

Salinas Says He Will Resign!

"Some people will probably be happy to see me leave the Council" said City Councilman Victor Hernandez when he vowed that if the hopefully called election to reconsider the venue tax for the City would fail.

The proposed Venue tax election last month failed the City's attempt to impose a tax on hotel rooms and rental cars in order to raise monies for a new little league park and a championship softball complex in Northeast Lubbock. The proposal was defeated by 1,000 votes with minority districts who comprise the majority population North and East Lubbock and the Anglo dominated West side of Lubbock voting soundly against the measure.

"I'm committed to doing this because I see that our community is being left out and we need to do something to change the situation," said Hernandez.

In a press conference held on Tuesday supporters of Little League parks gathered to announce that they would gather signatures on a petition to call the election. According to election

rules, 1,848 signatures are needed to call the election.

Rick Salinas, representing the Northwest Little League explained to the press his group's disappointment.



"When we learned that the all the propositions were defeated, many of us felt mentally, emotionally and physically drained. And yet, as bad as we all felt, we knew that we could not quit. Currently, it's the bottom of the ninth and we know we are behind. Behind, not just by one or two but by 1,848. To us, this is a chance to show our kids that although we're down we're not out. We must pick ourselves up and continue on."

Minority leaders throughout Lubbock had called the election a chance for North and East Lubbock a chance for the neighborhood to prosper economically

"Simply put, north and East Lubbock have been for many years in the survival mode," said Stephanie Hill, president of the Martin Luther King Little League. "We have worked hard to keep our neighborhoods and schools alive. We have strived to keep our businesses open and we have tried to keep our dignity intact."

Many resident of the Mexican American community are saying that the Cinco de Mayo holiday kept many people from voting. If called the election will be set for the next regular scheduled election to be held in November.

"We know that we will receive criticism from many in this community and that

it would be easier to accept the outcome of the May 5th election." said Ms. Hill in closing the conference. "But I would ask those that would criticize us to try to understand that we do not do this lightly or without regard to the recent election. We ask that people understand that we act not in malice but out of love for our community, for our families and for our children."

Petition are currently available at the Magic 93.7 studios, at 904 East Broadway, El Editor offices - 1502 Ave. M, at many businesses in North and East Lubbock.

News Briefs

NBC hopes to ride the Lopez craze

By Elbert Garcia

With hundreds of her fans snatching her albums and anticipating a new film at the end of this week, television network NBC hopes that Latino entertainer Jennifer Lopez can succeed where the NFL failed, announcing a small screen production with the Latina entertainer on Monday.

Lopez, who's new film "Angel Eyes" premieres nationwide Friday, will produce four music specials for the network starting this fall and also develop a half-hour sitcom based on her family and upbringing in the New York borough of the Bronx.

"Jennifer Lopez is the country's hottest entertainer now with crossover appeal in film, music, fashion and many other genres," Jeff Zucker, president of NBC Entertainment, said in a statement released to the press.

Lopez' manager, Benny Medina, trade publication Variety that Lopez would be a "hands on" executive producer for the sitcom, which is expected to draw from the humorous personal experiences of the actress-singer growing up with her two sisters, parents and grandparents in the Bronx.

"A show like this, a neighborhood comedy involving a family in a multicultural environment, with an engaging point of view and voice, is something NBC has put an emphasis on," said Medina.

According to Variety, the Lopez deal was the brainchild of the head of NBC alternative series and specials, Jeff Gaspin, who developed a tight relationship with the actress-singer when he worked at VH1, a former VH1 executive who recently took charge of

"When I got to NBC, I knew that Jennifer had just had a No. 1 selling album and top-grossing film in the same week, but that she'd never had a TV special," Gaspin told the publication.

Lopez is only set to appear in the first special, which will focus on her current top-selling album "J.Lo," and be similar to musical network showcases done for artists like the Faith Hill, the Dixie Chicks and Madonna. Additional music and entertainment specials will be co-produced by Lopez's recently launched production company, Nuyorican Productions, which is also expected to be involved with the sitcom.

NBC, which made news last week when its venture with the World Wrestling Federation, the XFL folded, has seen its on-dominant television line-up come up short several times this season against CBS' "Survivor" and ABC's "Who Wants to be a Millionaire" franchise.

Will the other networks step up? NBC's announcement came on the same day that the network announced its fall line-up, which will also feature a drama about Justice Department agents starring Jon Seda called "Undercover" on Sundays at 10 p.m.

The announcements come at what has been a mixed season for Latinos on television and cable. While this season saw the renewal of Showtime's "Resurrection Blvd," which features an all Latino-casted East LA-based drama, it also saw the CBS rejection of Gregory Nava's "American Family" pilot for its fall line-up.

"Family" would eventually be picked up by the Public Broadcasting Corporation, who will air episodes of Edward James Olmos vehicle this fall.

They also come almost two years after the major networks signed memorandums of understanding to change employment practices and representation of African-Americans, Asian-Americans, Native Americans and Latinos on their networks.

Bush asks for trade authority

WASHINGTON, President Bush asked Congress on Thursday to cede to him much of its power to negotiate trade agreements, a request that faces stiff resistance from lawmakers in both parties as well as labor unions, environmentalists and other critics of existing and planned trade accords.

In a letter accompanied by an outline titled "The President's 2001 International Trade Agenda" that was addressed to leaders of both parties in the House and Senate, Bush said he wants a law giving him what he calls "trade promotion authority" -- also known as "fast-track" -- enacted this year.

He said the executive branch's lack of such authority since 1994 -- Congress that year did not renew the Nixon-era law granting the power -- has left the United States lagging behind

major trading partners such as the European Union and Japan in opening new markets abroad via expanded free trade.

"We have no time to waste in reasserting America's leadership on trade," the president wrote. "We can no longer afford to sit still while our trading partners move ahead without us."

"For that reason, I have placed the enactment of U.S. trade promotion authority at the top of my trade legislative agenda," he added.

But persuading Congress to cede its power to fine-tune trade accords and instead vote on them on a strictly up-or-down basis, as it did for 20 years and six presidents, will be no mean feat.

Conservative Republicans have long feared that fast-track would give a president the ability to negotiate away U.S. sovereignty without a proper check from Congress. Many Democrats and some moderate Republicans have said they would not support the measure unless basic environmental and labor safeguards are written into any trade treaty negotiated under fast-track.

"Enforceable core labor and environmental standards must be part of negotiated trade agreements," said Rep. Sander Levin of Michigan, the ranking Democrat on the House Ways and Means subcommittee on trade. "Approaches that sidestep these issues won't work. Discussions with UN agencies, as suggested by the administration, can be useful but are not a substitute."

Levin, whose mostly suburban district north of Detroit is home to several manufacturing and service facilities tied to the auto industry, is not alone in opposing a return to the expedited approach of fast-track authority.

Sources on Capitol Hill said opposition to the proposal among Bush's fellow Republicans is substantial, though none of them would estimate how many might vote to reject fast-track. Republicans have 11 more seats in the House than Democrats, there are also two independents.

Seven House members -- three Democrats and four Republicans -- sent a letter to Bush in late April saying farmers in their rural districts (in Alabama, Georgia, Minnesota and North Carolina) would be harmed by drastic cuts in, or elimination of, government subsidies for commodities such as citrus, wheat, soy and beef. Big agricultural producers such as Brazil and Argentina have long called for any trade pact with the United States to force limits on subsidies and make their own products more competitive in the world's biggest market.

In the Senate, Montana's Max Baucus, the ranking Democrat on the Finance subcommittee on international trade, sent a letter to the president this week signed by 61 senators, including 20 Republicans, opposing any potential trade deal that would weaken the United States' ability to impose penalties against countries that flood the U.S. market with goods sold below cost, a practice known as dumping.

In outlining his goals, Bush wrote that he wanted to "build an American trade agenda from the ground up, reflecting the views and interests of American farmers, workers, business and the American people." He said he would work closely with



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Latinos Become Contenders in Major Mayoral Races

By Megan Beste

With the convincing victory of 32-year-old Mexican-American Ed Garza over two white opponents in San Antonio's May 5 mayoral race, Latinos have taken a substantial step to convert their growing numbers into big-city power this year.

They are now in charge of, or in contention to run, five of the country's 11 largest cities.

In addition to San Antonio (No. 9), San Jose, Calif. (No. 11) has a Mexican-American mayor. In 1998, Ron Gonzales was elected at age 48.

Strong, youthful Latino candidates are now serious contenders in city hall races to be decided this summer and fall in New York City (No. 1), Los Angeles (No. 2), and Houston, (No. 4). They include:

