

Hispanic Chamber President Appointed to Stockton Port Commission

By Rhashad R. Pittman

The president of the local Hispanic Chamber of Commerce was recently appointed to the governing body that oversees the Port of Stockton. It is the first time in recent memory a Latino has been appointed to the Stockton Port Commission, which plays a major role in the local economy and connects Stockton with dozens of countries throughout the world.

Sylvester Aguilar was one of seven appointees to the Port Commission by the Stockton City Council in March. In addition to his role as president of the San Joaquin County Hispanic Chamber, Aguilar serves as a senior vice president for Bank of the West and president of the Del Rio Country Club.

The Port of Stockton generates millions of dollars in tax revenue for the city and sees \$1 billion in cargo cross its docks each year. It also supports more than 4,500 jobs in the San Joaquin County area.



Hispanic Chamber President Sylvester Aguilar

"It's always been the city's best kept secret," Aguilar said.

The Port of Stockton is governed by a seven member Board of Commissioners. Four of the commissioners are appointed by the City of Stockton and the other three are

selected by San Joaquin County.

The Stockton City Council appointed Aguilar to the Port Commission in early March and he started in his new role shortly thereafter. He will serve a four-year term. Aguilar is only the third Latino to be appointed to the

Port Commission in its history and the first in recent years.

The Port Commission establishes the policies that the Port's staff follows as it conducts its daily operations. One of the main goals of the Port Commission

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Presidente de la Cámara Hispana Nombrado a la Comisión del Puerto de Stockton

- Por Rhashad R. Pittman

El presidente de la Cámara de Comercio Hispana local fue nombrado recientemente a la mesa directiva que supervisa el puerto de Stockton. Es la primera vez en la historia reciente que un latino ha sido nombrado para la Comisión del Puerto, lo cual es un papel vital en la economía local y conecta a Stockton con decenas de países por todo el mundo.

Sylvester Aguilar fue una de las siete personas nombradas a la Comisión del Puerto por el Ayuntamiento de Stockton en marzo. Además de su papel como presidente de la Cámara Hispana del Condado de San Joaquín, Aguilar sirve como vicepresidente mayor de Bank of the West y presidente del Country Club Del Rio.

El puerto de Stockton genera millones de dólares en ingresos fiscales para la ciudad y ve \$ 1 billón en carga cruzar sus muelles cada año. También apoya a más de 4,500 puestos de trabajo en el área del Condado de San Joaquín. "Siempre ha sido el secreto mejor guardado de la ciudad", dijo Aguilar.

El puerto de Stockton está gobernada por una Junta de siete miembros de Comisionados. Cuatro de los miembros de la Comisión son nombrados por la ciudad de Stockton y los otros tres son seleccionados por el Condado de San Joaquín.

El Ayuntamiento de Stockton nombró a Aguilar a la Comisión del Puerto a principios de marzo y comenzó en su nuevo cargo poco después. Él tendrá un mandato de cuatro años. Aguilar es sólo el tercer latino en ser nombrado para la Comisión del Puerto en su historia y el primero en los últimos años.

La Comisión del Puerto establece las pólizas que el personal del puerto sigue, ya que lleva a cabo sus operaciones diarias. Uno de los principales objetivos de la Comisión del Puerto es el fortalecimiento de sus vínculos con la comunidad a través de los esfuerzos de comercialización tanto a nivel local como en el extranjero, incluyendo la oferta de paseos gratuitos en barco, tuvo una reunión reciente que incluyó a todas las cámaras de comercio locales, y la realización de misiones comerciales a varios países.

La experiencia que tiene Aguilar en los negocios y las finanzas y sus roles de liderazgo en la comunidad de Stockton traerán un conjunto de habilidades y la práctica invaluable a la Comisión del Puerto, dijo el director del puerto Rick Aschieris.

"Creo que él va a hacer una importante contribución al Puerto", dijo Aschieris. "La experiencia que el Comisario Aguilar va a traer será tremendo."

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Statue of José María Morelos y Pavón

Mexico's Independence - Sept. 16

In the early nineteenth century, Mexico, with a little influence from the US and France, began talking about a revolt against Spain. Father Miguel Hidalgo from Dolores, Mexico, was a leader of one of the rallying groups. Hidalgo and his officers were planning a revolt for late fall of 1810. The Spanish people found out about the revolt which led the Spanish Government to order the arrest of Hidalgo and his officers. When Hidalgo found out, he called a meeting at his church. He rang the church bell on the night of September 15, 1810 to call his congregation to mass. Here Father Hidalgo rallied the people to fight. He gave the speech which is now known as 'Grito de Delores', saying "Viva Mexico" and "Viva la independencia!" These famous

words have been remembered and are said each year at the Independence Day celebrations.

Everyone fought together, including the Criollos (wealthy Mexicans of Spanish descent), Mesizos (children born from the marriage of a Spaniard and an Indian), and Indians. Armed with clubs, knives, stone slings, and ancient guns, they fought as they marched to Mexico City. A battle took place in Guanajuato between the Spanish soldiers and Hidalgo's followers. The army sacked the town, killing the Spaniards. They continued to fight on their way to the capital. When they finally reached Mexico City, the army hesitated before going in to fight and some of them even deserted the army.

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Port

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sion is to strengthen its ties with the community through marketing efforts both locally and overseas, including offering free boat rides, hosting a recent networking mixer that included all of the local chambers of commerce, and conducting trade missions to various countries.

Aguilar's background in business and finance and his leadership roles in the Stockton community will bring an invaluable skill set and experience to the Port Commission, Port director Rick Aschieris said.

