The Inland Center was the scene of the opening ceremony when San Bernardino Mayor Judith Valles, center, Arq. Victor Hermosillo Celada, Mayor of the City of Mexicali, left, and Mexican Consul Juan Jose Salgado, right, cut the ribbon for the opening of facilities and tourist attractions. The mexicali visiting delegation were able to visit the city of San Bernardino and meet business, education and civic leaders. Photo by IEHN

**SAN BERNARDINO SHERIFF ENCOURAGES RIDE-ALONGS**

San Bernardino Sheriff’s Deputy Michael (Mike) Tierney, above, is a 16-year law enforcement veteran protecting the citizens of the unincorporated areas of San Bernardino County. Tierney epitomizes the dedication and commitment of law enforcement officers and the practice of community-based policing. The San Bernardino County Sheriff Department has 1,481 sworn law enforcement officers and 1,127 civilian personnel. Photo by IEHN

The Inland Center was the scene of an opening ceremony when San Bernardino Mayor Judith Valles, center, Arq. Victor Hermosillo Celada, Mayor of the City of Mexicali, left, and Mexican Consul Juan Jose Salgado, right, cut the ribbon for the opening of facilities and tourist attractions. The mexicali visiting delegation were able to visit the city of San Bernardino and meet business, education and civic leaders. Photo by IEHN

**HISPANIC VIETNAM HERO IS MODEL FOR G.I. JOE DOLL**

Toy maker Hasbro Inc. of Newark, New Jersey, announced the introduction of its version of a G.I. Joe doll with a Hispanic surname. Hasbro selected Roy P. Benavidez, a Texas native of Mexican descent and Army sergeant who won the Congressional Medal of Honor for valor in the Vietnam War, as a model for a doll that is currently being distributed to stores.

Derryl DePriest, director of marketing for G.I. Joe brand, said that the toy maker had earlier this year released the first G.I. Joe dolls with Hispanic features, but not modeled after a specific soldier, however, it pays tribute to Hispanics for their contribution to the U.S. military forces.

Benavidez was born in in Lindenau, Texas, in 1935 and raised by his grandparents after his parents died. He dropped out of school and joined the Army and received his commission. He dropped out of school and joined the Army and received his commission. He died. He dropped out of school and joined the Army and received his commission. He died. He dropped out of school and joined the Army and received his commission. He died. He dropped out of school and joined the Army and received his commission.

Continue on Page 5
WHEN YOU WANT TO GO TO COUNSELING BUT YOUR PARTNER DOESN'T

By Toni A. P. Brown, LMFT

If your partner is lukewarm about the idea, offer to get some information about counselors in your area. If your partner agrees to go only because he or she thinks you have a problem, don’t take it personally. Once your partner meets the counselor, you may both be glad to continue counseling.

And don’t despair if your partner reacts defensively (“I don’t think there’s anything wrong”) or negatively (“I don’t need a stranger telling me what to do!”). Your partner may be content with the way things are. He or she may deny problems exist, even when these problems seem quite obvious to you, and even to others. Or your partner may become angry when you bring up issues that concern you. There are many common reasons why people avoid counseling, including fear of the unknown, anxiety about exposing innermost feelings, or the belief that admitting problems indicates weakness.

If your partner absolutely refuses to participate, begin counseling yourself. Your stress will diminish and your outlook brighten. Your partner may even notice the difference and become curious. Invite your partner to join you, but avoid a high-pressure approach often creates resistance. Instead of nagging or getting angry, keep letting your partner know how important he or she is to you and how much you want your relationship to succeed. While you can’t force your partner to change, one person’s growth can often inspire another’s. When couples approach their difficulties with a willingness to grow and learn, the end result can be a deeply satisfying, loving relationship strong enough to last a lifetime.

Toni A. P. Brown, President of Counseling Services of Brandon in Brandon, Florida, is a speaker, trainer and psychotherapist in private practice.

RECALL ON EDUCATIONAL KITS DUE TO RISK OF LEAD POISONING

Approximately 160,000 “Let’s Start Numbers” and “Optical Illusions Lab” educational kits are being recalled by A San Diego based company, Advantage Publishers Group, due to a risk of lead poisoning. Exposed to lead, especially in children, could cause health problems such as learning disabilities, behavior problems and anemia, among others. These kits were sold throughout the United States between February 1999 and May 2001, for $13 to $20. Although there have been no reports of illness, the company is recalling the kits as a precaution.

