived the struggles for freedom are also being solicited to be included in a plaque at Casa Ramona.

Members of the armed forces who received the Congressional Medal of Honor will receive special recognition for the public to review.

Casa Ramona building is slated to be constructed within the next two years and the plaques will be permanently placed in the new community center.

Inland Empire Parents' Plea

Serina was born on June 30, 1997, at 3:30 p.m. at St. Bernardine Hospital. And, although she looked so perfect, her heart was not. Serina was diagnosed with a rare heart condition called hypoplastic left-heart syndrome, which leaves the left side of the heart severely underdeveloped. We found out about Serina’s condition when I was 8 months pregnant. It was then that we realized that we would not be able to bring Serina home in our arms like we had so anticipated after she was born. Serina is now at Loma Linda University Children’s Hospital awaiting a donor heart.

Our plea today is that, if there are parents whose child is beyond recovery and who are struggling with the decision of whether or not to donate, they will think about the children who could survive if they only had a donated organ and make the decision to donate.

It takes great compassion to donate to strangers, but we have faith that there are parents who can empathize with our and others grave situation. We are praying that someone’s decision to donate will bring about the beautiful miracle of saving our precious daughter’s life.

Signed:
Melissa Lopez

For more information, please contact the Community Relations Department at Loma Linda University Medical Center, (909) 824-4419 to arrange an interview with the parents, a heart-transplant coordinator, or a physician.

Frazee Community Center to add new medical clinic to its huge array of services

Frazee Community Center, located in the southern part of San Bernardino, is planning to build a medical clinic to serve the indigent in addition to current lunch and social services, providing multiple services people in our area who otherwise would not have the proper medical care that many of us take for granted," stated Wallace.

The medical center is a collaborative action taken by many agencies and people, according to Wallace. Initially, the Methodist Church donated the corner property (on Mill and K Street) to the Center. In turn, through the initial efforts and support of

Continued on back page
Confused About Cholesterol?
Reprinted from Community Health Systems’ Community Connection

Confused about cholesterol? You’re not alone.

Facts change about which foods help keep your heart healthy and how much of each to eat. Reports about total cholesterol, HDL-cholesterol, LDL-cholesterol, triglycerides and the risk of heart disease have also been confusing.

Here are some facts and tips from the American Heart Association to help dispel the confusion and help you learn:

• What cholesterol is,
• What your cholesterol and triglyceride-measurements mean, and
• How the foods you eat can help you control your cholesterol.

What is Cholesterol?

Cholesterol is a soft, fat-like substance found in all your body’s cells. It’s a key part of a healthy body, because it’s used to form cell membranes, some hormones and other vital substances. BUT it can be a problem if you have too much of it in your body.

Cholesterol comes from two sources:

• It’s made in your body, mostly in the liver. It’s also found in foods from animals, such as meats, poultry, fish, seafood and dairy products.

Cholesterol travels to the body’s cells through the bloodstream. But cholesterol and other fats can’t dissolve in the blood, so they have to be transported to and from the cells by special carriers called lipoproteins.

There are several kinds of lipoproteins. You’ve probably heard of the two you should be most concerned with - low-density lipoprotein (LDL) and high-density lipoprotein (HDL). Or bad cholesterol and good cholesterol.

The Bad Guys: LDL-Cholesterol

Low density lipoprotein (LDL) is the major cholesterol carrier in the blood. The liver and tissues that form cell membranes and other products use some LDL-cholesterol. When a person has too much LDL-cholesterol circulating in the blood it can slowly build up in the walls of arteries feeding the heart and brain. Together with other substances, it can form plaque, a thick, hard deposit that can clog these arteries, causing heart and stroke. A high level of LDL increases the risk of heart disease. That’s why LDL is often called “bad” cholesterol.

The Good Guys: HDL-Cholesterol

About a third to one-fourth of blood cholesterol is carried by another kind of lipoprotein - high density lipoprotein (HDL). The liver makes most HDL, and releases it into the bloodstream. Medical experts think HDL tends to carry cholesterol away from the arteries and back to the liver, where it is passed out of the body. HDL is called “good” cholesterol because a high level of it seems to lower the risk of heart attack. The opposite is also true: a low HDL level increases the risk of heart attack.

