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Hispanic News

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On December 11, 2000 five members of Mariachi Estudiantes del Inland Empire lost their 43 year old mother, Gina Vega, to a sudden illness and the mariachi family lost a dear friend.

Gina Vega was a devoted mother of six children, including her oldest, Rachel Vega, blind since birth and her youngest, Steven, only five years old. Only a year ago, the Vega’s moved from a two-bedroom apartment to a house. They lived from payday to payday yet the children, Rachel, 17, Vanessa, 16 Tatiana 14, and the 11 year old twins, Felipe and David, charter members of Mariachi Estudiantes, stayed in the program and four of them also were enrolled as members of Folklorico Raices de Mi Tierra.

To cover funeral expenses and assistance Mr. Felipe Vega and his children, “our kids” to keep their heads above water, we, the family of the Inland Empire Mariachi Youth Education Foundation, are asking for donations from the public at large. Gina is in heaven, but her school age children, here on earth need the financial support of the public at large to carry on during these difficult times. God bless everyone for the generosity toward the Vega family during their trying days.

For more information call (909) 875-8954 and please mail your checks to the GINA VEGA MEMORIAL FUND c/o Lily Herz, 19545 Oakland Ave., Rialto, CA 92377.
In his 15 years with Spanish radio station KDF, AM 1440, Gilberto Esquivel says he has just about done it all.

"You name it, I do it," quipped Esquivel, 60, about his position as General Manager of KDF and sister station KCKC, AM 1350.

In 1986 Esquivel teamed up with business partners to form Hispanic Radio Broadcasters, the company that would then purchase KDF. Esquivel says the Hispanic Radio Broadcasters bought the station from Dick Clark. KDF, at the time an adult-contemporary music station, had slipped into bankruptcy. They later acquired KCKC.

When Hispanic Radio Broadcasters recently sold KDF to Jacor Communications in 1998, Esquivel was asked to stay on as the station’s general manager.

In developing the format of both stations Esquivel wanted to create a lively mix of news broadcasts, local talk radio shows and Spanish music. His experience in radio and in the Chicano movement gave Esquivel the drive to make KDF and KCKC into reliable outlets for the local Hispanic community.

In Texas, his home state, Esquivel began his pursuit for Latino empowerment by joining La Raza Unida political party.

"La Raza Unida was one of the movers-and-shakers of the Chicano movement," he explained. "We ran the first Chicano governor in Texas under our party."

Esquivel’s broadcasting career began in Chicago, in 1963, when his band stopped there for a few shows. Esquivel was a singer and guitarist.

"It was in Chicago that I first started tinkering with the idea of broadcasting," said Esquivel, recalling his first days in Spanish radio and television. "It was easy to make the switch from a musician to a broadcaster. I was used to being a performer. I just went in there, opened the mic and started talking."

In Chicago Esquivel served as state director for the League of United Latino American Citizens (LULAC). In 1971, Esquivel moved to KVIM in the Coachella Valley where he worked as general manager, a move that would not only further his career, but would also advance his involvement in the Chicano movement.

"I marched with Cesar Chavez and the United Farm Workers Union. I was pretty close to that movement and I covered a lot of their marches," recalls Esquivel who says he provided the advertising and promotions for a lot of the movement.

Despite outside pressures, Esquivel said he felt compelled to use the radio station to give a voice to the movement.

"It’s just what I felt was right," he said. "I knew how the people suffered. I knew what was happening and I felt that I needed to get involved."

Esquivel keeps the voice of the Hispanic community alive today with special radio programs designed for the community.

One popular program, "Conozcas tu escuela," conducts live broadcasts from different local school sites, complete with teacher, student and parent interviews. The initiative is to help promote local schools and colleges.

"We do this so parents will get more involved and interested in the schools," explained Esquivel.

KDF’s "Emphasis" program puts local representatives from community agencies on the air to explain their function to listeners. Representatives come from a range of local entities, explained Esquivel, such as Voter Registration, Welfare, Immigration and Social Security.

