



La Nueva Voz

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



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Thursday, July 28, 2011

Western University's Jeff Keating installed as Pomona Chamber President, calls for year of action

**"La Nueva Voz" named
"New Business of the Year"**

Incoming Pomona Chamber of Commerce President Jeff Keating made a commitment during his installation address last month that the year "will distinctly be one of action."

Keating accepted the President's gavel from outgoing president Simon Concepcion before a capacity audience of nearly 100 at the Chamber's 123rd Annual Awards and Installation of Officers dinner at Pomona's Sheraton Fairplex last month.

"All of us in this room have been affected by the turn the economy has taken in the past few years," Keating said.

"It's at times like these that there's a tendency to hunker down, to keep our cards close to our vests, and our checkbooks even closer," he said. "We can worry about that other stuff later on, now isn't the right time. We can wait for 'someday.'"

"I want to tell you tonight, in front of some of the most successful and influential people in our community, that waiting until 'someday' for things to get better is not nearly good enough. 'Someday' is today," he added.

Keating, Executive Director of Public Affairs for Western University of Health Sciences, said it has been his experience that when "times seem the darkest" it is "time to take action."

"It doesn't have to be financial... it's about how engaged we are willing to be in our communities regardless of fiscal circumstance," he said.

"It's about joining forces to fix what ails us... it's about how

Year of action... pg. 2



INSTALLATION OF OFFICERS – Pomona City Councilmember Stephen Atchley administers the oath of office to the new Board members of the Pomona Chamber of Commerce.

Presentación de los nuevos directivos – Stephen Atchley, miembro del concilio de Pomona administra el juramento a los nuevos miembros de la mesa directiva de la Cámara de Comercio.



PASSING OF THE GAVEL – Simon Concepcion, center, outgoing president of the Pomona Chamber of Commerce, passes the gavel to incoming president Jeff Keating. Pictured, from left, are Frank Garcia, Executive Director of the Pomona Chamber of Commerce, Concepcion and Keating.

Ex presidente sede el puesto – Simon Concepcion, centro, ex presidente de la Cámara de Comercio de Pomona, sede el puesto al nuevo presidente Jeff Keating. En la foto aparecen Frank Garcia, director ejecutivo de la Cámara de Comercio de Pomona, Simon Concepcion y Jeff Keating.

Nuevo presidente de la Cámara de Comercio de Pomona pide un nuevo año de acción

Jeff Keating, nombrado como nuevo presidente de la Cámara de Comercio de Pomona, dijo al público presente en la Cena de Instalación de Oficiales de la Cámara de Comercio que "claramente será un año de acción."

"La recesión de los últimos años nos ha afectado a todos," dijo Keating. "En momentos como estos tendemos debilitarnos y deseamos esperar que 'algún día' mejoren las cosas. Quiero decirles que 'algún día' es ahora."

Keating, director ejecutivo de relaciones públicas de la Universidad Western de Ciencias de Salud, dijo que cuando los 'tiempos parecen oscuros' es el momento de "tomar acción."

"No se trata de tomar acción financiera, sino de participar y comprometerte con la comunidad a pesar de las circunstancias económicas," él dijo.

"Se trata de unir las fuerzas y remediar lo que nos aflige... se

Año de acción... pág. 12

Downtown Pomona Owners Association tells annual meeting efforts are continuing to improve downtown area

The Downtown Pomona Owners Association (DPOA) continued its efforts over the past year "to make downtown (Pomona) a desirable place to live, work and play," DPOA Executive Director Larry Egan said Monday night at the group's 2011 Annual Meeting.

Egan, who said he attends 280 scheduled meetings a year, hosts an art gallery with two dozen openings a year in his offices on 2nd Street, and serves as an advocacy organization for merchants located in the downtown area, said some of DPOA's priorities are security, maintenance and marketing.

A 10-minute video produced for the event pointed out that security is the largest annual budget item at \$282,608.

And, according to the video, two full-time Pomona police officers are working for the DPOA along with a private security firm, and additional security cameras are being installed in the downtown area each year – cameras that are monitored both at DPOA offices and at the police department.

With an increased investment in security in the downtown area since 2004, the downtown Pomona area has become one of the safest areas in California, according to the



DPOA ANNUAL MEETING HAS HAWAIIAN THEME -- Downtown Pomona Owners Association Executive Director Larry Egan, at left, and Board President Carolyn Hemming convene the DPOA's annual meeting dressed in Hawaiian attire in keeping with the evening's theme.

video.

Programs sponsored by the DPOA include the Miss Pomona Pageant and the annual Pomona Christmas Parade.

In addition to security, the DPOA budget includes \$169,233 for marketing the downtown area and another \$247,944 for maintenance, which includes everything from cleaning gutters and removing gum from sidewalks to graffiti removal.

Administrative costs of \$100,823 make up the remainder of the budget.

President Carolyn Hemming, who opened the annual meeting, will return as Board President for the 2011 year as will the other 15 Board members.

André Robinson will remain on the Board as Vice President, Cathy Tessier will stay on as Secretary, and Rick Hoffman will remain on as Treasurer.

The evening's activities – centered downtown in the DPOA offices and Joey's Barbecue Restaurant – included a mixer, barbecue and a casino night complete with raffle and prizes.

For more information, visit the DPOA web site at www.metropomona.com.

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much we believe that dreams should be turned into goals,” Keating added.

“As a Chamber, our commitment is to making our entire community



Dr. Thomas Fox
Western University
Employer of the Year Award

as fine a place as it can be so that new business will want to come here and so that our member businesses can find success and grow here,” he said. “The health of our business community has a direct impact on the health of our city governance, our schools, our service organizations.”

On his commitment to a plan of action in the coming year, Keating

said the Chamber will continue to partner with the city, the schools and civic organizations and individuals “to improve quality of life.”

He cited plans for the work of Chamber committees which he said will work on service learning activities for area colleges, the awarding of college scholarships to worthy high school graduates, advocacy for legislation that helps the entire city, not just businesses, and the marketing of Pomona “the way it deserves to be marketed – as a community with a proud history, a king’s ransom of cultural and social riches and a bright and promising future.”



Gloria Mitchell
Gloria Mitchell Bail Bonds
Image Award

“I ask the same commitment of all of you tonight... be people of action on behalf of your community,”



Nona Tirre
State Farm Insurance
Member of the Year

he said. “Help us build a healthier Pomona. It’s time to turn dreams into goals.”

Community Service Award

The Chamber’s 33rd annual Community Service Award was presented to Pomona Unified School

District Supt. Richard Martinez by Bernardo Rosa, CEO of the Community Wellness Partnership and co-chair of the Pomona Youth and Family Master Plan, who was last year’s recipient of the award.

The award is the highest honor the Chamber bestows.

Rosa called Martinez “a man of vision” who maintains the “best interests of the families and the children of the city of Pomona.”

“A man of vision has more than just eyes – he has heart,” Rosa said, adding that “heart” helps him transcend many challenges.

Martinez thanked the Chamber for the award, along with all of the school district’s other “partners” – the Career and Technical Education Center (CTEC) at Pomona’s Fairplex, DeVry University, the city manager, the police chief and others.

“I’m excited about what happens inside the confines of our schools,” Martinez said. “These are the most challenging times and no one is really happy right now.”

He added that it is important to “inspire others but don’t intimidate as you inspire.”

“I want to make sure that we together can come to a consensus,” Martinez said. “I am passionate about my work. It is about kids.”

“It isn’t about me, it is about you, it is about us,” he concluded.

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Karen Jones
PVW Executive Director
Non-Profit Organization of the Year



COMMUNITY SERVICE AWARD – Pomona Unified School District Supt. Richard Martinez, at left, recipient of this year’s Pomona Chamber of Commerce Community Service Award, pauses for a photo with Bernardo Rosa, recipient of the award last year.



NEW BUSINESS OF THE YEAR AWARD – The La Nueva Voz team pauses for a photo after receiving the Pomona Chamber of Commerce New Business of the Year award. Pictured, from left, are Dora Cruz, editor; Jeff Schenkel, owner and publisher; and Renee Barbee, advertising sales representative.

