



La Nueva Voz

The New Voice, a Bilingual (English/Spanish) Publication
Pomona's only community newspaper!



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GRATIS**

Thursday, September 22, 2011

'Pomona Day at the Fair' a success as city's 'community heroes' honored

The L.A. County Fair in Pomona threw a party on "Pomona Day at the Fair" this month complete with a parade, recognition of Pomona's "community heroes" and a reception – and it seemed like the entire city turned out to celebrate.

Top billing went to this year's heroes – Stephanie Lemus, Vanessa Sapien and Anne Henderson.

Mike Driebe, Chairman of the Pomona Community Committee, welcomed Pomona to the 89th anniversary of the L.A. County Fair.

"Each year, the L.A. County Fair celebrates our local communities and today we are proud to honor our own hometown – the City of Pomona," Driebe said. "It is tradition that every year we honor amazing individuals for their heroic achievements in making our hometown a more extraordinary place. Each of these heroes brings something different and extraordinary to Pomona through their significant contributions, enthusiasm and dedication toward making our community a better place to live."

Stephanie Lemus

Stephanie Lemus, first hero to be recognized, was a member of the peer counseling program and head of the Viking Council, a group that addressed the issue of truancy at Garey High School. She organized the council, assigned jobs to committee members, met with truant stu-

dents and tried to brainstorm solutions to their truancy issues.

Because of the success of the Viking Council at Garey High School, the Pomona Unified School District is considering implementing this program at other high schools.

Vanessa Sapien

Hero Vanessa Sapien became a motivational speaker for the disabled community at a very young age, Driebe said, and continues that work today. She speaks to people living with disabilities about maintaining an active lifestyle through sports and recreation, and speaks to local high school and college students with special needs about the importance of pursuing a higher education.

She recently received her bachelor's degree in psychology from the University of La Verne and is on the Board of Directors for



FAIRPLEX CEO JIM HENWOOD RECOGNIZED BY POMONA UNIFIED SCHOOL DISTRICT – Pomona Day at the L.A. County Fair each year is designed to honor community leaders from Pomona but the Pomona Unified School District turned the tables this year and took the opportunity to present a special certificate of recognition to Los Angeles County Fair Association President and CEO Jim Henwood for his support for public education and his commitment to the welfare of the children and the community. Pictured, from left, are Pomona Unified Supt. Richard Martinez; school board members Jason Rothman, Dr. Roberta Perlman and Richard Rodriguez; and Henwood.



POMONA'S 'COMMUNITY HEROES' HONORED ON POMONA DAY AT FAIR – Pomona's hometown community heroes were honored on Pomona Day at the L.A. County Fair this month in ceremonies following the Pomona Day parade around the fairgrounds. Heroes, pictured from left, are Stephanie Lemus, who worked on the truancy problem at Garey High School; Vanessa Sapien, a motivational speaker for the disabled community, and Anne Henderson, a volunteer with numerous groups including the Pomona Chamber of Commerce, Fairplex Friends, the Lion's Club and the Anti-Bully Campaign.

Services Center for Independent Living which helps the disabled community find affordable housing. She also works extensively with Project Sister Family Services, an organization that assists women and children who have been sexually assaulted.

Anne Henderson

Hero Anne Henderson's "constant supply of energy and her willingness to serve make her a great volunteer," Driebe said.

She is involved with organizations including the Pomona Chamber of Commerce, Fairplex Friends, the Lion's Club and the Anti-Bully Campaign. She sings in the choir at St. Paul's Episcopal Church, where she is a member, and sings regularly in the Repertory Opera Company, Pomona's own opera company.

She leads the local chapter of Daughters of the King and works in the Mercy and Justice Ministry representing St. Paul's in several communities.
Pomona Day... pg. 2

Héroes comunitarios reciben homenaje

La Feria del Condado de Los Angeles en Pomona festejó el día de Pomona con un desfile, un reconocimiento a héroes comunitarios, y una recepción donde pareció que toda la ciudad entera se presentó para la celebración.

Stephanie Lemus, Vanessa Sapien, y Anne Henderson reci-

bieron grandes honores por ser "héroes del año."

"Cada año, la Feria del Condado de Los Angeles celebra a nuestras comunidades locales y ahora estamos orgullosos de rendir reconocimiento a la Ciudad de Pomona," dijo Mike Driebe, presidente del
Héroes... pág. 13

Small Pomona church makes big impact as it remembers 9/11, honors local heroes

One of Pomona's smallest churches made one of the biggest impacts in the city's remembrance of 9/11 this month when it honored the local heroes who serve the community on a daily basis.

Sunday services on Sept. 11 were expanded into a full "Hero's Welcome – Community Event in Pomona" at Mountainside Christian Fellowship, which meets twice a month at Pomona's Harrison Elementary School.

Pastor Paul Berry said that because he was married three days after the 9/11 attack, the series of events left "an indelible mark on my memory."

And, because he served briefly in the Marines and because his youth pastor Rick Morris served as an Army Ranger for 21 years, the two felt it was important to recognize those who have served and those who continue to serve – in the police and fire departments, in rescue and paramedic services, in the military and others.

"The idea is while commemorating the tragedy we wanted to turn it into a day of honoring the people who protect the security of the
Remembering 9/11... pg. 2



FIREFIGHTERS DISPLAY MEMORIES OF 9/11 – Los Angeles County Fire Department Station 101 (Claremont) firefighters display memories at this month's special service at Mountainside Christian Fellowship to honor the victims on the 10th anniversary of 9/11. Pictured, from left, are Capt. Gabriel Ramirez, Engineer Paul Asquini, Firefighter Scott Gibbs and Pastor Paul Berry.

Iglesia rinde homenaje a héroes locales al recordar el 9/11

Una de las iglesias más pequeñas de Pomona hizo gran impacto al conmemorar los acontecimientos del 9/11 y rendir homenaje a héroes locales quienes sirven a la comunidad a diario.

El culto del Domingo de Sept. 11 se desarrolló en una "Recepción de Héroes – Evento Comunitario en Pomona" en la iglesia Mountainside Christian Fellowship, el cual se reúne dos veces al mes en la escuela primaria Harrison.

El Pastor Paul Berry dijo que él contrajo matrimonio tres días después de los acontecimientos del 9/11, y esto dejó una huella profunda en su memoria.

Y a razón de que él mismo sirvió en la infantería de las marinas y que el pastor juvenil Rick Morris también sirvió como Explorador del Ejército por 21 años, ambos sintieron la importancia de otorgar re-
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See 'first day of school' photos pg. 15.

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efforts. And working with the Lion's Club, she fundraises to help provide free eye exams and glasses for needy Pomona Unified School District students.

Henderson also volunteers on service projects such as the Literacy Project at Yorba and Pueblo Elementary Schools, Pomona Beautification Day and others.

Pomona Day got under way as the fair opened with Pomona exhibitors lined up for the day just off Broadway near the main entrance – groups including the City of Pomona, Pomona Valley Hospital Medical Center, Pomona Chamber of Commerce, Western University of Health Sciences and La Nueva Voz.

But the highlight of the day began late afternoon with a "Fairplex

style" reception in the Millard Sheets Center for the Arts for elected officials, volunteers and community leaders.

