December 10th 1997

Hispanic News

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Harris' Department Stores change leadership and pledge improvements in service, merchandise, and community relations

Jorge Pont, newly assigned executive to El Corte Ingles' Madrid office, wishes Harris' Department Store's new president and corporate executive officer Leo Del Nogal the best of luck in his new appointment.

Mr. Jorge Pont, appointed president and chief executive officer of Harris' Department Stores chain in 1981 by El Corte Ingles-parent company, has been promoted to direct an international expansion program based in Madrid, however, he will continue to be on Harris' board of directors. Leo Del Nogal was appointed to replace Pont as president and chief executive officer.

Pont has a long and distinguished 34 year career with El Corte Ingles. Appointed in 1965 as vice president-information systems, and later included marketing and research, he was instrumental in implementing up-to-date information systems compatible with the growth of the parent company and its subsidiaries. In 1967, Pont was appointed regional vice president for the Barcelona area.

He received a degree in law and business from the University of Barcelona and taught law at that institution until 1965. "My 16 years with the Harris' Department Stores have been a tremendous experience, especially working with a very good team. We have expanded our outlets to the present nine stores. Each store has a different clientele and we have designed

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Feast of Our Lady of Guadalupe

Every December, Hispanic Catholics throughout North, Central and South America pay special tribute to Mary, Mother of Christ, by celebrating the Feast of Our Lady of Guadalupe, ... the beginning of preparation for Christmas. The Virgin Mary is honored as LA REYNA DE MEXICO, LA ESPERANZA DE LAS AMERICAS...

Why this adulation? How did this special bond come about?

The year was 1531 and 39 years prior to that date, Columbus had discovered the "new world", planting the flag of Spain and the Cross of Christ in America. Since that time, the proud Aztec nation, conquered by the sword of Hernando Cortes, had been suffering under an oppressive system. Their spiritual world, their temples, and their way of life, had been destroyed. To the Aztecs, it seemed as though hope was lost.

On December 12, the Virgin Mary appeared to Juan Diego, a very poor

Continued on back page
LETTER TO THE EDITOR - Welfare Reform: Are we up to the challenge?

The people of the United States, business, education, government, and especially California, face the remarkable challenge of moving millions of people from public assistance (welfare) to work. On May 16, 1997, the Wall Street Journal printed that the United States had 11,359,522 Welfare recipients. California represents 20 percent of the nation's total with 2,336,238 individuals, of which 1,628,985 are children, who receive public assistance (June 1997, California Department of Social Services). Welfare recipients in New York and Texas combined represent another 15 percent of the entire sum. The Inland Valley Daily Bulletin reported on June 4, 1997, that 18.95 percent of the 1,598,358 residents who reside in San Bernardino County are on public assistance. In the West End, 29.1 percent of Fontana's recipients receive help, followed by Ontario with 20.9 percent and Montclair with 20.3 percent.

To help mostly widowed or abandoned mothers, a Board of Charities was created in 1903. Little welfare modification occurred until 1930 when Aid to Families with Dependent Children (AFDC) was established. During the next sixty years, government made slight revisions to the assistance program, although the country's societal expectations and conditions had dramatically changed. Last year on August 1996, President Clinton signed the Personal Responsibility and Work Opportunities Reconciliation Act. This act replaced the terminated AFDC as 'the federal entitlement to welfare and repealed most federally prescribed eligibility requirements. TANF gives states broader flexibility to design replacement programs and authorizes a work participation expectation in which specified percentages of families must take part in work activities, or the states will face severe financial sanctions.

The new California welfare reform program drafted by Assembly Bill 1542 and signed by Governor Wilson is known as CalWORKS, California's Work Opportunities and Responsibilities to Kids. CalWORKS is expected to take 600,000 Californians off public assistance over the next three years. When the Personal Responsibility and Work Opportunity Reconciliation Act was enacted, both Congress and the President looked to the country's community colleges to play a major active role in making welfare reform successful.

