



# La Nueva Voz

The New Voice, a Bilingual (English/Spanish) Publication  
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Thursday, November 24, 2011

## Boys and Girls Clubs Past President Dave Perez, Pomona Unified Supt. Richard Martinez receive Boys and Girls Clubs 'Golden Hands Achievement Awards'

Dave Perez of Valley Vista Services, Past President of the Board of the Boys and Girls Clubs of Pomona Valley, and Pomona Unified School District Supt. Richard Martinez were added to the honor roll last week of community leaders who have been recipients of the Boys and Girls Clubs' Golden Hands Achievement Awards.

The two received their honors for dedication and commitment to the youth of Pomona at the 43rd annual achievement awards gala at Pomona's Fairplex Sheraton.

Victor Caceres, Executive Director of the Boys and Girls Clubs, said Perez has a long history of working with the organization.

"He has been a lead in getting other folks to understand that giving is important, especially when it impacts a kid's life," Caceres said.

"It is my pleasure and privilege to be involved here in Pomona and with the Boys and Girls Clubs, an organization that helps and men-



Dave Perez



Richard Martinez

tors so many of our youth," Perez said. "And our family, the Perez family, has long been advocates and supporters of programs that keep kids on the straight and narrow as well as showing them the way to be productive adults and examples to others."

"I am proud and happy to support this club, its members, and its fantastic staff," he added. "The fact that you are all here tonight tells me that you find this a worthwhile endeavor as well and I thank you for all of that, and thank you for your support and look forward to future support from all of you as I know that many of you have been long time supporters of this club longer than I've been around."

"I am very honored and very privileged to share this stage and this award with so many people that came before me that are pillars of the community and have been involved in the club and helping children on many levels here in Pomona

Achievement awards... pg. 6

### NEO-NAZI DEMONSTRATION CLOSES MISSION BOULEVARD

--- A small group of several dozen Neo-Nazis in the National Socialist Movement walked to Pomona City Hall this month in a planned demonstration against illegal immigration.

The group of demonstrators - protected from Pomona residents and others by a wall of law enforcement officials on foot, on horseback and in riot gear - read a lengthy prepared statement promoting their white supremacist agenda over a bull horn that made their message difficult to hear or understand. But comments from the much larger crowd of counter-protesters were easily heard - everything from "Nazis go home" to "White trash go home" and more. Several counter-protestors wore bandanas over their face, apparently in the event tear gas was used. Most law enforcement officials had tear gas canisters attached in plain sight to the front of their vests. Pomona police officers closed Mission Boulevard in the City Hall area during the demonstration. Other officers maintained a presence all around the Civic Center and a mobile police command post was in place in the courthouse parking lot just south of the area. Law enforcement officials from the Los Angeles County Sheriff's Department and other surrounding jurisdictions provided support to Pomona police during the demonstration. Several small fights broke out, but city officials said there were no injuries and no arrests.



**Manifestación neonazi en Pomona** - Un pequeño grupo de neonazis que forman parte de el Movimiento Socialista Nacional marcharon hacia el Municipio de la Ciudad de Pomona en una manifestación en contra de la inmigración ilegal. Aunque el grupo de manifestantes intentaba promover sus ideas de supremacía blanca, su mensaje era difícil de escuchar y entender a través de el megáfono. Pero los comentarios de los contramanifestantes sí se escuchaban muy bien, pues gritaban "¡Nazis, váyanse de aquí!" La Policía de Pomona cerró la Calle Mission y el área alrededor del Municipio en preparación a esta manifestación. También cargaban frascos de gas lacrimógeno a plena vista por si fuese necesario utilizar este agente para dispersar el disturbio. Oficiales de la ley del Departamento de Alguaciles del Condado de Los Angeles también proveyeron apoyo a la policía de Pomona. Surgieron algunas peleas pequeñas pero los portavoces de la ciudad dijeron que no hubo ningún herido ni hubo arrestos.

### Clubs de Niños y Niñas otorga reconocimientos

Dave Perez de la compañía Valley Vista Services y ex presidente de Clubs de Niños y Niñas, y Richard Martinez, superintendente del Distrito Escolar Unificado de Pomona, fueron recipientes de el Premio al Éxito Manos de Oro otorgado por Clubs de Niños y Niñas. Ambos fueron homenajeados por su dedicación y compromiso a la juventud de Pomona en una cena de gala que se llevó a cabo en el hotel Sheraton Fairplex de Pomona.

"Es un placer y un privilegio involucrarme con Pomona y con Clubs de Niños y Niñas, una organización que ayuda e instruye a muchos de nuestros jóvenes," dijo Perez. "Y mi familia, la familia Perez, desde hace mucho tiempo apoya y respalda a programas que conducen a los niños por un buen camino y que les enseñan como ser adultos productivos y ser buen ejem-

plo para los demás."

"Me siento honrado y muy privilegiado de compartir este premio con aquellos que han sido pilares de la comunidad y que se dedican a ayudar a la juventud año tras año como el Sr. Richard Martinez, quien es de gran inspiración para mí," concluyó Perez.

Por su parte, el Sr. Martinez dijo, "Quiero felicitar a los niños, a todos los estudiantes que están presentes aquí. Muchos de ustedes forman parte del Distrito Escolar de Pomona, y agradezco que se han mantenido firmes y que se conducen por buen camino."

"Yo me crié sin padres, pero gracias al apoyo que yo recibí de maravillosos trabajadores sociales, de grandes maestros, de magníficos consejeros, y de estupendos líderes religiosos pude salir adelante," dijo

Reconocimientos... pág 5

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## Pomona Breakfast Optimists announce students of the month

The Pomona Breakfast Optimist Club recognized four sixth grade students from Alcott Elementary School as student of the month "outstanding examples" this month at its youth appreciation meeting.

The club selects an elementary school in the Pomona Unified School District each year to honor students selected by teaching staff.

Students selected must demonstrate progress in all academic areas, attend school on a daily basis, have no tardiness during the month and have no behavior referrals during the month.

In the event of a tie, the winner is chosen based on "Building Community Efforts" such as problem solving and conflict resolution skills.

The students receive a certificate, dinner for two at the event, and a goodie bag stuffed with school supplies and fun items.

They are asked to share their plans for the future and introduce their parents.

For more information on becoming a "Friend of Youth" by becoming a Pomona Breakfast Optimist Club member, or on becoming a "Friend of Optimist," contact Vernon Price at (909) 336-8007.



**STUDENTS OF THE MONTH** – This month's students of the month at Alcott Elementary School display their certificates at recent recognition event. Pictured, from left, front row, are Marcos Vega, Gladys Martinez, Antonio Alvarado and Robert Samaniego. Pictured in back with parents of the winners are Alcott Principal Shirley Martinez, center, and Pomona Breakfast Optimist Club President M. Joyce Baker-smith, next to right.