The show discusses anything to do with giving information to the public and callers can call in with questions," he said, noting that the program’s objective is to bring public attention to community programs.

And for the music, Esquivel says KDF plays a variety of Spanish language hits while KCKC features Ranchero music.

All this comes together in what Esquivel describes as "a very big job," but he says it is worth it as long as he knows that they “keep providing a good service to the community.”

Esquivel says he also tries to help the community through his service of president of the Exchange Club in Riverside. Some of the club’s programs work to prevent child abuse and to raise funds for charities, according to Esquivel.

With his wife, Yolanda, a teacher in the Moreno Valley school district, Esquivel has raised four children. Their oldest son Gilberto Jr., 26 works for the railroad. Their oldest daughter Lupita, 22, works with her father as a broadcaster for KDF. Pamela, 21, their second daughter, just earned her bachelor’s degree in geography from the University of California at Berkeley and plans to attend law school. Their youngest son Jorge Albert, 14, is a student at North High School in Riverside.

The message Esquivel says he tries to pass on to his children and to all Hispanic youth is to “know your history.”

"Young Latino kids should study what really happened and learn how they got all the benefits they have today," Esquivel said. “A lot of people fought and really struggled a long time.”

CHRISTMAS HAS COME TO THE INLAND EMPIRE

Profile

The Inland Empire Hispanic News is owned and operated by the Hispanic Communication and Development Corporation.

Publisher/Editor - Graciano Gomez
Office Manager - Tosii Gomez
Design/Layout - Charla Pazstowicz
Accounts Analyst - Stella Salazar
Distribution - Art Ramos
Writers - Sandra Martinez, Pauline Jaramillo, Jessica Carney

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Phone (909) 381-6259
Fax (909) 384-0419
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San Bernardino, CA 92404

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1-800-ACS-2345 www.cancer.org
INLAND EMPIRE WITNESSES TWO OUTSTANDING LOCAL ACTIVITIES

The Latino Book and Family Festival and Sinfonia Mexicana Society’s Fiesta de Nativdad were two outstanding activities, one educational and the other cultural, occurring in the month of December in the Inland Empire.

THE LATINO BOOK AND FAMILY FESTIVAL

The Latino Book and Family Festival, produced by Edward James Olmos, popular actor and recent recipient of a star in the Walk of Fame, Hollywood, has presented this event for three years in Los Angeles, Del Mar and Chicago.

The event on December 2 and 3 was attended by over 6,000 persons from throughout the area. Over 150 booths were occupied by book vendors, publications, book-signing authors, governmental agencies, school districts and a myriad of other vendors.

Authors and school personnel read to young students. Ballet Folklorico groups, mariachi players and modern bands entertained the public during the two day event.

Congressman Joe Baca, State Senator Nell Soto, San Bernardino Mayor Judith Valles individually spoke on the advantages of sponsoring an important event of this magnitude to the region and the opportunities to exhibit the local talent and educational resources available to the youth.

Martin Valdez, president of the Inland Empire Hispanic Chamber of Commerce, was commended by the elected officials on the success of the event and encouraged the Chamber to continue the event on an annual basis.

FIESTA DE NAVIDAD

The Sinfonia Mexicana Society, under the auspices of the San Bernardino Symphony Association and sponsored by the Sun Newspaper and Pacific Bell, held its Annual Fiesta de Navidad, a fundraising event to augment the annual symphonic concert, an ongoing event that has presented Mexican conductors, musicians and vocalists for the last 15 years.

The December 9th concert included the Mariachi Camperos de Nati Cano and Ballet Folklorico Ollin before a sellout audience. The added attraction included the performance of San Bernardino Judith Valles, who sang popular songs and received a standing ovation. The audience was encouraged by Nati Cano to join in singing Christmas and popular Mexican songs.

