



La Nueva Voz

The New Voice, a Bilingual (English/Spanish) Publication
Pomona's *only* community newspaper!

**FREE
GRATIS**

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DPOA marks 10th anniversary, highlights successes at annual meeting

The Downtown Pomona Owners Association celebrated its 10th anniversary as a special "property business improvement district" – showcasing its successes of the past 10 years and looking ahead to the next 10 years – during its annual meeting in Pomona this month.

The event – this year held at the Glasshouse Concert Hall on Second Street on a '70s disco theme with many guests dressed in '70s attire – featured a video highlighting accomplishments in the downtown area and an after dinner casino night with professional dealers.

Opening to the musical theme from the television series "Dallas," the video focused on the transformation of Pomona's downtown area – all captured by DPOA Executive Director Larry Egan, narrator of the



DISCO DANCE COMPETITION AT DOWNTOWN POMONA'S ANNUAL MEETING – This year's 10th anniversary annual meeting of the Downtown Pomona Owners Association was a disco themed casino night, with disco dance competition headlining the event (after dance instructor and City Councilmember Ginna Escobar gave contestants a quick lesson in dancing "The Hustle"). Pictured with Escobar are the two finalists. From left are Nona Tirre of State Farm Claremont, Escobar and Matthew Henry, CEO of the YMCA of Pomona Valley (well, most of that is Matthew – the wig and the moustache were added for the evening). Henry was declared the winner of the dance competition. Also pictured, at rear, are contestants Tricia Manzo, Executive Administrative Assistant at Pomona's School of Arts and Enterprise; her husband, Sal Manzo; and Aylene Rios, 12, of Pomona, a member of Escobar's competition team at G-Diva Productions dance studio in Downtown Pomona.

production.

He pointed out that in recent years, downtown has evolved into two distinct economies – a daytime economy rich with traditional urban activities like shopping, professional services, restaurants, education, general commerce and residential, and a nighttime economy with a "totally different vibe" – concerts, restaurants, art and events.

Egan pointed out in the video that keeping downtown a clean and pleasant place for business is the responsibility of the DPOA maintenance team which has grown in size to four members and now is responsible for landscape maintenance and street sweeping in all 27 parking lots.

"We clean and remove over 3,000 pieces of graffiti annually," he said, and crews power wash more than 10 miles of downtown sidewalks as often as possible.

Egan added that the marketing goals are the same today as they were 10 years ago when the special district was created – to get developers, merchants and residents to invest in downtown as a destination of choice for visitors as well as a place to live, work and play.

The plan seems to be working – Egan said a combination of new projects and consistent marketing "has resulted in over one million visitors a year and tens of millions of dollars to the local economy."

And, he pointed out, "those numbers are still climbing."

The DPOA provides security to the downtown area 24 hours a day, seven days a week, using a combination of two full-time Pomona police officers assigned to downtown, in addition to officers from All

DPOA 10th anniversary... pg. 4



CHECKING OUT THE RAFFLE PRIZES AT POMONA ROTARY'S 'HOT AUGUST NIGHT' – And there were quite a few raffle prizes to see at Pomona Rotary's third annual "Hot August Night" fundraiser, this year held at the conference center at Pomona's Fairplex. Pictured, from left, are Pomona City Councilmember Debra Martin; Fairplex Friends volunteer Robbie Larson; and Mickey Gallivan, President of the Historical Society of Pomona Valley. (See additional photos on page 3.)

Knott's Scary Farm's 42nd year brings back Elvira, promises best year ever

When Knott's Berry Farm throws a press preview party, a pretty good slice of Southern California's news media turns out, and there's a reason for that – it is going to be an event to remember, from the food to the one-on-one with the "real" Elvira, "The Legendary Mistress of the Dark."

So it only makes sense that the subject of their latest press preview, Knott's Scary Farm, will be worth visiting – maybe even more than once.

Knott's Scary Farm opens on Sept. 25 for its 42nd year, but La Nueva

Knott's Scary Farm... pg. 18



'ONE ON ONE' WITH ELVIRA, THE LEGENDARY MISTRESS OF THE DARK – Renee Barbee, Director of Advertising and Public Relations for La Nueva Voz, pauses for a photo with Elvira (actress Cassandra Peterson), "The Legendary Mistress of the Dark," during a one-on-one interview this month at Knott's Berry Farm at the news media preview for this year's 42nd annual "Knott's Scary Farm."



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Congresswoman McLeod calls for close look at food stamp program

Congresswoman Gloria Negrete McLeod called on fellow committee members of both parties during last month's hearing of the Subcommittee on Department Operations, Oversight and Nutrition to examine the access, integrity and intricacies of the Supplemental Nutrition Assistance Program (SNAP).

McLeod, a member of the House Agriculture Committee's conference committee on the re-

cently passed Farm Bill, said the success of the administration of the food stamp program is one of her main priorities.

"Congress must continuously work to ensure the program is operating efficiently by identifying and reducing fraud, and to increase the food purchasing power of low-income households," McLeod said.

The hearing enabled members to review how the program addresses hunger, how it is linked to other federal programs, and how opportunities or barriers impact the ability of low-income families to secure employment and job training to lift themselves out of poverty and off of SNAP.

"I believe that this committee hearing is just the first step in a larger discussion on how to increase efficiencies in the program, identify and reduce abuse, and create a system that not only helps enroll families into the program but also finds ways to successfully help transition them out," McLeod added.



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DECISIONS, DECISIONS – Rosanne Bader, member of the Mt. San Antonio College Board of Trustees, carefully reviews raffle prizes before dropping in her tickets at Pomona Rotary’s annual “Hot August Night” fundraiser this month at Pomona’s Fairplex Conference Center.

ORIGINAL SONG IN HONOR OF SHANE TODD – Todd family friend Rheannon Rusaw performs an original song in honor of Dr. Shane Truman Todd at this month’s “Hot August Night” in Pomona. Todd, whose family formerly lived in Pomona, died under disputed circumstances in Singapore in June 2012, possibly related to his work with a Chinese company that he feared may have been endangering U.S. national security.



DO FISH PROVIDE ADEQUATE NUTRIENTS FOR PLANTS? – Katia Avila, a student at Pomona’s Simons Middle School, explains her Rotary science project contest entry to Stephanie Campbell, Executive Director of Pomona’s Bright Prospect, a non-profit organization that empowers low-income students from Pomona, Montclair and Ontario to succeed in and graduate from college. A total of three science projects were on display at Pomona Rotary’s “Hot August Night” fundraiser this month. The three were finalists in Pomona Rotary’s middle school competition, with winners selected by event guests themselves. Avila won first place in the competition and received \$300 for her efforts. Second place went to Sarai Arellano, a student at Pomona Catholic, who won \$200 for her project on how the brain can play tricks on how we see things. And third place went to Tania Benitez and Savannah Flores, students at Cortez Magnet School. Each received \$50. Oh, and for those who want the entire story regarding Avila’s project, the answer is “yes” – fish do provide adequate nutrients for plants.



‘HOT AUGUST NIGHT’ MASTER OF CEREMONIES – Daniel Thomas, immediate past president of Pomona Rotary, served as master of ceremonies for the organization’s annual fundraiser. Nearly 300 people attended. Sixty percent of the proceeds went to PUPIL (Pomona Unified Partners in Learning), Pomona’s year-old educational foundation, and the remaining 40 percent was to go to other Pomona youth programs.

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Newborns can be safely given up at the emergency room of Pomona Valley Hospital Medical Center -- or at any Los Angeles County hospital emergency room or fire station -- under the California Safely Surrendered Baby Law. The law allows the safe surrender of an unwanted infant within three days of birth with no fear of arrest or prosecution for abandonment as long as the baby has not been abused or neglected.

The baby will be placed in a pre-adoptive home while the adoption process gets under way.

More than 100 infants have been surrendered in Los Angeles County and have had a second chance at life since the program began in 2001.



This message sponsored by La Nueva Voz. To help sponsor this message, contact Renee Barbee at (909) 762-1446.



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DPOA 10th anniversary... from pg. 1

American Security.

As a result of DPOA's investment, "downtown is now one of the safest districts in the State of California," Egan said.

Budget figures on the revenue side for the current year showed a \$920,978 budget with \$772,177 from property assessments, and another \$148,801 from service contracts, special events and other outside services.

Expenditures for maintenance and improvements total \$277,113,

marketing, promotions and special events will cost \$226,769, safety and security total \$303,121 and professional services and administration require another \$113,975.

Egan pointed out that some of those special events include DPOA "signature" events like the Chalk Art Festival, Miss Pomona Scholarship Pageant, the Pomona Christmas Parade, an annual holiday mixer, farmer's market, art walk, antique collector's street fair and others.

And, he said, the DPOA is con-

tinuing to enforce the downtown area's zero tolerance for crime.

Plus, it works with city policy makers on an on-going basis to strengthen existing quality of life ordinances.

DPOA is adding new state of the art wireless cameras and expects to have 38 this year.

What can be expected in the next 10 years?

"More arts, entertainment and culture, a destination for millions, a downtown that's clean, safe and inviting," Egan said. "Ten thousand plus residents, a mix of young urban professionals and retired millennials, parking structures, excellent shopping and dining facilities, a medical university with over 10,000 students, a city within a city with its own fire and police stations."

many millions of dollars to the city's general fund for uses and improvements throughout the city," he added, pointing out that downtown has developed a "solid foundation to build upon."

"If the right decisions are made in the next 10 years, downtown Pomona will truly be the best that she can be," Egan said.

DPOA Board officers this year are Carolyn Hemming, President; Cathy Tessier, Vice President; Eddie Wong, Secretary; and Maribel Alvarez, Treasurer.



DEALING THE CARDS – Dealing a little Texas hold 'em, at left, is dealer Noah Estrada as Marian Higgins and Vernon Price, at the end of the table, keep a close eye on the cards at this month's Downtown Pomona Owners Association 10th annual meeting and casino night.



CONGRATULATIONS ON 10 YEARS – Assemblymember Freddie Rodriguez, at left, presents a congratulatory certificate on behalf of the California Assembly for reaching the 10-year milestone to Downtown Pomona Owners Association Executive Director Larry Egan (dressed in a '70s disco wig) during this month's DPOA 10th annual meeting and casino night.



