for whatever reasons.

Much of this started in the early

"El Respeto al Derecho Ajeno es la Paz" Lic Benito Juarez

VOL. XXXII No. 24

Week of March 19-25, 2009

www.eleditor.com

Lubbock/West Texas Region

In 1971 President Nixon an-

nounced plans to crack down on

# Drug Wars Looks at American Problem

BY AMBER ROKYTA

Narco-terrorism is a term used to describe scare tactics and terrorism used by narcotics factions. It is widely used by those involved in the many drug cartels that threaten the United States and Mexican border, a threat to which so many Americans, especially Texans, are completely oblivious. Many media outlets have chosen either to refuse to see the things going on in Mexico and how it affects the U.S. or more accurately how it "doesn't" affect the U.S.

"This is not a Mexican problem; it's our problem," said Gary "Rusty" Fleming numerous times at the screening of his documentary, Drug Wars: Silver or Lead. The documentary was shown to over 200 people on Monday night in the Travis Middle School audito-



rium. Warned of its graphic subject matter Fleming also added the importance of the film. "This subject is near and dear to our hearts," he added.

The project that started in May of 2005 and completed in the summer of 2008 took Fleming and his crew behind "enemy lines" and let them interview cartels from some of the most feared drug rings in Escobar's death in 1993. This now than that. Not only do these cartels the world. The documentary gave affects the United States. Drug and smuggle drugs, they traffic people insight to Narco-terrorism and the drug world around the borders of this country.

The Gulf, Sinaloa and Tijuana cartels are the three main drug Mexican/American border from Brownsville. Using organizations like Los Zetas and MS13, the most torture and kill whomever they like

1980s when Pablo Escobar rose the drug wars as have all presidents with his Columbian drug dealings, since with Reagan in 1984, Bush taking on the Columbian govern- (41) in 1992, Clinton in 1997 and ment in reigning terror and chaos to Bush (43) in 2002. According to those who stood in opposition. The the film terrorism brought America problems expanded northward to to its knees in 2001 when the councentral and northern Mexico from try was attacked but the sad truth is the Mexican oppositions even after this has been going on far longer

human trafficking are amongst the according to Fleming. Middle East

great problems facing this country. terrorists have been known to pay Chicago, Atlanta, Pennsylvania, off cartels in an effort to get into California and Texas are just a few this country through the Mexican/ places that receive narcotics from American border and have been organizations operating on the the cartels. They have contacts ev- caught in the process of coming erywhere and often use local gangs over. This drug problem has been the state of California to the city of in different cities to do business for going on for over 36 years. Following the film a panel took them. Some groups like Los Zetas post videos on www.youtube.com the stage to answer questions. powerful cartels are able to capture, encouraging young people to get They included Calhoun County involved with them. They show Sheriff B.B. Browning, District Attorney Dan Heard, Port Lavaca graphic scenes and things that en-Police Captain Ed Matsis, Victoria tice a young man, or even in some College Police Academy Director cases women, to get involved and

> Arvin West and Fleming. "It is important that you all see and understand," said Martinez. ment officials and any other indi-

James Martinez, Hudspeth Sheriff

"You can do something about it," these drug cartels do business. The Heard said to the audience about the situation at hand. The panel encourages the public to get involved and to report things that are damaging to the community or potentially

# Wal-Mart looks to Hispanic Market

By Jonathan Birchall

Wal-Mart plans to open its first Hispanic-focused supermarkets this summer in Arizona and Texas as the largest US retailer continues its drive to expand its dominance of the US grocery business.

The pilot stores, named Supermercado de Walmart, will

#### Blacks, Hispanics getting costlier end-of-life care

STUDY | Are resources being 'misallocated over a lifetime'?

**Recommend Comments** 

March 17, 2009 panics tend to get more costly, intensive medical treatment as they're dying than whites, in contrast with what often happens throughout

their lives, when minorities are less likely than

whites to get aggressive care. The results raise questions about whether medical resources are being "misallocated over a lifetime," with minorities getting more treatment when there's little chance it will matter, the study authors report in the Archives of In-

ternal Medicine. The study looked at the treatment of nearly 160,000 Medicare patients in the last six months of life, finding costs in those final months averaged \$20,166 for whites; \$26,704 for blacks, about 30 percent higher, and \$31,702 for His-

panics, almost 60 percent higher. Possible factors the authors cited: distrust of doctors and suspicions about getting less-attentive treatment than whites.

Also, because of cultural or spiritual beliefs, some minorities are more likely to hold out hope play God and hasten death by abandoning treatment, said Dr. Elbert Huang, a physician at the University of Chicago Medical Center. AP

Copyright 2009 Associated Press. All rights reserved. This material may not be published, broadcast, rewr



open in Phoenix and Houston in remodelled 39,000 sq ft locations ing Hispanic consumers online, New research has found that blacks and His- occupied previously by two of with Best Buy and Home Depot Wal-Mart's Neighborhood Market having launched Spanish-language

> The retailer said that the stores in recent months. were in "strongly Hispanic neighalso be bilingual.

this year.

Publix in Florida, which operates ised merchandise. for a miracle cure, or to oppose letting doctors HEB in Texas, which opened a Mi opened in Texas last year included

> such as cafés serving Latino pas- language music and DVDs. tries and coffee, and full service Mr Castro-Wright was previmeat and fish counters.

Leading retailers are also pursuversions of their e-commerce sites

Eduardo Castro-Wright, the head bourhoods" and would feature a of Wal-Mart's US stores since it's time either to give California, Arizona and "new lay-out, signing and product 2005, has also been an advocate of assortment designed to make them testing new smaller, more focused even more relevant to local His- formats, and raised the idea of bloodthirsty thugs." panic customers". The staff will turning the Neighbourhood Market into a Hispanic-style bodega ring to the violence that has come to Mexico Wal-Mart's Sam's Club ware- concept several years ago.

house store also plans to open a He has also developed Wal-143,000 sq ft Hispanic-focused Mart's efforts to customise its store called Más Club in Houston larger Supercenter stores, which have been grouped according to Several leading regional US su- differing community profiles, such permarket chains already operate as urban, suburban, Hispanic and Hispanic store brands, including African-American, with custom- reason.

three Publix Sabor markets, and A 195,000 sq ft Supercenter that Tienda store in Houston in 2006. a tortilleria bakery, Hispanic foods The markets include elements and a larger selection of Spanish-

ously head of Wal-Mart's Mexican subsidiary, whose store network ranges from large US-style Supercenters to small local bodegas, an upmarket supermarket chain and two restaurant chains.

Last year, Wal-Mart also began testing four new 10,000 sq ft Marlive or take the lead (bullets) and ketside convenience grocery stores die. in the Phoenix area - its first new format in a decade. Tesco, the UK retailer, also has more than 25 of its small Fresh & Easy markets in the Phoenix area.

#### Charlie Daniels fed violence

Country music legend cancels Monterrey gig over cartel mayhem

Country music legend Charlie Daniels says Texas back to Mexico or "take the gloves off and mount an all out border war with these

Daniels, on his weblog Soapbox, was referthrough a war between drug cartels and the He wrote about the problem after he decided

cause of the violence and mayhem going on south of the border. Daniels said never before in his "50-plus year career" had he canceled a concert for that

to cancel a concert in Monterrey, Mexico, be-

But "after being presented with the evidence of what is currently going on south of the border, I refused to expose myself and my people to the violence, the threat of kidnapping and all the other out of control madness that's going on down there," he wrote on his blog, which coveres issues ranging from Hollywood to the economy.

#### Lou "el loco" Dobbs vuelve a la carga insultando a los hispanos

Washington, DC - Esta semana Lou Dobbs, la exportación de México de drogas e indocuel antiinmigrante presentador de CNN, volvió a mentados a Estados Unidos". "Esto es descadescargar su veneno contra la comunidad latina bellado", dijo Dobbs. esta vez contra la Cámara Hispana de Comercio de Estados Unidos (USHCC) y contra el Dobbs, comentó el director ejecutivo de Amerpresidente Barack Obama por, según Dobbs, ica's Voice, Frank Sharry. tener la osadía de presentar un plan de reforma educativa ante una audiencia latina.

become part of the group. "Plata o

plomo" means silver or lead, which

is what is offered to police, govern-

viduals who could aid in helping

reference to silver or lead means to

either take the silver (money) and

Lo que es de locos son las declaraciones de

"Aparentemente cuando Lou vio la palabra "hispana" en el nombre de la organización, se Reaccionando al discurso de Obama este trastornó. La Cámara Hispana de Comercio de Estados Unidos no es

un grupo controversial.

Representa a más de 2.5

millones de negocios

hispanos en Estados

Unidos, incluyendo

pequeñas empresas que

son el soporte de nues-

tra economía. A través

de los años he trabajado

con el grupo y conozco

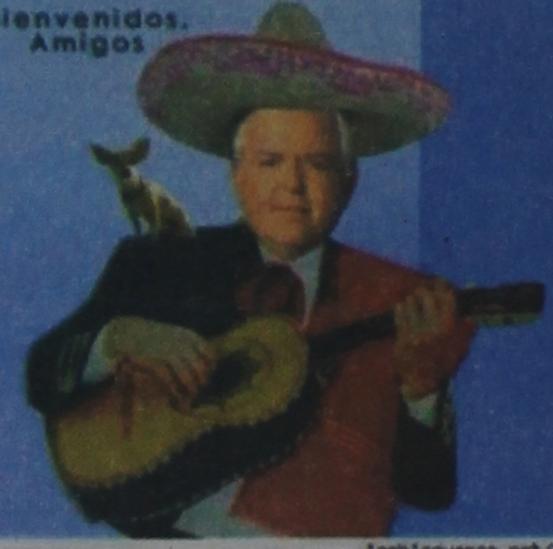
quiénes lo integran: es-

tadounidenses patriotas,

algunos nacidos aquí,

otros nacidos en América

Latina, que aman a este



país. Vincular a estos empresarios que trabajan looblogueros.net/

duro con el narcotráfico pasado martes ante la USHCC, Dobbs ar- mexicano y la inmigración indocumentada es remetió contra la Casa Blanca por anunciar la ridículo y deplorable", agregó Sharry. "Los comentarios además dejan entrever propuesta de reforma educativa ante un grupo

hispano. Y agregó que la USHCC "es una or- la perturbadora imagen que Dobbs tiene del mundo: le parece inconcebible que cualquier organización que lleve la palabra "hispano(a)" en su nombre se preocupe por la educación o no sea otra cosa que un frente de actividades ilícitas", continuó Sharry.

Las declaraciones de Dobbs el martes son las más recientes en su extenso historial de comentarios incendiarios y anti hispanos. La lista es tan larga, que fue documentada por la organización Media Matters en un reporte de 2008. Y en el 2007, el diario The New York Times enfrentó a Dobbs por afirmar que la inmigración indocumentada contribuyó a un alza de 7,000 casos de lepra en los tres años previos. El doctor que Dobbs citó, resultó ser un doctor, pero en educación, que dicho sea de paso estaba vinculado al movimiento supremacista blanco.

Cada insulto de Dobbs a los latinos en Estados Unidos supera al anterior.

"Resulta irónico que a Dobbs, quien se autoproclama el defensor de los trabajadores y de la clase media estadounidense, y quien constantemente denuncia la fuga de empleos de Estados Unidos al extranjero, le indigne que se presente un plan de reforma educativa ante representantes de un sector de la población donde dicha reforma es esencial", afirmó Sharry.

Dobbs parece olvidar que los hispanos son la principal minoría en Estados Unidos, es una población joven, y tiene uno de los índices de deserción escolar más altos. Si Dobbs quiere que Estados Unidos sea competitivo en la economía global, no debería estar cuestionando ante quién se presenta un plan que puede contribuir a la mejor preparación académica de este sector de la población y por ende, hacer que este país mantenga su competitividad.