Tony Bocanegra, president of Sinfonia Mexican Society, after “banking the audience for supporting the efforts of the Sinfonia Mexicana Society, announced the next event to be held on Saturday, May 12, a tribute to Mother’s Day. The popular Mariachi Reyna de Los Angeles will perform with Dennis Meade, a member of the Mariachi Sol de Mexico, as soloist.

For information on future performances, the public is requested to call the San Bernardino Symphony Association office at (909) 381-5388.
MANAGING YOUR MONEY
BORROWER BEWARE: WHAT YOU DON'T KNOW ABOUT PREDATORY LENDING CAN HURT YOU

"Need money? Bad Credit? No Credit? No Problem!"

Many times, these phrases are music to the ears of loan-seekers, especially those with less-than-perfect credit ratings. However, when it comes time to pay back these loans and tally up the interest charges, borrowers often find themselves singing a sorrowful tune.

Most lenders value their customers and want to give them the best possible loan options. However, according to a new guide, consumers need to be aware. Promises of easy money can come back to haunt you; inability to pay back the loan could ruin your credit and result in a loss of cash savings, car, home furnishings — even your home.

In an effort to educate the public about predatory lending practices and obtaining a mortgage, the Fannie Mae Foundation has developed a free consumer guide, Borrowing Basics: What You Don't Know Can Hurt You. The guide serves to educate people on what predatory lending is, how to identify it and its negative effects.

The guide helps consumers understand the characteristics of predatory lenders, and helps them avoid becoming victims. The guide covers such topics as predatory lenders are, and the similar traits they have, including:

- Offering a loan based solely on the equity in a home, not on the borrower's ability to repay it;
- Charging unusually high interest rates for loans;
- Adding excessive points to a loan without lowering the interest rate;
- Including excessive fees; and
- Tackling on unnecessary costs such as prepaid single-premium credit life insurance

"Predatory lending is a sad chapter in the history of housing discrimination," said Stacey H. Davis, president and CEO of the Fannie Mae Foundation. "The Borrowing Basics guide will educate and empower potential borrowers, helping them avoid becoming victimized by unscrupulous lenders by providing information on how to shop for a loan and become aware of all their options."

Most often, the victims of predatory lenders are low- and moderate-income persons, minorities and the elderly. In order to avoid becoming victims, the guide advises consumers to:

- Shop around and contact at least three lending institutions to compare interest rates and loan options;
- Borrow only the amount needed and affordably repayable;
- Understand exactly how much the entire loan will cost;
- Make sure that the loan fees are reasonable;
- Read the entire loan document and check for accuracy; and
- Resist pressure to sign for an unaffordable loan.

The Fannie Mae Foundation creates affordable homeownership and housing opportunities through innovative partnerships and initiatives that build health, vibrant communities across the United States.

The guide assists consumers in avoiding predatory lending by providing information on how to shop for a loan and become aware of all their options. Borrowers should take the time to understand the characteristics of predatory lenders, and avoid becoming victims. The guide serves to educate people on what predatory lending is, how to identify it and its negative effects.

BORROWING BASICS

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Mujeres latinas tienen riesgo más bajo del cáncer del seno que las mujeres americanas australianas o caucásicas. Sin embargo, incidencias de cáncer del seno está aumentando rápidamente en las mujeres latinas debido al crecimiento de su población en los Estados Unidos.

Par tie a ayudar a promover reconocimiento de cáncer del seno en la población latina, la cantante y escritora Soraya se ha reunido con la Susan G. Komen Breast Cancer Foundation. Los 31 años, Soraya fue diagnosticada con cáncer del seno localmente avanzado al Nivel III, la enfermedad que mató a su madre.

“He encontrado con muchos retos y obstáculos en mi vida, pero ninguno tan importante como la presente lucha de ser diagnosticado con cáncer del seno,” dijo Soraya. “El cáncer del seno” dijo Soraya. “El cáncer no discrimina – afecta a gente de todas las edades y antecedentes.”