KICKING OFF THE EVENING'S ACTIVITIES – Downtown Pomona Owners Association President Carolyn Hemming kicks off the evening's activities at Pomona's Glasshouse Concert Hall this month as DPOA Executive Director Larry Egan looks on.

El entender sus opciones de Medicare es una decisión importante y debería ser una decisión informada. **No todas las opciones ofrecen la misma cobertura y beneficios.**

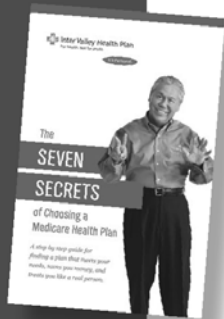
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Friends of Sunnyside to hold fifth annual fundraising pancake breakfast

Friends of Sunnyside will hold its fifth annual fundraising pancake breakfast next month in support of Love Inc., a non-profit organization that helps those in need in the San Gabriel Valley area during difficult economic times.

The breakfast will include pancakes, sausage, fruit and beverage. Cost is \$5.

“The pancake breakfast helps Love Inc. provide Thanksgiving meals to those in need and provide Christmas toys for children who might otherwise not have a toy Christmas morning,” said Frances Gilek, Executive Director of Love Inc. “The funds also help provide emergency food for families in need, diapers and baby items, toiletries and food for the homeless in our area.”

“We are very grateful to the Friends of Sunnyside group for all the hard work they do to make this a wonderful event and so much fun,” Gilek said. “We are also grateful to the Azusa Pacific University students who help us serve that day.”

The breakfast will continue from 9 a.m. to noon in the recreation room near the pool at Sunnyside Senior Apartment Homes, 251 S. Walnut Ave., San Dimas.

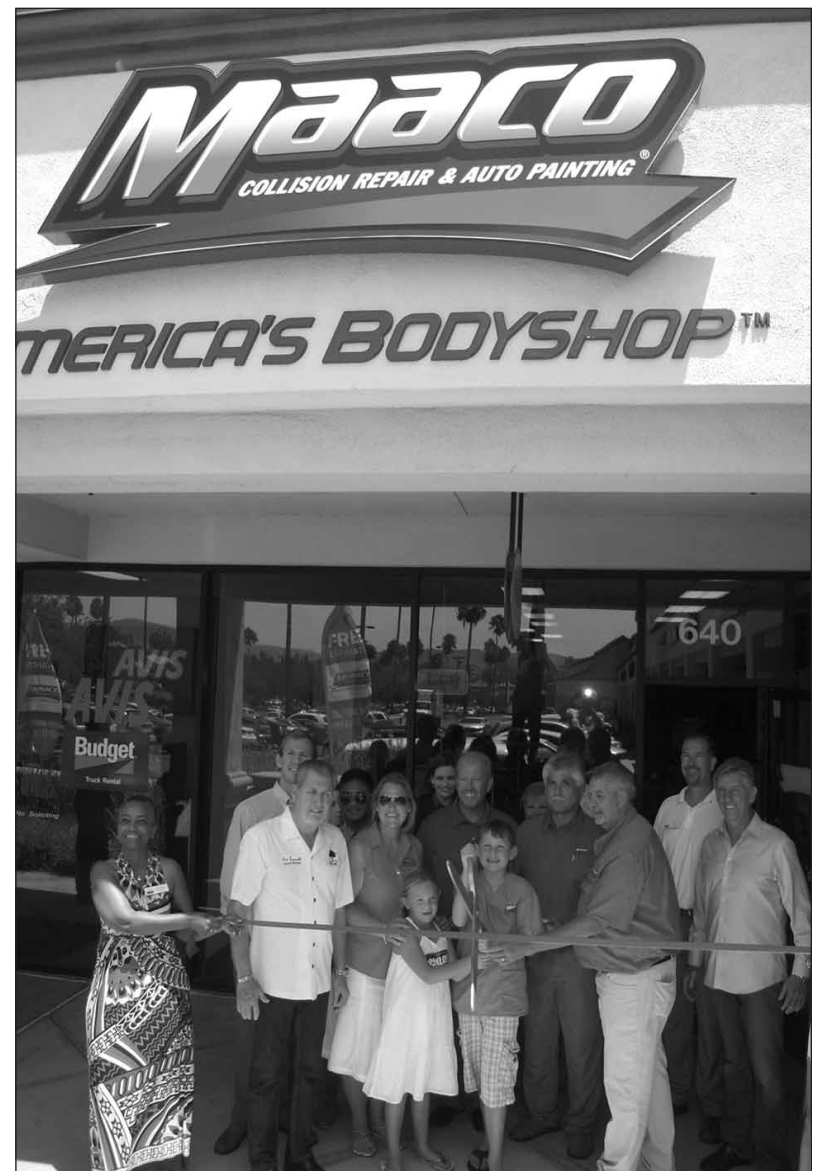
The event will include entertainment and a raffle for prizes. Extra tickets can be purchased from Sunnyside.

For more information, contact Charlotte Chamberlain at (909) 599-2121 or by e-mail at charlotte@strataequity.com.



FIRST CUSTOMERS ON OPENING DAY – The first customers to actually pick up their car at the grand opening received flowers from the team at the new Maaco store in Chino Hills Marketplace in Chino Hills. Pictured, from left, are Joe Grabowski, manager of Maaco in Pomona where the work is actually performed; owner Caroline Peach; Lonnie Pfoertner, and Art Garibay, of Chino. The customers were very pleased with the work on their 2001 Ford Explorer and said it was a very good job. “We are thrilled,” Pfoertner said.

NEW CONCEPT MAACO STORE OPENS IN CHINO, SERVING POMONA AREA – Officials from the Chino Valley Chamber of Commerce and the cities of Chino and Chino Hills cut the ribbon to open a new Maaco collision repair and auto painting location in Chino Hills as a new first of its kind concept – the store is located in the Chino Hills Marketplace shopping center, near the Corona Expressway and Chino Hills Parkway in Chino Hills, and the work is done at a Maaco facility eight miles away in Pomona. The first ever “Maaco store” represents a partnership between Maaco, North America’s largest automotive paint and bodyshop, and the Peach family, which recently acquired 16 body shops in the Los Angeles metropolitan area. Pictured, from left, are Chino Hills City Councilmember Art Bennett, who said he was the store’s first customer; store owner Caroline Peach, Heidi and Mathew Peach, store manager Charlie Strong, and owner Matt Peach. The new store is located at 4200 Chino Hills Parkway, #640, in Chino Hills. For more information, contact the store at (909) 342-7801.



Pomona’s Sugar Shane Mosley turns promoter for MMA ‘Showdown’

Pomona’s own world champion boxer Sugar Shane Mosley is taking off the boxing gloves and putting on his promoter’s hat for a 10-bout mixed martial arts “Ultimate MMA Showdown” in Pomona next month.

The event will showcase the top “up-and-coming” amateurs of mixed martial arts, according to a

spokesperson.

It is scheduled for 7 p.m. Saturday, Sept. 20, at Finish Line Sports Grill at Pomona’s Fairplex.

Numerous celebrity guests have been invited to attend.

For more information, contact (760) 265-2523 or (909) 620-7157 or visit the web site at www.mosleyshowdown.com.

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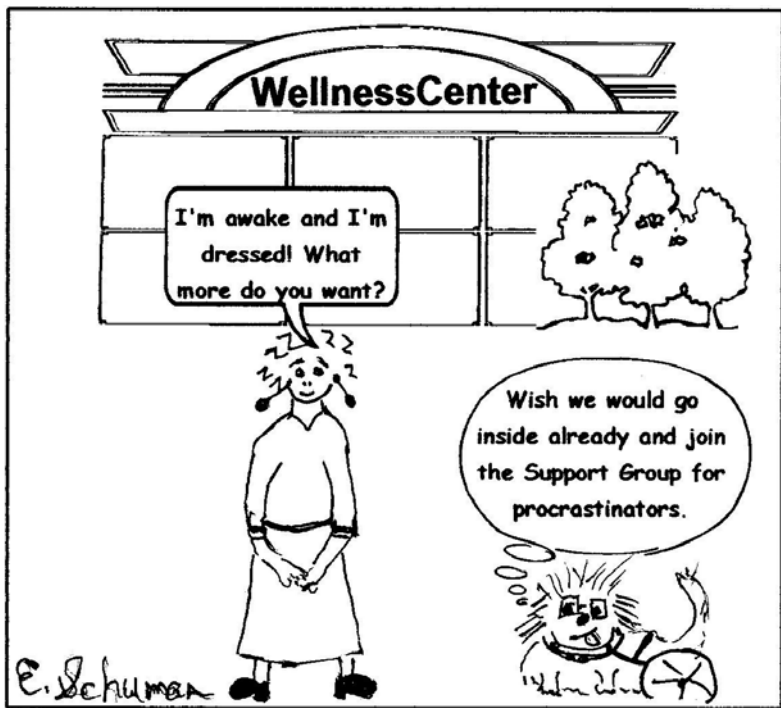
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Hope & Hurdles

By Evy Schuman



In memory of Woodstock, the "real life" inspiration for Hurdles the dog (2000 – 2014), and Pickles, a much loved cat (2003 – 2014), the "real life" cat of the cartoon character "Karma."

EDITOR'S NOTE: "Hope & Hurdles," an on-going feature appearing in La Nueva Voz, was created by artist Evy Schuman as an attempt to "poke fun" at the little things that trouble us all from time to time. Evy, who is also a published writer on the subject, created the cartoon series to show her work at a creative writing class she co-facilitates at Pomona's Tri-City Wellness Center.

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Construction begins on final phase of Pomona's Mission 71 Business Park

Work is under way at Seventh Street Development's 500,000 square foot fourth and final phase of its two million square foot, 91-acre Mission 71 Business Park in Pomona, completing the company's redevelopment of the shuttered General Dynamics facility, according to Seventh Street principal Craig Furniss.

Developed at a cost of \$40 million, the final phase, called Mission 71 West, comprises four industrial buildings ranging in size from 67,000 to 201,000 square feet on a 23-acre site along the west side of the 71 Corona Expressway at Mission Boulevard.

