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Guzmans Bring Mexican Culture to Harry's Cocktail Lounge

By Rhashad R. Pittman and Gaby Muro

When customers walk into Harry's Cocktail Lounge in a couple of months from now, they will notice something new about the longtime, Stockton bar located on the south side of town. In the background above the stage, they will see a colorful, four-foot tall mural on display. It will be one of three works of art added that reflect Mexican history and culture - just one of many additions by its new owners to make the bar more inviting to its mostly Hispanic clientele.

Located in the 400th block of East Charter Way, Harry's Cocktail Lounge

has been in business for more than five decades, and owned by Latinos for the past 30 years. Stockton native Angie Guzman and her husband Mariano Guzman, a native of Mexico, recently purchased the establishment with the goal of incorporating more Mexican culture into the atmosphere.

"I'm very proud of my heritage," said Angie, who serves as Director of Sales and Catering for the University Plaza Waterfront Hotel. "What we believe in, and who we are, is important." In addition to Mexican music, and what some call the best tequila in town, Harry's soon will feature paintings based on Mexican historic figures and



traditions. For the past few months, the Guzmans have been working closely with members of the San Joaquin County art community in planning the

concept and designs of the murals. The Guzmans have commissioned the organization Art Expressions of San

See Harry's Page 2

Los Guzmán traen la cultura mexicana a Harry's Cocktail Lounge

Por Rhashad R. Pittman y Gaby Muro

Cuando los clientes entran a Harry's Cocktail Lounge en un par de meses a partir de ahora, se darán cuenta de algo nuevo sobre el bar muy conocido ubicado en el lado sur de la ciudad de Stockton.

En el fondo sobre el escenario, verán un colorido mural de cuatro pies de altura en exhibición. Será una de las tres obras de arte añadidos que reflejan la historia y la cultura mexicana - sólo una de muchas adiciones por sus nuevos propietarios para hacer la barra más acogedor a su clientela mayormente hispana.

Ubicado en la cuadra 400 de East Charter Way, Harry's Cocktail Lounge ha estado establecido como negocio durante más de cinco décadas, y es propiedad de latinos en los últimos 30 años. Angie Guzmán, nativa de Stockton y su esposo Mariano Guzmán de México, recientemente compraron el establecimiento con el objetivo de incorporar más de la cultura mexicana a la atmósfera.

"Estoy muy orgulloso de mi herencia," dijo Angie, quien se desempeña como Directora de Ventas y Catering para el Hotel University Plaza Waterfront. "Lo que creemos, y lo que somos, es importante."

Además de la música mexicana, y lo que algunos llaman el mejor tequila en la ciudad, Harry's pronto contará con

pinturas a base de figuras y tradiciones históricas mexicanas. En los últimos meses, los Guzmán han estado trabajando en estrecha colaboración con los miembros de la comunidad artística del Condado de San Joaquín en la planificación del concepto y diseños de los murales. Los Guzmán han encargado la organización Art Expressions de San Joaquín, dirigido por Arturo Vera, para pintar los tres murales, que reflejará una escena de batalla de la Revolución Mexicana, una plaza muy conocida en México, y la fiesta mexicana Día De Los Muertos. Una vez finalizado, se mostrarán los murales y los alternarán cada tres meses.

Dentro de los próximos meses Harry's sostendrá algunos cambios que no sólo incluyen las obras de arte en sus paredes. Los Guzmán dicen que su objetivo es la renovación de la sala pero no altera el aspecto básico y la sensación del establecimiento, que muchos residentes locales han aprendido a amar. Yazmira Gastelum, un cliente de toda la vida de Harry's, dijo que pasa por Harry's diariamente y conversa con los Guzmán.

"Me gusta el ambiente y las personas que frecuentan allí," dijo Gastelum. "En realidad se puede tener una conversación. Hacen todo lo posible para ayudar a la gente."

Los Guzmán decidieron comprar Harry's después de que Angie oyó que

Cocktail en pág. 2



Donald Trump's mouth is big, but the Latino voice is louder

Donald Trump is a man used to saying what he wants, when he wants, to whom he wants.

In fact, Trump himself might say that's who he is and what he does. That's the Trump way. The Trump brand. The Trump light. But Donald Trump's mouth just ran headlong into one of the major demographic forces shaping the United States: Latinos.

Recently, Trump announced his plans to run for president. The speech included this:

The U.S. has become a dumping ground for everybody else's problems. [Applause] Thank you. It's true, and these are the best and the finest. When Mexico sends its people, they're not sending their best. They're not sending you. They're not sending you. They're sending people that have lots of problems, and they're bringing those problems with us. They're bringing drugs. They're bringing crime. They're rapists.

And some, I assume, are good people.

The comments amounted to simply too much at Spanish-language network Univision. Last Thursday, Univision officials issued a bilingual statement announcing plans to sever ties with the Miss Universe organization, an entity partially owned by Trump. The network also canceled plans to air the Miss USA pageant. The company said little else and declined a request to comment further. By Monday, NBC, the network set to air the Miss USA pageant in English and where Trump hosted a popular reality TV show, "The Apprentice," was also facing public and behind-the-scenes pressure to dump Trump. It did.

