

Latino Times

a bilingual publication

The Hispanic Chamber Celebrates Four Decades

By Jennifer Torres

On the afternoon of the recent Primary Election, San Joaquin County Hispanic Chamber of Commerce CEO Mark Martinez reflected on how the workings of government and politics affect local businesses.

“Within the business community, because there’s a lot of uncertainty, you have business owners hesitant to make big decisions,” Martinez said.

Government relations, which for the Hispanic Chamber, encompasses everything from helping an owner secure a use permit, to discussing policy with lawmakers in Sacramento, is a service that has grown in significance for the organization, which is celebrating its 40th anniversary.

“Our advocacy work has really become one of our strengths,” Martinez said. “We are a vehicle for our members to have a voice in government.”

It’s a major evolution from the largely social function the organization served when it launched in 1972

as the Stockton Mexican American Chamber of Commerce.

The group still hosts regular networking mixers, but it now represents about 250 members, supports paid staff positions, offers workshops, delivers strategic planning assistance and maintains extensive educational programming.

“We didn’t really think to make much of a big deal about it,” Martinez said. “But then I thought, especially in today’s environment, 40 years is quite an accomplishment.”

Over the years, the Hispanic Chamber has served the diverse needs and earned the appreciation of a range of members, from major operations to small, family outfits.

“The Chamber was instrumental in establishing a meeting between Sims Metal Management, and the Stockton Mayor, the Chief of Police, the Sheriff’s Department, representatives from the California Legislature, PG&E and the Farm Bureau,” Dave



Rogers of Sims Metal Management wrote in one letter of thanks.

In another letter, Fabian Ceballos, of Fabian’s Auto Collision Center, praised the Hispanic Chamber’s professional development opportunities.

“We have received counseling on the importance of managing cash flow and how to obtain small-business financing,” Ceballos wrote. “I am a firm believer that the Hispanic

Chamber of Commerce has improved not only my business and livelihood, but has helped a great deal of other Hispanic enterprises in our local community.”

In an interview, Oscar Cabello, Community Development Manager for Wells Fargo, said the rich business resources the Hispanic Chamber offers its members set it apart from

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La Cámara de Comercio Hispana Celebra Cuatro Décadas

Por Jennifer Torres

Durante la tarde de las recientes elecciones primarias, Mark Martínez, Director Ejecutivo de la Cámara de Comercio Hispana del Condado de San Joaquín analiza como el actuar del gobierno y la política afecta a los negocios. Dentro de la comunidad de negocios los dueños de los mismos vacilan en realizar inversiones debido a que existe un gran nivel de incertidumbre. Las relaciones con el gobierno, es una de las principales áreas de de actividad de la Cámara Hispana. Además de apoyar a los dueños de negocios desde obtener el permiso y discutir las leyes

con los legisladores en Sacramento. La relaciones con el gobierno es una de las áreas de más crecimiento significativo para la organización que por cierto está celebrando sus 40 años de vida.

“Martínez comenta: Nuestro trabajo en representar los intereses de los negocios y esto se ha vuelto una de nuestras fortalezas.” “Somos el vehículo por medio del cual nuestros socios tienen una voz frente al gobierno.” Es una gran evolución en comparación de la gran función social que realizaba la cámara cuando fue creada en 1972 con el nombre de Cámara de Comercio México Americana de Stockton. La

Cámara continúa organizando “mixers” que permiten la interacción de miembros de la comunidad y dueños de negocios y a la fecha cuenta con 250 miembros, empleados, ofrece talleres de educación, asisten en planeación estratégica y mantiene un extenso programa educacional.

Martínez comenta “No queremos engrandecer esta labor fuera de proporción,” “Pero luego pensé: especialmente en el ambiente de hoy, 40 años de existencia es algo remarcable.” A través de los años, la Cámara Hispana ha pasado por diferentes etapas de servicio a las necesidades de sus socios y se ha gana-

do el agradecimiento de los miembros ya sean empresas grandes o negocios familiares. “La Cámara fue instrumental en establecer una reunión entre Sims Metal Management, el alcalde de Stockton, el jefe de la policía, representantes del departamento del Sheriff, representantes del gobierno de California, la Asamblea Estatal, PG&E y la Asociación de Granjeros,” Dave Rogers de Sims Metal Management envió una carta de agradecimiento.

En otra carta, Fabián Ceballos, de Fabian’s Auto Collision Center, reconoció la labor de la Cámara Hispana por

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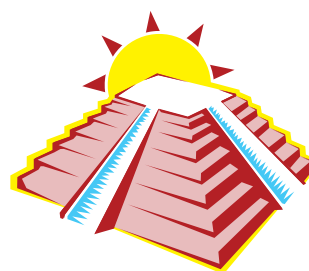
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The California Hispanic Chambers of Commerce Announce New Chairman of the Board

Ernie Gutierrez to succeed Roy Perez in Role

SACRAMENTO, CA - The California Hispanic Chambers of Commerce announced today that Ernie Gutierrez, the organization's current Vice Chairman of the Board of Directors, has been named its new Chairman of the Board, effective immediately. He succeeds Roy Perez, who has resigned his position for personal reasons.

"We understand Roy's decision to resign after having served the CAHCC with care and commitment for over seven years and after having had a long career that has spanned four decades. His tenure included growing the Central Region chambers as flourishing chapters with active members, providing leadership training to the four Chamber regions on an annual basis, and establishing sponsorship relationships with key corporate constituencies," said Julian Canete, the organization's chief executive officer. "He leaves behind a CAHCC that remains vibrant and wholly committed to its strategy of helping Latino small businesses in California succeed."

"Ernie, our new Chairman of the Board, inherits a strong and talented Board of Directors and a committed staff

that will appreciate his impressive breadth of experience," Canete said. "Ernie is a thoughtful leader and has demonstrated the kind of superior business and non-profit acumen that makes him uniquely qualified to be the CAHCC's next Chairman. His entrepreneurial success story serves as an inspiration to the millions of Latino entrepreneurs that make up the fastest growing business demographic."

"I am honored to assume leadership responsibility for the CAHCC Board, and I am committed to continue growing the organization on its already solid foundation," said Gutierrez. "We will be focused on supporting our member Chambers with ongoing resources and training to help Latino small businesses thrive, developing and fostering corporate sponsors, and building on state and national legislative agendas with relevant advocacy that best serve our chamber members."