The four new buildings will be

Correction

A page one story appearing in last month's La Nueva Voz describing a "first ever" wedding at this year's Pomona Relay for Life said that everything – including the champagne – was donated by Relay for Life teams and committee members. In fact, there was no champagne – only apple juice. Alcoholic beverages are not allowed at events conducted by the American Cancer Society.

the only modern buildings in their size range currently available for sale in the entire San Gabriel Valley, Furniss said.

Construction of the final phase is expected to be completed in the first quarter of 2015, and one of the four buildings is already in escrow.

The third phase of the development, a 463,000 square foot project, has been completed. All four buildings were committed before completion to buyers including Kittrich Corporation, Vertex China and ALS Group. Unipac/Continental Shipping was expected to close on a 120,000 square foot building immediately upon completion.

Total value of the four sales trans-

actions is approximately \$48 million.

Although the entire development initially offered buildings for sale or lease, all 15 of the buildings completed to date have been sold, Furniss added, bringing 15 businesses and hundreds of jobs to the area.

When completed, the development is expected to be home to more than 1,750 permanent employees, generating annual revenues to the city, state and local schools of approximately \$2.5 million each year, in addition to more than \$9 million in one-time revenues and public improvement infrastructure benefits such as utility, road and signal improvements.

Congressman Gary Miller to emcee annual Meals on Wheels benefit dinner

Congressman Gary Miller will serve as master of ceremonies at next month's Meals on Wheels Annual Benefit Dinner and Auction at Pacific Palms Hotel in the City of Industry.

Reyna Del Haro, Director of Public Affairs and Brand Communications at Kaiser Foundation Hospital in Baldwin Park, will be honored at the event which has a "pro sports" teams theme.

Guests are encouraged to be dressed casually or wearing their favorite team jersey.

The event is scheduled for 5:30 p.m. Friday, Sept. 26. Deadline for reservations is Sept. 19 and tickets are \$65.

For more information, call (626) 336-4937.

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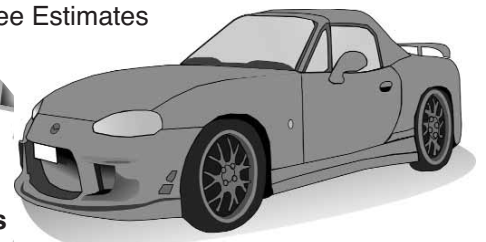
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Pomona Valley Hospital urges screenings for 'peripheral arterial disease,' a sometimes fatal circulatory problem in the legs

Pomona Valley Hospital Medical Center's Stead Heart & Vascular Center is urging people to learn the signs of peripheral arterial disease (PAD) and get screened early for this common circulatory problem which narrows long arteries in the legs.

PAD, which hospital officials said

is often misdiagnosed and claims more lives than strokes or breast cancer, also limits blood flow to muscles and usually results in leg pain when walking.

If left untreated, patients with PAD run the risk of amputation, an increased risk of stroke and heart at-

tack, and up to a 30 percent mortality rate.

A pain-free vascular exam will indicate whether PAD is evident and needs treatment.

"Adults often assume leg pain is a normal sign of aging but, in many

cases, it can be much more than that," said cardiologist Dr. Jayapal Reddy.

PAD also can occur without symptoms, with more than 48 percent of newly diagnosed patients experiencing no pain.

The Stead Heart & Vascular Center is one of the top rated, highest volume comprehensive heart programs in the Inland Valley, according to hospital officials.

To schedule a screening appointment, call (909) 469-9395.

Ganeshsa High School grad joins Dr. Oz in anti-obesity effort

Pomona native Zina Kinslow has been selected as a coordinator with HealthCorps, an in-school wellness and anti-obesity movement founded by heart surgeon and Daytime Emmy award-winning television host Dr. Mehmet Oz and his wife, Lisa Oz.

The peer-mentoring program currently operates in 60 high schools in 13 states and the District of Columbia. Kinslow will work at HealthCareers and Sciences High School in New York, NY, for the next two years to instruct students in mental resilience, nutrition and physical activity.

She is currently undergoing the organization's professional development program and said a full year of activities is planned, including participating in health classes and taking on innovative in-class and after-school projects such as the popular Teen Battle Chef culinary arts program.

"I am very excited for this opportunity and to get to work with the students of Health Careers and Sciences High School," Kinslow said. "I look forward to taking the HealthCorps message to the students and the community."

The Ganeshsa High School graduate attended Bowdoin College in Brunswick, Maine, where she majored in sociology and psychology and minored in education.

HealthCorps is a non-profit 501(c)3 founded in 2003 to combat the childhood obesity crisis. Coordinators serve as peer-mentors working with more than 40,000 students and teaching 10 classes a week. The organization hopes to have a presence in 100 schools by 2015.



Zina Kinslow

Students heading to college may have special insurance needs

At this time of year, as many young adults are heading off to college and settling into a freshman dormitory room, most homeowners' insurance policies will continue to recognize college students as permanent residents while at school for eight months out of the year, according to State Farm Agent Nona Tirre.

"College is a time of transition," Tirre said. "A State Farm policy still views the student as a part of the household. There are limitations for personal effects, but a college dorm is an extension of residence."

In most cases, she said, a parent's homeowner's policy will provide basic coverage for the student but there may be times when a renter's policy is needed.

For example, a personal articles policy can provide additional coverage for electronics, musical in-

struments, sports equipment and more.

She said the student's possessions would be covered for the same disasters that are in a standard homeowner's or renter's insurance policy – fire, theft, vandalism and natural disasters such as a hurricane.

But the student would not be covered for typical "college type" mishaps such as accidentally spilling coffee on an expensive electronic device.

Jewelry may be subject to dollar limits under a standard homeowner's or renter's policy, and parents may want to consider buying a personal property endorsement to their homeowner's or renter's policy.

Parents also may want to consider acquiring stand-alone policies for desktop computers and laptops that may provide coverage

against accidental damage, liquid spills and other events not included under a standard homeowner's or renter's policy.

Tirre pointed out that students who live off-campus may not be covered under their parents' homeowner's or renter's policy and may need to purchase their own renter's insurance coverage.

If the student has been driving the family car and now will be away at college, parents may want to discuss their auto insurance options with their agent.

"Staying safe at college should be your number one priority," Tirre said. "With planning, common sense and the support of friends and family, you can ease your concerns and get off to a great start."

For more information, contact Tirre, a State Farm agent in Claremont, at (909) 620-2662.



MARKING A SPECIAL 100TH BIRTHDAY CELEBRATION – Happy birthday to Mrs. Elvia Garins on the occasion of her 100th birthday! She celebrated her special birthday this month with friends where she spends many of her days at Pomona Community Based Adult Services. Mrs. Garins was honored by a visit from Pomona's Mayor and also received a congratulatory certificate from the Los Angeles County Board of Supervisors, signed by Board Chairman Don Knabe, for "reaching the milestone of the centennial celebration of your birthday. You have been a witness to dramatic historical events." Mrs. Garins, who is a native of the Republic of Honduras but became a U.S. citizen, worked as a primary school teacher. She was married for 41 years to the late Hector Jose Garin and has five daughters, one son, 16 grandchildren and 24 great-grandchildren. Pomona Mayor Elliott Rothman said the secret to her long life must be Pomona's water, although Mrs. Garins said it was living a quiet life, staying away from chiles and alcohol and being married to a husband who never gave her any problems. She also said it is important to eat three meals a day (she sometimes enjoys a glass of wine with dinner). Pictured, seated, from left, are daughter Noemi Garins, of La Puente, Mrs. Garins, and daughter Julietta Giraud, of Pomona. Standing, from left, are Augusto Sobirin, driver; Lupe Feldhaus, activity coordinator; Sarah Dawes, social worker; Mayor Rothman; Ewa Nyczak, administrator of the adult day care center; Gerty Marquez, marketing coordinator; and Lola Adray, social worker.

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Pomona's Inter Valley Health Plan marks 35 years of service

Inter Valley Health Plan, a Pomona-based not-for-profit, federally qualified, Medicare Advantage health plan, this year is celebrating 35 years of providing highly personalized health plans to meet the distinct needs of older adults in the Southern California community.

"Over the last three decades, Inter Valley has been present for not only momentous changes in history but also the evolving healthcare climate," said Ronald Bolding, President and Chief Executive Officer of Inter Valley Health Plan.

"The changes in today's Medicare landscape have made our community-driven personal approach to Medicare even more important," Bolding said. "It's critical that we continue to understand the needs of the older adult population and provide them with educational tools and resources so they can make the best decision (that is) right for them and their health – the same

way Inter Valley has been doing it for 35 years."

Bolding added that Medicare has come a long way since President Johnson signed the Medicare program into law in 1965. He said Inter Valley is taking the opportunity during its 35th anniversary observance – and one year shy of Medicare's 50th anniversary – to look back at Medicare history and the key milestones of its development.

"It's those Medicare milestones that have given us the opportunity to make a strong impact on the health and vitality of older adults and allowed the company to sustain success in the Southern California community," Bolding said.

He said the Medicare bill was signed into law in 1965 and, in 1966, Medicare, authorized by the Social Security Act, offered health insurance to almost all Americans age 65 or older.

By 1970, 20.4 million older Americans were enrolled in Medicare and, in 1979, Inter Valley began enrolling members for the first time – with three employees and 1,575 members.

The company began contracting with HMO's on a risk basis in 1982 and in 1986 Inter Valley had grown to a staff of 75 employees.

In 1991, the company expanded its service area to the High Desert and added eight more hospitals and

physician groups, and by 1996 had expanded to most of Southern California to include Los Angeles, Ventura, San Bernardino and Riverside Counties.

Today, Inter Valley has nearly 21,000 members, 117 employees and 11 Medicare and Information Centers across Southern California.

"After nearly 20 years with Inter Valley, I could not be more proud of where we are today," said Cyndie O'Brien, Vice President of Sales,

Marketing and Member Service. "I have seen the company adapt to the changes and come out strong, always with the community's best interest as its sole mission."

Inter Valley, one of the oldest managed care plans in Southern California, is dedicated to keeping its members healthy and strong, while maintaining non-profit and real service values.

For more information, visit www.IVHP.com.