"I think he's going to make an important contribution to the Port," Aschieris said. "The expertise that Commissioner Aguilar is going to bring will be tremendous."

Aschieris said Aguilar will be very helpful in informing the local community about the Port's economic impact in the region. Aguilar has already been instrumental in the Port's marketing and outreach efforts, including on a recent trip that involved Union Pacific Railroad, which is opening a welding facility at the Port, Aschieris said.

"It's always a challenge to keep the

community aware of what the Port is doing," Aschieris said. "His strong background in financial analysis and involvement in the Stockton community makes him an excellence choice."

A Stockton native, Aguilar graduated from University of the Pacific's business school and the Pacific Coast Banking School and completed graduate work at Golden Gate University. He currently serves as senior vice president and Business Banking Relationship Manager Team Lead for the Mid-Valley Business Banking Offices for Bank of the West.

"I've always wanted to be part of the solution when it comes to the redevelopment of Stockton," Aguilar said. "This is a great opportunity."

One of the keys to that solution, Aguilar said, is bringing the Port and the Stockton community closer together so that both can work in unison to help revitalize the region economically.

"We really need to do a better job of being a part of the community and having the community be a part of us," Aguilar said.

Independence

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Before the year was over Father Hidalgo was captured and executed. Some people continued to fight for the cause and Father Hidalgo's Grito de Delores (Cry of Delores) became the battle cry of the Mexican War of Independence. The people fought for eleven years before they finally won their freedom.

Today Mexican Independence Day is a major celebration in Mexico and is bigger than Cinco de Mayo. It is celebrated with a fiesta (party). The celebrating begins on September 15 (the eve of Independence Day) where crowds of people gather in the zocalos (town meeting place) of cities, towns, and villages. In Mexico City a huge square is decorated with flags, flowers and lights of red, white, and green. People sell confetti, whistles, horns, paper-machete helmets, and toys in the colors of red, white and green. There is also plenty of feasting! When the clock strikes eleven o'clock the crowd gets silent. On the last strike of eleven the president of Mexico steps out on the

palace balcony, and rings the historic liberty bell that Father Hidalgo rang to call the people. Then the president gives the Grito de Delores. He shouts "Viva Mexico" "Viva la independencia" and the crowd echoes back. People do this at the same time all across Mexico. While the crowd says this they fill the air with confetti, streamers and hoopla. Castillos explode in showers of red, white, and green.

The actual day of September 16 is similar to July Fourth in the US. There are rodeos, parades, bullfights, horseback rider performances and grand feasts. The statues in memory of Father Hidalgo are decorated with red, white, and green flowers. The Mexican Flag is made up of green, white, and red. The green is on the left side of the flag and symbolizes independence. White is the color in the middle of the flag and symbolizes religion. The red is on the right side of the flag and symbolizes union. These colors are used often in decorating for the Mexican Independence Day fiesta.

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Protecting the Financial Future for Hispanic Families

By Julian Canete



For Hispanics, financial security is a family affair. A recent survey found that 51 percent of Hispanics got help from their parents to cover the cost of education compared with 40 percent for the general population. The same survey also found that 22 percent of Hispanic parents have received financial support from their adult children compared with 9 percent for the general public.

At a time when government social safety nets are under increasing pressure and corporate pensions are all but disappearing, public policy should encourage opportunities for families to protect their financial futures. That's why the House of Representatives should quickly pass the "Insurance Capital Standards Clarification Act of 2014." Without this bill, consumers could see the cost of protecting their financial futures increase by as much as \$8 billion, according to Oliver Wyman, a global management consulting firm.

The legislation, which has already passed the Senate by unanimous consent, ensures that the Federal Reserve has the authority to tailor its rules for insurance companies instead of regulating them in the same way that it regulates banks. This is important because in the wake of the 2008 financial crisis, Congress passed the Dodd-Frank Act which gave the Fed broad authority to regulate certain insurance companies. The Fed has a 100-year history of regulating the nation's banking

system but, until now, has never been an insurance regulator

Unless the House approves the legislation, the Fed says that it must regulate the insurance industry under the same capital rules that it regulates banks. But banking and insurance are fundamentally different businesses. Generally speaking, banks borrow short term and lend long term – for example, by taking liquid, short-term deposits and investing in illiquid long-term assets, such as mortgages. Life insurers, in contrast, generally write long-term policies and invest in long-term assets so that they can make good on their obligations – like life insurance policies – when they come due.

Imposing bank-centric rules on the

insurance industry will make it more expensive for Americans to buy products that can protect their family's financial future. Every year, life insurance companies provide billions of dollars to families through retirement, disability and death benefits. Unless the House acts, the Federal Reserve could be forced to adopt rules that make it harder for insurance companies to provide products that serve as a foundation for long-term financial security.

And insurance companies don't just provide direct benefits to families. They are also an important source of funding for the energy and agriculture industries. In fact, insurance companies are among the largest agriculture lenders in Califor-

nia and play an important economic role for farms in every county in the Central Valley.

With so much at stake for the future of families and of our local economy, it's time for the Republican-controlled House to declare victory in its efforts to begin reigning in some of the most unfortunate aspects of Dodd-Frank Act. The Democrat-controlled Senate passed the Insurance Capital Standards Clarification Act back in June and it's time for Congress to do what's right for the financial security of families and the nation's economy.

Julian Canete is the past president and CEO of the California Hispanic Chamber of Commerce.