Gutierrez is the president and chief executive officer of a Hispanic 500 business, Allied Industries, Inc. Headquartered in Los Angeles and founded in 1997, Allied Industries provides environmental remediation, construction and renewable



Chairman Ernie Gutierrez

energy services throughout the Western United States. Gutierrez has received notable distinctions and honors, including Inc. 5000's "Fastest Growing Companies" award in 2010, 2011 and 2012, "Entrepreneur of the Year Finalist" in 2011 from Ernst & Young, the "Business Elite Award" in 2010 from the US Hispanic Chamber of Commerce, and "Fastest Growing Business" award in 2010 from Hispanic Business Magazine.

The California Hispanic Chambers of Commerce to assist the recovery of the State housing market-program to focus on small business owners

Sacramento, California – May 14, 2012 – The California Hispanic Chambers of Commerce (CAHCC) has announced the rollout of the California Housing Recovery Initiative (CHRI), which consists of a series of seminars to provide information and outreach to distressed homeowners on alternatives to avoid foreclosure and to promote homeownership. "Many of the CAHCC members are small business owners who, along with their families, employees and communities, have been severely impacted by the housing crisis. We believe that a stable housing market is a key component of our economic recovery," said Dr. Roy Perez, Chairman of the CAHCC.

The CHRI is a product of the California Housing Recovery Task Force, which was formed in 2011. Its members include professionals representing private industry and public agencies and organizations, such as Freddie Mac, Chase, Fidelity National Financial, non-profit housing organizations, real estate trade associations, and real estate developers.

"I am proud to be part of this effort and delighted to see Freddie Mac and Fidelity National Financial provide the initial funding to implement CHRI," said Pablo Wong the task force chair. Starting in June, CHRI events are being scheduled in the Bay Area, Inland Empire and Stockton/Modesto areas. The first event is scheduled in San Mateo County on June 16. "Freddie Mac is proud to support CHRI's effort to promote responsible lending, create new opportunities for families seeking affordable homeownership and stabilize California's communities." Samuel Luna, senior director of strategic markets at Freddie Mac (OTC: FMCC), one of the nation's largest investors in residential mortgages.

The Initiative will harness the resources of several community-based housing professionals in local markets. Events are being planned to bring together housing agencies, mortgage servicers, and housing counselors to help borrowers keep their homes and/or provide financial education and information for prospective homebuyers. Through the extended reach and resources of the Chamber, the Task Force expects to reach more borrowers with reliable information from trusted sources and direct access to mortgage servicers.



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SE HACE DE SU CONOCIMIENTO que el Consejo de Gobiernos de San Joaquín (SJCOG) sostendrá una audiencia pública el día 26 de Junio del año 2012 a las 10:00 AM en las oficinas del SJCOG localizadas en el 555 East Weber Ave. Stockton, CA. 95202 Acerca del proyecto preliminar 2013 del Programa de Mejoramiento de Transportación Federal (2013FTIP), así como también la Enmienda No. 4, y su correspondiente Análisis de Conformidad de Calidad del Aire del FTIP 2013 y de la Enmienda No.4 del RTP 2011. El propósito de esta audiencia pública combinada es la recepción de comentarios del público sobre el contenido de estos documentos.

- El Programa FTIP 2013 es un listado de mejoramiento de corto plazo en infraestructura así como de los gastos de operación que provienen de recursos federales y estatales y que serán destinados para proyectos de transportación en el condado de San Joaquín durante los próximos cuatro años.
- El RTP 2011 es un programa de largo plazo para cumplir con las necesidades de transportación del Condado de San Joaquín hasta el año 2035. La Enmienda No. 4 del RTP 2011 realiza cambios relativos a la fecha de apertura al tráfico para proyectos existentes y añade nuevos proyectos.
- Se anticipa que un Estudio Suplementario de Impacto al Medio Ambiente no será necesario debido a la aprobación de la Enmienda No. 4 del RTP.
- El Análisis de Conformidad contiene la documentación que soporta el hecho de que el FTIP 2013 y la Enmienda No. 4 del RTP 2011 cumplen los requisitos de calidad del aire en cuanto a monóxido de carbono, ozono y partículas contaminantes.

Las personas con alguna desventaja física pueden llamar a Rebeca Montes (209-235-0600) del SJCOG con tres días de anticipación a la audiencia para pedir la ayuda necesaria y puedan participar en la audiencia pública. Servicios de profesionales de traducción están disponibles (solicitándolos con tres días hábiles de anticipación) para los participantes que hablen cualquier lenguaje diferente al inglés.

El periodo concurrente de revisión de 30 días inicia el día 8 de Junio del año 2012 y termina el día 7 de Julio del año 2012. Los documentos del anteproyecto se encuentran disponible para revisión en la oficina de SJCOG localizada en el 555 East Weber Avenue, Stockton, CA 95202 y en el website: www.sjcog.org

Los comentarios públicos son bienvenidos en la audiencia ó pueden someterse por escrito hasta las 5:00 PM del día 7 de Julio del año 2012. Los comentarios deben de ser dirigidos a Sam Kaur (kaur@sjcog.org) o en el domicilio que aparece en la parte de abajo.

Después de considerar los comentarios, los documentos serán sometidos a consideración para su adopción, por resolución del Consejo de Directores del SJCOG en su junta regular programada para el día 26 de Julio del año 2012. Los documentos serán entonces sometidos a las agencias estatales y federales para aprobación.

Persona de Contacto:

Sam Kaur, Associate Regional Planner
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Chamber

continued from Front Page

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“At Wells Fargo, our goal is to make sure that small businesses are succeeding,” Cabello said. “Mark and the Chamber have been able to find the opportunities to build revenue, decrease expenses and save jobs. If we could replicate what they do throughout the state, we could get out of this recession.”

Andrew Ysiano, 1992-96 Past President of the then Mexican American Chamber of Commerce said, “Where the organization is today

is a dream for all past presidents. I commend Mark's leadership and the current and past board members for establishing solid business programs, workshops, its business forecasts and most of all, reaching out to our Latino youth.”

Martinez has been CEO of the Hispanic Chamber for eight years, and one of his proudest accomplishments during that time, he says, as been the growth of the annual Bilingual Financial Aid and College Awareness Workshop.