Sixteen million dollars of federal funds was allocated to California's community colleges. This federal money is to be employed in the development of plans to meet both the needs of employers and the educational and training requirements of those receiving assistance.

In this year's budget, Governor Wilson transferred sixty-five million dollars of California's Prop 98 funds to the colleges to redesign curriculum, provide job placement, work study, and child care, for those on assistance.

Sixty-five million dollars may seem a substantial amount of money targeted to help welfare recipients. However, one only needs to assess the 1.2 billion dollars spent yearly in San Bernardino County to help the 302,908 residents on public assistance against the community colleges' funding in the welfare reduction effort. If the six San Bernardino County community colleges are successful in reducing 10 percent annually of the 1.2 billion dollars currently spent on welfare, the results for the county would be a reduction of twelve million dollars. Although a 10 percent decrease in the overall money disbursed would probably not meet the reduction quotas required by legislation, the percentage is used to show the importance and the crucial impact that a partnership of community colleges and others can make in the endeavor. Nevertheless, the immense effort that welfare will have, leaves many unanswered questions and unresolved issues such as:

Where will the 600,000 new jobs in California be found?
Where is the funding for the community colleges to hire faculty and staff to meet the expected increase in students?
Will any state and county employee be displaced if welfare reform is successful?
Where will high school and college students get their work experience if all of the available jobs are filled?
Will there be enough child care facilities available to handle the increased load?
Will employers be willing to pay for medical insurance?
Will the end of welfare benefits raise demands on local general relief?

The answer to these important questions can only come from those charged with the responsibility of making welfare work. Each agency, recipient, and participant in the process must collaborate and cooperate to develop appropriate policies that are most fair, humane, and cost efficient. The people of America, California, and San Bernardino County have an extraordinary opportunity to make things better, and above all, allow those, who have not the opportunity to participate fully, realize their American dream. We have a tremendous potential before us and together we will succeed.

Gloria Negrete McLeod

Inland Empire Hispanic News
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Editorial Wednesday, December 10, 1997
Thanksgiving at Burbank School

Frank Dominguez of Vanir Development, Inc. is pictured here holding a box of groceries for a Burbank family with (L-R) Lawrence Neigel, school board member, Emmanuel Rodriguez, parent, Frank Dominguez, Susan Vargas, principal of Burbank Elementary, and Rosalie Lara, parent. A former Burbank student, Dominguez provided groceries for 265 Burbank Elementary families during Thanksgiving week. As their school sponsor he has been donating groceries to Burbank School for Thanksgiving since the late 1980s.

Southern California Edison grants $3,000 to Sinfonia Mexicana's Children's Mariachi Group

The Sinfonia Mexicana Society's Children's Mariachi Orchestra was the recipient of a $3,000 grant presented by Southern California Edison. Pictured above (L to R) at a pre-concert reception at the California Theatre are Assemblyman Joe Baca, who solicited the grant, Loti Herz, president of the Sinfonia Mexicana Society and Ray Gonzalez, Regional Director, presenting the grant on behalf of SCE. President Herz, also a trustee on the Rialto School District, was instrumental in initiating the Children's Mariachi Orchestra at Kelly Elementary School in Rialto.

Crafton Hills College Hispanic Heritage Display

Crafton Hills College's (CHC) MECHA organization utilized the CHC Library display case for a month to feature various artifacts and historical data highlighting the history of Hispanic culture. Pictured next to the display are, left to right, MECHA members Misti Judd of Redlands, Linda Betancourt Of Redlands, and CHC MECHA President Fermin Ramirez of Yucaipa. The display was set up in recognition of Hispanic Heritage Month at the community college, located in Yucaipa.

Don't let a needy child go without a gift this Christmas. Support our community toy drives with a gift for a needy child at Christmas!

La familia de cervezas Budweiser te desea una feliz Navidad, y se usa al gusto de preservar en las nuevas generaciones toda la tradición de estas fiestas. ¡Felicitades!