The Triglyceride Connection

Triglyceride is the major form in which fat occurs in nature. It comes from food and is also made in your body. Several clinical studies have shown that an unusually large number of people with heart disease also have high triglyceride levels. A high triglyceride level often appears with a higher total cholesterol, a high LDL-cholesterol and a lower HDL-cholesterol level.

What Do Your Cholesterol Numbers Mean?

Your blood cholesterol will fall into one of these categories:

- Total Blood (Serum) Cholesterol Classification
  - Less than 200 mg/dl Desirable
  - 200-239 mg/dl Borderline High
  - 240 mg/dl and over High

If you total cholesterol is less than 200 mg/dl, that’s good. Unless you have other risk factors, your heart attack risk is relatively low. In general people who have a total cholesterol in the 200 to 239 range have twice the risk of heart attack as people whose levels are well below 200. But don’t feel alone: about 32 percent of all American adults are in this group. If your cholesterol is over 240, it’s definitely high. Your risk of heart attack is greater and you need more tests. Ask your doctor for advice.

Your HDL Level

People with lower HDL levels run a greater risk of heart attack, and yet most people know what HDL is all about. The high level of HDL cholesterol is a better predictor of heart attack risk than total blood cholesterol. Your LDL-cholesterol will fall into one of these categories:

- LDL-Cholesterol Classification
  - Less than 130 mg/dl Desirable
  - 130-159 mg/dl Borderline High
  - 160 mg/dl or higher High

Most people with an LDL-cholesterol of 130 will have a total blood cholesterol of about 200. This is only a general estimate, so talk to your doctor about your numbers. The point is the lower your LDL-cholesterol, the lower your risk of heart attack.

Your Triglyceride Level

A high triglyceride level greatly affects your risk of heart attack. In fact, LDL-cholesterol is a better predictor of heart attack risk than total blood cholesterol. Your LDL-cholesterol will fall into one of these categories:

- Triglyceride Level Classification
  - Less than 200 mg/dl Normal
  - 200-400 mg/dl Borderline high
  - 400-1000 mg/dl High
  - Greater than 1000 mg/dl Very High

Most people with high triglycerides have underlying diseases or genetic disorders. The main therapy to control high triglycerides is to change lifestyle.

Eating to Lower Your Cholesterol

It’s fairly easy to reduce your blood cholesterol. Just eat more low-fat low-cholesterol foods and cut down on high-fat, one of these fatty acids. Here are some simple guidelines:

• Eat more fruits, vegetables and whole grains instead of fatty meats and bakery products.
• Eat fish, poultry, and lean meats instead of fatty cows.
• Eat more legumes than whole milk dairy products.

Make reading food labels a habit. They will help you choose foods wisely to lower your blood cholesterol and risk of heart disease. Many foods have substances such as saturated fat or hydrogenated fat that can raise blood cholesterol. Some may be high in sodium, which can increase blood pressure in some people.

For more information about cholesterol and your heart, contact your local American Heart Association or call 800-AHA-USA1.

(Information in this article courtesy of the AHA)
Inland Computer Systems and The Certified Group merge to provide full service computer hardware, software, training, and consulting

Larry Ortega started The Certified Group in 1989, specializing in hardware and software sales, executive and personnel training, designing computer systems in banking, marketing, management, education and government administration. His previous work for Rockwell International developing computerized budgeting systems saved the corporation an estimated $65,000 per year, he said.

Another position was as information systems manager for a large company which operated two large facilities nationwide.

The Certified Group has contracted with over 20 large private corporations and governmental agencies, providing diversified services.

Ortega received a B.S. Degree in Computer Information Systems from Cal-Poly, Pomona and attended Western State University School of Law for two years.

The importance of computer literacy in the area of education prompted Ortega to develop the Community Union Program, a computer and life skill program oriented toward the education and inspiring minority youth to higher education.

Inland Computer Systems and The Certified Group have years of experience in the computer field and high quality personnel to serve our customers on every facet of computer technology.

Larry Ortega, owner of TCG, in a joint statement, said "Inland Computer and The Certified Group have years of experience in the computer field and highly qualified to serve our customers." In a short time, the two computer service groups of computer technology in the Inland Empire.