"Lo más impresionante es que CNN, que se autoproclama como la fuente noticiosa más confiable, le de a este líder del movimiento antiinmigrante un espacio de una hora cada noche para promover la hostilidad racial y ser un frente de una agenda extremista", concluyó Sharry.

#### capital y la producción estadounidenses, y en Hispanic Immigration: Facts versus Fallacies, Clarifying America's Opportunity

by Leslie Cranford

As the Hispanic population in the United States booms, fallacies surrounding the economic and social impact of Hispanics on America thrive. Two Texas Tech University professors and an alumnus argue that there are opportunities within the challenges that many people do not see.

In their new book, "Hispanic Heresy: What is the Impact of America's Largest Population of Immigrants?" the three authors work to dispel many of the misunderstandings about how Hispanics in America impact the country's socio-economics.

The book is by Angel L. Reyes III, a 2008 graduate of the Rawls College of Business Executive MBA program and Dallas-area attorney; Bradley Ewing, the Jerry S. Rawls Professor in Operations Management; and James Wetherbe, Rawls College of Business Stevenson Chair in Information Technology. Perceptions and Misconceptions

The problems, which are wellpublicized, pertain to illegal immigration which can burden the educational, social welfare and medical care systems. Income tax may not occur.

work their way up to achieve the general." American dream.

tions that we try to address in the economic impact. of America."

The positive growth rates in the Wetherbe explained that whether they should learn English. result of immigration, but increas- all about opportunity. ingly the result of a higher birthrate "With illegal immigration the a lot of reasons," he said. "But the nity in the United States. Wetherbe among the Hispanic population challenge really is about a high dis- most important reason is that to re- provided content including stories, - citizen and non-citizen, state the parity between the opportunity of ally succeed in America, you must examples, metaphors and analogies

group represents almost a trillion ated and sustained for all different ble-speak dollars in economic activity. If de-types of individuals. And I think if mographic models hold, by the year we look at the trends in education, dresses is the question of immiciant content. Reyes provided most 2050 almost one in four Americans in earnings of Hispanics, and in the grants learning English. One camp of the subject matter and topics will be of Hispanic origin. What a demographics - age group changes says that immigrants should be giv- to be covered along with content, tremendous opportunity that is the going on - we're going to see those en a bilingual education and anoth- stories and perspectives from his workforce and the face of the future as important factors of this econo- er camp that's equally strong says it personal as well as professional ex-

Hispanic population are not just a immigration is legal or illegal, it's "Our book comes out in favor and explained the results and how

migration," Reyes said, "and in one; that if it's seven times better son, after having gone through our ganization of the book.

be collected and labor abuse may spite of the vitriol that you hear on one place than another, people will public schools or even our private cable news and talk radio, we came do whatever it takes, and that's true institutions, will know a fair amount The opportunity, said Reyes, to the conclusion that Hispanic im- of all countries. If you'd gone to the of English. By the third generation, pertains to the historical value of migration is actually a very posi- Berlin Wall when it was a barrier you can almost be assured that the immigrants and their willingness tive thing as it affects the American between East and West Germany, Spanish will be what is lost, not the to take on the entry-level jobs and economy and the United States in people would smuggle themselves English. We think it is important be-Ewing echoed Reyes' optimistic - they'd risk being shot crossing a business sense, in a career sense, "One of the biggest misconcep- comments about Hispanics' future a border - anything they could do you must master English. The globto try to get that better opportunity. al commerce language is English, book is that Hispanic immigration "When a Hispanic consumer The same is true more recently in so we think it's very important for is bad for America," Reyes said. spends money, they're not just the United States; people are will- every immigrant to make every ef-"On the contrary, Hispanics now limiting money spent to Hispanic ing to risk their lives traveling in fort to learn English." represent 42 million people in the owned businesses. That's part of very perilous circumstances just to Reyes, Ewing and Wetherbe em-United States. That population it, but there are also jobs being cre- get to America." Language Dou- brace different political points of

should be full immersion and that periences. Ewing did the economic

inside of car engine compartments cause, to succeed in this country in

ganización interesada en exportar a México el

view from conservative to liberal. Another volatile issue Reyes ad- All three authors contributed signifand statistical research and analysis of everybody learning English for it impacts the Hispanic commuauthors. A Question of Economics where you're at and where you'd learn English. While a first generato help convey the message of the "We've used a descriptive ap- like to be," Wetherbe said. "A com- tion immigrant may never master book. He also managed the overall proach to looking at Hispanic im- mon find for example, is seven to English, a second generation per- tone, expression, structure and orBy Ysidro Gutierrez

When I was just a little boy my family gathered frequently after sunset to sing songs and enjoy each others company. I remember as a little 8 year standing in the dim light of our small family room to sing favorites like "Tres Flores" or "Martina" I miss those days because being there with my mom and dad and my brother and sisters was clean, wholesome and fun. Everyone's enjoyment was multiplied when friends and neighbors hearing the festive noise would come over and join in with singing and dancing. There were no wall flowers. Everyone joined in. Those were truly happy days.

Last weekend's fun-fest known for the last 15 years as VIVA AZTLAN FESTIVAL sparked memories of my youth when we gathered in a tight circle and sang along to the music as dancers moved gracefully to the "Ritmo" of the musicians guitars, bajos, trumpets and violins. No where on earth could you go to have more fun and it was clean and wholesome. This is what the Viva Aztlan Festival was like last Friday and Saturday. It was an event for families. Children came with their moms and dads, brothers and sisters and they were joined by friends and neighbors and hundreds of spectators.

The dancing was absolutely breathtaking. The hard work, preparation and discipline of each dance troupe was apparent during each performance. Costumes painstakingly designed to tell the story of specific regions of Mexico enchanted everyone. Each dance told a story of old Mexico. Each dance was an interpretation of the culture and tradition of the people. Each dance was rich in symbolism and unique in style. Although the dances were performed by Folklorico groups of 10 to 40 dancers, the disciple of dance was evident in each individual performer. But, best of all, the dancers, ranging in age from 5 to 50 were having a ball. Nowhere on earth could you go to find people having more fun than these. Their enjoyment was contagious - if the joyful gaze of the audience is a measure of enjoyment, those watching were having just as great a time as the performers. One of the things we need most in the world today is for friends and families to gather together to have fun.

The disciplines of music and dance require hard work and disciple. During the countless hours of preparation it is natural for great friendships to develop and grow between members of the Folklorico. Friendships of the first order are the most beautiful.

This commentator watched the dancers giving totally of themselves to help their friends dance more gracefully, get the timing right. It was total devote and self giving of one person to the other. It is rare in today's world to see young people give so willingly but at Viva Aztlan, it was common. They all did it. Putting others first seems as much a part of the dance as the dance.

The dancers helped each other during practice and on stage they were flawless. During practice no one was judged all were encouraged and helped to do better. On stage, the many moved as one to make interpret the story in the dance and of the culture and tradition of the people.

Viva Aztlan Festival also featured Mariachi's - young and older they came and played and sang and danced and when it was over they gathered at the hotel to do it all over again. Each musician it seems is deeply in love with their instruments and their art. The people who came to see the Mariachi Concert on Saturday night would testify that they could not get enough. In the Civic Center Auditorium were heard, that night, classics, old and new, that stir the heart and inspire the soul. Of course no Mariachi song is complete without that "Grito" that originates in the recesses of ones being and slowing grows and moves up from the lungs pushed ever upward by ones diaphragm that contracts to open up "La Garganta" and let out that "Aaaiiiii, jajaja, Ajhua!!!" at the beginning of each "Pieza." Gritos are uniquely Mexican. They are engraved in the heart and live in the memories of the culture and tradition that we celebrate at Viva Aztlan. The best Grito of the night was by my friend OA - Jijodela - se avento.

On one best part of the Festival. It was totally awesome - the whole of it. If I had to pick one thing that I enjoyed the most – I'd have to say that "My Heart was made glad by the young people who gave so much of themselves for each other in friendship and love." This is the purest form of disciple – to ignore ones own aches and pains and strains and bruises which are as much a part of the dancers art as the costume.

To everyone who missed last Saturday's Viva Aztlan Quinceanera like the "so called" promoters of Hispanic culture, LULAC, GI FORUM, FIESTAS and the three elected Hispanic officials - don't worry, there is always next year. You can still experience the thrill of your own "Grito" next March. You too can join an auditorium full of people having good, clean, wholesome fun.

#### American Jobs Are Worth Fighting For

By R. Thomas Buffenbarger

In January alone, 598,000 jobs were lost. More than 200,000 of those jobs were lost in the manufacturing sector. The employment rate now stands at a staggering 7.6 percent. The global credit crunch has, finally and decisively, thrown the gears of growth into reverse.

This global recession is like a runaway tractor-trailer. Downshifting works, once in a while. But if the incline is too steep or the load too heavy, downshifting destroys the gearbox. Momentum does the rest. When the rig comes to rest-and it will, eventually-the wreckage is found everywhere.

The just-passed stimulus bill will repair some of the damage done to America's economy. But a second stimulus package is needed. And revitalizing America's manufacturing sector must be its highest priority.

America's trading partners will not buy a trillion dollars in U.S. Treasury notes to finance our recovery while their own economies sink deeper into recession. They've already been burned badly once. Yankee traders sold them the toxic debt-the subprime mortgages, credit default swaps and collateralized debt obligations-that triggered this global recession. Selling them more commercial paper stamped "Made in America" is not a viable option. Our only recourse is to make things other nations will buy. So to stimulate our own economic revival, we must renovate our plants, install new machinery and hone the skills of our workforce.

America needs a 21st Century version of Franklin Roosevelt's Works Progress Administration. Roosevelt put millions of Americans back to work on an emergency basis in 1935. He did so by creating jobs that would produce "permanent improvements in living conditions or that creates future new wealth for the nation.

Roosevelt's basic strategy can be re-engineered for the modern manufacturing sector. Today's unemployed can be put to work renovating factories and installing new equipment; devising new financing, marketing and sales packages for local businesses; and reinventing our decaying skills-delivery system. We can jump-start depressed local economies by letting counties and communities hire the unemployed with federal dol-

An effective manufacturing sector stimulus package cannot stop there.

In the recession of the 1980s, then-Sen. Howard Metzenbaum (D-Ohio) proposed a 10 percent investment tax credit for the rehabilitation of existing stores and businesses. Crafted to encourage businesses to renovate older downtown buildings, his legislation used \$40 billion in tax expenditures to generate nearly \$400 billion in private investment.

Likewise, a 10 percent investment tax credit for the rehabilitation and renovation of existing manufacturing facilities could pump billions of dollars into modernizing America's plants. With an additional investment tax credit for new equipment, businesses could retool their factories. If those two investment tax credits could be banked to offset downstream profits, millions of new jobs would be created.

As America revitalizes its industrial base, it must do the same for its technical knowledge base. Two years of technical training should be offered to recent high school graduates and recently unemployed adults. Tuition at community colleges, universities and high-tech institutes should be heavily subsidized by the federal government as it was after World War II.

We tend to forget that FDR's GI Bill covered more than college tuition. The Greatest Generation got a chance to hone their skills for careers of their choice. A similar investment in America's newest generation of workers and the recently unemployed will pay dividends for decades.

America's manufacturing jobs are worth fighting for. These jobs are the key to a middle-class life for millions. A second, targeted stimulus package will give America's manufacturing sector-and all those whose livelihoods are tied to it-the fighting chance it deserves. And it will ignite the long-term growth and sustained job creation that our nation so desperately needs.

R. Thomas Buffenbarger is president of the International Association of Machinists

#### On the Internet -www. eleditor.com LATINO LEADERSHIP UP TO THE TASK?

By José de la Isla

President Barack Obama is considering sending National Guard troops to the U.S.-Mexico border to keep that country's crime wave from spilling over into the United States. But "I'm not interested in militarizing the border," he said.

