Don't forget your Love Ones on Valentine's Day - February 14th

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INLAND EMPIRE
HISPANIC NEWS
Serving the Hispanic Communities in the Inland Empire

PLACIDO VALDIVIA, FIRST HISPANIC ELECTED TO BEAUMONT CITY COUNCIL IN 30 YEARS

Placido Valdivia, second from right, was recently elected councilman in the City of Beaumont City after an effective campaign on an issue of paint fumes pollution in the barrio. Pictured above with Valdivia is Art Garcia, at left, and Leslie Rios, at right, campaign co-workers who were successful in returning a Hispanic to the city council after a 30-year hiatus. In 1970, Valdivia's brother, Salvador and Flore Ochoa were elected to the city council. Gertrude Valdivia, center, Valdivia's wife, was supportive of her husband and worked on the campaign. Photo by IEHN.

Candidates for office usually have a crusade or cause and in the case of Placido Valdivia, the single cause for running as a candidate for councilperson was the bad fumes being expelled by the Wholesale Shutter Company in the barrio of Beaumont for a long period of time. The fumes were affecting the long-time residents, causing headaches and leaving a film on windows. The most affected were the children due to some having allergies. "Leslie Rios, Art Garcia and myself had been trying to have the bad smell eliminated by the shutter factory. We contacted the South Coast Air Quality Management District, the county, the city and wherever we thought could help us and nothing happened! We were advised that the only way things change is to run for the city council. Guess what, they pointed to me," Valdivia said in an interview with IEHN. The rest is history.

The campaign committee consisted of Valdivia, Rios and Garcia! They made (very crude) signs, designed flyers, visited residents in the barrio and Continue on Page 5

FRIENDS HOLD BIRTHDAY FUNDRAISER FOR CONGRESSMAN JOE BACA

Over 300 elected officials, friends, businespersons and unions gathered on Friday, January 30th at the San Bernardino Convention Center. Pictured, (back row, left to right), are John Garcia, John Garcia Bail Bonds; Javier Rosales, City of Riverside; Paul Pierril, KNCR/KBSS Spanish Radio; Rich Ramirez, Riverside Community College; Mike Shull, Inland Empire Small Business Development Center; Kockian Lim, Kaiser Permanent; and Juan Santos, Inland Empire National Bank. In the middle row are: Linda Lopez, Attorney at Law; Mary Figueroa, Riverside Community College Board of Trustees; Damon Castillo, Riverside County Office of Education; Bernie Gutierrez, The Gas Company; and Jaime Hurtado, UCR Community Digital Initiative. In the front row are: Alfredo Figueroa, UCR Chicano Student Program; Stella Vazquez/ Yeager, Riverside County Office of Education; Pete Esquivel, City of Riverside Police Department, Morita Womans, Riverside County's Credit Union. Not pictured: Susie Leivas, Leivas, Knouse and Associates.

Ray Quinto, above, is a candidate for the 66th Assembly District in a special primary election to be held on February 6th. A retired Navy captain and previously a director of medical research at the Veterans Hospital in Loma Linda, Quinto is recognized as an outstanding volunteer in the area. His emphasis is education, economic development, improve health services, transportation and veterans services, among others. Quinto encourages voters to participate in the election process on election day.

The greater Riverside Hispanic Chamber of Commerce installed its new 2001 Board of Directors January 19 at Riverside Convention Center. Pictured, (back row, left to right), are John Garcia, John Garcia Bail Bonds; Javier Rosales, City of Riverside; Paul Pierril, KOLK/KSZZ Spanish Radio; Rich Ramirez, Riverside Community College; Mike Shull, Inland Empire Small Business Development Center; Kockian Lim, Kaiser Permanent; and Juan Santos, Inland Empire National Bank. In the middle row are: Linda Lopez, Attorney at Law; Mary Figueroa, Riverside Community College Board of Trustees; Damon Castillo, Riverside County Office of Education; Bernie Gutierrez, The Gas Company; and Jaime Hurtado, UCR Community Digital Initiative. In the front row are: Alfredo Figueroa, UCR Chicano Student Program; Stella Vazquez/ Yeager, Riverside County Office of Education; Pete Esquivel, City of Riverside Police Department, Morita Womans, Riverside County's Credit Union. Not pictured: Susie Leivas, Leivas, Knouse and Associates.

