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Hispanic News

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San Bernardino City Mayor Judith Valles: One Year Later

City of San Bernardino Mayor Judith Valles is celebrating her first anniversary as the highest elective official in the city. Valles is the first Hispanic to be elected mayor in the history of San Bernardino.

Valles, winning a landslide victory (61.9%) on February 4, 1998, was sworn in on March 2, 1998, and was followed with a gigantic celebration for the first Hispanic mayor in the history of San Bernardino.

March, 1999 is the first year's anniversary for the retired college administrator, college president, college trustee and (premier) mayor. How has Mayor Valles fared in her first year in a high profile and political office?

Valles first statement in an interview with IEHN, "this has been a tremendously fast year for me, for my family and my city hall family," she said with a half smile.

"Many of the goals that I proposed in my campaign have been achieved. I promised a collaboration of every neighborhood group in the city, visiting and networking with them to get a good feel as to their concerns. I have done that and I am continuing that practice.

"We organize neighborhood clusters and business associations throughout the city and working with the city departments, the city gets a good cleaning. We are very proud of that accomplishment and making our neighborhoods attractive, as they should be. This is an ongoing process," she said.

One of Valles initial goals was to meet with each department head, getting acquainted with their respective administrative functions and relationships with other departments. "I wanted to see goals and objectives for each department and at present, each department has goals and objectives, or are in the process of having them," she stated.

After receiving complaints by citizens and builders, Valles was able to consolidate the planning and building services into a "one stop" approach which, she indicated, will expedite the process of providing more prompt services to the public. The new department is renamed Development Services.

One of the mayor's immediate actions was to review the Economic Development Agency, its operations and fiscal health. The agency director resigned after the mayor was sworn in. Mayor Valles ran the EDA for several months to implement her reorganization plan while searching for a new director.

Since then, a new director, Gary Van Osdel, has been appointed to head the agency. Recently, Van Osdel has made strong recommendations regarding fiscal policies, new business policies and primarily to evaluate the fiscal climate.

He recently stated that the EDA was in very acute financial difficulties and recommended several options, including increasing the agency's reserves and transferring costs to the city. The secondary option recommended was the reorganization of the agency and readjusting its functions.

In terms of new businesses, retention of jobs and expansion of existing businesses, Valles stated that 3200 jobs have been created or retained. According to a report by EDA, major industries and businesses included San Bernardino Aerospace, IRS, Robinson's May, GE Mortgage and Costco have been either retained, expanded or are new.

The city budget for the forthcoming fiscal year is forecasted for a major deficit. Valles said that a budget crunch will mandate the critical review of city services, establishing service priorities and seeking revenue sources.

Valles pointed to the decline in crime for the city in the past year (1998), according to FBI reports, major crime categories were reduced by 15.2%. She also stated that the State Peace Officer Standards Training (POST) has awarded the police department's Leadership Training and Community Policing Program as recipient of the Governor's Award for Excellence in Peace Officer Training in the Organizational Achievement category.

A major project Valles initiated was the Empowerment Zone/Enterprise Community Designation, incorporating a business advisory task force of businesspersons, professionals, educators and urban planning experts. The resultant product was a two-inch thick application to the Department of Housing and Urban Development for designation of the City of San Bernardino as an empowerment zone. The application was not selected, and a reevaluation and update of the application is in the offing for reaplication.

The Mount Vernon area has been deteriorating since the I-215 was built, resulting in a divided city, rerouting freeway traffic into the central city area and a gradual decline of businesses and to a lesser extent lack of housing rehabilitation.

The Mount Vernon Corridor Redevelopment Project, initiated by Esther Estrada in her first councilmanic tenure, received low priority by then, Councilman Edward Negrete and consequently, business activities further declined, eroding the total area. Valles and Estrada have placed a priority for the area, including the reactivation of the Project Committee.

Future improvements in the Westend are the Santa Fe Depot, declared a historic site and slated for rehabilitation. The Mount Vernon overpass is to be widened due to increased traffic at the huge Santa Fe transportation facility. Anita's Foods is planning an expansion of its plant and an increase of its employment force.

A major step in the coordination of city services is the appointment of Nick Gonzalez as community liaison. Gonzalez meets with community groups and individuals, identifying areas where improvements can be made.

In addition to a mayor's staff under the administration of Chief of Staff Terri Rubi, Valles appointed June Durr as Marketing and Public Affairs Officer. "We have a city-wide marketing team to collectively work on the city's image and business/trade development. We are

Continued on page 3

A group of residents in the Westside of San Bernardino discuss concerns with Mayor Judith Valles at the Villasenor Library.
Marketing Hispanic Power: What’s Next? Where do we go from here?