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Op Ed: Solar Energy vs. Social Justice

By Andrew Ysiano

As we approach the green revolution and legislation to support the advancement of clean energy and technology, it is of critical importance that we do so in a way that is comprehensive in the large scheme of social and environmental justice.

The issue with the system of solar subsidies in California runs deep. Pockets are well lined on both the industrial and savvy consumers end, while the majority of the people paying for these so-called advancements are unable to afford the solar panels in the first place.

We have learned that the progressive environmental movement must include an awareness and integration

of the socioeconomic factors in environmental and energy decision making. When people of color are paying for the electricity grid and the wealthy neighborhoods are being subsidised by those same people who cannot afford that service, a great injustice is at play.

That is what I have learned through my examination of both the state and federal incentive programs and the companies that are using them to recruit rich and savvy home installers and together share in subsidies unseen by any other community. Yet these communities are paying, and no small share.

Originally devised to encourage entrepreneurship and private investment

for solar in California, the “net-metering” provision of the 2005 Energy Policy Act is the chief mechanism for this ongoing injustice, which is holding back communities economically and in great irony, holding back the entire solar movement. This mechanism allows for the wealthy that can afford solar to offset their electricity costs through the contribution of solar energy generation. They receive incentives for those contributions, save costs on their energy impact, and all the while the solar companies are taking in state and federal incentives on top of the individual gains.

This system relies on affluent consumers access to information and accountants,

and to utilize the incentive programs in ways that less informed and resourceful communities cannot engage with. Even if they wanted to, lower income communities cannot afford the start up costs of solar installation. So for the time, they can only be a part of this faction of the green revolution by paying out for the wealthy. The cost of this in California has left lower income and communities of color with a staggering 1.1 billion in taxes. How can a movement founded in progressive and forward thinking values continue to operate so unfairly and inefficiently? It's time we take responsibility and demand a fair system that truly opens up the door to a wide scale use of solar.

Are Young People Losing the Ability to Read Emotions?

By Stuart Wolpert - NAM

UCLA scientists found that sixth-graders who went five days without even glancing at a smartphone, television or other digital screen did substantially better at reading human emotions than sixth-graders from the same school who continued to spend hours each day looking at their electronic devices.

“Many people are looking at the benefits of digital media in education, and not many are looking at the costs,” said Patricia Greenfield, a distinguished professor of psychology in the UCLA College and senior author of the study. “Decreased sensitivity to emotional cues — losing the ability to understand the emotions of other people — is one of the costs. The displacement of in-person social interaction by screen interaction

seems to be reducing social skills.”

The research will be in the October print edition of *Computers in Human Behavior* and is already published online.

The psychologists studied two sets of sixth-graders from a Southern California public school: 51 who lived together for five days at the Pali Institute, a nature and science camp about 70 miles east of Los Angeles, and 54 others from the same school. (The group of 54 would attend the camp later, after the study was conducted.)

Phone-free zone

The camp doesn't allow students to use electronic devices — a policy that many students found to be challenging for the first couple of days. Most adapted quickly, however, according to camp counselors.



At the beginning and end of the study, both groups of students were evaluated for their ability to recognize other people's emotions in photos and videos. The students were shown 48 pictures

of faces that were happy, sad, angry or scared, and asked to identify their feelings.

They also watched videos of actors

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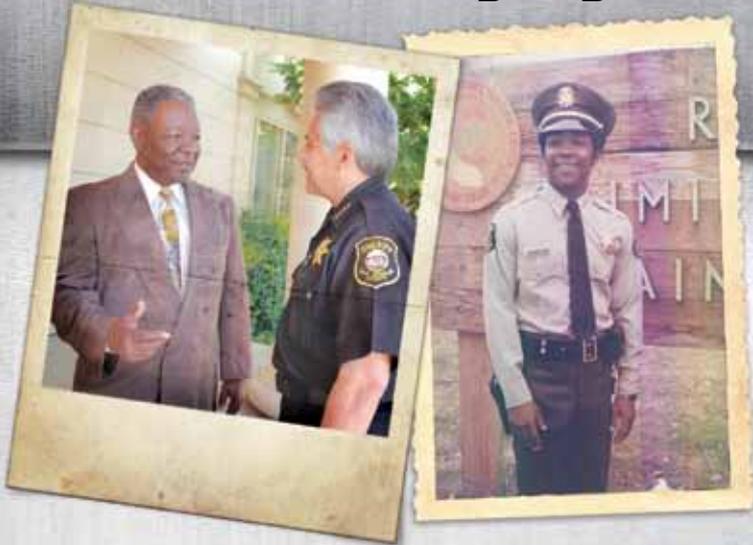
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Emotions

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interacting with one another and were instructed to describe the characters' emotions. In one scene, students take a test and submit it to their teacher; one of the students is confident and excited, the other is anxious. In another scene, one student is saddened after being excluded from a conversation.

The children who had been at the camp improved significantly over the five days in their ability to read facial emotions and other nonverbal cues to emotion, compared with the students who continued to use their media devices.

Researchers tracked how many er-

rors the students made when attempting to identify the emotions in the photos and videos. When analyzing the photos, for example, those at the camp made an average of 9.41 errors at the end of the study, down from 14.02 at the beginning. The students who didn't attend the camp recorded a significantly smaller change. For the videos, the students who went to camp improved significantly, while the scores of the students who did not attend camp showed no change. The findings applied equally to both boys and girls.