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See article on page 6
THE EDUCATION OFFICE OF THE EMBASSY OF SPAIN IS OFFERING SCHOLARSHIPS TO AMERICAN TEACHERS

Ever since 1988, an increasing number of scholarships have been offered to American teachers to take part in the Summer Seminars for Teachers of Spanish and Teachers in Bilingual Programs. These seminars take place in sixteen fully accredited Spanish Universities and are granted graduate credits from several American Universities. They provide an exceptional opportunity to totally immerse themselves in a different culture, to be exposed to the expertise of Spanish professionals in the acquisition of a second language and to take part in effective practices in teaching Spanish as a foreign language.

The 2001 summer seminars offer three to four week long courses geared toward American teachers of Spanish as a foreign language, teachers in bilingual and immersion programs, teachers of Spanish to native speakers and Community College teachers.

The Education Office of the Consulate General of Spain in Los Angeles plans to enhance the participation of California educators in the 2001 Summer Seminars. For this purpose, the Education Office will reserve a number of scholarships in order to ensure that the interested teachers from California will have preference access to the scholarships. For further information and full details on the contents of each course you can visit the web site of the Education Office of the Embassy of Spain, www.spainembedu.org.

Teachers interested in obtaining one of the scholarships should contact the Education Office of the Consulate General of Spain in Los Angeles at 323 852-6997 before February 15th.

STUDENTS INVITED TO FREE JOURNALISM WORKSHOP ON FEB. 17

Tips on pursuing journalism careers and sessions to improve students’ writing and photography will be offered at the Journalism Opportunities Workshop on Saturday, Feb. 17, 2001.

The 11th annual event is sponsored by the California Chicano News Media Association’s Inland Chapter. The event is open to high school, community college and university students in Riverside and San Bernardino counties. Participants of all ethnic backgrounds are welcome.

Because of limited space, the chapter can only accept the first 200 applicants for writing/reporting and only the first 40 photography students. The chapter urges only students with a strong interest in pursuing journalism careers to apply.

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Publisher/Editor - Graciela Gomez
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Telephone (909) 381-6259
Fax (909) 384-0419
Email hispanic_news@eee.org

Office: 1558-D North Waterman
San Bernardino, CA 92404

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BI-NATIONAL EDUCATIONAL PARTNERSHIP CONTINUES TO GROW THROUGH PARENT INVOLVEMENT TRAINING WORKSHOPS

The San Bernardino County Superintendent of Schools hosted a two-day "Training the Trainer" Workshop in the area of family involvement. The workshop included invited guests consisting of teachers and psychologists from schools in the State of Baja California, Mexico. SBCSS and staff planned a reception for the invited guests and local community partners in Inland Empire. The Superintendent Herb Fischer, master of ceremonies for the occasion.

In another example of a healthy partnership with the community, the San Bernardino County Superintendent of Schools (SBCSS) recently sponsored a two-day training workshop that focused on "training the trainer" in the area of family involvement.

One of several trainings offered throughout the county, this session

nship with educational leaders and teachers in Baja California as a result of a Bi-National Educational Committee established between the two countries in July of 2000.

"Establishing these types of bridges and partnership programs will help us to meet the needs of our diverse student population," said County Superintendent of Schools Herbert Fischer. "This is an example of that commitment."