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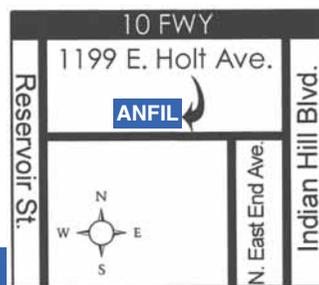
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Orientation, registration set for September for University of La Verne Master's Academy, a college prep program for junior, senior high school students

Orientation and registration is scheduled for Saturday, Sept. 24, at the University of La Verne for Master's Academy Fall 2011, a unique six-week college preparatory academic enrichment effort targeting local eighth through eleventh grade students.

The orientation session is mandatory for both students and their parents. Many participants in the program will be the first in their family to attend and graduate from a college or university.

Held on six consecutive Saturdays at Primm Tabernacle A.M.E. in Pomona, the program is jointly sponsored by the University of La Verne and Primm Tabernacle.

Middle and high school students participating in the Master's Academy are "groomed" in the skills necessary for university-level success.

In addition to learning about

college-related processes such as admissions, housing, financial aid and academic course preparation, participants receive classroom instruction and training in areas of traditional academic challenge with an emphasis on math and English as well as successful study strategies.

High school juniors will receive preparation for taking the Scholastic Aptitude Test (SAT).

The comprehensive college preparation orientation includes guest speakers who will help raise college awareness and create a college-going culture in the community.

According to Sharon Cruz-McKinney, Community Relations and Outreach Director for the University of La Verne Office of Undergraduate Admission, the program reaches down as far as the middle school level to help create a college "culture" because,

she said, if you wait until you are in college it is too late.

The program also works well due to the input of teachers who are able to enhance what the students "get or don't get" in school.

"It helps them become better students and enhances their self confidence," she said.

The Master's Academy was spearheaded by the Undergraduate Admission Office as a community outreach program and was created in 2002.

It is open to residents of Pomona and surrounding communities. Participants will be selected from referrals from schools, churches, community organizations and individuals.

Applicants must submit a completed application. Cost of the entire program is \$50 to cover the cost of materials.

Registration is scheduled for 8:30 a.m. on Sept. 24 at La Fetra Lecture Hall. The orientation session will be held from 9 a.m. to noon, followed by an optional tour of the campus.

Instruction will begin on Saturday, Oct. 1, and will continue from 9 a.m. to noon every Saturday through Oct. 29 in the Kathy Moore Learning Center at Primm Tabernacle A.M.E. Church, 1938 S. Towne Ave., Pomona.

For more information, contact Sharon Cruz-McKinney, University of La Verne Office of Undergraduate Admission, at (800) 876-4858 or by e-mail at scruz-mckinney@laverne.edu.

Local Dental Professional Receives Fellow Designation from LVI

Pomona dentist Dr. Ahmed Soboh has earned the designation of Fellow from LVI Global (the Las Vegas Institute for Advanced Dental Studies).

The LVI Fellow designation recognizes that a dentist has completed a series of studies on the clinical skills and knowledge necessary to provide comprehensive neuromuscular treatment for the dental patient as taught in LVI's Core series.

The Fellow distinction is awarded only to those doctors who successfully complete a comprehensive exam covering the skills and techniques taught in the LVI CORE (Core I-Core VII) Series. Successful completion of the exam and awarding of the distinction of LVI Fellow recognizes the doctor's on-going commitment to lifelong learning. In order to be considered an LVI Fellow, a doctor must participate in the LVI CORE Curriculum (Core I- Core VII), which includes a minimum of 278 continuing dental education hours of training in advanced aesthetics and neuromuscular science, and successfully complete the comprehensive examination to reflect an understanding of the clinical skills and principles taught in this series.

"Dr. Soboh has set himself apart by choosing the path of lifelong

learning and undergoing elective, continuous training at LVI," LVI Global said in a news release. "Dr. Soboh has exemplified a desire to maintain the best clinical ability in order to offer a high level of aesthetic neuromuscular dentistry. This dedication distinguishes Dr.



Dr. Ahmed Soboh, DDS

Soboh by proving his dedication to quality of care and a desire to master complex procedures in order to provide the best comprehensive care for his dental patients."

Long recognized as the pioneer in live-patient, post-graduate dental training, LVI offers doctors and

their teams from around the globe comprehensive learning and curriculum in restorative, occlusal, ortho, implant, endodontic, laboratory, practice management and team training courses that are revolutionizing dentistry and the quality of treatment offered to the general public.

For more information, visit www.lviglobal.com.

Dr. Soboh lives in Chino Hills, and practices neuromuscular dentistry at Soboh Dental Care in Pomona.

For more information about Dr. Soboh and his dental practice, visit the web site at www.sobohdental.com.

Pomona offers new service for reporting abandoned shopping carts

The City of Pomona placed in service this month a new telephone number residents can call to report abandoned shopping carts.

A city spokesperson said aban-

doned carts reported to the city generally will be removed within 24 hours.

To report an abandoned cart, call toll free (855) 500-2278.

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Chamber Awards

The Chamber's annual "New Business of the Year" award was presented to La Nueva Voz and was accepted by publisher Jeff Schenkel, editor Dora Cruz and advertising representative Renee Barbee.

The "Employer of the Year" award was presented to Western University of Health Sciences and was accepted by Dr. Thomas Fox, Western University's Senior Vice President of University Advancement, and the "Image Award" was presented to Gloria Mitchell of Gloria Mitchell Bail Bonds.

The "Non-Profit Organization of the Year" award went to PVW, formerly Pomona Valley Workshop, and was accepted by Karen Jones, Executive Director of PVW.

"Member of the Year" award went to State Farm Insurance and was accepted by Nona Tirre.

New Officers

In addition to Keating, new officers installed at the event included President Elect Jill Reiff of Valley Vista Services; Vice President of Education Ken Chan of DeVry University; Vice President of Governmental Affairs Adriana Robledo, consultant; Vice President of Membership Jill Reiff; Vice President of Networking Stephanie Benjamin of PVW; Vice President of Public Relations Jeff Keating; Treasurer Kurt Weinmeister of Pomona Valley Hospital Medical Center; Past Presidents Simon Concepcion and Victor Caceres; and Executive Director Frank Garcia.

La Nueva Voz

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SENIOR VOLUNTEER RECOGNITION – Pomona Mayor Elliott Rothman and City Councilmember Paula Lantz visited Emerson Village Senior Center last month to present certificates of recognition to volunteers in the senior lunch program, a part of the city's Community Services Department. The six volunteers at Emerson Village, another eight at Palomares Senior Center and 11 at Washington Senior Center performed a total of more than 4,000 hours of volunteer time during the past year. Pictured at Emerson Village, from left, are Gerald John Kulyk, James Sullivan, donor Pamela Lynn, Rothman, Lantz, Marie Camille DeMascio, Diane Robles and Camila Corado. Not pictured was Josefina Alvear.

POMONA SWAT OFFICERS PERFORM TRAINING EXERCISE AT WESTERN UNIVERSITY

Members of the Pomona Police Department's Special Weapons and Tactics (SWAT) team enter the Harris Family Center for Disability and Health Policy on the campus of Western University of Health Sciences this month during a training exercise. The SWAT team ran multiple scenarios, including a hostage situation and an active shooter on campus. The entire campus was locked down for about 90 minutes Wednesday morning as part of the drill, which helped both police and the university prepare for emergency situations, according to a university spokesman.



Equipo de SWAT realizan ejercicio de entrenamiento

Miembros del equipo Armas y Tácticas Especiales del Departamento de Policía de Pomona (SWAT) penetran el Centro Familiar Harris que se encuentra

en los campos de la Universidad Western de Ciencias de Salud durante un ejercicio de practica. El equipo SWAT ejecuto múltiples escenarios, incluyendo situaciones tales como de rehenes y francotiradores. El campo entero fue cerrado durante 90 minutos el pasado Miércoles por la mañana como parte del ejercicio, el cual ayudo tanto a la policia como a la universidad para estar preparados para situaciones de emergencia, de acuerdo a un portavoz de la universidad.