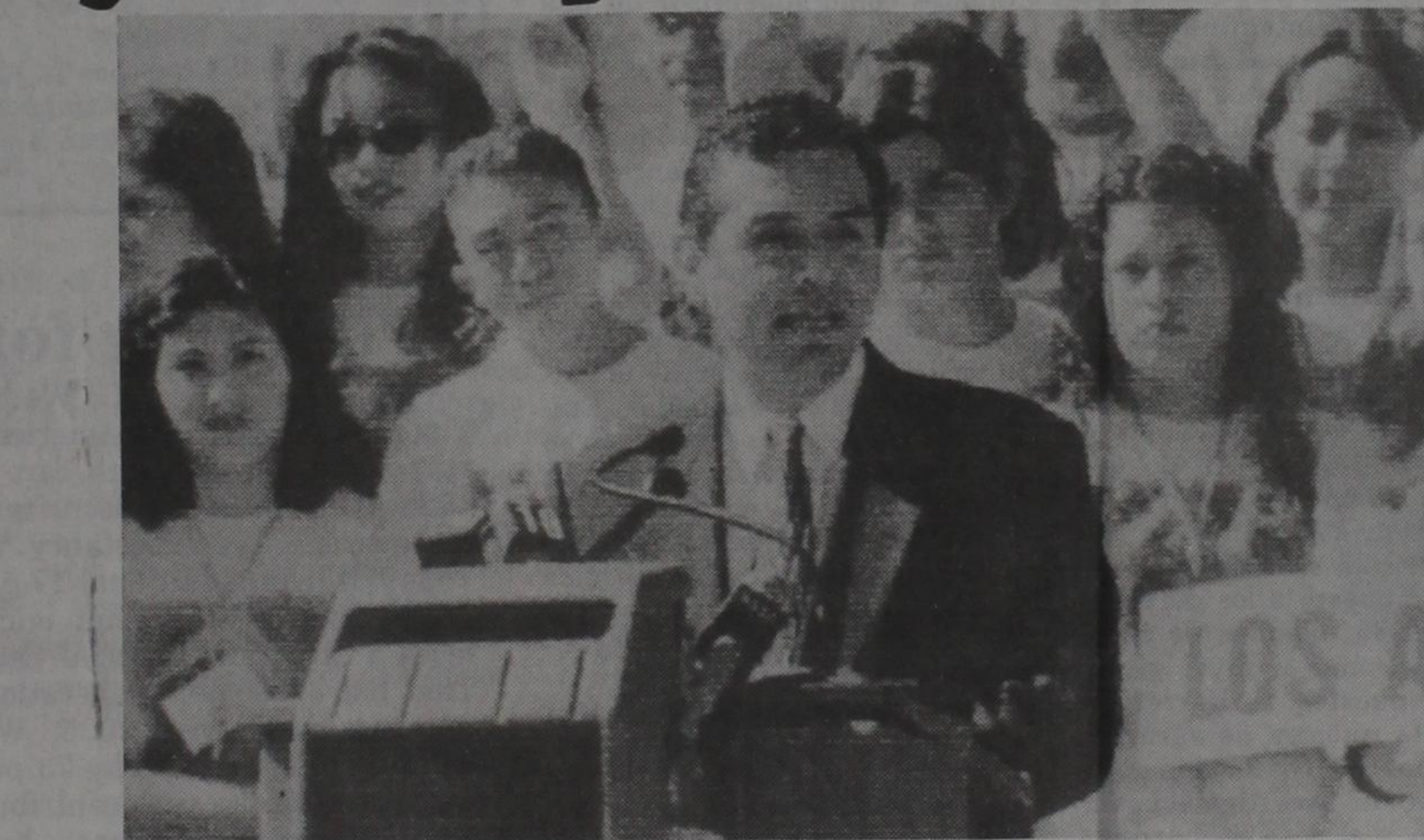
-- June 5: In Los Angeles, former California Assembly Speaker Antonio Villaraigosa, also Mexican American, appears to have a better-than-even chance to defeat runoff opponent James Hahn. In a crowded nonpartisan April 11 primary, Villaraigosa, 48, gained 30 percent of the vote, Hahn 25 percent. No Hispanic has been elected Los Angeles mayor in nearly 130 years.

-- Sept. 11: In New York City, Bronx Borough President Fernando Ferrer, 46, faces three white opponents in the Democratic primary, while 71-year-old former Democratic Congressman Herman Badillo, now a Republican, will vie for the Liberal nomination. Both are Puerto Rican.

-- Nov. 6: In Houston, three-term City Councilman Orlando Sanchez, 43, a conservative Cuban American, is counting on Republican and independent support against incumbent Mayor Lee Brown in the non-partisan race. No Hispanic has been elected mayor there.

"This is the first time ever that we've had this number of top candidates in major cities," says Larry Gonzalez, director of the Washington, D.C., office of the National Association of Latino Elected and Appointed Officials. "It's definitely an indication of the growth and education of the community. People are beginning to feel like they're real stakeholders in their communities, with power to elect candidates of their own."

While carefully cultivating their rich bases of support in the Hispanic community so they



AP: L.A. Mayor Backs Villaraigosa As His Successor

aren't viewed as too "ethnic," the Latino candidates in the three upcoming races are conducting broad-based campaigns that stress their commitment to all groups, and their records as unifiers who can move the diverse elements of their municipalities forward in harmony.

They talk about the larger issues and have agendas that reach out to the entire community, says Gonzalez. "The issues are the same for everyone -- education, crime, health care."

One city where Latino politicians don't have to contend with the "Hispanic candidate" label is Miami (No. 48). All seven candidates in its Nov. 13 mayoral election are Latino. Incumbent Joe Carollo faces a field that includes fellow Cuban American Xavier Suarez and Puerto Rican Maurice Ferré, both former mayors of that city.

Suarez doesn't couch the "Hispanic candidate" issue: "Here Hispanics constitute a critical mass of voters and contributors, which means the message doesn't have to be diluted to conform to the dilution of values that has taken place in the mainstream cities."

In recent years, there has been a bounty of new Hispanic mayors in cities of all sizes. Between 1996 and 2000, their number increased 22 percent, from 176 to 214, according to NALEO.

Among other cities currently governed by Latino mayors are

El Paso (No. 23, Ron Gonzales), Albuquerque (No. 35, Jim Baca), and Santa Ana, Calif. (No. 52, Miguel Pulido).

The benefits of having Latino leadership in city hall are multiple, says Antonio Gonzalez, president of the William C. Velásquez Institute in San Antonio. "When a competitive Latino mayoral candidate is running, the data clearly suggest that the Latino share of total votes cast is nearly double," he said.

When, in 1981, Henry Cisneros of San Antonio was elected as the first Hispanic mayor of a top-ten U.S. city, the Latino turnout of registered voters was 57 percent, well above the overall voter turnout of 40 percent. Two years earlier, Latino voter participation was just 15 percent.

Both Cisneros, who was mayor there for eight years, and Federico Peña, who served as mayor of Denver from 1983 to 1992, saw their municipal posts catapult them to national political stature. Cisneros served as

secretary of the Department of Housing and Urban Development in the Clinton administration from 1993 to 1997. Peña served as secretary of the Department of Transportation in Clinton's first administration and as secretary of the Department of Energy for a year and a half in his second.

When both were mayors in the 1980s, Cisneros and Miami's Suarez worked closely together to organize Hispanic leadership and bring Hispanics fresh nationwide visibility and influence.

Suarez sums up the situation today: "The national phenomenon of Hispanic involvement is important, as the culture has values that other immigrant groups have tended to leave behind as they were 'melting' into the melting pot that is America."

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Bush Appointee Gives Latino Merchant's A Friend In Washington

By Tony Castro

The strains of mariachi trumpets and violins blared behind him so Héctor V. Barreto could be excused if he had difficulty understanding what presidential candidate George W. Bush was saying to him at the campaign event.

Then he realized Bush was speaking to him in Spanish.

Qué linda la música, Bush repeated.

Barreto was pleased to hear Bush speaking the native language of the more than 3,000 Latinos who were there to hear the leading Republican presidential aspirant address the Latin Business Association's annual Expo luncheon. As it turned out, Bush's speech would be a watershed event. He unveiled his sweeping education reform proposals that became a cornerstone in his campaign -- and which are now the centerpiece of the Bush administration's education initiatives.

Bush's speech that day, says Barreto, impressed even longtime liberals in the Los Angeles Convention Center crowd. "I told him beforehand," recalls Barreto, "that the audience would include some Democrats who might be hostile to his views, and he said, 'All I want is an opportunity. I'll take my chances.' I said to him, 'That's all the Hispanic community wants.'"

The event would also project the handsome, youthful Barreto, then president of the Latin Business Association, into the national spotlight as one of Bush's leading Latino advocates, and pave the way to a high-profile role at last summer's GOP national convention in Philadelphia.

Today, Barreto is awaiting Senate confirmation as President Bush's nominee to run the Small Business Administration. He comes to the SBA not with the background of a career politician, but with the experience of a Latino businessman. He is concerned about the same issues

that affect small businesses in general and Latino businesses in particular.

"We're overtaxed and over-regulated," Barreto says. "George W. Bush is the best hope for America's 24 million small businesses."

Latino business leaders who know Barreto predict he will quickly energize an agency that has been criticized as slow-moving. One of his key advantages, these leaders say, is that he has no formal government experience and its accompanying bureaucratic baggage.

"If anyone can make changes within the SBA to make it more proactive, more innovative, to get more results, Héctor is the man for the job," says Richard Amador, president and chief executive of CHARO Community Development Corp., which serves small businesses in East Los Angeles.

Ruth López Williams, who replaced Barreto as chair of the Latin Business Association, notes that Barreto would be the first SBA administrator from the West Coast.

"Héctor knows how to keep the small-business community visible," she says. "He has strong public relations skills, and he is efficient. He's professional, articulate and able to cut through red tape. And he's very sensitive to the fact that small Latino businesses are playing a major role in the assimilation of immigrants coming to the U.S."

Héctor V. Barreto, 39, is also impeccably well-bred for the position. His father, Héctor V. Barreto Sr., an immigrant from Guadalajara, Mexico, started a Kansas City, Mo., restaurant and then helped found the U.S. Hispanic Chamber of Commerce in 1979. Barreto has followed in his father's footsteps, becoming vice chairman of the U.S. Hispanic Chamber of Commerce, which now represents 1.5 million Latino businesses.

In 1986, Barreto founded Barreto Insurance & Financial

Services Inc., a Los Angeles-based employee-benefits firm that generates an estimated \$3 million in revenue. His other business is a securities broker-dealer called TELACU/Barreto Financial Services Inc.

"I've worked hard to build my business from just me to 10 employees," he says, "and I want my company to keep on growing. When I retire, I hope to pass it on to my children."

Barreto and his wife have two daughters. They live in Glendale, Calif., where neighbors describe him as a devoted husband and father. Fellow businessmen call him "unselfish" and "giving" -- two adjectives that Barreto, in turn, applies to Bush. "(President Bush) actually had a business, had a payroll," says Barreto. "One of us is finally president. Bush stands for reducing the taxes on small businesses, limiting government regulation and instituting fair tort reform."

Bush, says Barreto, will "break the iron grip of litigation, taxation and regulation to help mom-and-pop stores, manufacturers, high-tech startups and family farms." Bush, he adds, has pledged support for partial privatization of Social Security, a full repeal of the death tax and overall tax reductions. Barreto likes Bush's support of tort reform, regulatory reductions, expanded research and development, and the removal of trade barriers.

Barreto, meanwhile, comes to the position with strong credentials of bipartisan support. His company is located in the headquarters building of The East Los Angeles Community Union, a powerful Eastside development and financial agency whose president, David Lizárraga, is a close Barreto ally, as well as a major political mover and shaker in California politics. The site is also home to TELACU/Barreto Financial Services.