Like the rest of the state, San Bernardino County's student population is characterized by a shift of increasing Hispanic enrollment. There were slightly less than 94,000 Hispanic students in the county during the 1990/91 school year. That number leaped to over 171,000 in 1999/2000 and current projections are for a total Hispanic student count in excess of 183,000 for the 2000/2001 school year. This represents a 200 percent growth in the last 10 years.

The Bi-National Committee is dedicated to building partnerships that bridge gaps for Latino speaking families and students. The committee has developed strong ties between sister schools and communities in the two countries through collaborative educational and cultural program exchanges. Also in the works are partnership efforts between the County Schools office and the Mexican consulate to work jointly on parent education programs to reach out to non-English speaking parents of San Bernardino County students.

For further information, contact Maria Huizar, SBCSS parent program specialist, at (909) 387-4802.

CALEIFORNIA'S LEADING CAUSE OF DEATH SURPRISES MANY

In a recent California Department of Health Services study, Californians were asked what they believed was the most serious health problem facing California. Almost 60 percent cited AIDS, and about 15 percent listed cancer, when in fact, neither one poses the biggest threat to Californians' health. The biggest threat to healthy living for Californians is heart disease, which will account for about 85,000 deaths in California this year. Heart disease is also a significant contributor to physical disability in the lives of many survivors, according to the California Department of Health Services. To mark February as National Heart Month, PacifiCare of California and Risk Charge of Your Heart Health Program is offering the following information on the dangers of heart disease.

Although heart disease has several risk factors that can indicate a higher chance for heart attack or stroke, the most dangerous one may be the lack of knowledge most Californians have about it. It is often thought of as a man's disease, yet it kills more women than men across the state, and women are more likely to die from a first heart attack.

Hispanic Women At Risk

While heart disease appears in all groups, some minority communities and groups are hit disproportionately. Hispanics, especially Hispanic women, and African Americans exhibit a greater risk for heart disease than other groups due to cultural and economic factors such as diet, tobacco consumption and access to health care. More so, Hispanic women tend to suffer in high numbers because of obesity, inactivity and diabetes. Since 1984, there has been a 75-80 percent increase in obesity among this group, and 42 percent overall are considered obese according to a study conducted in 1998 by the American Heart Association. Although heart disease is characterized by a shift of increasing Hispanic enrollment, the committee has developed strong ties between sister schools and communities in the two countries through collaborative educational and cultural program exchanges. Also in the works are partnership efforts between the County Schools office and the Mexican consulate to work jointly on parent education programs to reach out to non-English speaking parents of San Bernardino County students.

For further information, contact Maria Huizar, SBCSS parent program specialist, at (909) 387-4802.

STUDENTS INVITED TO FREE JOURNALISM WORKSHOP ON FEB. 17

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The workshop runs from 9:30 a.m. to 4 p.m. in the Bradshaw Student Center at Riverside Community College's Riverside campus. Admission, continental breakfast and lunch are free.

The workshop brings professional journalists to lead sessions on writing and reporting. Students will enjoy activities such as a panel discussion and a mini-marathon. Photography workshop participants will learn the basics of photojournalism and go on a photo shoot.

Sponsors are: The Arrowhead Credit Union, The Press-Enterprise, the San Bernardino County Sun and RCC's Multicultural Advisory Committee.

CCNMA is a nonprofit group with six chapters across the state. Its goals is improving journalism education, encouraging minorities to pursue journalism careers and diversifying media newsrooms. The Inland Chapter serves Riverside and San Bernardino counties.

Workshop registration forms must be postmarked by Friday, Feb. 9, if space is still available. To get a form, call Mark Acosta, Inland Chapter president, at (909) 288-3933. Or check CCNMA's web site under "Chapters" to find a registration form.
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PLACIDO VALDIVIA, FIRST HISPANIC ELECTED TO BEAUMONT CITY COUNCIL IN 30 YEARS

Continued from Page 1

North Beaumont, talked at candidate forums and studied the issues confronting the city. His campaign also had a fundraiser at Rangel Park, with the barrio raising about 400 dollars.