A spate of 700 arrests in late February supposedly delivered a crippling blow to the Sinalóa crime cartel. That, of course, remains to be seen. Obama has promised "within a few months" to have a plan to counter U.S. gun-smuggling and cash that supports the cartels. Meanwhile, Homeland Security Secretary Janet Napolitano announced a special task force to deal with rising border violence by allocating resources to stem the flow of dollars and guns destined to drug gangs.

The average person has a stake in this. But not necessarily the one the crime-busters decry. The simple fact is that choking the border throttles U.S. commercial supply lines, to say nothing about disrupting vacationers, border-family visits and shoppers. Nor are all border cities equally affected. About three-quarters of a trillion dollars in commerce crosses North American borders each year. These are commodities we don't want crime syndicates disrupting. Millions of overland cargo crossings occur annually.

The recession makes uninterrupted trade highly important as a way to keep markets and production going.

In this, there is a critical role for U.S. Hispanic leadership.

Unattended distasteful issues, like drug dealing, have led to distortions to which the Latino population is very sensitive. For instance, a hysteria took hold in California during the 1970s claiming — get this — Hispanic prison gangs involved in the drug trade were infiltrating state government. The very thought sounds absurd today, but the phony charge was spread widely in the national media. Distortions such as this still occur. With similar false data, Lou Dobbs claimed undocumented immigrants were crossing the border and spreading leprosy. Asked for months to correct his claim, he never did.

Just last year, public opinion polls registered how Latinos in general realized that others view their Hispanic neighbors as a "suspicious" class, mainly as "illegal." A disproportionately high number of Latinos reported experiencing prejudice. Hate crimes against Hispanics are one consequence.

In response a concerted efforts resulted which became the antidote. Latino organizations channeled the angst into educating everyone about such matters, they got involved in the national campaigns and encouraged a strong voter turn out.

A similar civic mobilization originating here to give support to Mexican groups and society, to combat all forms of corruption, may be necessary. Corruption is the worm hole destabilizing Mexican society and gives the cartels leverage.

But most U.S. Hispanic leaders are more comfortable dealing with domestic matters. They don't want others to misperceive that their values are as deeply embedded U.S. values, the kind their fellow citizens are inclined to believe. They don't want to give ammunition to their fellow citizens who that this dirty little habit of promoting divisiveness, as if they one cannot be aligned with Latino community interests and concerned with events in the historical homelands.

Most of the Hispanic leadership class wants a cozy niche, fitting in, not making unnecessary waves.

The Chinese, Korean, Japanese, Palestinian, Jewish and other international communities have developed their own strong influential networks and voices in Mexico. Our own Latino community is missing an opportunity to have a transnational influence there on matters of critical importance.

Latino leaders — public officials, advocates, civic and religious leaders, including immigrant groups — should develop a coordinated strategy to begin both helping and pressuring their Mexican counterparts, on how to begin eliminating all forms of public corruption.

Unless we move quickly, people with guns on both sides of the law will dominate and negatively define all things about the border, more than they do now — alienating neighbors and friends, them and us.

That way of thinking will have people believing the cartels have taken over. Like that meme that all Italians are Mafia, Latinos will have yet another new smear to contend with.

It's time to teach some reality. Is Latino leadership up to it?

(José de la Isla, author of The Rise of Hispanic Political Power (Archer Books, 2003) writes a weekly commentary for Hispanic Link News Service. He may be contacted by e-mail at joseisla3@yahoo.com.) © 2009

### El Editor

Informing-Educating Creating Action. The Job of a Real

Newspaper of RECORD

#### EL LIDERAZGO LATINO -- ¿CAPAZ DE CUMPLIR?

José de la Isla

Barack Obama está considerando portante para mantener funciona- cedió. enviar tropas de la Guardia Nacio- ndo mercados y producción. nal a la frontera de los EE.UU. con men de aquel país llegue a los Esta- un papel crítico. dos Unidos. Pero, "No me interesa militarizar la frontera", dijo.

de dólares y armas destinados a los narcotraficantes.

La persona de a pie tiene intereses en todo esto, aunque no sean necesariamente los que los agentes del orden critican. El simple hecho es que asfixiar la frontera resulta en suprimir las vertientes de comercio, sin mencionar si quiera el trastorno que causa a los que están de vacaciones, los que visitan a familiares en la frontera y a los que van de compras. No están afectadas de igual manera todas las ciudades en la frontera. Cada año cruza las fronteras norteamericanas tres cuartos de un trillón de dólares en comercio. Esto son bienes que no queremos que los sindicatos criminales trastornen. Ocurren millones de cruces de cargo por tierra anualmente.

La recesión hace que el comercio Cuando durante meses se le pidió

México para evitar que la ola de cri- de los latinos en los EE. UU. tiene

de unos meses" tendrá un plan para gaba que las pandillas de cárceles cometidos por motivo del odio. contrarrestar el tráfico de armas y el hispanas envueltas en el tráfico de dinero en efectivo estadounidenses drogas iban infiltrando el gobierno esfuerzos de conjunto como antí-Mientras tanto, Janet Napolitano, absurdo hoy, pero el falso cargo se canalizaron la angustia a esfuer-Seguridad Nacional anunció la cre- dios nacionales. Distorsiones como tales temas, entraron a participar en ación de un nuevo grupo de trabajo ésta ocurren aún. Con datos falsos campañas nacionales y animaron para atender el tema de la creciente similares, Lou Dobbs alegó que los a que salieran grandes números de violencia en la frontera con distri- inmigrantes sin documentos cruzabuir recursos para detener el flujo ban la frontera propagando la lepra.

is a weekly bilingual newspaper published by Amigo Publications in Lubbock and Midland/Odessa Texas. El Editor has been published on a weekly basis since 1977 Our physical address for overnight deliv ery is 1502 Ave. M in Lubbock, TX 79401 El Editor is available on the internet at http:www.eleditor.com and is distributed throughout West Texas in retail outlets. Opinions expressed in El Editor are those of the individual writer and not necessarily those of the publisher or the advertisers Advertising information available by emailing us at eleditor@sbcglobal.net or by calling us at 806-763-3841 Opinions and commentaries are welcome and can be sent to the same email address. All opinions and letters to the editor must contain the writer's name, address and phone number but name can be withheld at the writer's request. Address and telephone number will not be published. Publisher Bidal Aguero

Olga Riojas Aguero-**Business Manager** 

"Freedom of Expression"

An Open Forum Where Readers Express their Views and Opinions Latinos lost in white-black

By Ruben Navarrette

Laura Gomez has a funny, and yet terribly perceptive, term to describe the sort of racial holding pattern in which America's largest minority finds itself.

"Latinos have been in this limbo between white and nonwhite - or what I call 'off-white' - for more than 165 years," Gomez told me.

Off-white works for me.

limbo

Gomez, a professor of law and American studies at the University of New Mexico, might be onto something here.

Latinos are neither black nor white, and yet there are black Latinos and white Latinos. There is no Latino race, yet what many Latinos were subjected to in the 20th century - including being barred from hotels, restaurants, and public swimming pools - and continue to be subjected to today in subtler forms would have to be called racism. Still, in America's great racial debate, Latinos have been consigned to the sidelines.

There is a lot that Gomez, who holds a Ph.D. in sociology from Stanford, could teach Attorney General Eric Holder.

The attorney general isn't a sociologist, but he played one during Black History Month. Spelling out how far we still have to go to achieve racial nirvana, Holder called the United States "a nation of cowards" who are

reluctant to talk about race. President Barack Obama recently critiqued the nation's top law enforcement officer for his choice of words.

"I think it's fair to say that if I had been advising my attorney general, we would have used different language," Obama told a reporter. "I think the point that he was making is that we're oftentimes uncomfortable with talking about race until there's some sort of racial flare-up or conflict."

As an Obama supporter, Gomez didn't have any problem with the main thrust of Holder's comments. What bothered her was that his narrative was so incomplete as to be irrelevant.

"Holder's speech is very much in black-and-white terms," she said. "Almost everywhere he mentions specifics, he's talking about blacks and whites.

Like when Holder said: "The study of black history is important to everyone - black or white," or when he rattled off a list of African-American civil rights figures as "people to whom all of us, black and white, owe such a debt of gratitude."

It wasn't exactly the inclusive and multiracial tone that Obama struck in his poetic speech on race in Philadelphia during the presidential campaign.

Gomez understands the context of Holder's remarks.

"Granted, this (was) Black History Month," she said, "and there's an important reason to talk in those terms ... but I think it does raise a question: Where are Latinos in this?"

For Gomez, it's a familiar story.

"We're presumed invisible from the racial past of the United States," she said.

Gomez mined that past in her book, "Manifest Destinies: The Making of the Mexican American Race," which traces the origins of Mexican-Americans as a racial group in this country. Today, stuck somewhere in between whites and nonwhites, Latinos are

often ignored - in entertainment, politics, media, business, etc. Television networks will do a series on race or ethnicity in America, and still sketch out the storyboard in black and white. When Latinos are noticed, they're usually a footnote, an afterthought, or an accessory - as when a wellmeaning politician is talking about race relations, equal opportunity or civil rights, and mentions "blacks and whites ... and browns."

Another concern for Gomez is that, even when other Americans do see Latinos, a lot of people aren't always sure what they're seeing. Consider the immigration debate.

"There's this almost hyper-visibility of Latinos," she said. "But it's a narrow and often wrong kind of hyper-visibility because it is the `illegal alien.' Every Latino is presumed to be an immigrant and secondly to be an undocumented Mexican."

Ah yes. There is nothing like people whose ancestors have been here for six generations being told to "go back to Mexico" by those whose ancestors are relative newcomers.

Granted, it's not easy to turn a blind eye to an ethnic group that, according to Census estimates, could represent one in four Americans by the year 2030. But some people - like our attorney general - manage to pull it off.

And in doing so, they describe America as it used to be, not what it is, let alone what it is becoming.

HOUSTON - El presidente continuo sea tremendamente im- retractar la alegación, nunca ac-

Apenas el año pasado, sondeos Con esto la cúpula del liderazgo de opinión pública registraron cómo los latinos en general se daban cuenta que otros perciben a Temas desatendidos por ser de- sus vecinos hispanos como una sagradables, como el tráfico de clase "sospechosa", principalmente Una torrente de 700 detenciones a drogas, han llevado a distorsiones a como "ilegales". Un número defines de febrero se supone envió un las que la población latina tiene par- sproporcionadamente alto de latigolpe de muerte al cartel de Sinaloa, ticular sensibilidad. Por ejemplo, nos reportó haber experimentado lo cual no se ha comprobado aún. la histeria que agarró a California el prejuicio contra su persona. Una Obama ha prometido que "dentro en la década de los 1970 que ale- consecuencia de esto son los delitos

En respuesta, el resultado fue que mantienen vivos los carteles. estatal. El mero pensarlo parece doto. Las organizaciones latinas secretaria del Departamento de difundió ampliamente en los me- zos de educación para todos sobre votantes a las urnas.

Una movilización cívica similar aquí para dar apoyo a grupos mexicanos y a la sociedad, para combatir toda forma de corrupción, podrá hacerse necesaria. La corrupción es el hoyo del gusano que desestabiliza la sociedad mexicana y que da poder a los carteles.

Sin embargo, la mayor parte de los líderes hispanos estadounidenses se sienten mejor tratando temas de importancia doméstica. No quieren que otros malinterpreten que sus valores están profundamente arraigados a los valores de los Estados Unidos, el tipo de valor sus conciudadanos tienden a creer. No quieren dar municiones a sus conciudadanos que tienen esta sucia costumbre de promover la división, como si uno no pudiera alinearse con intereses de la comunidad latina y estar preocupado con even-

tos en las patrias históricas de esta comunidad. La mayor parte del liderazgo hispano quiere un lugar acogedor, estar encajados, no hacer olas innecesarias.