MAKING ROTARY PLANS FOR YOUTH PROGRAMS – Matthew Henry, CEO of the YMCA of Pomona Valley, at left, maps plans for Pomona Rotary's teen leadership camp and youth and mentoring programs for the coming year as Rotary's new youth services director. Pictured at a meeting last month at O'Donovan's Restaurant in Pomona, from left, are Henry, new Rotary President Janet Roy, and last year's Rotary youth chairman David Speidel. "We are looking forward to meeting with Pomona Unified Schools Supt. Richard Martinez to ensure fellowship with our school counselors," Roy said, to make them aware of all of the programs available to students through Rotary.

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Enroll now in St. Joseph Elementary!
 Enrollment is now open for Transitional Kindergarten through Eighth Grade students attending St. Joseph Elementary in Pomona for the Spring semester.
 Operating since 1898, St. Joseph Elementary today is a 14-room school which includes nine classrooms, a library, a new computer lab, a music room, a conference room and an after school care room.

- Curriculum follows the Archdiocese of Los Angeles and includes instruction in core subjects of religion, math, science, social studies, English, reading/ literature and spelling.
- Supplemental subjects include handwriting for grades one through four, computer class, art class, music and physical education.
- The school is fully accredited. Religious activities include Mass every Thursday, prayer "buddies" and sacraments. Academic activities include science and math fairs and academic "bees." Social activities include Christmas and Spring plays, cultural awareness and parents/grandparents open house.
- A full sports program is offered.
- Services include before and after school care, tutoring, WiFi Internet in all classrooms and hot lunch.

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U.S. News & World Report names Pomona Valley Hospital among best in Los Angeles Metro area

Pomona Valley Hospital Medical Center has been ranked as one of the best hospitals for 2014-2015 in the Los Angeles Metro Area by U.S. News & World Report, according to a hospital news release.

The annual U.S. News "Best Hospitals" rankings, now in their 25th year, recognize hospitals that excel in treating the most challenging patients.

Pomona Valley ranked 32nd in California and 17th in the Los Angeles Metro area. The hospital also was recognized as high-performing in cancer, nephrology, pulmonology and urology.

"Pomona Valley Hospital Medical Center prides itself on delivering the highest level of care to patients,"

said Richard Yochum, the hospital's President and CEO. "These rankings are a reflection of the hard work and dedication that our staff demonstrates each day, and we are honored to have some of our top programs recognized."

U.S. News evaluated hospitals in 16 adult specialties and ranked the top 50 in most of the specialties. Only three percent of the nearly 5,000 hospitals that were analyzed for Best Hospitals 2014-2015 earned national ranking in even one specialty.

"The data tell the story – a hospital that emerged from our analysis as one of the best has much to be proud of," said U.S. News Health Rankings Editor Avery Comarow. "A 'Best

Hospital' has demonstrated its expertise in treating the most challenging patients."

U.S. News publishes the listing to help guide patients who need a high level of care because they face particularly difficult surgery, a challenging condition or extra risk because of age or multiple health problems.

Objective measures such as patient survival and safety data, adequacy of nurse staffing levels and other data largely determined the rankings in most specialties.

The rankings are available at <http://health.usnews.com/best-hospitals> and appear in the magazine's "Best Hospitals 2015" guidebook, which becomes available this month.

New 'PulsePoint' app available to quickly alert CPR-trained citizens to cardiac arrests in progress

A new free cellular telephone application designed to get help to cardiac arrest victims quickly was made available to residents and health care professionals in Los Angeles County this month.

Known as PulsePoint, the "app" is available to both "average citizens" and off-duty professionals trained in CPR. Registered users receive an alert when a sudden cardiac arrest occurs in a public place in their immediate vicinity, allowing them to respond.

Users are informed at the same time as emergency responders and are

given detailed instructions, including the location of automatic external defibrillators nearby.

The capability in Los Angeles County is being made possible by the Los Angeles County Fire Department, the PulsePoint Foundation, which focuses on ways to make it easier for citizens trained in CPR to use those lifesaving skills, and The Wireless Foundation, a non-profit organization dedicated to initiatives using wireless technology to help American communities, which provided funding for the project.

More than 13,000 people in Los Angeles County have already downloaded the app, but local promotional campaigns are in development to help raise awareness.

Cardiac arrests outside hospitals, the leading cause of death in the U.S., are responsible for more than 1,000 deaths a day and 424,000 a year. Effective CPR administered immediately after a cardiac arrest can potentially double or triple the victim's chance of survival, but less than half of the victims receive that immediate help.

Inland Valley Hope Partners helps families double food benefits at farmer's market

Inland Valley Hope Partners will continue teaming up with the Hunger Action Network and the WIC Farmers' Market Nutrition Program for the rest of the summer to help families double the purchasing power for fresh fruits and vegetables at the Pomona Valley Certified Farmer's Market.

The partnership is helping more than 400 families eligible for WIC and EBT (CalFresh) programs by matching their benefits.

To participate in both the WIC

Farmer's Market Nutrition Market and Market Match programs, qualified patrons can receive vouchers at the information booth at the market, located at Pearl Street and Garey Avenue in Pomona, between the hours of 7:30 and 11 a.m. on Saturdays.

Inland Valley Hope Partners has been providing food and emergency shelter to the community's hungry and homeless since 1968.

For more information, contact (310) 621-0336.

East Valley Community Health seeks artists for 'public art' project

East Valley Community Health Center has released a request for proposals providing local artists an opportunity to display their talents and be recognized in the community by creating and implementing a permanent public art project on the outer wall of the new health center in Pomona.

"The successful proposal will help define East Valley's façade as a cultural space, bringing positive attention to the building and ultimately contributing to the cultural legacy of the City of Pomona," said East Valley CEO Aliciaardini.

The selected artist or team will be

given a budget of \$33,000 to complete the project. Competition is open to artists who live in the cities of Pomona, La Verne or Claremont.

Proposals must be delivered to East Valley by 1 p.m. Sept. 22 and must include a description of the vision, a high resolution picture of the design concept, a budget worksheet, a detailed plan involving local students, the resume of the artist or artists and high resolution pictures of past artwork.

For more information, visit the web site at <http://Pomona.evchc.org/art-project/>.



ASSEMBLYMEMBER RODRIGUEZ SPONSORS BACKPACKS GIVE-AWAY – Assemblymember Freddie Rodriguez, the California Institution for Men in Chino, Echoes of Faith World Outreach Ministries and Chino Valley Employees Association (consisting of employees at the prison and their families) distributed dozens of free backpacks and school supplies to students in grades K-8 from Chino, Montclair, Ontario and Pomona this month outside the gates of the men's prison in Chino. The event also included fingerprinting, wall climbing and other activities for the kids. Pictured with Assemblymember Rodriguez are members of a local family receiving the backpacks.



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La Nueva Voz reaches 50% more readers in Pomona each month than the local suburban daily newspaper.



POMONA UNIFIED SCHOOL DISTRICT BACKPACK GIVEAWAY – Backpacks filled with school supplies were the hot item again this year as employees and volunteers staffed the Pomona Unified School District Family Support and Resource Center “Back to School” backpack giveaway earlier this month. A total of about 1,200 backpacks were given away to students from kindergarten through 12th grade. Officials said the line was all the way down the block at 5:30 a.m. for the event that opened for business at 8 a.m. Pictured handing out “just the right” backpack, at left, is volunteer Diana Wentes, a senior at Pomona’s Fremont Academy. Patricia

Azevedo, program administrator for pupil and community services, said major donors included Christ of the Valley Church in San Dimas, which donated 500 backpacks, and School on Wheels, a non-profit organization that tutors homeless kids. Some of the supplies were purchased with state funding earmarked for education for homeless kids. “It’s overwhelming,” she said.

INFORMATION ON NUTRITION AND IMMUNIZATIONS – Kids and parents stopped by a nutrition table where they could sign up for additional information on how to eat well on a budget. Information also was distributed on requirements for students entering seventh grade to show proof of the required whooping cough booster immunization called “Tdap.” Helping with the information are Gayle Claiborne, standing at right, and Dell Harris, both of Pomona Unified’s child development program.

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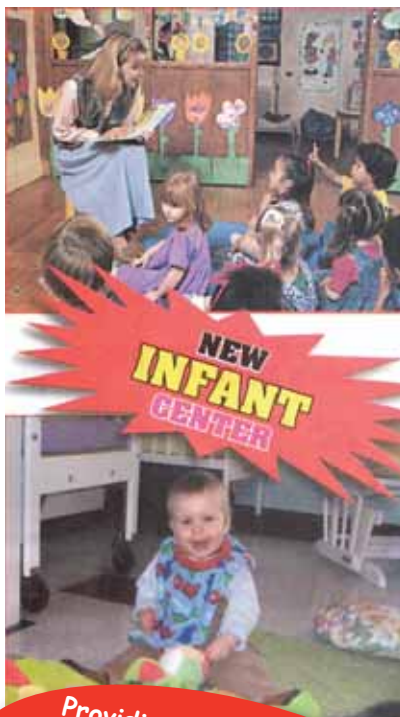
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LINCOLN ELEMENTARY SCHOOL DANCERS – Folklorico dancers from Pomona's Lincoln Elementary School, all fourth, fifth and sixth graders, received applause and cheers from the crowd at this month's National Night Out in the Pomona Civic Center. Teacher Paula Rafael said the dance team, which regularly performs throughout Pomona and beyond, was invited to appear at Disneyland this summer as part of a community arts showcase. Some 27 students are in the after school dance program.



HERE'S HOW IT'S DONE – Los Angeles County Fireman Rydell Style, of Pomona's Engine Co. 182, shows Lucia Gutierrez, 6, a student at Vejar Elementary School, how to put out a fire with a fire extinguisher on gas powered test fire equipment used for demonstrating the technique. The demonstration was part of this month's National Night Out activities in the Pomona Civic Center.



WORKING THE 'ROOM' AT NATIONAL NIGHT OUT – Pomona Mayor Elliott Rothman and Three Valleys Municipal Water District Board Member Carlos Goytia chat with representatives of Pomona's School of Arts and Enterprise during this month's National Night Out in Pomona. Pictured, from left, are Marco Fonseca Argote, a staff member of and graduate from the School of Arts and Enterprise; Tricia Manzo, Executive Administrative Assistant at the school, Rothman and Goytia.