Planned in collaboration with University of the Pacific, the event offers step-by-step assistance in filling out financial-aid documents, as well as seminars for parents and students on study habits, extracurricular activities and how to select courses with an eye toward college enrollment. Services are offered in English and Spanish, and in recent years, the event has drawn several thousand attendees.

According to Martinez, the workshop is critical, not just for the students involved, but for the economic health of the region.

“We are changing the lives of individuals,” he said. “You educate an

individual, it changes a community. You reach the siblings, you reach the neighbors. It plants a seed for success.”

Martinez said the Hispanic Chamber will acknowledge the 40th anniversary milestone as part of its annual Awards Luncheon, scheduled for July 6. He hopes not just to recall the achievements of the past, but to look ahead toward the future, announcing new initiatives and new collaborations.

“In order for us to continue to be relevant, it's important that we evolve with the times,” he said. “That takes committed vision, not just a handful of years out, but many years out.

Hispana

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sus oportunidades al impulsar el de desarrollo profesional de los socios. Ceballos dice “Nosotros hemos recibido asesoría en la importancia de manejar el flujo de efectivo y como obtener financiamiento para pequeños negocios,” “soy un firme creyente de que la Cámara Hispana de Comercio ha mejorado no solo mi negocio y mi calidad de vida sino también ha ayudado grandemente a otros negocios Hispánicos en nuestra comunidad.”

En entrevista con Oscar Cabello Gerente de Desarrollo Comunitario de Wells Fargo, nos dice que los recursos que ofrece la Cámara Hispana a los negocios y sus miembros la hace diferente de otras organizaciones similares. Añade “En Wells Fargo, nuestra meta

es asegurar que los pequeños negocios tengan éxito,” “Mark y la Cámara han sido capaces de encontrar las oportunidades para obtener ingresos, reducir los gastos y salvar trabajos. Si pudiéramos duplicar lo que ellos hacen a través del estado, podríamos salir de la recesión económica.

Andrew Ysiano, Presidente, 1995-1996 de la entonces llamada Cámara de Comercio México Americana comenta: “La posición en que se encuentra hoy la organización es un sueño para todos los presidentes del pasado. Reconozco el liderazgo de Mark y de los miembros de la mesa directiva por el establecimiento de programas de negocios, talleres de capacitación, el programa de tendencias en negocios y por encima de

todo el enfocarse en la juventud Latina”

Martínez ha sido el director ejecutivo de la Cámara de Comercio Hispana durante los últimos ocho años y afirma que uno de sus mayores logros del cual está más orgulloso ha sido el crecimiento del Taller Bilingüe de Ayuda Financiera que proporciona información de cómo obtener recurso para ingresar al colegio y los asesora en los trámites y papeleo que se requiere. Este taller se realiza en coordinación con la Universidad del Pacífico y ofrece asesoría paso por paso en cómo llenar los documentos de ayuda financiera, así como seminarios para los padres de familia, hábitos de estudio para estudiantes actividades extra curriculares y como seleccionar cursos escolares relacionados al campo que quieren estudiar en el colegio. Los servicios se ofrecen en inglés y español y durante los últimos

años ha atraído a miles de personas.

De acuerdo a Martínez, el taller es crítico, no solo para apoyo a los estudiantes sino también para la salud económica de la región. Dice “estamos cambiando la vida de las personas,” “Si educamos a una persona eso cambia a la comunidad. Ellos comparten esto con los familiares y los vecinos. Se plantan semillas para el éxito.” Comenta que la Cámara Hispana celebrará los 40 años durante su celebración anual que se realizará el día 6 de julio. Espera que no solo se celebre lo que se ha alcanzado durante estos años si no también el mirar hacia el futuro anunciando nuevas iniciativas y colaboraciones. “En orden de seguir siendo relevantes es importante que evolucionemos con los tiempos,” “Eso requiere de una visión comprometida no solo al corto si no a largo plazo.

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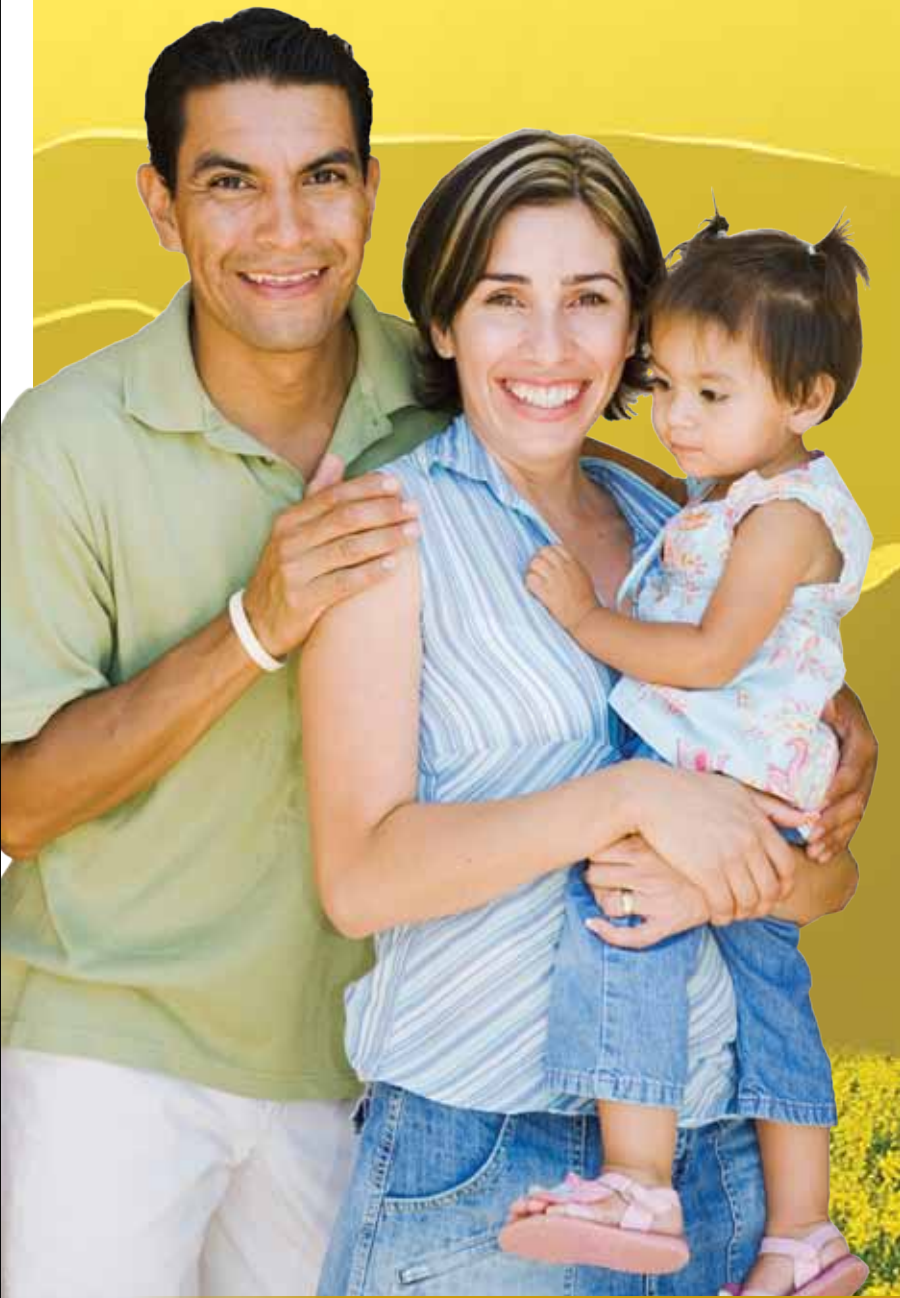
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Is this the end for the Plastic Shopping Bag?