The “Let’s Start Numbers” kit has a blue and red cover with a dog on front. It contains an interactive book and a packet of activity pieces to introduce children to numbers. The red painted numbers on the stencil sheet included in the kit contain lead. The “Optical Illusions” kit has geometric shapes on the cover. Included in the kit is a black pen, with gold paint that contain lead.

The stencil sheets and pens should be immediately removed and discarded from the activity kits. Consumers can call the Advantage publishers Group toll-free at 1-866-748-3731 for replacement pieces.

Parents who are concerned because their children have used these activity kits, and would like more information about lead poisoning, other sources of lead, and how to get a blood lead test for their children, can call the department of Public Health, Childhood Lead Poisoning Prevention Program at 1-800-722-3777.
NATIONAL JOB CORPS STUDY SHOWS BIG RETURNS TO TAXPAYERS PROGRAM

RETURNS $2.02 FOR EVERY DOLLAR INVESTED

Dave Miller, above, was recently appointed as director of the Job Corps Center located in Muscoy. Photo by IEHN

A new four year study shows that Job Corps returns $2.02 for every dollar invested in the program as students learn vocational and life skills and become contributing members of society.

Inland Empire Job Corps Director Dave Miller said the study shows that Job Corps works and is a good investment for taxpayers. Opened in 1979, the Inland Empire Job Corps Center trains 400 young adults each year. "Job Corps helps raise the educational attainment of young people, meets the needs of employer partners and, most important, helps change the lives of young people left behind by traditional education and training programs," said Dave Miller. The report concluded that to date, Job Corps is the only large-scale program that has produced sustained, significant earnings gains for disadvantaged youth.

Started 37 years ago, the voluntary Job Corps program offers vocational, academic, and social skills training for youth 16-24 at 118 centers nationwide.

The bottom line is how the program changes people's lives. Kevin Festa, an Inland Empire Job Corps Center Trainee received his GED at Job Corps and is currently attending Valley College. Mr. Festa will soon begin working toward a Bachelor's degree in Psychology, and completely changed his life for the better since arriving at Inland Empire Job Corps.

The Department of Labor contracted with Mathematica Policy Research Inc. to conduct the study. It was based on a random sample of all eligible applicants in 1994 and 1995. Mathematica estimated impacts by comparing the experiences of the program and control groups through periodic interviews over a four year follow up period.

The Findings

♦ Job Corps graduates work longer and earn higher wages. Job Corps makes a meaningful difference in participants' educational attainment and earnings. Calculating the working lifetime of a Job Corps graduate, the study shows they earn about $27,000 more than their non-program graduates.

♦ Job Corps substantially increases education and training opportunities. Job Corps participants spent five hours per week—about 1,000 hours in total—more on education or training than they would if they hadn't enrolled. This impact corresponds roughly to one high school year.

♦ Job Corps dramatically increases students' functional literacy. Forty-two of Job Corps students attain their General Education Development (GED) certificates, compared to 27 percent of those not enrolled. Job Corps students had higher average scores in understanding and using information from text and in performing arithmetic from information embedded in text and documents.


For more information on Inland Empire Job Corps call (800) 788-6305. Or access the Job Corps website at http://iejc.tripod.com/ for more information.
The Nation's Largest Latino Book & Consumer Expo

PRESERVATION UNDERWAY FOR THE 5th ANNUAL LOS ANGELES LATINO BOOK & FAMILY FESTIVAL

Edward James Olmos, distinguished actor, producer and community activist, announced the presentation of the 5th Annual Los Angeles Latino Book & Family Festival at the Los Angeles Convention Center on October 13-14, 2001 from 10:00 AM to 6:00 PM. The previous year’s attendance totaled 45,044 with 734 booths.

Los Angeles - Edward James Olmos, actor and community activist, will present the 5th Annual Los Angeles Latino Book & Family Festival, a weekend event that promotes literacy, culture and education in a fun environment for the whole family. The festival will be held Saturday, October 13, and Sunday, October 14, at the Los Angeles Convention Center, South Hall, 1201 South Figueroa St., Los Angeles, CA. The event will be open from 10 a.m. to 6 p.m. on Saturday and from 10 a.m. to 6 p.m. on Sunday. Admission is free. The Festival offices are located in Carlsbad, California, and can be reached at 760-434-7474.

The Los Angeles Latino Book & Family Festival is the largest Latino consumer trade show in the US. The 2000 Los Angeles show drew 45,044 to 734 booths. Over the past five years 220,000 people have spent nearly a million hours at the Festivals. The greater Los Angeles area, home to over 6.6 million Hispanics, is the largest Hispanic market in the U.S.A. In fact, 18% of all Hispanics in the U.S.A. live in the greater L.A. area.