At the reception, board members and Supt. Richard Martinez of the Pomona Unified School District presented a special certificate of recognition to Los Angeles County Fair Association President and Chief Executive Officer Jim Henwood "with grateful thanks for your unwavering support for public education and outstanding commitment to the welfare of our children and community."

"This is a great day," Henwood said in accepting the special recognition. "I'm very impressed with the number of people that have come out."



LIVE SHARK ENCOUNTER – Fairgoers this year have an opportunity in the back of Building 5 to view live sharks in a special tank as part of a "hands on" educational exhibit all about sharks.

"We really want to make sure everybody gets a chance to come out to the Fair," he said.

Following the reception was the

Pomona Day parade – complete with marching bands and floats – around the fairgrounds.

The festivities continued inside

Building 4 with music from the Garey High School marching band and the presentation of awards to the city's three community heroes.

Remembering 9/11... from pg. 1

rest of us," Berry said. "God has called the special people to continue to serve."

"We always want to honor the memory of those who lost their lives," Berry said. "We can all remember where we were that day. It is a day that left an imprint on our lives forever."

"But even though our world is different, some things haven't changed," he said. "There are those who are willing to serve."

Berry added that those who serve don't refer to themselves as heroes.

"One of the clearest images... were all of the people climbing down the stairs of the twin towers (of the World Trade Center)... and the responders climbing up," he said.

Those recognized during the services included representatives of the



BLESSING THE HEROES – Pastor Paul Berry, center, leads a special blessing for the local heroes during Sept. 11 services at Mountainside Christian Fellowship in Pomona. The church remembered 9/11 but wanted to thank those in the community who are heroes on a daily basis. Included were law enforcement officers, firefighters, a U.S. Marine, military veterans, paramedics and others.

Pomona Police Department, the Los Angeles County Fire Department, the Marine Corps, military veterans and others.

Members of the congregation

stood to say they were thankful for their safety, the life of their family, peace in their country and more.

More than 50 people – including both members of the congregation

and guests – attended the Sunday morning services, which were followed by a community lunch provided by 10 area restaurants.

The church also provided lunch for Los Angeles County Fire Stations 182 and 186 in Pomona, the Pomona Police Department and the homeless in downtown Pomona.

Berry, of Pomona, said the two-month-old church – quite likely Pomona's newest and one of the smallest of the nearly 150 churches in Pomona – started as a home bible study program in his parents' home.

"We're small but focused," Berry said of the non-denominational church which is affiliated with Cavalry Chapel. Berry graduated from Calvary's School of Ministry in June.

"Pomona is a place where we need to go to the people," Berry said, adding that the church offers a youth ministry, a children's ministry and a men's and women's fellowship night.

Lunch was provided by Fatburger in Pomona, Warehouse Pizza and Café Cabo in La Verne, Marie Callender's in Claremont, and Domino's Pizza, Chicken & Fish, Farmer Boys, New York Pizza, KFC and Chipotle in Upland.

For more information, contact (909) 999-PRAY (7729).

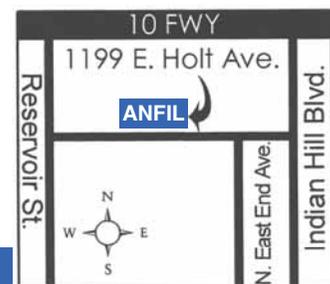
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Free charter school offering students non-traditional education now open in Pomona

Students in Pomona and surrounding communities experiencing difficulties in a traditional educational setting have a new op-

tion available to them providing "one on one" focus.

The Mojave River Academy, based in San Bernardino County, is

an established California Charter School offering students in grades kindergarten through 12 a choice, according to Geddes Mohammed,

site coordinator and teacher at the Pomona campus.

"Since our programs are student centered, we are able to offer a program built specifically for each individual," Mohammed said. "Our students are driven to succeed."

The school is free, is a public charter school and offers free transcript evaluation and immediate enrollment.

Features include independent study, online study, small group instruction, test preparation and catching up on credits.

A typical student interested in Mojave River Academy is one who is being home-schooled but wants a state-recognized curriculum, or a

student interested in accelerating his high school requirements.

Others may want to earn their high school diploma (and have not reached their 20th birthday) or students needing an alternative educational opportunity.

Still others may be working, traveling or performing and need additional flexibility.

Mojave River Academy offers centers throughout Southern California – from Barstow and Colton to Palm Springs and Victorville.

The Pomona location is at 640 E. Arrow Highway (at Towne Avenue).

For more information, call (909) 841-8271 or visit the web site at www.mojaveriver.net.



BOYS AND GIRLS CLUBS REACH OUT TO COMMUNITY – The Boys and Girls Clubs of Pomona Valley threw a party this month for the community – members and non-members alike, inviting parents and all to help show the importance of parents and children playing and interacting. The annual event, known as National Day for Kids, included everything from carnival games and live performances to prizes, eating contests and more. Pictured in a hula hoop competition are, from left, Aliyah Montesino, 7; Daisy Gomez, 10; and Jasmine Vasquez, 8. Cal Poly Pomona students from the Brothers Movement, Gamma Theta Alpha, Hermanos Unidos and Hermanas Unidos volunteered to help run the various games and events.

Pomona Eagles to hold annual charity chili and menudo cook-offs

Pomona Eagles #2215 will sponsor its fifth annual Charity Chili & Menudo Cook-offs next month featuring live music, tasting kits, horseshoes and fun for the entire family.

Also included will be kids' games, a bounce house, a 50/50 and raffle prizes, in addition to live music from noon to 4 p.m. by "The Working Poets."

The event is scheduled for 10:30 a.m. until 5 p.m. Saturday, Oct. 15, at Pomona Eagles, 954 W. Mission Blvd., Pomona.

Tasting kits are \$5 and the entry fee is \$20.

Cooks are asked to contact Frank at (909) 657-7786. Vendors are asked to contact Janet at (909) 762-3032.



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'Pomona Day' on parade at the L.A. County Fair



'POMONA DAY AT THE FAIR' PARADE -- Participants in this month's "Pomona Day" parade at the L.A. County Fair were (clockwise from top left) the Boys and Girls Clubs of Pomona Valley; Diamond Ranch High School; Garey High School; Pomona Host Lions Club; Ganeshha High School; Pomona Breakfast Optimist Club; and Pomona High School.



Business, property owners in downtown Pomona debate proposal for new parking structure, downtown parking fee increase

Business and property owners in the downtown Pomona area – in an on-going dialogue with the city to review parking needs – want to provide adequate parking for customers but are concerned that a parking structure proposed by a consultant for Pomona's Redevelopment Agency and the Vehicle Parking District will be located on one end of downtown and will be financed by customers of stores on the other end.

The structure – large enough to provide a total of 800 parking spaces – is proposed for a vacant parking lot near the Verizon building east of Garey Avenue.

But businesses across Garey are concerned the new structure would not be used by their customers and that their customers would be penalized when they park in surface lots and are required to pay a higher parking rate.

Consultant Pat Gibson prepared a parking management plan for the downtown area three years ago. The proposal unveiled last month in a parking "community meeting" of about 50 business and property owners in the School of Arts and Enterprise Pomona Downtown Center focused on how to implement the

plan.