Friends of Fox to present two films in August

Friends of the Pomona Fox will present two film programs next month in an on-going film series at the theater in downtown Pomona.

"Desert of Forbidden Art," the story of artists who remained true to their vision under Soviet rule and were executed, sent to mental hospitals or forced labor camps, will screen at 5 p.m. on Saturday, Aug. 13, in conjunction with downtown Pomona's 2nd Saturday Art Walk.

A panel discussion will follow the screening.

Doors open at 4 p.m. Tickets are \$5 for adults. Children 12 and under are \$3.

And "Rebel Without a Cause," starring James Dean, Natalie Wood and Sal Mineo in the classic 1955 film, will screen at 3 p.m. on Sunday, Aug. 28.

The film includes switch-blade fights and games of "chicken" in a study of youth culture and teenage angst in the 1950s.

A vintage car show will accompany the screening in the parking lot across the street from the theater.

The car show begins at 1 p.m., and theater doors open at 2 p.m. for the 3 p.m. screening.

Tickets are \$8 for adults. Children 12 and under are \$3.

For more information, visit the web site at www.pomonafox.org.

Friends of the Pomona Fox is a 501(c)3 not-for-profit corporation with all proceeds from programs presented going toward educational and preservation efforts.

Sponsors for the event include the Downtown Pomona Owners Association (DPOA).



REDUCING WASTE STREAM TO HOLD DOWN COSTS – Michael Nicosia of Athens Services, at right, appeared with Danny Mosaquites, at left, an Athens account manager, at this month's Pomona Chamber of Commerce networking luncheon at Coco Palm Restaurant in Pomona to review waste collection and recycling options. "The key is to reduce your waste stream... to keep your cost down," Nicosia said. He added that the company, which handles street sweeping for the City of Pomona, is striving for recycling without burning. Athens also converts compostable organic waste for 400 restaurants and maintains recycling facilities in the City of Industry. The 60-year-old company has some 21 cities under contract.



YOR HEALTH OPENS POMONA OFFICE – Representatives of YOR Health cut the ribbon this month for a new office in downtown Pomona, located at 168 E. 1st St., Pomona, next to the parking lot behind the 2nd Street shops. Pictured cutting the ribbon are, from left, Hector Flores, a "Blue Diamond" leader with YOR Health, and Jose Nilo, "Diamond Director" and manager of the new YOR Health office. Nilo told his guests at the opening that it was "not a beginning" but "a continuation of the success we've had the last couple of years." He added that YOR Health dealers are growing both financially and spiritually. Flores said the company provides dealers the "ability to understand your own potential." He said it is "more than a health product – it is a lifestyle." YOR Health is a network marketing company that provides health products for nutrition and healthier living.

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

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- 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



Boys and Girls Clubs 'Youth of the Year 2007' tells his story at annual 'Friends Breakfast'

Johnnie Chavez, abandoned by his mother as a child only to become a Boys and Girls Clubs of Pomona Valley "Youth of the Year" in 2007, told a packed audience at last month's Friends Breakfast that the Boys and Girls Clubs made a tremendous difference in his life.

His involvement with the Boys and Girls Clubs began, however, under protest – he wasn't completely happy to be there. Soon, however, he learned he could be of value to younger kids as a volunteer mentor.

Johnnie, now 21, wanted to show the kids guidance and discipline since there was no one to help him.

He was so successful the Boys and Girls Clubs offered him a job – something he continued even after he moved to the West San Gabriel Valley and took a similar job at the Alhambra club.

Johnnie told the audience he found comfort at the club, particularly in tough times, especially when his mother was near death in the hospital after a life of drugs and "rehab" facilities.

He explained how he needed good grades in school to work for the club, so he studied hard and graduated from Garey High School



FORMER BOYS AND GIRLS CLUBS 'YOUTH OF THE YEAR' TELLS HIS STORY – Johnny Chavez, at right, "Youth of the Year 2007" at the Boys and Girls Clubs of Pomona Valley, tells his story at last month's Friends Breakfast at the Boys and Girls Clubs. Pictured, at left, is retired Pomona Police Chief Joe Romero during questions and answers.

in Pomona.

All of this, he said, was because of the Boys and Girls Clubs since all he really wanted to do was play video games in the computer room.

Joe Romero, retired Pomona Police Chief and first vice president of the Boys and Girls Clubs Board of Directors, told the group that when Johnnie said nobody was here for

him, "you were here for him."

And Victor Caceres, Executive Director of the Boys and Girls Clubs, said Johnnie's story is "what we do here."

"I'm just so glad we had somebody come back to share that story," he said.

David Perez, of Valley Vista Services and President of the Boys and Girls Clubs Board, offered to match all donations at the breakfast.

Representatives of Sic Psycles Promotions, a group of 40 motorcyclists dedicated to helping families in need, pledged \$5,000 to the Boys and Girls Clubs at the event. One of their members, Dave "Sniper" Arciniega, was an original member of the Boys and Girls Clubs in Pomona.

Chavez, who has now worked for Boys and Girls Clubs for the past six years, is graduating from DeVry University this year with the knowledge he needs to create the same type of video games he once played at the Boys and Girls Clubs.

For more information on the Boys and Girls Clubs of Pomona Valley or to make a donation, contact the club at (909) 623-8538 or visit the web site at www.bgcpv.org.

Three former Pomona commissioners recognized for service

Ernesto Campos, former commissioner and chairman of the Pomona Cultural Arts Commission, and Maria Garcia, former Library Board of Trustees commissioner, received Pomona's "Goddess Award" at a meeting last month of the Pomona City Council.

Not present at the meeting was Judith Gratz De Lang, former Historic Preservation Commissioner, who also received the award.

The awards were presented by City Councilmember Cristina Carrizosa.

Campos served from December 2006 to December 2010, Garcia served from January 2007 to December 2010, and Gratz De Long served from February 2007 to December 2010.

The Goddess Award, named after the mythological Roman goddess Pomona, the goddess of agriculture and fruitful abundance, is awarded to commissioners who complete their full term or more.

All three of last month's recipients completed a full term.

Pomona center for adults with disabilities may be forced to change course due to state budget cuts

Some \$85 million – part of the state government's attempt to identify potential spending cuts – is on the chopping block in an area of the budget that may have a significant impact on a business in Pomona that provides services to adults with disabilities and has been doing so since it started in a warehouse in 2004.

The business, Pomona Adult Day Health Care Center, serves 100 people in an 11,000 square foot facility at 324 Paloma Drive.

The center is a "community-based day program which provides an array of therapeutic and social services designed to maximize the independence of those who are living with a physical, mental or developmental challenge."

Adults who are low functioning, many with mental and physical disabilities, are driven to the facility from throughout Pomona, Montclair and Claremont for health care services, speech therapy, counseling, game, physical therapy and more. Most come to the center Monday through Friday.

About 70 percent of the clients live in Pomona.

In addition, the facility pro-

vides jobs for 25 staff members ranging from registered nurses, licensed vocational nurses, physical and occupational therapists, speech therapists, registered dietitians and social workers.

And, according to Ewa Nyczak, M.S., administrator and co-owner of the center, the facility pumps an estimated \$1 million into the local economy each year.

Only two of the center's 100 clients are not covered by Medi-Cal, which essentially pays 50 percent in state funding and 50 percent in federal funding – with no cost to the clients – to keep the center in business.

Without Medi-Cal, she said, the cost is \$50 per day – an amount which would be prohibitive for most of her clients, who would have no alternative other than remaining in their homes or nursing homes throughout the day.