Latino Times

First introduced in 1977, the plastic grocery bag has become a fixture in our everyday lives, with about 100 billion used worldwide each year, according to industry estimates.

In recent years, though, a growing number of cities – including San Francisco, San Jose and Berkeley – have banned the bag, citing environmental concerns. The City of Los Angeles, with almost 4 million residents, is considering a similar ban in a move that could have national implications. In the meantime, many advocates encourage consumers to replace their single-use grocery bags with reusable ones – but there are questions and concerns surrounding those bags too.

The Latino Times discussed the issue with Bob Gutierrez, Government Relations Director for Food 4 Less/Rancho San Miguel.

LATINO TIMES: What do you make of what seems to be a growing movement toward alternatives to traditional, single-use grocery bags?

GUTIERREZ: Especially in the coastal areas, we can appreciate why there is some concern. At the end of the day, what people need to look at is what percentage of their waste stream is plastic, and what percentage of that is from plastic bags. If we educate consumers on

recycling, we're not going to have these issues. ...

In San Luis Obispo (an ordinance banning plastic grocery bags was adopted there in January), one of our immediate concerns was making consumers aware that we did have a recycling program and encouraging them to participate. When those bags are recycled, they go to a manufacturer and are used over and over again.

LATINO TIMES:

Your stores also sell reusable shopping bags, and you recently overhauled their design. Tell us about that.

GUTIERREZ: We basically started from Square 1. It's a different bag, made out of a different composite, with different visuals. Being a volume-based store like us, the bags needed to be larger in size and a little more durable, so we came up with a bag concept that was both larger and more durable and a little more to today's tastes.

LATINO TIMES: Recently, concerns have been raised about the safety of reusable bags, with some studies finding high lead content in some bags, and others finding harm-

ful bacteria in bags that aren't properly washed. What has been your response?

GUTIERREZ: A few years ago, there was a question of lead being in bags. A lot of us had to go looking for another provider. We have those (safe) bags now. That's standard. In washable bags, the issue of contamination has come up.... What I'd like to see is something being done, an independent study, just to flesh out the safety issue properly.

LATINO TIMES: Are there any other alternatives to single-use shopping bags?

GUTIERREZ: One new concept is biodegradable plastic bags. We've never used them, but I know other

grocers that do. That may be a good compromise.

LATINO TIMES: How do you feel about charging customers a fee for single-use bags?

GUTIERREZ: It's kind of a love-hate thing. We don't want to see it go that way, but we're going to need to have the ability to cover costs; that's just the business side of it. With fees, you're also trying to deter the consumers from using the bags so that they will bring their reusable bags more often. But we have a challenge in that we have to go out and educate our consumers to bring them. People are not going to want to pay that fee, and that affects our ability to give you the best, low prices.





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Men - Key to Preventing Cervical Cancer Among Latinas

By María Luisa Arredondo - NAM

Editor's Note: Cervical cancer is the second-most common form of cancer among women worldwide. In Los Angeles, according to the LA County Health Department, Latinas have the highest rates of cervical cancer. María Luisa Arredondo, editor of Latino California and a 2011 CMAA/Cervical Cancer Reporting Fellow, reports that men could be the key to prevention and treatment.

Her husband always pressured her to go to the doctor. But she kept postponing her check-ups, maybe because she was afraid of getting bad news.

Finally, to placate her husband, Reyes Cabrera agreed to go to a clinic. And the nightmare she had feared came true. Last January she got a notice in the mail with the diagnosis that she had severe breast cancer and that there is also evidence that she had cervical cancer developing in her ovaries.

"This has been very hard for me. In March I had to have a mastectomy and then I had to have months of radiation and chemotherapy. There have been days when I thought I couldn't take any more," says Reyes in a weak voice.

Reyes, who is originally from Michoacán but has lived for close to 20 years near San Jose, Calif., adds that her ordeal has not yet come to an end.

"Soon I will do more tests to determine the cause of the cancer because there is no history of the disease in my family. The doctors have said it is very possible that it might have started with

me and, if appropriate, I will have my uterus and ovaries removed," she says in a distressed voice.

The only thing that's given her strength is her family, says Reyes, who is 38 and a mother of four. "My husband has been very good to me; he has been my great support. If it weren't for him, I wouldn't have gotten the test. From the beginning he told me he wouldn't leave me alone and he hasn't. My children, who are 19, 16, 9 and 3 years old, have also helped me a lot to keep going," the young woman says.

According to Dr. Diana Ramos, assistant professor at the University of Southern California (USC), the support of family – especially husbands – is key not only to women's recovery but also to prevention.

"When couples go to the doctor together, and men realize the importance of Pap tests to prevent cervical cancer, they generally support their wives to get these tests and it's easier for women to take care of themselves," she says.

Ramos says that in her experience, very few men in the Latino community are still resistant to women getting Pap tests as a result of cultural prejudices.