Las comunidades china, coreana, japonesa, palestina, judía y otras internacionales han desarrollado sus propias redes de influencia y voces fuertes en México. Nuestra propia comunidad latina está perdiendo la oportunidad de tener influencia transnacional allí sobre temas de importancia critica.

Los líderes latinos - funcionarios públicos, defensores de derechos, dirigentes cívicos y religiosos, incluyendo a los grupos de inmigrantes - deben desarrollar una estrategia coordinada para comenzar a ayudar y a presionar a sus contrapartes en México, sobre la manera de empezar a eliminar toda forma de corrupción política.

A menos que nos movamos rápidamente, las personas armadas de ambos lados de la ley dominarán y definirán negativamente todo lo referente a la frontera -- más de lo que ya hacen -- enajenando a los vecinos y amigos, ellos y nosotros.

Esa mentalidad hará que la gente crea que los carteles se han hecho con el poder. Como el decir que todos los italianos son mafiosos, los latinos se enfrentarán con otro insulto que atender.

Es hora de educar sobre la realidad. ¿Será capaz de hacerlo el liderazgo latino?

[José de la Isla es autor de The Rise of Hispanic Political Power (Archer Books, 2003). Redacta una columna semanal para Hispanic Link News Service. Comuníquese con él a: joseisla3@yahoo.com].

© 2009

### Credit Reports Really Are Free Obama Releases Details on Plan

When it comes to credit reports, it's become a battle of the jingles.

The Federal Trade Commission has launched a series of



musical
videos
for
Annualcreditreport.
com, the
Web site
where

people truly can get a free copy of their credit report once a year. The ads mimic the ubiquitous musical commercials for FreeCreditReport.com, a Web site that requires paid membership, charges various fees for services and has a rather limited idea of the meaning of "free."

One of the FTC's videos includes this musical message from a young man playing guitar, dressed in period garb, and looking an awful lot like the young man playing guitar in the more famous commercials.

"Beware of the others/There's always a catch/They claim to be

free/But strings are attached."

law, you're entitled to a free copy of each of your three credit reports per year. You can get those reports at Annualcreditreport. com. The other site charges a membership fee, offers limited access to the reports, and charges fees for other services.

Double Whammy

Speaking of credit, did you know that more employers are checking credit reports of job candidates?

One in six companies surveyed recently by TransUnion, one of the three credit-reporting agencies, said they checked credit scores as part of their regular hiring process. (The survey's margin of error is 6.8 percentage points.)

It's hard to say how much the credit report matters, but 15 percent of those surveyed said the score played at least some role in their decisions about whom to hire. That may be bad news for those out of work in this economy, if their creditworthiness is suffering as a result.

# Obama Releases Details on Planto Boost Small Businesses

The Obama Administration on Monday detailed its latest strategy to boost small businesses by greasing the jammed gears of the lending industry.

The idea is to instill lenders with the confidence they need to give out more loans to cash-starved small businesses by providing a government-sponsored backdrop against their risk.

Specifically, by the end of the month, the U.S. Treasury Department will begin making direct purchases of securities backed by federal Small Business Administration loans to ensure that community banks and credit unions feel confident in extending new loans to local businesses.

Also on Monday, in a stern speech,
Treasury Secretary Tim Geithner announced new reporting requirements for
banks on small business loans.

"We need every bank in the country to do everything in their power to provide the credit that small businesses need to operate, expand and add jobs," he said. "And given the role many banks played in causing this crisis, you bear a special responsibility for helping America get out of it."

Geithner said the government is now

requiring the top 21 banks receiving
Financial Stability assistance to include
small business loans in their monthly
reports. Also, Geithner said he will ask
regulators for quarterly, as opposed to annual, reporting of small business loans.

This, he said, will help the Treasury

Department carefully monitor how much

credit is flowing to entrepreneurs and

small business owners.

Meanwhile, the plan to thaw the lending market involves several programs.

One, called the 7(a) program, allows businesses to receive loans of up to \$2 million that are backed by federal government. This means that lenders are guaranteed a certain percentage of the money back if the business defaults. The new plan — which is temporary — calls for boosting the amount of that guarantee, from between 75 and 85 percent (depending on the size of the loan) to up to 90 percent.

Another, called the "504 program," allows businesses to collect up to \$4 million in loans for economic development for a fee, CNN reported. The new plan temporarily eliminates any fees on new 504 applications.

# Wal-Mart to Open Two Hispanic-Target-

Wal-Mart is opening two pilot supermarket stores later this year that will specifically target Hispanic customers, one in Phoenix, the other in Houston.

The stores will be located in neighborhoods that are predominantly Hispanic, and will be staffed by people who speak both English and Spanish, according to Media Buy Planner. The products and store signage will be geared for Hispanic customers.

Wal-Mart's foray is the latest sign that retailers are on the move to capture a share of the burgeoning Hispanic market.

According to Experian Consumer Research, the U.S. Hispanic population grew 20 percent between 2004 and 2008. Experian concluded that Hispanic customers are more likely than others to shop frequently and pay more for brand names.

In addition to the new stores, which will open in the third quarter of this year, Wal-Mart subsidiary Sam's Club will open a store geared toward Hispanics called Mas Club later this year.

The plan dovetails with Wal-Mart's designs on ramping up its presence in the grocery business, Media Buy Planner reported.

Bucking an industry trend, the big-box retailer this year has beefed up its advertising budget by 56 percent, to \$835 million, moving it from the ninth largest advertiser in the category to second -- after Macy's, according to TNS Media Intelligence data.

# Sigue siendo difícil contar a los hispanos en el censo de EEUU

Algo que parece sumamente sencillo --determinar cuántos hispanos hay en los Estados Unidos--, se está haciendo cada vez más complejo a medida que se acerca el censo del 2010.

Los hispanos y otros grupos minoritarios se han quejado siempre de que no se los toma a todos en cuenta en los censos que se hacen cada diez años. Varias agrupaciones están lanzando sus tradicionales campañas para asegurarse de que todos son contados, pero una serie de factores generan nuevos problemas.

Militantes y funcionarios del gobierno dicen que mucha gente se muestra renuente a dar información en este período de mano dura con los indocumentados. Y la crisis económica y los recortes presupuestarios del gobierno de George W. Bush redujeron los fondos disponibles para el censo. Millones de personas que se quedaron sin trabajo o perdieron sus viviendas están en períodos de transición, a menudo cambiando de ciudad.

Hay más inmigrantes que nunca, que hablan más idiomas que nunca. Algunos probablemente ni siquiera sepan lo que es el censo, o pueden venir de países donde esa información puede ser usada en su contra.

"Este país es mucho más complicado ahora, a varios niveles", dijo Terry Ao, directora de los programas del censo y de votación del Asian American Justice Center.

El censo del 2000 reveló que había 35.305.818 hispanos en los Estados Unidos. Pero numerosas organizaciones hispanas aseguran que hay varios millones más. En el 2007, el último año en que hay cifras disponibles, la población hispana había subido a

44.852.816 personas.

Las cifras del censo son usadas para diseñar distritos electorales y asignar cientos de miles de millones de dólares para escuelas, carreteras y otros servicios.

El censo también da la medida de la nación, define su identidad. Y puede ser un tema sumamente delicado en medio del debate en torno a la inmigración ilegal.

Las organizaciones que quieren mano dura con los indocumentados no se oponen a que haya un conteo confiable, que se supone alimentaría sus tesis.

Pero se oponen a las políticas del pasado de suspender las redadas en busca de indocumentados mientras se realiza el censo. Y rechazan tajantemente el que se tome en cuenta a personas que no son ciudadanas estadounidenses al elaborar los distritos legislativos.

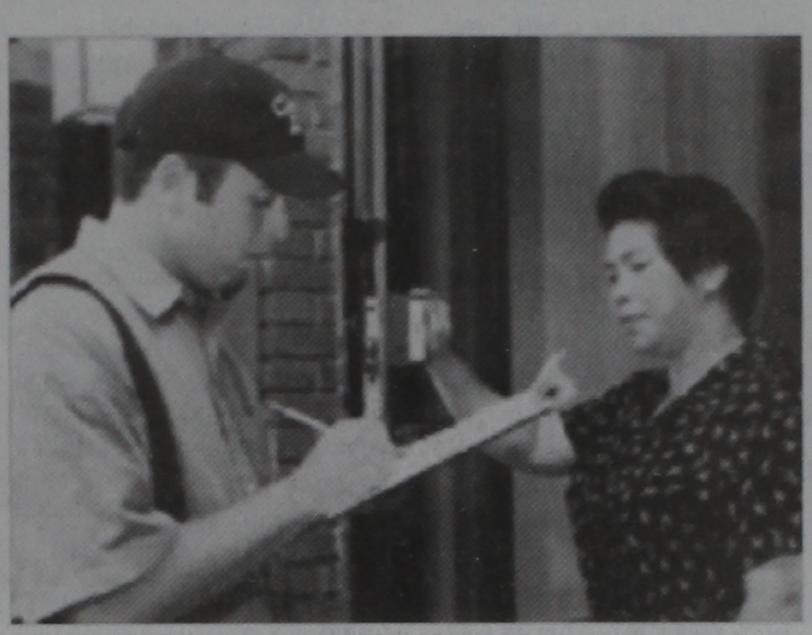
Steven Camarota, director del Centro para Estudios de Inmigración, dijo que esa práctica "vulnera el concepto de 'una persona, un voto'".

"Le da poder político a ciudadanos que viven en distritos con grandes números de extranjeros ilegales", señaló. "Si uno vive en el sur de California, su voto cuenta mucho más que si vive en Michigan o en sitios con menos inmigrantes".

Ira Mehlman, de la Federación para una Reforma Migratoria, sostiene que el ser contado "parece ser algo mucho más importante para los grupos de interés étnicos y los grupos que defienden causas, porque así promueven sus intereses y su poder político".

Esas agrupaciones dicen que todos sufren si escuelas, carreteras y hospitales no dan abasto porque el censo no refleja la cantidad real de gente viviendo en un distrito

para los republicanos. La Casa Blanca respondió



"Al margen de cuánta gente es ciudadana o vota en un distrito, si se cuenta un millón de personas y en realidad hay dos, esto tiene un impacto enorme en los servicios que habrá disponibles para el votante", comentó Efraín Escobedo, director de participación cívica de la Asociación Nacional de Funcionarios Latinos Elegidos.

Los números representan poder y por ello el censo ha sido objeto de manejos políticos.

Este mismo año, por ejemplo, surgió una pequeña disputa cuando el presidente Barack Obama designó al senador republicano Judd Gregg como secretario de comercio, cartera que supervisa el censo. Agrupaciones minoritarias dijeron que Gregg había apoyado la reducción de los fondos asignados al censo porque la inclusión de minorías que actualmente no son contadas difícilmente ayudaría a generar más votos

diciendo que supervisaría de cerca el censo, a lo que los republicanos respondieron denunciando que los demócratas pensaban manipular el proceso de redistribución de distritos electorales.

Es bien sabido que la población hispana crece a paso acelerado y los hispanos fueron considerados un sector clave en las victorias de Obama en estados como Florida, Nevada y Colorado.

Numerosas agrupaciones hispanas se están preparando para el censo. Quieren colaborar con la Oficina del Censo en programas comunitarios, anuncios de servicios públicos y avisos pagos. También desean que se contrate a representantes de minorías para movilizar a la gente y hacer estudios casa por casa en barrios con un alto porcentaje de inmigrantes y de otros sectores de la población difíciles de contar, incluidos los negros.

"Estamos preparados para

lanzar una campaña nacional para que nos cuenten", dijo Escobedo. "Queremos hacerle saber a la gente lo crítico que es (el censo) para la educación de sus hijos y para los servicios que ofrece la comunidad".

La Oficina del Censo está predispuesta a facilitar las cosas.