“Another issue was that the people in the barrio had necessary needs and the city council should be aware and resolve them. I spoke strongly about this. We worked very hard,” Valdivia said.

Valdivia and candidate Jeffrey Fox supported each other in the race. His other strong asset was that his family had been Beaumont since 1915 and had a network of brothers, sisters, nephews and nieces, (including several generations).

On the evening of the election, Valdivia went to bed early as usual and next day, he and his wife, Gertrude took a planned trip to Laughlin. “I got called to announce that I had been elected to the city council. What a surprise! Never in the world had I thought of winning,” Valdivia said with a smile. He came in second with 966 (24.5%) of the vote! On December 5, 2000, Valdivia was sworn into the city council.

Since then, it has been a merry-go-round for his words as a councilperson. He has learned the responsibilities and power that a councilperson has. “These two months have been a learning situation with me. However, I was able to resolve the paint fumes situation in the barrrio and addressing other needs not only in our barrio, but in the entire city.” He said.

Valdivia’s family settled in El Casio (Across Perris Hill Park, Next to Pizza Hut) Z

“Help Wanted”

Next Issue

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San Bernardino County Department of Public Health

AMERICA LOSES A VISIONARY LEADER

By Yolanda Chavez Leyva

America recently lost a courageous visionary.

Henry B. Gonzalez, 84 died on Nov. 28 in a San Antonio Hospital.

Henry B., as he affectionately known, was a fierce fighter for the poor. Throughout almost a century of public service, he dedicated himself to civil rights and social justice.

Gonzalez, who served 37 years in the House of Representatives before retiring in 1998, was the first Mexican American from Texas elected to that position. Although he stated that his politics were not shaped by his ethnicity, his championing of issues such as voting rights and economic opportunity made him a hero to many Mexican Americans.

His career helped open the door to other Mexican-American politicians. According to political scientist Rodolfo Rosales, Gonzalez’ election was “a cornerstone” in the creation of a middle-class Mexican-American leadership.

Gonzalez was known for his controversial stands. He was willing to take on Republicans and members of his own Democratic Party to defend his principles. He advocated the impeachment of Presidents Reagan and Bush for 1983 invasion of Grenada and the Iran-Contra scandal, respectively. He also investigated their friendly dealings with Iraq and Saddam Hussein prior to the 1990 invasion of Kuwait.

During his tenure on the powerful House Banking Committee, he led his investigation into the savings and loan scandals of 1980s, which implicated five Democratic senators.

In 1993, he was one of two Mexican-American representatives who voted against NAFTA. The other one was Rep. Matthew Martinez, D-Calif.

Over the years, Henry B. survived many challenges to his political leadership. His political astuteness was unquestioned, his charisma obvious.

As significant as his individual achievements were, however, it is important to understand the community from which Henry B. emerged. Gonzalez was as much a product of the Mexican-American community’s dream of justice as a champion of its cause.

Henry B. was born in 1916 to immigrant Mexican parents. He graduated from St. Mary’s Law School in 1943. After working as a private investigation officer and deputy director of the Bexar County Housing Authority, he was elected to the San Antonio City Council in 1953 as a result of a grassroots campaign.

Henry B. grew up the streets of the barrios remaining unimpeded. Health care for the poor was negligible. Tuberculosis and other diseases were rampant.

Despite the poverty and second-class citizenship, a dream of justice lived.

In the 1930s and 1950s, Mexican Americans used the Texas courts to demand equality. In the 1948 Delgado vs. Bastro Independent School District case, the court ruled that the segregation of Mexican Americans could not be excluded from jury.

Gonzalez built on these victories. Following election to the state Senate in 1956, he opposed efforts by other Texas legislators to maintain segregated schools. When legislators introduced bills to withhold funds from integrated schools following the 1954 Brown vs. Board of Education decision, Gonzalez responded with a now famous filibuster.