ANHEUSER - BUSCH SALES COMPANY
San Bernardino - Riverside
New ESL Course on Television, ESL 930 "Crossroads Cafe"

The English Department and the Distance Education Program of San Bernardino Valley College are presenting a new telecourse that will be offered this coming Spring Semester 1998. In keeping with the goal of expanding access, providing greater flexibility to students, and serving the broadest spectrum of the local community, San Bernardino Valley College is announcing the airing of a new English class, "Crossroads Cafe," on KVCV TV.

"Crossroads Cafe" is an English class prepared specifically for students who need to learn to speak, understand, read and write English. What makes it particularly exciting is that San Bernardino Valley College has never before offered such a class on television. This means that nonnative English learners who have for whatever reasons been unable to attend school or classes to learn English can now receive English language instruction by simply turning on their television set at home. This telecourse will now make it possible for students with transportation problems, who cannot afford child care, with irregular work schedules, or with hesitation or apprehension about entering classes with younger students to study English.

"Crossroads Cafe" teaches the important aspects of language learning in an appealing and entertaining manner. Students will be following the story of a small group of hardworking people whose lives come together at a restaurant called Crossroads Cafe. Viewing the programs, students will learn, for example, how to give and get personal information, along with expanding vocabulary. Besides listening and viewing, students will be writing and reading in texts developed specifically for "Crossroads Cafe." The people in the story come from different countries, and, like many immigrants in the United States, experience failure and success along with sadness and joy. These experiences, as students will learn through "Crossroads Cafe," are not simply a matter of knowing the language, but also understanding the North American culture.

Students wanting to enroll in the class should follow these steps:
1. Go to the San Bernardino Valley College Bookstore and pick up a free copy of the Spring 1998 Class Schedule.
2. Fill out the Admission Application found on page 5 of the Spring 1998 Class Schedule.
3. Take the Admission Application to Admissions Office in Room 106 of the Administration Building.
4. Make an appointment to take the ESL Placement Test.
5. Select your class: ESL 930, Reference Number 6098, Section 04.
6. Calculate your fees.
7. Pay your fees using the Fee Payment Coupon found on Page 13 of the Spring 1998 Class Schedule.

Students wanting to enroll in ESL 930 "Crossroads Cafe" should make plans to register as soon as possible. This telecourse will be starting on Saturday, January 3, 1998. Although students will not be attending classes on a weekly basis, there are five obligatory class meetings. The first one, which is the most important because it will present students with a very helpful orientation, will take place on Saturday, January 3, 1998, from 9:00 a.m. to 12:00 noon. Should students have any questions or want further information, they can call the following college numbers: 888-6511 Ext. 1548, 888-6511 Ext. 113 1, and 888-6511 Ext. 1153.

Marketin Management Program Debuts at UCR Extension

The ability to competitively market products and services is increasingly critical in today's global marketplace. The University of California Riverside classes with younger students to study English, market research, consumer behavior, strategic marketing, advertising and promotion, direct and electronic marketing, managing customer satisfaction/service, and global marketing.

The program is designed for persons in business, government, nonprofit and health care organizations, service organizations, and other professional fields. The first class, Essentials of Contemporary Marketing, begins January 14 at the UCR Extension Center in Riverside.

For more information or a brochure, call (909) 787-4111, x1600, or send e-mail to kcrig@ucr.ucr.edu.

IRS Problem Solving Day

Coming to Inland Empire

Inland Empire taxpayers are invited to IRS Problem Solving Day on Wednesday, December 17, 1997, from 8 a.m. to 8 p.m. at the IRS office located at 1040 Iowa Avenue, in Riverside.

Taxpayers who have experienced ongoing tax problems will have an opportunity to meet one-on-one with IRS employees to discuss their cases.

"We want taxpayers to understand that Problem Solving Day is their opportunity to meet with us and discuss their long standing tax problems," said Southern California District Director Marilyn Soulsburg.

To schedule an appointment, interested taxpayers should call (909) 276-6801 or (714) 360-2178, Monday through Friday, 8 a.m. to 4:30 p.m.