LIBRARY SUPPORTERS ON HAND AT NATIONAL NIGHT OUT – Jesse and Alice Gomez, members of Save Our Pomona Public Library, were on hand to promote this month's "Partying Porches and Patios of Old Pomona" fundraiser, also held this month. The event showcased several historic homes in Pomona and raised funds for the upcoming library ballot measure in the November election. Pictured, from left, are Renee Barbee, Director of Advertising and Public Relations for La Nueva Voz, and Jesse and Alice Gomez of Pomona.



NATIONAL NIGHT OUT IN POMONA – This year's National Night Out in the Pomona Civic Center this month was a perfect evening for the Mayor, the Police Chief, Neighborhood Watch groups and others to all get together and focus on the needs of the community to promote awareness, safety and neighborhood unity. The local event, the largest turnout in recent memory, was part of a 31st annual crime and drug prevention program involving more than 15,000 communities in all 50 states. Pictured, from left, at rear, are Pomona Police Chief Paul Capraro and Pomona Mayor Elliott Rothman. Front row, from left, are Ryan Houston, 11, his mother, Donna Houston, a Neighborhood Watch block captain in Pomona's Mission Hills Estates, and Melvin Houston, 13.



MARIACHI MUSIC AT NATIONAL NIGHT OUT – Paola Wilbur, of Mariachi Estrellas de Oro y Plata, stole the show as she stepped down from the stage and sang to the crowd in the Pomona Civic Center during National Night Out activities this month. Her mariachis appear behind her on the city's portable stage in the background.



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Discount 'Pomona Day' tickets to benefit Pomona Big Yellow Bus program

Summer is coming to a close, the Los Angeles County Fair opens Friday, Aug. 29, and Pomona Day at the Fair is scheduled the following Friday, Sept. 5 – with discounted tickets available with the coupon in this issue of La Nueva Voz (see page 3).

Discount tickets also are available on line at lacountyfair.com/buy tickets (promo code pomona).

Simply bring your coupon to the ticket gate for your \$5 admission – a savings of \$7 per ticket. The coupon is good for the purchase of multiple \$5 tickets.

All proceeds from the special \$5 promotion will benefit the Pomona Big Yellow Bus program, which transports more than 14,000 Pomona students to the FairKid's Field Trip Program.

The field trip is free to students and schools, but funding for transportation has to be provided. For many Pomona students, this is the only field trip they will attend during the school year.

Students will have the Fair to themselves from 9 a.m. to noon every Wednesday, Thursday and Friday during the Fair. No carnival games or rides are open. Students

will have a grade-specific curriculum through at least a dozen attractions and demonstrations, including Fairview Farm, The Great Wilderness, Mojo's Jungle, America's Kids, Millard Sheets Gallery, Beneath the Sea and others.

For more information on this program and to donate directly, visit TLCFairplex.org, Our Programs, then select "Fairtime Education."

Click on "donate now" and in the "fund" pick list, choose "bus program Pomona" to help send Pomona students to the field trip program.

Gates open at noon on Pomona Day and the Pomona Day Parade gets under way at 5 p.m. featuring floats, special guests, marching bands from all four Pomona high schools and Pomona's "Community Heroes" at the Fair this year.

The Pomona Community Expo will be available all day, featuring Pomona businesses and community service groups.

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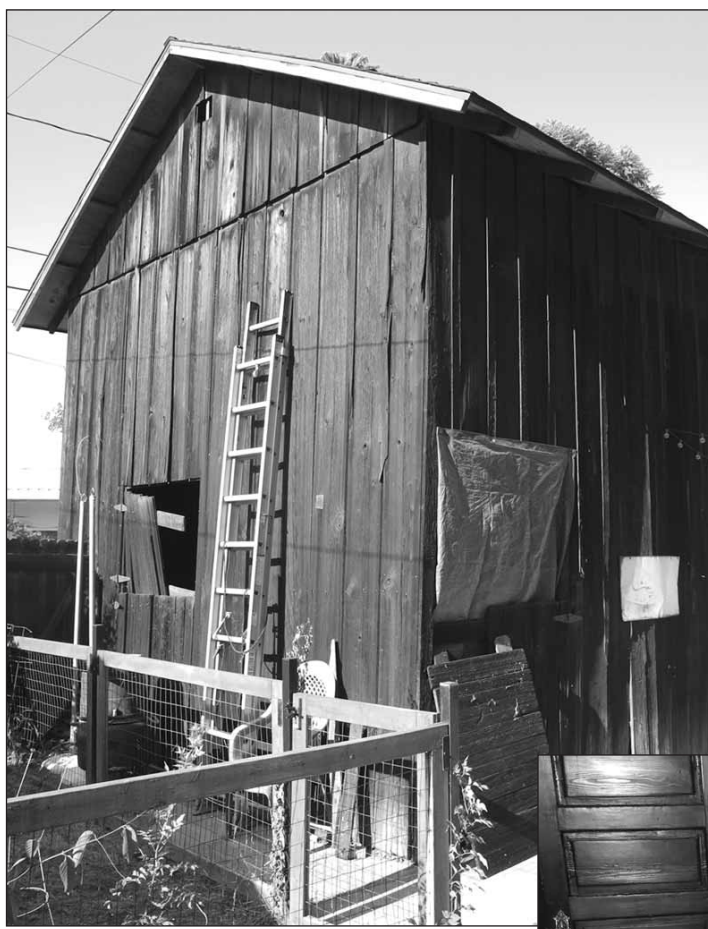
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SAVE OUR POMONA PUBLIC LIBRARY 'PARTYING PORCHES AND PATIOS OF OLD POMONA' FUNDRAISER – Members of Save Our Pomona Public Library, the organization behind a proposition on the November ballot to fund Pomona's cash-strapped public library, took it to the streets this month for "Partying Porches and Patios of Old Pomona," a fundraiser showcasing some of Pomona's oldest and finest homes. Most of the group traveled from stop to stop in the Downtown Pomona Trolley, driven by Mike Hayes, who put up with a lot of friendly cord-pulling bell-ringing. Pictured at the first stop is Cyndi Guerra, in front of her Craftsman bungalow home with a wrap-around porch on East Garfield Avenue in Pomona, standing behind an original hitching post for horses. The house and barn were built pre-1906 (the exact year is difficult to determine because the location was not a part of the City of Pomona at the time).



TURN OF THE CENTURY BARN – Turn of the last century that is. The barn at the rear of Cyndi Guerra's home is doing very well, thank you. It still includes a hayloft upstairs with an opening on the back alley where the hay wagon loaded the hay for the horses. And the pulley for lowering bales of hay to the ground level by rope is the original pulley.



THREE STORIES AND AN ELEVATOR! – Actually, La Nueva Voz was told the elevator was added quite a bit later. Roxy and Woodie Douglas opened their home to the traveling group for "Partying Porches and Patios" to offer an inside look at the home in the middle of a grove of citrus and avocado trees. Visitors agreed that because it is set back from the street on Towne Avenue long-time residents probably have driven by the home for years without having any idea it was located there. The Douglas family moved in 10 years ago but the house was built in 1892. The home is built on just over 10 acres although the site originally included 144 acres. A wood-burning pot-belly stove out on the back patio was used for 45 years for pancake breakfasts of Pomona Presbyterian Church.



LA CASA PRIMERA DE RANCHO SAN JOSE – This historic home on North Park Avenue in Pomona, La Casa Primera de Rancho San Jose, was the third stop on the "Partying Porches and Patios" tour sponsored this month by Save Our Pomona Public Library. Still want to take a look? It is open from 2 to 5 p.m. Sundays. Call (909) 620-2417 for appointments. The adobe home, built in 1837, is the oldest home in the Pomona Valley area.



MODEL FOR KINDERGARTENS IN CALIFORNIA – Perhaps the first kindergarten in California, certainly one used as a model for kindergartens throughout the state, is located on the grounds of La Casa Primera de Rancho San Jose. Known as the Barbara Greenwood Kindergarten Bungalow, it was built in 1908. It has been moved several times – it first opened on North Park Avenue in 1908, moved to the old San Antonio School site in 1929, and then was cut in half for a move to West Arroyo Avenue. It was saved from demolition and moved once again to its present location in 1974. Pictured at the "stove" is Isabella Guerrero, 7, and at right, at the "sink," is her sister, Darla Pearl Guerrero, 6, as their mom, Krisanne Guerrero, looks on from just out of camera range.

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AN ENTIRE WALL OF MUSIC! – Pictured are Mickey and Jim Gallivan in their living room at the fourth stop on the "Partying Porches and Patios" tour, standing in front of their wall of music. Jim made the red harpsichord, at left, himself and is an accomplished cellist, and Mickey has been known to play a little guitar. For more information on Save Our Pomona Public Library, a 501(c)4 that engages in political advocacy for the Pomona Public Library, visit the web site at www.soppl.org or contact coordinator Marian Higgins by e-mail at marian@soppl.org.



A VIEW OF THE GREENHOUSE – John Clifford, President of the Pomona Public Library Foundation, gets an up close look at the greenhouse at night in the Lincoln Avenue backyard of Mickey and Jim Gallivan on this month's "Partying Porches and Patios" tour sponsored by Save Our Pomona Public Library. The greenhouse is part of the "secret garden" at the home which also features a small bridge under an arched trellis, a huge back porch and more.

POSING IN FRONT OF THE BARN – Homeowner Roxy Douglas poses in front of her barn in the back yard of their 1892 home on Towne Avenue.



Los Angeles County Fair announces 2014 Pomona Day Community Heroes

Tim Saunders, Dawn Schaller and Victoria Matveev-Suarez have been named 2014 Pomona Community Heroes for the Los Angeles County Fair and will be recognized on Pomona Day at the Fair on Friday, Sept. 5.

The public is invited each year to nominate Pomona citizens who have demonstrated exceptional community service and good citizenship to be recognized as Pomona Heroes. They are honored at the Pomona Day Community Reception and in the Pomona Day Parade.

The "adult" heroes this year are Tim Saunders and Dawn Schaller who, although they were nominated by different people, just happen to be a couple.

Dawn Schaller

Schaller is very involved in volunteer activities throughout the Pomona Unified School District, including Village Academy High School, where she helped organize a prom dress drive; Diamond Ranch High School, where she is treasurer of the parent booster organization, Lorbeer PTO treasurer, and past president of Decker Elementary PTA.