Trump's lawyer, Michael Cohen, told me that Univision has tried to brand Trump and his straight talk as racist. Trump plans to hold Univision responsible -- down to the dollar -- of the \$13.5 million, five-year exclusive

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Harry's

continued from Front Page

Joaquin, led by Arturo Vera, to paint the three murals, which will reflect a battle scene from the Mexican Revolution, a well-known plaza in Mexico, and the Mexican holiday Dia De Los Muertos, or Day of the Dead. Once completed, the murals will be displayed and rotated every three months. Within the next few months Harry's will undergo a few changes other than the artwork on its walls. The Guzmans say their goal is to renovate the lounge but not alter the basic look and feel of the establishment, which many local residents have grown to love.

Yazmira Gastelum, a longtime customer of Harry's, said she stops by Harry's on a daily basis and chats with the Guzmans.

"I like the atmosphere and the people that go there," Gastelum said. "You can actually have a conversation. They

go out of their way to help people."

The Guzmans decided to purchase Harry's after Angie heard it was up for sale and Angie decided to take a tour of the bar in case she knew anyone who might be interested in buying it. "I walked in and it was like, Oh my God this is like a real bar." "It felt welcoming to me, it felt like somewhere people wanted to be."

In addition to revitalizing Harry's, the couple would also like to help revitalize the area that Harry's is located.

"I would like to play my part in taking away the stigma of Charter Way and the South Side and having a nice clean safe environment for people to come and enjoy themselves," Angie said. Harry's Cocktail Lounge is open daily from 9am to 2am with Friday nights DJ from 7pm to 2am and live music Saturday and Sunday 7pm to am.

Harry's.

"Me gustaría asumir mi parte en quitarle el estigma de Charter Way y la zona sur y tener un buen ambiente limpio y seguro para que las personas vengan y disfruten," dijo Angie. Harry's Cocktail Lounge abre todos los días 9 a.m. a 2 a.m. con DJ por las noches los viernes de 7 p.m. a 2 a.m. y música en vivo los sábados y domingos 7 p.m. a 2 a.m.

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Cocktail

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estaba a la venta y Angie decidió hacer un recorrido por la barra en caso de que ella conocía a alguien que pudiera estar interesado en comprarlo. "Entré y estaba como, Oh, Dios mío esto es como un bar de verdad." "Se sentía acogedor para mí, me sentí como en algún lugar en la cual la gente quería estar".

Además de la revitalización de Harry's, a la pareja también le gustaría ayudar a revitalizar el área en que se encuentra

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Trump

continued from Front Page

Spanish-language broadcasting deal that the two finalized in January, according to Cohen. Miss Universe has already collected \$2.5 million of it, Cohen said.

And Trump won't wait quietly. Donald Trump says he may sue NBC after the network announced it's ending its business relationship with the mogul and presidential candidate over Trump's remarks about Mexican immigrants. (AP)

"You can expect to see a major lawsuit filed against Univision," Cohen — whose official title is executive vice president and special counsel to Donald J. Trump — told NBC News. "When someone makes erroneous and defamatory statements about his character, Mr. Trump will always and totally fight back."

Something about the Trump way apparently appeals to some voters. In a Suffolk University poll of New Hampshire voters released last week, Trump ranked a close second behind former Florida governor Jeb Bush among the GOP contenders. The problem that Trump faces is that the voters he's ap-

pealing to in a state like in New Hampshire, site of the nation's first primary, aren't exactly a growing force in the rest of the country.

Latino voters not only represent one of the fastest-growing shares of the electorate, but also a substantial portion of those eligible to vote who remain unregistered.

Eligible vs Registered Latino Voters That's why in 2012, when the presidential debate commission declined to plan a candidate event on Univision or put a non-white moderator at the helm of an event on another network, Univision demanded and got extended sit-downs with GOP nominee Mitt Romney and President Obama. When it did, audiences tuned in at a rate that fell short of the number who tuned in to watch the telenovelas ordinarily scheduled for those time slots. But the audiences were still considered substantial because Univision's audiences are big.

Here's the thing that Trump and others must recognize: Way back in 2013, Univision crossed another important threshold that helps to explain

why the 2012 candidates showed up when Univision called. During a critical summer ratings period in both 2013 and 2014, Univision's prime-time programming beat all four of the nation's major English-language networks with the 18-to-49-year-old viewers that advertisers desperately want to reach.

In other words, it's a huge force. Univision beasts big 4

What's more, Latino consumers -- the vast majority of those watching Univision -- were expected to control about \$1.5 trillion in consumer buying power this year. That figure represents what Nielsen's consumer research division last year described as a "staggering 50 percent increase" from the group's buying power as recently as 2010.

Latinos -- and particularly Latinas -- represent an absolutely key part of the market for beauty products, goods that other consumers are more likely to view as optional, according to a February Nielsen consumer analysis. And since these products are not typically life-saving or sustaining, the companies behind them have to invest more heavily in advertising them -- on networks like Univision.

Hispanic Beauty Spending Sensing a pattern here? Advertis-

ers want to reach Latinos. Politicians, and particularly Republicans, need to appeal to them to win national offices. And networks need to convince bilingual and English-dominant Latino viewers that their programming, the people on it and the companies behind their shows value Latino viewers, or at least don't despise them.