No substitute for face-to-face contact

"You can't learn nonverbal emotional cues from a screen in the way you can learn it from face-to-face communication," said lead author Yalda Uhls, a senior researcher with the UCLA's Children's Digital Media Center, Los Angeles. "If you're not practicing face-to-face communication, you could be losing important social skills."

Students participating in the study reported that they text, watch television and play video games for an average of four-and-a-half hours on a typical school day. Some surveys have found that the figure is even higher nationally, said Uhls, who also is the Southern California regional director of Common Sense Media, a national nonprofit organization.

Greenfield, director of the CDMC, considers the results significant, given that they occurred after only five days.

She said the implications of the research are that people need more face-to-face interaction, and that even when people use digital media for social interaction, they're spending less time developing social skills and learning to read nonverbal cues.

"We've shown a model of what more face-to-face interaction can do," Greenfield said. "Social interaction is needed to develop skills in understanding the emotions of other people."

Uhls said that emoticons are a poor substitute for face-to-face communication: "We are social creatures. We need device-free time."

En nuestro mundo digital, estarán los jóvenes perdiendo la capacidad de leer las emociones?

Por Stuart Wolpert - NAM

Las habilidades sociales de los niños pueden estar en declive ya que tienen menos tiempo para la interacción cara a cara debido a su uso mayor de los medios digitales, según un estudio de psicología de la Universidad de California en Los Ángeles (UCLA).

Científicos de UCLA encontraron que estudiantes de sexto grado que pasaron cinco días sin siquiera mirar un teléfono inteligente, una televisión u otra pantalla digital, pudieron leer las emo-

ciones humanas mucho mejor que alumnos de sexto grado de la misma escuela quienes siguieron pasando horas cada día mirando sus dispositivos electrónicos.

"Muchas personas están mirando los beneficios de los medios digitales en la educación, y no muchos están mirando los costos", dijo Patricia Greenfield, una distinguida profesora de psicología en UCLA College y autora principal del estudio. "El declive de la sensibilidad a las señales emocionales – perder la capacidad de entender las emociones de otras

personas – es uno de los costos. El desplazamiento de la interacción social en persona por interacción con la pantalla parece reducir las habilidades sociales".

La investigación estará en la edición impresa de octubre de Computers in Human Behavior (Computadoras en el comportamiento humano) y ya está publicada en internet.

Los psicólogos estudiaron dos grupos de alumnos de sexto grado de una escuela pública del sur de California: 51 que vivieron juntos durante cinco días en el Pali Institute, un campamento de naturaleza y ciencia a unas 70 millas al este de Los Ángeles, y otros 54 de la misma escuela. (El grupo de 54 asistirá al campamento más tarde, después de que se realizó el estudio).

mento de naturaleza y ciencia a unas 70 millas al este de Los Ángeles, y otros 54 de la misma escuela. (El grupo de 54 asistirá al campamento más tarde, después de que se realizó el estudio).

Zona libre de teléfonos

El campamento no permite a los estudiantes utilizar dispositivos electrónicos – una política que muchos estudiantes encontraron desafiante el primer par de días. Sin embargo, la mayoría se adaptó rápidamente, de acuerdo con los consejeros del campamento.

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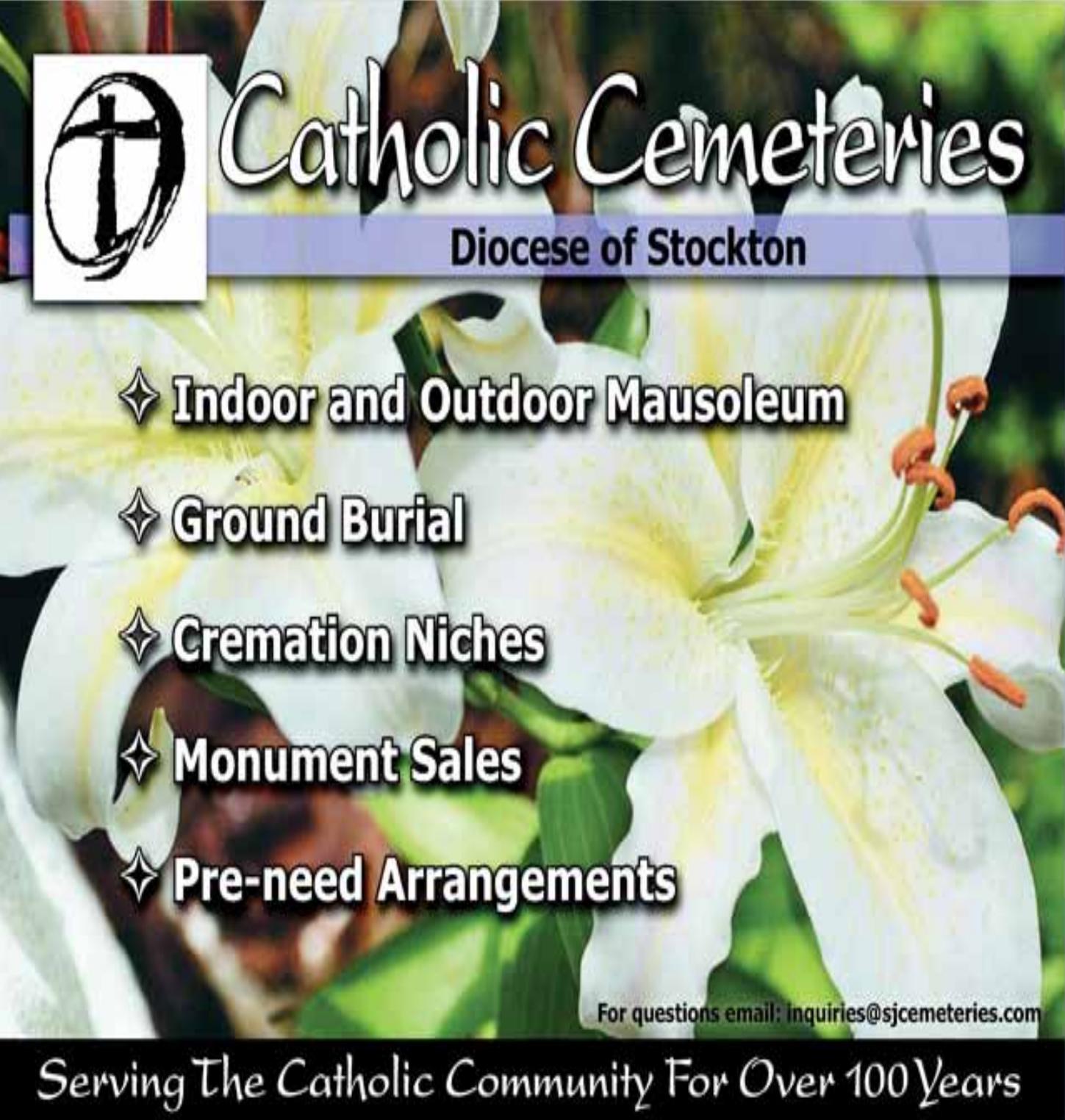
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Emociones