Sergio Guevara, president of ICS and Larry Ortega, owner of TCG, in a joint statement, said "Inland Computer and The Certified Group have years of experience in the computer field and highly qualified to serve our customers on every facet of computer technology."

Guevara started ten years ago as a technician and within a short period of time acquired expert knowledge in his field. His skills were recognized by a large computer company and he was hired as manager of its computer division.

Within a three year period Guevara expanded the division to fifteen technicians and aggressively developed good marketing strategies which gained the company many education and government accounts," he said.

Being aware of his success in increasing his employer's business, Guevara decided that he would use his skills to start his own computer business. Thus, Inland Computer Systems was established.

Many previous customers followed him to his new business. "I always gave good quality service and they were very appreciative." In a short time, the business growth was so great that he moved to a bigger facility in Colton.

The business, again, increased which forced him to moved to the larger modern facility in San Bernardino. "I set good policies to provide quality work and efficient delivery service," he said.

Guevara has also set a goal of creating a computer lab program for disadvantaged youth, modeled after a program in the Westend administered by Larry Ortega, director of Community Union, Inc. in Pomona.

"I feel strongly that our goal today should be fully knowledgeable regarding computer technology. This is a requirement for every workplace. With this program, I am able to provide basic computer skills and instill a self-motivating drive to many youth to higher education," he said.

The program currently has over 500 graduates from Pomona, Ontario and Baldwin Park, Inland Computer Systems can be reached at (909) 383-3450 and The Certified Group at (909) 629-9553.

FOR US, COMMUNITY SUPPORT BEGINS BY THINKING OF THE PEOPLE WE SERVE AS NEIGHBORS. NOT JUST CUSTOMERS.

With all the changes in the energy marketplace, one might wonder what the long-term effect might be for customers who have come to count on The Gas Company.

An understandable response, given how we've always been much more than a source of clean, safe, reliable natural gas. For nearly a century, The Gas Company has believed in supporting the communities we work in because they're also the communities we live in.

Which is why The Gas Company will continue to spend millions of dollars each year providing support to community-based organizations and low-income customers.

For instance, we support hundreds of organizations throughout Southern California. And our multicultural Community Advisory Panel, made up of local businesses and community leaders, guides our involvement and ensures community needs are being addressed.

The CARE (California Alternate Rates for Energy) program will keep on providing significant financial assistance to low-income customers. Just as our Gas Assistance Fund, which helps low-income customers cut expenses by subsidizing utility bills, will remain unaffected.

We will continue to effectively manage DAP (Direct Assistance Program) which provides energy efficiency services to help low-income customers reduce energy use, thereby helping them make ends meet.

We will also maintain our strong commitment to both supplier and workforce diversity. Buying goods and services from businesses that reflect the communities we serve has always been a sound business strategy. Plus, our work force diversity policy means we recruit, hire and promote the best and most talented employees from within our diverse communities.

Our approach to community support is simple. We live here, work here, and we watch out for our neighbors.

And for no other reason than it's the right thing to do.
Fertile Minds

The following three-part series on "Fertile Minds" authored by Madeleine Nash and published by Times, Inc., is an in-depth report on the development of babies since inception to the age of three and the effect that parents and the environment have on the baby's growth during the critical span of life. The fourth part, "The Day Care Dilemma Times," by James Collins, is the last of their series. Reprint permission was authorized by Time Inc.

Fertile Minds
Part 1
From birth, a baby's brain cells proliferate wildly, making connections that may shape a lifetime of experience. The first three years are critical

By Madeleine Nash

Rat-A-Tat-Tat. Rat-A-Tat-Tat. If scientists could eavesdrop on the brain of a human embryo 10, maybe 12 weeks after conception, they hear an astonishing racket. Inside the womb, long before light first strikes the retina of the eye or the earliest dreamy images flicker through the cortex, nerve cells in the developing brain crackle with purposeful activity. Like teenagers with telephones, cells in one neighborhood of the brain are calling friends in another, and these cells are calling their friends, and they keep calling one another over and over again. "almost," says neurobiologist Carla Shatz of the University of California, Berkeley, "as if they were auto-dialing."