This, of course, brings us back to beauty pageants and one of the reasons that Trump's Miss Universe organization signed a deal with Univision in the first place. Pageant ratings on English-language television networks have, with some recent improvements, largely been in a state of decline for decades. It's not hard to see why Spanish-language television powerhouse might represent an important expansion space. Donald Trump announces presidential run

The real estate mogul and reality TV celebrity, announced he would seek the GOP presidential nomination.

So maybe overly broad, insulting statements about illegal immigrants are your thing. Maybe Trump thinks it's helped to push him to second place in a respected primary state poll.

There's just one problem: Power -- cultural and political -- is moving in another direction.

UNITED WAY OF SAN JOAQUIN COUNTY RECEIVES COMMUNITY IMPACT GRANT FROM NEW YORK LIFE

STOCKTON – United Way of San Joaquin County, which believes every child should have a good education, every citizen should feel financially stable, and every community should be healthy and strong announced today that it was awarded

a \$7,500 Community Impact Grant from New York Life.

The grant will support Recreational Sports Club of Stockton, a nonprofit which serves youth and adults with disabilities, and United Way of SJC Annual All Star High School Baseball/

Softball Classic Scholarships for high school seniors in northern California.

"I'm proud to work for a company that encourages its agents and employees to devote their time, energy and talents to fostering good in their communities," said Oscar Anzaldo of

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La boca de Donald es grande, pero la voz latina es más fuerte

Donald Trump es un hombre acostumbrado a decir lo que quiere, cuando quiere, a quien él quiere. De hecho, el propio Trump podría decir que así es él y es lo que hace. Esa es la forma Trump. La marca Trump. La luz Trump. Pero la boca de Donald Trump acaba de ejecutar de cabeza en una de las principales fuerzas demográficas que conforman los Estados Unidos: los latinos.

Donald Trump anuncia candidatura presidencial

El magnate de los bienes raíces y los reality shows de celebridades, anunció que buscará la nominación presidencial del Partido Republicano.

Recientemente, Trump anunció sus planes de postularse para presidente. El discurso incluyó lo siguiente:

Los EE.UU. se han convertido en un vertedero para los problemas de los demás. [Aplausos] Gracias. Es verdad, y estos son los mejores de los mejores. Cuando México envía su gente, no están enviando lo mejor posible. No están enviando usted. No están enviando usted. Están enviando a las personas que tienen un montón de problemas, y que van a traer esos problemas con nosotros. Están trayendo drogas. Están trayendo crimen. Son violadores. Y algunos, supongo, son buenas personas.

Los comentarios han ascendido a

simplemente demasiado en la cadena de lengua española Univisión. El jueves pasado, los funcionarios de Univision emitieron una declaración bilingüe anunciando planes para cortar los lazos con la organización Miss Universo, entidad participada por Trump. La red también canceló sus planes de publicar el concurso de Miss EE.UU.. La compañía dijo poco más y se negó una solicitud de comentar más allá. Para el lunes, NBC, la red en que saldría al aire el concurso de Miss EE.UU. en inglés y donde Trump organizó un reality show popular, "The Apprentice," también enfrentaba presión del público y detrás de las cámaras de cortar a Trump. Lo hizo.

El abogado de Trump, Michael Cohen, me dijo que Univision ha tratado de la marca a Trump y su forma clara de hablar como racista. Trump planea hacer responsable a la cadena Univision -- hasta el último dólar -- de los \$13.5 millones, un trato de cinco años de radiodifusión en español exclusiva que los dos finalizaron en enero, según Cohen. Miss Universo ya ha recibido \$2.5 millones de ello, dijo Cohen.

Y Trump no va a esperar en silencio.

Donald Trump dice que él puede demandar a NBC después de que la cadena anunció que está poniendo fin a su relación comercial con el magnate y candidato presidencial por los comentarios de Trump sobre los inmigrantes mexicanos.



(AP)

"Se puede esperar ver una demanda significativa presentada contra Univision," Cohen — cuyo título oficial es vicepresidente ejecutivo y consejero especial de Donald J. Trump — dijo a NBC News. "Cuando alguien hace declaraciones erróneas y difamatorias sobre su personaje, el Sr. Trump siempre y totalmente luchará contra esas acciones."

Algo de su forma Trump aparentemente atrae a algunos votantes. En una encuesta de la Universidad Suffolk de los votantes de New Hampshire publicada la semana pasada, Trump ocupó un cercano segundo lugar detrás del ex gobernador de Florida, Jeb Bush entre los contendientes del Partido Republicano. El problema que enfrenta Trump es que los votantes a los cuales está apelando en un estado como en New Hampshire, sede de la primera primaria de la nación, no son exactamente

una fuerza creciente en el resto del país.

Los votantes latinos no sólo representan una de las acciones de más rápido crecimiento del electorado, sino también una parte importante de las personas con derecho a votar que quedan sin registrarse.

Elegibles vs latinos votantes registrados

Es por eso que en el 2012, cuando la comisión de debate presidencial negó a planificar un evento de candidatos en Univision o poner un moderador no blanco al frente de un evento en otra red, Univision exigió y consiguió tal evento con el candidato del GOP Mitt Romney y el presidente Obama. Cuando lo hizo, el público sintonizó a una velocidad que no alcanzó el número de los que sintonizan para ver las telenovelas normalmente programadas para esos espacios de tiempo. Pero el público todavía se consideró importante porque el público de Univision es grande.