"In general, it's women who make the decision to go to the doctor to get tested. I've seen very few cases of men who stop them from doing this. It's more likely that sometimes there's resistance on the part of women because they don't have health insurance and they think the test is really expensive," Dr. Ramos said.



But the cost of a Pap test isn't as much as they think. In some community clinics, it can be as low as \$5 if the person doesn't have sufficient funds. There are also programs like "Every Woman Counts" that offer the test for free.

Alejandra Casillas, a medical internist at University of California, Los Angeles' Robert Wood Johnson Clinical Scholars Program, points out that many women don't go to the doctor as much as they should because of a cultural belief that their family comes first.

According to Casillas, Latinas are the least likely group to get Pap tests. A report by the Kaiser Family Foundation indicates that 10 percent of Latinas don't get Pap tests at all and 30 percent let more than three years go by without getting a Pap test. As a result, the women most likely to die of cervical cancer in California are Latinas between 50 and 79.

"That's why it's important," Casillas adds, "to raise awareness among men about the need to encourage and support their wives to get Pap tests."

Although men usually support their wives when they are diagnosed with cancer, there are unfortunately some cases when they abandon them, says Claudia

Colindres, who supports cancer patients and their families through the nonprofit organization Latinas Contra Cancer (Latinas Against Cancer) in San Jose.

Rosario N., who preferred not to give her full name and works as a hotel cleaner in Irvine, says her husband left her five years ago, after her uterus was removed because she had cancer.

"He left me because I couldn't give him kids. I found out he married a younger woman and they already have two kids. It hurt me a lot what he did to me, but at the same time I think he wasn't a good man because he never supported me in anything," said the worker, who is originally from Guatemala.

Zoraida Cruz experienced a similar situation. Her husband of more than 24 years abandoned her when she found out she had cancer. "He told me it was my problem and he went back to Nicaragua, where we're both from. I spent a lot of very sad, dark nights feeling utterly alone. The only people who helped me were my friends, because I don't have family here," says Zoraida, who lost her job as a result of the disease and now lives in Northern California.

In addition to her friends, Zoraida, who is 57 and studied biology in her native Nicaragua, says she has been able to move forward thanks to the help of Claudia Colindres and reading some metaphysics books that have increased her self-esteem.

"I consider myself a very strong woman and I know I'm going to make it through this. The most important thing I've learned is that we women need to love ourselves."

More information:

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Los hombres, clave para prevenir el cáncer cervical entre las latinas

Por María Luisa Arredondo - NAM

Su esposo siempre la presionaba para que se fuera a hacer sus exámenes médicos. Pero ella, tal vez por temor a que le dieran una mala noticia, posponía una y otra vez la fecha para hacer la cita.

Finalmente, a tanto ruego de su esposo, Reyes Cabrera accedió ir a una clínica. Y la pesadilla que tanto había temido se hizo realidad cuando en enero del año pasado recibió por correo una notificación con el diagnóstico de que padecía un severo cáncer de seno y que hay indicios de que también desarrolle cáncer cervical y en los ovarios.

“Todo esto ha sido muy duro para mí. En marzo me tuvieron que hacer una mastectomía y después he tenido que sufrir meses de radiaciones y quimioterapia. Ha habido días en los que he pensado que ya no aguanto más”, dice Reyes con la voz apagada por la debilidad de los tratamientos que ha recibido.

Reyes, quien es originaria de Michoacán pero reside desde hace más de 20 años cerca de San José, California, agrega que el calvario que ha sufrido todavía no llega a su fin.

“Pronto me van a hacer más exámenes para determinar la causa del cáncer porque en mi familia no hay antecedentes de esa enfermedad. Los doctores me han dicho que es muy posible que yo misma esté generando el problema y, si es el caso, me van a extirpar la matriz y los ovarios”, confiesa acongojada.

Lo único que le ha dado fuerzas es su familia, admite Reyes, quien tiene 38 años y es madre de cuatro hijos. “Mi esposo se ha portado muy bien conmigo, él ha sido mi gran apoyo. De no ser por él no hubiera resistido esta prueba

tan dura, desde un principio él me dijo que no me iba a dejar sola y así ha sido. Mis hijos, que tienen 19, 16, 9 y 3 años, también me han ayudado mucho a seguir adelante”, dice la joven mujer.

A juicio de la doctora Diana Ramos, profesora asistente de la Universidad del Sur de California (USC), el apoyo de la familia, y sobre todo de los esposos, es fundamental no sólo para que las mujeres se recuperen de este mal sino también para prevenirlo.

“Cuando las parejas acuden juntas al médico y los hombres se dan cuenta de la importancia de los exámenes de Papanicolaou para prevenir el cáncer cervical, generalmente las apoyan para que se hagan estas pruebas y entonces es más fácil que las mujeres se cuiden”, dice.

Ramos precisa que, en la comunidad latina, de acuerdo con su experiencia, son pocos los hombres que todavía se resisten por prejuicios culturales a que sus mujeres se practiquen el Papanicolaou.

“Por lo general son las mujeres las que toman la decisión de ir al médico para hacerse sus pruebas. He visto muy pocos casos en los que los hombres les impiden esto, más bien a veces hay cierta resistencia de las mujeres porque no tienen seguro médico y creen que el examen es muy caro”, dice la doctora Ramos.

Sin embargo, agrega, los costos de una prueba de Papanicolaou no son tan excesivos como algunos piensan. En algunas clínicas comunitarias se pagan sólo 5 dólares si la persona no tiene suficientes ingresos. Y existen programas como “Every Woman Counts” (Todas las mujeres cuentan) que ofrecen la prueba gratis.

Alejandra Casillas, médica internista del programa de Estudios Clínicos Robert Wood Jonson de la Universidad

de California en Los Ángeles (UCLA) apunta que, por lo general, las mujeres no acuden al médico como deberían debido a que la cultura les ha impuesto la creencia de que primero es su familia.

Según Casillas, en California las latinas son las que menos se hacen la prueba del Papanicolaou. Varios reportes, como el de Kaiser Family Foundation, indican que el 10% nunca se practica esta prueba y el 30% deja pasar más de tres años sin hacérsela. Debido a ello, las mujeres que más mueren por cáncer cervical en el estado son las latinas que tienen entre 50 y 79 años.

“Por eso es muy importante”, agrega Casillas, “crear conciencia entre los hombres sobre la necesidad de que presionen a sus mujeres y las apoyen para que se hagan la prueba del Papanicolaou.