At the heart of the plan is an increase in parking rates to cover the costs of parking lot maintenance, operation and security along with actual construction of the parking structure expected to cost \$12 million.

Parking fees in the downtown lots under the program – between the hours of 7 a.m. and 10 p.m. – would be two hours free and a \$3 flat fee thereafter in surface lots, and two hours free and \$5 flat fee thereafter in the parking structure.

According to Gibson, 80 percent of shopping trips require less than two hours.

Nighttime rates (between the hours of 10 p.m. and 7 a.m.) would be \$3 per night flat rate in lots and \$5 per night flat rate in the parking structure.

Monthly parking permit costs also would increase under the proposal.

Daytime permits currently cost \$20 and would increase to \$30 under the program.

Current parking revenue totals \$477,200 a year, while revenue under the proposed program would generate \$1.4 million – the amount needed to operate the lots and park-



Pat Gibson

ing structure, pay for debt service on the construction of the parking structure, provide improvements and security and keep a 5 percent reserve in the budget.

According to Gibson, timing for the structure is good because of low construction costs, land availability and available financial assistance.

The down payment for construction of the structure would come from a combination of Vehicle Parking District revenue bonds and redevelopment funds.

If the program is adopted, parking fees could increase as early as January and the parking structure could be completed as early as June 2013.

Downtown business owner Terry Dipple, who operates Ink'd Chronicles, said the increased parking fees would put Pomona at a competitive disadvantage with shopping areas such as Montclair Plaza or Victoria Gardens where parking is free.

"You are asking us and our client to bear the burden," he said, when it may not be necessary.

Others said the east side of Garey Avenue has parking problems and that any new development should be required to provide parking.

"I'm not convinced there is a need to build a garage for \$12 million," Dipple said, adding that the city provided a live/work area downtown and then required tenants to pay for their own parking.

Gibson said his review included a review of cities such as Pasadena

and Santa Monica. Even Beverly Hills, he said, is planning on eliminating its two hours free parking.

Dipple said that rather than hire a parking consultant to justify a parking garage, it would make more sense to look at the entire downtown area and determine what development is coming in and what is needed based on a "big picture" and future parking requirements.

Pomona Fox Theater co-owner Jerry Tessier, past president of the Downtown Pomona Owners Association (DPOA), said the DPOA wants to work with the Vehicle Parking District and the city to come up with a plan that works.

He pointed out that there are currently 2,500 spaces and that, with the new parking structure being built on a parking lot that includes some of those spaces, the total with the parking structure would be only about 3,000 – approximately another 400 spaces for \$12 million.

Tessier said the DPOA does not want to charge customers not being charged today when they can go to places like Claremont and park for free, and that the parking structure should pay for itself.

There were no speakers in favor of the proposal.

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Workshop helps show businesses how to help finance their recovery

Some of Pomona's leading financial, real estate and business experts met last month at a workshop in Pomona to review how best to bring more business back to Pomona – and the results were encouraging.

The Pomona Community Development Loan Program Workshop, held at the Los Angeles Urban League's Pomona Business and Career Center, included topics covering everything from working with U.S. Small Business Administration "504" loans to working with the local chamber of commerce.

The SBA 504 Loan enables entrepreneurs to purchase real estate, finance equipment and tenant improvements, and finance all "soft" costs. Other SBA programs are available to finance working capital, inventory, business acquisition and debt refinancing.

At the chamber level, Pomona Chamber of Commerce Executive Director Frank Garcia said working with the chamber is based on building relationships.

"There's no magic in the (membership) plaque... the magic is in this room," Garcia said. "This recession is tough."

Mark Harris, a business development officer for AmPac Tri State CDC (a certified development company

of the SBA), said his company finances up to 40 percent of the project costs through an SBA 504 loan

and takes a second mortgage position, while the small business owner provides a down payment that can be as low as 10 percent.

A bank or other lender typically finances 50 percent and takes a first lien position. AmPac works with a diverse array of lenders who can put together competitive market rates and fees for their share of the project.

Pomona Redevelopment Manager Ray Fong also described the Pomona Community Development Loan Program, which provides low-interest working capital to growing businesses in Pomona that have been in business for two years or more.

The U.S. Department of Housing and Urban Development has allocated \$1 million for this program in the City of Pomona alone. Proceeds of these loans can be used to hire new employees, purchase inventory, develop marketing programs, cover moving expenses and related working capital needs.

Michael Thomas, a career advisor in the Urban League's Pomona of-



Michael Thomas

with on-the-job training and provides 50 percent of the employee salary for up to three months.

In addition, work opportunity tax credits are available to employers for new employees with benefits of up to \$2,400 for each new hire.

"That hidden job market is busting at the seams," he said, adding that the Urban League can make a difference through communication.

For more information, contact Mark Harris at Ampac at (323) 377-7861 or by e-mail at mharris@ampac.com.



Raymond Fong

office, said community development will not be possible unless there are jobs.

He said his office is capable of providing businesses "with the type of employees that are going to help you become successful."

The Urban League also provides employees



POMONA HOST LIONS CLUB FOOD DRIVE – Members of the Pomona Host Lions Club and the Pomona Concert Band collected non-perishable food items last month to help supply the Inland Valley Hope Partners food pantries. Lions Club members attended Thursday evening concerts to collect donations of canned goods, rice, beans and pasta, along with used eyeglasses which will be donated to one of the Lions' vision projects. Pictured, from left, are Lions members Jack Lightfoot and Mary P. Wallace, Pomona Concert Band President Allan Small, Assistant Conductor Dr. Jorge Garcia, and Lions Richard Sugerman and Anne Henderson.

Recaudación de alimentos – Miembros del Club de Leones de Pomona y la Banda de Conciertos de Pomona coleccionaron comida enlatada y no perecedera el mes pasado para ayudar a abastecer las despensas de alimento de los Socios de la Esperanza de Inland Valley. Los miembros del Club de Leones asistieron a los conciertos que se daban los Jueves por la tarde para coleccionar donaciones de arroz, frijol y pasta junto con anteojos los cuales se darán en donación a proyectos de la visión. En la foto aparecen los miembros de los Leones Jack Lightfoot y Mary P. Wallace, el presidente de la Banda de Conciertos de Pomona Allan Small, el asistente de conductor Dr. Jorge Garcia, y los Leones Richard Sugerman y Anne Henderson.

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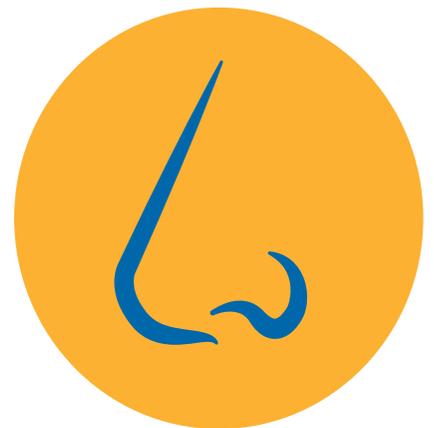
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UPS PITCHES IN AT BOYS AND GIRLS CLUBS – Some 140 UPS managers from throughout Southern California, Las Vegas and Hawaii grabbed brooms, rakes and shovels last month to help the Boys and Girls Clubs of Pomona Valley with an outdoor clean-up and landscaping effort as a community outreach program of the UPS Foundation. Huntington Beach-based Mario Archaga, International Business Development Manager for Southern California, said a portion of employee paychecks goes to needy organizations through the foundation. "This is part of our neighbor-to-neighbor program," he said, adding that it is "something we hold very dear to our heart." He said the Boys and Girls Clubs of Pomona Valley is a "great facility" that "does a lot of good in Pomona." The volunteer crews used a combination of donated materials and materials purchased through the UPS Foundation.