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**RIBBON-CUTTING AT NEW LEROY HAYNES CENTER OFFICES IN LA VERNE** -- Representatives of city, county and state officials were on hand this month as the LeRoy Haynes Center in La Verne cut the ribbon to officially open a 5,000-square-foot facility housing a staff of 20 in central La Verne south of the 210 Freeway. The satellite facility, operating under the direction of Tisha Langley, Director of Mental Health for LeRoy Haynes Center, represents the first time LeRoy Haynes services have been moved off of the main campus of the 65-year-old facility nestled in the foothills of North La Verne. The move is part of an outreach effort to further increase community-based services to children and families. "We need to love and protect and care for our young people," said La Verne Mayor Don Kendrick. "This organization does that." LeRoy Haynes President and CEO Dan Maydeck said the organization is "very excited" to be able to "expand and provide additional services and facilities. We're excited about continuing to grow and build and help children." Pictured, from left, are La Verne Chamber of Commerce Board Chairman Daniel Neale of Nationwide Insurance in Montclair; Maydeck; LeRoy Haynes Center Board Member Dena Garvin-Smart, of Stellar Business Bank; Langley; LeRoy Haynes Center Board Chairman John Renken, of The Renken Company; LeRoy Haynes Center Board Member Bob Mason, of R.H. Mason Insurance Managers; and La Verne Mayor Don Kendrick. The new facility is located at 1025 Sentinel Drive, Suite 200, La Verne. For more information, contact the LeRoy Haynes Center at (909) 593-2581 or visit the web site at [www.leroyhaynes.org](http://www.leroyhaynes.org).

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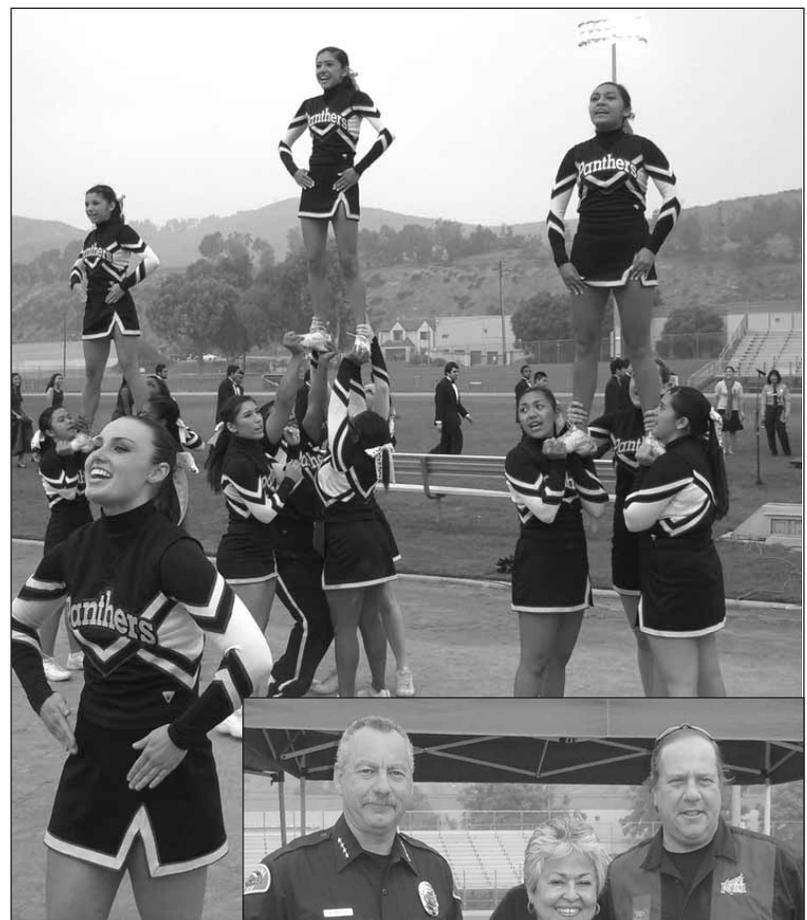
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**POMONA'S RED RIBBON WEEK BIGGER AND BETTER THAN EVER BEFORE** – Billed as a program that was coordinated between the Pomona Unified School District and the Pomona Police Department, Pomona's Red Ribbon Week "kick-off" celebration last month in Nancy McCracken Stadium at Ganesha High School was bigger and better than ever before according to officials. Some 2,200 students were bused in from about 20 participating elementary schools to hear presentations, see performances and generally get the message to stay off drugs and alcohol. This year's theme was "It's up to Me to Be Drug Free." A second program later in the week was planned for middle school assemblies, according to Community Service Officer Leesa Ybarra. The students were treated to a number of displays on their way into the stadium including fire department vehicles, SWAT team vehicles, a Cole-Schaefer ambulance and more. Pictured, clockwise, from bottom right, State Sen. Gloria Negrete McLeod presents a certificate of recognition to the Pomona Police Department. From left, are Pomona Police Chief Dave Keetle; McLeod; and Pomona Mayor Elliott Rothman; members of the Diamond Ranch High School Stylus Singers; Ganesha High School Marching Band performs for the crowd; and the Pomona High School cheerleaders.

### Harvest Festival coming to Pomona Fairplex in December

Getting in the holiday spirit is easy at the Harvest Festival Original Art & Craft Show – this year celebrating the four decades mark – to be held next month at the Pomona Fairplex and featuring hundreds of artists and craftmasters from across America coming together to provide the ultimate weekend "shoppertunity" and entertainment experience at the perfect time of the year.

More than 24,000 unique handmade items at affordable prices will be on hand at the west coast's largest indoor craft show featuring more than 200 exhibitors, live entertainment, strolling performers, a kids zone, specialty foods and more.

Visitors bringing canned goods for donation to Inland Valley Hope Partners will receive a \$2 discount on admission.

Steven's Hope for Children will host the parcel and bag check fundraising and dA Center for the Arts serves up interactive "make and take" fun for youngsters. Free ID screening is offered courtesy of Kids Are 1st.

A Christmastime atmosphere will make exploring the hundreds of exhibits an exciting discovery of gift ideas from ceramics, paintings, jewelry, blown glass, hand woven clothing, photography, candles, woodwork, garden designs, antique treasures, sculptures and more.

Shoppers will have the opportunity to interact with the artists and even learn some helpful tips through crafting demonstrations.

"Each item in our juried showcase is a handcrafted original, so you just won't find it anywhere else," said Nancy Glenn, Harvest Festival show manager. "We pride ourselves in generating an excitement for the holidays that begins with a warm greeting from the 'Good Time Carolers.'"