Como parte de la campaña, Soraya – quien en 1996 ganó el MTV Music Award como el Latin Best New Artist (la Mejor Artista Latina Nueva) – va a aparecer en las redes de la televisión de idioma español, Telemundo y Univisión, en serie de avisos los cuales sugieren a las mujeres latinas que practiquen los tres pasos de un programa de salud positivo para el cáncer; mamografías anuales para mujeres de edad 40 y más, exámenes clínicas anuales por cáncer y auto-examimaciones mensuales por cáncer.

De acuerdo al Komen Foundation, solamente el 38 por ciento de mujeres latinas de edad 40 o más, dicen que han recibido una mamografía en los dos años ya pasados.

“El Komen Foundation reconoce la urgencia de promover cambios positivos de salud de senos para que las mujeres latinas se ayuden a disminuir la mortalidad del cáncer del seno, a través detección temprana y tratamiento,” dijo Nancy Brinker, la presidenta fundadora del Komen Foundation.

“Soraya es verdaderamente una inspiración, especialmente por su voluntad de compartir su batalla personal con el cáncer del seno, la Susan G. Komen Breast Cancer Foundation y sus redes poderosas de voluntarios, continuan a dirigir la lucha contra la enfermedad. Para información sobre la salud de los senos, el cáncer del seno, llama gratis al Breast Cancer Foundation’s Breast Care helpline (Línea de Ayuda sobre el Cáncer del Seno de la Fundación) al 1-800-IM AWARE (800-462-9237). Información también está disponible en el www.breastcancerinfo.com.

REGISTRATION DEADLINE FOR NEXT ACT TEST IS JANUARY 5

COLLEGE-BOUND STUDENTS CAN TAKE THE TEST FEBRUARY 10

College-bound high school students can take the ACT assessment on February 10, 2001, the next nationwide test date. The registration postmark deadline is January 5. Late registration postmark deadline is January 19 (an additional fee is required for late registration).

ACT scores are accepted by virtually all colleges and universities in the nation. Act scores are accepted at all Ivy League colleges. The test fee is $23 ($26 in Florida). Colleges use ACT scores, along with a student high school GPA and other information to help determine admissions and the appropriate course placement for new students.

The ACT Assessment is given in all 50 states. It is curriculum-based, designed to measure a student's academic achievement and the appropriate course level for college placement.

There are four sections to the exam: English, reading, math and science reasoning. The ACT Assessment was taken nearly 18 million times last year by college-bound students.

Students who have already taken the ACT can take it again and try for a higher score. Juniors can use their scores to examine academic weaknesses, take courses to correct those weaknesses and re-take the exam as seniors. Students who take the exam more than once can report only their highest composite score to prospective colleges if they choose.

For more information, including registration forms and test locations, contact your high school counselor or register on line on ACT's website – www.act.org. The website also has helpful information, sample tests and the opportunity to order test preparation materials.

Don't Drink and Drive
HAVE A SAFE HOLIDAY

Shop Wise, Earn Cash

If you're in the market for a new home entertainment center, computer system or if you want to replace your kitchen appliances, keep one thing in mind - efficiency.

By choosing ENERGY STAR® rated appliances and electronics, you'll save energy with products that use less electricity than standard units of comparable size.

And with the ENERGY STAR® Residential Product Rebate program, Riverside Public Utilities' customers can receive a variety of rebates just for shopping wisely.

To find out more about the ENERGY STAR® Residential Product Rebate program, call us at 826-5485.
TOMAR Y MANEJAR: UNA RECETA QUE PUEDE CAUSAR UN DESASTRE

Por: Teresa Becher, Directora Interina, Oficina de Seguridad Vial de California

Antes de celebrar la Temporada navideña, considere esta receta:

Receta Para Un Camino Peligroso

- Comience con una fiesta navideña donde se le sirve alcohol a menores de edad.
- Combinelo con un joven de 18 años con una concentración de alcohol en la sangre de .08 por ciento.
- Añada un automóvil y un tanque de gasolina; mezcle.
- Incluya otro automóvil, en el mismo camino, con un conductor que no ha tomado.
- Mezcle los ingredientes y espere.