Aunque por lo general los hombres respaldan a sus esposas cuando a éstas se les diagnostica esta enfermedad hay muchos casos en los que, por desgracia, las abandonan, dice Claudia Colindres, quien apoya a pacientes que sufren de cáncer y a sus familias a través de la organización no lucrativa Latinas contra el cáncer en San José, California.

Rosario N., quien prefirió no dar su nombre completo y trabaja como camarera en un hotel de Irvine, dice que su esposo la dejó hace cinco años, a raíz de que le extirparon la matriz porque padecía cáncer.

“Me dejó porque yo no podía darle hijos. Supe que se casó con una mujer

más joven que yo y con la que ya tiene dos niños. Me dolió mucho lo que me hizo, pero a la vez pienso que no era un buen hombre pues nunca me apoyó en nada”, manifiesta la trabajadora, originaria de Guatemala

Zoraida Cruz atravesó por una situación similar. Su esposo por más de 24 años también la abandonó cuando se enteró de que padecía cáncer. “Me dijo que era mi problema y se regresó a Nicaragua, que es de donde somos los dos. Pasé unas noches muy tristes y oscuras en las que yo estaba completamente sola, las únicas personas que me ayudaron fueron mis amigas porque no tengo familia aquí”, dice Zoraida, quien perdió su trabajo a raíz de la enfermedad y vive en el norte de California.

Además de sus amistades, Zoraida quien tiene 57 años y estudió biología en su natal Nicaragua, asegura que ha logrado salir adelante gracias a la ayuda de Claudia Colindres y a la lectura de libros especializados en metafísica que han aumentado su autoestima. “Me considero una mujer con una gran fortaleza y sé que voy a superar esto. Lo más importante que he aprendido es que las mujeres debemos querernos más a nosotras mismas”, subraya.

Más información: Para ver si usted califica para una prueba gratuita de cáncer cervical a través de este programa puede llamar al 1-800-511-2300, de lunes a viernes, de 8:30 am a 5 pm. Hay operadoras que hablan español.

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The Burning Truth: Questionable Science, The Media & Special Interests

By Raoul Lowery Contreras

Several years ago, I weighed into the debate of fire safety in America with a special focus on how California has lead the way to make our homes, and schools and offices safer. And so I recently decided to look back at the debate and found that as I had discovered before, the discussion is not about good public policy and science but about politics and special interests. And it reminded me that when I was a boy I showed little aptitude for science. But I adored scientists anyway. Unfortunately it wasn't for me. I still can't recite the Table of Elements.

But so much has changed because of advancements in science. Dr. Jonas Salk developed a vaccine that saved millions of lives from what every boy and girl in the world feared, polio. Our world is a safer place because of seat belts, fire alarms and pasteurized milk just to name a few. We take for granted new discoveries in medicine and science from plastics to miracles in space. Some miracles in medicine and chemistry have shaped our future and made life easier, more affordable and saved countless lives.

It also reminds me of difficult times,

like when I was a boy many people died in home fires especially in my Barrio neighborhood. There were no ceiling sprinklers, smoke alarms, or fire safety products in construction materials and furniture. Normally benign things like cigarettes, matches, candles, especially religious candles used so frequently by our Catholic Hispanic neighbors were at fault for many home fires. These blazing fires killed many, many people, including neighbors of mine.

Miracle chemicals and a practical California state government stepped into the massive tragedy of annual deaths in home fires in 1975 and ended the continual massacre by fire of entire families. Miracle chemicals didn't stop the fires, they slowed them down so much that most people could escape death and the rate of California fire deaths plummeted when the state required furniture to be imbedded with fire retardant chemicals.

Fire Strikes at the Heart of the Hispanic Community

In taking a hard look at this and other issues, I came upon scientist Gordon Nelson who told us that based on official data compiled by the State of California:

There were 2500 upholstered furniture fire incidents in the state in 1974, the year before enlightened home furniture fire safety standards were required in furniture sold in California. Twelve years later the data showed that these fires had declined by 50 percent. Four years after that (1991) furniture fires in California had dropped to 800 from the 2500 of 1974. That is a 66% drop.

Every year between 1974 and 1991 California averaged a population increase of 750,000 new residents a year according to the U.S. Census. Yet furniture induced fires dropped by two thirds during those years.

In 1982, according to California, 60 people died in furniture fires. Ten years later only 10 people died from furniture fires. The federal government estimated in 1990 nationally that there were 16,000 residential fires which originated in upholstered furniture that resulted in 890 deaths.

Noted University of South Florida Scientist Gordon Nelson observes that "On a per capita basis California should have had 110 deaths rather than the 20 reported for 1990. In official data from 1997-2002 California had no deaths in the category of "Upholstered Furniture and Structure Fires." During that period California had 226,000 fires reported (incomplete data), 50,000 structure fires, and 161 upholstered furniture fires in structures."

Why, then, is it safer to live in California than the rest of the country? I speak of being safer from death by fire or the toxic fumes they produce. Remember when seven children and two adults, nine in all, died in a Cleveland, Ohio residential fire or the three girls and their grandparents

that died last Christmas in Connecticut?

The U.S. Fire Administration, part of FEMA (Federal Emergency Management Agency) reports that California's death rate in 2009 was exactly half of the national average. It was 5.5 per million population versus Washington D.C.'s 33.4 per million, or Arkansas with 28.7 per million and Mississippi with 28.1 deaths per million. The facts are that California with rules requiring fire retardants in furniture ranks 47 in deaths by residential fires or the reverse, 4th best ratio of deaths per million in the 50-state country we call the U.S.A.

Speaking as I do for at least some of 50-million American Hispanics I stand for life and lives. The idea that the worlds most tested fire safety tools, are potentially dangerous when thousands of people -- my fellow Californians of which a plurality are Hispanic -- have survived residential fires is reprehensible. Californians are safer and live through fires like few other Americans since the 1975 fire retardant rules went into effect. That is something to salute, not to decry.

We need to look cautiously at how products affect us, but we also have to decide judiciously what is and is not dangerous. To my mind, certain fire safety tools are an important part of the safety mix and ought to be considered. We must be thankful for those that work in science looking for life-saving chemicals and look with a critical eye at those who would end our successful 35-years-plus of California rules utilizing fire retardant chemicals. Saving lives is serious business, too serious to be left to fringe environmentalists who use junk science to frighten people and their legislators.