But these neurons - the long, wiry cells that carry electrical messages through the nervous system and the brain care called - are not transmitting signals in a featureless static, the sort of noise picked up by a radio tuned between stations. On the contrary, evidence is growing that the staccato bursts of electricity that form those distinctive rat-a-tat-tats arise from coordinated waves of neural activity, and those pulsing waves, like currents shifting sand on the ocean floor, actually change the shape of the brain, carving mental circuits into patterns that over time will enable the newborn infant to perceive a father's voice, a mother's touch, a shiny mobile twirling over the crib.

All of the discoveries that have poured out of neuroscience labs in recent years, the finding that the electrical activity of brain cells changes the physical structure of the brain is perhaps the most breathtaking. For the rhythmic firing of neurons is not a computer. Nature does not cobble it up by a radio tuned between stations. On the contrary, evidence is growing that the staccato bursts of electricity that form those distinctive rat-a-tat-tats arise from coordinated waves of neural activity, and those pulsing waves, like currents shifting sand on the ocean floor, actually change the shape of the brain, carving mental circuits into patterns that over time will enable the newborn infant to perceive a father's voice, a mother's touch, a shiny mobile twirling over the crib.

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And the same processes that wire the brain before birth, a baby's brain; in a display of by-passical exuberance, produces trillions more connections between neurons that it can possibly use. Then, through a process that resembles Darwinian competition, the brain eliminates connections, or synapses, that are seldom or never used. The excess synapses in a child's brain undergo a draconian pruning, starting around the age of 10 or earlier, leaving behind a mind whose patterns of emotion and thought are, for better or worse, unique. Deprived of a stimulating environment, a child's brain suffers. Researchers at Baylor College of Medicine, for example, have found that children who don't play much or are rarely touched develop brains 20% to 30% smaller than normal for their age. Laboratory animals provide another provocative parallel. Not only do young rats reared in toy-strewn cages exhibit more complex behavior than rats confined to sterile, uninteresting boxes, researchers at the University of Illinois at Urbana-Champaign have found, but the brains of these rats contain as many as 25% more synapses per neuron. Rich experiences, in other words, really do produce rich brains.
The new insights into brain development are more than just interesting science. They have profound implications for parents and policy makers. In an age when mothers and fathers are increasingly pressed for time and may already be feeling guilty about how many hours they spend away from their children—the results coming out of the labs are likely to increase concerns about leaving very young children in the care of others. For the data underscore the importance of hands-on parenting, of finding the time to cuddle a baby, talk with a toddler and provide infants with stimulating experiences.

The new insights have begun to infuse new passion into the political debate over early education and day care. There is an urgent need, say child-development experts, for preschool programs designed to boost the brain power of youngsters born into impoverished rural and inner-city households. Without such programs, they warn, the current drive to curtail welfare costs by pushing mothers with infants into the work force may well backfire. "There is a time scale to brain development, and the most important year is the first," notes Frank Newman, president of the Education Commission of the States. By the age of three, a child who is neglected or abused bears marks that, if not indelible, are exceedingly difficult to erase.

But the new research offers hope as well. Scientists have found that the brain during the first years of life is so malleable that very young children who suffer strokes or injuries that wipe out an entire hemisphere can still mature into highly functional adults. Moreover, it is becoming increasingly clear that well-designed preschool programs can help many children overcome glaring deficits in their home environment. With appropriate therapy, say researchers, even serious disorders like dyslexia may be treatable. While inherited problems may place some children at greater risk than others, says Dr. Harry Chugani, a pediatric neurologist at Wayne State University in Detroit, that is no excuse for ignoring the environment's power to remodel the brain. "But will not do much to change what happens before birth, but we can change what happens after a baby is born," he observes.

Strong evidence that activity changes the brain began accumulating in the 1970s. But only recently have researchers had tools powerful enough to reveal the precise mechanisms by which those changes are brought about. Neural activity triggers a bio-chemical cascade that reaches all the way to the nucleus of cells and the coils of DNA that encode specific genes. In fact, two of the genes affected by activity changes are brought about. Neural activity triggers a bio-chemical cascade that reaches all the way to the nucleus of cells and the coils of DNA that encode specific genes. In fact, two of the genes affected by activity changes are brought about. Neural activity triggers a bio-chemical cascade that reaches all the way to the nucleus of cells and the coils of DNA that encode specific genes.