The two-day event is a hands-on family and consumer extravaganza featuring seven major villages (pavilions) and over ten activity areas including, books, careers, culture, education, health, the home, recreation, travel and more. In total, over 75 workshops, author readings, and entertainment sessions will be held.

More Latino authors will be at this Festival than at any other event this year.

A wonderful opportunity to reach the fast-growing Latino Market in the greater Los Angeles region, exhibitor space is available to vendors who want to reach that market. The festival’s unique “village” concept allows for exhibitors and sponsors to select among seven different areas within the exhibit hall to meet their specific needs. The book village is ideal for bookstores, publishing houses, retailers and other publications. The Careers and Education Village is designed for colleges and universities, prep schools, corporate and government agencies. The Culture Village is a perfect match for artists, arts and crafts vendors, clothing vendors, jewelry makers and cultural organizations. The Health Village is ideal for HMO’s, insurance companies, hospitals, health care professionals and fitness vendors. Testing is a popular activity. The Mi Casita Village was designed for banks, home furnishings companies, insurance providers, realtors, automobile dealerships, department store retailers and food companies. The Technology Village reflects the explosive growth of the Internet and personal computers. Finally, the Recreation and Travel Village attracts travel bureaus (domestic and international), airlines, theme parks, hotels, travel agencies, professional sport teams and more.

“Latino writers are coming to the forefront of the literary scene in this country,” says actor, director and festival producer Edward James Olmos. “A host of them will be present at the upcoming Los Angeles Latino Book & Family Festival reading from their books, sitting on panels and signing their books. Their works are as diverse as the Latino community itself, and we are proud to have them participate in this important event.” As noted in Hispanic Magazine, “The eighties gave rise to so many fictional and scholarly books by Hispanics that it’s almost impossible to keep track of the new publications. The reconstructions and recovery of Hispanic literature and history have always been major concerns to Latino Writers.” Americano Literature, by Mary Helen Ponse, May 1999.

2001 Festival Dates:

- Los Angeles - October 13-14, Los Angeles Convention Center
- San Bernardino - December 1-2, National Orange Show
- Chicago - December 8-9, Chicago Convention Center

Reducing the number of suspensions and expulsions without sacrificing safety is one of the San Bernardino City Unified School District’s goals for the new school year. The key to the effort, according to Youth Services Director Ray Culberson, is suspension and expulsion intervention.

The goal is to identify and assist at-risk students in solving problems before it warrants a suspension. Culberson plans to do this using what he refers to as reality-based education. Reality based education encompasses a number of programs designed to address the actual causes of suspension and help administrators to better understand and pro-actively address the situation. "It deals with real-life situations, real people, real problems, and real solutions," he said.

Culberson intends to use his reality-based philosophy in all aspects of the District’s suspension reduction effort. He said each school’s suspension and expulsion data will be reviewed on a monthly basis. If a school has significantly high number of student violations of a specific kind, an intervention action plan aimed specifically at that issue would be implemented. Programs aimed at reducing suspensions among specific groups of students are also under consideration.

One such program is the Pre-Middle School Preparation program aimed at reducing middle school suspension rates, which are higher than those for elementary or high school. Culberson attributes the high number of suspensions to the greater expectations of middle school. "I believe middle school is an adjustment time for the students." He said. "They come from elementary where it’s a more nurturing environment, whereas the middle school students are more on their own."

A similar situation exists for students who have recently enrolled in a new school. They must become familiar with and adjust to new rules and expectations. To offset this problem for students moving to different schools within the District, a Progressive Discipline Matrix with standardized rules and discipline guidelines has been established. "We need to standardize rules throughout the District," Culberson said. He is also promoting discipline assemblies to make sure students are fully aware of the academic and social expectations of the District.
Hispanic-owned businesses in the United States totaled 1.2 million firms, employed over 1.3 million people and generated $186.3 billion in revenues in 1997, according to a report released today by the Commerce Department's Census Bureau.

Hispanic-owned firms made up 6 percent of the 20.8 million nonfarm businesses in the nation and 1 percent of the $18.6 trillion in receipts for all businesses.