The Pomona Harvest Festival Original Art & Craft Show will be held from Dec. 2 – 4 in Building 4 at Pomona Fairplex. Hours are 9 a.m. to 6 p.m. Friday, 10 a.m. to 6 p.m. Saturday and 10 a.m. to 5 p.m. Sunday. Admission is \$9 for adults, \$7 for seniors (62 and over), \$4 for youths ages 13 to 17 and kids 12 and under free.

For more information and for tickets, contact (800) 346-1212 or visit the web site at [www.harvestfestival.com](http://www.harvestfestival.com).

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## Diamond Ranch senior Andrew Fischer honored at California Interscholastic Federation banquet

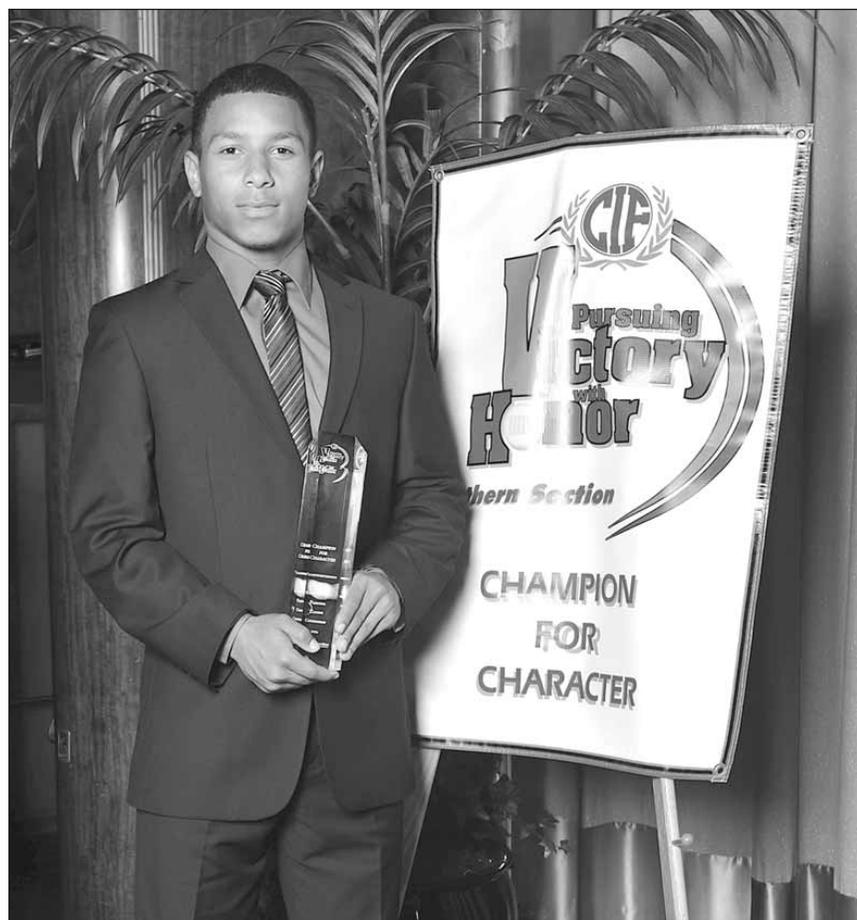
Andrew Fischer, a senior at Pomona Unified School District's Diamond Ranch High School, was honored last month with the "Champions for Character" award at the California Interscholastic Federation Southern Section's annual Champions for Character banquet.

The award is given to schools and individuals who have distinguished themselves by their examples of sportsmanship, ethical behavior and fair play. Fischer, one of 10 student athletes receiving the award, was recognized for his character, sportsmanship, integrity and adherence to the rules of sport.

The event was held aboard the Queen Mary in Long Beach.

"The Board and I are extremely proud of Andrew for receiving this prestigious award," said Jason Rothman, school board vice president. "He is an exemplary student and we cannot wait to see what the future has in store for him."

Fischer, who has played varsity



Andrew Fischer

football and track throughout his high school career, has served as captain of the football team for the

past two years.

His overall grade point average is 4.53.

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## Reconocimientos... de la pág 1

Martinez. "Ahora yo escucho la pleraria de la juventud de Pomona y me aseguro de rendirles el mismo apoyo y servicio que yo recibí."

Martinez le dio las gracias al público por apoyar organizaciones tales como Clubs de Niños y Niñas.

"Ustedes están educando y respaldando a nuestros jovenes de Pomona no solamente con apoyo financiero, sino con su valioso tiempo y servicio. Pomona les agradece y nuestros jovenes también."

Perez nació y se crió en City of Industry. Él se metió a la compañía familiar Valley Vista Services donde forma parte de la industria de desperdicios y residuos por más de 15 años. Perez también pertenece a la mesa directiva del Club de Niños y Niñas desde 2005 y ha apoyado organizaciones tales como Fist of Gold, el YMCA, Boy Scouts, Concurso de la Señorita Pomona y la Cámara de Comercio de Pomona.

Martinez nació en Pico Rivera y asistió a escuelas públicas en el Este de Los Angeles y se graduó de la escuela secundaria Garfield. Martinez leva 24 años en el ramo de la educación y se distingue como fomentador de equipos y como un colaborador eficaz.

## Hundreds attend iPoly High School open house as school releases applications for next year

Hundreds of students and parents from throughout Los Angeles, Orange, Riverside and San Bernardino Counties – some of them bused in to see the excitement first hand – attended last week's annual open house at iPoly High School on the Cal Poly Pomona campus as the school released its new 2012-13 applications.

The specialty high school – built on a charter school model but run by the Los Angeles County Office of Education – is a tuition-free high school offering college prep curriculum that focuses on hands-on project-based learning.

Global project themes include human rights, ecology, technology and politics, all of which promote collaboration and teach skills



**OPEN HOUSE AT IPOLY** – Hundreds of students and parents from four Southland counties visited iPoly last week during its annual open house and release of applications for next year. The entire campus was on display featuring everything from singers and dancers to electives, clubs and science projects. Pictured above, members of the school's Tahitian dance team perform for open house visitors. The dancers perform at school events and pep rallies. Top right, students from the elective chess class show their gaming skills. From left are Diego Cortez, 17, of Pomona, and Nathan Guevara, 14, of West Covina.

such as time management, interpersonal and public speaking, and conflict resolution, according to Principal Elsa Martinez.

"Our motto is that all students can learn in a supportive environment, and we look forward to sending future graduates off to college so that they may make a positive difference and contribute to our communities and the world," she added.

The school, which partners with Cal Poly, serves 500 students from more than 40 cities. Students beginning in the fall will be the first to use the new \$20 million school site currently under construction next to the modular classroom school facility where it has operated since opening in 1993.