"He's been a major advocate of small businesses in Los An-

geles for a long time, especially minority-owned businesses," says Roberto Barragán, president of the Valley Economic Development Center. "We're looking forward to having someone in our corner."

As head of the SBA, Barreto will earn a \$130,000 a year salary and oversee an agency with an annual budget of \$905 million and a federal loan portfolio in excess of \$10 billion that provides financial assistance to owners of small businesses, including minorities and female entrepreneurs.

Being Latino and based in Southern California, Barreto also assumes his SBA position with enormous expectations among Latino businesses. He himself says that the rapid growth in Hispanic businesses -- 750 percent over the past 20 years -- is "one of the engines powering the economy, especially in California."

Today nearly one of every four Latino businesses nationwide is in Los Angeles County, according to Commerce Department statistics.

"Nationwide," says Barreto, "roughly two million Hispanic-owned businesses account for more than \$200 billion dollars in annual revenues." He banks on trusting a new president who has vowed to improve the lives and businesses of the country's growing Latino population.

"George W. Bush es mi amigo, and he's also a friend of small business," says Barreto, repeating a phrase from his Republican National Convention speech. "With him in the White House, every American will have the chance to share in the prosperity and the promise of the American dream -- *el sueño Americano*."

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Study tallies where Hispanics worship, how they vote

By Ted Parks
Religion News Service

COSTA MESA, Calif. -- In a landmark study of the religious affiliations and practices of U.S. Hispanics, researchers have found that while more Hispanics are becoming Protestants, their spiritual conversion does not translate into a political one, with evangelical and Roman Catholic Hispanics sharing similar voting patterns.

Zeroing in on the connection between religion, politics and other aspects of public life, the findings represent the first phase of a three-year project, "Hispanic Churches in American Public Life," funded by a \$1.3 million grant from the Pew Charitable Trust. Preliminary findings were presented May 4 at Vanguard University, near Los Angeles.

Bridging the divide between Roman Catholics and Protestants, the project marks a historic milestone, especially the partnership of ethnic, of ecumenical relations," said the Rev. Jesse Miranda, Vanguard professor, longtime leader in the Assemblies of God and project co-director.

The study's Roman Catholic co-director, the Rev. Virgilio Elizondo, founder of the Mexican American Cultural Center in San Antonio, said he marveled at the revelation of a common social vision among Hispanics that transcends denominational barriers.

"There's... very little significant difference in the way we relate to the social and civic life of this country," Elizondo said. Referring to a finding shared across confessional lines that government must respond to fundamental needs like health care, whether immigrants are legal or illegal, Elizondo added, "You might say that blood and ethnicity is much, much stronger than anything else."

Among the specific conclusions of the study's initial phase: * About 70 percent of the country's 35.4 million Hispanics are Roman Catholic, and 22 percent are Protestant. Hispanic Protestants have gained ground from the 18 percent of the Hispanic population they represented in the late 1980s. Elizondo said churches in both groups were growing because Hispanics identifying themselves as Catholic but who were only nominally so were becoming more active in their parishes.

* Among non-Catholic Hispanics, the majority (61 percent) are evangelical Christians. Sixteen percent belong to mainline Protestant denominations.

* Religious bodies outside traditional Protestant circles, like the Jehovah's Witnesses and the Mormons, have a considerable presence among Hispanic believers. Researchers said more Hispanics are Mormon than United Methodist.

* Even with the growing number of evangelicals, Hispanic Protestants tend to mirror the political party affiliations of their Roman Catholic counterparts more than of traditionally conservative Anglo evangelicals. The study found that about 49 percent of Hispanics are Democrats and only 15 percent Republicans. The rest said they were politically independent, increasing the group's tie-breaking potential in key swing states, including Florida.

The survey was based on 2,300 telephone interviews of Hispanics in the United States and Puerto Rico conducted during August 2000. The survey sampled opinions among both urban and rural populations and has a 3 percent margin of error.

Researcher Harry Pachon of the Tomas Rivera Policy Institute, a Latino think tank that helped elicit and crunch the data, underscored the differences in attitude between generations of Hispanics.

Pachon spoke of a "U-shaped curve" in church attendance, with the percentage of Hispanics attending services declining in the second generation, only to resurge in the third.

"You're going to have that giant second generation that is going to be really at a moral and religious quandary," Pachon said. "That may be where your Protestant faiths have been making such a large inroad."

Pachon also warned against the temptation to view all Hispanics the same. "There's a tendency... to paint the Latino community in a single brush stroke," he said. "Beware of the broad brush stroke. Beware of the stereotyping of Latinos as one homogenous group."

The Hispanic Churches in American Public Life study is part of a broad look at the impact of religion among a variety of groups, including African-Americans, Jews and Muslims in China.

CONGRESSMAN CIRO D. RODRIGUEZ

Planning for the Future

(WASHINGTON, DC) We have good news and bad news. The good news is that Americans are living longer, thanks in part to improved health care and scientific discoveries. In 1935, the year Social Security was created, a 65-year old had an average life-expectancy of an additional 12.5 years. Today, it is an additional 17.5 years and growing.

The bad news is that our increasing senior population faces a shortfall in Social Security funding down the road. The baby boomer generation will be retiring in large numbers by the year 2025. Whereas the number of persons 65 and older will rise by 73 percent by 2025, the number of workers -- those who contribute to Social Security through payroll taxes -- will increase by only 13 percent. Beginning in 2025, we will no longer be taking in more money than we pay out for Social Security -- that is, we'll begin running a deficit in the Social Security Trust Fund, which is expected to be \$6.5 trillion in 2024. We'll exhaust the fund by 2038.

That does not mean we won't have money to pay for Social Security. We'll still have incoming funds to cover about 75 percent of the needs. But we should begin now to address the expected shortfall and find the best way to ensure that all seniors -- particularly those who depend largely or solely on Social Security -- will be able to know that they too will be protected by one of the most truly compassionate government programs in history.

We have all heard the claims from the Bush Administration that they are committed to improving the quality of life of our Nation's seniors. But their actions don't match their words. President Bush's solution not surprisingly is to divert funds from traditional Social Security and set up private retirement accounts for individuals.

This is a plan filled with pitfalls. First, the President fails to mention that his plan will cost \$1 trillion to implement. Yet his budget does not provide the funding to cover this cost. Second, the President does not tell you that because his first and foremost priority is tax cuts tilted toward the wealthy (do you make more than \$350,000?), our government will not have surplus funds available to invest in Social Security. As a result, if we adopt his plan, the money will need to come from the Social Security Trust Fund, the same one that is already going to go broke because we have more seniors who are (thankfully) living longer.

Worse yet, the President's plan won't do anything to address the expected shortfall in Social Security Trust Funds. We'll still have the same problems we face today, except those problems will arrive 14 years sooner under the President's proposal, in 2024 instead of 2038.

Perhaps more importantly, the privatization plan is a bad idea as a substitute for Social Security because it too will favor those with more money. Let's not forget that ultimately Social Security is an important safety net designed to protect our most vulnerable seniors from spending their retirement years in poverty. It is not just a government pension plan nor is it a federal 401(k) plan.

For two-thirds of the elderly, Social Security is their major

continued on page 4

Candidato Nombrado Por Bush Provee Amistad a Comerciantes en Washington

Por Tony Castro

Las ráfagas de acordes de las trompetas y los violines de los mariachis prácticamente ensordicieron a Héctor Barreto, por ende se le podía perdonar si le costaba entender lo que el candidato presidencial George W. Bush le decía durante un evento de la campaña.

Sólo que de repente se dio cuenta que Bush le hablaba en español. "Qué linda la música", Bush le repitió.

A Barreto le dio gusto que Bush hablara el idioma materno de los más de 3,000 latinos reunidos para oír el discurso del candidato presidencial republicano más favorecido en el almuerzo anual de la Asociación Latina de Comercio. El evento resultó ser un momento decisivo para Bush. Aquí fue que reveló sus propuestas de reforma educacional radicales, que se volvieron fundamentales para su campaña -- y que ahora son el foco central de las iniciativas en educación de su administración.

Según Barreto, el discurso de Bush ese día impresionó hasta a los liberales de toda la vida entre el público del Centro de Convenciones de Los Angeles.

"Le dije antes", recuerda Barreto, "que el público incluiría a algunos demócratas que podrían sentir hostilidad hacia sus opiniones, y él respondió, 'Lo único que quiero yo es una oportunidad. Me arriesgaré.' Yo le dije, 'Eso es todo lo que quiere la comunidad hispana.'"

El mismo evento pondría de relieve a nivel nacional al juvenil y guapo Barreto, entonces presidente de la Asociación Latina de Comercio, como uno de los promotores latinos más importantes de Bush, lo que le abriría el paso para desempeñar un papel destacado en la convención nacional del partido republicano en Filadelfia el verano pasado.

Hoy, Barreto está a la espera de la confirmación del Senado como el candidato nombrado por Bush a la gerencia de la Administración de Empresas Pequeñas. Llega a esta administración no como un político de carrera, sino como empresario latino de mucha experiencia. Le interesan los mismos temas que afectan a las empresas pequeñas en general, y a las empresas latinas en particular.

"Estamos sobrecargados de impuestos y de regulaciones", dice Barreto. "George W. Bush representa la mejor oportunidad para los 24 millones de empresas pequeñas en los Estados Unidos"

Los dirigentes latinos de empresas que conocen a Barreto proyectan que infundirá rápida-

mente de energía una agencia que ha sido criticada por ser lenta. Una de las ventajas claves que tiene, dicen los dirigentes, es que no tiene experiencia gubernamental formal ni la carga burocrática acompañante.

"Si existe alguien que pueda hacer cambios dentro de la Administración de Empresas Pequeñas, que la haga más agresiva, más innovadora, que logre mayores resultados, es Héctor", opina Richard Amador, presidente y ejecutivo jefe de la Corporación de Desarrollo Comunitario, CHARO, servidora de pequeñas empresas en el este de Los Angeles.