The largest number of Hispanic-owned firms (1 million) were sole proprietorships, unincorporated businesses owned by individuals. C corporations, all legally incorporated businesses except for Subchapter S corporations (whose shareholders elect to be taxed as individuals rather than as corporations), numbered 78,500. But C corporations ranked first in receipts ($71.8 billion) among all Hispanic-owned firms, the report showed. C corporations were included in the Hispanic portion of the survey of Minority-Owned Business Enterprises, source of the data, for the first time in 1997.

Four states, California (336,400), Texas (240,400), Florida (193,900) and New York (104,200), accounted for 73 percent of the firms owned by Hispanics. Seven out of 10 Hispanics reside in these four states.

New Mexico had the highest percentage of firms owned by Hispanics, 22 percent; 5 percent of that state's business receipts were from Hispanic-owned businesses. Texas ranked second with 16 percent of the state's firms owned by Hispanics. These firms accounted for 3 percent of all of Texas' receipts; Florida was third, with 15 percent of its firms being Hispanic-owned and 4 percent of its receipts coming from Hispanic-owned firms; California was fourth, with 13 percent Hispanic-owned businesses and 2 percent of the state's total receipts coming from Hispanic businesses.

Among Hispanic groups, Mexicanians owned by far the greatest number of Hispanic-owned firms, 472,000, or 39 percent. "Hispanic Latin Americans," a write-in category, was second, with 287,300 businesses or 24 percent of Hispanic firms.

Four in 10, or 475,300 Hispanic businesses, had receipts of $10,000 or less; slightly more than 2 in 10, or 273,300 had receipts between $10,000 and 25,000; while 26,700, or about 2 percent, had sales of $1 million or more. Receipts per firm averaged $155,200 for Hispanic-owned firms compared with $410,600 for all U.S. firms excluding publicly held corporations and firms whose owners' race or ethnicity were indeterminate (e.g., mutual companies whose ownership is shared by its members).

The survey data also show that 18 percent, or 211,900, of Hispanic-owned firms had paid employees. These firms accounted for 85 percent of the gross receipts of Hispanic businesses.

There were 1,100 firms with 100 or more employees and receipts of $28.3 billion.

Four in 10 Hispanic-owned firms were in the service industry and accounted for 21 percent of gross receipts; while wholesale firms accounted for 3 percent of total Hispanic-owned firms, but 22 percent of gross receipts.

The number of Hispanic firms, excluding C corporations for which prior comparable data are not available, increased 30 percent from 1992 to 1997, compared with a 7 percent increase for all U.S. firms.

Receipts of Hispanic-owned firms rose 49 percent, from $77 billion in 1992 to $114 billion in 1997, compared with a 40 percent increase for all U.S. firms of the same type over the same period.

The data in the report were collected as part of the 1997 Economic Census from a large sample of nonfarm businesses filing tax forms as sole proprietorships, partnerships or any type of corporation, which has receipts of $1,000 or more in 1997.

The report, 1997 survey of Minority-owned Business Enterprises; Hispanics, presents data for Hispanic-owned businesses by size, type of business, geographic areas (states, counties, metropolitan areas and places) and specific ethnic groups.

The data were collected in a sample survey and are subject to sampling variability, as well as nonsampling errors. Sources of nonsampling error include errors of response, nonreporting and coverage.

GED and became a paratrooper in 1955 and a member of the Special Forces.

On May 2, 1968, the 33-year-old Benavidez in his second tour of duty was monitoring radio dispatches from a camp inside the South Vietnamese border. A helicopter was ordered to extract Special Forces soldiers from a fire camp in Cambodia and Benavidez grabbed a rifle and bolted his way into the helicopter without permission. The crew encountered about a dozen American soldiers being overrun by an entire regiment of North Vietnamese regulars.

The helicopter landed and Benavidez jumped off. He was immediately wounded in the right leg, chest and head. Over the next six hours, his constant exertion and loss of blood did not stop him from alternately playing the role of infantryman, hand-to-hand combat warrior, commander and even medic. He was able to call in tactical air strikes and directing the fire from the supporting gunships to suppress the enemy's fire and monitored the rescue of fellow soldiers, including his carrying wounded soldiers to the rescue helicopters. He helped save the lives of eight fellow Green Berets and was able to retrieve every valuable classified documents in the fire camp.

Benavidez received 37 wounds from bullets, shrapnel and bayonets, including broken jaws and exposed intestines. He was forced to be fully evacuated in order to receive medical aid. He was later awarded the Distinguished Service Cross.

However, this action took place in Cambodia and the United States was secretly operating in that country and prevented publicity regarding his bravery, although many in the Armed Forces were aware of his actions.