Approximately 96 percent of iPoly graduates continue on to higher education after high school. And 99 percent of iPoly students graduate. The school's Academic Performance Index (API), based on state-mandated testing, currently is at its peak of 874 out of a maximum 1,000. For more information, call (909) 869-2260 or visit the web site at [www.ipolyhighschool.org](http://www.ipolyhighschool.org).



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## Achievement Awards... from pg 1

and in the Valley for many, many years, not the least of which is Mr. Richard Martinez who I find a great inspiration," he said.

Caceres introduced Martinez as someone who came to Pomona around the same time he did.

"Richard . . . taking on (the responsibility of superintendent) was an obvious challenge but one that he has completely stepped up to," Caceres said. "I am very proud of him and what he does for our kids in our school district. We see the change because I have those kids every afternoon at our club."

Caceres added that he cannot say that academic progress is because of what happens at the Boys and Girls Clubs.

"I think that it's a teamwork that happens between the parent, the schools and the Boys and Girls Clubs, and we all end up having to take some credit for that. So it does take a village to raise one of our children."

"I want to just congratulate our kids, I want to congratulate all the students that are here," Martinez said. "Many of them are Pomona Unified, if not all of you, so I appreciate that many of you have stuck it out with our District and you have

done quite well."

"Victor and I came in literally months apart from one another and when we came in here we were really fresh to Pomona, we really didn't know much about Pomona," he said. "And we built relationships with one another but not only that with all of you."

Martinez thanked Caceres for "bringing back memories" earlier in his comments about the days when parents allowed their children outside in the neighborhood as long as they were home by dark.

"I remember that," said Martinez, who grew up in East Los Angeles. "East Los Angeles was a safe place like Pomona."

He said he was raised by his aunt who said the same thing – "go out, come back before dark."

"It was a different time," he said. "One thing that I didn't have that others may have had were those parents. The parents that many of our kids have or in Pomona may lack, I was one of those that went through foster care."

"So as a kid for many years, I did not see my brothers and sisters," he said, adding that he has 14 brothers and sisters. "But for numerous years we were all in different

homes."

"And so I listen to our kids and I listen to their plight, I listen to our kids in Pomona, and I want to make sure that the services and support that we provide them are the services and support that I had," Martinez said. "Because it was because of great social workers, great teachers, great counselors, great coaches, great leaders at my church . . . it was because those people gave me a place to, one, validate me, a place where I connected with, a place I could call my second home even though really I didn't have a first home, at least not with parents."

He told supporters of the Boys

and Girls Clubs they are very similar to those who raised him as a child.

"You are mentoring our kids, you are supporting our kids in Pomona Unified, through the Boys and Girls Clubs, through the 'Y,' through the other organizations in this community. I want to thank you for that support," he said.

Martinez stressed that financial contributions are important but that contributing time is "precious."

"So continue offering what you offer best," he said. "Thank you for doing it for our kids, Pomona, and our kids thank you."

Perez, who was born and raised in the City of Industry, went into the

family business, Valley Vista Services, and has been in the waste industry for more than 15 years.

He has served on the Board of the Boys and Girls Clubs since 2005. He has also been a supporter of groups including Fist of Gold, the YMCA, Boy Scouts, the Miss Pomona Pageant and the Pomona Chamber of Commerce.

Martinez, who was born in Pico Rivera, attended public schools in East Los Angeles and graduated from Garfield High School.

Currently completing his 24th year in education, he has distinguished himself as a team builder and an effective collaborator.

**PLANTING NEXT YEAR'S STRAWBERRIES** – With Cal Poly's 19th annual Farm Store "Pumpkin Festival" still a memory, students in Cal Poly's College of Agriculture plant strawberries for next year's season – and the "Strawberry Festival." Pictured are students planting in "vertigro" style, where the plants are actually pole-mounted and grown using hydroponics watering systems. Other students were laying their land irrigation system in the field for conventional planting just south of the Farm Store. Monica Salembier, tech assistant for the plant science lab class for 27 students involved in the assignment, said the hydroponics garden is larger than last year and the field planting is twice the size of the previous year.



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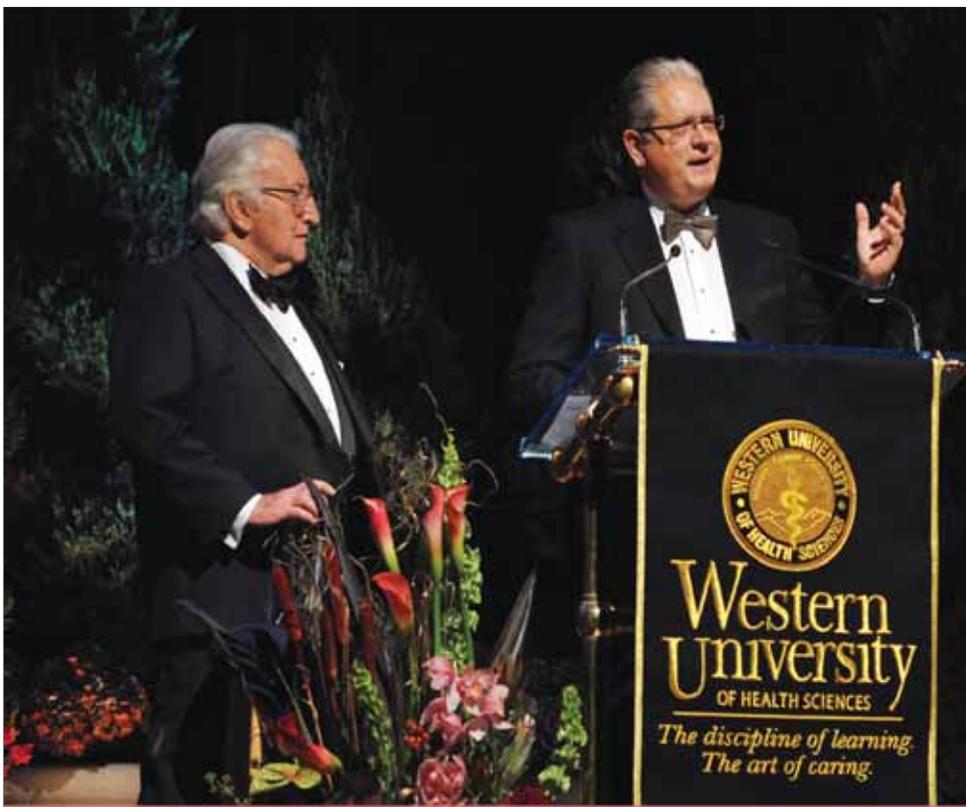
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## Children's Foundation launches holiday gift drive

The Children's Foundation of America has kicked off its annual Holiday Hero Gift Drive in an effort to collect 3,000 gifts by Dec. 17 for children in foster care, group homes and special education programs and supported by the Children's Foundation.