Ruth López Williams, quien reemplazó a Barreto como jefe de la Asociación Latina de Comercio, señala que Barreto sería el primer administrador de Empresas Pequeñas de la costa oeste.

"Héctor sabe qué hacer para mantener visible a la comunidad de empresas pequeñas", dice. "Tiene mucho talento para las relaciones públicas, y es eficiente. Es profesional, sabe expresarse y dispensar con la burocracia. Y está muy conciente de que las pequeñas empresas latinas son las que juegan un rol importante en la asimilación de inmigrantes que llegan a los Estados Unidos."

Héctor V. Barreto, de 39 años, fue criado impecablemente para la posición de director de la Administración de Empresas Pequeñas. Su padre, por el que fue nombrado, inmigró de Guadalajara, México, para abrir un restaurante en Kansas City, Missouri, y a continuación ayudó a fundar la Cámara Hispana de Comercio de los Estados Unidos en 1979. Barreto ha seguido los pasos de su padre, siendo elegido el vice director de la Cámara Hispana de Comercio de los Estados Unidos, que hoy representa a 1.5 millones de empresas latinas.

En 1986 Barreto, hijo, fundó Barreto Insurance & Financial Services Inc., una empresa de beneficios al empleado basada en Los Angeles, que genera aproximadamente \$3 millones en rentas. Tiene otro negocio, TELACU/Barreto Financial Services Inc., corredor de valores.

"He trabajado duro para llevar mi negocio de sólo yo a 10 empleados", dice, "y quiero que mi compañía siga creciendo. Cuando me jubile, espero pasársela a mis hijas".

Barreto y su esposa tienen dos hijas. Viven en Glendale, California, donde los vecinos le describen como esposo y padre consagrado. Otros empresarios dicen que es "generoso" y que

"no es nada egoísta" -- y a su vez Barreto dice lo mismo de Bush. "(El presidente Bush) tuvo un negocio, manejó la planilla", dice Barreto. "Uno de nosotros es presidente, finalmente. Lo que Bush representa es la reducción de impuestos para empresas pequeñas, eliminar las regulaciones gubernamentales y la institución de reformas justas para agravios".

Según Barreto, Bush "romperá la mano de hierro de los juicios, los impuestos y las regulaciones a favor de empresas de familia, fabricantes, inicios de empresas de alta tecnología y granjas familiares". Añade que Bush ha prometido apoyar la privatización parcial de la Seguridad Social, revocar por completo el impuesto a los derechos a la herencia, además de instituir reducciones a nivel global de los impuestos. A Barreto le agradan la reforma de agravios, reducciones en regulaciones, la expansión de investigaciones y desarrollo y el cese de barreras al comercio propuestos por Bush.

Por su parte, Barreto llega al puesto con credenciales fuertes de apoyo de los dos partidos políticos. Su empresa se encuentra en la sede de la mutual, The East Los Angeles Community Union, una agencia poderosa financiera y de desarrollo del sector este de la ciudad, cuya presidente, David Lizárraga, es un aliado cercano de Barreto además de ser una importante influencia en el mundo político de California. En la misma sede se encuentra la TELACU/Barreto Financial Services.

"Ha sido promotor importante de las pequeñas empresas de Los Angeles durante mucho tiempo, en particular las empresas de propiedad de minorías", dice Roberto Barragán, presidente del Centro para el Desarrollo Económico del Valle. "Estamos contentos de poder contar con

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News Briefs

From Page One

Congress on the fast-track issue, "to rebuild the bipartisan consensus for American leadership in the trade arena."

Major U.S. trading partners as well as developing countries have blamed a lack of leadership from Washington for the failure of the World Trade Organization to finalize an ongoing round of negotiations. Jordan, Vietnam and Singapore, which all have pending trade accords with the United States, have urged the White House to press Congress to support the deals.

Bush said he hoped all three of the bilateral accords would become law this year. Each accord is considered politically significant, particularly the U.S.-Jordan Free Trade Agreement, the first trade treaty whose text includes protections for workers' rights and the environment.

On that note, the president echoed what he told other Western Hemisphere heads of state last month at a summit to work out details of an Alaska-to-Argentina free-trade zone that is to become reality in 2005: "Our commitment to open trade must be matched by a strong commitment to protecting our environment and improving labor standards."

The expanded trade authority for the president is considered crucial by Washington and the 33 other members of the proposed Free Trade Area of the Americas if the trade zone is to come into force in four years. Without it, Congress will continue to have the power to amend agreements whose general terms have been worked out by the executive branch, specifically the U.S. Trade Representative's Office.

Bush's trade agenda included a "toolbox" of policies he said could be used to ensure that labor standards are elevated and environmental concerns accounted for in future trade agreements.

As examples, the letter suggests establishing U.S. aid programs that encourage recipient countries to accept and adhere to "core labor standards," and strengthening the United Nations-affiliated International Labor Organization to monitor labor practices. It also calls on U.S. and multinational providers of development aid or loans to factor in the environmental impact of any program they might fund.

But such provisions strike many critics of existing accords like the North American Free Trade Agreement as empty rhetoric from industrialized nations that are feeling heat from public unease over disparities between nations under the current terms of economic globalization.

"It's like old wine in new bottles, they'll talk about all these side agreements, how they're going to be beefed up, how they'll work in parallel agreements on the environment -- it will be a smorgasbord of all these things, 'a toolbox of enforcement mechanisms' that they have talked about again and again," said Lori Wallach, director of Public Citizen's Global Trade Watch, a frequent critic of NAFTA and the proposed hemispheric trade zone. "Just the fact that they can't put (the fast-track proposal) in the form of legislation now shows just the lack of confidence they have in this thing."

Triunfo Latino Para Alcaldia De San Antonio No Es Continuacion De Henry Cisneros

Por Victor Landa

Que hubiera quienes encontraran paralelos entre el alcalde electo de San Antonio, Ed Garza, y el anterior alcalde de San Antonio, Henry Cisneros era de suponer. Que haya comparaciones hechas entre el 4 de abril, de 1981, cuando Cisneros fue elegido alcalde, y el 5 de mayo, de 2001, cuando ganó Garza es comprensible. Pero resulta irritante, también.

A los 33 años, Cisneros, planificador urbano/profesor y concejal, ganó con 62 por ciento del voto.

A los 32 años, Garza, también planificador urbano, ganó con 60 por ciento del voto.

Se pensaría, al considerar lo que se está escribiendo y diciendo sobre la elección de Garza este mes, que la comunidad hispana de San Antonio se ha emancipado, o al mínimo, ha sido vindicada. Desde el día en 1989 en el que Cisneros completó su cuarto término, ha habido un vacío hispano en el despacho del alcalde, según dicen; es por fin, este mes, que la comunicador-gullosa eligió a un hijo suyo como líder político de la ciudad.

Así reza el mensaje: Garza fue elegido porque ganó la batalla del sector norte de la ciudad. Después de todo, es el sector norte el que crea los alcaldes y nadie más. A diferencia de Henry, quien ganó al movilizar el voto hispano y al convencer a suficientes norteros que no les representaba una amenaza. No-

sotros los hispanos ganamos cuando el norte nos acepta el mensaje. Muchas gracias.

Por supuesto, los que saben apoyan su opinión en los hechos verificables. En gran medida, en San Antonio, sólo los votantes del sector norte votan. Al resto de la ciudad le falta suficiente interés en la política como para contrarrestar tal dominación. Como consecuencia, se traza una línea entre nuestra elección reciente hasta la de hace 20 años, conectando dos puntos que pertenecen al mismo cuadro.

Lo que no se ha trazado todavía es una línea entre el sector norte de 1981 y el sector norte hoy. Olvidémonos de los candidatos. La demografía está cambiando. Lo que antes eran baluartes conservadores, adinerados y blancos se han ido volviendo cada vez más latino. Sea que se van tiñendo hacia un cutis más oscuro, o llámese el nuevo sector oeste; el hecho es que el área al norte de la ciudad ha cambiado. Tanto que el nuevo sector norte ha elegido a un nuevo alcalde hispano.

Los puristas culturales y étnicos rápidamente se ofenden con la noción. Lo único que tiene de hispano el alcalde electo Garza es de mera coincidencia el apellido, dicen. De tercera generación, no habla español y es de sospechar su cercanía a las fuerzas de dinero y política.

Un hispano de verdad, dicen, *continued on page 4*

Guerrero Elected Demo Chair



Irma Guerrero, was elected by the Executive Committee of the Lubbock Democratic Party as the new Chairperson due to the resignation of Todd Klein. Irma makes the first Hispanic and woman in the history of the Lubbock County Democratic Party to be elected as Chairperson. In photo left to right: Neale Pearson, Jackie Jarrett, Irma Guerrero and Nancy Powell.



New Ads Target Hispanic Consumers, But Coke Sees 'Crossover Appeal'

By Sandra Baker

FORT WORTH -- Coca-Cola transformed a vacant building in the Fort Worth Stockyards into a quaint Mexican market on Tuesday, using the location to shoot a commercial for its Fanta brand.

The setting was no coincidence. Coca-Cola is bringing Fanta, a mainstay for the company in foreign markets, back to the United States after more than a decade. Fanta is Coca-Cola's No. 2 brand in Mexico, and the company learned that the beverage was being imported into Texas from across the border.

In January, Coca-Cola chose Texas as a launching pad to reintroduce Fanta in the United States. The Stockyards location, an old brick building in the 200 block of West Exchange Avenue, lends "a heart" to the brand, said Alexandre Zigliara, Texas brand development manager for Coke's noncola brands.

"It has a Latino feel, but it's not limiting," Zigliara said.

Coca-Cola is adapting a similar, popular ad that it has used in France.

The spot -- called "Drop," which is being filmed and produced by the Kansas City, Mo., agency VML -- features Dallas actress Farah White, a Texan of Latin descent.

Filming started about 9 a.m. Tuesday and lasted several hours. In the spot, four teenage boys flirt with a girl played by White, who is drinking an orange Fanta on her balcony. A drop falls to one of the boys' foreheads, and the girl comes down and kisses the drop from his brow.

"She doesn't want to waste the drop," Zigliara said.