Lo que pasará es una tragedia sin sentido que ocurre casi todos los días en California — alguien muere en un accidente relacionado con el alcohol. En 1999, 1,179 personas murieron y 29,833 resultaron heridas a causa de que alguien decidió manejar ebrio. Más de un 15 por ciento de aquellos que perdieron la vida y resultaron heridos tenían entre 16 y 20 años de edad.

Diciembre es el Mes de la Prevención de Manejo Mientras Ebrío o Drogado (3D — por sus siglas en inglés), la Patrulla de Caminos de California (CHP — por sus siglas en inglés) y la Asociación de Restaurantes de California se unirán con las agencias policíacas, organizaciones comunitarias, universidades y empresas a través del estado para recordarle a los conductores que tomar y manejar es una receta para desastres.

El tomar y manejar es una decisión que muchas personas toman, especialmente durante la temporada navideña. Este es un recordatorio que el manejar bajo la influencia del alcohol o las drogas no será tolerado en California. Sin excepciones. Y esto incluye a los jóvenes. En el estado de California no se tolera que los menores de edad tomen y manejen. Así que tomen las decisiones correctas — para usted, sus seres queridos y aquellos que comparten el camino con usted.

Las agencias policíacas en California estarán pendientes de los conductores ebrios esta temporada navideña. Celebre de una manera segura y responsable. Haga un plan, tenga un conductor designado y siempre abróchese el cinturón. Y recuerde, manejar y tomar son dos ingredientes que no se deben mezclar.

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NOTICIA DE REQUISITOS PARA PROPOSICIONES/QUOTACIONES

NOTICE OF REQUEST FOR PROPOSALS/QUOTATIONS

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:

<table>
<thead>
<tr>
<th>Bid No.</th>
<th>Title</th>
<th>Closing Date</th>
<th>Contact Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>P2001-19</td>
<td>Construction Management and Consulting Services</td>
<td>1/17/01</td>
<td>Larry Watkins (909) 396-3071</td>
</tr>
<tr>
<td>P2001-27</td>
<td>Media Relations/ Public Relations Services</td>
<td>None</td>
<td>Bill Kelly (909) 396-3230</td>
</tr>
<tr>
<td>G2001-01A</td>
<td>Pre-quality Vendors for Printing Services</td>
<td>None</td>
<td>Pete Cotto (909) 396-3230</td>
</tr>
<tr>
<td>G2001-11</td>
<td>Pre-quality Vendors for System-Wide Hardware/Software Maintenance &amp; Support Services</td>
<td>1/16/01</td>
<td>Mark Henninger (909) 396-2080</td>
</tr>
</tbody>
</table>

PERSONS ATTENDING THE BIDDERS' CONFERENCE SHOULD CONFIRM THEIR ATTENDANCE BY CALLING THE CONTACT PERSON. BIDS WILL NOT BE ACCEPTED FROM ANYONE NOT ATTENDING THE MANDATORY BIDDERS' CONFERENCE.

The RFP may be obtained through the Internet at http://www.aqmrd.ca.gov/.

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

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LETTER TO THE EDITOR

BUSH WHO?

As far as I am concerned, the Republican Party's legal team manipulated the courts to further violate the American People's Constitutional Right To Vote particularly in the State of Florida. And, they did this by using the "clock is ticking" strategy. The Republican Party's Legal Team knew that if they stalled the actual count of the "under-vote" which favored Vice President Al Gore in Dade County Florida, by utilizing the various courts to "thwart the actual count effort", they would win because of the December 12, 2000 deadline to choose the Electorate vote for Florida State.