POMONA ADULT DAY CARE CONCERNED ABOUT STATE BUDGET CUTS – Patients, management and staff are concerned about state budget cuts that may force Pomona Adult Day Health Care Center to either close or dramatically change its level of service. Pictured, from left, at an exercise table are Ewa Nyczak, M.S., administrator and co-owner of the center (standing); patient Rosemary Simoes of Chino; patient Jose Gonzalez of Pomona; Lupe Feldhaus, activity coordinator assistant, of Pomona; and patient Juan Luis Garcia of Pomona. Caption

She added that if the state eliminates its funding as planned, the center still will be able to receive federal funding through a "federal waiver" process. If that is not possible, the center would have to reorganize as a "social model," rather than the full "health model" providing a wider range of services as it does today. "There is such a need for it,"

Nyczak said. "We are committed to it."

Nyczak, whose background is in assisted living facilities, said closure of the center or a reduction in services would impact not only the center but the vendors and the staff, along with the "most needy people in the area (clients of the center)."

"We're really passionate about

it and we know we're providing a fantastic service to the community," she said. "I know we're going to prevail one way or the other."

The \$85 million budget cut would impact some 330 facilities statewide, although locally the closest is in Glendora and is a smaller facility.

Nyczak said as things stand now, Aug. 31 will be the last day of funding.

Rosemary Simoes, a center client from Chino who is a stroke victim and is paralyzed over half of her body,

also suffers from diabetes and depression.

"This is very important," Simoes said. "They're very good."

She added that she receives therapy at the center daily.

"We want the program to continue," she said.

For more information, contact the center at (909) 623-7000.

Cassie's Soul Food Kitchen cooking up a new taste treat in Pomona

Looking for something new and different for a lunch or dinner treat? If you like real Southern cooking, Cassie's Soul Food Kitchen might just be the place.

Owner Cassie Edwards, who opened for business four months ago, ought to know how to prepare authentic Southern-style food – she grew up in Picayune, Mississippi, and claims her kitchen prepares the “best Southern cooking outside of Mississippi.”

And while that might sound like a pretty impressive claim, La Nueva Voz gave Cassie a try this month and found several selections to be every bit as good as they were growing up in East Tennessee.

The beef hot link sandwich was very good but the collard greens and black-eyed peas were amazing.

Cassie's signature specials are smothered pork chop on Thursday, catfish on Friday, and oxtails on Saturday.

Prices are reasonable, too.

Cassie's Soul Food Kitchen is located at 200 E. 1st St. in Pomona, next to the parking lot behind the shops on 2nd Street.

Hours are 11:30 a.m. to 7 p.m. Tuesday through Saturday and 11:30 a.m. to 4 p.m. on Sunday. Credit cards and ATM cards are accepted.

For more information, call (909) 620-5601.

Tell Cassie you saw this article in La Nueva Voz.

Broadway-style musical set for three-day run Labor Day weekend in Brea

Looking for Broadway-style musical entertainment this Labor Day weekend that is close to home? Davidson Productions, LLC, an independent event and entertainment production company based in Riverside is bringing the “Live It Up” musical company from Palm Springs to the Curtis Theatre in Brea for a three-show run.

“In today's economy, and with the high price of gas, why go out of town to find some good quality entertainment?” said Dave Davidson, co-owner of Davidson Productions. “By bringing some out-of-town talent into the area, it will give people the opportunity to get out and enjoy a quality Broadway-style musical show without having to leave the area. And they'll still have plenty of time to celebrate the holiday at home with family barbecues.”

“Live it Up” is a highly creative musical company led and directed by its founder, Trini Garza. For more than 20 years, Trini has created world-class en-

tertainment for hundreds of notable venues, including the Las Vegas MGM Grand and the Venetian.

“Live it Up,” made up of a cast of 11 multi-talented singers and entertainers, specializes in one-of-a-kind musical arrangements and medleys that will entertain, uplift, and provide a memorable experience, Davidson said.

The Palm Springs group continuously performs its ever-changing musical shows to a wide range of audiences.

“Live it Up: The Labor Day Show” will be at the Curtis Theatre at 8 p.m. Friday, Sept. 2; at 8 p.m. Saturday, Sept. 3; and at 4 p.m. Sunday, Sept. 4. Tickets are available at the Curtis Theatre Box Office, (714) 990-7722, as well as on-line at www.curtistheatre.com. The Curtis Theatre is located at 1 Civic Center Circle in Brea, off the 57 Freeway near Imperial Highway and the Brea Mall. For more information, contact Davidson Productions at (951) 204-7209.

Free Head Start preschools for income-limited families accepting applications for Fall 2011

A free, quality preschool program for families with limited incomes – with locations throughout Pomona and all of Los Angeles County – is taking applications to fill a select number of student enrollment slots for Fall 2011.

The Los Angeles County Office of Education (LACOE) Head Start program is seeking applications for children from infancy to age four, including those with disabilities. Applications are also being accepted from pregnant women.

LACOE's Head Start preschools are located at centers and sites throughout the county, including some 30 locations throughout the

Pomona Unified School District, most at area elementary schools.

At no cost to families, Head Start is designed to help nurture and prepare children for success in school by providing services that include early childhood education, health and dental assessments, healthy meals, mental health counseling and parent training.

Services are also available to meet the special needs of disabled and homeless children. The Head Start program is either half-day or full-day, depending on area, and offers certificated and experienced teachers and staff members.

Vacancies will be filled based on

space availability and only households that meet specific income requirements are eligible to apply.

For information on eligibility and locations, contact the Pomona Unified School District's Head Start Preschool Program at (800) 822-5777, ext. 5231, (909) 397-4740, ext. 5231, or (909) 397-4622.

BACK FROM IRAQ –

Xavier Lopez, back home in Pomona for only three months after serving 10 months in Iraq in the National Guard, poses next to his 1952 Chevy with American Legion Post #30 First Vice Commander Naomi Chavez this month at the Old Pomona Hot Rod and Custom Car Show in downtown Pomona. Lopez, 40, a lifelong resident of Pomona, has served in the Guard since 1997 after serving six years as a Marine. He said he saw thermometers in Iraq registering as high as 141 degrees Fahrenheit. His 1963 Chevy Impala is pictured in the background. Chavez and Lopez manned the American Legion Post booth at the car show event.



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Guidelines announced for Pomona Unified's Child Development Department free and low-cost meals program

The Pomona Unified School District Child Development Department will offer free and low-cost meals through the Child and Adult Care Food Program for the 2011-2012 school year.

Children from households with incomes at or below prescribed levels are eligible for free or reduced-cost meal benefits, although meals are free to all children meeting the income standards up to age 12.

Benefits at no cost are available based

on an eligibility scale, although the cut-off point for a typical family of four is an annual income of \$29,055. Reduced-cost benefits are available on a similar sliding scale, although the cut-off point for the same family of four would be an annual income of \$41,348.

For complete eligibility information or for other questions, contact Child Development's nutrition office at (909) 397-4740, ext. 5634.



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POMONA VALLEY TRANSFER STATION



Many municipalities throughout California and the United States are facing the important issue of solid waste disposal. Recycling continues to be part of the solution in moving toward the ultimate goal of zero waste.

However, with local landfills beginning to approach closure dates, solid waste will be forced to move greater distances. A solid waste transfer station with its ability to consolidate loads from smaller vehicles into larger ones for transport over greater distance is a critical solution to the immediate problem facing our communities.

The Pomona Valley Transfer Station Project will help move Pomona into the future with such a solution. There remain many misconceptions and myths regarding a transfer station. The following information is intended to clarify some of the important questions and concerns regarding a transfer station in Pomona.

MYTHS vs FACTS

1
MYTH

FACT

THE FACILITY IS NOT NEEDED IN POMONA.

The Puente Hills Landfill, which serves Pomona, will close in 2013. Once the landfill closes, waste will go to operating landfills much farther away thus increasing rates. The Pomona Valley Transfer Station is needed to consolidate waste into transfer trucks that have three times the capacity of a collection truck. By consolidating the loads we are reducing the cost of transporting to a distant landfill thereby managing future rates.

2
MYTH

FACT

POMONA VALLEY TRANSFER STATION IS REALLY A LANDFILL/DUMP.

A landfill or a dump is a site for the disposal of waste material by burial in the ground. A transfer station is a building for the consolidation of waste from smaller vehicles into larger vehicles. These larger CNG powered vehicles will transport the waste for recycling or disposal in a landfill.