A LITTLE FOOTBALL – Michael Beverly, 11, tries his hand at tossing a football through an opening in the net at the Boys and Girls Clubs of Pomona Valley "End of Summer Festival" last month. Volunteer John Ogunrinu, at right, looks on. Boys and Girls Clubs Executive Director Victor Caceres, not pictured, fired one through on his first attempt when he happened to walk by and pick up a ball.



LUNCH TIME AT END OF SUMMER FESTIVAL – A UPS volunteer, at right, serves hot dogs in the lunch line to kids at the Boys and Girls Clubs of Pomona Valley "End of Summer Festival" last month.

Farm Store at Cal Poly to host 19th annual Pumpkin Festival

The Farm Store at Cal Poly Pomona will host its 19th annual Pumpkin Festival next month featuring activities for the entire family from a pumpkin patch and corn maze to game booths and a petting zoo.

The event, scheduled for 8 a.m. to 5 p.m. Saturday and Sunday, Oct. 15 and 16, also will include horse rides and a pancake breakfast (Saturday only), entertainment and food.

Cal Poly orange juice will be featured at the pancake breakfast from

8 to 11 a.m. Saturday. Cost is \$5 for adults and \$4 for children 12 and under.

Food vendors also will provide pizza, subs, hot dogs, carne asada and more.

And for those who like bugs, the Insect Fair runs from 9 a.m. to 5 p.m. Saturday and Sunday in the Cal Poly Bronco Student Center, featuring more than 500,000 live and preserved insects to view and, in some instances, handle.

Cost of the Insect Fair is \$6 for adults, \$4 for students and children ages three to 12, and free for children two and under.

Parking and admission to the Pumpkin Festival are free, although prices vary for individual activities such as the corn maze, petting zoo and game booths.

The Farm Store is located at 4102 S. University Drive, Pomona. For more information, visit the web site at www.csupomona.edu/farmstore.



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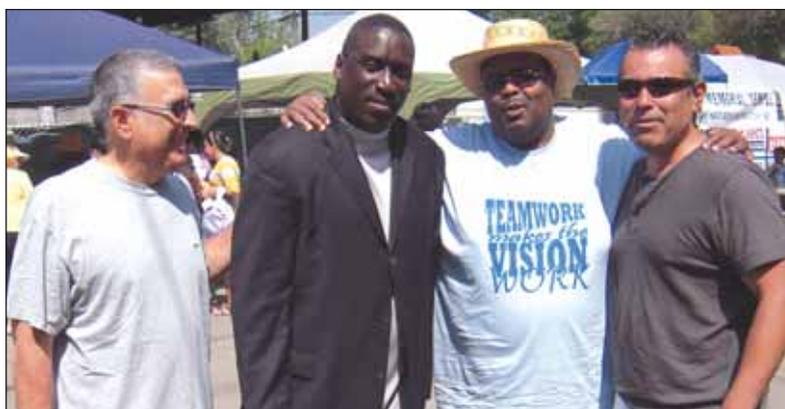
Count di Luna – Raul Matas



for tickets or more information
www.repertoryoperacompany.org
or call (909) 230-4949



NEW SHOES FOR SCHOOL – Volunteer Theresa Henry helps find just the right pair of shoes at the shoe booth at the Brown Memorial Temple back-to-school give-away “celebration.”



HELPING OUT – Community representatives helping out at the Brown Memorial Temple back-to-school give-away include, from left, Pomona Valley Latino Chamber of Commerce President Mike Suarez; Bishop C.E. Milton of Pasadena, of the Church of God in Christ; Pastor I.R.F. Brown of Brown Memorial Temple and son of its founder; and Pomona Unified School District Supt. Richard Martinez. Brown serves on the Superintendent’s Faith-Based Roundtable. The 48-year-old Brown Memorial Temple is one of 25 churches in the Los Angeles County area affiliated with the Southern California Evangelistic Jurisdiction of the Church of God in Christ. For more information, contact the church at (909) 622-6292.



LINED UP DOWN THE BLOCK – More than 300 children and their families lined up down the block for the annual back-to-school “Celebration” and give-away last month at Brown Memorial Temple. According to organizer Cynthia Brown, everyone would receive a backpack as the group planned to give out rain checks when they ran out of school supplies.

FREE BACK-TO-SCHOOL BACKPACKS – Cynthia Brown, at left, organizes the free “back-to-school” backpacks give-away to foster children and low income families last month at Brown Memorial Temple 985 W. Holt Ave., Pomona. Helping out is volunteer Liz Martinez. Each backpack was filled with back-to-school supplies that were either donated or purchased by Project Caring & Sharing, a separate non-profit organization affiliated with the church.



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Boxer and Pomona native Sugar Shane Mosley to serve as Grand Marshal of Pomona Christmas Parade

Legendary boxer and Pomona native Sugar Shane Mosley will be this year's Grand Marshal for the Pomona Christmas Parade on Saturday, Dec. 10.

The theme of this year's parade is "Miracle on 2nd Street."

Mosley has won world titles in three weight divisions and is the former WBA Welterweight Super Champion.

His accomplishments illustrate the promise of miracles that are possible for every child in

Pomona, according to a news release from the Downtown Pomona Owners Association (DPOA), primary sponsor of the parade.

"Having Sugar Shane join the parade may be just what the doctor ordered for helping Pomonians get into the Christmas spirit," said Andre Robinson, Fist of Gold Boxing board member.

More than 100 entrants from all areas of the city are expected

in this year's parade.

The parade – with school bands, floats and more – will march down 2nd Street through Downtown Pomona beginning at 10 a.m. It will conclude in the civic center where "Holiday at the Plaza" will continue the festivities.

For more information on participating in this local tradition, contact DPOA at (909) 469-1121 or visit the web site at www.metropomona.com.



CLEAN UP DAY – About 30 volunteers from throughout Southern California assembled in the foothills of the Angeles National Forest this month for the San Antonio Canyon Watershed Seventh Annual Clean Up Day. The Saturday morning, Sept. 10, event, with a staging area across from Fire Station 25 near Shinn Road and Mt. Baldy Road, is an annual effort by the City of Pomona, the City of Upland and the San Antonio Water Company – since all share water rights from this key water source – to keep the forest and the water supply clean. In 2010, about 68 percent of Pomona's water was produced from city-owned wells. Another 15 percent originates in the San Gabriel Mountains where it flows into San Antonio Canyon and is processed by the city's treatment plant, filtered and disinfected. The remaining 17 percent comes from imported water through the Metropolitan Water District of Southern California and Three Valleys Municipal Water District. Volunteer Tom Thomas of Upland, Board President of the San Antonio Water Company, said he has participated for the past six years and is seeing "a lot less trash," partially he said because of increased awareness. Pictured, from left, picking up everything from paper and cans to old shoes are Bob Rothenberger and David Allred, both of Banning and both members of the Fisheries Resource Volunteer Corps.