"Benavidez was chosen for his battlefield heroism. His courage was unparalleled and we are deeply honored and humbled to be able to create a figure in his likeness," stated DePriest.

Editor's note: The Inland Empire Hispanic News annually publishes on Veterans Day the Hispanics who have been awarded the Congressional Medal of Honor.
Continued from Page 1

along, I reflected on the Sheriff's Department and its past interrelation­ship with the community at large, speci­fically the Hispanic community. Prior to 1988, the relationship with the Sheriff's Office and Hispanic community was not the greatest, to say the least. The era of the "cowboy sheriff" was in effect and isolated incidents of "over reaction" by depu­ties were periodically reported.

The "Victorville Five Incident" on June 30th, 1988, was one of a series of severe incidents that developed into a different trend in the philo­sophy in law enforcement for the Sheriff's Office and other police agencies. The incident began in the Victorville area when the Sheriff's Office received a call of a loud party worldwide. The incident was videotaped "pre­dicted the situation" and reacted by

Sheriff's Office and other police agencies.

June 30th, 1988, was one of a series of incidents of "over reaction" by depu­ties and worldwide!

Victorville area when the Sheriff's

agencies.

Victorville area to familiarize me with his 'nor­thar area' neighborhood in detail, pointing out trouble spots and individuals who

Each day is different. During the

operations associated with his patrol

positive changes have occurred since

July and August electric bills. If the Tax on each of your July and August residential electric bill is LESS than $10, then you are going to get $20 back ($10 for each

how he would have to

is an ethnically mixed neighborhood.

"training officer". The briefing con­sed of the duty sergeant and depu­ties exchanging pertinent information on trouble spots within central San Bernardino, Highland, Loma Linda and Muscoy areas.

After the briefing, Mike went through a process of checking his pa­

July and August, its very quiet, sometimes, but

Mike drove me around the Muscoy

"training officer". The briefing con­sed of the duty sergeant and depu­ties exchanging pertinent information on trouble spots within central San Bernardino, Highland, Loma Linda and Muscoy areas.

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in his career is necessary and his fu­ture goal is to strive toward detective status, a position that opens fields of specialization within the department.

Mike also talked about his wife and children, and early adjustment to his wife’s cultural background. “It is a happy occasion when all the relatives get together which I enjoy very much. It was hard to adjust. Do I love Mexican food! I miss not being with my wife and kids because of the job. This is one of the downsides to being a deputy,” he said.

As we continued on patrol, Mike checked on numerous license plates for stolen vehicles, checked on a parked car with a young driver (he was visiting his girlfriend), stopped a car and checked on identification papers with a non-English speaking driver (his Spanish is good up to a certain point, then it becomes non-decipherable, but there’s an effort and hope).

We got a call for backup in the area of Pacific High School. At the scene, the assigned deputy resolved the dispute between father and son.

Another immediate call came in from a store adjacent to the Interna­tional Trade Center where two young boys were throwing rocks, breaking a windshield on a pickup truck. Mike talked to the truck owner, who agreed that payment would be sufficient. He talked to the parents about restitution and (kneeling to speak at their level) he pointed out that their parents were paying the dam­age. This discussion had a tremendous impact on these boys that will un­doubtedly last for a long time. At 11:00 PM, I was dropped off at the Sheriff’s station.

During a lull in radio activity, I asked Mike about his future in law enforcement. He stated that a change in the patrol route, other calls came in and were checked out. Mike kept constantly inputting data into the computers and listening to calls from other patrols. During a lull in radio activity, I asked Mike about his future in law enforcement. He stated that a change...
On August 18, 2000, Senate Bill 984 (Polanco) Chapter 213 was signed into law by the Governor and named after Cesar Chavez. The legislation established a new state holiday honoring Cesar Chavez. In addition, the history-social science curriculum framework explicitly mentions this focus at grades 4 and 11. The new Cesar Chavez curriculum will complement the history-social science curriculum and standards. Not solely concerned with the holiday, the curriculum will be a substantial part of the school-year instruction. The model will be written to provide guidelines to producers of supplementary instructional materials as well as provide an excellent research resource for the general public via the Internet.

CDE is working closely with the CDE. The final product is subject to approval by the State Board of Education. There will be a period of public review and comment this fall. The curriculum will be delivered to the CDE in December of this year and presented to the State Board of Education for information and public hearing January 2002. The Board is expected to take action in February 2002. The final curriculum will be available for use on the Internet in March of 2002.