Henry B. was often called “a man of the people,” and his defense of the common folk is well known. He was, however, also a man who emerged from a people with a dream: a dream of social justice and equality.

Yolanda Chavez Leyva is a historian. She lives in Texas. She can be reached at pmproj@progressive.org
BRENDA SALAS, 23, YOUNGEST COUNCIL PERSON ELECTED IN BANNING

Brenda Salas, 23, ran for the Banning City Council on the basis that she could give more to the community in which she lived.

"My campaign was a grassroots effort, consisting of family, friends and student involvement. Speaking to the students at Banning High, I was able to recruit 40 volunteers. My strongest helpers were Adam Wood, Rita Mojarraro and Robert Rasa," she said.

Her most memorable moment during the campaign was standing on Ramsey and Eighth Street, waving a neon sign. "I did it for the voters to know who is running and who to vote for. Also, a couple of young passersby screamed and told me, Brenda, we love you. Then I knew the decision to run was a positive experience regardless of the outcome," she said.

In a vigorous campaign with help from many sectors in the community, Salas won third place with a vote of 2,388 (12.4%) in a field of eight candidates. In addition, the records indicate that Salas is the youngest councilperson in the Banning history and one of the youngest in the State of California!

Salas feels that being on the city council is a great honor and to represent the hopes, dreams and ideas of every individual is something to live for. She also said that the council is like having another family working together for the betterment of the city.

Salas has been appointed as vice chair of the community development agency. "I feel that there are items that we need to focus on in the near future to enhance Banning in being a place for both our visitors and residents."

Salas is the oldest in a family of five brothers and sisters. Enrolled at Cal-Poly, San Luis Obispo, she is transferring to the University of Redlands to work on a BA in Government and Political Science.

Being an active person, Salas has served as a planning commissioner, poll inspector, worked in the offices of Senator Barbara Boxer and State Superintendent of Schools Delaine Eastin, employed by the municipal court and assisted in the AVID and ESL Programs at Vista Unified School District and the Banning School District.

"My primary interest is in the education of our youth. They are the future voters and the future of our nation. To me, being a positive role model is very important."

MEXICAN AMERICAN GOLF ASSOCIATION TO HOST GOLF TOURNAMENT

The Mexican American Golf Association-local chapter is hosting the 14th Annual Scholarship Golf Tournament to be held on Sunday, March 11, 2001 at the Jurupa Hills Golf Course, Riverside. The annual golf tournament is the only single fundraising event held by the local chapter with total proceeds being forwarded toward scholarships to qualified students in the San Bernardino area.

MAGA is currently soliciting "event" and/or "tee" sponsor to ensure success that will be beneficial to the students. Fees for tee sponsors are $75. Fees for event sponsors are $500 (or any reasonable equivalent thereof) and/or gifts to defray the cost of the tournament. Printed material and available tee space will be prominent displayed for event and tee sponsors.

Event and tee sponsors may mail donations to San Bernardino MAGA, c/o Hiram Diaz, P.O. Box 881, San Bernardino, CA 92302-0881. For further information, call Diaz at (909) 381-4253.

Corporation and business representatives and golfers are encouraged to enjoy a day of fun, golf and friendly atmosphere and generously help our youth and their education.

Last year’s scholarship recipients were Francisco Cornelio, enrolled at San Bernardino Community College, Edward Camarillo, enrolled at Cal-State, San-Bernardino, April Gonzalez, enrolled at Cal-State, San-Bernardino and Nathaniel Lopez, enrolled at Crafton Hills College.

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State, San Bernardino’s role as an effective source for students and the ethics, Juan Delgado, is now coordinating special projects.

Raised in Colton and Rialto. He knows reflect his deep understanding of the educational focus when he took his presidential talents,” says CSUSB President Albert Delgado has been active in reaching out to the San Bernardino and Riverside Counties levels for the past 10 years. In Texas Inland Empire Hispanic News...
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