Por primera vez habrá formularios bilingües en 13 millones de hogares. Además, tiene una base de datos más completa, con direcciones e información demográfica, gracias al Estudio Comunitario anual, que comenzó en el 2001. Y está buscando personal que hable otros idiomas, además de inglés.

Stephen Buckner, de la Oficina del Censo, dice que trabajará con organizaciones minoritarias en la contratación de personal idóneo.

"Cuando alguien le golpee a la puerta y uno atienda, se encontrará con alguien que es el reflejo de uno", aseguró.

Resta por verse si el gobierno nacional podrá movilizar la gente que necesita. El censo comenzará el 1ro de abril del 2010. La Oficina del Censo tiene en estos momentos un director interino y todo el proceso ha sido demorado por la designación de un secretario de comercio. Problemas tecnológicos afectaron la recolección de información.

La Contraloría General del gobierno dijo hace poco que el censo del 2010 encaraba "serios problemas", que la preparación estaba retrasada y que no había planes concretos para mejorar el conteo de las minorías.

Lentamente se están anulan-

do los recortes que hizo Bush. El paquete de estímulo para la economía incluyó mil millones de dólares para el censo. Pero la realidad es que se

está gastando menos que en el 2000 para movilizar a la gente.
"Estamos haciendo menos publicidad que en el 2000 y hay mucha más gente para contar", sostuvo Escobedo.

Buckner expresó que cuando se apruebe el presupuesto del 2010, la Oficina del Censo tendrá más dinero para publicidad. Se espera que el presupuesto para el censo sea de entre 14.000 y 15.000 millones de dólares, el más grande de la historia.

De todos modos, Ao, del Asian American Justice Center, sostuvo que "existe el peligro de que tengamos un censo más inexacto que el del 2000".

"La gente no entiende que no hay forma de compensar el hecho de que no se haya asignado el dinero necesario en el momento indicado", declaró. "Si uno triplica la suma un mes más tarde, no podrán hacer nada con ella. El momento en que se aprueba es importante".

En 1990, el censo no contabilizó a unos 8 millones de personas, en su mayoría inmigrantes y minorías que vivían en centros urbanos, y contó dos veces 4 millones de blancos, sobre todo estudiantes universitarios y personas que tienen dos casas. No contar a todos puede tener repercusiones importantes. En 1990 no se contaron unos 838.000 californianos y eso le costó al estado 223 millones de dólares en programas de asistencia del gobierno nacional, según la Contraloría.

## More Mexican troops arrive in Juárez

Mexican army special forces paratroopers were among more than 4,000 soldiers who arrived in Juárez during the weekend as part of a surge in the federal government's effort to battle a crime wave sparked by warring drug cartels.

Lines of army transport trucks, pickups and Humvees rolled onto city streets Sunday afternoon as the final convoy with nearly 1,500 troops arrived, Enrique Torres, a spokesman for Joint Operation Chihuahua, said.

There are now more than 7,000 soldiers and 2,300 federal police in Juárez as part of Joint Operation Chihuahua, the federal crackdown on crime.

A safer Juárez

slowdown.

Do you think the troop surge has made Juárez safer?

Yes, the number of killings are down, and numbers don't lie.

No, this is just a temporary

Only more time will tell.

"Military personnel will directly attack crimes such as kidnappings, extortion and robberies that have

increased recently as well as inhibit

the murders in the city," a news statement issued by Joint Operation Chihuahua said.

The latest military deployments, all out of Mexico City, were the Second Brigade of Military Police, the Sixth Brigade of Light Infantry and the Special Group of Paratroopers.

The paratroopers will be commanded by Mexican army Brig.
Gen. Pedro Escalera Cobián, who arrived in Juárez during the weekend, Torres said.

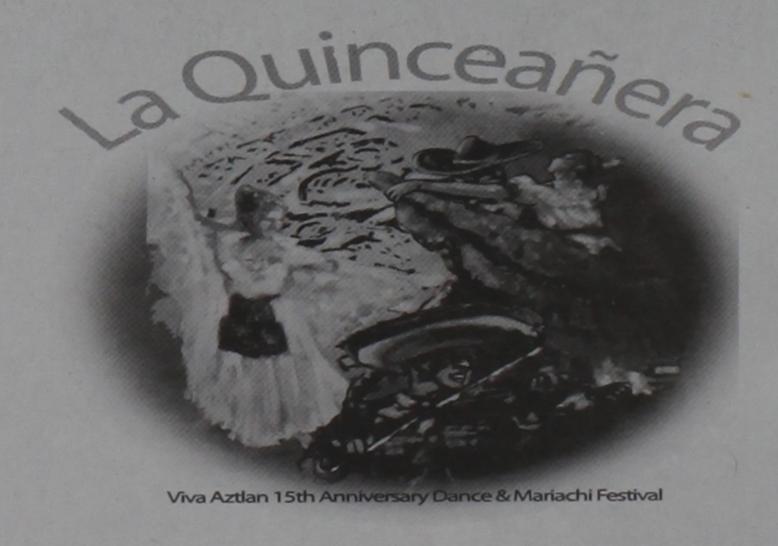
Since late 2007, paratrooper units have improved the government's capability to combat gangs of drug cartel enforcers formed by ex-soldiers such as the infamous Zetas of the Gulf cartel, El Universal newspaper reported last summer.

Night assaults, hostage liberation, urban raids and small unit combat have been part of the intensified training. The presence of soldiers and federal police has visibly increased in Juárez in recent weeks following meetings between local leaders and national security officials. Numerous checkpoints dot city streets and Juárez television stations are airing public service ads advising motorists on how to handle the checkpoints. When approaching a checkpoint, motorists should slow down, turn on the vehicle's interior light, roll down windows, and the driver should place both hands at the top of the steering wheel where they are visible from the outside, the ads say. Residents are also advised to carry identification. Military officials are expected to take command of the city police on Monday and later of transit police and the municipal Cereso prison, officials said.

During the increase of federal forces, killings in Juárez have slowed but continue. The unidentified remains of seven men and two women were found partially buried during the weekend in the desert south of the city. There is speculation the grave is linked to the arrest last week of a police captain and two officers accused

Army soldiers arrive to patrol Ciudad Juarez, Mexico, Sunday, March 15, 2009. Ciudad Juarez, a

city of 1.3 million people across the border from El Paso, Texas, has been hit by a wave of drugfueled violence, prompting federal authorities to dispatch thousands of soldiers. In other news, Juárez surgeon Manuel Antonio Sanchez Duarte was arrested on weapons charges last week after federal police found an arsenal in his medical office, federal officials said. Sanchez refused to stop when federal police tried to pull his car over on Wednesday night, officials said. Police said they found a sawed-off shotgun and a .45-caliber handgun in Sanchez's vehicle. On Thursday, federal police used a search warrant to raid Sanchez's office where they located several weapons, including a submachine gun, a rifle, three .22-caliber handguns and an antique-style pistol. Police also seized boxes of ammunition and items to make gun silencers. Crime scene investigators also found various bullet holes on the doors and windows of the three-story building. It was not disclosed why Sanchez had the firearms.



El Editor and Viva Aztlan
would like to thank everyone
for their support in celebrating "La Quinceanera"

15th Annual Viva Aztlan
Festival!

#### 65 reasons we love the Madness of the NCAA Men's Basketball Tournament

It's the Big Dance. It's March Madness. Call it what you want, but the NCAA Men's Basketball Tournament is arguably the big-

gest event on the sports calendar.

And whether you're a basketball

junkie, a casual fan or watch-

ing college hoops for the first

time, the NCAA Tournament

has something for everyone to

get excited about. The David vs.

Goliath story lines, the drama of

beaters and the brackets. We love

it all and here are 65 reasons why.

65. The play-in game. Okay,

game, but since the tournament

expanded by one, so did we. No-

body watches it, the loser doesn't

even feel like they played in the

tournament and the winner gets a

date with the top seed. Have fun!

64. Listening to the pundits

debate "Last four in ... Last four

63. Knowing baseball is just

62. Watching future million-

aires crying on the court as their

national title dreams end. Adam

61. Gleefully listening to big-

after finishing below .500 in con-

60. Watching the live look-ins

on Selection Sunday as teams

nervously await their fate.

gather all across the country and

59. Tennessee coach Bruce

Pearl's bright orange sports coat.

58. There's only so much Danc-

ference play. Win more games,

conference programs cry that

they didn't get an at-large bid

out" for the last month.

around the corner.

Morrison, anyone?

suckers!

we actually hate the play-in

lose and go home, the buzzer-

cheer

for

your

vorite

team

- or for

of a hat.

Ever.

game.

... We cry.

your bracket?

52. Jim Boeheim's 2-3 zone.

51. Picking the champion out

50. It's the Big Dance ... and

it's the only dancing we will do.

49. Seeing your alma mater go

48. Getting hypnotized by the

47. Scoring cheap tickets for

sound of squeaking sneakers.

the title game from distraught

46. Downing a shot of Jag-

ermeister every time we see a

Viagra commercial ... and being

hammered by halftime of the first

45. Post-game press conferenc-

es that take on the look and feel

of a White House press briefing

44. It's the ultimate form of

Loyola-Marymount's Bo Kimble

shot free throws left-handed in.

honor of Hank Gathers. We hug

calls - like "And it's over. ...

42. Laughing at obsessed

The slipper still fits!"

43. Gus Johnson's memorable

male bonding, just like when

after a failed stimulus bill.

fans of losing semifinalists.

dancing for the first time (some

of us are still waiting!).

fa-

ing with the Stars that this sports fan can watch.

57. Remembering when the Final Four was

played in a real basketball arena instead of a mammoth football

stadium. 56. The emotion of fifth-year seniors playing in their final game.

55. Winter is finally over.

54. Going online and debating the merits of the MEAC vs. SWAC.

53. The age-old quandary

fans with painted faces - and fondly recalling doing the same back in college.

41. Watching every game online - for free.

solely based on mascots. Can a Bison beat a Jayhawk? Can a Turtle take down a Golden Bear? And what chance does a

39. Entering online bracket games that promise \$1 million payouts for a perfect bracket. Who cares that the odds are better that you'll get struck by lightning while kissing a supermodel?

38. Knowing Kentucky super-fan Ashley Judd is home crying on Dario Franchitti's

shoulder.

36. ... And the Spirit Squads

34. Does anyone remember

33. Throwing on a shirt and tie and sneaking onto press

terms "Mid-

conversation. 31. Still trying to figure out

30. The greatest hoops fraternity of all-time ... Phi Slamma

29. One Shining Moment. This might have earned a higher ranking because we love the concept. But that music? Ugh.

28. Sitting on the couch from Thursday morning until Sunday night, only getting up to (Austin) Peay, refill on Keystone Light (insert your own crappy college beer selection here) and open another bag of

27. Frantically trying to fighave left. That's right, Chris Webber. We haven't forgotten

26. Erin Andrews. Need we

40. Picking the tournament Zip have against a Bulldog?

37. The Pep Bands ...

35. ... and, of course, THE CHEERLEADERS!

Keith Smart?

row for a regional final as a

poor college student. Just don't let the NCAA know, it will be our little secret. 32. Getting

to use the

majors", "Bracket-buster" and "Sub-regional"... in everyday

why Jerry Tarkanian chomped on that towel.

Jamma.

Way too John Teshy for us.

pork rinds.

ure out how many timeouts you about you!

say more? What's that you say? She works for another network? That's OK ... we'll imagine all the sideline reporters look like Erin Andrews.

25. The NCAAs ... where the

Big Ten goes to die. 24. They play actual, honestto-goodness defense.