Donald en pág. 7

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Donald

continúa en pág. 5

Aquí está la cosa que Trump y otros deben reconocer: Hace mucho en el 2013, Univision cruzó otro umbral importante que ayuda a explicar por qué los candidatos del 2012 se presentaron cuando Univision llamó. Durante un período en verano de calificaciones críticas en tanto el 2013 y 2014, la programación en horario estelar de Univision superó las cuatro principales redes de idioma inglés de la nación con los de 18 a 49 años de edad, los espectadores que los anunciantes quieren desesperadamente alcanzar.

En otras palabras, es una fuerza enorme.

Univision vence a los 4 grandes

Es más, los consumidores latinos -- la gran mayoría de los espectadores de Univision -- se espera estarían en control de cerca de \$1.5 billones de dólares en poder de compra de los consumidores de este año. Esa cifra representa lo que la división de investigación del consumidor de Nielsen el año pasado calificó de "asombroso aumento del 50 por ciento" de poder de compra del grupo en fecha tan reciente del 2010.

Latinos -- y particularmente las latinas -- representan una parte absolutamente clave del mercado de productos de belleza, productos que otros consumidores son más propensos a ver como opcionales, de acuerdo con un análisis de consumo en febrero de Nielsen. Y puesto que estos productos no son típicamente para salvar vidas o sostenimien-

to, las compañías detrás de ellos tienen que invertir más en publicidad de ellos -- en las redes como Univision.

Los gastos de belleza hispana

¿Se detecta una tendencia aquí? Los anunciantes quieren llegar a los latinos. Los políticos, y en particular los republicanos, tienen que recurrir a ellos para ganar los puestos nacionales. Y las redes tienen que convencer a los televidentes latinos bilingües e inglés-dominantes que su programación, las personas en ella y las empresas detrás de sus espectáculos valoran a los espectadores latinos, o al menos no los desprecian.

Esto, por supuesto, nos lleva de nuevo a los concursos de belleza y una de las razones por las que la organización de Miss Universo de Trump firmó un acuerdo con Univision en el primer lugar. Valuación del concurso en las redes de televisión en idioma inglés, con algunas mejoras recientes, ha sido en gran medida en un estado de decadencia durante décadas. No es difícil ver por qué la potencia de la televisión en español podría representar un espacio de expansión importante.

Así que tal vez declaraciones demasadas amplias e insultantes sobre los inmigrantes ilegales son lo tuyo. Quizás Trump cree que ha ayudado a empujarlo al segundo lugar en una respetada encuesta primaria del estado.

Sólo hay un problema: el poder -- cultural y político -- va en otra dirección.

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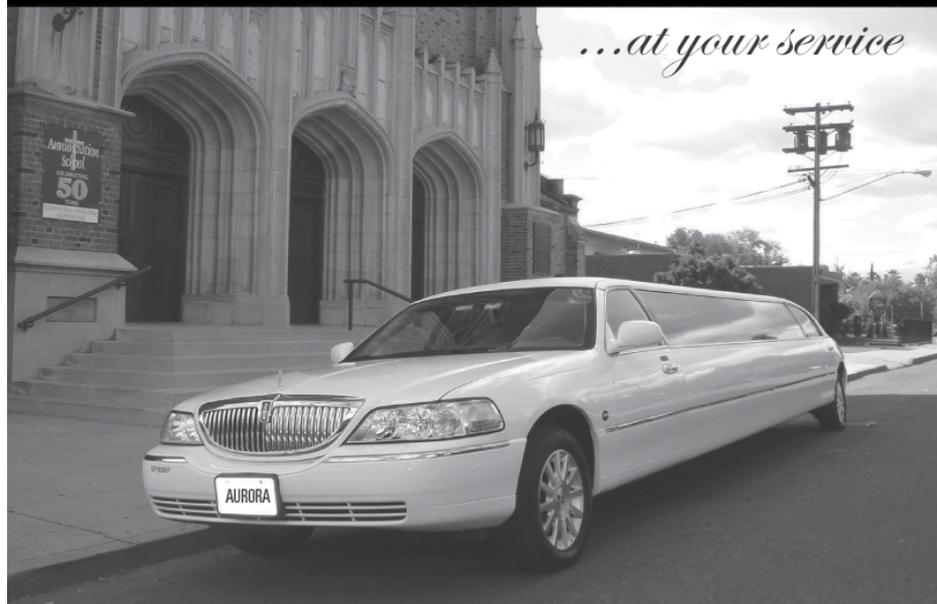
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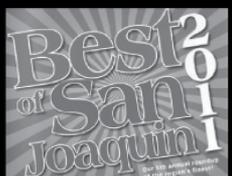
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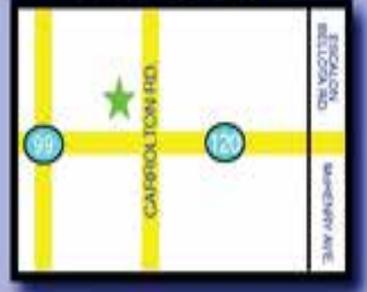
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Surviving the Drought in California: Farm Workers Struggle to Put Food on the Table

By Dyan Ruiz & Joseph Smooke - NAM

Undocumented farm workers are hit the hardest because of California's extreme drought. We went to the heart of the Central Valley, west Fresno County, to talk to residents about how they're surviving the massive job losses. We interviewed an undocumented worker, her son, a social worker, city officials and local youth about the dwindling assistance, reliance on food banks, and social impacts felt by the whole community.