Senator Ayala Announces Opportunities for College Grads in Senate Associates program

State Senator Ruben S. Ayala (D-Chino) has announced the availability of applications for the 1998-99 California State Senate Associates Program.

The State Senate Associates Program provides college graduates the opportunity to become full-time staff members in a Senator's office or in a Senator's Capitol Office for 11 months. Associates also interact with and participate in academic seminars with senators, senior staff members, journalists, lobbyists, and state government officials for which they receive 12 graduate credits from California State University, Sacramento.

The academic composition consists of two graduate seminars taught by faculty from the Government Department of California State University, Sacramento. The first semester is designed to acquaint incoming fellows with legislative procedure and policy issues. A subsequent seminar offers an opportunity for Associates to prepare written projects and oral presentations on their experiences and issues of concern.

Associates are paid a stipend of $1,707 per month, and are also provided with health and dental benefits. "The Associates Program offers an excellent opportunity to gain firsthand knowledge of the legislative process," said Senator Ayala. "Whether your careers goals are in the public or private sector, the program provides unique and valuable training," Ayala said.

Anyone who will graduate from college by June 1998 may apply. There is no prerequisite major, nor is there a need to be a recent graduate. Associates are expected to have a strong interest in public policy and politics, but prior legislative experience is not required.

Applications are accepted after an initial screening and a process of panel review. Selection criteria include academic background, grade point average, employment history, and policy initiative, flexibility, an analytical skills.

Those interested may obtain applications from the district office of Senator Ruben S. Ayala, 9620 Center Ave., Suite 100, Rancho Cucamonga, CA 91730 at (909) 466-6882, or by calling the Senate Associates Program in Sacramento at (916) 278-7881. The deadline for submitting completed applications is February 18, 1998.

Christmas Toy Drive

The Forrest Fund, Inland Empire Hispanic Chamber of Commerce and Kiwanis Club of Greater San Bernardino are joining forces in a cooperative Christmas Toy Drive for the children of the Inland Empire.

"We are concentrating our efforts to bring a smile to every young child in the area by giving a gift which they would not otherwise have for this greatest of celebration in our Christian world," said David Muñoz, IEHCC director.

The two service organizations and civic-oriented business will have an Open House Mixer and Toy Drive on December 14, 1997, at the Forrest Fund, 375 W. Seventh Street, San Bernardino, from 10:00 AM to 3:00 PM.

The admission to the Mixer and Toy Drive is an unraveled toy. To RSVP call the IEHCC at (909) 888-2188.

The toys will be distribute at the Placita Park, Mt. Vernon and Seventh Street on Sunday, December 21, 1997, between the hours of 12:00 and 4:00 PM.
The Catholic War Veterans installed new officers at their recent 51st Annual Installation. Pictured above, (L to R) are Mario Montecino, Installing Officer of the day, newly-elected Commander Frank Romero, Sally Fierro, newly-elected Auxiliary President and Pete Martinez, Installing Officer.

The Catholic War Veterans Post 762, a group of Catholic veterans organized after World War 11, held their 51st Annual Installation of Post and Auxiliary Officers at the Knights of Columbus Hall in Colton on November 15.

New Post officers are Frank Romero, Commander, Tony Montoya, 1st Vice Commander, Earl Dwan, 2nd Vice Commander, Mario Montoya, 3rd Vice Commander and Adjutant, Art Razo, Treasurer, Joe Fierro, Welfare, John Nava, Officer of the Day, Judge Advocate Edward Botello, Trustees: John Nava, Tony Lemus and Ralph Gonzales.

New Auxiliary Officers are Sally Fierro, President, Alice Contreras, 1st Vice President, Rosie Salas, 2nd Vice President, Christine Granado, 3rd Vice President, Helen Razo, Adjutant and Treasurer, Virginia Garcia, Welfare, Julie Ally, Historian, Lovie Sanchez, Chaplain Officer and Trustee, Rosie Salas and Lucy Zamora, Trustees.