GETTING TO KNOW THE ANIMALS – Emily Schenkel, a resident of Tarzana and an in-coming freshman at Pitzer College in Claremont, gets to know the animals at the L.A. County Fair this month. It was Schenkel's first trip to the fair and she learned first-hand that the fair truly has something for everyone. She is pictured with the goats and a black sheep who became her new friends at the fair's own free petting zoo in the Big Red Barn.



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HISPANIC INDEPENDENCE – Pomona celebrated Hispanic Independence on Sept. 16 on 2nd Street with everything from live music, dance, food, vendor booths and more. Pictured (at left) trying on a tutu featuring the colors of the Mexican flag is Mia Navarro, 18 months, with her mother, Lilliana Navarro, of Pomona, while Cierra Sifuentes, 4, checks out a little balloon art by Chicharrin the clown of Panorama City.



Homenaje... de la pág. 1

conocimiento a aquellos que han servido y continúan sirviendo en los departamentos de policía y de bomberos, en los grupos de rescate y a los paramédicos, y a los que sirven en las fuerzas armadas.

“La idea es de que al conmemorar la tragedia del 9/11, también rindamos homenaje a aquellas personas que nos protegen a diario,” dijo Berry. “Dios hace un llamado a estas personas que continúen sirviendo.”

“Deseamos honrar la memoria de aquellos que perdieron la vida,” dijo Berry. “Fue un día que dejó huella en nuestras vidas para siempre.”

“Pero aunque nuestro mundo es diferente, algunas cosas no han cambiado,” dijo Berry. “Aun existen aquellos que desean servir.”

Se le rindió reconocimiento a representantes del Departamento de Pomona, del Departamento de Bomberos del Condado de Los Angeles, a miembros del Cuerpo de Fuerzas Armadas, a veteranos militares y otros más.

Los miembros de la congregación tuvieron oportunidad de expresar su gratitud por su seguridad, por la vida de sus familiares, y por la paz del país y por muchas cosas más.

Más de 50 personas asistieron al culto dominical y después disfrutaron de un almuerzo que fue proveído por 10 restaurantes del área.

La iglesia también proporcionó comida a las Estaciones de Bomberos del Condado de Los Angeles números 182 y 186 en Pomona, al Departamento de Policía de Pomona, y a los desamparados que se encuentran en el centro de Pomona.

Berry dijo que la iglesia de apenas dos meses de existencia – y muy probable la más nueva y la más pequeña entre casi 150 iglesias que existen en Pomona – tuvo sus comienzos con estudios bíblicos en el hogar de sus padres.

“Somos una iglesia con membresía pequeña, pero estamos muy enfocados,” dijo Berry sobre la iglesia, la cual esta afiliada con Calvary Chapel. Berry se graduó de la Escuela Ministerial de Calvary Chapel en Junio.

“Pomona es un lugar donde debemos llegar a las personas,” dijo Berry, agregando que la iglesia ofrece ministerio juvenil, infantil, y de adultos.

Para más información, llame al 909-999-PRAY (7729).



“One vision, One goal, Student Achievement”

Pomona High School Parent Center Schedule October 2011

- Parent Institute for Quality Education (PIQE), 8:30 to 10 a.m. and 6:30 to 8 p.m., Wednesday, Oct. 12
- Bilingual Advisory Committee (BAC), 9 a.m. Thursday, Oct. 13
- Title 1 School Advisory Committee Meeting (SAC), 10 a.m., Thursday, Oct. 13
- Coffee with the Principal (Principal Roger Fasting), 9 a.m., Wednesday, Oct. 26

Parent Center hours: 8 a.m. to noon and 1 p.m. to 4 p.m.
For more information or to volunteer at Pomona High School, contact Adriana de Milian at 909-397-4498, ext.207

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Edison ‘starts a conversation’ with ratepayers over pending rate increase

As a part of an effort to take its message to the ratepayers, Southern California Edison held a special news briefing in Rosemead for Southern California’s ethnic news media this month to explain why an electricity rate increase is needed and how it will provide jobs, boost the economy and upgrade the power delivery system – all for only \$3 to \$9 a month for the typical household.

The rate increase, currently pending before the California Public Utility Commission (PUC), will help upgrade an aging infrastructure, according to Russell Worden, SCE’s Director of the General Rate Case.

He explained that planned

equipment replacements – whether electrical cable or individual power transformers – generally are less costly, safer and reduce the likelihood of longer, unplanned outages.

Increased rates would be phased in from 2012 to 2014 if approved by the PUC, with a 6.9 percent increase set for the first year, 1.3 percent for the second year and 4.35 percent for year three, totaling 12.55 percent over the three-year period.

In addition to upgrading equipment, the rate increase would provide for operations and maintenance and a continuation of Edison’s “Smart Grid” system, featuring Edison Smart with meters capable

of communicating power usage figures, enabling power saving incentive programs, and enabling SCE customers to use their own computers to track their energy usage and energy savings programs.

It would also enable SCE to continue work to develop additional renewable energy resources as required by state law.

The \$1.4 billion increase (over three years) would create an additional 31,700 jobs in Los Angeles County alone and would contribute a total of \$21 billion into the California economy.

Under the rate increase an increase in economic value added to the state annually would total \$2.8 billion and the increase in state and local taxes would total \$1.2 billion.

Edison filed its “Notice of Intent” with the PUC in July of last year. Public participation hearings were held this summer and a final decision is expected in December.

SCE, a \$12 billion a year company, serves some 14 million people in a 50,000 square mile service area.



Russell Worden



END OF SEASON AWARDS CEREMONY – Assemblymember Norma Torres (D-Chino), at left, one of the sponsors of the Pomona United Youth Soccer League, and Carlos Goytia, South Pomona’s representative on the board of Three Valleys Municipal Water District, award second place medals last month to the Catorros “puppies” team, which won second place in its division for the season. The championship team in the 14-year-old category was Real Colima of Pomona. Nearly 1,500 players on 60 teams – from age 4 to 15 and more than 90 percent of them from Pomona – played in the league based at Pomona’s Simons Middle School this summer, according to league president Jose Velasquez. The Jarritos soft drink company was a major sponsor of the league.



SIGNING AUTOGRAPHS – Former Chivas USA Major League Soccer player Ramon Ramirez signs autographs – on anything from programs, jerseys, balls and more – at the “end of season” awards ceremony for Pomona United Youth Soccer League. Ramirez, a native of Tepic, Nayarit, was considered one of the top world footballers in the 1990s.



GIRL SCOUTS OF POMONA -- Girl Scouts of Pomona participated in the Pomona Day parade at the L.A. County Fair this year.

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Heroes... de la pág. 1

Comité Comunitario de Pomona. “Es una tradición que cada año rindemos homenaje a héroes sobresalientes que hacen la diferencia y hacen de nuestra ciudad un lugar extraordinario. Cada una de nuestras héroes trae algo diferente y excepcional a Pomona a través de sus contribuciones, su entusiasmo y dedicación y transforman a nuestra comunidad y la convierten en un lugar mejor para residir.”