The organization is looking for toys, clothing, gift cards and educational items which will be distributed to the

more than 800 children supported by the foundation.

Businesses, churches, organizations and individuals interested in becoming involved in the program can call Vanessa Vizard, Community Outreach Specialist, at (909) 825-5588, ext. 264.

For more information, visit the web site at [www.childrensfoundationofamerica.org](http://www.childrensfoundationofamerica.org).



**FOOD DRIVE GIVE-AWAY** – Some 100 people were lined up at 9 a.m. this week at White Avenue Baptist Church for a box meal give-away including a free Thanksgiving turkey, orange juice, bread and vegetables. In addition to the church, the event was sponsored by the Pomona Faith Community Church, the non-profit "Angels Who Care" and the Pomona Homeless Coalition. Pictured receiving her box for a family of six is Roberta Mindiola of Pomona. Helping pack the box are volunteers Ben Correa, center, and Freddy Arrizon, at right, both of Placentia.

## AmerisourceBergen Corp. honored at Western University's annual 'Tribute to Caring' gala

AmerisourceBergen Corporation, a long time supporter of Pomona's Western University of Health Sciences College of Pharmacy, was honored this month at Western University's annual gala, "A Tribute to Caring," an event that set new records in tickets sold and money raised for student scholarships.

The event, held at the Disneyland Hotel in Anaheim, raised more than \$170,000.

AmerisourceBergen Drug Corporation President David Neu accepted the 2011 "Tribute to Caring Corporate Humanitarian Award."

"I just can't tell you how proud I am to share with all of our associates this great story, not just about the money that was contributed and the time and the effort, but that we're very humbled by the fact that you let us into your circle," Neu said. "For that I really thank you very much."

"It is an honor to present this award to you," said Western University Founding President Philip Pumerantz, PhD. "You are a company that has a conscience. You

care for people, you make a lot of scholarships available, and the work you do uplifts the community."

Pumerantz also thanked the donors for supporting the university's mission.

"When you study the science of healing, you must remember it has to intersect with compassion and caring," he said. "You think about the patient. Your presence here tonight will have a direct impact on our work and our mission of fostering caring and compassion in health care."

Western University's Senior Vice President Thomas Fox, PhD, said "the commitment and spirit of partnership demonstrated over the years by this evening's honoree warrant their standing alone on our stage as the evening's sole award recipient."

AmerisourceBergen sponsors the annual Good Neighbor Pharmacy/Institute for Community Pharmacy Scholarship Golf Classic which has raised more than \$1 million for student scholarships at Western University and USC.

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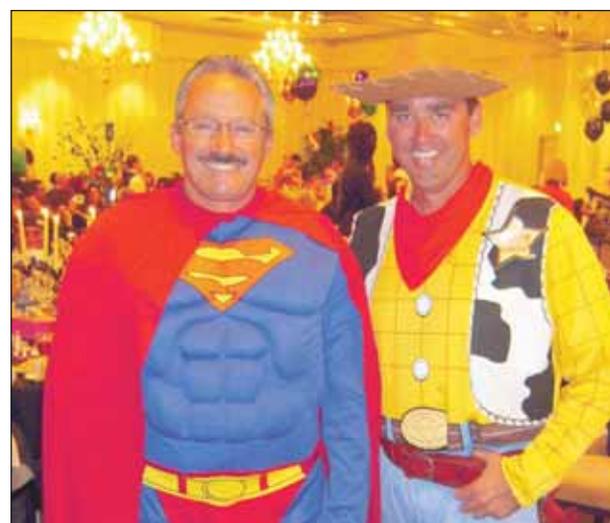




**CHAMBER MARKS BIRTHDAY OF ITS PRESIDENT** – It was all “Happy Birthday Mr. President” this month at the Pomona Chamber of Commerce networking luncheon at Pomona’s Coco Palm as Chamber President Jeff Keating, of Western University of Health Sciences, celebrated his birthday. La Nueva Voz opted to omit his actual age from this caption as a professional courtesy. Pictured, from left, are Jill Reiff of Valley Vista Services; Keating; Stephanie Benjamin, of PVW in Montclair; Pomona Chamber Executive Director Frank Garcia; and Martha Zamarripa, Pomona Chamber executive assistant.



**COMMUNITY SUPPORTS YMCA OF POMONA VALLEY AT ‘CELEBRITY LUNCHEON’** – Representatives of groups, organizations, businesses and more turned out last month to support the YMCA of Pomona Valley at its 10th annual “Celebrity Luncheon” at the Sheraton Fairplex hotel. Volunteer community leaders dressed in costumes to serve their guests. Also included was a silent auction, a live auction and raffle drawings. Pictured, above, is Jill Reiff of Valley Vista Services, dressed as a ring mistress, with her friend, Pomona Host “Lion” Amanda Behnke, as a lion. Top right, “Superman” Greg Estel of Greg’s Refrigeration poses with “Woody from Toy Story” Brian Haggerty, a “real life” lawman in the Pomona Police Department’s Crime Prevention Unit. And, right, Ellis Sosa, as a dog from the Muppet Babies, hangs out with Nona Tirre as Miss Piggy. Both are with Nona Tirre State Farm.



**Toys needed for holiday toy give-away**

Project Caring & Sharing is coordinating the annual Toy Drive for Christmas at Brown Memorial Temple in Pomona and will accept donations of toys or monetary contributions through Dec. 14.

The toys will be distributed to roughly 200 kids in the community

during a toy give-away at the church on Sunday, Dec. 18.

For more information, contact Cynthia Brown at projectcaring@aol.com.

The 48-year-old Brown Memorial Temple is located at 985 W. Holt Ave., Pomona.

**Alcott teacher awarded \$2,000 literacy award**

A teacher at Pomona’s Alcott Elementary School has been awarded American Literacy Corporation’s 2010-2011 “Outstanding Contributions to Literacy” Award for significantly increasing the literacy levels of students.

Alcott also will receive a \$500 grant to use for a reading related event.

Liera joined the Pomona Unified School District as a first-grade teacher in 2002 and has taught at Alcott since 2009, where she designed and imple-

**Pomona Christmas Parade**

The 2011 Pomona Christmas Parade is scheduled for 10 a.m. Saturday, Dec. 10, along Second Street in downtown Pomona, sponsored by the Downtown Pomona Owners Association.

This year’s theme is “Miracle on Second Street,” honoring the transformation of downtown Pomona. The parade will feature more than 100 entrants and 2,000 participants from all areas of the city.

Grand Marshal is legendary boxer Sugar Shane Moseley.

For more information, visit the web site at [www.downtown-pomona.org](http://www.downtown-pomona.org).

**St. Paul’s Christmas Concert**

St. Paul’s Episcopal Church Choir will present its annual Christmas Tea and Concert at 3 p.m. Sunday, Dec. 11, at the church, 242 E. Alvarado St., Pomona.