continúa en pág.7

Al principio y al final del estudio, se evaluó los dos grupos de estudiantes por su capacidad de reconocer las emociones de otras personas en las fotos y videos. Se les mostró a los estudiantes 48 fotografías de rostros que estaban felices, tristes, enojados o asustados, y se les pidió identificar sus sentimientos.

Ellos también vieron videos de actores interactuando entre sí y se les instruyó describir las emociones de los personajes. En una escena, los estudiantes toman un examen y se lo presentan a su maestro; uno de los estudiantes está confiado y emocionado, el otro está ansioso. En otra escena, un estudiante está triste después de haber sido excluido de una conversación.

Los niños que habían estado en el campamento mejoraron significativamente durante los cinco días en su capacidad de leer las emociones faciales y otras señales no verbales a la emoción, en comparación con los estudiantes que continuaron usando sus dispositivos digitales.

Los investigadores también observaron cuántos errores hicieron los estudiantes cuando trataban de identificar las emociones en las fotos y videos. Al analizar las fotos, por ejemplo, aquellos

en el campamento cometieron un promedio de 9,41 errores al final del estudio, por debajo del 14,02 al principio. Los estudiantes que no asistieron al campamento registraron un cambio significativamente menor. Con los videos, los estudiantes que fueron al campamento mejoraron significativamente, mientras que las puntuaciones de los estudiantes que no asistieron al campamento no mostraron cambios. Los hallazgos aplicaron por igual a los niños y las niñas.

Ningún sustituto para el contacto cara a cara

“No puedes aprender las señales emocionales no verbales de una pantalla de la manera en que lo puedes aprender de la comunicación cara a cara”, dijo la autora principal Yalda Uhls, una investigadora principal con el Children’s Digital Media Center (CDMC) de UCLA en Los Ángeles. “Si no estás practicando la comunicación en persona, podrías estar perdiendo importantes habilidades sociales”.

Los estudiantes que participaron en el estudio informaron que mandan textos, ven la televisión y juegan video juegos durante un promedio de cuatro

horas y media en un día escolar típico. Algunas encuestas han encontrado que la cifra es aún mayor a nivel nacional, dijo Uhls, quien también es la directora regional del sur de California de Common Sense Media, una organización nacional sin fines de lucro.

Greenfield, directora del CDMC, considera los resultados significativos, dado que se produjeron después de sólo cinco días.

Ella dijo que las implicaciones de la investigación son que la gente necesita más interacción cara a cara, y que incluso cuando las personas utilizan los

aparatos digitales para la interacción social, están pasando menos tiempo desarrollando habilidades sociales y aprendiendo a leer las señales no verbales.

“Hemos demostrado un modelo de lo que más interacción en persona puede hacer”, dijo Greenfield. “Es necesaria la interacción social para desarrollar habilidades en la comprensión de las emociones de otras personas”.

Uhls dijo que los emoticonos son un pobre sustituto de la comunicación cara a cara: “Somos criaturas sociales. Necesitamos tiempo libre de dispositivos”.



Jose Rodriguez, CEO of El Concilio of San Joaquin County with Mexico President Enrique Peña Nieto at a luncheon held at the California State Capital with Gov Jerry Brown. This was the first visit by President Nieto.

Puerto

continúa en pág.1

Aschieris dijo que Aguilar será muy útil para informar a la comunidad local sobre el impacto económico del puerto en la región. Aguilar ya ha sido fundamental en la comercialización y los esfuerzos de divulgación del Puerto, incluyendo en un viaje reciente que involucró a Union Pacific Railroad, la línea de ferrocarril, que está abriendo una instalación de soldadura en el

Puerto, dijo Aschieris.

“Siempre es un reto para mantener a la comunidad al tanto de lo que está haciendo el Puerto”, dijo Aschieris. “Su amplia experiencia en el análisis financiero y su participación en la comunidad de Stockton le hace una opción excelencia.”