3
MYTH

FACT

TRASH WILL BE BROUGHT FROM 17 DIFFERENT CITIES INTO POMONA.

The PV Transfer Station would have a permitted capacity of 1,500 tons per day; the City of Pomona has historically produced approximately 1,000 tons per day. The remaining tonnage capacity would be available for local self-haulers and future growth. In addition, it does not make economic sense for trash haulers from outside the City limits to pass up other waste facilities just to come to Pomona.

4
MYTH

FACT

THE POMONA VALLEY TRANSFER STATION WILL COST THE CITY OF POMONA MONEY.

The Pomona Valley Transfer Station will bring in nearly One Million Dollars in annual revenue for the City of Pomona. More importantly, there will be no taxpayer money used to construct this facility. Pomona gets the benefit of additional revenue with none of the costs.

5
MYTH

FACT

THE POMONA VALLEY TRANSFER STATION WILL CREATE TRAFFIC CONGESTION.

Nearby residential streets will not be affected. The trucks entering and exiting the facility will have designated direct routes they will be required to travel, which include access to and from nearby freeways. The impacts of these routes are minimal due to the existing levels of truck traffic.



The project will generate nearly \$1 million every year – money that could be used to provide revenue to public safety and other essential city services.

“The Project will create numerous job opportunities for Pomona’s residents and will stimulate the city’s economy in a time where job creation is desperately needed.”

J. Michael Ortiz, Ph.D., President
California State Polytechnic University, Pomona

“... the project should be seriously considered and approved for the good of the entire community.”

Tony Cerda, Tribal Chairman
Costanoan Rumsen Carmel Tribe

“... a Court has ruled that the Project site is ‘environmentally-superior’ to any other in town.”

Dave Gillotte, President
Los Angeles County Fire Fighters Local 1014



6
MYTH
FACT

THE FACILITY WILL BE BAD FOR THE ENVIRONMENT.

The facility has received a “Gold LEED Certification” for environmental friendly construction. LEED (Leadership in Energy and Environmental Design) is an internationally recognized building certification system of the U.S. Green Building Council, providing third-party verification that a building or project was designed using strategies intended to improve performance in energy savings, water efficiency and CO² emissions reduction.



7
MYTH
FACT

THE FACILITY WILL TAKE IN HAZARDOUS WASTE.

NO hazardous waste will be accepted. By State law, hazardous waste cannot be disposed of with municipal waste.

8
MYTH
FACT

ODORS FROM THE FACILITY WILL BE VERY PREVALENT IN THE NEIGHBORHOOD.

The Pomona Valley Transfer Station is an enclosed facility that is equipped with a high tech odor neutralizing system and enhanced ventilation system. Any potential odor will be subject to a non-toxic, natural enzyme system that will neutralize odors.

9
MYTH
FACT

JOBS CREATED WILL NOT BE QUALITY JOBS.

The Pomona Valley Transfer Station will create approximately 50 new permanent jobs with benefits that include medical and retirement. All applications will be accepted but preference will be given to Pomona residents.

10
MYTH
FACT

THERE WILL BE A NEGATIVE IMPACT ON PROPERTY VALUES.

The Transfer Station project provides for a state of the art facility on an existing empty parcel that complements the current land uses. The facility will be the only LEED certified building of its kind in Pomona and will exceed the design standards set by zoning parameters. Therefore by improving this parcel you are raising the overall property values.



For more information, contact Valley Vista Services.
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www.pomonavalleytransferstation.com
info@pomonavalleytransferstation.com

University of La Verne 'REACH' program helps students prepare for college, careers in business

Most high school students from Pomona and surrounding communities are "hanging out" this summer. But for a talented group of 48 students, their summer was one of study, work and competition to sharpen their business skills in a special program sponsored by the University of La Verne.

The students lived and worked on campus for the entire three-week program in a highly competitive environment but, according to comments at their "graduation" ceremonies this month, it was all worth it.

A total of 20 students in the program were from Pomona Unified School District high schools and another eight were from Pomona's School of Arts and Enterprise, a charter school.

Others came from Covina Valley, Charter Oak, Rialto and Chaffey.

The program, the REACH Summer Business Camp ("Your College is within reach!"), under the University of La Verne College of Business and Public Management,

featured everything from guest speakers and field trips to classroom instruction in economics, accounting and marketing to the development of business plans once the students were divided into small groups.

Students presented their business plans during initial competition followed by the "final four" presentations two days before graduation and awards ceremonies.

University of La Verne Board Member Mark Hicks, addressing the graduates, thanked the parents for entrusting their kids to the university.

"It's a pretty amazing program," he said, adding that the students learned a lot about business and attending colleges and made new



Assemblymember Mike Morrell



Dean Abe Helou



WINNING TEAM MEMBERS – Members of the winning team in the business plan presentation competition at this month's REACH Business Camp at the University of La Verne react after learning they were selected by the judges. Winners, members of T.A.S.C. (Tutoring Agency of Southern California), from left, are Nichole Murray of Covina, a student at Fairvalley High School; Bertha Rodriguez of Pomona, a student at Pomona High School; Christina Robledo of Pomona, a student at Ganesha High School; Daniel Pinedo of Rowland Heights, a student at Diamond Ranch High School; and Jacqueline Puga of Ontario, a student at Chaffey High School.

friends at the same time.

"I know it will benefit you," he said.

Abe Helou, dean of the university's College of Business and Public Management, said the students "learn the essentials."

"I was blown away by your presentations," he said. "You have shown that you can get it done."

He added that his wish is that each of the students receives a bachelor's degree.

"Every single one of you should be able to get it done," he said.

Pomona Unified School District Supt. Richard Martinez, in his commencement address, said there is both an achievement gap and a skills gap in this country.

"Americans need higher levels of skills to succeed in the 21st century," he said. "Graduates must leave high school ready."

Martinez added that this is par-

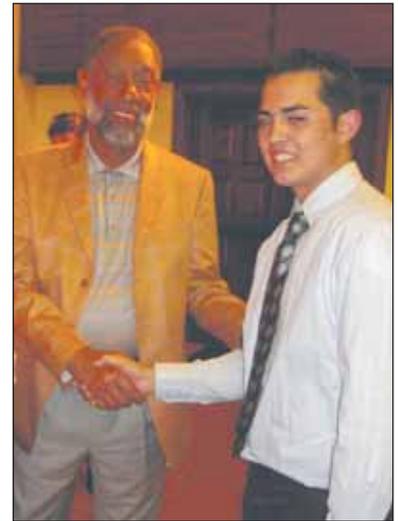


PAUSING FOR A 'PHOTO OP' – Taking a moment for the camera at this month's REACH Business Camp commencement activities at the University of La Verne are, from left, University of La Verne Board member Mark Hicks, Assemblymember Norma Torres, and Issam Ghazzawi, Associate Professor of Management in the College of Business and Public Management at the University of La Verne.

ticularly true in a time that college graduates are struggling to find a job.

"Higher education is a better investment than almost any alternative," he said, adding that the University of La Verne is a "great school."

However, he said no one would object if they went to Harvard or UCLA.



RECEIVING LINE – Sergio Flores, Jr., at right, a student at Diamond Ranch High School and a resident of Chino, is congratulated by local McDonald's owner Reggie Webb, Chair of McDonald's National Council, in the receiving line at commencement ceremonies for REACH Business Camp at the University of La Verne.

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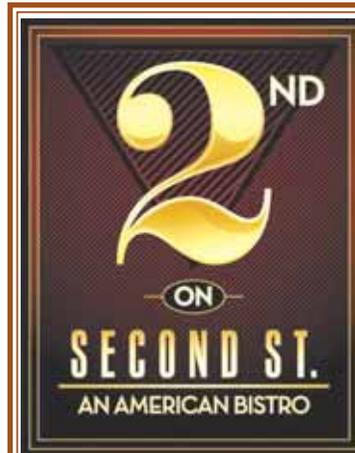
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Pomona Unified School District



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Ashley N. Medina
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This new restaurant, which opened in June, creates a setting offering a warm urban style while serving a delicious American bistro cuisine. The unique restaurant is located in the Arts Colony of Downtown Pomona, home of events including a monthly Art Walk, Antique Fairs and Car Shows. Enjoy our American food with recipes that will delight even those with a finicky palate. Our menu features steaks, sandwiches, supreme salads, burgers and desserts.