The ad's tagline is "Share What's Fun." The crew filmed nine scenes, which will be edited into a 30-second spot that will begin appearing in June in mainstream and Hispanic venues in the Metroplex and Houston.

The commercial will also be aired statewide and will be the prototype for commercials in other U.S. markets this year as Fanta is rolled out nationally, Coca-Cola said.

Coca-Cola is initially targeting the Hispanic market with the spot, Zigliara said. But he said the company believes that the campaign "will have crossover appeal" to other ethnic groups.

The ads targeting Hispanics are no surprise.

During the past decade, companies have heavily courted Hispanic consumers as the segment has grown in numbers, income and market power. Within the past three years, many new marketers have tapped into potential growth opportunities for products with Hispanic-related advertising, said Lewis Garcia,

president of Garcia LKS 360 Degrees, a San Antonio advertising agency.

"We have seen totally new companies that have never advertised in the market rush their plans," Garcia said. "The Hispanic market has grown. The size is such that corporations can't ignore it."

Coca-Cola acquired Fanta from a German company years ago, and introduced the product in the United States in 1958 in Boston, Chicago, and San Francisco. It pulled the brand from the U.S. market in the early 1980s, but continued to sell it in 188 foreign countries. Fanta is the drink maker's No. 2 brand, said Maria Perez, a Coca-Cola spokeswoman.

Coca-Cola also brought out Fanta in Southern California this year. It is also available in some areas of Arizona, New Mexico, Florida, and Atlanta, Perez said.

Fanta is available here in orange and pineapple flavors, and it will soon be available in lemon, apple and pink grapefruit.

Coca-Cola will continue to sell its Minute Maid brand of carbonated soft drinks, which come in orange, grape, strawberry and fruit punch flavors, Perez said.

The growth of Fanta might highlight another trend in the beverage industry. John Rodwan, editorial director for Beverage Marketing Corp. in New York, a research, consulting and financial services firm, said consumers may see a lot more advertising of the noncola drinks as beverage companies look for new markets.

Consumers have reached "cola fatigue," and that is reflected in market share numbers, he said. The carbonated drink industry has been sluggish, and in the past two years only grew one-half percent from the year before, according to Beverage Marketing.

In 1994, colas accounted for 63 percent of sales in the carbonated drink market. Today, that number has slid to 58 percent, and drink-makers are counting on other products to pick up the slack.

"The flavor segments are growing faster than the colas," Rodwan said.

In 2000, 10 billion cases of cola drinks were consumed in the United States, and 15.3 billion cases of all carbonated drinks.

Coca-Cola led the industry with a 44 percent market share, seeing some of the stronghold coming from its Minute Maid soft drinks, Beverage Marketing said.

Pepsi is introducing a new Mountain Dew brand called Code Red as its response to the noncola market.

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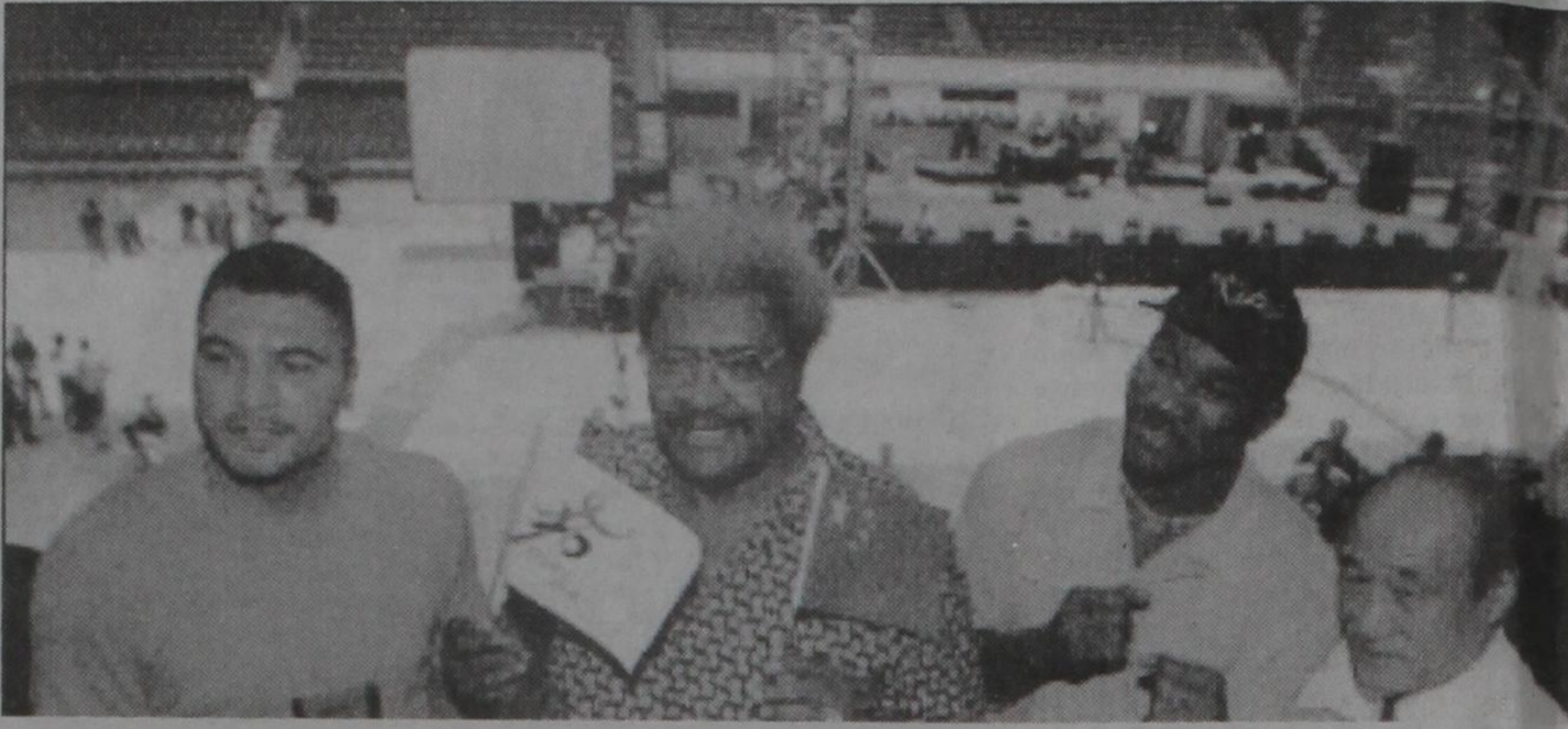
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Holyfield, Ruiz Set for Third Bout; Rahman Will Fight On Undercard



New York, NY (Sports Network) - Evander Holyfield and John Ruiz will fight on August 4 for Ruiz's WBA heavyweight title in Beijing, China. On the undercard, WBC-IBF champion Hasim Rahman will fight Denmark's Brian Nielsen.

The August bout will be the third one between Holyfield-Ruiz in a year. Holyfield beat Ruiz in an August decision, and Ruiz then came back with a unanimous decision March 3. Rahman will likely defend just one of his two titles in

Beijing. Rahman stunned Lennox Lewis last month in South Africa to win both the WBC and IBF titles. There has never before been a world heavyweight title fight in China.

Si amo tanto a mi familia, ¿porque no les doy lo que ellos quieren?...Mi Vida.

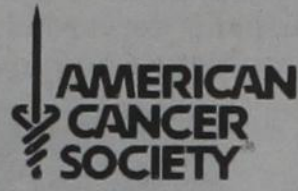


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Health Alert

(NU) - In 2001, Loma Linda University Medical Center physicians will begin treating patients with breast cancer with proton therapy using proton scanning technology. To learn more about proton therapy, call 1-800-PROTONS (776-8667) or simply log on to www.proton.llu.edu/.

The holidays are over and you've once again made the

INTERNET TIPS

(NU) - Getting online for the first time is a lot like learning to ride a bike. Once you know the basics, you don't want to stop riding. Get on the information superhighway by visiting America Online at www.aol.com.

If you are wishing you had cashed in on the first wave of domain name registration, now is your chance to catch round two with Asian domain names. Just log on to www.registrars.com.

The regulatory body overseeing the Internet's crowded addressing system has approved the addition of new domain suffixes. To register your new domain name, log on to www.registrars.com.

The Internet is a veritable smorgasbord of offers too good to be true. To access all that's free on the Web, just log on to www.whats4free.com.

In the Internet world, history is repeating itself. About 98 percent of the dictionary is registered as dot-coms and Internet experts expect the same to happen with multilingual domain name registrations. To learn more, log on to www.registrars.com.

Who doesn't like free food? Free food samples are easy to find on the Internet. Just log on to www.whats4free.com to access them from one location.

A 160K plug-in, available free at www.hotbar.com, is the ideal tool to turn your Web browser into the "dashboard of the Internet."



most challenging New Year's resolution: to lose weight and get in shape. For help, call 1-800-5433 to order the free Life Advice brochures "Eating Right" and "Fitness and Exercise."

More than six out of 10 working women say they skip lunch at least once a week — and it's not necessarily because they're dieting. Those that do eat prefer a sandwich, according to the Blimpie Subs & Salads lunch survey. To learn more, log on to www.blimpie.com.

When it rains, kids on summer vacation often are left feeling bored without a clue of what to do. Why not put your

kids to work on building a family Web site? Just log on to www.registrars.com to get started.



From Page 2

source of income. For one-third of the elderly, Social Security is virtually their only income. Social Security has helped cut the elderly poverty rate by two thirds. In 1959, 35% of our seniors nationwide were living in poverty, by 1997 it had been cut to 11%.

For minorities, who face unique challenges stemming from immigration, job patterns and income levels, Social Security is that much more important. Some 24% of Latino elders today live below the poverty level — more than double the national rate, and the number of Latino seniors is fast growing. Similarly, the rapidly increasing African American senior population faces significant challenges. Greater than 68% are poor, marginally poor, or economically vulnerable. Starkly, more than one in four African Americans elders have incomes that fall below the poverty line.