Stephanie Lemus

Stephanie Lemus, fue miembro del programa de consejería Viking Council, un grupo que se enfoca en eliminar el absentismo escolar en la escuela secundaria Garey. Ella organiza el concilio, asignó trabajos a los miembros del comité, se reunió con estudiantes que practicaban el absentismo y se esforzó en hallar soluciones a los problemas del absentismo.

Debido al éxito del programa Viking Council, el Distrito Escolar Unificado de Pomona ahora esta considerando implementar el programa a otras escuelas.

Vanessa Sapien

Vanessa Sapien desde muy joven es una oradora que da discursos de motivación a los minusválidos. Ella habla a personas con incapacidades sobre como mantener un estilo de vida activa a través del deporte y la recreación y habla a estudiantes con necesidades especiales sobre la importancia de perseguir una educación avanzada.

Ella recientemente recibió su licenciatura en psicología de la Universidad de La Verne y es miembro de la Mesa Directiva del Centro de Servicios del Vivir Independientemente, el cual ayuda a los minusválidos a buscar viviendas de bajo costo. También trabaja extensamente con Project Sister Family Services, una organización que ayuda a mujeres y a niños que han sufrido abuso sexual.

Anne Henderson

Anne Henderson esta involucrada con organizaciones tales como la Cámara de Comercio de Pomona,

Amistades Fairplex, el Club de Leones, y campañas de anti-intimidación. Ella canta en el coro de la Iglesia de San Pablo, y participa con el Repertorio de la Opera.

Ella encabeza la sección local de Hijas de el Rey y trabaja en el Ministerio de Misericordia y Justicia en representación de la iglesia San Pablo y en varios esfuerzos comunitarios. Con el Club de Leones, ella organiza y recauda fondos para proveer exámenes de la vista gratuitamente para estudiantes de bajos recursos del Distrito Escolar Unificado de Pomona.

El Día de Pomona se llevó a cabo en la apertura de la feria y asistieron funcionarios de la Ciudad de Pomona, personal del Centro Médico del Valle de Pomona, miembros de la Cámara de Comercio de Pomona, representantes de la Universidad Western de Ciencias de Salud y de La Nueva Voz.

El momento culminante fue una recepción que se llevó a cabo en el Millard Sheets Center for the Arts donde asistieron funcionarios, voluntarios y líderes comunitarios.

En la recepción, el Superintendente Richard Martinez y algunos de los miembros de la mesa directiva del Distrito Escolar Unificado de Pomona presentaron un reconocimiento especial a Jim Henwood, director ejecutivo y presidente asociado de la Feria del Condado de Pomona. “Estamos muy agradecidos por su apoyo incondicional por la educación y por el sobresaliente compromiso por el bienestar de nuestros niños y nuestra comunidad.”

“Es un día estupendo,” dijo Henwood al recibir el especial reconocimiento. “Estoy muy impresionado con el número de personas que se presentan hoy.”

Después de la recepción, se llevó a cabo el desfile del Día de Pomona con bandas de música y carrozas.

Las festividades continuaron dentro con música de la banda de Garey High y la presentación de reconocimientos de héroes comunitarios.



SOLAR POWER CONSTRUCTION KICK-OFF FOR POMONA SENIORS COMPLEX – Elected officials, representatives of TELACU and officials from Main Street Power officially kicked off construction last month for a 33.6 kiloWatt solar power system expected to provide about 34 percent of the electricity used at TELACU's senior citizens apartment complex at 286 Beaver Court, Pomona. The project is one of 17 properties included in a 700 kiloWatt U.S. Housing and Urban Development solar project giving low-income property owners and residents free solar for 10 years. The entire project will save \$1.48 million in utility costs over five years. Main Street Power developed and financed the solar project. Rep. Joe Baca (D – San Bernardino) said, “It really takes team work, collaboration and partnerships and everyone here has made this project possible.” Pictured with samples of the solar panels to be installed are representatives of the various companies participating in the project along with, from left, Pomona City Councilmember Danielle Soto (left of center), TELACU CEO David Lizarraga, Baca and, third from right, Pomona City Councilmember Paula Lantz.

Pomona Cultural Arts Commission's fifth annual Chalk Art Festival pre-registration now open

Mandatory pre-registration is now open for the City of Pomona Cultural Arts Commission's fifth annual Chalk Art Festival scheduled for November in Thomas Plaza in Downtown Pomona.

The annual event, part of the Pomona Big Read festivities, will be held on the 2011 theme “The

Maltese Falcon.” Both professional artists and youth are invited to participate.

The Chalk Art Festival will be held from 8 a.m. to 2 p.m. Saturday, Nov. 12, in Thomas Plaza, at the corner of Thomas and 2nd Streets.

Featured will be entertainment,

a raffle and cash prizes with winners announced at 3 p.m.

To enter, download an application at www.metropomona.com.

In the event of rain, the festival will be rescheduled to Nov. 19.

For more information, contact the Pomona Public Library at (909) 620-2473.

ANUNCIO PAGADO

Con la Ayuda de Southern California Edison, Pro's Ranch Market Ahorra Electricidad y Dinero

Las empresas dependen de la red eléctrica de Southern California Edison (SCE) para administrar y expandir sus operaciones. SCE está por presentar una solicitud formal sobre su “caso de tarifas generales”, la cual es presentada cada tres años ante la Comisión de Servicios Públicos de California que establece todo lo que SCE necesita para cumplir su función principal: garantizar que sus usuarios tengan acceso a electricidad segura y confiable las 24 horas del día, los 7 días de la semana.

SCE reconoce que estos son momentos económicos difíciles, por lo que ofrece una variedad de programas residenciales y comerciales para ayudar a sus usuarios a consumir electricidad de forma eficiente. El siguiente es un ejemplo de un negocio que aprovechó los programas disponibles para bajar sus facturas eléctricas.

Pro's Ranch Market Ahorra Casi \$1,000 al Mes

El centro de distribución de Pro's Ranch Market en Ontario, Calif., es una bodega que abastece 12 tiendas ubicadas en New Mexico, Arizona y Texas.

“Nuestra bodega esta activa a toda hora, 24 horas del día, los 7 días de la semana, por lo que consumimos electricidad de día y de noche. Cuando la representante de Soluciones Empresariales de Southern California Edison nos sugirió realizar una serie de mejoras a nuestra iluminación de modo de ahorrar electricidad y dinero, no creía que pudiera tener un gran impacto, pero la verdad

es que sí lo tuvo.

En tres días, instalamos 68 focos fluorescentes compactos y sensores. Un año después, nuestras facturas han bajado entre \$800 y \$1,000 al mes. Y gracias a que calificamos para un programa de reembolsos, sólo tuvimos que pagar los gastos de envío. Recomendando este programa a otros negocios, especialmente durante estos momentos difíciles en los que todos buscamos soluciones eficientes para ahorrar dinero”.

-- Hugo Ibarra,

Gerente general, transporte y logística,
Pro's Ranch Market

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Para más información sobre el plan a largo plazo de SCE que garantiza la confiabilidad del suministro eléctrico y los beneficios de este plan para la economía de California, visite www.sce.com/2012plan.

Ink'd Chronicles to hold fourth annual 'Tattoos for the Cure'

Pomona's Ink'd Chronicles tattoo studio will present its fourth annual “Tattoos for the Cure” fundraiser next month.