The fully developed curriculum will be based upon the adopted history-social science standards and framework. In addition to biographies tailored for specific grade levels, the curriculum will be established upon the adopted history-social science standards and framework. In addition to biographies tailored for specific grade levels, the curriculum will provide primary sources including the speeches and writing of Cesar Chavez, his philosophy, documents about the struggles faced by Chavez and his allies, and oral histories of those who participated in historical events. The curriculum will help incorporate the study at different grade levels, using a variety of teaching and learning strategies that include service learning, dramatization, community service, and/or presentations.

If the public has any questions on this project, contact Thomas Adams at 916/657-3617 or by e-mail at tadam@cde.ca.gov; Valerie Bliss at 916/657-2863 or by e-mail at vbliss@cde.ca.gov. Developments can be monitored at the CDE Web site: http://www.cde.ca.gov/cesarchavez.
TAKING STEPS IN THE FIGHT AGAINST BREAST CANCER

Today, 2.6 million women have breast cancer-and half do not even know it. In the battle against breast cancer, a woman’s chances for survival depend largely on early detection and treatment. When breast cancer is detected in its early stages, more than 90 percent of patients can be cured. What steps can you take to safeguard your health?

First, make sure you know your family medical history for both maternal and paternal relatives. It can help cut your risk for developing breast cancer. If you do have a family history of breast cancer, you may benefit from genetic counseling and testing. According to Jeffrey Weitzel, MD, director of the Department of Clinical Cancer Genetics at City of Hope Cancer Center in Los Angeles, “Women known to be at high risk of breast cancer can benefit from customized early-detection screening and prevention techniques.” Discuss the findings from your health history with your physician, who can help you craft appropriate prevention and screening strategies.

Second, know your personal medical history. Medical experts cite the following potential risk factors for breast cancer:

- Being childless, or having your first child after age 30.
- Having a long menstrual history—began your menses at an early age and ending late in life.
- Consuming, on average two or more alcoholic drinks each day.
- Considerable exposure to radiation, particularly to the chest.
- Exposure to supplemental hormones including birth control pills, DES and hormone replacement therapy.

Women with any of these risk factors should be vigilant about their cancer screening.

Finally, age itself is a woman’s single most important risk factor. According to American Cancer Society research, among 20 year olds, only one in 2,187 will develop breast cancer in the next ten years; among 40 year olds, one in 67, and among 60 year olds, one in 29. For this reason alone, women over 40 should have an annual mammogram.

How can you protect yourself, especially if you face some of the factors that put you into the higher-risk group? See your doctor. He or she will inform you of the latest methods of managing your risk, including instruction on how to perform a monthly breast self-exam, conduct annual check-ups including a clinical breast self-exam, conduct annual check-ups including a clinical breast examination and if you are over 40, give you a prescription for a mammogram every year. Your physician may also put you on a more comprehensive prevention or screening program depending upon your health histories.

You may also be told to lose weight, exercise more, and cut down on your alcohol intake—all positive measures toward preventing breast cancer and many other illnesses. One way to take direct action in the fight against breast cancer as well as fund breast cancer research is to participate in City of Hope’s WALK FOR HOPE AGAINST BREAST CANCER. To make a donation or to register to walk or run, call 800-266-7920, or go to the Walk Web site at www.walk-coh.org. To learn more about genetic screening for breast cancer, breast self-examination or other cancer concerns, call City of Hope at 800-826-HOPE.

PATRONIZE OUR ADVERTISERS

VICTORY FOR SMALL BUSINESS IN THE INLAND EMPIRE REGION

Senator Soto’s Efforts to Bring Small Business Financial Development Corporation Successful

Small business owners in the Inland Empire region will now have direct access to financial support. Senator Nell Soto (D-Ontario) announced, today, a new Small Business Financial Development corporation will be established in the Inland Empire.

“This is a big step toward success for small businesses,” claims Soto. “The Inland Empire has been identified as one of the areas in the state with the most rapid growth of small businesses and greatest need for loan guarantees. This is the break entrepreneurs need to grow and succeed. This is the break our local economy needed in terms of jobs and services.”

There are eight other SBFDC’s in California. Those offices oversee California Small Business Loan Guarantee Program in their areas. The program enables small businesses to obtain a line of credit when it cannot otherwise qualify for a loan. These are state-backed loan guarantees from $10,000 to $250,000 at competitive interest rates.