She served on the committees of the Miss Pomona Pageant and the Pomona Christmas Parade from 2009-2011, and she has served as a Girl

Scout troop leader, a volunteer and sponsor for Relay for Life, a team mom with AYSO and a volunteer at Pomona Unified's Nancy McCracken Science Expo.

Tim Saunders

Saunders is known throughout the community as one who cares and gives from the heart. In addition to being at Dawn's side in most of her activities, he also helps organize and volunteers at Pomona's Great Camp Out and Pomona Unified's Learning Expo.

He has been an AYSO soccer coach since 1990, as well as a coach for Club Soccer from 1995-1998. He was a soccer coach for Diamond Ranch High School for the 2012-2013 school year. He has been highly active in youth soccer for almost two decades even though he does not have any children of his own participating in these programs.

Saunders served as the public relations officer for Pomona Unified's Council of PTA in 2008 and serves regularly as a PTA volunteer.

He enjoys reading to children through the Read Across America Programs and has served on the Blue Ribbon Commission for Fairplex, as well as on the Miss Pomona Pageant Committee and the Pomona Christmas Pa-

rade Committee.

Victoria Matveev-Suarez

Matveev-Suarez is a graduate from Pomona Catholic High School, where she served as assistant coach of the girl's cross country team, giving her the opportunity to mentor and motivate the team.

She is an active member of the Pomona Inland Valley Martin Luther King Jr. Project and in 2013 served as director of vendors for the project's annual event. She volunteers and interns at an OB/GYN women's clinic in Pomona.

According to nominator and Pomona City Councilwoman Paula Lantz, Matveev-Suarez' commitment to political activism, social consciousness, academic excellence, kind and compassionate character and generous nature are rare in a young woman her age.

The Community Heroes nominations are open to the public and submitted to Fairplex staff. A sub-committee of the Pomona Community Day committee evaluates and scores each nomination to make the final selections. Pomona's Community Heroes will be introduced to the public during the Pomona Day Parade at 5 p.m.

Local Alpha Kappa Alpha chapter seeking young women for 'debutante ball' experience

Alpha Kappa Alpha Sorority, Epsilon Eta Omega Chapter, is seeking participants for its "debutante ball," described as a "life changing" experience for African American females in the 11th and

12th grades in the Pomona Valley area.

An informational meeting and workshops will begin late next month for the event which is scheduled for March. The sorority sponsors the event every two years.

Debutantes participating in the past two debutante balls were awarded more than \$24,000 in scholarships.

The local chapter of Alpha

Kappa Alpha will provide enrichment workshops and seminars for the young women designed to enhance social etiquette, financial planning, college awareness, personal appearance, spiritual guidance, job preparations, and health awareness.

For more information on the program and its informational meeting, contact coordinator Cecilia Huggins at (909) 224-4334 or by e-mail at cchuggs@aol.com.

THE WEEKEND GARDENER by Leif Green

Warm days, cool trees

Plant trees. They give us two of the most crucial elements for our survival: oxygen and books. A. Whitney Brown

This is the time of year when the hot days of August and September take away at least some of the inspiration to work in the garden. But it is the perfect time to take a late afternoon walk just before the sun goes down and enjoy the efforts your neighbors have put into their own gardens.

I enjoy old, stately trees and Pomona has a number of terrific specimens. Many readers probably remember the majestic oak



Leif Green

tree that was in front of the Ebell Club on Holt Avenue. It was sad when it had to be cut down. Trees, like people, do age and are susceptible to disease so we should enjoy

these trees while we can. A list of some of the splendid trees in Pomona can be found at http://pomonaheritage.org/resources/Gov_Docs/trees1.html. Many of these trees are within a short walking distance of each other. A prime example is the camphor trees on Pasadena Street between Gibbs Street and San Antonio Avenue.

Other interesting trees are the Yew Pint on E. Jefferson Avenue and, just a few blocks away, the Ginko tree on N. Palomares Street. The coolest tree in Pomona, however, isn't on the list. That tree is on the southwest corner of White Avenue

and Chester Place (between Holt Avenue and Orange Grove Avenue).

I hope you get as much enjoyment out of these trees as I have.

Editor's Note: Leif Green, the author's pen name, grew up in Pomona and graduated from Cal Poly University Pomona with a master's degree in biology. Gardening has always been his hobby and his column is presented as a public service.

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Knott's Scary Farm... from pg. 1

Voz was invited to be on hand to see the preview with its "notorious" news conference earlier this month.

And yes, the original Elvira, actress Cassandra Peterson, is back again this year.

Actually, Elvira told La Nueva Voz she worked with Knott's Scary Farm for 21 years, followed by 12 years off and back again both last year and this year. Not a bad run for a horror flick hostess who started her career in 1981 at KHJ Channel 9 in Los Angeles (she became the Scary Farm headliner in 1982), went national and came back to Southern California's Buena Park at Knott's.

From the sound of the audience of members of the news media and special guests, her fans are glad she's back.

Then what does it take to host a Knott's-style media preview event? Kicking it off with an Elvira routine doesn't hurt, followed by behind-the-scenes "insider" information from the creators of this year's new mazes and attractions, and topped off by "Special Ops: Infected" soldiers "taking over" the Charles M. Schultz Theatre, some of them rappelling down from the ceiling machine guns in hand in a fog-filled auditorium.

The food wasn't bad either, but you have to understand they do things a little differently at Knott's. First of all, their media folks scheduled the one-on-one interviews with all of the players (but a quick glance at the sign-up sheet showed Elvira was the only candidate for interviews), followed by what was billed as a "light reception."

Not sure what you would be expecting but the fare was everything from thinly sliced filet mignon to rack of lamb, an entire display of huge prawns wrapping around a monster head ice sculpture and more.

So, folks, the witching hour is upon us, they've cracked open the crypt at Knott's Scary Farm once

again, and if the press unveiling gives us a fair idea of what's on tap, this year's Scary Farm should be a real howl for all the boys and ghouls.

This year will see new haunted mazes and some of the old ones, shows, "a thousand monsters lurking in the fog" and an interactive experience, according to Knott's, "never before seen at a U.S. theme park."

If you are looking for a mix of explicit horror, dark humor and thrilling attractions, you'll find it at Knott's which, promoters say, is why it is known as "the largest, most haunting Halloween experience in Southern California."

Knott's Scary Farm will be open for 24 horrifying nights from Sept. 25 through Nov. 1 (Sept. 25-27, Oct. 2-5, 9-12, 16-19, 22-26, 29-31 and Nov. 1. Hours are 7 p.m. to 1 a.m. Wednesdays, Thursdays and Sundays, and until 2 a.m. Fridays and Saturdays.

And Elvira will headline the 1,800 seat Ghoul Time Theater twice nightly through the entire run of Scary Farm, featuring her signature blend of comedy and sass, along with singing, dancing and explosive

special effects.

Oh, and those "Special Ops" guys? Scary Farm guests this year – in the first attraction of its kind in North America – will have an opportunity to exterminate the infestation of zombies who threaten mankind's existence – brave guests, that is, armed with specially de-

signed laser guns.

But don't worry, the Special Ops commander will help turn you into soldiers so you'll be up to the task.

Single night tickets are \$39 to \$49 (depending on when purchased on line, plus taxes and fees), and a limited number of passes offering unlimited visits to all 24 event nights

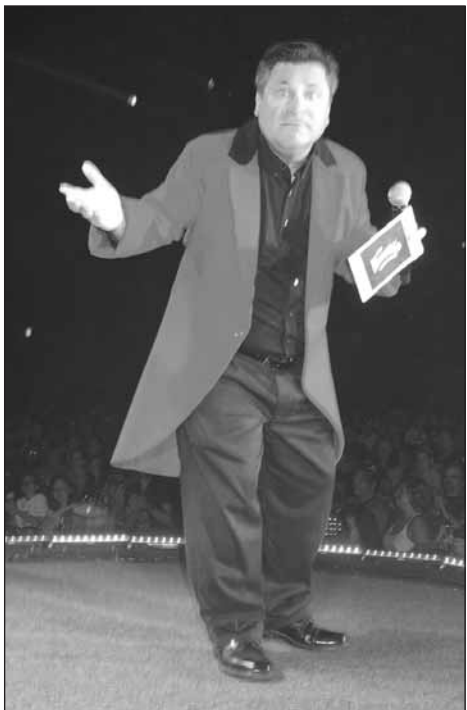
are \$65 to current Knott's season passholders or \$75 on line to the general public (plus applicable taxes and fees).

Day of event tickets purchased at the ticket booths are \$65.

For more information, visit the web site at www.knotts.com/scary-farm.



'SPECIAL OPS' SOLDIERS PART OF THE SHOW AT KNOTT'S SCARY FARM – "Special ops" soldiers will be on hand for Knott's Scary Farm this year to help guests exterminate an infestation of zombies who threaten mankind's existence. But no worries, they seemed pretty good at what they do – we're sure it will all work out just fine. Members of the "special ops" team are shown posing for photos during a reception following this year's news media briefing at Knott's.



WARMING UP THE CROWD – Jeff Tucker, master of ceremonies at the news media briefing for Knott's Scary Farm this month, warms up the crowd before things took a turn for the dark side.



MOVING OUT INTO THE CROWD ON THE RUNWAY – Yes, folks, it is the "real" Elvira, actress Cassandra Peterson, "The Legendary Mistress of the Dark," who clearly has worked this room before – all the way out onto the runway. Elvira, pictured during this month's news briefing for the annual Knott's Scary Farm event, is back this year for every night of Knott's Scary Farm.



ALL BARK AND NO BITE – One of the "monsters lurking in the fog" pauses to pose for a La Nueva Voz photo during the news media briefing at Knott's Berry Farm for this year's Knott's Scary Farm. Pictured with this particular monster in the Charles M. Schultz Theatre is Renee Barbee, La Nueva Voz Director of Advertising and Public Relations, who was, well, pretty sure he was really just such a nice young man.

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Bill by Assemblymember Rodriguez to improve active shooter responses awaiting governor's signature

A bill by Assemblymember Freddie Rodriguez to improve the way first responders train for active shooter situations is headed to the governor's desk to await his signature.

Assembly Bill 1598 was introduced in response to the shooting last November at Los Angeles International Airport in which a Transportation Safety Administration officer was killed.