23. Getting a first look at future Hall of Famers like Bird, Magic and MJ.

22. Dreaming of another perfect season like the one Bobby Knight had at Indiana once.

21. The classic David (George Mason) vs. Goliath (UConn) battles.

20. Wondering if this is the year Dick Vitale finally spontaneously combusts on air.

19. Gathering around a 13inch TV in the office when a game goes down to the wire. 18. Betting a beer your bud-

dies can't spell K-R-Z-Y-Z-E-W-S-K-I. 17. Pounding the punks in the

office pool who only pick the higher seeds.

16. Sweet Sixteen ... and we're not talking about your cousin Buffy's birthday party.

15. Remembering the first time a No. 15 seed beat a No. 2 (with apologies to Syracuse fans).

14. Helping the wife make her picks so she doesn't embarrass you in the office pool ...

13 ... losing to your wife in the office pool.

12. Trying to decide which 12-5 upset to pick. There's always one, it's in the NCAA rule book.

11. Water-cooler debates about the greatest tournament game ever played. If you don't think Duke over Kentucky in the '92 East Regional final, God help you.

10. Cutting down the nets.

9. Watching an underdog execute the game-plan to perfection like Gene Hackman's squad in Hoosiers (Rollie Massimino played the lead role in 1985 and Pete Carril reprised it in 1996).

8. The Elite Eight.

7. Waiting for the day when a No. 1 seed falls in the opening round. It's going to happen one of these years, right?

6. Celebrations that make grown men cry, like when Jim Valvano raced around the court searching for someone to hug after North Carolina State shocked Houston in '83.

5. Did we mention the cheerleaders?

4. The Final Four

3. None of the 65 teams are the KNICKS!

2. Brackets, brackets and more brackets. Did we say we love filling out BRACKETS!

1. Watching the tournament at work and knowing the boss doesn't care ... he's watching too.

TEXAS

SIZE EASTER EGG HUNT

SATURDAY

EATITA CONTEST

#### Corea pone a México al borde del precipicio

Yong Kyu Lee, Keunwoo Jeong y Tae Kyun Kim le pegaron jonrones solitarios a Oliver Pérez, y Corea del Sur puso a México al borde de la eliminación al derrotarlo 8-2 la noche del domingo en la segunda ronda del Clásico Mundial de Béisbol.

Lee sacó el garrotazo de cuatro esquinas en la

segunda entrada, Kim en la cuarta y Jeong en la quinta para los coreanos, que el martes enfrentarán a Japón por el pase a las semifinales del torneo.

Kim todavía agregó un par de impulsadas más en la séptima con un sencillo por el jardín derecho.

México cometió muchos errores y no pudo sobreponerse al descontrol de su estelar lanzador Pérez, quien sufrió su segunda derrota del torneo, y ahora tendrá que jugarse la vida ante Cuba el lunes.

En la primera ronda en la Ciudad de México, los cubanos le aplicaron un nocáut a los mexicanos al aplastarlos por 16-4.

Pérez (0-2) lanzó por espacio de 4 entradas y dos tercios en las que recibió seis imparables y cuatro carreras, con dos pasaportes y tres ponches.

México llenó la casa al abridor coreano Hyun Jin Ryu en la baja de la segunda entrada y con dos outs. Augie Ojeda respondió con un elevadito que picó en jardín izquierdo para producir las primeras dos carreras del partido.

Corea recortó la delantera cuando, con cuenta de 2-0, a Pérez se le quedó alto un lanzamiento que Lee mandó por encima de la barda del jardín izquierdo para el 2-1. Yong Kyu Lee le siguió con sencillo y luego vino un error de Adrián González, que no pudo detener el tiro de Ojeda ante un batazo de Ki Hyuk Park y la



April 11th & 12th

Benefitting The Lubbock

Childrens Home & The

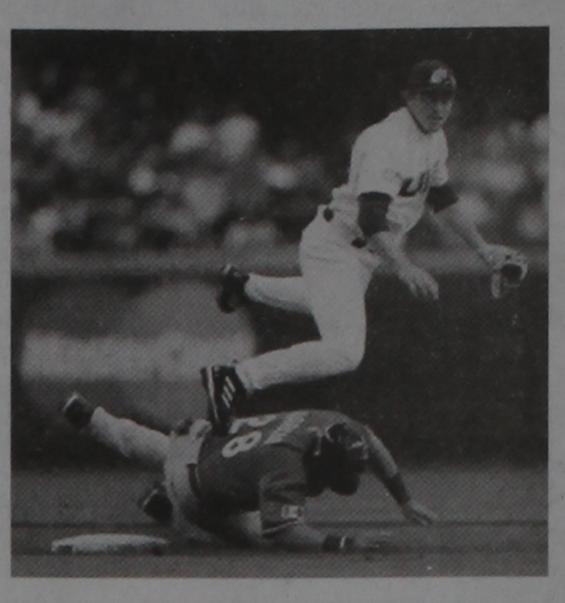
**Texas Boys Ranch** 

S1.00 OFF COUPON

**GATE ADMISSION** 

April 11-12, 2009

💓 Buffalo Springs Lake Info: 806.747.3353 🚆



pizarra se empató.

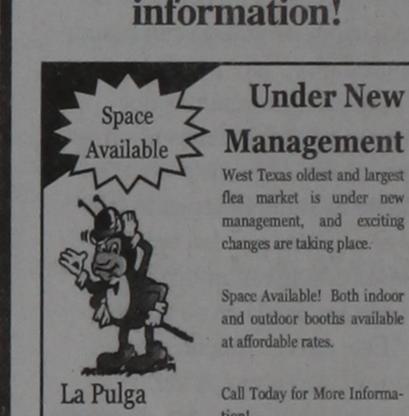
En la apertura del cuarto episodio vino un tablazo por el jardín izquierdo de Kim para el 3-2. México desperdició una gran oportunidad de al menos igualar cuando en la parte alta de la quinta llenó las bases con un solo out, pero el relevista coreano Hyun Wook Jong ponchó a Scott Hairston y dominó a Jorge Vázquez con una rola hacia las paradas cortas que apagó el fuego.

Corea del Sur amplió la delantera en el cierre de la quinta cuando, con dos outs, Jeong le pegó al primer lanzamiento de Pérez y lo mandó a las gradas del jardín izquierdo con el 4-2. El zurdo originario de Sinaloa regaló una base por bolas antes de cumplir con su cuota permitida de 85 lanzamientos y fue relevado por Elmer Dessens.

Los coreanos pudieron ampliar la ventaja en el sexto inning. Con un out le llenaron la casa al relevista Elmer Dessens, pero Rafael Díaz entró a controlar el peligro al ponchar a Ki Hyuk Park y luego sacar a Jong Wook Lee con elevado al izquierdo.

En la baja de la séptima, Kim sacó un batazo por el jardín izquierdo con el que entraron dos hombres. Luego Lee conectó un elevado de sacrificio y Ki Hyuk Park pegó sencillo por la pradera derecha para poner la pizarra 8-2.

> www.eleditor.com #1 in news & information!



**Under New** Management West Texas oldest and largest flea market is under new

changes are taking place. Space Available! Both indoor and outdoor booths available at affordable rates.

Flea Market 2323 Ave. K 806 747 8281

Call Today for More Informa-Open Weekly: Fri 10am-4pm

Sat & Sun 8am-6pm

"Nueva Compania" Necesita personal para todas las posiciones.

No experiencia necesaria.

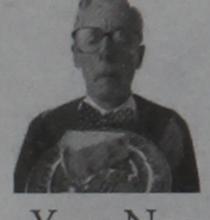
"Salario" hasta \$15 por hora. 1-900-263-6688

DRYCLEANING & LAUNDRY PRESSERS NEEDED. COMET CLEANERS 6403 Indiana Ave.

29,150 actual miles '98 Honda Civic 42 MPG 4 Dr 6CD Alarm-Remote \$ 8,000.00 Firm By Appointment Only 806-778-8740

The best gas leak detector is you.

You were born with the best equipment for detecting a natural gas pipeline emergency—your eyes, ears and nose.



Your Nose

Unusual aromas around your property resembling rotten eggs, skunk or sulfur could indicate a natural gas leak.



Your Ears

Don't ignore a shrill hissing, blowing or roaring noise on your property. All of these could be signals of a high-pressure natural gas emergency.



Your Eyes

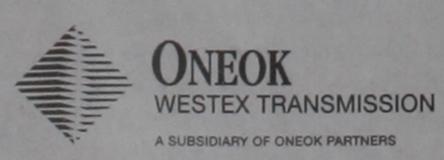
Visible warning signs of a gas emergency include water or dirt blowing in the air, discoloration of vegetation or continuous bubbling from standing water.



Take the Time to Call.

If you discover any or all of these warning signs, leave the area immediately. Do not operate motor vehicles or equipment nearby, and forego any activity that could generate a spark. You should immediately contact your local emergency authorities and ONEOK WesTex Transmission at 1-800-562-5879, or the operator of the pipeline.

By using your built-in detection devices, you can prevent any disasters associated with random natural gas pipeline leaks.





**Employment Opportunities** Management/Professional Trades/Labor Technical/Clerical **Fire and Police** 

**Part-Time** 

To apply and/or review detailed job listings visit our website www.mylubbock.us

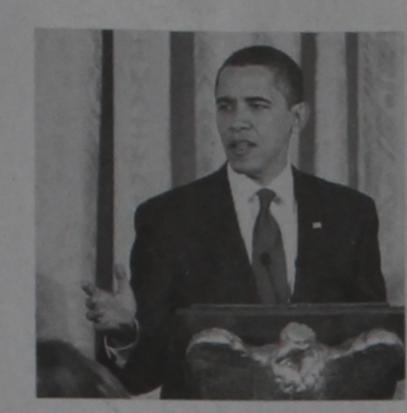
**Drug Screen and Background Check Required** 

**Benefits Include:** 

10 Vacation Days -15 Sick Days - 11 Paid Holidays Paid Group Health - Dental, Life and Vision Insurance TMRS 5-year Vesting - Pre-paid Legal Plan **Employee Deferred Compensation** Section 125 Medical Spending Plan - LTD **Critical Illness Insurance** 

Texas Public Information Act/ADA/EOE

El presidente Barack Obama



dijo el sábado que el sistema de seguridad en los alimentos de Estados Unidos "es un peligro para la salud pública" y necesita ser reformado, comenzando por la selección de un nuevo jefe de la dirección de alimentos y medicinas FDA.

Obama utilizó su discurso semanal por radio y video para anunciar la nominación de Margaret Hamburg, una experta en bioterrorismo y ex comisionada de Salud de la ciudad de Nueva York, como comisionada de la FDA, y al comisionado de Salud de Baltimore, Joshua Sharfstein, como su lugarteniente.

Obama también dijo que había ordenado crear un Grupo de Trabajo de Seguridad en los Alimentos para coordinar leyes sobre seguridad en los alimentos a través del gobierno, y para que lo asesoren sobre las maneras de reformar el sistema.

Indicó que muchas de esas leyes

no han sido revisadas desde su promulgación durante la presidencia de Theodore Roosevelt, hace un siglo.

Obama señaló que el sistema de seguridad en los alimentos está demasiado diseminado, y es difícil compartir información y resolver problemas.

También denunció que la reducción del financiamiento a la FDA, y la escasez de personal calificado ha impedido a la agencia realizar inspecciones anuales de más de una fracción de las 150.000 plantas de procesamiento de comida y depósitos en el país.

"Se trata de un riesgo para la salud pública. Esto es inaceptable. Y cambiará bajo el liderazgo de la doctora Margaret Hamburg", prometió Obama.

Hamburg, de 53 años, es una experta en bioterrorismo. Fue subsecretaria de Salud durante el gobierno del presidente Bill Clinton.

Como principal funcionaria de salud pública de Nueva York durante los primeros años de la década del noventa, creó un programa que redujo las altas tasas de tuberculosis resistente a las drogas. Sharfstein, de 39 años, es un pediátra que criticó a la FDA por la falta de seguridad en remedios para combatir el resfrío en los niños.