This report was produced in collaboration with Tim Haydock and Steve Thao of The kNOw Youth Media in Fresno, a project of New America Media.

Dyan Ruiz, Reporter, People Power Media: Undocumented farm workers are the backbone of America's farm industry. Already living on the margins, the California drought is hitting them the hardest.

People Power Media went to the heart of California's Central Valley, in towns like Mendota, to find how the drought is impacting workers and their families. We interviewed an undocumented farm worker, her son, a social worker, a City official, and local youth on what they're experiencing and seeing because of the loss in jobs caused by the drought.

Enedina Bibanco is a farm worker living in Fresno City with her children.

Enedina Bibanco, Farm Worker I am affected because how does one improve their family's situation. If there's no water, there's no work. This is a huge problem for a mother.

Ruiz: In place for decades, a system of reservoirs, canals and river deltas brought water from the nearby Sierra Nevada mountains to make the Central Valley, America's Breadbasket. California provides half of the nation's fruit, vegetables and nuts. But as Social Worker Candie Caro points out, the drought has drastically reduced available water for farming.

Candie Caro, Proteus, Inc., Service Center Manager: The river used to be up to where the levees are. Now if you look at the river, it's less than a foot deep.

Ruiz: She knows what this means for job prospects in the area.

Caro: The seasons that last three or four months have gone down to maybe five weeks. You'll see more and more tree crops, which used to be row crops. Farmers used to hire up to 50 to take care of the row crops. And now farmers can just hire three people. Put the drip lines. Turn on the water. That's it.

Ruiz: A 2014 UC Davis report estimated that statewide, some 17,000 seasonal and part-time jobs will be lost because of the drought. Nearly 90 percent of those jobs lost are in the Central Valley. The Central Valley is inland from the Pacific coast and runs 450 miles from Redding to Bakersfield. The Central Valley will lose 409,000 acres of



crop lands due to the drought.

While the official unemployment numbers for places like Mendota already seem bad, anywhere from 30 to 50 percent, the real unemployment rate can be as high as 70 percent when you factor in undocumented workers who can't find jobs.

Bibanco [subtitled from Spanish]: I'm from Mexico. I came from Tijuana. I came here because I thought there would be a little better opportunity to raise my kids. The effects of the drought that I have seen right now is that work is ending. You can not continue producing fruit. It's affecting everyone.

Ruiz: Bibanco must travel farther and farther to look for work. And when she gets there, sometimes there isn't a job available. When she does find work, she works hourly instead of getting paid by each pallet filled. This ends up being less money for her at the end

of the month.

The drought is worsening already exploitative conditions for undocumented farm workers. Caro says they often entrust labor contractors, who charge a fee, in addition to the ride to the work site.

Caro: When it comes to wages, they receive less than minimum wage. Sometimes they can work for \$5/hour. A lot of the times the undocumented workers are afraid to even say anything because then they feel like they're going to be found out, and then deported.

Ruiz: Miguel is Bibanco's son. He knows first hand the fears that Caro speaks of.

Miguel Bibanco, Fresno City Resident: Growing up, you're scared. You're frightened about what could happen to you. Like what if my family gets separated. What if my mom gets deported.

See Drought Page 11

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Drought

continued from Page 10

What if I get deported. And that's something that affected me profoundly.

It also impacted people in my family like my mom in that she was very limited in the kind of work that she could do and the kinds of jobs that she could find. That's one of the biggest reasons we stay here in Fresno and we live here in Fresno and try to work in the surrounding region. It's very difficult to uproot that level of comfort, that absence of fear and try to take that to a different community.

Ruiz: The Southern Poverty Law Center estimates that at least six out of 10 of all farmworkers in the US are undocumented. While there may be some comfort level for Bibanco and her family because of the prevalence of undocumented workers in the Central Valley, there are no "sanctuary cities" in Fresno County. They can be deported by ICE (U.S. Immigration and Customs Enforcement) at any time.

This also means there's limited resources that undocumented workers can access while trying to make ends meet during the drought. They can't receive federal unemployment benefits or any

county services such as food, medical and housing assistance. So a major way they survive is sharing housing.

Caro: You can find three or four families very easily living in a shack in the middle of the fields, living together and sharing the expenses.

Ruiz: This is a homeless encampment near the train tracks in Mendota where several families live. This man was building a new shack for a friend, saying he didn't have time for an interview before departing to get more supplies.

Going into the fourth year of the severe drought, it's not just wells and jobs opportunities that are drying up, so are the funds to assist farm workers.

Caro: My office served- let's just say- we spent over 600,000 in rental assistance in about four months. So the need is pretty great, and we see the need now.