Un nativo de Stockton, Aguilar se graduó de la escuela de negocios

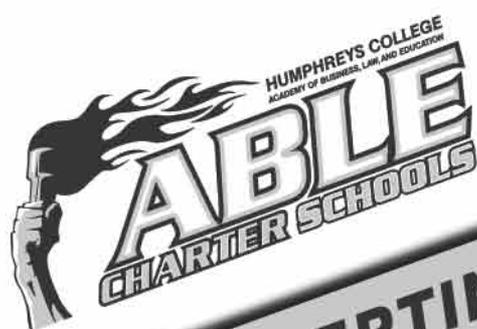
de la Universidad del Pacífico y la Escuela Bancaria Pacific Coast y completó sus estudios de postgrado en la Universidad Golden Gate. Actualmente se desempeña como vicepresidente mayor y Gerente principal del equipo de Relaciones Bancarias de Empresas para las oficinas empresariales Mid-Valley para Bank of the West

“Siempre he querido ser parte de la solución cuando se trata de la reur-

banización de Stockton,” dijo Aguilar. “Esta es una gran oportunidad.” Una de las claves para que la solución, dijo Aguilar, está trayendo el Puerto y la comunidad de Stockton más juntos para que ambos puedan trabajar al unísono para ayudar a revitalizar la región económicamente.

“Realmente tenemos que hacer un mejor trabajo de ser parte de la comunidad y que tiene la comunidad sea parte de nosotros”, dijo Aguilar.

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Water Conservation – New State Regulations

- City of Stockton

In January this year, Governor Brown issued a drought emergency proclamation following three dry or critically dry years. Extreme drought now covers nearly 80% of the state, and these conditions will likely continue. There are many ways to boost local water supplies by recycling and reusing water on-site, but conservation is the easiest, most efficient and most cost effective way to quickly reduce water demand and extend supplies into the next year. Most property owners use more water outdoors than indoors. In some areas 50 percent or more of daily water use is for lawns and outdoor landscaping.

The State Water Board passed new conservation regulations on July 15th that are intended to reduce outdoor urban water use. The regulation requires minimum actions to conserve water supplies both for this year and into 2015. All Californians will be expected to stop:

- Washing down driveways and sidewalks;
- Watering of outdoor landscapes that cause excess runoff;
- Using a hose to wash a motor ve-

hicle, unless the hose is fitted with a shut-off nozzle; and

- Using potable water in a fountain or decorative water feature, unless the water is recirculated.

The Water Board's new regulation's makes an exception for health and safety circumstances. Violations of prohibited activities may be considered infractions and are punishable by fines or up to \$500 for each day in which the violation occurs.

Small changes can make a big impact. Here are 10 water saving tips that can help you reduce water use by 10%:

Indoor

- o Install sink aerators
- o Change to low flow toilets
- o Replace toilet flappers
- o Wash only full loads of laundry
- o Turn off the water when brushing your teeth

Outdoor

- o Install drought tolerant plants
- o Sweep your sidewalk
- o Water less frequently
- o Cover your swimming pool
- o Use a drip irrigation system

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After 29 Years the Men's Soccer Team Returns to UOP



(Stockton, California)

The last time University of the Pacific had a Men's soccer team was in 1985. The first practice for the Pacific men's soccer team was held on Wednesday, Aug. 14. The university is excited about the return of Men's soccer. The team has 23

players, 15 of them are freshmen. This young team will help build the soccer team for the next four years. The other players are: four junior transfers and two sophomore transfers, plus one junior and two sophomores from Pacific soccer club team.

University of the Pacific Men's Soccer team is the only NCAA Division 1 soccer team in the central valley. The head coach is Ryan Jorden. He was the head coach at California Baptist University for the last five years, finishing as the most successful coach in program history. He led the Lancers to five straight postseason, including their first-ever NAIA national tournament appearance in 2010. He has also led the Lancers to a PacWest title and two straight NC-

CAA National Championships. Assistant Coach Jordan Ferrell comes to us from San Joaquin Delta College their past head coach.

The Tigers regular season opener is on the road at UC Riverside, August 29, the first of six-straight road games before the home opener on Sept. 27 against UC Santa Cruz. All the games for women and men soccer teams are for free this year. Bring the whole family and support our Tigers.

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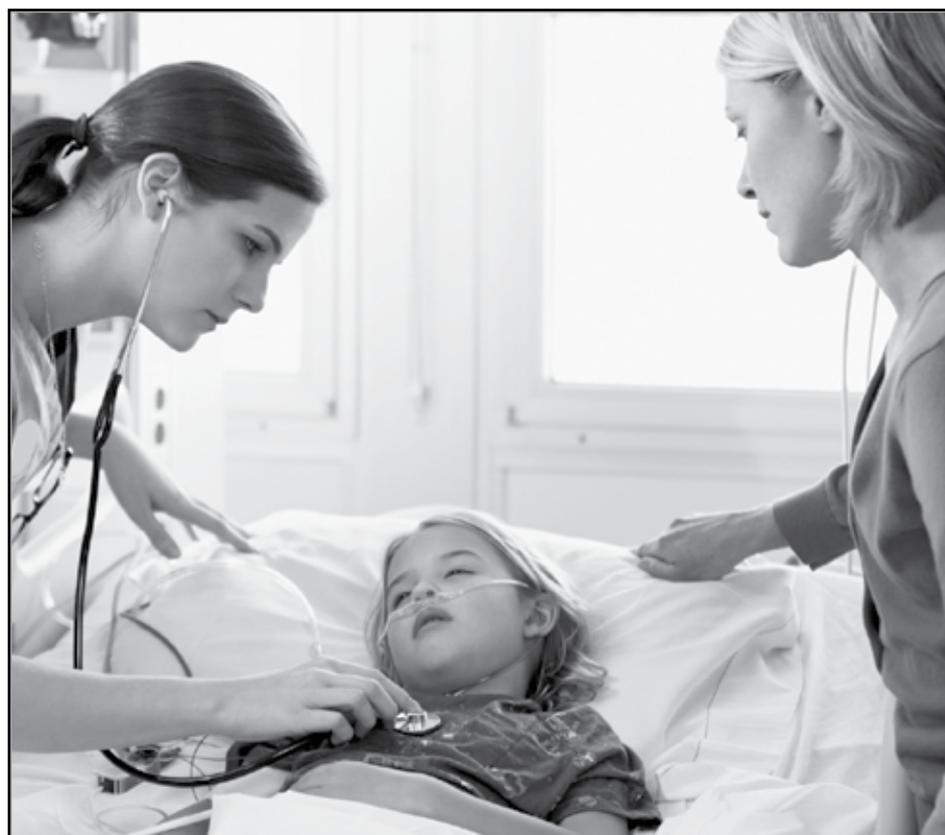
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U.S. Workers' Pay Keeps Just Ahead of Inflation