As researchers, explore the once hidden links between brain activity and brain structure, they are beginning to construct a sturdy bridge over the chasm that previously separated genes from the environment. Experts now agree that a baby does not come into the world as a genetically preprogrammed automaton or a blank slate at the mercy of the environment, but arrives as something much more interesting. For this reason the debate that engaged countless generations of philosophers—whether nature or nurture calls the shots—no longer interests most scientists. They are much too busy chronicling the myriad ways in which genes and the environment interact. "It's not a competition," says Dr. Stanley Greenspan, a psychiatrist at George Washington University. "It's a dance."

THE IMPORTANCE OF GENES
That dance begins at around the third week of gestation, when a thin layer of cells in the developing embryo performs an origami-like trick, folding inward to give rise to a fluid-filled cylinder known as the neural tube. As cells in the neural tube proliferate at the astonishing rate of 250,000 a minute, the brain and spinal cord assemble themselves in a series of tightly choreographed steps. Nature is the dominant partner during this phase of development, but nurture plays a vital supportive role. Changes in the environment of the womb—whether caused by maternal malnutrition, drug abuse or a viral infection—can wreck the clockwork precision of the neural assembly line. Some forms of epilepsy, mental retardation, autism and schizophrenia appear to be the results of developmental processes gone awry.

Continued on page 6
Fertile Minds - From page 5

But what awes scientists who study the brain, what still stuns them, is not that things occasionally go wrong in the developing brain but that so much of the time they go right. This is all the more remarkable, says Berkeley's Shatz, as the central nervous system of an embryo is not a miniature of the adult system but more like a tadpole that gives rise to a frog. Among other things, the cells produced in the neural tube must migrate to distant locations and accurately lay down the connections that link one part of the brain to another. In addition, the embryonic brain must construct a variety of temporary structures, including the neural tube, at will, like a tadpole's tail, eventually disappear.

What biochemical magic underlies this incredible metamorphosis? The instructions programmed into the genes, of course, ultimately control what is needed, for instance, for a gene nicknamed "sonic hedgehog" (after the popular video game Sonic the Hedgehog) determines the fate of neurons in the spinal cord and the brain. I.ike a strong scent carried by the wind, the protein encoded by this hedgehog gene (so called because in its absence, fruit-fly embryos sprout a coat of prickles) diffuses outward from the cells that produce it, becoming fainter and fainter. Columbia University neurobiologist Thomas Jessell has found that it takes middling concentrations of this potent morphing factor to produce a motor neuron and lower concentrations to make an interneuron (a cell that relays signals to other neurons, instead of to muscle fibers, as motor neurons do).

Scientists are also beginning to identify some of the genes that guide neurons in their long migrations. Consider the problem faced by neurons destined to become part of the cerebral cortex. Because they arise relatively late in development of the mammalian brain, billions of these cells must push and shove their way through dense colonies established by earlier migrants. "It's as if the entire population of the East coast decided to move en masse to the West Coast," marvels Yale University neuroscientist Dr. Pasko Rakic, and marched through Cleveland, Chicago and Denver to get there.

But of all the problems the growing nervous system must solve, the most daunting is posed by the wiring itself. After birth, when the number of connections explodes, each of the brain's billions of neurons will forge links to thousands of others. First they must spin out a web of wirelike fibers known as axons (which transmit signals) and dendrites (which receive them). The objective is to form a synapse, the gap-like structure through which the axon of one neuron beams a signal to the dendrites of another. Before this can happen, axons and dendrites must almost touch. And while the short, bushy dendrites don't have to travel very far, axons - the heavy duty cables of the nervous system - must traverse distances that are the microscopic equivalent of miles.

What guides an axon on its incredible voyage is a "growth cone." A creeping, crawling sprout that looks something like an amoeba. Scientists have known about growth cones since the turn of the century. What they don't know until recently was that growth cones come equipped with the molecular equivalent of sonar and radar. Just as instruments in the submarine or airplane scan the environment for signals, so molecules arrayed on the surface of growth cones search their surroundings for the presence of certain proteins. Some of these proteins, it turns out, attract or repel growth cones toward or away from other neurites that push them away.