By Ray Quinto, a special editorial for the Inland Empire Hispanic News

A Role Rotary for Business Leaders - They decide whom to hire, promote and fire. They decide whether people will have full or part time jobs. In a sense business leaders are at the core of the economy. government and political communities are at best the referees. These are looming responsibilities of Hispanic leaders...

John Husing, Economist

Not so long ago, the Hispanic community was struggling for a meaningful identity, better jobs to realize the American dream. Intent on making a difference 'maestra gente' continues to work hard, finally beginning to peep out beyond the struggles and experienced just to provide basic needs (food, shelter and security) for their families. Hispanics across the land now realize and know that better educated is to succeed. A good education is the key!

Remembering back, education was not a priority in our community. It was also a time when the rest of society and it's governing hierarchy did not pay to the Hispanic community, except to comment that they should go back where they came from.

Regrettably, it was a time when Hispanics felt like second class citizens in their own land. Are we better off today? Are we of the same and equal standing as others in American society? You bet! Education and involvement in their own land. Are we better off today? Are we poised and ready to inherit the Hispanic community in many areas. The majority of California Hispanics (7.7 million) reside in the eight counties that make up Southern California (Santa Barbara, Ventura, Los Angeles, San Bernardino, Riverside, Imperial and San Diego Counties), collectively, the national spending power of Hispanics is in excess of $1.78 billion dollars annually, the majority spending power being in California.

Increasing demographics (the real numbers) have also gotten the attention of both the Democratic and Republican parties! Nationwide, Hispanics number 30 million, of which 10 million reside in the state of California. The future political successes across the United States surpassing African-Americans who today number 34 million. There is power in numbers!! What do we do to actualize and seize the opportunity?

At the local level, we note the success that Mayor Judith Valles has had in bringing together a culturally diverse mix of CEO's with business acumen, a council that will forge a new strategic plan for the city of San Bernardino. Clearly, power is not the table discussion of issues common to California and Mexico. Politically, we want policy changes that are inclusive of the needs of all people, including Hispanics. In the words of Lisa Navarette of the National Council of La Raza "We just don't want to be marketed as a powerful group, we want policy changes that are inclusive of the needs of all people, including Hispanics."

In the future, may we very well see Governor Bustamante heading a delegation to Mexico representing the best interests of California Hispanics; Mayor of Los Angeles Antonio Villaraigosa and Congressman Joe Baca are pleasing sounds to our ears! The future holds favor for the Hispanic community in many areas. Are we poised and ready to inherit the banner of leadership? Are we prepared to accept the responsibilities associated with providing that leadership. The answer is yes, but we must be involved!

Senator Joe Baca a leader in the California State Senate is committed to help lead the way for the Inland Empire Hispanic community, and across the state. He has 348 billion dollars annually, the excess of 348 billion dollars annually, the majority spending power being in California.

By the year 2010, Hispanics will be the largest identifiable group in the United States surpassing African-Americans who today number 34 million. There is power in numbers!! What do we do to actualize and seize the opportunity!

Continued on page 5
Rosa Marta Zarate, community and social activist, will be celebrating 25 years of songwriting and performing in a "Rosa Marta Señora del Canto Anniversary Concert" to be held on March 26 at the Riverside Community College Landis Auditorium. Prior to the Concert, Rosa Marta will be honored at the UCR Women’s Conference "99" to be held on March 6 at Parkview Hospital, Riverside.

The funds from the March 26 anniversary event will be utilized for the development and implementation of El Proyecto Calpulli, a major project for education, building resources and aid to the Spanish-speaking communities of the region and the Indigenous Communities in Chiapas, Mexico.

Cosponsoring the event with the Libreria del Pueblo is Riverside Community College MECHA and the National Catholic Conference on Human Development.

The tax deductible donation is $15 per person and $10 per student. Checks are to be made to: LDP/Calpulli, 890 N. Mt. Vernon Ave., San Bernardino, CA 92411. For information call at (909) 889-5551.

Edison grants $25,000 to Crafton Hills College

$25,000 Grant - Edison International recently awarded a $25,000 grant to support the Crafton Hills College (CHC) Baroque Festival’s string instrument instruction program for elementary school children. Children pictured are, left to right, Terrace View Elementary students Eric Garcia, Erin Garcia (back), Ryann Garcia, Kingsbury Elementary student Thomas Bray, and Dunlap Elementary student Cassandra Morton. In the back are Terrace View Principal Maryetta Ferae, CHC Library Director Betty Byron, Kingsbury Elementary School Principal Steve Porterfield, Southern California Edison Account Executive Vance Williams, and Dunlap Elementary School Principal Michael Artigue.