The program will include music for organ, harpsichord and strings as well as the choir.

Proceeds will help fund restoration work on St. Paul’s historic Aeolian Skinner Pipe Organ.

Tickets are \$30 (\$20 for students). For reservations, call (909) 622-2015 or (909) 596-2736.



**ALCOTT TEACHER RECEIVES LITERACY AWARD** – Laura Liera, a teacher at Alcott Elementary School in Pomona, received a literacy award at ceremonies in Riverside this month. Pictured with the award are, from left, Alcott Principal Shirley Martinez, Liera, and Penny Hirschman, president of the American Literacy Corporation.

Laura Liera, a teacher on assignment and response-to-intervention coordinator at Alcott, received the award this month at the Victoria Country Club in Riverside.

The organization annually grants \$2,000 awards to selected teachers and reading support personnel in grades kindergarten through eighth

mented the response-to-intervention program she monitors. She also coordinates the Student Success Team Work and works with students to address their needs.

She also leads teachers in the use of Diagnostic Online Reading Assessment and the Accelerated Reader Program.

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**HALLOWEEN AT THE BOYS AND GIRLS CLUBS** – Halloween festivities at the Boys and Girls Clubs of Pomona Valley included all the usual games – from the football toss and basketball throw to hula hoop and bean bag competition. Also included was a haunted house complete with sound effects and a special Halloween dance and presentation. Pictured, clockwise from top right, the real runners-up in this year's Miss Pomona pageant, from left, Danielle Garcia and Jessie Gomez, both 17 and both of Pomona; Alyssa Guzman, 8, of Pomona, getting ready for the hula hoop competition; Elizabeth Noel, 15, of Pomona, dressed as a princess fairy; and Aries Santiago, a team director at the clubs, dressed as King Tut.

## SCE offers tips for consumers considering buying an electric car

Southern California residents considering buying an electric car should do a little research before making their purchase to make sure they'll have enough electricity to handle their new requirements.

Officials of Southern California Edison outlined a number of steps to take in a news media briefing on "What Consumers Need to Know about Buying and Owning an Electric Car."

Featured at the briefing at SCE's Irwindale facility were tips including how SCE is getting the electric grid ready and money-saving tips for consumers charging their cars.

Edison officials said consumers will want to make certain they allow enough time to get their garage plug-in ready since they may have to hire an electrician, obtain a city permit and work with SCE.

Once consumers know what car they will be buying, they will be able to go onto an SCE web site to choose from several SCE rate options and two charging levels.

A complete SCE "Getting Plug-in Ready Checklist" is available at [www.sce.com/pev](http://www.sce.com/pev).

Edison officials pointed out that

during early market development when the number of plug-in electric vehicles is relatively small, SCE does not anticipate any significant system-wide impacts to the electricity grid or electricity supply.

However, there may be a need to reinforce the distribution system in neighborhoods that have large numbers of plug-in vehicle owners and faster, higher-voltage charging systems.

To do this, it is important that SCE knows where the plug-in electric vehicles will be to better prepare for impacted circuits. SCE is encouraging its customers to notify its customer service representatives as soon as they begin considering a purchase.

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\* Medicare Part B generally covers one flu vaccine per beneficiary per flu season. Vaccine subject to availability. State, age and health condition-related restrictions may apply. See pharmacy for details.

## National organization working locally to help high school students with college admissions process

The Pomona College chapter of Strive for College Collaborative, an educational non-profit organization based in Atherton, California, currently has 60 students at the Claremont college mentoring 60 low-income high school students from Fontana High School to help them make their way through the college admissions process.

The mission of Strive for College is to get low-income, high-achieving high school students

into college. In just two years since the organization was founded, more than 93 percent of its student members have gone on to four-year colleges.

Strive for College founder and president Michael J. Carter learned first-hand that navigating through the college admissions process can be daunting for even the most prepared high school student.

But for low-income students, it can seem impossible without the

right guidance, he said.

“There was clearly an educational access gap here that was limiting the opportunities for those from socio-economically disadvantaged backgrounds,” said Carter, now 23.

He developed the first model for Strive for College while a freshman at Washington University in St. Louis in 2006.

The pilot program was implemented at Eskridge High School in Wellston, MO, where, in 2007,

just one of the 30 graduating seniors enrolled in a four-year college. Two years later, the Strive for College model helped 24 of the 27 graduating seniors enroll in four-year colleges and universities.

Today, only five years later, the small organization has become a national movement and this fall will have chapters at 17 universities across the country with nearly 400 college student mentors serving more than 400 low-income

high school students through the college application, financial aid and scholarship process.

The organization has recently added Gene Kunde to its management team as Chief Operating Officer. Kunde is the former COO of Epson America and the former CEO of Birkenstock Footprint Sandals.

For more information on the program, contact (619) 253-3976 or visit the web site at [www.striveforcollege.org](http://www.striveforcollege.org).

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### ¿Está pensando en comprar un auto eléctrico? Esto es lo que debe saber

Los autos eléctricos enchufables han llegado al sur de California. Considerando que casi todas las grandes automotrices y muchos otros fabricantes nuevos planean presentar un modelo eléctrico, una gran cantidad de estos vehículos saldrá a nuestras carreteras. Este cambio en el campo de la tecnología significa que la electricidad será una importante fuente de combustible para estos automóviles.



Si está pensando en comprarse un auto eléctrico enchufable, es importante saber que tendrá que tomar una serie de decisiones y medidas antes de llevárselo a su casa.

Las siguientes son algunas de las preguntas que deberá considerar:

- ¿Piensa comprar un híbrido enchufable o un vehículo eléctrico a batería?
- ¿Están configurados correctamente el panel y el cableado eléctrico de su hogar para permitirle cargar la batería de su automóvil en casa?
- ¿Cuánto le costará cargar un auto eléctrico?
- ¿Cuál es el mejor plan tarifario para cargar su vehículo?
- ¿Cuál es la mejor hora para cargar su vehículo?
- ¿Necesita contratar a un electricista?
- ¿Deberá obtener permisos de la ciudad para realizar cualquier obra eléctrica?

Southern California Edison está comprometido en ayudar a los consumidores interesados en comprar un auto eléctrico enchufable. En [www.sce.com/ElectricCar](http://www.sce.com/ElectricCar), los usuarios de Southern California Edison pueden averiguar exactamente qué tienen que hacer para prepararse. Una de las funciones más populares del sitio es la herramienta interactiva “Ayudante Tarifario para los Autos Eléctricos Enchufables”, la cual ayuda a los usuarios a calcular el costo de cargar un auto eléctrico y el impacto en su recibo de luz. El sitio también ofrece información sobre planes de tarifas, beneficios ambientales, carga del vehículo e instalación de equipo.