By Gary Strauss

How much of a pay raise are you expecting next year?

U.S. employers plan to give pay raises averaging 3% next year, about par with the 2.9% average raise in 2014 and 2013, according to a survey of nearly 1,100 U.S. companies released Monday by compensation consultant Towers Watson. Inflation is currently running at about 2.1%.

"Your average employee is barely keeping ahead of inflation," said Towers Watson managing director Laury Sejen. "It's a little bit disappointing."

Top performers who received the highest performance ratings got 4.5% raises this year, while average-rated workers got a 2.6% boost.

A broader international Towers Watson study found companies are falling short of pay and incentive programs and are not differentiating pay for top performers as much as they have been in recent years.

And among more than 32,000 employees who participated in the survey, just 50% believe they were as fairly compensated as their peers, and just 40% see clear links between pay and performance.

"Employees believe that employers are falling short in how pay decisions are made and that there is much need for improvement," Sejen said.

As the labor market heats up, soft salary increases could spur more turnover.

"Base pay is the No. 1 reason why employees join a company or choose to leave," Sejen said. "So there's value in companies making the effort to improve base pay."

The median annual salary among the nation's 106.6 million workers is now about \$40,560, according to the Bureau of Labor Statistics.



Local Child Care Provider Races to the Top!

Nancy Garcia, Director of The Learning Center in North Stockton, reached Tier 5 in Raising Quality!, the county's quality rating and improvement system for early learning and development programs.

This rating system, which launched in 2013, is designed to help parents find high-quality child care and early learning opportunities for young children – and to help ensure all children develop the skills they need to be successful in school and life. The rating system includes five tiers, with Tier 5 signaling the highest level of quality.

The development and implementation of the Raising Quality! rating system have been funded through Race to

the Top (RTT), a federal grant designed to support states' efforts to improve early learning programs. The San Joaquin County region will receive \$2.4 million over the course of the four-year grant, with local Race to the Top efforts being coordinated by First 5 San Joaquin.

"The launch of Raising Quality! represents a pivotal step in ensuring positive outcomes for our youngest learners," said Lani Schiff-Ross, Executive Director of First 5 San Joaquin. "This new rating system will help providers develop and help parents identify high-quality child care for their infants, toddlers and preschoolers."

The new preschool and child care rating system is voluntary. Unlike cur-

rent child-care licensing inspections, which only evaluate whether basic health and safety guidelines are met, Raising Quality! looks more closely at the learning and development opportunities a program provides: what level of education a teacher or caregiver has, for example, and whether a curriculum is in place to support school readiness.

"I have been very fortunate to be a part of RTT," said Garcia. "Being in this program has definitely helped raise the overall quality of my program. RTT has given me that nudge to improve in all areas of my environment to better meet the needs of the children. In the Early Childhood Education field we know that early intervention is the best. So if

we as child care providers can reach children even before they go to preschool . . . what an incredible service we are providing for that child, parent, family and our entire community!"

Any licensed family child care home, or public and private center serving low-income children, non-English speakers, and/or children with special needs, ages 0-5 are invited to participate in Raising Quality! at no cost. Participants are eligible for support to assist in improving their programs, and cash incentives for achieving high levels of quality.

For more information on Raising Quality! contact First 5 San Joaquin at (209) 953-5437 or check out their website, www.sjckids.org.

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Why Rural Matters



By NCLR

From America's smallest rural towns to its largest urban centers, many of our nation's schools have failed to provide the education that would prepare our children for success in college and careers. Several years ago, however, a vast and diverse cross section of educators, parents, and elected state leaders came together to map out a set of standards to ensure that we are giving our children quality educational experiences. Even more important was the recognition that a child's ZIP code would no longer determine whether that child receives a quality education.

The Common Core State Standards, adopted in 43 states, provide our kids, regardless of race, ethnicity, or geography, an opportunity to receive the type of education that prepares them to be tomorrow's innovators and leaders. This is particularly good news for rural communities that face unique challenges when it comes to education. For rural California, where a majority of students are Latino, this new, more rigorous educational focus matters greatly.