Karaoke 6 p.m. to close Wednesdays
Live entertainment Fridays and Saturdays, 7 to 10 p.m.

FIRE EXTINGUISHER TRAINING – Los Angeles County Firefighter Roland Meza, of Pomona's Fire Station #182, demonstrates the proper use of a home fire extinguisher on a propane fire during last week's "Great Campout" at Fairplex. Pictured with Meza is Destiny Howard, 6, of Pomona, a student at Montvue Elementary School, preparing to extinguish the flames.



COPS VS KIDS – It was all about "cops vs the kids" in a tug-o-war match at last week's "Great Campout" at Fairplex. Pictured are the kids on the winning team. Lt. Eddie Vazquez, manager of crime prevention and youth services for the Pomona Police Department, said "every year it's the same result." Kids camping out last week received \$5 in play money to spend in the camp store, raffle tickets given to win one of the free bicycles purchased with community contributions, and more. Games during the evening included bowling, bean bag toss and others.



POMONA POLICE 'AIR ONE' HELICOPTER LANDS AT 'GREAT CAMPOUT' AT FAIRPLEX – Lt. Tim Cooper, the police department's "observer" in the air, answering questions about the Pomona police helicopter at last week's "Great Campout" at Fairplex, shows campers where the controls are for the camera and infrared system. Cooper landed the craft in the infield of the racetrack next to the campout as he has done for the past two years. Nearly 300 kids participated in the overnight event on the Fairplex grounds to enjoy free food, activities, door prizes and fun – all provided by the police department, the Community Engagement Group, the City of Pomona Recreation Department and Pomona Fairplex for students in Pomona schools ages 9 to 12. Free sleeping bags were provided for every camper and police supervision was present throughout the night.

'National Night Out' set for next week as police-community partnership event

National Night Out 2011, an annual event in which Pomona residents come together to help police fight crime in the community, will be held next week in Pomona's Civic Center Plaza.

The event is open to families, friends and neighbors interested in learning about Neighborhood Watch, how to increase public safety awareness and how to provide unity and a police-community partnership.

Included will be food, games, crafts, raffles, vendor tables and demonstrations.

It is scheduled for 5 to 8 p.m. Tuesday, Aug. 2, at 400 Civic Center Plaza in Pomona.

For more information, contact the Pomona Police Crime Prevention Unit at (909) 620-2318.

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Michele Atiz OD

Año de acción... de la pág. 1

trata de que verdaderamente creamos que los sueños se convierten en realidad,” agregó Keating.

“Como Cámara de Comercio, nuestro compromiso es hacer de nuestra comunidad un buen lugar para que los comerciantes quieran hacer negocio aquí y logren el éxito,” dijo Keating. “El éxito de nuestro comercio provee un impacto directo y saludable a nuestro gobierno, a nuestras escuelas y a nuestras organizaciones que rinden servicio al público.”

Sobre su compromiso para un plan de trabajo en el año venidero, Keating dijo que la Cámara continuará asociándose con la ciudad, con las escuelas, con las organizaciones comunitarias y con individuos para “mejorar la calidad de vida de todos.”

También mencionó el plan de trabajo del Comité de la Cámara quienes trabajarán arduamente para promover actividades y servicios de aprendizaje, en premiar con becas a estudiantes sobresalientes, en abogar en la legislación en beneficio no solamente a los comerciantes, sino a la comunidad entera, y en promover a la ciudad de Pomona, la cual esta

compuesta por una comunidad orgullosa en su historia, rica en su cultura y que posee un futuro brillante y prometedor.

“Les pido a todos ustedes el mismo compromiso... sean personas de acción a favor de su comunidad,” dijo Keating. “Ayúdenos a fomentar un Pomona más saludable. Es tiempo de convertir sueños en metas.”

La Cámara de Comercio otorgó el Premio de Servicio Comunitario a Richard Martínez, superintendente del Distrito Escolar Unificado de Pomona. Bernardo Rosa, director ejecutivo de la Sociedad del Bienestar de la Comunidad y co-presidente del Plan Maestro de Familias y Jóvenes de Pomona, presentó el premio a Martínez diciendo que él era “un hombre con visión” que se preocupa por “los mayores intereses de las familias y de los niños de Pomona.” Este premio es el más alto honor que otorga la Cámara.

“Un hombre con visión tiene más que ojos – tiene corazón,” dijo Rosa, agregando que tener “corazón” le ayuda a superar los desafíos.

Martínez le dio las gracias a la Cámara por el honor, junto con

todos los otros “socios” del distrito escolar – el Centro de Carreras y Educación Técnica (CTEC, por sus siglas en inglés) de Fairplex de Pomona, la Universidad DeVry, al administrador municipal, al jefe de policías y otros.

“Es importante inspirar a los demás. Quiero asegurarme que juntos lleguemos a un consenso,” dijo Martínez.

“Me apasiona mi trabajo pues todo gira alrededor de los niños,” continuó Martínez. “No se trata de mí, se trata de ustedes, de nosotros.”

El Premio de Nuevo Negocio del Año se le otorga a La Nueva Voz y fue aceptado por Jeff

Schenkel, publicista; Dora Cruz, editora; y Renee Barbee, representante de publicidad.

El premio Empleador del Año fue otorgado a la Universidad Western de Ciencias de Salud y fue aceptado por el Dr. Thomas Fox, vice presidente de avance universitario, y el Premio Imagen le fue presentado a Gloria Mitchell de las Oficinas de Fianzas Gloria Mitchell. El premio Organización Sin Fines de Lucro le fue presentado a PVW, antes conocido como Talleres del Valley de Pomona, y fue aceptado por Karen Jones, directora ejecutiva de PVW.

El premio Miembro del Año le fue presentado las oficinas de Se-

guro State Farm y fue aceptado por Nona Tirre.

Además de Keating, los nuevos miembros fueron presentados en el evento e incluyeron a Jill Reiff de Valley Vista Services como presidente electo; Ken Chan de DeVry University como vice presidente de educación; Adriana Robledo como vice presidente de asuntos gubernamentales; Jill Reiff como vice presidente de membresía; Stephanie Benjamin como vice presidente de comunicaciones; Jeff Keating como vice presidente de relaciones públicas; Kurt Weinmeister como tesorero; Simon Concepcion y Victor Caceres como ex presidentes; y Frank Garcia director ejecutivo.

Professor at Western University's Oregon campus, research team from Oregon Health & Science University discover possible link between cancer and Lou Gehrig's, Alzheimer's

A research team led by Oregon Health & Science University (OHSU) scientists has added important new evidence to a growing belief that was unheard of just a few years ago — that there may be a molecular link between certain types of neurodegenerative disease

and cancer.

The new findings were published on-line on June 23 in the Public Library of Science's PLoS One journal.

Former OHSU researcher Glen Kisby, PhD, now an associate professor of pharmacology at the College of Osteopathic Medicine of the Pacific – Northwest, a campus of Pomona's Western University of Health Sciences, and OHSU researcher Peter Spencer, PhD, designed the experiment to test the action of a DNA-damaging cancer agent on mature nerve cells.

The agent — called methylazoxymethanol, or MAM — is a genotoxin found in cycads, ancient plants that have been used for medicine and food among the indigenous people of the islands of Guam (Chamorro), Honshu (Japanese) and New Guinea (Papuan). All three island populations have suffered from a disappearing, cycad-associated neurodegenerative disease that in individual patients combines elements of amyotrophic lateral sclerosis (Lou Gehrig's disease), parkinsonism and Alzheimer's-like dementia.