Mayor Judith Valles’ First Year

"It is said that a city is its children," she said.

Other city-implemented initiatives are the after-school programs at King and Curtis Middle Schools and the child care summit.

Valles said that at the end of her four-year term in office, the city will be "thrown around and that its residents will, again, be proud of the city on the go. She did not elaborate beyond that time.

The Inland Empire Hispanic News congratulates Mayor Judith Valles on her one-year tenure and for her dedication, perseverance, professionalism and leadership skills in her performance of leading the City of San Bernardino.

The IEHN salutes you and your family.

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The Golden Apple Awards are sponsored by the San Bernardino Education Roundtable.
UCR Women's Conference '99 Puts Stamp on America and Beyond

Six local women will be honored for their courage and compassion Saturday, March 6, at "Women Conference '99," at Parkview Community Hospital, Founders Center, 3865 Jackson St., Riverside.

This is the third annual conference sponsored by the Women's Resource Center at the University of California, Riverside, and its community affiliates, to mark Women's History Month. This year's theme is "Putting Our Stamp on America and Beyond."

Dolores Huerta, cofounder of United Farm Workers of America, will serve as featured speaker, while Helen Grieco, the California president of the National Organization for Women (NOW), will be the keynote speaker.

A hall of fame ceremony will honor local women who have demonstrated the same kind of courage as the 13 women currently on U.S. Postage Stamps: Mary Walker, Harriet Tubman, Dorothea Dix, Helen Keller and Anne Sullivan, Amelia Earhart, Bessie Coleman, Pearl Buck, Emily Dickinson, Ida B. Wells and Sacajawea.

The local honorees are: Rosa Marta Zarate, social reformer, Lois Carson, community leader; Dr. Lulamae Clemons, humanitanian; Jane Block, founder of the UCR Women's Center and advocate for women, children and the environment; Eleanor Jean Grier, civil rights activist; and Theresa Elizabeth Valdez Yegar, a high school senior who has earned accolades for her scholarship and community service.

Conference participants will attend workshops from 8:30 a.m. to 4 p.m. highlighting the importance of women in a patriarchal society. The cost is $20 per person or $50 for exhibitors. Fees cover continental breakfast, lunch, a t-shirt, exhibits, door prizes and supplies.


Additional information is available from Adrienne Sims at the University of California, Riverside, Women's Resource Center, via email: adrienne.sims@ucr.edu or via telephone: (909) 787-3337.

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Community News

Wednesday, March 3, 1999

Inland Empire Hispanic News

Campus crime rates in county decline in several categories according to state school safety report

Campus crime rates in a number of categories have declined in San Bernardino County according to a recently published report by the California Safe School Assessment (CSSA) program. The report reveals that crime rates comparing the three-year period 1995-96, 1996-97 and 1997-98 data per 1,000 students declined in the following categories in San Bernardino County:

- Drug/Alcohol offenses declined 17%,
- Battery offenses declined 3%,
- Robbery/Exortion declined 56%,
- Sex offenses declined 48%,
- Possession of a weapon declined 4%,
- Property crimes decreased 12%,
- Dollar loss per student declined 36%.

"We are committed to providing a safe learning environment in all schools throughout the county," said County Superintendent Herbert Fischer. "Programs and partnerships we have instituted at the county level are now showing positive signs of assisting us in our goals."

The declines in rates in San Bernardino County are being attributed to efforts like the Student Citation Program and the Community Coalition School safety programs, according to Julian Weaver, assistant superintendent of Schools Linked Programs and Partnerships for the San Bernardino County Superintendent of Schools (BECSS).

"When considering the baseline year for all categories reported on, all areas have shown improvement except one," said Weaver.

"Weaver highlighted the following programs a safer school environment in place at the county level to create and maintain:

- The Law Enforcement and Education Partnership (LEEP)
- A school safety inventory developed cooperatively with the California Teachers Association and school districts within the county to identify and address school safety needs.
- A Conflict Resolution and School Violence Reduction Program to support peacebuilding activities among students.
- Ten probation officers assigned to 10 school sites who intervene with youth 15 years of age and younger exhibiting behavior problems, poor grades, and attendance problems.
- A Gang Risk Intervention Program, targeting middle school students who are at risk of becoming involved in gangs, has been implemented in two districts.
- A Verbal Judo training program.