Wednesday, August 6, 1997

Hispanic Interest

NALÉO APPLAUDS NEW MEXICO'S TRISTANI NOMINATION TO THE FEDERAL COMMUNICATIONS COMMISSION

Still drawing fire from the Congressional Hispanic Caucus and various national Latino organizations, including the National Association of Latino Elected and Appointed Officials, for the continuing lack of Latino federal appointments to his second term, President Clinton recently nominated Gloria Tristani, Commissioner, New Mexico State Corporation Commission, to the Federal Communications Commission.

Commissioner Tristani, a member of NALÉO, and the first woman elected to the New Mexico State Corporation Commission, comes from a family dedicated to public service. Granddaughter of the late Senator Dennis Chavez, who represented New Mexico in Congress for more than thirty years, Commissioner Tristani continues to build on her family's commitment to protect the interests of not only New Mexicans, but the entire country.

"NALÉO is extremely pleased with the President's nomination of Gloria Tristani to the FCC," stated NALÉO Executive Director Arturo Vargas. "Commissioner Tristani is indicative of the many 'more than qualified' Latinos across the country who are ideal appointees to his Administration," continued Vargas.

The NALÉO Educational Fund is the leading organization that empowers Latinos to participate fully in the American political process, from citizenship to public service. The NALÉO Educational Fund is a national nonprofit, nonpartisan organization whose constituency includes the more than 5,400 Latino elected and appointed officials nationwide.

Mayor announces closure of Ralph's Market in San Bernardino Westside Plaza

City of San Bernardino Mayor Tom Minor announced today that the Ralph's Supermarket, located at the Westside Plaza Shopping Center on Baseline Street, is expected to close this week. Ralph's has notified City officials that they do not intend to renew the lease for this location. While ongoing discussions between the City, Ralph's, and New Frontier, the owner and management company of the center, resulted in an initial promise from Ralph's to remain an additional 90 days past their original closure date, a permanent solution with Ralph's was not possible.

Upon being alerted of a possible closure of the store, the Mayor and the Redevelopment Agency immediately initiated negotiations with other supermarket companies, in order to assure that a quality supermarket remains a component of the Westside Plaza. Since the store fixtures are owned by the Redevelopment Agency, the City has some leverage in dealing with other potential tenants. Also, the City is proposing an enhanced marketing effort, focused on the Westside community, in order to reinforce the new supermarket's position as the local store for neighborhood residents.

Negotiations with the new tenant are progressing favorably. The Mayor expects to move forward with the reopening of the supermarket as soon as the final details are completed.

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**Inland Empire Hispanic News**

**Wednesday, August 6, 1997**

**Announcements**

**TELLER AND NEW ACCOUNTS REPS**

Immediate openings for p.t. Tellers and f.t. New Accounts people, Min. one year teller experience for Teller job, Min. one year opening new accounts in a financial institution required for New Accounts job. Loan experience a plus. Both positions require excellent customer service, communication, and sales skills. We offer continuing training, competitive salary and benefits, and a professional environment. Please send your resume to HRD3, P.O. Box 735, S.B. CA 92402

**NOTICE OF REQUEST FOR PROPOSAL**

Notice is hereby given that proposals will be accepted by the South Coast Air Quality Management District, 21865 E. Copley Drive, Diamond Bar, CA 91765 for the following:

- **RFP 9798-04** Employer Trip & Emission Reduction 08-26-97, 1:00 p.m.
- **RFP 9798-05** Employer Travel Behavior Survey 08-26-97, 1:00 p.m.

**FOR FURTHER INFORMATION**

If you have questions or would like a copy of the RFP’s mailed to you, telephone the contact person.

- **Mildred Brown**
  - Publishing Manager
  - (909) 381-6259

**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 output and reduce your overhead by bartering with Barter members for your business, personal, family needs and expenses.

When you pay $200 cash out of your pocket for medical, legal, office/shop maintenance, appliances, etc., etc., you could have conserved that hard earned cash and paid for those ongoing expenses with the business/credits you have earned!

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**Free Educational Seminars**

**RIVERSIDE, CA - Consumer Credit Counseling Service (CCCS) presents a special seminar for First Time Homebuyers. This valuable seminar will be held on Saturday, August 23rd, at 1:00 p.m. at the CCCS Headquarters office located at 6370 Magnolia Avenue, 2nd Floor in Riverside. There is a small administrative fee for this seminar, and seating is on a first come, basis. Consumer Credit Counseling Service is a non-profit community service providing free credit and debt counseling, debt repayment plans, and financial education to the public. Call 1-800-WISE PLAN for more information.**

**Edison Invites Entrepreneurs**

ROSEMEAD, Calif., July 30, 1997 - Southern California Edison and the California Venture Forum (CVF) are seeking business plans from entrepreneurs and owners of start-up and growth companies for consideration by potential investors. The deadline for business plan submission is Aug. 22.