El nombramiento de Hamburg requiere confirmación del Senado, no así el de Sharfstein. On the Internet -www. eleditor.com

## Enojarse puede causar problemas del corazón

El enojo puede afectar al corazón y causar un ritmo cardiaco irregular, lo cual podría tener resultados nocivos e incluso provocar la muerte, determinó un estudio.

Desde hace tiempo se sabe que el enojo y la depresión son factores en las enfermedades cardiacas, y que las muertes por falla cardiaca aumentan después de desastres naturales como terremotos.

Pero el nuevo estudio, difundido la semana pasada, va más allá pues revela un patrón específico en los electrocardiogramas de ciertos pacientes a los que se les pidió recordar algún momento molesto. En gente ya vulnerable "enojarse causa cambios eléctricos en el corazón", dijo la cardióloga Rachel Lampert, de la Universidad de Yale, que dirigió el estudio. Cuando esa situación ocurre, incluso solamente en el consultorio médico, "es más probable que sufran arritmias afuera".

El tema principal es el colapso cardiaco, cuando el sistema eléctrico del corazón se descontrola y cesan abruptamente los latidos. La única manera de salvar al paciente es dándole una carga eléctrica al corazón con un artefacto llamado desfibrilador.

A fin de evaluar el efecto de los sentimientos enojosos, Lampert sometió a electrocardiogramas a 62 pacientes que tenían desfibriladores implantados en el tórax

por problemas cardiacos. Cuando recordaron un momento que les causó enojo, algunos pacientes sufrieron alteraciones en el electrocardiograma que parecían alteraciones que pronostican irregularidades en las pruebas de ejercicio estacionario.

En otras palabras, el estrés emocional estaba produciendo una señal de alarma parecida a la provocada por el estrés físico. Pero lo logró sin causar una interrupción de los latidos, lo cual parece indicar que la adrenalina emitida por el enojo actúa directamente sobre las células cardiacas.

El resultado es que las personas cuyas pruebas mostraban un alza durante el momento del recuerdo irritante eran 10 veces más susceptibles a que sus desfibriladores entren en acción en los próximos tres años que los pacientes de condiciones similares pero cuyos corazones no reaccionaron ante el recuerdo molèstoso, reportó Lampert en el Journal of the American College of Cardiology.

También analizó la posibilidad de que técnicas de relajación ayuden a los pacientes a evitar latidos irregulares. Aun así es imposible saber si el enojo tiene el mismo efecto en personas cuyos corazones son saludables.

ser estudiado, dijo la doctora Nieca Goldberg, portavoz de la Asociación Cardiaca de Estados Unidos.

Pero este es un tema que debe

Page 5

Hay un vínculo inequívoco entre el corazón y el cerebro, "pero todavía no hemos podido explicar por qué", dijo Goldberg, cardióloga de la Escuela de Medicina de la Universidad de Nueva York. "Este es un paso en la dirección correcta".

El estudio es pequeño y aun debería estudiarse el efecto de la ira en muchos más electrocardiogramas para poder pronunciarse sobre su confiabilidad.

Pero de ser cierta, la conclusión tendría efectos sumamente amplios: Unos 100,000 desfibriladores son colocados cada año en personas con latidos irregulares. Los científicos están tratando de determinar cuáles pacientes necesitan esos artefactos con más urgencia, y esas pruebas pueden ayudarles a decidir.

#### ciation of Latino Elected Officials. Diabetes, Alzheimer's Link may have staggering implications

New research reveals diabetes damages blood vessels that supply the brain, which increases the risk of getting Alzheimer's disease. Doctors say brain damage may start before someone is diagnosed with full-blown diabetes. back when the body is gradually losing its ability to regulate blood sugar. Researchers point out it's a growing concern that should

encourage people to safeguard their brain by fighting diabetes and heart-related risks. "Right now we can't do much about the Alzheimer's disease pathology," those sticky plaques that clog patients' brains, says Dr. Yaakov Stern, an Alzheimer's specialist at Columbia University Medical Center. But, "if you could control these vascular conditions,

you might slow the course of the disease." The correlation between diabetes and Alzheimer's has staggering implications.

New problems in

counting Latinos

What seems like a simple ques-

living in the United States? - has

the 2010 census approaches. Lati-

nos and other minorities have his-

torically been undercounted in the

once-a-decade survey. Advocacy

groups are launching their tradi-

count, but a variety of factors

have created new problems for

the painting of America's official

officials say fears over immigra-

tion enforcement and government

snooping are making people more

reluctant to share their informa-

and Bush administration budget

cuts have slowed funding for the

census. Millions of laid-off renters

and foreclosed homeowners are on

the move. There are more immi-

grants, speaking more languages,

immigrants might not know what

than ever before. Some of those

a census is or might come from

countries where such informa-

tion is used against rather than

for the people. "This country is

just much more complex now, on

many different levels," said Terry

Ao, director of census and voting

programs for the Asian American

Justice Center. "We're prepared to

mount our own national campaign

Escobedo, senior director of civic

engagement for the National Asso-

to count ourselves," said Efrain

tion. The economic meltdown

portrait. Activists and government

tional efforts to ensure an accurate

become surprisingly complex as

tion — How many Latinos are

More than 5 million Americans have Alzheimer's, and cases already are projected to explode as the population ages.

There are about 18 million Type 2 diabetics who are considered to have at least two to three times

a non-diabetic's risk of developing Alzheimer's. Still, doctors warn patients not to not panic if they diabetes. Dr. Ralph Nixon of New York University, vice chairman of the Alzheimer's Association's scientific advisory council, said genetics are still the leading risk factor for dementia. "It by no means that you're going to develop Alzheimer's disease,

and certainly many people with Alzheimer's don't have diabetes," he cautions. In the national study, doctors gave several cognitive tests to nearly 3,000 diabetics. Wake Forest University researchers concluded that for every 1 percent increase in their A1C score, an average of glucose control over a few months, meant small but meaningful drops in memory,

the ability to multitask, and other cognitive tasks. The findings were published last month in the journal Diabetes Care. Other factors besides diabetes may play a role, such as brain inflammation and cell-damaging oxidative stress. But the major threat is a silent dysfunction of glucose control, not something that suddenly begins after diabetes is diagnosed.



Lláme al 432-694-5426 ó 432-368-0155 hoy o visite goarmy.com para

más información.

©2008. Pald for by the United States Army. All rights reserved.

## Movies That Take a Fresh, Hard Look at Immigrants' Lives

The current crop of American films dealing with immigration is as varied as the immigrant experience itself: an ensemble melodrama about illegal aliens in Los Angeles (the recent "Crossing Over"), a quiet story of a Dominican baseball player in the minor leagues in Iowa (next month's "Sugar"). But there are a pair that could be considered movies without borders. Both are Spanish-language features shot in Mexico by first-time American directors, and both are ambitious hybrids: socially conscious films in the form of brash genre entertainments.

Cary Fukunaga's "Sin Nombre," which had its premiere at the Sundance Film Festival in January and opens in the United States on Friday, combines elements of a chase movie, a gangster flick and a tragic western with the specific plight of Central American immigrants making their way across the Mexican countryside toward the United States border. Alex Rivera's "Sleep Dealer" (April 17), which was shown at Sundance last year, is a science fiction parable set in a near-future Mexico, where concepts of migration and labor mobility are reinvented by cuttingedge technology.

Fukunaga's film was indirectly inspired by the nation's deadliest human trafficking case, which left 19 immigrants dead after they were abandoned in a sealed trailer in South Texas in 2003. He was a graduate film student at New York University at the time. Driven to visualize the horror of the incident to "imagine what it was like in that trailer," he said - he made a 13-minute film, "Victoria Para Chino," which won a prize at Sundance and a Student Academy Award.

In researching his short Fukunaga, a California native of Japanese and Swedish descent, acquired a more expansive picture of migrant flows to the United States. "The way I'd viewed immigration was strictly from the U.S.-Mexican border, and I'd never considered what it could be like from farther away," he said. He learned of Central Americans who made the perilous trip north across multiple borders, riding freight trains through Mexico, and realized that this arduous journey could be a compelling backbone for a feature film.

He traveled repeatedly to Mexico, Guatemala, El Salvador and Honduras. His first trip was to Chiapas, the southernmost state in Mexico, which shares a border with Guatemala. With the help of a friend's father, a journalist in Mexico, he contacted border police officers and social workers, who in turn put him in touch with gang members, both in prison and on the streets, who had a hand in immigrant smuggling. He visited the train yards where immigrants would gather, waiting to hop the freights at night, and the shelters that housed those who were injured on the journey.

And from almost everyone he talked to, he said, he heard "horrific stories" of exploitation, corruption and brutality. "There's a lot of violence without consequence," he said. "People can just do things, and no one will ever hear about it."

Not content with his interviews Fukunaga decided to ride the trains himself, partly to help allay his queasiness about potential exploitation. "I was making a film about people's misery," he said. "I didn't want to talk about things I didn't know firsthand."

Disregarding the warnings of the friends who had accompanied him, he boarded a northbound train packed with immigrants in the Mexican town of Tapachula. A few hours into the journey gunshots rang out in the next car, along with shouts of "bandilla" (bandit). The next morning he discovered that a young Guatemalan had been shot for refusing to turn over his money.

He rode all the way to the Oaxacan border, and on return visits to Mexico made two more trips, each time picking up where he had left off. When he told his traveling companions he was preparing to make a movie, he said, "they thought I was crazy." But a camaraderie would develop nonetheless: "There was a real

sense of protecting each other." Fukunaga takes pride that "Sin Nombre," which won the directing and cinematography prizes at Sundance, is rooted in thoroughly researched particulars, many of which will be evident only to Spanish-speaking viewers. He was careful to get regional accents right and to use the specific argot of the gang members, whom he grilled about their familial dynamics, a line of questioning that he said annoyed some of them: "The guys were like, 'Enough of this "Who buys the toilet paper?" I want to tell you how we chop up bodies."

To the extent that "Sin Nombre" has a message, Fukunaga said, he hopes it is an "antiisolationist" one. "Americans think we're so far away from the world," he said. "But this is a North American story. It's not so exotic. And it obviously has an impact here every day. Look right there" - he pointed to the open kitchen of the Manhattan restaurant where the interview was being conducted, staffed mainly by Latino workers -"that's where it's happening."

With "Sleep Dealer" Rivera also wanted to reflect the daily realities of a shrinking world, but he chose to do so by way of what he called "third world cyberpunk." While he has long been a sci-fi fan, he saw what he called "a black hole, a vacuum" in the genre's typical locations and perspectives.

"Science fiction in the past has always looked at Los Angeles, New York, London, Tokyo," he said in a recent telephone interview. "We've never seen S-o Paulo, or Jakarta, or Mexico City. We've never seen the future of the rest of the world, which happens to be where the majority of humanity lives."

"Sleep Dealer," which won the screenwriting award at Sundance last year (the script is by Rivera and David Riker) as well as the festival's Alfred P. Sloan Prize for the best film dealing with science or technology, envisions a future in which would-be immigrants remain south of the border and use network-connected robots to beam in their services.

"Their labor comes without their body," Rivera said. "The idea struck me as a reflection on outsourcing, a reflection on the position that immigrants have in this country today, where they're made invisible from the political

Rivera, who studied political theory at Hampshire College, has been active in immigrant rights groups over the years. His father came to the United States from Peru, and many members of his extended family are immigrants.

"Sleep Dealer" is his first feature, but he has been making experimental shorts and documentaries since the 1990s. His previous film, a 2003 documentary for PBS called "The Sixth Section," was about a community of migrants in upstate New York rebuilding their village in Puebla, Mexico, from afar - a real-life microcosm of the world of "Sleep Dealer," in which people are, as Rivera put it, "connected by technology but divided by borders."