Continued on page 6

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Editorial: "What's Next" from page 2

The Inland Empire Hispanic Chamber of Commerce and Latino ImPacT are commemorating San Bernardino Mayor Judith Valles' one year anniversary with a mixer at the Gents Community Center on March 17, 1999, at 5:30 P.M.

Chamber President Graci Harmon and Latino ImPacT President Martin Valdez, in a joint statement, spoke about the positive impact Mayor Valles has had on the City of San Bernardino and the turnaround of activities to bring businesses and industry to the city and the involvement of residents in the beautification of neighborhoods.

"In her first year, Mayor Valles has changed the entire city and its population into a positive trend of feeling proud of living here. We are on a path forward to obtain our overall goal of "pride in San Bernardino" to enhance what has been accomplished to date. Our organizations want to acknowledge our mayor for her outstanding leadership."

No host reception includes hors d'oeuvres and bar service. Donation: $10 per person. RSVP (909) 888-2188 or (909) 680-8972.

1999 Annual Youth Leadership Conference

Applicants Sought for July, 1999 Session

The Chicano/Latino Youth Leadership Project, Inc., is seeking applicants for its 1999 Annual Youth Leadership Conference to be held at Cal-State, San Bernardino from July 24 to July 31. Deadline for the submission of applications is April 15, 1999.

The CLYLP, celebrating its 17th anniversary, is the concept of Robert Gracia and other activists, initiated in Sacramento and is recognized as one of the foremost major youth projects in the state. The week-long project holds sessions on group and self-motivation, leadership skills, understanding of state and local government, self-esteem, cultural awareness, education and career paths.

Applicants must be currently enrolled in a California high school as of September, 1998, and either in 10th or 11th grade. Housing, meals, program materials and transportation are provided at no cost to the participants.

To obtain application forms and information, call Josefina Canchola at (909) 788-1021 or (916) 446-1640 or write to: CLYLP, P.O. Box 161566, Sacramento, CA 95816-1566.

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For Information Regarding the Jobs and Employment Services Department, Call
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The San Bernardino County Jobs and Employment Services Department is funded through tax dollars.

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Inland Empire Hispanic News

WHAT’S HAPPENING IN THE INLAND EMPIRE

To LaNet Members-Riverside: Latino Network (LaNet) new weekly meeting location at Centro de Niños, 4525 Victoria Avenue, Riverside, tel. no. (909) 683-8935. Coffee and donuts and sweet bread available.

• Option House, Inc. (Educationally-based Teen Group Sessions) Conflict resolutions; violence prevention; effective communication skills at 16th Street Seventh Day Adventist Church, 16th & Medical Center Dr., San Bernardino, Wednesday: 3 to 5 PM, Thursday: 5:30 to 7:30 PM. -Boys & Girls Club, 1180 W. 9th Street, San Bernardino, on Wednesdays, 5:30 to 7:00. For information: (909) 888-6382 or (909) 381-3471 (24 hours).

• March 4
UCR Chicano Students Programs SEMANA DELA MUJER Mujeres Siguiendo La Lucha” with speakers Monica Delgadillo Flores, Indra Rocha-Singh, Rosa Marfa Zarate, 2-4 Terrace Rooms, 2-4 PM. - March 5, “Chicano/a Literature” with Dr. Tiffany Lopez, Terrace Rooms A & B, 11 AM.

• March 5
UCR Chicano Community Career Day sponsored by UCR Chicano Student Services, at University Theatre, parking lot #30, registration: 8:30 AM with day sessions. Information on admissions, financial aid, IGETC requirements, housing, majors, career services, student activities and campus tours. For further information call (909) 787-3821.

• March 13
Mexican-American Golf Association’s 13th Annual Scholarship Tournament at Calimesa Country Club, 1500 So. 3rd Street, Calimesa, 9 AM shotgun. Fee: package A $380 foursome, package B $70 single. Send check to: SBMAGA Annual Scholarship Tournament, Hiram Diaz, PO Box 881, San Bernardino, CA, 92402, tax ID 51-0181206. For sign-up call Diaz at (909) 381-4253, Hernandez at (909) and Rael at (909) 466-623 3.

• March 15
Riverside County’s Department of Mental Health Spaghetti Fund-raiser at Tava Lanes Parking Lot, Arlington Av., Riverside, for recreational/outing for youth. Donation: $3 per person, (parents will keep $2 for tickets sold). Call Lisa or Luz at (909) 637-6960.

• March 17
Riverside County’s Department of Mental Health St. Patrick’s Day Bake Sale, 4095 County Circle Dr., Riverside, for youth services and summer outings. Items accepting for sale. For information call Lisa or Luz at (909) 637-6960.