Representatives from up to 15 firms will be selected to present their business strategies at CVF’s Special Investor Forum on Nov. 5 at the Bauer Center on the Claremont, Calif. campus of Claremont McKenna College. Investors representing more than $240 million in venture capital are expected to attend.

All business plan submissions will receive detailed professional analysis and review by experts, who will select four participating firms based on plan quality and investment potential. If selected, company representatives will receive intensive training and monitoring before and after the event.

"Our past four forums were instrumental in raising $11.5 million for participating firms," said Barry R. Sedlik, Edison’s manager of economic and business development. "We attribute the success of these forums to their ability to bring together interested investors with outstanding new companies in need of capital."

For an application to submit a business plan or for information about assistance with business plan creation, contact Rebecca Jones at 1-800-3-EDISON. A $150 application fee is required.

The California Venture Forum is a nonprofit organization composed of professional business executives who are dedicated to the success of entrepreneurial ventures in southern California. Founded in 1989, CVF conducts Special Investor Forums, along with other seminars and symposia, throughout the year to educate entrepreneurs and provide information about raising capital.

The Nov. 5 forum is sponsored by Edison, along with the South Coast Air Quality Management District, the California Manufacturing Technology Center, Claremont McKenna College and the Slavitt Ellington Group. For more information about this or other programs to help small businesses grow and prosper, contact Edison's economic and business development group at 1-800-3-EDISON.

**SAAbernadino Highland Redlands**

**The Colton Joint Unified School District is seeking applicants for a variety of certificated and classified positions.**

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**May not be combined with any other offers. Expires: 8/31/97**

**The California Venture Forum is a local non-profit community service dedicated to helping people solve their financial problems.**

- **First Time Homebuyer's Seminar** in August.
- **Consumer Credit Counseling Service (CCCS)** presents a special seminar for First Time Homebuyers. This valuable seminar will be held on Saturday, August 23rd, at 1:00 p.m. at the CCCS Headquarters office located at 6370 Magnolia Avenue, 2nd Floor in Riverside. There is a small administrative fee for this seminar, and seating is on a first come, basis. Consumers Credit Counseling Service is a non-profit community service providing free credit and debt counseling, debt repayment plans, and financial education to the public. Call 1-800-WISE PLAN for more information.

**Consumer Credit Counseling Service**

- 2 WHOLE CHICKENS, CHOICE OF 2 CORN TORTILLAS OR 2 CORN TORTILLAS & 1 FL. OZ. HOT SALSA OR MILD SALSA

**May not be combined with any other offers. Expires: 8/31/97**

**SACBernardino Highland Redlands**

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Inland Empire Hispanic News

Frazee Community Center to add new medical clinic to its services - From Page 1

Councilwoman Rita Arias, the City’s Economic Development Department has allocated funds to purchase modules with community development block grants.

In turn, Loma Linda University Medical Center, with the help of Dr. Richard Hart, will be able to staff doctors and medical personnel to operate the clinic. Community Hospital of San Bernardino will also provide in-kind services.

“We are pleased to be able to eventually extend a full service medical facility to the people who are the greatest in need,” said Wallace.

Frazee Community Center (FCC), is named for William and Cecile Frazee, members of St. Stephens Methodist Church, who were concerned about those in need in San Bernardino and established remedial and tutorial services for ESL students in 1947.

The need for extended services grew and necessitated FCC to become incorporated in 1965 in order to facilitate services to meet greater needs of the community in the area.

FCC provided basic emergency services for low-income families, homeless, veterans and senior citizens. In 1981, FCC opened a soup kitchen. This year FCC has served 89,986 meals and 91,176 bag lunches!

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“The biggest thrill and dedication is the yearlong preparation by our volunteers to provide food for the Thanksgiving and Christmas Holiday baskets. We gave away 2,489 food baskets to families in need during the holiday seasons,” Wallace stated.