Ruiz: The funds that Proteus accessed for that program are tapped out.

Food prices are going up for everyone because of the drought with much of the nation's produce coming from California. Meanwhile in Fresno County, many undocumented workers line

up around the block for food banks. Less and less are able to provide enough food for their families.

Miguel Bibanco: It baffles me that there are people who are surrounded by this virtual cornucopia of food, and they may have enough access to it to even survive. Because as soon as they see these foods, these fruits, these vegetables, it's going off to someone else's table.

Ruiz: Access to water for personal use is also an issue for farm workers. Nacho Ledesma is a Mendota Middle School Student who met a café. He's seeing the impacts of the drought all around him.

Nacho Ledesma, Mendota Student: There's a couple people that I know that they moved away because it's hard for them. They can't keep up with their bills. They can't keep up.

And it's hard for them because if they're not getting no money, then how are they going to pay for their water? Now that they put locks on their meters so they can't turn it on to take a shower or to get a cup of water.

Ruiz: Paying for water is a big issue in the Central Valley. Wells in rural areas are drying up and costs for drilling new wells have skyrocketed. Some

farms can afford the increased costs and are drilling deeper to find the rapidly depleting groundwater. But this in turn affects surrounding wells, like Caro's, which is drying up.

And the deeper you go, the saltier the groundwater. The UC Davis study says that groundwater is replacing as much as 75% of the agricultural water supply in California because of the loss of available surface water. Many local residents in Fresno County distrust the water coming from their taps and buy bottled water for drinking.

Dwindling access to water, food and shelter isn't where the impacts of the drought stops. It goes deeper. Joseph Amador is the Mayor Pro Tem of Mendota and a former police officer.

Joseph Amador, Mendota City Council Mayor Pro Tem: Working for Fresno County reports and Mendota was one of the highest of domestic violence. And I think sometimes when things like financial issues come in the family and depression sets in. Things will happen and that's unfortunate. You do see a lot of drugs, drug use in our community and that's unfortunate. And we just have to as a society try to work together to make it better.



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SJCHCC to Present 2nd Annual Leaders' Luncheon on Business

Stockton, CA) The San Joaquin County Hispanic Chamber of Commerce will host its 2nd Annual Leaders' Luncheon on Business on Thursday, July 30, at the Stockton Golf & Country Club. This year's luncheon is titled, "Hispanics in Government" and will educate attendees on how to engage the civic process.

This year, the program will feature four keynote speakers to discuss the importance of civic participation at all levels of government. Rocky Chavez, California Assemblymember with the 76th assembly district, will speak to his political experience. Other speakers include San Joaquin County Supervisor Carlos Villapudua, Ruben Barrales, president of the Latino Leadership & Policy Forum and Jose Rodriguez, Executive Director of El Concilio and Chair of the California Region Affiliate Council of the Nation Council of La Raza. Topics for the luncheon include how to become involved in civic engagement positions, what skill-sets are important when considering running for office and the importance of participating in the civic process.

"This luncheon serves an important purpose in engaging business leaders, elected officials and the Hispanic community in the San Joaquin region," stated Bob Gutierrez, Government Affairs Director for Food 4 Less Rancho

San Miguel and President-Elect of the San Joaquin County Hispanic Chamber of Commerce. "By providing an educational forum where attendees and business owners can better understand important elements of the civic process, the Chamber can promote the engagement of its members at a state and regional level. This kind of information also allows a clear line of communication with our local elected officials." Cost for the event is \$35 per person. Registration will begin at 11:00 a.m. and the program will begin at 11:30 a.m. Major sponsors include the Latino Leadership & Policy Forum and Tuberg. For more information contact the chamber office at 209-943-6117 or email at info@sjchispanicchamber.com.

The San Joaquin County Hispanic Chamber of Commerce (SJCHCC) represents the interests of business owners throughout the central valley. Established in 1972, the Chamber is a referral source and provides assistance in opening businesses, accessing capital, and links members-to-members through events held throughout the year. The Chamber sponsors monthly business mixers, workshops, tradeshow and conferences. For more information contact SJCHCC at (209) 943-6117 or visit our website at www.sjchispanicchamber.com

Hispanic population reaches record 55 million but growth has cooled

The U.S. Hispanic population has been a key driver of the country's population growth since at least 2000. But the group's growth has slowed in recent years, and that trend continued in 2014, as evidenced by new figures released early today by the U.S. Census Bureau.

The Hispanic population reached a new high of 55.4 million in 2014 (or 17.4% of the total U.S. population), an increase of 1.2 million (2.1%) from the year before. However, that 2.1% rate continues a trend of slower growth that began in 2010.

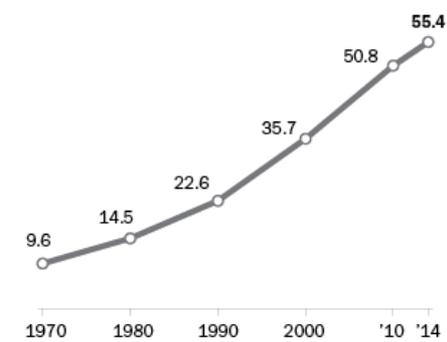
Hispanic population growth had peaked earlier, in the 1990s. From 1995 to 2000, annual average growth was 4.8%, and growth has declined since then. From 2010 to 2014, the annual average growth had dropped to 2.2%. Part of the reason for this decline in population growth is the slowdown in immigration from Latin America, and in particular, from Mexico.