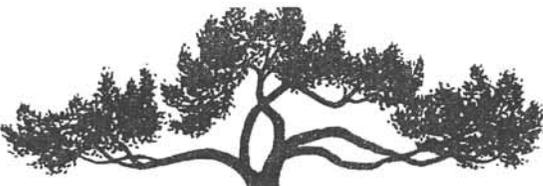
The new findings complement

recent studies suggesting a link between cancer and neurodegenerative diseases. Recent epidemiological studies, for instance, have suggested that individuals with Parkinson's disease are less likely to develop non-melanoma cancers and vice versa. In contrast, the co-occurrence of Parkinson's and melanoma often has been noted.

“Our new findings suggest that certain genotoxic chemicals can trigger molecular pathways leading to cancer and neurodegeneration,” Kisby said. “The overlap of molecular pathways implicated in cancer and neurodegeneration may indicate the possibility of developing novel therapeutic approaches for both groups of disorders.”

The newly published study consumed almost a decade of research collaboration among researchers at OHSU, the Fred Hutchinson Cancer Research Center, the Massachusetts Institute of Technology, the National Center for Toxicological Research, the University of North Carolina at Chapel Hill, and the University of Washington.

The study was funded by the National Institute of Environmental Health Sciences.



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‘Fist of Gold’ to present live boxing ‘showdown’ in downtown Pomona

“Fist of Gold,” a non-profit organization that shows boys from 8 to 18 a healthy and positive lifestyle through boxing, will present a “Live Boxing Downtown Showdown” next month in downtown Pomona.

Doors will open at 6 p.m. at the fundraiser event, scheduled for

Friday, Aug. 19, at Thomas Plaza, 209 W. 2nd St., Pomona.

Featured will be 10 exciting bouts, a beer garden, food and refreshments.

Admission is a \$10 charitable donation.

For more information, contact (909) 376-0343.

California Utility Customers Can Save Money with Energy-Efficient Home Improvements

Energy Upgrade California™ offers incentives to customers of Southern California Gas Co. (SoCalGas), Southern California Edison (SCE) and many other California utilities to help defray the costs of home energy-efficiency improvements.

The Basic Upgrade Package, which includes sealing air leaks and installing insulation, can yield up to \$1,000 in incentives. The Advanced Upgrade Package, which includes the basic package measures where applicable, can net customers up to \$4,000 in incentives. It may include installing energy-efficient windows, duct replacement, high-efficiency furnace, better heating and cooling systems, and high-efficiency water-heating systems.

The more energy a homeowner saves, the higher the incentive. Some cities and counties offer additional rebates for making the improvements.

"If there are any customers who are considering making energy-efficiency upgrades in their homes, now's the time to do it. They'll be rewarded not only financially, but also with lower electricity bills," said Gene Rodrigues, SCE's director of Energy Efficiency and Customer Solar. "Most importantly, they'll be contributing to California's clean, green, energy future."

"We are proud to offer this program to our customers because it rewards them for investing in their homes in order to realize long-term energy savings," said Gillian Wright, director of customer programs and assistance for SoCalGas. "We're always looking for ways to help our customers save money and help the region achieve both environmental and economic sustainability."

To qualify for incentives, customers must schedule a home energy assessment with a participating Energy Upgrade California contractor. After receiving the results and determining the work necessary, the homeowner then plans the improvements with the contractor. Next, the participating contractor applies for the incentive on the customer's behalf after completion of the improvements.

Some customers can choose other options, such as energy-efficient appliances, that can earn them further rebates from their city, county or utility.

To learn more about the program and to find a participating Energy Upgrade California contractor, please visit www.EnergyUpgradeCA.org.

Eficiencia energética en su hogar le ayudará a ahorrar dinero

El programa Energy Upgrade California ofrece incentivos a clientes de la Compañía de Gas del Sur de California (SoCalGas), Southern California Edison (SCE) y a muchos otros usuarios de servicios públicos para ayudar a sufragar los gastos de mejoras en el hogar.

El Basic Upgrade Package, el cual incluye sellar las fugas de aire y colocar insulación, puede producir hasta \$1,000 en incentivos. El Advanced Upgrade Package, el cual podría incluir la instalación de ventanas, reemplazar el adhesivo, sistemas de calefacción y refrigeración - todo para eficiencia de energía - podría producir hasta \$4,000 en incentivos.

Entre más energía ahorra el cliente, más alto el incentivo. Algunas ciudades y condados ofrecen reembolsos adicionales por hacer mejoras al hogar.

"Ahora es el momento para clientes que estén considerando hacer actualizaciones o mejoras a su hogar. Serán recompensados no solo monetariamente, sino también recibirán cuentas reducidas en sus facturas," dijo Gene Rodrigues, director de Energía Eficiente y Cliente Solar de SCE. "Aun más importante, estarán contribuyendo a la ecología limpia y verde de California."

"Estamos orgullosos de ofrecer este programa a nuestros clientes. Ellos reciben una recompensa por invertir en sus hogares y adquieren ahorros a largo plazo," dijo Gillian Wright, directora de programas y asistencia para el cliente de SoCalGas. "Siempre buscamos maneras de ayudar a nuestros clientes a ahorrar dinero y a mantener activa la conciencia ecológica y económica."

Para calificar para estos incentivos, los clientes deben programar una cita con un contratista de Energy Upgrade California. Después de recibir los resultados y de determinar el trabajo necesario, el dueño de casa planifica las mejoras con el contratista. Luego, el contratista solicita el incentivo a nombre del cliente después de terminar las mejoras.

Algunos clientes pueden escoger otras opciones que ofrecen descuentos adicionales, tales como aparatos domésticos con eficiencia de energía.

Para más información sobre el programa y para comunicarse con un contratista de Energy Upgrade California, favor de visitar el sitio web en www.EnergyUpgradeCA.org.

Pomona Pop Warner stresses fundamentals beyond football

By Greg Saldate
Correspondent

Returning after a 30-year absence from Pomona, Candace and Fred Barry three years ago envisioned a Pop Warner Football program to reach the youth of the community and give them a positive outlet.

Starting from the bottom, it has been a struggle for the program to get where it is today, but nonetheless the program has become a success.

"I'm a product of a Pop Warner program where I grew up and there aren't many alternatives in the city to keep at-risk youth out of trouble around here," said Pop Warner vice president Fred Barry, a former NFL player. "My wife Candace and I along with many other supporters and volunteers knew we could make a positive contribution to the kids in doing so. It's all about the kids."

The Pomona Pop Warner Football League is a non-profit organization that targets kids ages 5 to 15 all around Pomona. This year, in their third year, they expect to have approximately 130 kids signed up to play football in the Mt. Baldy League, which includes cities such as La Verne, Upland, Chino and

Riverside.

The program teaches the fundamentals of football but also strongly hammers the issue on being a student-athlete, as the coaches regularly check up on report cards throughout the course of the year.

"We preach to the kids lessons beyond the sport," Barry said. "We preach competition, discipline, dealing with adversity, teamwork, and, last but not least, academics. I've heard countless times parents stating how much better the kids are doing in school and it's rewarding to see most of them show up to practice carrying loads of books."

Most of the kids enrolled in the program use Pop Warner football as a life learning process according to Barry, who played as a defensive lineman for the Pittsburgh Steelers from 1970 to 1972.

"There are definitely situations where kids come to us with no structure at home and one parent raising

them, so the practices and camaraderie mean a lot to them," Barry said. "It's a way to keep them off the streets and teach them the intangibles and principles of life. It's not about winning but how the kids are developing and we've seen some tremendous improvements over the last three years."

Regardless of the fact that between all the teams last year they only came out victorious three times, the Bearcats (ages 7-8), Golden Bears (ages 8-9), Kodiaks (ages 9-12), Osos (ages 12-13) and Bruins (ages 14-15) hope to change that result this upcoming year. Wins and losses cannot stack up to the support and direction the staff in this program is giving these kids, Barry said.

For information on sign-ups or donations, contact Candace or Fred Barry at (909) 593-4959, or visit their web site www.pomonapopwarner.org.

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Bring Your Coat

By Manuel A. Escalante

The story unfolds in the water, in a fishing boat, with a fellow who felt he had failed at his task, and decided to return to his old ways – to his old job.