"I heard too many stories about injured victims at LAX having to wait to receive medical care," Rodriguez said. "As an emergency medical technician of 30 years, I know how critical it is for the injured to receive prompt medical attention."

He added that a coordinated emergency response from law enforcement, fire and emergency medical responders can help bring medical attention faster and could save lives.

Rodriguez, chair of the Select Committee on Local Emergency Preparedness, held an informational hearing earlier this year to see what officials learned from the incident at LAX.

AB 1598 would require the Commission on Peace Officer Standards Training, the California Emergency Medical Services Authority and the Office of Emergency Services to coordinate training standards for active shooter incidents.

Pomona Breakfast Optimists to celebrate 60th anniversary at annual meeting

The Pomona Breakfast Optimist Club will celebrate its 60th anniversary during an annual installation of officers luncheon in October in San Dimas.

The event is scheduled for 11 a.m. to 4 p.m. Sunday, Oct. 5, at San Dimas Canyon Golf Course, 2100 Terrebbonne Ave., San Dimas, and is open to the public.

Included will be lunch, installation of officers, entertainment, a raffle and more.

Tickets are \$30 per person with checks payable to PBOC and mailed to the Pomona Breakfast Optimist Club, P.O. Box 2605, Pomona, CA 91769.

To RSVP (by Sept. 20), contact M. Joyce Bakersmith at (626) 806-5501 or by e-mail at mjbakersmith@verizon.net.

The Pomona Breakfast Optimist Club was formed on Nov. 16, 1954, and has focused on "bringing out the best in kids" for the past 60 years.



BRIGHT PROSPECT KIDS TOUR POMONA COLLEGE CAMPUS – Former Bright Prospect student Jose Lopez, with his back to the camera, leads a tour of Bright Prospect students through the halls of Pomona College in Claremont during a special "summer academy" outing last month. "Bright Prospect is the reason why I decided to go to college," Lopez said. "I had never even heard of Williams College, but I looked it up after hearing about it at summer academy and that was the first time I really wanted to go to college." He said because of that summer, he is now at Williams. The summer academy is a week-long first orientation to college – and to the Bright Prospect program – for rising 10th graders. Students pictured were on the first summer academy session held at Pomona College and attended by 150 new Bright Prospect students. Students had an opportunity during the week to learn that college is affordable and that their hard work in high school will help pay off in their possible future college options.

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- Discount Market, Philadelphia Street and Towne Avenue, Pomona
- LaunderLand Coin Op Laundry, 744 E. Holt Ave., Pomona
- American Legion Post #30, 239 E. Holt Ave., Pomona
- Pomona Eagles, 954 W. Mission Blvd., Pomona

OPINION

The NFL should give Ray Rice a greater punishment for domestic violence incident

By Sue Aebischer
Executive Director
House of Ruth

Violence, especially violence against women, is a prominent issue when it comes to the field of sports. Lately this issue has been very apparent in the world of football. Despite the number of domestic violence incidents involving NFL players in the past year, the league has yet failed to make a statement regarding the severity of these issues or adequately punish players for these crimes. As domestic violence continues to be a growing problem in our community, it is very important that institutions such as the NFL and other sports leagues publicly demonstrate their commitment to ending violence against women by taking a harder stance against players that commit acts of violence.

In the past year, there have been several news stories regarding inci-

dents of domestic violence involving NFL players and their partners. Most recently, the NFL made headlines in the news when Ravens linebacker Ray Rice was charged with felony aggravated assault for domestic violence. The charges were made after Rice was caught on camera stepping out of an elevator with his unconscious fiancée Janay Palmer, whom he (allegedly) had assaulted inside. This unfortunate incident was an opportunity for the NFL to address the issue of violence that plagues the sport, and make a statement that it does not tolerate violence against women. However, when Commissioner (Roger) Goodell chose to suspend Rice for only two games, the NFL sent out a message to its fans that it does not take domestic violence to be a very serious offense.

In fact, Rice's punishment seems minimal in comparison to those that other players have received for other offenses, such as violating the NFL's

strict drug-ban policy. Recently, football player Terelle Pryor got suspended for five games for a memorabilia violation in college, and player Josh Gordon may be suspended for a year due to several marijuana violations. These punishments go to show that the NFL is willing to take the proper steps to ensure that their players adhere to their guidelines and serve as adequate role models to their fans. Therefore, that raises the question: If the NFL can demonstrate a no-tolerance policy for players who violate the league's strict no-drug policy, why can't it do the same for incidents of domestic violence? Rice's two-game suspension



Sue Aebischer

is far too lenient given the gravity of the situation.

If not for any other reason, it is important for the NFL to take a firm stance against violence against women because, whether they like it or not, NFL leaders, coaches and players serve as role models to millions of fans across the nation. Therefore, when a player commits an act of violence and the NFL commissioner chooses to downplay this incident, the NFL implies to its fans that violence against women is not an important issue to the league. However, given that almost 50

per cent of NFL fans are women and one in four women will experience intimate partner violence throughout their lifetime, violence against women should be an issue that the league takes more seriously. The lack of interest that the NFL has displayed in addressing these issues also seems contradictory for a sports league that claims to be supportive of women, and is even trying to market to that demographic by launching a campaign to promote breast cancer awareness.

In the midst of these allegations, many want to focus on the fact that Janay Palmer, Rice's now-wife, has stayed by her husband's side throughout these allegations. There have even been those such as ESPN sports analyst Stephen A. Smith, who stated that women need to learn how to not "provoke wrong actions" from men. Although Smith has since retracted his statement after facing much criticism,

his words reflect many people's tendency to blame victims instead of the perpetrator. There are several reasons why women choose to stay in domestic violence relationships such as fear, isolation, lack of knowledge of resources available, fear of homelessness and financial dependence on their partner. Moreover, it is important to keep in mind that focusing on why the victim stays only takes away blame from the batterer.

Domestic violence is a very serious issue that affects everybody in our community. Therefore, when somebody who is in the public eye makes such a serious offense, it is important for those involved to properly address the issue and make it clear that violence against women is never okay. The NFL had an opportunity to demonstrate its support of women by giving Rice a longer suspension or expelling him from the league, but failed to do so. We can only hope that the NFL learns from the criticism it has received, and takes a clear stance against violence against women in the future.

About Sue Aebischer: Sue Aebischer is the Executive Director for House of Ruth. She has worked in the domestic violence field for over 35 years, including serving as one of the founders of the YWCA WINGS Shelter in West Covina. She has provided professional training on various critical domestic violence issues, including teen relationship violence, child custody, confidentiality, compassion fatigue and secondary trauma. In addition, Sue is also involved at the local and statewide levels with advocacy on behalf of battered women and children. She can be reached at saebischer@houseofruthinc.org or (909) 868-8008.

Claremont Youth Symphony recruiting new musician members

A required meeting for parents of musicians interested in playing with the Claremont Youth Symphony is scheduled for next month.

The mandatory meeting will be held at 7 p.m. Tuesday, Sept. 9, at Mountain View Elementary School, 851 Santa Clara Ave., Claremont.

The Claremont Youth Symphony, founded in 1983, offers

young musicians opportunities to improve their skills through weekly rehearsals. The group performs two free concerts annually under Dr. Robert Sage, music director. It meets from 7 to 8:30 p.m. on Tuesday evenings.

The symphony is composed of 75 students ranging in age from 8 to 21 (fourth grade through college). Members represent more

than 30 schools in several communities. Symphony members also participate in music programs at their schools.

Tuition is \$150 per year and only \$75 per year for each additional sibling. Financial assistance is available.

The symphony is sponsored by the Claremont Symphony Orchestra. For more information on either the symphony or on auditioning, visit the web site at www.claremontso.org/youth-symphony.html or e-mail business manager Gloria Cangahuala at claremontyouthso@gmail.com.

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The following clubs and organizations meet on a weekly or monthly basis in Pomona:

- Pomona Youth and Family Master Plan
- Partnership for a Positive Pomona (P3)
- Pomona Chamber of Commerce
- Downtown Pomona Owners Association
- Parent Teacher Associations
- Parent Teacher Organizations
- Family Support and Resource Center
- Parent Leads Community Engagement Group
- Family Support and Resource Center
- Parent Leads Community Engagement Group
- Kennedy Austin Foundation
- The Network (formerly AOD - Alcohol and Other Drugs)
- Day One

Foster Care:

- Pomona Valley Children & Family Collaborative
- Los Angeles County Department of Children & Family Services
- Children, Youth and Family Collaborative

Faith Based Coalitions:

- Inland Valley Council of Churches
- Superintendent's Faith-Based Roundtable

Service Organizations:

- American Legion
- Rotary Club
- Kiwanis Club
- Pomona Host Lions Club
- Eagles
- Elks Club
- Optimist Club

Gang Prevention/Intervention:

- San Gabriel Valley Conservation Corps
- Rock of Faith
- Set Free Ministries

Domestic Violence:

- House of Ruth
- Project Sister

Mental Health:

- Tri-City
- Nami
- Faith-Based Mental Health Collaborative

If you would like to have your club or organization listed above, please contact: Renee Barbee at 909-762-1446 or by email at reneebarbee7@gmail.com

Wells Fargo, sponsor of Los Angeles County Fair, offers free or discounted fair tickets

Wells Fargo, a sponsor of this year's Los Angeles County Fair, is offering its customers either free or discounted tickets to the Fair at participating Southern California community banking stores – including the bank branch in Pomona.

From Aug. 25 through Sept. 30, any customer completing a financial review or opening a new checking account will receive a free ticket to the fair at participating Southern

California Wells Fargo banking stores.

“Our sponsorship of the Los Angeles County Fair is a fun way for Wells Fargo to show our support locally,” said Darryl Montgomery, Wells Fargo President for the Eastern Gateway of Southern California. “This is a fantastic event for our customers in the communities we serve across the Southland, and Wells Fargo is happy to be a part of

it.”

For the second consecutive year, Wells Fargo is the presenting sponsor of the California Heritage Square, a western-themed area, where fairgoers can experience and learn about life in the early years of California, set against a façade of an old-time Wells Fargo bank location.