The Catholic War Veterans Post 762 was started in May, 1946 with returning veterans primarily living in the Westside of San Bernardino and specifically, members of Our Lady of Guadalupe Church.

In 1996, the Post celebrated their 50th anniversary with a commemorative ceremony, with visitations from members of the original charter.

Since its origin, the Post, its members and the Auxiliary have been actively involved with youth programs, distributing food baskets on holidays, scholarships and general service to the community, with a strong advocacy on veterans rights.

Veterans seeking information regarding the Catholic War Veterans or wishing to join the veterans group may call Commander Frank Romero at (909) 875-2324 or Pete Martinez at (909) 883-6978.

The Catholic War Veterans Post 762 held their 51st Annual Installation Dinner at the Knights of Columbus Hall, Colton, on November 15. Pictured above are newly-elected Post and Auxiliary officers.

NEXT ISSUE: INLAND EMPIRE HISPANIC NEWS

Due to the Christmas Holiday, the next issue of Hispanic News, dated December 24, will be published on Monday, December 22.
President of Hispanic Association of Colleges and Universities speaks to I.E. Hispanic Leaders

Dr. Antonio Flores, President of the Hispanic Association of Colleges and Universities (HACU), was greeted by seventy-five Inland Empire Hispanic leaders representing education, business and government at a reception on December 5, sponsored by the Arrowhead Credit Union at its corporate offices.

- Introduced by Frank Reyes, Assistant to the Chancellor, San Bernardino Community College District, Dr. Flores spoke on the previous achievements that have been accomplished by HACU.

"Since its inception 11 years ago, HACU has brought the issues of higher education of our Hispanic students to the attention of education administrators at the highest level in our nation," he said.

He spoke on the struggles to overcome the many challenges that are prevalent in our society that prevent Hispanics to achieve a level of equity in the business and professional fields, but mainly in the area of higher education.

HACU is a national organization established in 1986 to represent Hispanic-Serving Institutions (HSI), where Hispanic students constitute a minimum of 25 percent of the total enrollment at either the graduate or undergraduate level.

Currently, HACU represents over 160 HSI members and 64 associate members, those institutions of higher learning whose Hispanic students fall below the 25 percent to qualify as HSIS.

At HACU's recent 11th Annual Conference in San Antonio, the issues of years past came to light in educational opportunity and cultural affirmation. "One issue is the K-12 dropout rate for Hispanic students," stated Flores. "That rate has remained constant since 1979, and the number of victims are twice as high."

Dr. Antonio Flores, President of the Hispanic Association of Colleges and Universities, was the guest of honor and speaker at a reception sponsored by the Arrowhead Credit Union, attended by 75 education, business and government leaders. Michigan Higher Education Assistance Authority and Michigan Higher Education Student Loan Authority.

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If you've put off hiring a house cleaning service because you didn't want a stranger in your home, maybe it's time to meet...
Inland Empire Hispanic News

Wednesday, December 10, 1997

Employment Services Specialist
$2224 to $2843 approx. monthly salary

Employment Services Specialist Trainee
$1834 to $2336 approx. monthly salary

The Jobs and Employment Services Department is recruiting for positions that provide services to participants in the County’s GAIN and JTPA programs. The positions require Education: 30 semester (45 quarter) units of completed college coursework in English, math, publicbusiness adminis­

trators, behavioral/social science, education or a closely related field AND Experience: Trainee: One year of public contact experience which included

interpreting and applying government regulations (may substitute an addi­

tional 15 semester (23 quarter) units of qualifying coursework for the required

experience), Specialist: One year of experience which included job counsel­

ing, training or development for participants in a job training or employment

program; -or- One year of experience equivalent to an Employment Service

Technician in a GAIN/JOBS or JTPA program; -or- One year of experience

as a credentialed elementary, secondary or vocational instructor or school

counselor. Applications will be accepted continuously. Apply by 12-17-97 to

be considered for testing on 1-14-98. For applications contact.