Hispanic Population Growth The Census Bureau's annual population estimates detail the nation's demographics in a variety of categories, including race and ethnicity, geography, and age. For example, the county with the highest Hispanic population by far is Los Angeles County in California (4.9 million), followed by Harris County in Texas (1.9 million) and Miami-Dade County in Florida (1.8 million).

Hispanic populations are not neces-

Hispanic Population Growth

U.S. Hispanic population, in millions



Note: 1990-2014 estimates are for July 1. Source: 1970-1980 estimates based on the Decennial Censuses, see Passel & Cohn 2008. 1990-2014 estimates based on intercensal population estimates and Vintage 2014.

PEW RESEARCH CENTER

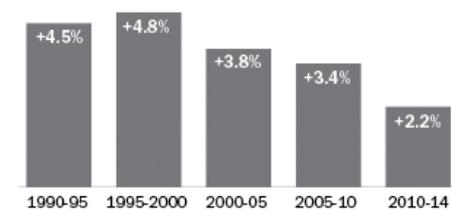
sarily growing everywhere. From 2010 to 2014, the Hispanic population declined in 11 counties that have Hispanic populations of 10,000 or more, located in Alabama (Jefferson), Arizona (Santa Cruz), Florida (Hardee), Georgia (Clayton and DeKalb), New Mexico (Rio Arriba, San Juan, and San Miguel) and Texas (Duval, Hale and Willacy). The biggest decline came in DeKalb County in suburban Atlanta, where the Hispanic population was 64,279 in 2014, down 4% from 2010.

The data showed no change in ranking among the states with the highest Hispanic populations. California still leads the list (15.0 million), followed by Texas (10.4 million) and Florida (4.8 million). Together, these three states account for more than half (55%) the Hispanic population. But their share is down from 58% in 2000, reflecting a wider dispersion of the nation's Hispanic population over the past decade and a half.

In addition, the new Census Bureau estimates show that Hispanics, with a median age of 29 years, are younger than most other racial or ethnic groups. By comparison, the median age for non-Hispanic blacks is 34; it's 43 for non-Hispanic whites and 36 for Asians. But Hispanics are growing older: In 2010, the group's median age was 27, up from 26 in 2000.

U.S. Hispanic Population is Growing More Slowly

Average annual percent change in U.S. Hispanic population



Note: Population estimates are for July 1. Source: Pew Research Center analysis of intercensal population estimates for 1990-1999 and 2000-2009 and Vintage 2014 estimates for 2010-2014.

PEW RESEARCH CENTER

CHRISTMAS IN JULY DRIVE

STOCKTON – In an effort to help meet clients' basic needs, Women's Center-Youth & Family Services is hosting its third annual Christmas in July drive. The purpose of the drive is to encourage monetary donations and collect urgently needed items for women, children and youth in Women's Center-YFS' shelters and Youth Drop-In Center. Donations will also be used to help supply children with school supplies and help women and youth moving out of the shelters as they start their new lives.

Women's Center-YFS is requesting monetary contributions or donations of Wish List items, including sheets, blankets, towels, pots and pans, dishes, small kitchen appliances, new socks and underwear, backpacks and school

supplies. Women's Center-YFS is also collecting gift cards that can help provide food, shoes, and supplies for those in need.

"At the holidays, we are overwhelmed by the community's generosity and many of our clients' needs are met, but during the summer months we struggle to provide the same level of services and support. Our Christmas in July campaign is dedicated to reminding people that need knows no season; it exists year-round," said Joelle Gomez, CEO of Women's Center-Youth & Family Services.

The full Wish List can be found at www.womenscenteryfs.org. An Amazon Wish List has also been created and can be found at <http://amzn.com/w/2FZ6DUDYH19BX>.

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Fearing change in sweetheart deal, Cubans flock to US

By Alexandre Grosbois

HAVANA, Cuba — The number of Cubans heading to the US has surged in the months since the historic thaw in bilateral relations -- a swell experts attribute to uncertainty over the future of US policy that favours such travellers.

According to the US Customs Department, 9,371 Cuban migrants came into the US between January and March, more than twice the number from the same period in 2014.

As both countries prepare to solidify a breakthrough by opening embassies in each other's capitals for the first time in half a century, the influx stems from doubt over whether US policies giving preference to Cuban immigrants will change.

Since 1966, America's Cuban Adjustment Act has offered any citizen of Cuba admission and permanent residence in the US after spending one year in the country, with no yearly quota on immigrants.

In Cuba, "it is said that the first step they will take after the restoration of relations between the US and Cuba is to abolish the aid to Cubans" immigrating, said Orlando Garcia Herrera, a 53-year-old who arrived in Miami from Cuba with a Spanish passport.

Despite the rapprochement in the works, Washington has not indicated it will lift the immigration privileges, which Havana opposes.

In the last eight months the US Coast Guard said 2,620 Cubans have attempted to cross to the US state of Florida by sea, some in very small vessels.