So, here you had the Justices of the U.S. Supreme Court who were all under both intense scrutiny and pressure to make a decision with the December 12, 2000 deadline in mind, therefore, as far as I am concerned, they "sold us all out to time", nothing more, nothing less. What a travesty of justice! So who's George W. Bush anyway? As far as I am concerned, he's not my President, not at all!

Sincerely,
Eva Quintana
San Bernardino, CA
(909) 475-8810

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Safty / Letter to Editor

Wednesday, December 20, 2000

Inland Empire Hispanic News
HECTOR ECHAVARRIA IN EXTREME FORCE

ENTREME FORCE, starring Latin martial arts sensation Hector Echavarria, in a Buena Vida Production, directed by Michel Qissi and distributed by Creative Light Worldwide.

The martial arts action film follows the adventures of Marcos DeSantos (Echavarria) as he transforms from thief to hero in his quest to avenge a personal betrayal and to restore the Sacred Seal of Mongolia to its rightful owner.

As DeSantos a Robin Hood-type thief, seeks to remove himself from a life of crime, his partners Cole (Youssef Qissi) and the beautiful Bianca (model Nikki Lemke) have other ideas and convince him to return for one last score. When the object of the routine heist turns out to be the priceless Sacred Seal of Mongolia, DeSantos must overpower its protector, the Mongolian President's mammoth bodyguard, Kong Li (Kickboxer I and II). But the success of the heist is short lived when, in a stunning act of betrayal, Cole turns his gun on DeSantos, shooting him twice in the chest.

Marcos DeSantos miraculously survives the gunshot. He is kept alive with the help of the Mongolian President and his cunning assistant, Sharka (Myriam Mesdagh), who believe DeSantos is their only hope of recovering the Sacred Seal from Cole and Bianca.

Joining forces with Kong Li, DeSantos goes in search of the friends who betrayed him and the Seal that eludes him. Their quest takes the two warriors on a journey into the underworld of society, the corrupt domain of the political and financial elite.

Ultimately, their trail leads them to Cole, who has gone completely insane. Now, DeSantos must prove himself by winning the Seal in a brutal and spectacular martial arts confrontation.

Echavarria's martial arts achievements are legion. He was recently inducted into the United States Martial Arts Hall of Fame. He is the "Full Contact Fighter of the Year" and Vale-Tudo Kickboxing Champion of the World. Hector is also the United States Karate Association World Champion, World Kung-Fu Association World Champion and is undefeated in eleven world Championship Kickboxing bouts.

More information about Hector Echavarria, his martial arts career, his films and his fan club can be found at the Hector Echavarria web site: www.echavarria.com.

"I know a great deal when I see one."

"Medical care and electricity have something in common. Both are services that people expect to be there when they need them. I know we're getting the quality and service we deserve at the right price from Riverside Public Utilities."

Robert Lund
Site Administrator
Kaiser Permanente Riverside

Keeping health care costs down means minding Kaiser Permanente's bottom line and operating costs. That's why Kaiser Permanente Riverside has signed a seven-year wholesale power contract with Riverside Public Utilities, which will generate significant annual savings. But Kaiser Permanente's relationship with Riverside Public Utilities is more than just a power contract.

It's built around a commitment to the community and the ability to help each other. For Kaiser Permanente, the benefits include a unique opportunity to redirect public benefit surcharge funds to related hospital energy programs, long-term forecasting and budgeting, and dependable electric service from Riverside's community-owned utility. To inquire about a long-term power agreement with Riverside Public Utilities, call (909) 826-5513.

RIVERSIDE PUBLIC UTILITIES

Real people. Real needs. Real benefits.
Employment Tip of the Week -
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Gender doesn't seem to matter anymore when it comes to jewelry. However, when going on a job interview, men and women alike, need to be cautious about what kinds of pieces to wear. In most instances men should leave their earrings at home while women should wear simple, non-distracting ones. With regard to other accessories, such as, bracelets, rings or necklaces/chains, remember you’re going for a job interview, not clubbing.

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