Si usted está listo para comprar un auto eléctrico, un Consejero de Combustible Hogareño de SCE está disponible para responder a todas sus preguntas relativas a las opciones de carga y planes de tarifas y pueden ofrecerle consejos valiosos para ayudarlo a controlar su factura eléctrica. De hecho, le ofrecerán un informe personalizado que incluye un análisis detallado de sus gastos proyectados basado en el consumo eléctrico de su casa y su automóvil. Para comunicarse con un Consejero de Combustible Hogareño de SCE, llame al 1 (800) 4EV-INFO (1-800-438-4636).



**RIBBON-CUTTING AT NEW POMONA ACADEMY FOR THE PERFORMING ARTS** – Pomona Mayor Elliott Rothman presided over ribbon-cutting ceremonies last month at the Pomona Academy for the Performing Arts, a new non-profit organization offering private and group sessions in voice, piano, guitar, acting, dance, stage presence and more. Executive Director and founder Alice Bennett said the academy is more “student driven” than other music academies, adding that she is interested in the individual development of the children and wants to see them comfortably performing on stage. Rothman told the children attending the opening that there have been many famous performers from Pomona. Pictured with the children are, left of center, Bennett; center, Rothman; and, at right, Bennett’s daughter Elizabeth. For more information, contact the academy at (909) 538-2537.

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**CHAMBER MIXER AT POMONA SPINE AND NERVE INSTITUTE** – Pomona Chamber of Commerce Executive Director Frank Garcia, at left, introduces chiropractor Dr. Rasoul Pooyan, D.C., last week during a Chamber of Commerce mixer at Dr. Pooyan’s offices. The Institute originally was located at 690 W. Holt Ave. but relocated to its present location in 2007 when Dr. Pooyan purchased the facility. The building, which previously housed a Spanish restaurant, was remodeled two years ago. Numerous Chamber members and Board members attended the mixer and toured the facility. Incoming Chamber President Jill Reiff, of Valley Vista Services, who will become the fourth woman president in the 123-year history of the Chamber, welcomed Dr. Pooyan as a member, adding that his offices were beautiful. The Pomona Spine and Nerve Institute is located at 502 W. Holt Ave., Pomona. For more information, call (909) 620-5699 or visit the web site at [www.pomonaspineandnerve.com](http://www.pomonaspineandnerve.com).

## Looking for work? Avon is looking for new sales representatives!

While the nation's economy appears to be improving, jobs are still hard to find. But in the world of Avon, the company is looking for new representatives in a field where "the sales are still out there" – just as they have been in a company that has been around for more than 125 years.

And the company is number one in direct selling worldwide.

Jacquelin Perez, an Avon Unit Leader and an Independent Sales Representative, worked with the company 12 years ago and returned nearly two years ago. She has already moved into leadership, recruited 32 people and has built a team of 21 working under her in just six months.

She explained it only takes five people working under you who are placing orders to become a Unit Leader. And her

"team" does it all – from marketing to selling to recruiting.

Marketing includes everything from tossing catalogs on driveways and knocking on doors to holding "in home" parties which are available on request.

Perez works under District Manager Gretchen Nielson in Upland who has been with the company for about five years and who has about 500 representatives under her. District meetings are held once a month.

The company has changed, Perez said, from the "old days" when television ads included a doorbell ring-

ing and the catch phrase "Avon calling!"

Today, the company offers a full line of cosmetics, hair care, skin care, perfume, kitchen gadgets and jewelry items, in addition to seasonal items, kids' clothes, toys, accessories and items for men.

In all, Avon now offers three product lines – the Avon brand itself, the "Mark" brand for handbags and other products, and "Tiny Tillia," the company's baby line for newborn to two years.

Are the prices competitive? Perez said they are since you can buy shampoo for less than two dollars or shower gel for about the same price.

"With the economy being how it is, Avon is not really showing that," Perez said. "The sales are still out there."

And, she added, customers are finding that the quality of products is the same if not better than "name brand" merchandise purchased in retail outlets.

In most instances, Perez said she takes orders personally and delivers the orders herself. She places orders every two weeks. But Avon also offers on-line stores allowing the customer to shop "24-7" and have merchandise shipped directly.

Most of the time, shipping is free. Perez said the first order is always free, and orders over \$30 offer free shipping.

"I just feel that people are facing hard economic times and they are turning to us for their alternatives," Perez said. "Avon is just a household name, which makes it so easy to sell."

"I've never handed an Avon brochure to somebody and they didn't know what it was," she said.

"I think everybody is driven more right now to do more because of the economy," she said, explaining why sales are up.

While sales are increasing, recruiting is also going "fabulous," Perez said.

"I am enjoying it. I enjoy meeting new people, helping people who are suffering from the economy," she added.

"You hear the story now more than before – I started selling because my husband got laid off or whatever the case may be," she said. "They turned to Avon because they knew they could make money."

In addition to everything else, Perez said it is an easy business to get into – the appointment process for new representatives takes about 45 minutes for an orientation session.

"And it only costs \$10 to start your own business," she said. "Nowhere else can you start a business for \$10."

Then how do you sign up? Perez suggests calling your local Avon representative or going on line on the web site at [www.avon.com](http://www.avon.com).

"So many people are laid off right now and can't find jobs," Perez said. "Being an Avon representative is a perfect job, especially for women who have children at home."

The bottom line, Perez said, is the company is ready to add representatives and Avon is open for business to sell product.

To learn more about Avon products or for more information on becoming a representative, contact Perez at (626) 786-2270.



Jacquelin Perez



**AVON HOLDS JOB FAIR IN POMONA** – Looking for a job? It is still not too late to become an Avon representative. Avon held a job fair at Pomona's Mission Family Restaurant last week, providing an opportunity to describe the Avon program and sign up those interested in becoming new reps. Pictured, above left, standing, is Gretchen Nielson of Upland, District Manager for Avon. Seated, from left, are Alex Quill of Pomona, District Assistant; new Avon representative Betty Alfaro of Pomona; and Jacquelin Perez, an Avon Unit Leader and an Independent Sales Representative based in Pomona. Immediately above, Mission Family Restaurant waitress Lorena Bernal of Pomona, at left, learns about Avon from Edith Velasquez of Chino. And above right, Janet Gagner of Diamond Bar, at left, a 23-year veteran of Avon, and Mireya Delgado of Pomona, an 18-year veteran of Avon, display some of the company's holiday line products. Included are Tiny Tillia products such as shampoo and body wash for infants; Tyler the Snowman Greeter, next to Gagner, who is battery-operated, motion-activated and knows a list of possible greetings; and Brandy the Hip Hop Bear, at left, who is available with any purchase for only \$14.99. To buy Avon for the holidays, contact Gagner at (909) 861-2006 or (909) 633-9563 or call Delgado at (909) 910-2093 or (626) 335-4138. (See Avon's ad on page 4.) To reach Nielson, call (909) 260-7275 or e-mail her at [gretchen.nielson@avon.com](mailto:gretchen.nielson@avon.com). To learn more about becoming an Avon representative, visit [www.startavon.com/d7310](http://www.startavon.com/d7310).