San Bernardino County Human Resources
157 West Fifth Street
San Bernardino, CA 92415-0440
(909) 387-8304
EOE mi/l/d

NOTICE OF REQUEST FOR PROPOSAL

Notice is hereby given that proposals will be accepted by the South Coast Air Quality Management District, 21995 E. Copley Drive, Diamond Bar, CA 91765 for the following:

BID NO. TITLE CLOSING DATE CONTACT PERSON

RFQ 2014 Mobile Platforms for Continuous 01-02-98 2:00 p.m. Leticia De la O (909) 396-3520

The RFP’s may be obtained through the internet at:

http://www.aqmd.gov/rfp/

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

The AQMD hereby notifies all bidders in regard to this advertisement, that minority business enterprises will

be considered for testing on 1-14&15-98. For applications

Contact:

Mr. Brown
Purchasing Manager

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Phone/Fax (909) 798-7724

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Feast of Our Lady of Guadalupe - From page 1

Aztec Indian convert to the Catholic faith. She commanded Juan Diego to go to the bishop and inform him that a church be built for the Indians. She said, "I ardently desire that a temple be built for me so that I may show and give all my love, compassion, help and defense." Juan Diego went to the bishop and related the message of the Virgin Mary. However, the bishop did not believe Juan Diego, an Indian.

Juan Diego returned to the site where he originally met the Virgin Mary, pleading that she send a person more important than he to deliver the message. But the Virgin Mary told Juan that she had chosen him as her messenger and she commanded him to talk to the bishop, indicating that she would give Juan Diego a sign.

During midwinter, beautiful roses grew on the hillside and Mary instructed Juan Diego to pick the roses and fold them in his telma (an apron made of cactus fiber). He followed the instructions, believing that the roses would be the sign. He, again, went to the bishop and unfolded his telma to present the roses, and to the astonishment of everyone present, the image of the Virgin Mary appeared on the coarse garment.

On the garment were the features of the Virgin Mary as an Indian, with the same skin color as Juan Diego. Her head was looking downward in the Indian position of humility and her hands were folded. She wore a black band around her waist, indicating that she was with child. Following the apparition of the Virgin Mary on December 12, 1531, over 8 million Aztecs converted to the Catholic faith. It is said that upon viewing the telma, Aztecs understood that Mary was offering them, (the Indians) the gift of her son.

Today, the significance of this miracle still inspires many Hispanics. Frances Ayala of Our Immaculate Conception Church in Colton says: "I first heard of the Feast of Our Lady of Guadalupe, "is a very special day to all the Mexican people, because God sent his Mother to especially appear to the nation of Mexico. We feel chosen because she chose a timid man, the poorest of the poor."

This thought is echoed by Fred Nerio of Chino who feels the apparition was a sign to the poor people that "god still loves them." He says that it is a reminder to him that there is more to life then just accumulating material things, that there is a higher purpose.

Comparing the situation in Mexico in 1531 to Hispanic life today, Marco Gutierrez of Our Lady of Guadalupe Church in San Bernardino feels that the similarity is striking. The Indians were persecuted by the Spaniards, they were slaves. Marco explains, "now, I see the same thing. There is so much persecution in this world, even within our own race, between Latinos coming in and the ones already here. We have the same problems, history repeats itself and we don’t learn from it."

Fellow parishioner, Domitila Medina agrees saying that when she first came to California from Mexico, she was laughed at because she spoke a different kind of Spanish. "I was a housewife and had no time to go to school. I had to learn English by myself." Working hard to keep the message of unity and hope alive, Marco and Domitila are participating in their church’s annual celebration of the Feast of Our Lady of Guadalupe. Preceding the celebration on December 12, there is a schedule of events in each parish where the Holy Sacrament is placed in a different home each day and special prayers and blessings are recited, which is called a novena. Culminating the novenas on December 12, the Holy Sacrament is carried to the church where a Mass is celebrated. Thereafter follows the fiestas with music, Indian dances, children partici-