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In Mexico Elections, It's Old Media vs. Social Media



by Louis Nevaer - NAM

MERIDA, Mexico – Mexico's presidential elections are less than six weeks away, and for now it appears that opposition candidate Enrique Peña Nieto

remains the clear favorite. His party's reliance on traditional media, however, has ignited a firestorm within the country's "Facebook Generation."

Younger Mexicans expected this to be

the first presidential election cycle in which social networking sites like Facebook, Twitter and LinkedIn would transform the political landscape. Instead, they've found, Old Media is striking back.

At last check, Peña Nieto of the Institutional Revolutionary Party (PRI) held a 20-point lead over his rival Josefina Vázquez, from the ruling National Action Party (PAN).

Vázquez, a Social Media sensation, got millions of women Tweeting, and enlisted millions of youth as "Friends" on Facebook. But her campaign has run up against a PRI advertising blitzkrieg that has blanketed the country's newspapers, billboards and airwaves.

Concepción May is a PRI member. For the past few months she has been hard at work organizing neighborhoods – handing out T-shirts, making sure voters have transportation to polling places and delivering campaign posters people can hang on doors and windows. "This is a campaign and the winner will be chosen by people who get away from their computers and go vote," she says.

That's a far cry from her sister, who supports the PAN candidate but spends her time on the sofa with her Facebook friends. "She might as well be playing video games," May says. "I doubt she even knows where to vote."

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Elecciones Mexicanas: Enfrentamiento de Nuevos vs Viejos Medios

New America Media

MERIDA, México - Las elecciones presidenciales de México están a menos de seis semanas de distancia, y por ahora parece que el candidato de la oposición Enrique Peña Nieto sigue siendo el claro favorito. Sin embargo, la confianza de su partido en los medios tradicionales ha generado una tormenta en el país entre la "generación Facebook". Los jóvenes mexicanos esperaban que este fuera el primer ciclo en las elecciones presidenciales en las que los sitios de redes sociales como Facebook, Twitter y LinkedIn transformarían el panorama político. En cambio, han encontrado, que los medios de comunicación tradicionales o viejos están contraatacando.

En la última revisión, Peña Nieto, candidato del Partido Revolucionario Institucional (PRI), tenía una ventaja de 20 puntos sobre su rival Josefina Vázquez Mota, candidata del gobernante Partido Acción Nacional (PAN). Vázquez, una sensación de los Medios Sociales, tiene millones de mujeres seguidoras en Twitter y a millones de jóvenes como "amigos" en Facebook. Sin embargo, su campaña se ha encontrado con una guerra relámpago de publicidad tradicional por parte del PRI, que ha cubierto todo el país por medio de los periódicos, anuncios espectaculares y las ondas de radio.

Concepción May es miembro del PRI. Comenta que los últimos meses ha estado trabajando muy duro organi-

zando los barrios, entregando camisetas, asegurando el transporte para llevar a los votantes a los lugares de votación así como la entrega de posters de la campaña a la gente para que los cuelguen en las puertas y ventanas. "Esta es una campaña y el ganador será elegido por la gente que se aleje de sus computadoras y vaya a votar", dice ella. Esto difiere mucho del comportamiento de su hermana, quien apoya a la candidata del PAN, pero pasa su tiempo en el sofá con sus amigos de Facebook. "Ella sabe cómo usar juegos de video", dice May. "Pero dudo mucho si sabe a dónde ir a votar".

El PRI, que espera ganar la presidencia después de 12 años de sexenios de los presidentes panistas (Vicente Fox y

Felipe Calderón, el titular actual), parece compartir ese escepticismo en los medios sociales. En un despliegue sin precedentes, el PRI ha cubierto México con posters, espectaculares y folletos que muestran a los candidatos del partido. Los mensajes en la televisión y la radio se transmiten sin parar, al igual que anuncios a página completa en periódicos y revistas. Millones de camisetas, pancartas y calcomanías junto con publicidad en los autobuses del transporte público se han convertido en cosa común, tal y como era costumbre antes de que aparecieran los medios sociales.

Es la audacia del PRI - que se ha gastado una fortuna incalculable en la publicidad tradicional - lo que ha enfure-

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Elections

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The PRI, which expects to win the presidency after 12 years of PAN presidents (Vicente Fox and the incumbent Felipe Calderon), appears to share that skepticism in social media.

In an unprecedented display, the PRI has blanketed Mexico with posters, billboards and fliers displaying the party's candidates. Television and radio advertisements are running non-stop, as are full-page ads in newspapers and magazines. Millions of T-shirts, banners and stickers, meanwhile, along with full-size advertisements on buses and billboards have become common place, as was customary before social media.

It is the audacity of the PRI – which has spent an untold fortune on tradi-

tional advertising – that has enraged Mexico's youth.

In a series of "strikes," "protests" and "rallies," the so-called Facebook generation has taken to the streets in the hundreds of thousands, directing their anger at the opposition and at traditional media – newspapers and television broadcasters – who, they say, have sold out to the relentless advertising of the PRI.

More intriguing still are the demographics behind these mounting protests: 24 million Mexicans (out of a population of 105 million) are aged 29 and under. Of these, 14 million are expected to vote for the first time in presidential elections (in 2006, they were too young to vote).

Most are too young to remember the

heavy-handed tactics of the PRI, and how it governed when it ruled Mexico. Instead, they denounce what university organizers call "a Soap Opera Democracy."

Their movement, moreover, is emboldened by video clips on YouTube, some showing the parents of protestors – identified by name – holding signs in support of their children.

One video that went viral soon after it emerged shows Peña Nieto being jeered off stage during an election campaign rally. Students are heard shouting "Fuera!" – "Out!" – as organizers were forced to cancel the event, which ultimately descended into chaos. Seen more than 600,000 times, the clip has fueled further protests.

The PRI's subsequent statements – that the incident was the result of 131 malcontent students – triggered an improvised "I am #132" YouTube

campaign, in which university students denounce the PRI and the media they see as capitulating to the financial incentives of massive advertising.

The largest rally to date occurred May 20 and was centered on Mexico City's Monument to the Angel, on the city's Paseo de la Reforma. Drawing more than 40,000 protesters, it paralyzed city traffic.