• March 19
Latino Network (LaNet) Annual “Celebracion De La Mujer” Luncheon at the Zacatecas Restaurant, 2472 University Avenue, Riverside, at 11:30 AM. For RSVP: Nati Fuentes-(909) 683-1528 or Josefina Canchola at (909) 788-1028.

• March 21
Sociedad Progresista Lodge No. 60, Fontana, Annual Scholarship Fund-raising Dinner-Dance: Sons of Italy Lodge, 9-420 Sierra Avenue, Fontana, donation: dinner/dance-$14, 1:00 PM; dance- $10, 3:00 to 7:00 PM. Music by Luna Tropical. For information call Nick Hernandez at (909) 822-3265.

• March 26
The Hispanic Lifestyle Magazine presenting the Inland Empire Latina Conference-1999 to be held at the Radisson Convention Center, San Bernardino, with Gloria Molina as keynote speaker. For information call (888) 893-8772.

• March 29
Parkview Medical Center, Riverside, Joint Legislative Committee-Planning Our Health Care Future: Convalescear hospitals/long term care, 8 to 12 AM. For information: call Harry Hood at (909) 780-2405.

Southern California Edison Named “1998 Local Corporation of the Year Award”

By RUBEN GARCIA

Rosemead, California-based energy company Southern California Edison, winner of the Latin Business Association’s “Local Corporation of the Year Award” — was recognized for its commitment to promoting and encouraging equal access and opportunity for Latino-owned businesses. The second annual Latin Business Association “Local Corporation of the Year Award” was presented to Stephen Frank, president and chief operating officer of Southern California Edison.

Supervisor Eaves honored at Latino imPACt first annual fund raiser

The Latino imPACt, a political action committee, held its first annual fundraising dinner at the Gente Community Center, honoring San Bernardino County Fifth District Supervisor Jerry Eaves, attended by 250 elected officials, corporate representatives and community activists. Picture above is the fundraising planning committee (l to r) Mary Zeneski, Graciela Gomez, Marsha Engleman, Joe Rodriguez, Marielena Garcia, Supervisor Jerry Eaves, Linda Bosweli, Martin Valdez, Latino imPACt president, and Ralph Hernandez, Latino imPACt vice-president.

One of the many groups enjoying the Latino imPACt first annual fundraising dinner and program at the Gente Community Center are (l to r) Mr. and Mrs. Easley, Aurelio De La Torre, Linda De La Torre and Christina Milian. The funds raised will finance voter registration and candidate development.

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Wednesday, March 3, 1999

Campus crime rates in county decline - from p. 4

gram, through a collaborative approach with the California Teachers Association, has trained approximately 3,000 school personnel in Verbal Judo

• Safe School Planning workshops that assist school sites in meeting the mandates of SB 187.

• Coordination with the Juvenile Justice System including the juvenile traffic courts, Operation Clean SWEEP (Success With Education Enforcement Partnership), developed by the San Bernardino County Sheriff’s Department, is a new approach to creating more secure school environments. Program components include: 1) A Student Citation Program that authorizes designated school personnel, supported by law enforcement and the Juvenile Traffic Court, to document smoking and fighting infractions that can be heard in Juvenile Court, 2) A school security assessment conducted by a team of Sheriff’s Department specialists who provide a detailed analysis of the school’s safety pros and cons.
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Next Issue of Hispanic News Wednesday March 17, 1999

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Fifteen school districts in San Bernardino County have joined together to sponsor a Countywide Teacher Recruitment Fair. The districts offer competitive salaries, rich fringe benefits and generous retirement plans. On-site interviews. Credential information, University representatives. Bring current resume or placement letters and college transcripts. For more information, call San Bernardino County Superintendent of Schools at (909) 387-3886 or visit us at www.sbcss.k12.ca.us/recruitmentfair

NOTICE IS HEREBY GIVEN
To all IRS tax exempt 501(c)(3) federations or voluntary agencies: The Local Federal Coordinating Committee is accepting applications for the Principal Combined Fund Organization to support the fall 1999-2000 Combined Federal Campaign (CFC) for the San Bernardino Area. Applications must be received by 3:00 p.m. Monday, March 1, 1999. C/O Mr. Guillermo (Bill) Sanchez, Social Security Administration, 605 North Arrowhead, Suite #101, San Bernardino, CA 92401. Applications must include a written campaign plan, estimated budget and specific signed statements agreeing to administer the campaign according to U.S. Office of Personnel Management Regulation 950.105. For a copy of this regulation, call Christine Briggs at (760) 245-2213.

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