Privatized Social Security will help the most vulnerable the least. Privatization, at least as proposed by the Administration, would leave a gaping hole in this social safety net that provides a small measure of independence and dignity for retired or disabled workers and their families. Social Security is not just a safety net for seniors. More than seven million people get monthly survivors benefits, and more than six million workers and family members get disability benefits. Put differently, approximately 14 percent of Social Security payments go to disabled workers and 16 percent goes to survivors. We must save this system for all Americans.

If the President were serious about Social Security privatization AND protecting vulnerable seniors, he would have devoted some of his budget to this goal. He did not. Private accounts could be a great addition for many American workers, but not at the expense of those who literally depend on Social Security to put food on the table, pay for medicine, and put a roof over their head. It's them, those living on the edge, we must care for first. That is the measure of our compassion. We get elected to solve the difficult problems, not just to help our friends and special supporters.

The relentlessness that this administration has shown to fight for a tax cuts would be better employed truly fighting to protect Social Security. Our nation must keep the promise of security in old age sought through the creation of Social Security. Yes, Social Security faces challenges ahead, so let's meet those challenges. In so doing, we must build upon the guiding principles of the program -- protecting our seniors from the ravages of poverty in old age. That's why we created Social Security, and that's why we need to keep Social Security.

From Page 3

sabe dar un fuerte abrazo y entiende que la tortilla perfectamente puede sustituir a la cuchara. Una persona así está conectada a la comunidad, conoce a su gente, sus idiosincrasias, y no se vende. Un alcalde hispano de verdad, creen, debe provenir del centro urbano.

En los meses que vienen, la Oficina del Censo de los Estados Unidos emitirá informes detallados sobre la población, referentes a áreas específicas del país como parte del censo del año 2000. Durante las semanas siguientes a la emisión de los informes, los expertos y los demógrafos analizarán y machucarán los números hasta que se puedan digerir. Pero cualquiera con un poco de sentido común sabe de lo que se está cocinando en San Antonio. La base tradicional del poder de la ciudad está cambiando. En gran parte está huyendo.

El nuevo sector norte es hacia donde van a escapar de la congestión del tráfico, el crimen y en general los problemas que presenta la ciudad. En otras palabras, se van para allá para alejarse del resto de nosotros.

Además, feliz y lentamente cada vez mayores números de hispanos se están mudando al sector oeste de la ciudad. Son ciudadanos inteligentes, comprometidos, profesionales y preparados que se llevan también la tarjeta electoral. Estas son personas que se identifican con un candidato llamado Gahr-zah, al que eligieron.

Entonces, adelante. Trace el paralelo entre Henry Cisneros y Ed Garza. Dibuje la línea de 1981 a 2001. Imagine que tienen conexión. Pero comprenda que los candidatos son diferentes, los tiempos son diferentes y la ciudad es diferente.

No obstante, lo que le funcionó a Cisneros hace 20 años es, hasta cierto punto, lo mismo que permitió la elección de Garza este mes. Como Cisneros, Garza movilizó a los votantes hispanos y se presentó como manso ante los que tradicionalmente atiborran las urnas. Pero esta vez, fue el votante hispano del nuevo sector norte el que salió para apoyar a Ed Garza.

Quedan claras un par de cosas después de esta elección. Ed no es Henry y el sector norte no es lo que fue.

(Victor Landa es director de noticias del afiliado de Telemundo KVDA-TV60 en San Antonio).

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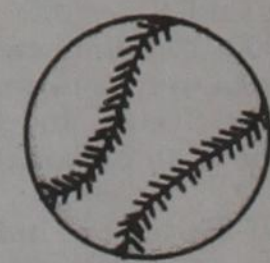


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Energy saving tips from LP&L

Lubbock Power & Light believes that choice and competition has kept Lubbock's electric rates among the lowest in the state. However, the current high cost of fuel to generate power makes it imperative that all of us work to conserve electricity. Here are some tips on how you can keep your energy bill as low as possible as we head into the summer season.

Washer/Dryer/Dishwasher Tips "Clean Up with These Ideas"

- 1 When using the clothes washer and dryer, do only full loads. Wash in cold water. Clean the dryer lint trap after each use. Hang clothes to dry whenever possible.
- 2 Dishwasher: Wash only full loads in the dishwasher. Use the energy saver, air-dry cycle or open the door and let dishes dry naturally.

Passive Ways To Save "Think, Natural"

- 3 To keep your house cooler in the summer, install shades, awnings or screens to windows facing west to block light. Use exterior shading devices or deciduous plants to shade your home from the sun.
- 4 Drink plenty of cool liquids and wear light, loose comfortable clothing to help the body regulate temperature when the thermostat is set higher than normal.
- 5 Open windows to take advantage of natural ventilation when the outdoor temperature permits. Make sure refrigerated A/C is off when windows are open.

Indoor Tips "Keep the Heat Out, the Cool In"

- 6 Don't forget to close the fireplace damper to prevent conditioned air from escaping through the chimney.
- 7 Caulk around windows, doors, pipes, and anywhere else air can leak in and out. Use weather stripping around windows, doors and pipes.
- 8 Have your heating and cooling ducts tested for air leakage. Leaking ducts can effect the efficiency of your heating or cooling system by up to 20%. Make any necessary repairs.
- 9 Insulate ceilings to R-30 standards if your attic is less than R-19. Make sure attics have adequate ventilation. You can save more if you also insulate walls, floors and duct work.

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El Editor, Lubbock, Tx.-May 17, 2001

Latino Mayoral Triumph In San Antonio Is No Henry Cisneros Sequel

By Victor Landa

That parallels would be drawn between San Antonio Mayor-elect Ed Garza and former San Antonio Mayor Henry Cisneros was predictable. That comparisons would be made between April 4, 1981, when Cisneros was first elected mayor, and May 5, 2001, when Garza won, is understandable. It's also annoying.

At age 33, Cisneros, an urban planner and city councilman, was elected with 62 percent of the vote.

At age 32, Garza, also an urban planner, was elected with 60 percent of the vote.

You'd think, by what's being written and said about Garza's election this month, that the Hispanic community in San Antonio has been emancipated or at the very least vindicated. Since the day in 1989 when Cisneros completed his fourth term, there has been a Hispanic vacuum in the mayor's office, the story goes, finally this month, a proud community has elected one of its own to head city politics.

The message goes like this: Garza was elected because he won the battle of the city's north side. After all, it's the north side that makes mayors, no one else. Unlike Henry, who won by mobilizing the Hispanic vote and convincing enough north-siders that he was not a threat. We Hispanics win when the north side accepts our message.

Thank you very much. Of course, the pundits rest their thinking on verifiable facts. By and large, in San Antonio, only the north-side voters vote. The rest of the city can't muster enough political interest to counter such dominance. So the line drawn in time from our recent election to the one 20 years ago connects two dots that seem to belong to the same picture. What has yet to be drawn, though, is the line between the north side of 1981 and the north side of today. Never mind the candidates. The demographics are changing. What were once conservative, wealthy,

white strongholds have become increasingly Latino. Call it the browning of the north side, or call it the new, upper-west side -- what is a fact is that the area north of town has changed. So much so that the new north side has elected a new Hispanic mayor.

Cultural and ethnic purists are quick to balk at the notion. The only thing Hispanic about Mayor-elect Garza, they say, is his last name, a mere coincidence. Third generation, he doesn't speak Spanish and his coziness with big money and political power is suspect.

A real Hispanic, they say, knows how to give a hearty *abrazo* and understands that a tortilla is an acceptable substitute for a spoon. Such a person is connected to the community, knows the people, understands the idiosyncrasies, (ITALIC)no se vende(END ITALIC). A real Hispanic mayor, they believe, must come from the inner city.

In the months to come, the U.S. Census Bureau will be releasing detailed population reports about specific areas of the country as a part of the 2000 enumeration. And in the weeks thereafter, the experts and demographers will analyze and crunch those numbers into digestible tidbits. But anyone with a little sense already knows what's cooking in San Antonio. The city's traditional power base is shifting. Mostly, it's fleeing.

The new north side is where people are going to escape congestion, crime and the overall

problems of the city. In other words, that's where they're going to get away from the rest of us. And so, happily and slowly, more and more Hispanics are moving into the upper-west side. These are intelligent, involved, professional, educated citizens who are bringing their voting cards with them. These are people who relate to a candidate named Gahr-zah, and voted him into office.

So go ahead and draw the parallel between Henry Cisneros and Ed Garza. Sketch the line from 1981 to 2001. Make believe they connect. But understand that the candidates themselves are different, the times are different, and the city is different.

Yet what worked for Cisneros 20 years ago is, to a certain extent, what got Garza into office this month. Like Cisneros, Garza mobilized Hispanic voters and presented himself as a non-threat to people who traditionally flood the voting booths. But this time around, it was the Hispanic voter of the new north side who came out in support of Ed Garza.

There are a couple things that are very clear after this election. Ed isn't Henry, and the north side isn't what it used to be.

(Victor Landa is news director of Telemundo affiliate KVDA-TV60 in San Antonio. He may be contacted by e-mail at vxlanda(AT)SIGN@telemundo.com) (c) 2001, Hispanic Link News Service. Distributed by Los Angeles Times Syndicate International.

Rights Group For Latinos Shifts Focus

A nationally recognized Latino rights group known for its class-action lawsuits on behalf of voters, laborers and schoolchildren is phasing out its regional office in San Francisco and moving resources to the Southeast, where census figures show the Latino population is growing.

The Mexican American Legal Defense and Educational Fund remains committed to representing Northern California Latinos but will handle cases from its Los Angeles headquarters and refocus its efforts in San Francisco, a spokeswoman said.

The 33-year-old organization has moved one of its three San Francisco staffers and assigned the others to work on issues of national significance, such as redistricting.