In 1993, FCC acquired two four-plex apartments for transitional apartments through HOME funds. In 1996, FCC additionally acquired another four-plex apartment and other properties adjacent to the service center.

The transitional apartments provide housing for families wanting to finish school, find employment or continue training in specific occupations.

FCC has received clients covering 5,840 shelter nights.

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Since FCC was founded, the facility and its diversity of services operate with few employees and numerous volunteers. “The network of generous and compassionate volunteers, dedicated staff and the board of directors enables us to have a support system which is able to provide for the hungry, the homeless and those who need a helping hand at the right time. We are proud of our accomplishments,” Wallace said.

Wallace said that 468 persons have volunteered 23,113 hours for the year!

One of FCC’s outstanding volunteer is Myrtle Ross, 85 years young. Ross arrives at the Center at 6:00 AM to begin cooking for approximately 150 to 200 hungry persons that will show up for a lunch at 12:00 noon!

Ross helps set the tables and daily greets the men, mothers and children who will probably receive their only meal of the day. After each meal, Ross takes up the rest of the day visiting the sick.

A widow, she visited her son in San Bernardino in 1980, found a home for herself and stayed. She is a very active member of the New Hope Missionary Baptist Church. Ross is the mother of 11 children, grandmother of 64 and great-grandmother of 30!

“Gretchen Mellon has volunteered as bookkeeper for 15 years and currently is the assistant director (and still bookkeeper). Dr. Juanita Scott, one of the most active individuals in San Bernardino, is chairman of the board of directors. Scott from FCC on a daily basis and helps in whatever task is needed to be accomplished.

Scott said, “Frazee Center is a service agency that truly helps the people who have the greatest need. Frazee provides the basics for many individuals and the greatest service for those young children who deserve the best and are without”.

Celebrity Golf Tourney

The Jurupa Lions Club is sponsoring a Boxing Celebrity Golf Tournament at the Jurupa Hills Country Club on August 8, with registration at 8:00 AM. $50, includes green fees, golf cart, refreshments, contests, awards, and opportunity to play with world class honer. Call Armando Mullan at (909) 781-8409, mailbox #3. Limited to 144 golfers. Proceeds to Jurupa Lions Club.

Ortiz, Hispanic Caucus Task Force Meet with Disney

Washington, D.C. - Congressman Solomon P. Ortiz, chairman of the congressional Hispanic Caucus Task Force on the Arts and Entertainment, joined by Congresswoman Lucille Roybal-Allard (D-CA), also a member of the Task Force, met with representatives of the Disney Entertainment company to discuss the status of Hispanics in the entertainment industry.

Felix Sanchez, the Executive Director of the National Hispanic Foundation of the Arts (an institute recently formed by Jimmy Smits to promote Hispanics in the entertainment industry) joined the Task Force in meeting with William J. Wilkinson, Disney Senior vice President of Human Resources, and Richard Bates, Disney Vice President for government Relations.

“An entertainment company, we know Disney must be terribly interested in continually broadening their consumer base,” Ortiz said. Every entertainment industry company must be very anxious to invest in a wider market. The Hispanic community is the fastest growing minority in the U.S. All the statistics we’ve seen show that by 2025, Hispanics will constitute ONE QUARTER of the U.S. population.”

“The purpose of the meeting was to begin a dialogue with the entertainment industry on the status of Hispanics in the film, TV and music industries - on both the production and talent sides,” Ortiz said. “We want to work with industry to build better gateways for Hispanic employment in entertainment. This is, after all, an educational process on both our parts. Companies like Disney who are interested in diversifying their work force are learning about new ways to bring Hispanics and other minorities into their company’s production side. Both the Task Force and the Foundation are interested in learning about the process within the industry in order to network with persons in the Hispanic community who are interested in entertainment careers.

“I was pleased to hear that Disney does have outreach efforts to the Hispanic community through internships and other apprenticeships,” Ortiz continued. “The Disney representatives stressed their interest in forging new partnerships to create gateways into the entertainment industry for Hispanics. They have been aware for some time that to do so is in their best business interest. They were very receptive to our dialogue, and I look forward to continuing our relationship.”

Volunteers Flo Dennison, left, Myrtle Ross, center, and Pete Buser help serve meals on a daily basis at the Frazee Community Center