The US has a policy of repatriating



Cubans intercepted at sea but allowing those who make it to land to stay in the country -- something known as the "wet foot, dry foot policy."

"We've started to see makeshift boats under six metres with five people on board who arrive in a deplorable state," said Francisco Figueroa of the Church World Service, an NGO that helps Cubans.

Border crossings

Experts point out that tackling the treacherous sea crossing to Florida is not the preferred route for people to join the 1.2 million Cuban immigrants in the US.

Travel restrictions that were eased in

2013 now allow them to travel legally to other countries and cross the US border in Mexico and sometimes in Canada.

Last year, 17,459 Cubans arriving in the US came through Mexico, while only 6,087 crossed the border in 2011. In the past six months the Customs Department has recorded more than 13,000 crossings.

In addition to these arrivals, the US grants some 20,000 immigrant visas and about 30,000 temporary visas for Cubans annually.

Jorge Duany, director of the Cuban Research Institute at Florida Interna-

tional University, also estimates that about 15,000 Cubans overstay their tourist visas.

In addition to easing restrictions on travel, Cuba allowed the return of exiles, hoping to encourage more people, and their money, to return to the Communist island.

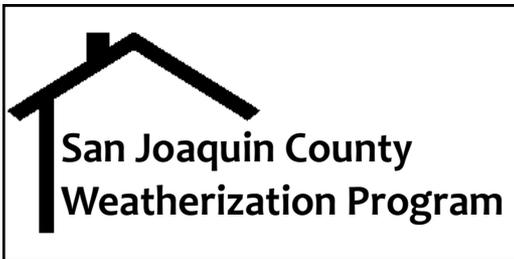
Carlos, who lived in the US between 2001 and 2013, said his stay in America was indispensable.

"There, the product of your work matches what you consume, whereas here it's a different story," said the building concierge, who returned to Havana for family reasons.

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4	\$46,082	\$3,840.17

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- Reparación o reemplazo del Calentador de Agua
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NCLR HAILS DECISION BY NBC AND UNIVISION TO CUT TIES WITH TRUMP

WASHINGTON, D.C.—Today, NCLR (National Council of La Raza) hailed NBC's decision this afternoon to end its business relationship with Donald Trump after Trump made numerous references to Mexican immigrants that were both highly inaccurate and highly objectionable in his remarks announcing his presidential campaign on June 16, which prompted a national outcry. The NBC decision follows Univision's statement last week that it will not air the Miss USA pageant.

"NBC deserves an enormous amount of credit for reaffirming what their company stands for and, as importantly, what it does not stand for. We know that this was not an easy choice for NBC and its parent company, Comcast, nor was it easy for Univision, and they will have NCLR's full support going forward. We applaud those in both companies who worked so diligently behind the scenes to address this issue and ultimately make this difficult decision. It was the right thing to do," stated NCLR

President and CEO Janet Murguía.

"And for all those who will argue that Mr. Trump's First Amendment rights have somehow been violated, nothing could be further from the truth. Trump has every right to hold these opinions, however reprehensible and just plain false they may be, and he has every right to express them, even as offensively as he did. But no one is immune from others exercising their own First Amendment rights to criticize or object to those opinions. And no one has a 'right'

to a television show. Trump has had ample opportunity to correct his misstatements. He has chosen not to. The responsibility for what has happened to Trump is his and his alone," concluded Murguía.

NCLR—the largest national Hispanic civil rights and advocacy organization in the United States—works to improve opportunities for Hispanic Americans. For more information on NCLR, please visit www.nclr.org or follow along on Facebook and Twitter.



FCCU has officially landed on Airport Way

After months of construction, our doors are officially opened for business at our newest branch. Located at Airport Way and 10th Street in Stockton, it's a convenient spot for any of our members that live or work on the Southside.

If you're in the neighborhood, be sure to stop on in and say "hello!" Our friendly Member Service Representatives are ready to help you with all of your needs Monday through Thursday from 9 am to 4:30 pm and Fridays from 9 am to 5:30 pm.

Port of Stockton Offers Free Port Tour Cruises

The Port of Stockton has announced that it will be offering free, two-hour boat tours of the Port's facilities this summer. "More than \$1.5 billion of cargo crosses our docks every year, and this is a wonderful opportunity for the public to see port operations from the water," said Richard Aschieris, Port Director. "The Port of Stockton has a rich history, and has played a key role in the economic vitality for Stockton and San Joaquin County. The Port generates over \$40 million in additional revenue for the City of Stockton and is a major job provider, which has been accomplished without taxing our citizens," Aschieris said.

The Port is coordinating the free boat tours with Opportunity Cruises, a local tour boat operator. The two-hour

tours will be offered every other Saturday and every other Thursday, starting July 11 through September 19 at 9 am, 11:30 am, and 2 pm. The Port tours will be aboard the "California Sunset" and will depart from the Stockton Marina located at 445 W. Weber Avenue in Downtown Stockton. During the tour, the history, current activities and future developments of the Port of Stockton will be presented. Refreshments will be available for purchase.

Reservations are required and will open on June 29th, please visit the 'Opportunity Cruises' website at: www.opportunitycruises.com, or call 209-466-5987. Reservations are on a first come first basis.



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