"Sleep Dealer" taps into the cultural and economic fears that have come with a globalized planet. "If you look at 'Blade Runner' or 'I, Robot,' the drama comes from the idea that the robots will wake up and want to kill the people," Rivera said. "In my film people use machines to exploit each other. The robot doesn't want to kill you. The robot wants to take your job."

Like Fukunaga, Rivera was looking less to advance a political message than to foster a general open-mindedness. For all its newfangled trappings "Sleep Dealer" reasserts a narrative as old as the United States.

"I believe the American story is that this is a nation of immigrants," Rivera said. "That's more powerful than the story that people who come here are threats."

#### On the Internet -www. eleditor.com Olmos Picks Roles Based on

For Edward James Olmos, a director, producer and actor best known for his roles in "Stand and Deliver," "Blade Runner" and "Battlestar

Galactica," ethics have been important to his career. Olmos has always

been aware of how he could represent himself, as a Mexican-American, by taking certain roles. He has turned down opportunities -- such as a starring role with Clint Eastwood in the movie "In the Line of Fire" -- and money so that he could stick to his three core values: self-respect, selfesteem and self-worth.

"The ethics of the industry are brutal ... They want the bucks," Olmos said. "I'm your worst nightmare. I don't try to make dollars; I try to make sense."

Olmos spoke last night at Columbia College's Launer Auditorium as part of the Schiffman Ethics in Society Lecture Series



about the importance of having moral values in his film career. The series was established in 2000 by John Schiffman, who donated \$1.5 million to honor his late wife, Althea, a 1941 Christian College graduate. The donation created an endowed

chair in ethics, religious studies and philosophy, and the lecture series.

Previous lecturers have included Mike Huckabee, former governor of Arkansas and presidential candidate; Robert F. Kennedy Jr., a Harvard Law School graduate and environmental activist; and Arun Gandhi, the founder of the M.K. Gandhi Institute for Nonviolence and grandson of Mohandas Gandhi.

John Schiffman, a former member of the Columbia College Board of Trustees, said Olmos' lecture touched upon moral topics that are important to not only Columbia but to the world, which was what he'd hoped for when he established the series.

"We have some critical problems in the world today, and ethics is involved in every one of them," Schiffman said.

At Launer Auditorium, a facility that holds over 500 people, only a few seats remained empty as Olmos delivered his second speech of the day at the college. He spoke to a standing-roomonly crowd earlier in the day at a question and answer session at Dorsey Gym.

Olmos, a UNICEF goodwill ambassador and the executive director for the national gang prevention program Lives in Hazard Education Project, has been successful in his career, but he said he has tried to give more than he has received. He has done this by trying to educate others about Latino people and directing and acting in films that explore topics of social importance, such as gang violence and

the role of education in people's lives.

"I have a face that doesn't belong in front of the big screen, but I have been allowed to tell stories on a medium that values people who are good looking,"

Olmos said. Amy Darnell, a professor in film and performance studies at Columbia College, was present with four of the students from her class about ethics in Hollywood. In her class, Darnell has talked with her students about the topic of justice and how it relates to Olmos' film "American Me," a film about a California prison gang.

Nathan Redelfs, an honors student in Darnell's class and a speech communication major, attended the lecture for class but was struck by how much the values in Olmos' films translate to the filmmaker's personal life.

"It's really nice to see someone who emulates what he films," Redelfs said. "I appreciate someone who doesn't take the money."

# Hundreds cheer 'Extreme Makeover' family



There were tears. There was laughter and much more applause as hundreds of well-wishers packed Life Church in far East El Paso on Sunday night to join Maria Ruiz, her husband and two children to watch the episode of ABC's "Extreme Makeover: Home Edition" that featured them.

The Lower Valley family invited the hundreds of volunteers who helped build their home in January as part of the show. They wanted to meet everyone who had worked on the house, whether they helped hang drywall or lay the foundation.

"I'm overwhelmed with the support

El Paso has given us," Maria Ruiz said after watching the program. "The whole community came together and they helped in one way or another. We are grateful and thankful for El Paso for their

Jesus Ruiz Jr. and Elizabeth Ruiz laughed Sunday while watch-

ing "Extreme Makeover: Home Edition." Hard work and dedication in building our home. It has been a

big blessing for us." The Ruiz family, which founded JEM Ministries, was selected to have their home rebuilt because they are dedicated to feeding, clothing and providing shelter for

The construction project -directed by Desert View Homes -- was a massive effort with about 2,500 volunteers working in 24-hour shifts over four days.

families in Juárez colonias.

A project such as this normally takes about four months. The completed home was unveiled to the Ruiz family on Jan. 19 during the recording of the show's "Move That Bus" ceremony.

The 3,800 square-foot, two-story adobe home has two kitchens, three bedrooms, three bathrooms, a large living room and a storage facility.

The estimated value of the home is between \$400,000 and \$500,000.

"There are times where I still feel that I am dreaming," Maria Ruiz said. "It hasn't sunk in yet. Every time I wake up in the middle of the night I look around and I thank God for what 'Extreme Makeover' made possible through the community."

Maria Ruiz sat by her husband, Jesus, flanked by their children, Elizabeth, 19, and Jesus Jr., 12, during the viewing of the show.

"It's amazing to see the community come together," Jesus

Ruiz said. "In this work, we are not alone. There is a whole community backing us up all the way through. It's a big blessing to get this much support from the community."

The Ruiz family had been living in their old, unfinished home for 16 years, even giving away their own furniture to those in need. Bags and boxes of clothes for the needy replaced the sofas and love seats. The floors went unfinished in most of the two-story home.

Elizabeth, who was born in El Paso, said she is proud of her hometown.

"This goes to show that we can achieve more if we all can come together," she said. "El Paso is a very united city when it comes to helping people. Anything is possible."

And as host Ty Pennington capped the show with: "Welcome home, Ruiz family, welcome home," the crowd rose to its feet, no doubt proud of what the city had accomplished.



# RECIBE UNO



Llama a más personas. Usa cero minutos.

Ahora Alltel es parte de Verizon Wireless, creando así la Familia Más Grande de Llamadas de Móvil a Móvil en los Estados Unidos - más de 80 millones de personas. Además, con Mi Círculo puedes elegir a quién llamas, sin importar su compañía.

Las ofertas están disponibles en las siguientes localidades: **Tiendas Alltel** Estas tiendas ahora abren los domingos.

• 405 Lubbock Rd. | (806) 637-3300 Tot N. Dallas Ave. | (806) 872-7282

Levelland . 409 E. Hwy. 114 | (806) 894-8004

405 Slide Rd. | (806) 791-6444 • 3103 34th St. (806) 797-2355 • 5217 82nd St. | (806) 798-0184 • 5810 W. Loop 289 | (806) 281-5000

3131 E. University Blvd. | (432) 363-9500 Plainview • 1601 Kermit St. | (806) 293-7366

2106 Rankin Hwy. | (432) 683-9800

Seminole 200 S. Main St. | (432) 758-1200

Compra en las tiendas participantes: Equipos y ofertas promocionales podrían variar en estas tiendas. Brownfield

Trio Wireless | (806) 637-0739 Denver City Southwest Comm. | (806) 592-7496 Lamesa Trio Wireless | (806) 777-8538

Venture Comm. | (806) 872-0316 Levelland Reaction Wireless | (806) 894-4003 Absolutely Wireless | (806) 785-3488

Trio Wireless | (806) 747-6999 Trio Wireless | (806) 797-1290 Wireless 4 U | (806) 698-6446 Wireless 4 U | (806) 795-0900 Wireless Toyz | (806) 798-8300

Reaction Wireless | (806) 296-0009 Venture Comm. | (806) 291-9727 Reaction Wireless/PCC | (806) 495-0277

Seminole Trio Wireless | (432) 758-9828

Para cuentas empresariales y gubernamentales llama al 1-866-WLS-BIZZ o visita alltelbusiness.com Aplican impuestos federales, estatales y locales. Además, Alltel puede cobrar cargos mensuales por conectividad, cargos regulatorios, administrativos y por proporcionar el servicio 911 de hasta \$2.19 y tarifas federales y estatales del Fondo de Servicio Universal (ambas tarifas varían según el uso del cliente). Estas tarifas adicionales pueden no ser impuestos o cargos requeridos por el gobierno y están sujetos a cambios. Para obtener más información adicional acerca de tus impuestos, cuotas y tarifas, consulta a un representante de servicio al cliente de Alltel o tu factura mensual. Detalles del Teléfono: Los teléfonos y los reembolsos que apliquen están disponible por tiempo limitado, hasta agotar existencias con la activación de un plan de tarifas que califique. El reembolso será en forma de una tarjeta de regalo VISA. Limitado a 1 reembolso por compra que califique. El teléfono puede ser devuelto dentro de los primeros 15 días de compra. Si el certificado del reembolso por correo ha sido presentado, Alltel devolverá el precio de la compra menos el monto del reembolso. El cliente tiene que pagar los impuestos que apliquen. Consulta el certificado del reembolso para obtener más detalles. Con la compra del teléfono Alltel Hue II se incluyen las carátulas azul y plateada. Por un cargo adicional podrás obtener las carátulas opcionales. Requerimientos del Smart Choice Pack: Todos los clientes nuevos o existentes que activen o cambien a un aparato inteligente requerirán comprar y mantener un Smart Choice Pack durante el tiempo estipulado en su contrato para calificar para obtener el teléfono al precio que se ofrece al estar dentro del contrato. Móvil a Móvil: Algunos clientes de Altel no se unirán a Verizon Wireless. Visita altel com para obtener los detalles de la elegibilidad y actualizaciones. Los minutos de Móvil a Móvil se aplican a llamadas entre clientes elegibles de Alltel Wireless y de Verizon Wireless que se originen y terminen en el área de llamadas de tu plan. Se excluye el traslado de llamadas, las llamadas al 411 y el servicio de correo de voz. Mi Circulo: Servicio disponible para clientes nuevos y existentes en selectos planes actuales. Se requiere un plan de tarifas mínimo de \$49.99 para obtener un Plan de Mi Circulo con 5 números; \$59.99 para 10 números; \$99.99 para 20 números. Para los clientes del servicio Smart Choice Pack, se requiere un plan de tarifas mínimo de \$69.99 para obtener un Plan de Mi telefónicos disponibles a su propio número móvil o correo de voz, números para obtener Información de Directorio ni números que empiecen con 900. Las llamadas deben empezar y terminar en el área de llamadas de tu plan. Los números designados deben estar dentro de los 50 estados Unidos. Esta característica puede ser descontinuada a discreción de Altel. Deberás dejar pasar 24 horas para que los cambios a los números de Tu Circulo se hagan efectivos. Aplican restricciones a los clientes comerciales y del servicio prepagado. Consulta a un representante para obtener más detalles. Información Adicional: Esta oferta puede estar limitada por tiempo, existencias, cobertura o localidades participantes. Hay un cargo no reembolsable de \$25 por activación por línea. Puede aplicar una tarifa de \$200 por línea por cancelación prematura del contrato. El servicio está sujeto a las Normas y Condiciones para Servicios de Comunicaciones y otra información disponible en todas las tiendas Alltel o en alltel.com. Todas las marcas de productos y servicios indicados son los nombres, nombres comerciales, marcas comerciales y logotipos de sus correspondientes propietarios. BlackBerry®, RIM®, Research In Motion®, SureType® y las marcas, nombres y logotipos relacionados, son propiedades de Research In Motion Limited, y están registrados y/o son usados en los Estados Unidos y en países alrededor del mundo. Las imágenes de las pantallas son simuladas. ©2009 Alltel Communications. LLC. Todos los derechos reservados. Circulo con 5 números; \$89.99 para 10 números; \$139.99 para 20 números. Los números de Mi Circulo deben ser compartidos con todas las líneas de la cuenta primaria. Los clientes no pueden designar dentro de sus números pantallas son simuladas. ©2009 Alltel Communications, LLC. Todos los derechos reservados.