Let's go back, back, about two thousand or so years. Let's go back to Peter's recruitment as a Fisher of Men, Peter's Denial, the Death of Jesus, and the Miraculous Catch of Fish; let's listen in on some of the conversations and, perhaps if our minds are creative enough, we can "see" the movie.

Andrew and Peter were casting a net into the lake, as they were fishermen. Andrew went to his brother Simon and said, "We have found the

Messiah," and then he took Simon to meet Jesus. Jesus looked at Simon and said, "You are Simon son of John. You will be called Cephas," (which means "Peter"). Then Jesus said, "Come, follow me, and I will make you fishers of men." Immediately, they dropped their nets and followed Jesus.

Here we see a change of careers, a change of life, a change of direction; once gatherers of fish, now gatherers of people. Simon Peter, as well as the other recruits, underwent continuous training and development under the Master. They began to acquire new skills and abilities that both astounded and frightened them—imagine the feeling of being able to heal someone with the mere utterance of

some words.

They soon become highly skilled in their new profession, but somehow they are not entirely convinced—although the Bible does not tell us so directly. They show doubt at nearly every turn.

Jesus begins to talk about his unavoidable departure; about how He is leaving but will return. About how they cannot go now where He is going.

"Peter asked, 'Lord, why can't I follow you now? I will lay down my life for you.' Then Jesus answered, 'Will you really lay down your life for me? I tell you the truth, before the rooster crows, you will disown me three times!'" Sounds like a lack of commitment, yes?

Judas turns Jesus over to the Jewish authorities; Simon Peter is allowed to enter the courtyard of Caiaphas, and there it begins. Simon Peter apparently decides that he is better off not telling people about his employer; he fears for his life (never mind that his boss, his friend, his savior, his teacher, was about to take an extended trip). The girl on duty at the door to the courtyard asks, "You're not one of the disciples, are you?" Peter says, "I am not." - Strike one.

Jesus is inside being questioned by Caiaphas. Peter is outside with some other folks. It's cold out there and someone has lit a fire to keep warm; Peter joins that circle of people. Someone asks him, "You are not one of his disciples, are you?" Again, he says, "I am not." - Strike two.

Ah, but someone believes to recognize him (I would, too, had he cut off my brother's ear) and challenges Peter. This guy says, "Didn't I see you with him in the olive grove?" And, yes, you guessed it, Peter again denies it; and the rooster crows (can you hear the rooster? I can!), which must have raised every hair on Peter's body. - Strike three.

Fortunately for Peter baseball did not yet exist, else after three strikes he would have been "out." But Jesus works in very different ways when dealing with people. Various trials are held (Annas, Caiaphas, Pilate), and finally, against the feelings and better judgment of Pilate (who can find no fault with the accused); Jesus is jailed, flogged and crucified. Judas feels remorse and hangs himself.

Peter regrets his actions and perhaps now feels unworthy and incapable of continuing with the task he was assigned. He returns to his old job of fishing (fish, not men). Note that all along he may not have felt too secure about his new career, as somewhere he had kept a boat ready for action. Of course, he could have purchased one, new or previously-owned, but given the instruction of not carrying any possessions, he probably had no money (or credit).

He and his fishing buddies are out at the Sea of Tiberias (Sea of Galilee); they have gone out to fish at night, but caught absolutely nothing. In the morning, on the beach, Jesus is having a BBQ; ah yes, some nice fish. The fish boys don't realize He is there, and He calls out, "Friends, haven't you any fish?" "No," is the sad reply. Jesus says, "Throw your net on the right side of the boat and you will find some." Don't you just love the way Jesus makes a point? "Throw your net on the RIGHT side..." I don't believe he was referring to a physical position. If you throw your net on the wrong

side, you will get wrong results.

Then, one of the guys said to Peter, "It is the Lord!" Then Peter wrapped his outer garment around him (he put on his coat) and jumped into the water; he swam about 100 yards. In those days it was customary for fishermen to take off their outer garment while they worked; in other words, they worked in their underwear. There was Jesus on the beach, with his BBQ fish and some bread. They sat down and ate.

After the meal, Jesus asks Peter numerous times, "Do you love me?" Peter, of course, replies, "Yes, Lord, you know that I love you." Jesus then says, "Feed my lambs," "Take care of my sheep," "Follow me." Somehow Peter is still unsure about the tasks he has been assigned (rather, the tasks he has been assigned once again); he asks Jesus about the tasks and responsibilities and duties of another disciple— "Lord, what about him?" Jesus replies, in a manner of speech, that this is none of Peter's business, that he should worry about his own assignments and not about what other people will be doing—"If I want him to remain alive until I return, what is that to you? You must follow me."

In a way, Jesus commanded Peter to "bring his coat." When you are not fully dressed, you must return to "get your coat," unless, of course, you wish to show yourself in your undergarments. "Bring your coat" implies that when one acquires a task, when one commits, there should be no turning back, nor any reason to turn back. To commit, to acquire a responsibility, directly translates into becoming, in some way, a new person. Abandoning the old and taking on the new. This means having no "security blanket" stashed away somewhere—"just in case." You must burn your ships (not necessarily your bridges) and march on.

When a person repeats a promise again and again, he will most certainly fail you. The most powerful weapon you can have is your soul on fire, thus, there are only two options regarding commitment: You're either in or out. There's no such thing as a life in-between. You either bring your coat, or leave your coat behind as an excuse to return to wherever you may have been.

Bring your coat!

Editor's Note: Dr. Manuel A. Escalante, or Dr. E, is a transformational speaker, a personal coach and a career coach based in La Verne. He works with both individuals and businesses to help them become more successful. He may be reached at (909) 532-5913.



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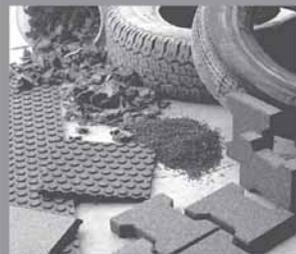
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REVIEWING STUDENT ART WORK – Dan Harden, at right, Director of Education at the Career and Technical Education Center (CTEC) at Fairplex, explains a sampling of student art work to La Verne Mayor Don Kendrick at last week’s CTEC open house at Fairplex. The two were taking a close look at “On Location: Spanish Village,” by Jasmine Leiva, a senior at San Dimas High School and a participant in the summer art program at CTEC. Students were asked to select a scene anywhere on the Fairplex grounds as their subject. According to Harden, Kendrick conceived the CTEC concept and made the original proposal to the Fairplex Board. Today, part of CTEC’s mission is to prepare students for their careers. “That’s the goal – to put these kids to work,” he said.

SHOWING OFF HER WORK – Esther Chen, 17, of Covina, who graduated from South Hills High School and now attends Cal Poly Pomona, shows off her pottery creation to her father, Philip Chen, and brother Nathen, 2, at last week’s First Annual Open House at the Career and Technical Education Center (CTEC), a program of the Learning Centers at Fairplex.

Pomona Valley Hospital makes U.S. News & World Report ‘top hospital’ list

Pomona Valley Hospital Medical Center has been ranked as a top hospital in gynecology and nephrology, or kidney disease, in the Los Angeles Metro Area in U.S. News & World Report’s 2011-2012 “Best Hospitals” rankings.

The rankings have been published by the magazine annually for the past 22 years.

The latest rankings showcase 720 hospitals out of about 5,000 hospitals nationwide. Each is ranked among the country’s top hospitals in at least one medical specialty or is ranked among the best hospitals in its metro area.

Hospital President and CEO Richard E. Yochum said it was the first time Pomona Valley was included on the list.

“We have raised the bar for the quality of care provided for patients,” he said.

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A POTTER AT HIS WHEEL – Jared Manke, 19, a sophomore at the University of La Verne who has studied pottery since his junior year at South Hills High School, demonstrates how pottery is formed on a wheel during last week’s Career and Technical Education Center (CTEC) open house at Fairplex. Jared said he likes to give his personal touch and style to his work, adding that he enjoys having a connection to the art. “The possibilities are endless,” he said.



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