The bank also will host the Wells Fargo Weekend at the Fair on Sept. 13 and 14 where Wells Fargo customers will receive a discounted admission ticket of \$10 when they show their Wells Fargo debit or credit card at the ticket window. During that weekend, fairgoers can enjoy the fun and engaging Wells

Fargo attraction Soldiers to Summit Mission: Mt Whitney.

Soldiers to Summit is a journey-based program of the non-profit organization “No Barriers USA” that transforms the lives of wounded veterans, service members and their families by empowering them to overcome barriers and live a life of purpose. At the fair, a team of 14 wounded veterans from across the country are participating in the program to demonstrate Wells Fargo's commitment to helping veterans and their families reclaim their lives one step at a time.

Participating stores for the Fair ticket promotion are located in

Azusa, Chino, City of Industry, Claremont, Covina, Diamond Bar, Duarte, Glendora, La Puente, La Verne, Monrovia, Montclair, Ontario, Pomona, Puente Hills, Rancho Cucamonga, Rowland Heights, San Dimas, Upland, Walnut, and West Covina.

The Los Angeles County Fair runs from Aug. 29 through Sept. 28 at the Fairplex in Pomona. The 92nd anniversary of the country's largest county fair also includes Luminasia, Hall of Heroes, End of Summer Concert Series, a carnival, animals, food and shopping. Visit www.lacountyfair.com for more information.

Pomona Breakfast Optimists announce student contests for 2015

The Pomona Breakfast Optimist Club has announced its list of four oratorical and essay contests for students – along with the “due dates” – for 2015.

Next year's topic for all three oratorical contests is “How my optimism will help me press on to greater achievements of the future.”

And the topic for next year's essay contest will be “Optimism should be a priority.”

Seventh and eighth graders will compete in the “regular” oratorical contest. Due date is March 6.

Sixth graders will compete in the Kids Speak Out contest. Due date is March 20.

Due date for students in the Deaf and Hard of Hearing contest is March 20.

And the due date is Jan. 23 for entries in the essay contest.

All contests are open to students 18 years of age or younger who have not graduated from high school.

For more information, contact Vernon Price, (909) 336-8007, or by e-mail at vprice6666@gmail.com.

Congresswoman McLeod opposes bill that reduces benefits for students unable to earn degree within four-year time frame

Congresswoman Gloria Negrete McLeod voted last month to oppose H.R. 3393, which she said would negatively impact college students, particularly non-traditional, older college students.

“While this bill includes provisions such as making improvements to the American Opportunity Tax Credit, I could not support this legislation because it includes changes to current law that would actually take away benefits from certain students, specifically older and part-time students who cannot earn a bachelor's degree within a four-year time frame,” McLeod said.

The measure, which passed the house by 227 to 187, is opposed by the Obama administration because it is part of a broader effort to pass permanent, unpaid-for extensions of traditional tax extenders that, taken together, would add approximately \$800 billion to the deficit.

The bill would restrict eligibility for the consolidated American Op-

portunity Tax Credit to the first four years of post-secondary education. It also eliminates the Lifetime Learning Credit and the tax deduction for tuition.

These new provisions would negatively impact non-traditional students, transfer students and veterans who, on average, do not complete a bachelor's degree within four years.

“This bill does not take into consideration today's average student attending higher educational institutions,” McLeod said. “Nearly half of undergraduates and three-quarters of all students are adult learners aged 23 or older. A quarter of these students are over the age of 30.”

She added that studies show that older students tend to work full-time and take longer to complete their education.

“This bill's four-year limit will cost many of these students much-needed financial assistance at a time when student tuition is increasing,” McLeod said in defense of her vote.

The following public service advertorial is courtesy of La Nueva Voz.

Gran Campaña: Jesús el Gran Libertador

“Así que, si el Hijo os liberta, seréis verdaderamente libres.” Juan 8:36

Nuestra vida corre aceleradamente en estos tiempos y nuestra vida cotidiana se ve bombardeada de opciones y nuevos retos como nunca han existido. Buscamos una salida a los problemas que nos aquejan con lo que nos ofrece la sociedad, solo para encontrar que no satisfacen, ni resulta ser lo que parecían: una solución a nuestros problemas.

Pero creemos que sí hay una gran solución en Cristo Jesús. Él es el Gran Libertador por excelencia. Y es que creemos firmemente que para Dios no hay nada imposible. No hay problema, enfermedad o adicción o crisis que él no pueda resolver. El más grande problema – salvarnos del pecado – ya lo ha resuelto completa y milagrosamente nuestro Señor Jesucristo muriendo por nosotros en la cruz. Solo falta que usted reciba su regalo.

Por eso queremos invitarlo a que usted tenga un encuentro personal con Cristo Jesús, el Sábado 20 de Septiembre a las 4pm, en el Auditorio Gardner W. Springs, ubicado en el 1245 N. Euclid Ave., en la ciudad de Ontario. Nos honraría su presencia.

Para más información, favor de llamar al número 909-235-2943 o visite el página web por internet en <http://www.iciarusa.org>.

Si usted no puede asistir a este evento especial, le invitamos a visitar nuestro templo local ubicado en el 895 E. Seventh St., Pomona, CA 91766. Los horarios de culto son días Domingo a las 10 am y 3 pm; Martes, Jueves, y Viernes a las 7:30 pm. Venga a disfrutar de un ambiente familiar y a la vez escuchar de el amor y las maravillas de nuestro Señor Jesucristo.

The following public service ads are courtesy of La Nueva Voz:

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www.projectsister.org

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(909) 988-5559 or toll free at (877) 988-5559

Feeding the Hungry, Sheltering the Homeless
Grocery Distribution at 209 W. Pearl St. Pomona
HOPE PARTNERS
Volunteering: 909-622-3806
www.inlandvalleyhopepartners.org

Pomona Public Library Hours
Mon., Tues., Wed. Thurs.: 1 to 7 p.m.
Sat.: Noon to 5 p.m.
Fri., Sun.: Closed

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Saturday, September 6 from 10 am to ???
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895 E. 7th St. Pomona (corner of Caswell and 7th)
Near Towne Ave. and Mission Blvd.
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Sodas and fresh fruit drinks!

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Tri-City Mental Health Community mourns the loss of Robin Williams

Mr. Robin Williams' public disclosure of his mental health challenges reminds us that people living with mental illness are not defined by their diagnoses but by the entirety of their human spirit.

Tri-City is working to eliminate the stigma around mental illness and empower its local community with the knowledge to recognize the warning signs of suicide and to intervene to save a life.

For help or more information visit the Tri-City website at www.tricitymhs.org or call 909-623-6131



Do you have a news story?

Send your news tips to: reneebarbee7@gmail.com

NEW LANDSCAPING AT ST. JOSEPH SCHOOL – Pictured is work in progress on a new landscaping upgrade in front of the historic St. Joseph Elementary School on Holt Avenue in Pomona. The project was part of an interior and exterior remodeling of the school over the summer made possible by funding from the Shea Education and Research Foundation through the Los Angeles Archdiocese.



UPGRADES OVER THE SUMMER AT ST. JOSEPH ELEMENTARY – Construction crews completed a four-week remodeling project at Pomona's St. Joseph Elementary School this month to provide new flooring (pictured in progress), new landscaping, new LCD computer projectors in each classroom and more. The project was funded by the Shea Education and Research Foundation through the Los Angeles Archdiocese.



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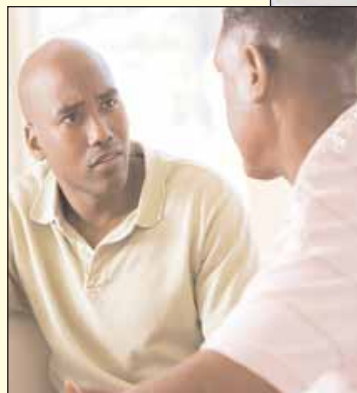
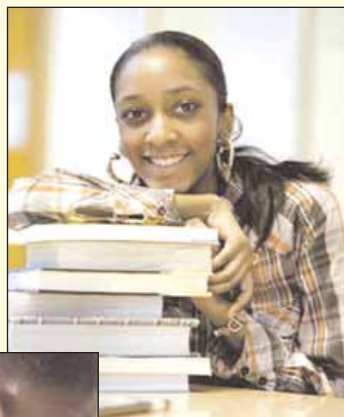
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RIBBON-CUTTING AT POMONA'S NEW SUPERIOR GROCERS – Officials cut the ribbon to officially open Pomona's newest grocery store Saturday – a new Superior Grocers store at Garey Avenue and Foothill Boulevard in the old Albertson's shopping center. Hundreds of shoppers were waiting for the opening, some for as long as two hours for the early morning event. Mimi Song, Chairperson of the privately held family-owned chain headquartered in Santa Fe Springs, said the Pomona store is the company's 43rd store and has hired 130 new associates – all from the local community. She told La Nueva Voz the company employs more than 5,000 people in stores from Bakersfield to Moreno Valley. The company opened its first store – a store in Covina – in 1981. Song said she was "so happy" to be in Pomona, adding that the company planned to open a store in Pomona 10 years ago although the project at that location did not work out. She said city staff was "very friendly." "They really support the business people," she said. Pictured, from left, are Pomona City Councilmember Debra Martin; property owners Liz Altman and Aaron Weiss, of Weiss Properties, Inc., of Pasadena; Pomona City Councilmember Paula Lantz; Superior owners Mimi Song and her sister Marie Song; John Recchia, store manager; Superior Grocers CEO Phil Lawrence; and Vice President of Produce Lary Armstrong. Albertson's closed at the location about two years ago. Property owner Weiss told La Nueva Voz Superior is very much interested "in keeping in tune with the needs of the community."



STRIKE UP THE BAND FOR A SUPERMARKET OPENING! – Pomona Unified School District's Roger Fasting, Principal of Pomona High School, and his entire Pomona High School marching band were on hand Saturday for the official opening of Pomona's new Superior Grocers store at Garey Avenue and Foothill Boulevard, welcoming shoppers and guests to spirited tunes for 9 a.m. on a Saturday such as "On Wisconsin," the Wisconsin Badgers fight song. Pictured leading the band is band director and music teacher Alison Fischer. Fisher was presented a \$5,000 check by Superior Grocers owner Mimi Song to take back to the school as the company's first gesture of reaching out to support the community, something that Song said was very important to Superior.



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