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**SNOWFALL IN POMONA?** – An unusual hail storm with pea-sized hail stones blanketed areas of Pomona early this month, leaving what looked like snow drifts in some areas. And at La Villita Mexican Restaurant, the sloping roof caused the hail stones to accumulate and pile even higher and deeper. Pictured is the west side of the building with “morning after” hail stone accumulation giving the restaurant the appearance of a Swiss chalet. La Villita is located at 1382 W. Holt Ave., Pomona.

**ANNUAL HALLOWEEN COSTUME COMMUNITY AWARENESS MEETING** – Members of the Unity in Community Neighborhood Watch held their annual Halloween costume meeting last month as they reviewed neighborhood issues and discussed how to improve their local Neighborhood Watch. Nearly 100 residents of the Northwest Pomona area attended this year’s event, according to Steering Committee member Michael Gallagher. Pictured, right, from left, “Alice in Wonderland” Christine Sauter, 7, of Pomona; block captain Judi Sauter, dressed as Nanny McFee; “Tinkerbell” Sophia Hanna, 7, of San Dimas; pirate Celeste Abbott, 7, of Pomona. Below, “referee” Jessica Sauter of Pomona checks in guests at the registration table.



**AMERICAN LEGION POST 30 ON PARADE IN SAN DIMAS** – Members of Pomona’s American Legion Post 30 served as the color guard recently for the annual San Dimas Western Days Parade.



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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





**BIRTHDAY TIME AT CASA DE SALSA** – Casa de Salsa owners Roberto and Judy Flores, dressed as a referee and a USC football player, got into the act on Karaoke night in the bar last month at Roberto's annual birthday party for Judy and Halloween costume night. La Nueva Voz publisher Jeff Schenkel, dressed as Jimmy Buffett, also got in the act singing and strumming a few tunes of his own on the guitar. His opening song, of course, was Buffett's "Margaritaville," which he dedicated to Casa de Salsa bartender Ramon Aguirre, who he said was the "real" king of margaritas. Schenkel also led the entire restaurant in singing Happy Birthday to Judy. Casa de Salsa is located at Foothill and Indian Hill Boulevards in Claremont.

**Pomona Chamber to hold holiday luncheon**

The Pomona Chamber of Commerce will hold its annual holiday luncheon next month at Coco Palm Restaurant in Pomona.

The event, set for 11:30 a.m. Wednesday, Dec. 14, will include a holiday theme, live entertainment, networking opportunities, a buffet lunch and more.

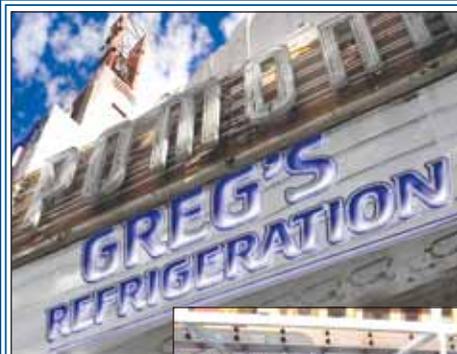
Reservations are required and tables of 10 are still available. Cost is \$25 per person or \$250 for a table which includes the company business logo and a special holiday treat.

For more information, contact the Chamber at (909) 622-1257.

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**Tri-City Mental Health Center opens new 'Wellness Center' in Pomona**

More than 150 representatives of La Verne, Claremont and Pomona -- the three cities served by Tri-City Mental Health Center -- cut the ribbon this month to officially open a new neighborhood "Wellness Center" in Pomona, providing a range of transitional services to individuals and family members experiencing mental health challenges.

The new 8,000 square foot facility was funded entirely under California's Mental Health Services Act and will serve as a hub of community activities providing services for people who are well on the way to recovery -- from support groups and workshops to counseling and job training. It will be staffed by a team of 18 professionals and will enable Tri-City to double the number of "Groups" it offers by the beginning of next year.

"Half of the homeless on the streets today are veterans and most of them have mental health issues," said La Verne Mayor Don Kendrick.

Pomona City Councilmember Paula Lantz, Tri-City Mental Health Center's Board Chair, said "the teamwork that has been going on the last several years" highlights the changes



**TRI-CITY MENTAL HEALTH OPENS WELLNESS CENTER** -- Representatives of three cities cut the ribbon this month to officially open a new Tri-City Mental Health Center Wellness Center in Pomona. Pictured, front row, from left, are Dick Bunce, Executive Director, National Alliance on Mental Illness, Pomona Valley Chapter; Army Bloom, Tri-City Mental Health Commissioner; La Verne City Councilmember Charlie A. Rosales, Tri-City Mental Health Center Board member, Alternate; Pomona City Councilmember Stephen Atchley; Pomona Mayor Elliott Rothman; Ellen Taylor, former Claremont City Councilmember and former member of the Tri-City Mental Health Center Board; Claremont City Councilmember Corey Calaycay; Pomona City Councilmember Paula Lantz, Tri-City Mental Health Center Board Chair; La Verne Mayor Don Kendrick; Assemblymember Norma Torres; La Verne City Councilmember Donna Redman; Claremont City Councilmember Joseph M. Lyons, Ph.D., Tri-City Mental Health Center Board member; and Maria Elena Garcia, Tri-City Mental Health Commissioner. Pictured, at rear, from left, are Jesse Duff, Executive Director, Tri-City Mental Health Center; Edina Martinez, Psy.D., Tri-City Mental Health Center Board member for Pomona; and Carolyn Cockrell, Tri-City Mental Health Center Board member for La Verne.

as Tri-City has gone through a turnaround.

"I hear great things about the wonderful work you are doing in my community, and I thank you," said Assemblymember Norma Torres.

Tri-City Executive Director Jesse Duff called the facility "something we've looked forward to for two years."

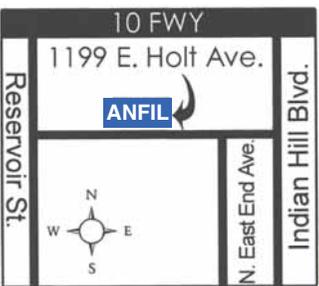
The new Wellness Center is located at 1403 N. Garey Ave., Pomona. Tri-City is the mental health authority for the cities of Pomona, Claremont and La Verne, receiving funding directly from the California Department of Mental Health. For more information, contact Tri-City at (909) 623-6131 or visit the web site at www.tricitymhs.org.

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