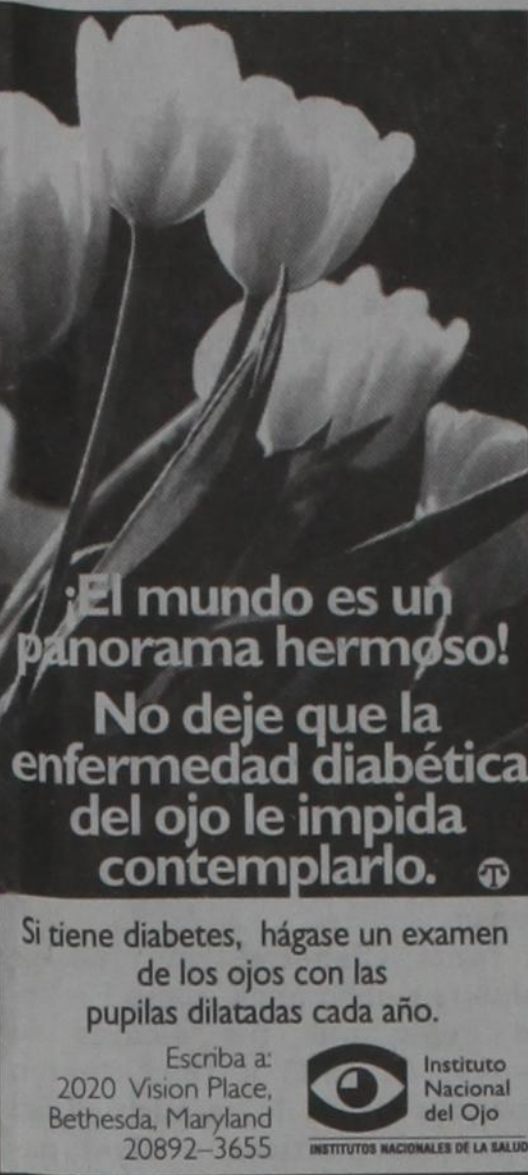
"We decided since we already have a strong presence in California, we needed to expand to the southeast," said Meyling Eliash-Daneshfar, national director of communications. Besides Los Angeles, the or-

ganization has offices in Sacramento, Phoenix, Albuquerque, San Antonio, Houston, Chicago, Washington, D.C., and Atlanta.

Other advocates for Latino rights said MALDEF's changing focus in San Francisco is a loss for local immigrants.

"The San Francisco office as part of this national institution brought a lot in terms of larger civil litigation cases and policy advocacy," said Renee Saucedo, a staff attorney with La Raza Centro Legal. "While they'll continue to do great work from their other offices, what we lose here is the opportunity to work with them as closely as we have."

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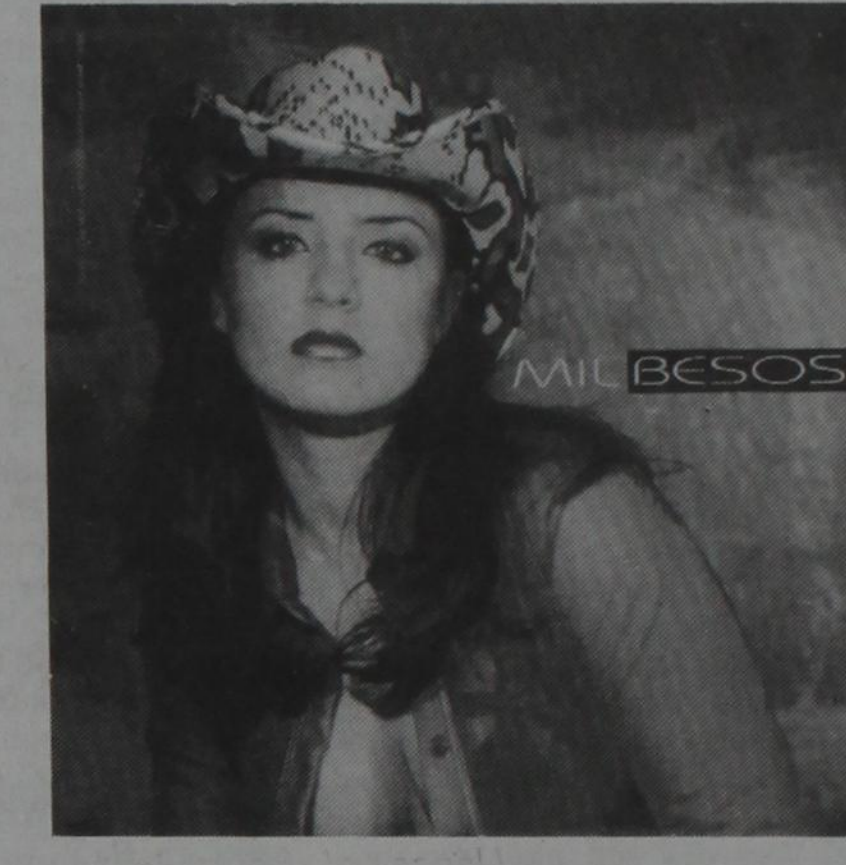
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El Editor Newspapers

If it's Tejano, it's...



"Little Miss Dynamite" Shelly Lares



"Magic 93.7's artist "Little Miss Dynamite" Shelly Lares was in town this past Saturday May 12 at Crystals Nite Club for the best Pre-Mother's Day dance in town. Shelly and the band were at their best playing hit after hit from "Volver Volver" to their latest hit "Si Deverase Eres Hombre". They were hyped and ready to go all night long but unfortunately the night did have to come to an end. Shelly kept thanking all of the diehard Shelly Lares fans for always supporting Shelly throughout the years. Shelly recently signed with, Tejas Records out of San Antonio. She is scheduled to start working on her first album under Tejas Records really soon. There is also a strong possibility that "Volver Volver" will be on the new album Mariachi style. Shelly is currently staying busy performing all across Texas and doing some recording work on Ram's new album. So keep your eyes and ears open for some great things happening with "Little Miss Dynamite" Shelly Lares!! In closing, Shelly says, "Lubbock I love you!! I love coming to Lubbock and I will always hold Lubbock very dear to my heart."

Magic 93.7 invites you to listen to us all day for your chance to win GREAT PRIZES and to hear the Hottest Tejano Hits!!!!

Tejano Chisme

Hola mi linda gente! I'm Jennifer "La Chismosa" from Magic 93.7 with your Tejano Chisme. If you missed out on the Chisme, then not to worry, I got it for you right here!!! * Be on the look out for the new album from Los Desperadoz hitting the streets on June 12 ... you can hear the first single "Corazonada" on Magic 93.7 * Be on the look out for the new Jay Perez entitled "De Mi Corason!" to hit the streets May 29 ... you can hear the first single "Pobre Corazon" off the new album on Magic 93.7!! * You could win your free tickets to see Los Tigritillos Saturday, May 19 at the all new Fiesta exclusively on Magic 93.7 * What can we say about Jimmy wasn't it in an interview that Jimmy was saying that the reason Mass wouldn't show up was because of Joe Lopez ... well Joe Lopez was scheduled to come to Lubbock and showed up ... Jimmy was scheduled to come to Lubbock twice and both times no show Jimmy ... Hmmmmmmmm??????????

Hasta la proxima have a Safe Tejano Day I'm Jennifer "La Chismosa" from Magic 93.7 with your Tejano Chisme!!!

MAGIC 93.7 TOP 10

TW	TITLE	ARTIST
1	BOOM BOOM	Kumbia Kings
2	No Dolvore	Shelly/Jay
3	Derramando Lagrimas	Ruben/Ram
4	Infiel	Joe Lopez
5	Soy Yo	Bobby Pulido
6	Amame	Jay Perez
7	No Eres Para Mi	Elida y Avante
8	No Me Queda Mas	Selena/Tres Reyes
9	Cumbia De La Cobra	Fito Olivarez
10	Ensename a Olvidarte	Intocable

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Jake Gonzales from 10:00 am - 3:00 pm
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DJ Lopez from 3:00 pm - 7:00 pm
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Jennifer "La Chismosa" from 7:00 pm - Midnite
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Univision to Build Station Near Austin

Austin, May 11, 2001 (EFE via COMTEX) -- Hispanics in central Texas will soon be able to enjoy more Spanish-language television programming as the Univision network expects approval from the Federal Communications Commission (FCC) to launch a station in the region. The Los Angeles-based Spanish-language giant has a permit to build the station in Blanco, a town of some 2,000 people located some 55 miles (88 kilometers) southwest of Austin. Univision paid \$18.8 million for the right to use a frequency assigned by the FCC to Blanco in 1998, according to documents cited in Austin's American-Statesman newspaper.

Arnold said that the Bush administration considers the rapid processing of such applications a priority. In markets with large Hispanic populations, such as Los Angeles and Miami, Univision affiliates have surpassed networks such as ABC, NBC, CBS and Fox in the size of their audience. Austin is ranked 22nd nationwide in Hispanic market. Univision on Friday laid off some 50 employees from its Washington, Miami and Los Angeles offices to cut costs, according to company officials.

Federal authorities recently approved the purchase of 13 television stations by Univision. These will serve as the foundation for a new Spanish-language television network that will begin transmitting in January 2002. Univision reaches 92 percent of U.S. Hispanic households through affiliate stations and cable carriers. It also broadcasts throughout Latin America. Its main rival, Telemundo, reaches 85 percent of U.S. Hispanic households, according to company figures. EFE



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Los Latinos Se Convierten en Contendientes en Campañas Para Alcalde Importantes

Por Megan Beste

Con la victoria convincente de Ed Garza, méxicoamericano de 32 años, contra dos oponentes blancos en la campaña por alcalde de San Antonio el 5 de mayo, los latinos han dado un paso importante hacia la conversión de sus números crecientes en fuerza al nivel de las grandes ciudades este año. Ahora están a cargo de, o en contienda por la alcaldía de cinco de las once ciudades más grandes del país.

Aparte de San Antonio (Número 9), San José, California (Número 11) tiene un alcalde méxicoamericano. Ron Gonzales, a los 48 años, fue elegido en 1998. Candidatos latinos fuertes y jóvenes son ahora contendientes serios en las campañas por alcalde que se decidirán este verano y otoño en la ciudad de Nueva York (Número 1), Los Angeles (Número 2) y Houston (Número 4).

Incluyen:
-- El 5 de junio: en Los Angeles, el ex-vocero de la Asamblea de California, Antonio Villaraigosa, también méxicoamericano, parece tener mejor que un 50 por ciento de posibilidades de ganar a su oponente James Hahn en la segunda vuelta. En una elección preliminar muy concurrida del 11 de abril, Villaraigosa, de 48 años, ganó 30 por ciento del voto, mientras que Hahn ganó el 25 por ciento. Ningún hispano ha sido elegido alcalde de Los Angeles en los últimos 130 años.