Political commentators and observers see this social media backlash against the PRI's campaign as the beginning of a "student movement" that stands to upend the presidential race in the last month of the campaign. While the latest polls show Peña Nieto with a comfortable lead, they do not reflect the student insurgency that began two weeks earlier.

Whether it will be enough to upend the PRI and their Old Media allies is another question.

Elecciones

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cido a los jóvenes de México. En una serie de "huelgas", "protestas" y "manifestaciones", la llamada generación de Facebook ha salido a las calles en cientos de miles, dirigiendo su ira contra la oposición y a los medios tradicionales - los periódicos y las emisoras de televisión - que, dicen, se han vendido a la publicidad incesante del PRI. Más intrigante aún son los datos demográficos detrás de estas protestas: 24 millones de mexicanos (de una población de 105 millones), están en la edad promedio de 29 años de edad hacia abajo. De éstos, se espera que 14 millones voten por primera vez en las elecciones presidenciales (en 2006, eran demasiado jóvenes para

votar).

Además la mayoría son demasiado jóvenes para recordar las tácticas de mano dura de gobierno del PRI y cómo se comportaban cuando ese partido gobernó a México. En su lugar, denuncian lo que los organizadores universitarios llaman "una Democracia de Tele-novela." Su movimiento, además, está envalentonado por videos en YouTube, algunos de ellos mostrando a los padres de los manifestantes - identificado por su nombre - con carteles en apoyo de sus hijos. Un video que se difundió poco después muestra a Peña Nieto ser abucheado fuera del escenario durante

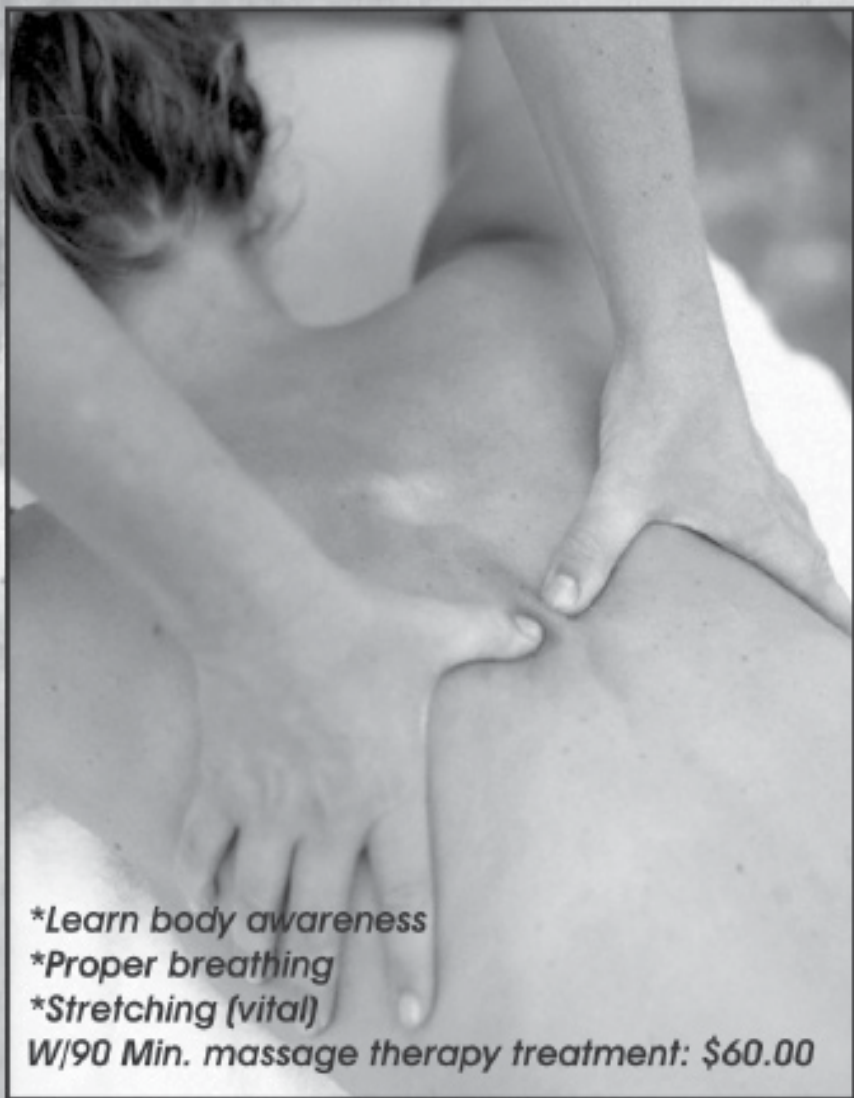
un acto de campaña electoral. Los estudiantes se escuchan gritando "¡Fuera!" - "¡Fuera!" - Ya que los organizadores se vieron obligados a cancelar el evento, que finalmente cayó en el caos. El video fue visto más de 600.000 veces, y sirvió de detonante para provocar más protestas.

Las declaraciones posteriores del PRI -que el incidente fue el resultado de 131 estudiantes descontentos - desencadenó una improvisada campaña llamada "Yo soy #132" en YouTube, en el que los estudiantes universitarios denuncian al PRI y los medios de comunicación que ellos ven como se venden ante los incentivos financieros de la publicidad masiva. La mayor manifestación hasta la fecha se realizó el 20 de mayo y se centró en la

Ciudad de México, en el monumento al Ángel de la Independencia en la avenida Paseo de la Reforma. Atrayendo a más de 40.000 manifestantes, que paralizaron el tráfico de la ciudad.

Los comentaristas políticos y los observadores ven esta reacción por parte de los medios de comunicación social contra la campaña del PRI como el inicio de un "movimiento estudiantil", que quiere hacer añicos la carrera presidencial en el último mes de la campaña. Mientras que las últimas encuestas muestran a Peña Nieto, con una cómoda ventaja, que no refleja la insurgencia estudiantil que comenzó hace dos semanas. Aun no se sabe si esto va a ser suficiente para derrotar al PRI y sus aliados "los viejos medios de comunicación."

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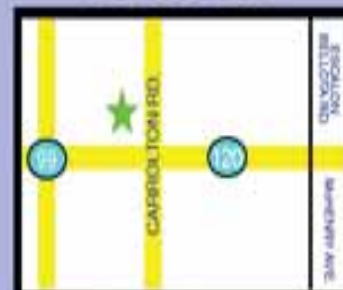
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