For the 32 years since the program began, the Inland Empire has not had the opportunity to access the millions of dollars the program had guaranteed to new businesses. “This is an extraordinary opportunity for the Inland Empire,” says Samuel Crowe, Chairman of the Board of the Inland Empire Small Business Financial Development Corporation. “Credit should go to the Board of Directors of the SBFDC and, of course, to Senator Soto for her persistence in securing this program for her district. This is a major contribution to our local economy and a boost for minorities to succeed in their own business ventures.”

“We are looking forward to working with all the banks in the Inland Empire to help launch this great program,” says Stanley Cruse, Chairman of the SBFDC’s loan committee. “We will be making loans that would not otherwise be made those pursuing growth and expansion of their businesses.”

The establishment of this corporation in the Inland Empire is part of AB 77, passed by the legislature and signed by the Governor in 2000. It requires the Trade and Commerce Agency to establish one of the four new SBFDC’s in Ontario.

Small business owners can begin applying for the program November 1st. For more information on the specifics of the Small Business Loan Guarantee Program, contact Samuel Crowe (909) 983-9393.

BUSINESS PLANS AND FINANCE WORKSHOP

A workshop designed for people who plan to start a business or have recently established a business will be held Thursday, September 13, 2001, from 5:30 p.m. to 9:00 p.m. at the Greater Riverside Chambers of Commerce, 3985 University Avenue, Riverside, California.

Sponsored by the Inland Empire Chapter of the Service Corps of Retired Executives (SCORE) Association, this program will discuss the business plan as an integral part of a business loan application. Most banks will not even discuss a loan until a business plan is presented. Learn about business plans, good record keeping practices and SBA-guaranteed loan opportunities.

The fee which includes materials, is $20.00 per person. For additional information on this event or free business counseling from SCORE, contact SCORE at (909) 652-4390.

All SCORE programs and services are extended to the public on a non-discriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested two weeks in advance. Contact the U.S. Small Business Administration at (714) 550-7420, ext. 3711.

Enjoy the Labor Day Weekend and drive safely.
STATE CONVENTION AND BUSINESS EXPO


The CHCC is the fastest growing regional business organization in California. Founded in 1978 to promote economic and business development of Hispanic business and communities in California.

The CHCC recognizes the significance of Hispanics in the United States economy. As California's economic future becomes increasingly dependent on a diverse workforce, consumer, and business segment, Hispanics will play an increasingly important role in California's economic future. According to a recent study by the U.S. Small Business Administration, Office of Advocacy, the number of U.S. business owned by Hispanics in 1997 totaled $1.4 million generating close to $200 billion in annual revenue. Hispanic businesses in California represent 35% of all Hispanic business in the United States, with Latina owned business representing the fastest growing business segment in the U.S.

Please join us in promoting continued economic growth and development in California. The goal of the CHCC's Annual Convention is to promote participation from Hispanics and business owners from throughout the state and from all aspects of the public and private sector to discuss issues of relevance to this significant segment of the community. We also see this as an opportunity to celebrate the educational, political and economic success of this dynamic business community. Some of the Scheduled workshops include:

- Cashing in on eCommerce... Latinos in the Internet World
- Latinas... Changing the Face of Economic Development
- Political Empowerment... From the Ballot to the Cash Register
- Marketing... Making Your Face Count

This year's invited speakers include, California Governor Gray Davis; Lt. Governor Cruz Bustamante; U.S. Housing and Urban Development Secretary Mel Martinez; California State Senator Deborah Ortiz; Ana Cabral, CEO/President Hispanic Association of Corporate Responsibility; Kerry Killinger, CEO/President Washington Mutual Bank; Jesus Chaviarria, Publisher Hispanic Business Magazine and others.

If you would like additional information on Sponsorships, Exhibitor, Advertising Opportunities, or Information on Registration, contact the CHCC offices at (916) 444-2221.

The Multicultural Council of the Riverside Museum Associates presents

FAMILY VILLAGE FESTIVAL

A Multicultural Experience
Saturday, September 8, 2001
10:00 a.m. – 7:00 p.m.
at
Riverside Municipal Museum
3580 Mission Inn Avenue • Riverside, California 92501

Participating Cultures

Caribbean
Jamaican
Puerto Rican
Danish

Chinese
Arab
Filipino
Puerto Rican

Bangladesh
Korean
Indonesian
Indian

Latino
Mexican
Japanese

The Finest Community Cultural Event
- Exciting cultural entertainment
- Creative children's workshops
- Ethnic food at family friendly prices.

