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...

Continued on page 6

Feast of Our Lady of Guadalupe

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...
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 1,399,222 welfare recipients. California represents 21 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 residents 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 which replaced the terminated AFDC as the federal entitlement to welfare and repealed most federally prescribed eligibility requirements. TANF (Temporary Assistance for Needy Families) 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 1342 and signed by Governor Wilson, 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 effect 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 reform 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

500,000 People Made Valley College Their First Choice

Now It's YOUR Turn!

More than a half-million students have filled the classrooms and walked the halls of San Bernardino Valley College over the last seven decades. In two years, or less, you too can earn a certificate for immediate employment or complete your first two years of undergraduate course work to transfer to a 4-year college or university. It costs you only $13 per unit. It makes dollars and sense to choose SBVC. Spring Classes begin January 26.
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.

Crafton Hills College Hispanic Heritage Display—Students in 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.

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.

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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. ¡Felicidades!

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San Bernardino - Riverside
the author: The ability to competitively market products and services is increasingly important to gaining firsthand knowledge of the legislative process. 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 pre- ferred 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. Associates candidates are selected after an initial screening and a process of panel review. Selection criteria include academic background, grade point average, employment history, and depth of community and civic activities. Qualifications for prospective Associates includes exceptional communication and organizational skills, 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) 341-4780. The deadline for submitting completed applications is February 18, 1998.
Author, Novelist, Lecturer Carlos Fuentes speaks in Riverside

Carlos Fuentes, one of Latin America's most distinguished authors and novelists, spoke before a capacity-filled Riverside Community College's Landis Auditorium. The audience, composed of students and adults, gave Fuentes several standing ovations prior to finalizing his speech "The United States and Mexico Sharing a Border."

Fuentes lecture was cosponsored by RCC, UCR, California Baptist College and La Sierra University, and is the first in a series of cultural events planned by the four Riverside educational institutions.

Born in Panama in 1928, the son of a Mexican diplomat, Fuentes spent his early years in the United States, Chile and Argentina. He attended college in Mexico, studied law at the School of Law, National University of Mexico and the Institutes Hautes Etudes Internationales in Geneva.

One of his books, "The Buried Mirror" is a classic in Hispanic culture and is a main resource at the college level. Other works include the spy thriller, "The Hydra Head", "Terra Nostra", a world dream histories of the Spanish-speaking world, a novel, "Old Gringo" a best seller in the United States, which was made into a movie, and "Diana, The Goddess Who Hunts Alone," and "The Crystal Frontier," at which he

Children's Fund needs your help in getting "Toys For Tots" for Christmas 1997

This vignette is of an actual family that had a joy filled Christmas last year due to generous donors in our community. This moving story came back to us through one of our diligent and hardworking social workers. YOU can be a part of this project in 1997: "As I pulled into the driveway of the home where I was delivering the gifts donated through Children's Fund, the mother and father met me at the car. Mother was hugging herself against the cold, but eager to show me that she had recently been given a coat through her church. I opened the back of the van, revealing the huge boxes of gifts from Children's Fund adopt-a-family sponsor. Both parents stood speechless. In the gathering dark, I was touched by the mother's tearful response, "For us! Everything!" As the father helped me to unload the gifts, I thought I saw faces pressed near and again to the front window, though the parents had warned the children not to peek. Mother hurried across the street to ask the neighbor to hold the gifts for the children, so they would believe Santa had brought them, rather than risk having the children find them before Christmas..."

You too, can make a difference by joining in the 9th Annual Celebration of Giving sponsored by Children's Fund and the US Marine Corp. Reserves

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
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.

"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 (HSIs), 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."

President of Hispanic Association of Colleges and Universities speaks to I.E. Hispanic Leaders

Programs and opportunities for Hispanics to achieve a level of equity in the business and professional fields are widespread, but mainly in the area of higher education.

Hispanic-Americans have the potential to lead America into a new millennium of greatness and prosperity, but their voices must be heard and heard soon.

"We must continue to exert our influence at the highest national level to have those institutions of higher learning be able to provide the best learning environment for our Hispanic students," he stated.

Flores has a BS in Business Administration and BA in elementary education from the Universidad de Guadalajara and Normal Regional, Mexico, respectively, a MA in Counseling and Personnel from the Western Michigan University and Ph.D. in Higher Education Administration from the University of Michigan.

Flores has extensive professional experience in higher education in the areas of teaching, public service and research. He served as director of support services and programs for the parent company has allocated 23 million dollars to "retrofit" its merchandising and operation strategies and turn the department store around into a profit margin.

We plan to boost sales by closely matching the inventory of each store to the styles sought by clients in each of the nine stores that we serve," he stated.

Del Nogal stated in an interview that the parent company has allocated 23 million dollars to "retrofit" its merchandising and operation strategies and turn the department store around into a profit margin.

"We plan to boost sales by closely matching the inventory of each store to the styles sought by clients in each of the nine stores that we serve," he stated.

Del Nogal, Harris' new president and CEO, is an economist, and earned an MA in microeconomics from the University of Madrid. Employed by El Corte Ingles in 1972, he has wide experience in systems and procedures, expense control and management.

Appointed as vice president for operations at Harris' in 1981, he later became involved in merchandising.

Harris was founded by brothers Herman, Philip and Arthur in 1905 and grew rapidly to become the foremost department store in the Inland Empire. The influence and prestige with the growth was instrumental in the development of branch stores in Redlands, Riverside and Hemet.

In 1981, Harris' became part of the El Corte Ingles, which then and now, is the largest retail store in Spain, and includes diversified businesses, both in Spain and the United States. Currently, there are eight stores throughout Southern California.

Within the last five years, Harris has recognized the diversified communities within each store's location and has extended its community relations programs to include cultural and ethnic related programs.

"We are cognizant of our total communities and have consistently appreciated the diversity of all our clients. We will continue to have a close relationship with the community and its citizens," said Del Nogal.

The Inland Empire Hispanic News congratulates Mr. Jorge Pont on his new assignment and wishes him the best of luck in his new endeavor. IEHN is appreciative of the cooperative spirit that Mr. Pont exhibited with the community during his tenure as president of Harris' Department Store.

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

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- Competitive Salaries
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Call the District Job Line for current openings:
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Due to the Christmas Holiday, the next issue of Hispanic News dated December 24 will be published on Monday, December 22.

San Bernardino County Human Resources

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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 2013 Ambient Carbon Monoxide (CO) Samplers 01-02-98 2:00 p.m. Leticia De La O (909) 396-3520
RFQ 2014 Ground Platforms for Continuous Ambient Carbonyl Sarnplers 01-02-98 2:00 p.m. Leticia De La O (909) 396-3520
RFP 2014 Toxic Air Monitoring
The RFPs 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 afforded full opportunity to bid responses to the invitation. Moreover, the AQMD will not discriminate against bidders on the basis of race, color, religion, sex, marital status, national origin, age, veterans status or handicap. The AQMD also encourages joint ventures and subcontracting with MBE/WBE/DVBE's.

Mark C. Riccio
Purchasing Manager

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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 telling her that the bishop ignored her message and 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 that 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 life after 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-