-- El 11 de septiembre: En la ciudad de Nueva York, presidente distrital del Bronx, Fernando Ferrer, de 46 años, está en contienda contra tres oponentes blancos en la elección preliminar demócrata, mientras que el anterior congresista demócrata Herman Badillo, ahora del partido republicano, se lanza a la nominación del partido liberal. Los dos son puertorriqueños.

-- El 6 de noviembre: En Houston, concejal por tres términos, Orlando Sánchez, de 43 años, cubano americano conservador, cuenta con el apoyo republicano e independiente contra el actual alcalde Lee Brown en una contienda electoral sin partido. Ningún hispano ha sido elegido alcalde en Houston, nunca.

"Esta es la primera vez que hemos tenido nunca tantos candidatos de primera clase en ciudades importantes", dice Larry González, director de la oficina de la Asociación Nacional de Oficiales Latinos Elegidos y Nombrados en Washington, D.C. "Es una indicación definitiva del crecimiento y del nivel de educación de la comunidad. La gente empieza a sentir verdadero apego por la comunidad, y que cuentan con el poder de elegir a sus propios candidatos."

Aunque cultivan calladamente nutridas bases de apoyo en la comunidad hispana para que no se les vea demasiado 'étnicos', los candidatos latinos en las tres campañas próximas están operando campañas de base muy amplia que enfatizan

su compromiso con todos los grupos y su posición como puente unificador capaz de movilizar los diferentes elementos de sus municipalidades hacia un futuro armonioso.

Discuten los temas importantes y tienen programas que quieren alcanzar a toda la comunidad, dice González. "Los temas son los mismos para todos -- la educación, el crimen y la salud."

Miami (Número 48 en población) es una ciudad en la que los candidatos no tienen que verse con la etiqueta de "candidato hispano". Cada uno de los siete candidatos en las elecciones por alcalde del 13 de noviembre son latinos. El actual alcalde Joe Carollo está en la contienda con otro cubano americano, Xavier Suárez y el puertorriqueño Maurice Ferré, ambos ex-alcaldes de la ciudad.

Suárez no redacta el asunto del "candidato hispano": "Aquí los hispanos constituyen la mayoría de los votantes y donantes, algo que significa que el mensaje no tiene que ser diluido para conformar a la dilución de valores que ha pasado en las ciudades corrientes."

En años recientes, han surgido una buena cantidad de nuevos alcaldes hispanos en ciudades de todos los tamaños. Entre 1996 y 2000 el número aumentó 22 por ciento, de 176 a 214, según informa la Asociación Nacional de Oficiales Latinos Elegidos y Nombrados.

Entre otras ciudades actualmente gobernadas por alcaldes latinos están El Paso (Número 23, Ron Gonzales), Albuquerque (Número 35, Jim Baca), y Santa Ana, California (Número 52, Miguel Pulido).

Los beneficios de tener un líder hispano son múltiples, dice Antonio González, presidente del Instituto William C. Velásquez en San Antonio. "Cuando

está en la contienda electoral para alcalde un candidato latino competitivo, los datos muestran claramente que la parte latina del voto total es casi el doble", dijo.

Cuando Henry Cisneros de San Antonio fue elegido el primer alcalde hispano de una de las primeras diez ciudades estadounidenses en 1981, la parte latina del voto registrado fue 57 por ciento, mucho más que el voto total de 40 por ciento. En la elección dos años antes, la parte latina alcanzó sólo el 15 por ciento.

Tanto Cisneros, que fue alcalde por ocho años, como Federico Peña, que fue alcalde de Denver de 1983 a 1992, fueron lanzados desde la municipalidad a puestos políticos a nivel nacional. Cisneros fue secretario de Vivienda y Desarrollo Urbano durante la administración de Clinton, de 1993 a 1997. Peña fue secretario de Transporte en la primera administración de Clinton, y secretario de Energía por año y medio en la segunda.

Cuando los dos eran alcaldes en los años ochenta, Cisneros y Suárez, de Miami, trabajaron juntos para organizar liderazgo hispano y crear una nueva visibilidad e influencia para los hispanos.

Suárez resume la situación de hoy así: "El fenómeno nacional de participación hispana es importante, ya que su cultura tiene un sistema de valores que otros grupos inmigrantes han tendido a dejar atrás en la medida en que se 'derritieron' dentro del crisol de razas que es América."

(Megan Beste es reportera con Hispanic Link News Service en Washington, D.C. Contáctese con ella por correo electrónico a megan(AT)SIGN/HispanicLink.org)

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U.S. Gives \$200mm To Global AIDS Effort

WASHINGTON, May 11, 2001 (United Press International via COMTEX) -- In an effort to fight AIDS in Africa, President Bush Friday unveiled a \$200 million initiative to pump money into a global AIDS fund.

U.N. Secretary-General Kofi Annan and Nigerian President Olusegun Obasanjo met with Bush for a White House ceremony and discussions on the HIV/AIDS fund that would also support efforts to combat malaria and tuberculosis. Bush said the contribution would be in addition to the billions the United States spends on research and the \$760 million already set aside for this year to fight AIDS.

"Based on this morning's meetings, I believe that consensus is forming on the basic elements that must shape the global fund and its use," Bush said.

Annan proposed the global fund during a speech at the African AIDS Summit in Nigeria in April. Bush gave Secretary of State Colin Powell and Tommy Thompson, Health and Human Services secretary, the mission of leading a U.S. task force on AIDS that would work with the international community.

The State Department announced Thursday that Powell would go to Africa from May 22-28 in large part to "underscore the administration's commitment to Africa" and discuss the administration's HIV-AIDS policy. Powell is to travel to Mali, South Africa, Kenya and Uganda.

Outlining the global fund, Bush said that nations would need to agree on partnerships with private corporations and faith-based groups. He said the program should have a proven track record of success and should emphasize prevention and include training of medical personnel as well as treatment and care of those affected.

"We must know that the money is well-spent, victims are well-cared for and local populations are well-served," Bush said.

He said he expected medical and public health officials to review proposals for effectiveness to ensure results. He also said he understood the importance of innovation in creating life-saving medicines that combat diseases.

Annan told Bush he believed they could agree on five objectives -- educating young people how to avoid infection; stopping transmission from mother to child; treatment for all those infected; redoubling efforts to discover a vaccine; and care for those whose lives have been affected.

"As we declare global war on AIDS, we will need a war chest to fight it," Annan said. "We need to mobilize an additional \$7 million to \$10 million a year to fight this disease worldwide."

Friday's announcement came as the Senate prepared to vote on an amendment to block paying the last installment of U.S. back dues to the United Nations until Washington is restored to the U.N. Human Rights Commission. On Thursday, the House passed that measure by a vote of 252 to 165. On May 3, U.S. diplomats failed to garner

Page 6
enough votes to be re-elected to the commission, which it has sat on since the UNHCR was created in 1947.

Obasanjo thanked Bush for his contribution to the fund that will go to help people in his country, but stressed that it would not be enough.

"Today, Mr. President, you have begun to concretize that hope for Africa and particularly for millions of Africans infected and affected by HIV/AIDS," he said. "We are still far from the \$7 billion to \$8 billion annually that experts reckon will be needed to make (an) impression on the ravaging effects of this dreadful scourge."

Bush pointed out that at least 11 million orphans in sub-Saharan Africa, and as many as half of those who are now 15 in several other African countries, could die of the disease.

"Given the U.S. budget surplus, a much higher U.S. contribution to a global fund -- in the billions, not the millions -- must be provided," he said. "Nothing less will show that the United States is ready to help galvanize support of the entire world community for an all-out campaign against AIDS."

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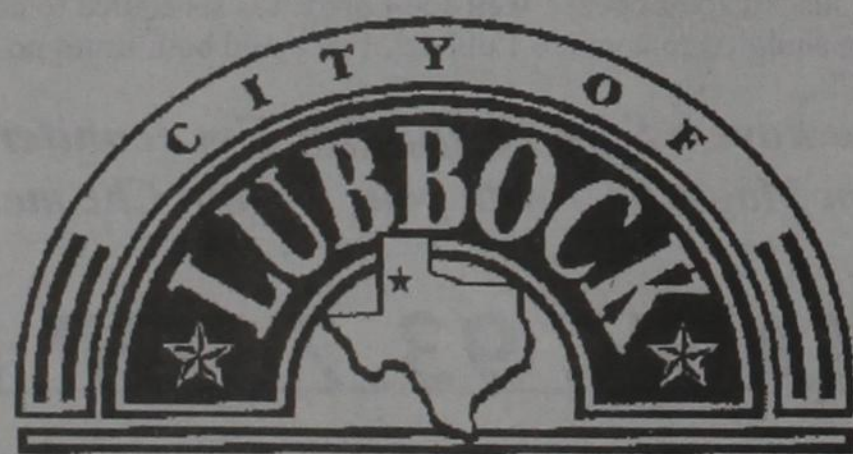
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PROBATIONARY POLICE OFFICER

LUBBOCK, TEXAS

The City of Lubbock, Texas invites qualified individuals to apply for the position of Probationary Police Officer. Applications will be accepted Monday, March 5, 2001 through Friday, June 1, 2001. Applications may be picked up at two locations: the Human Resources Department at 1625 13th Street, in Room 104, Monday - Friday from 8:00 AM to 5:00 PM. Or, at the front desk of the Lubbock Police Department, 1015 9th Street, Monday - Friday after 5:00 PM, and all day weekends.

Lubbock is a strong community with a distinguished history, heritage and culture. The "Hub of the Plains" is the 11th largest city in Texas and the largest city on the South Plains with a population over 200,000. Information about the City of Lubbock along with Lubbock links can be found at <http://www.ci.lubbock.tx.us>.

Applicants must be 21 to 35 years of age.

The Police Entrance examination will be given on Friday, June 15, 2001 at the South Plains College, Reese Technology Center, Building #1, Room 113 at 528 Gilbert Drive at 8:00 AM. All applicants should plan to arrive at 7:30 AM. For more information please call 775-2311 or 1-800-621-0793.

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