For more information please contact the Museum (909) 826-5273
Mark McGwire, world famous home run hitter, is pictured at home plate during the game between the St. Louis Cardinals and Tigers. Photo courtesy of Jorge Baeza

It was an eventful and exciting trip to visit my grandchildren after a four-year absence.

My daughter Naomi Baeza Beem informed me that her store Build A Bear Workshops in St. Louis had planned for their mascot Bearame to throw the first pitch at a St. Louis Cardinals and Tiger game. I just had to go.

Naomi Baeza, was the 1989 Colton High School "Yellow Jacket" Mascot, her senior class honored her by having the High School annual dedicated to her. Naomi was also MVP for the Carl Rimbaugh Girls Softball League Senior division "Tigers" team, that year the Tigers had an outstanding record of 15-0.

I was invited by Naomi, chief bear builder to record and photograph the event. We met the Cardinals public relations co-ordinator Marty Hindman and his wonderful staff who gave us all courtesies and tour of the Club House with field passes to photograph the baseball players and their families on this family day.

At the beginning Bearame the Bear AKA Katie Rund met with all of the baseball stars children and then posed with these children and their famous parent and mother.

Red bird and Bearame met with a hug, and then Naomi escorted Bearame to the pitchers mound so that Bearame could throw the first pitch.

The game then commenced with the national anthem. To my surprise I was singled out by the Cardinals Video camera and my wife, daughters and grandchildren saw me on the Cardinals Big Screen. I didn't know that that this had occurred until my family told me. What a surprise.

When the game started I didn't stay with the PR group, I went up to the bleachers to enjoy the game with my family and had an opportunity to see Mark McGuire hit his 564th home run and capture this on film in addition to some memorable poses of Big Mac at first base.

A very memorable day!

While in St. Louis we visited the Anhauser Bush Beer Brewery, what an operation and of course enjoyed the special courtesies of free beer from the Anhauser Bush family.

Grants Park, home to General Ulysses S. Grant was another significant spot we visited. Entrance was free after we paid a nominal $4.00 parking fee.

We went on to enjoy the exotic animal and bird aviary, elephants, petting zoo and of course the camels that were eager to give kisses for a munchies tidbit, plus chew on unsuspecting fingers that got in their way (mine).

To me the most memorable sight was the front gate and fence, composed of 2,500-welded civil war rifle barrels that were used and had killed fellow Americans during the Civil war.

Our next stop was the St. Louis Arch, A 670-foot high monument to American Largesse. And paid an exorbitant fee of $7.00 per person plus parking we were up there for only 10 minutes, one person in our group got a little sick.

A very eventful trip.

**NOTICE OF REQUEST FOR PROPOSALS/QUOTATIONS**

Notice is hereby given that proposals will be accepted by the South Coast Air Quality Management District, 21662 E. Coyote Drive, Diamond Bar, CA 91765 for the following:

<table>
<thead>
<tr>
<th>Bid No.</th>
<th>Title</th>
<th>Bidder's Conference</th>
<th>Closing Date</th>
<th>Contact Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>P0002-09</td>
<td>Access, Develop and Demonstrate Low VOC Cleaning Solutions for Cleaning of Lithographic Printing Equipment</td>
<td>9/1/01 10:00 a.m.</td>
<td>10/1/01 4:00 p.m.</td>
<td>Abid Latif</td>
</tr>
<tr>
<td>P0002-10</td>
<td>Qualify Classifications and Compensation Study</td>
<td>None</td>
<td>9/8/01 4:00 p.m.</td>
<td>Lindsey Whitehead</td>
</tr>
<tr>
<td>P0002-11</td>
<td>Data Collection Infrastructure Upgrade</td>
<td>MANDATORY 9/1/01 9:00 a.m.</td>
<td>10/1/01 4:00 p.m.</td>
<td>Ray Goldsworthy</td>
</tr>
<tr>
<td>Q0001-19</td>
<td>Gas Chromatograph Mass Spectrometer System</td>
<td>None</td>
<td>9/8/01 4:00 p.m.</td>
<td>John Wirth</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 ATTEND-ING THE MANDATORY BIDDERS' CONFERENCE.

The RFP may be obtained through the Internet at:

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

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

It is the policy of the AQMD to ensure that all businesses including minority-owned businesses, women-owned businesses, disabled veteran-owned businesses and small businesses have a fair and equitable opportunity to compete for and participate in AQMD contracts.

Leticia De La O

**Sheriff Gary Penrod,**

*On behalf of The San Bernardino County Sheriff's Department, Salutes the Hispanic Community*

*In Their Celebration*

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