The event, a day and night of tattoos, piercing, art, fashion, music, raffle prizes and more, has raised more than \$16,000 to date to benefit the breast health program at the Lewis Family Cancer Care Center.

“Tattoos for the Cure” will be held from noon to midnight on Saturday, Oct. 15, at the studio, located at 264 W. 2nd St., in the Pomona Arts Colony.

Cost of a pink breast cancer awareness ribbon tattoo is an \$80 donation. A temporary tattoo will be available for \$10.

For more information, call (909) 622-5351 or visit the web site at www.inkdchronicles.com.

La Villita, new Pomona taco stand, serves good food the way Pomona likes it!



RIBBON-CUTTING AT LA VILLITA – Civic leaders, Pomona Chamber of Commerce officials and friends gathered this month to cut the ribbon marking the official opening of Pomona's newest taco stand, La Villita Mexican Restaurant, that serves authentic Mexican food the way Pomona likes it. Pictured, from left (front row), are Rufino Bautista, aide to Sen. Gloria Negrete McLeod; La Villita owners Carlos and Xochitl Sosa; Pomona Chamber Vice President of Networking Stephanie Benjamin; Chamber Executive Director Frank Garcia; and Chamber President Jeffery Keating. The restaurant is located at 1382 W. Holt Ave., Pomona. For more information, visit the web site at www.lavillitamexicanrestaurant.com.

There's a new taco stand in Pomona that not only serves delicious authentic Mexican food that is made fresh on site daily – customers eat it the way Pomona likes it – and the way La Nueva Voz likes it – on the street.

La Villita Mexican Restaurant, at 1382 W. Holt Ave., Pomona (just west of St. Joseph Catholic Church), is easy to find – it was once a Wienerschnitzel hot dog stand and now has a blue slanted tile roof instead of the original yellow.

And, just like the original occupant of the building, La Villita offers

walk up service from the sidewalk, comfortable patio dining under umbrellas and drive through ordering and pick up. Delivery also is available on orders \$20 or more.

The service is fast, courteous and professional. But La Nueva Voz has a word of advice – if you order one of the burritos (the house specialty), don't order anything extra like a taco. The burritos are huge!

Tacos are \$1.49 (fish tacos are \$1.99 during happy hour – from 4 to 7 p.m. Monday through Saturday and are available either fried or grilled).

All in all, La Villita offers the

“west end” a pleasant and appealing dining style – the way Pomona likes it.

Owners Carlos and Xochitl Sosa have put a lot of work into the restaurant, have become members of the Pomona Chamber of Commerce, and are already reaching out to the community. They'll be participating next month in the fifth annual Pomona Eagles Charity Chili & Menudo Cook-Offs (Oct. 15 at the Eagles lodge, 954 W. Mission Blvd., Pomona).

They even offer 10 percent off for seniors, students and government employees with identification.

This is one Pomona restaurant that does a good job in La Nueva Voz' book and will be a regular lunch time stop.

For more information, visit the web site at www.lavillitamexicanrestaurant.com or call in an order at (909) 802-2002.

Shamblin named new CTEC manager at Fairplex

Margie Shamblin of Riverside has been named manager of education for The Learning Centers' Career and Technical Education Center (CTEC) at Fairplex.

She will be responsible for the planning, organization, implementation and administration of CTEC and the Junior Fair Board that serve youth and young adults in conjunction with neighboring school districts and community colleges.

Shamblin, who received a bachelor's degree in vocational education and a master's degree in educational administration, both from Cal State University, San Bernardino, most recently headed the Riverside County Office of Education Career Technical Education program.

She also served as an instructor for the Baldy View Regional Occupation Program and University of California Riverside.

Shamblin replaced former La Verne City Councilmember Dan Harden, a former teacher and athletic coach at Bonita High School in La Verne, who retired. Harden helped create the CTEC program at Fairplex.

CTEC was established in 2008 providing on-site vocational education classes in areas many public school districts have eliminated including water technology, fleet maintenance and commercial art.



Margie Shamblin
... new Fairplex education manager

Boys and Girls Clubs summer program gets boost from Disney

The Walt Disney Company made this summer a little more like “The Happiest Place on Earth” for the kids at the Boys and Girls Clubs of Pomona Valley by providing a \$5,000 grant that was used for the summer program.

Disney also provided 50 tickets to Disneyland for the kids, according to Victor Caceres, Executive Director of the Boys and Girls Clubs.

“We wanted to acknowledge this gift and thank Disney for helping our kids make it to Disneyland,” Caceres said. “Their sponsorship helped make our summer program the best it has ever been.”

“We've had a relationship with Disney for the last few years,” he added. “The entire Disney organization has a meaningful understanding of the work we are doing here at the Boys and Girls Clubs. They understand how important this type of outing can be to our children.”

“The entire Pomona community is grateful for everything they are doing,” Caceres said.

The following public service ads are courtesy of La Nueva Voz:

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A new La Nueva Voz publishes each month on the fourth Thursday of the month.

Pick up your free copy of La Nueva Voz at these locations and dozens more:

- Pomona City Hall lobby
- Pomona library
- Claremont library
- Claremont City Hall lobby
- The UPS Store, 168 W. Willow St., Pomona
- Pomona Chamber of Commerce, 101 W. Mission Blvd., Pomona
- Downtown Pomona Owners Association, 119 W. 2nd St., Pomona
- Pomona Unified School District administration building lobby
- Western University of Health Sciences Administration Building and Patient Care Center
- Boys and Girls Clubs of Pomona Valley, 1420 S. Garey Ave., Pomona
- Pomona Valley Hospital Medical Center main lobby, maternity lobby
- Gold Strike Market Carniceria, 412 N. Park Ave., Pomona
- My Bakery Group, Inc. Panaderia, 782 E. Arrow Highway, Pomona
- Jicamex Tacos Y Carniceria, 604 E. Mission Blvd., Pomona
- Central Market, Towne Avenue and Phillips Boulevard, Pomona
- Fairplex Chevron, Fairplex Drive and San Bernardino Freeway, Pomona
- Discount Market, Philadelphia Street and Towne Avenue, Pomona
- American Legion Post #30, 239 E. Holt Ave., Pomona
- La Verne City Hall lobby
- La Verne Senior Citizens Center
- La Verne library



'Pomona Big Read' opens fifth annual run with panel discussion at Western University

The kick-off event for the fifth annual Pomona Big Read will be held at the Western University of Health Sciences Education Center next month, featuring a "Classic Noir" panel moderated by "Los Angeles Noir" author Denise Hamilton.

Panelists will include Raymond Chandler biographer Judith Freeman, Ross Macdonald biographer Tom Nolan and Julie Rivett, granddaughter of "The Maltese Falcon" author Dashiell Hammet.

Open to the public, the panel discussion serves as the opening event for a diverse, month-long series of events celebrating the Big Read –

Tuesday night charity bingo offered at American Legion Post 30

Charity "remote caller" bingo games are now being offered every Tuesday evening at Pomona's American Legion Post 30, with each bingo paying between \$250 and \$800.

"Red Session" games get under way at 4:30 p.m. for \$10; "Green Session" games begin at 6:30 p.m. for \$15; and "Blue Session" games start at 8:30 p.m. for \$15.