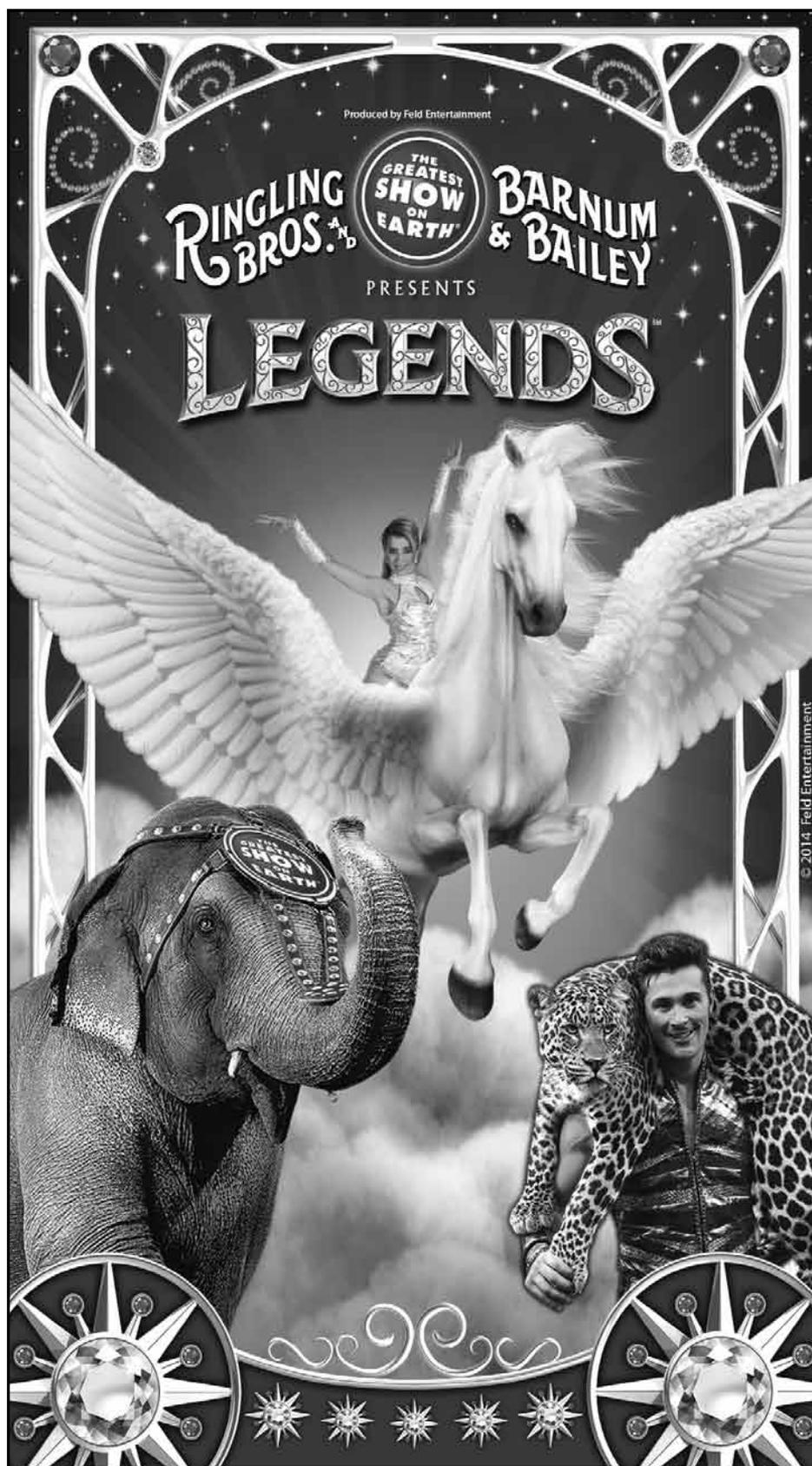
According to recently published statistics, California is among the top 10 states with the highest rates of rural student enrollment. Whereas the national median stands close to 150,000 students, California's rural student population is almost three times that, at nearly 342,000. Of these students, more than three in five (61%) are minority students, the majority of whom are Hispanic. Data suggest that their educational experiences are far from adequate, as they score well below the national medians on the National Assessment of Education Progress (NAEP) in both reading and math for grades four and eight.

The challenges are great. Nearly one-third of rural Latinos are under age 15, speak English well or very well, and speak a second language (mainly Spanish) at home. One-third of these children live in poverty, which can be

attributed to the significantly lower levels of educational attainment and greater unemployment among Latino adults. In San Joaquin County, only 9% of adults 25 years or older have associate's degrees, and 12% have bachelor's degrees. While the statistics paint a bleak picture, frameworks such as the Common Core offer an opportunity to change this landscape by providing the necessary structure to improve educational opportunities for rural Latino students. The result is a better-prepared workforce for tomorrow.

The Common Core State Standards, while not a cure-all for the challenges to life and opportunity in California's rural communities, nonetheless provide students with the opportunity to be competitive with their city peers. For the first time in our country's history, students in the cities, suburbs, and rural towns will have equal access to courses that prepare them for a future beyond high school. Moreover, parents will know that their children are held to the same standards and expectations that students are held to in other states. This is important because our students, whether they choose to stay in California or move to other parts of the country, know that they will be ready to compete in the global economy on a more level playing field.

Equity of opportunity and equity of outcomes are the promises underlying the Common Core State Standards, but providing consistent standards is just one part of the process. Effective implementation of the standards is essential to fulfilling this promise, and nowhere is this more important than in rural communities, where school enrollment is increasing and needs are rising. Whether you come from a hometown of 600 people or six million, you deserve an equal shot at going to college, getting a good job, and providing for yourself and your family. That is what's at the heart of the Common Core. For our students and our families, that is why rural matters.



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