A total of 24 games are played each Tuesday. Doors open at 3:30 p.m.

Post 30 is located at 239 E. Holt Ave., Pomona. For more information, contact (909) 620-0943. For information on rules, visit the web site at www.linkedbingo.com.

book talks, book give-aways, a mystery dinner, film showings, art exhibits, author talks, a chalk art festival and more scheduled throughout Pomona from Oct. 7 to Nov. 12.

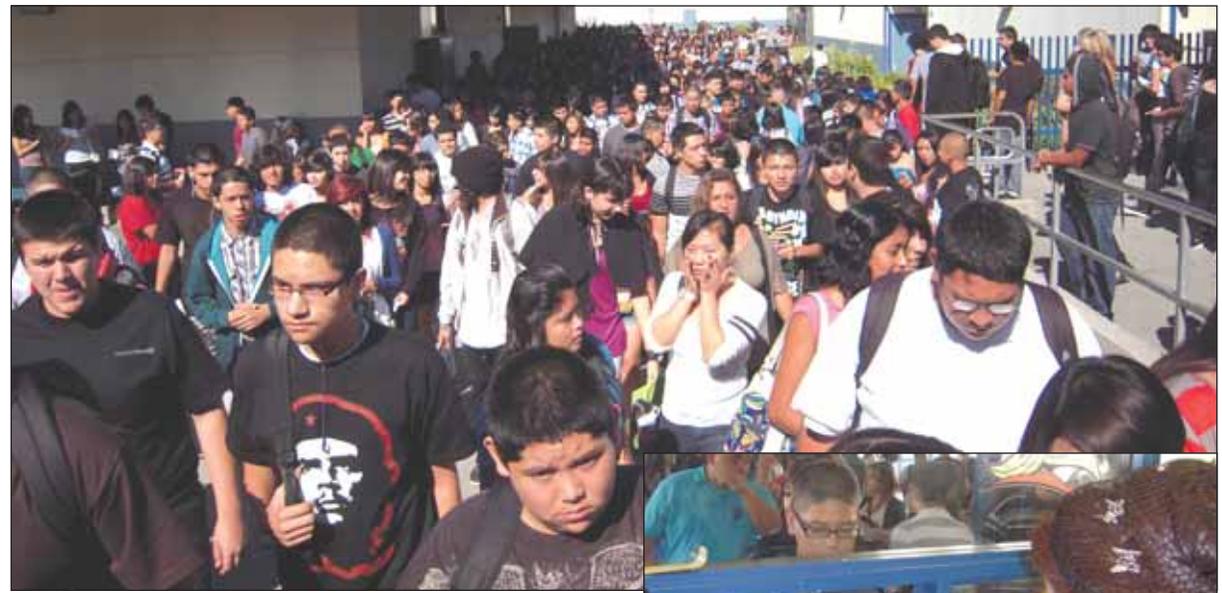
The kick-off panel discussion is scheduled for 6 p.m. Friday, Oct. 7, at the Western University Education Center, Room 2001, 701 E. 2nd St.

The goal of the Big Read is to restore reading to the center of American culture and highlight the importance of literature in daily life.

The City of Pomona, the Cultural Arts Commission, Western University of Health Sciences, Cal Poly Pomona, the Pomona Unified School District and other partners are sponsoring the event as one of only 75 grant awardees across the nation in a celebration of literature funded by the National Endowment for the Arts.

For more information about the Big Read in Pomona, contact Pat Lambert, adult reference services supervisor at the Pomona Public Library, at (909) 620-2043, ext. 2706.

And for event information, visit the web site at www.pomonalibrary.org.



FIRST DAY OF SCHOOL – Sidewalks and the quad were packed once again between classes and students started a new school year with a clean slate in the Pomona Unified School District on the first day of school last month. Pictured at Garey High School between classes on the first day of school are some of the school's approximately 1,800 students.

GLAD TO BE BACK – Garey High School security officer Walter Williams, back on his post on the first day of school, said "Everyone is glad to be back, including myself." The 71-year-old Williams has worked for the school district for the last 10 years and has been assigned to Garey for the last four years. Seven security officers are assigned to the school.



NUTRITION WORKERS BACK IN BUSINESS – Nutrition worker Leticia Garcia goes back to work on Garey High School's first day of school, a shortened day with only a 20-minute food break. Normally, breakfast is served from 7:30 to 8 a.m. and a nutrition break is from 9:35 to 9:45 a.m. Renee Cuellar, manager of nutrition and food services at Garey, said nearly 500 nutrition meals are served daily at the school. And at lunch time, roughly 1,200 students are served over a two and a half hour period.

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New branch manager, business banker hired at Pomona Wells Fargo

Claudia Ponce De Leon has been named branch manager at Pomona's Wells Fargo Bank and Andres M. Garcia has joined the team as Business Banking Specialist.



Claudia Ponce De Leon

"In this crucial time where our economy is so unstable, our goal is to serve everyone in our community by promoting financial education to both our customers and non-customers," Ponce De Leon said. "We are committed to listening to and understanding our customers' goals as they are truly important to us. One of the things that make us different is that we take the time to genuinely understand our customers' fears, goals and aspirations."

She added that Wells Fargo leads in the area of service "to help our customers feel at home and truly help them succeed financially."

The two top-level staff additions began with Ponce De Leon coming

on board in June, followed by Garcia, who joined the bank last month.

Ponce De Leon, who has worked in the banking industry since 1998, has served with Wells Fargo Bank since joining the company in 2000. She moved to Arcadia as branch manager from 2006 to 2010 and briefly in the City

of La Puente.

Garcia, who also has had prior experience with Wells Fargo, has served in the banking industry for nearly four years.

"We're here to help business," Garcia said. "It's my goal to help somebody get from a small business to a corporation."

The Pomona Wells Fargo Bank branch is located at 321 E. Holt Ave., Pomona. For more information, contact the bank at (909) 620-3514.



Andres M. Garcia



BACK TO SCHOOL EMPLOYEE KICK-OFF — Pomona Unified School District Supt. Richard Martinez, front, leads a fitness exercise this month at the district's first "Back to School Kick-off" for all employees, held at Ganesha High School's McCracken Stadium. School board member Dr. Roberta Perlman is pictured over Martinez' right shoulder. Theme of the day, "Fit for Learning, Fit for Life," set the tone for the school year, encouraging a college-bound culture for all students. Olympic gold medalist Bob Seagren, a district alumnus, invited everyone to participate in Pomona's "Holiday Half Marathon" in December.



REVIVING A TRADITION — Pomona Catholic High School Principal Samuel Torres, at left, along with members of the school's Associated Student Body Executive Board, leads 310 high school and middle school students down the front stairs and onto the sidewalk along Holt Avenue for a half-mile walk of "faith, unity and school pride" to St. Joseph Catholic Church for the first Mass of the school year. The walk to St. Joseph became an annual tradition beginning in 1948 when St. Joseph purchased the high school property, according to Torres. It became a school of the Roman Catholic Archdiocese of Los Angeles in 1979 but the walk continued into the mid-1980s. The school was founded in 1898. Torres said the walk is an effort to "call us back to our roots." Parents, alumni and friends of the school joined students for lunch in the Rose Garden following the return walk.

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