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## Board appointments call for action

### Nombramiento de junta llama a la acción

JOE ARCE  
HISPANIC NEWS

Adriana Pecina describes herself as a concerned citizen and most of all, as a concerned parent of a Kansas City school district student. It was in that capacity that Pecina, and other concerned Latino parents, organized in the last several weeks to influence the choice of a Latino to one of the two vacated spots on the board of the Kansas City, MO School District (KCMOSD).

The board made its choice December 4 and absent from that selection was any of the candidates proposed for consideration. Some in the community expressed irritation with a set of qualifications issued by board members, qualifications that would have undermined many of the current members if applied to them.

"I felt it was unfair that they had to put that kind of requirement when they have not had that in the past," said Pecina. "It is sad that the only requirement to be elected is that you be a resident of this district. ... I understand the need to be looking at a matrix of skills and talents each member brings to the table ... I think it is unfair because we never know at the end of the day what the qualification or skills are of any person that gets an elected position."

Pecina said that the individuals that applied for the position represented the necessary commitment that would compliment the board. "They had a commitment because their own children were part of the district or where planning to be part of the district. ... They have been involved. They know the players. They know what has been going on and they have a strong commitment to improving the

BENSON DEFENDS/PAGE 3

TRADUCE PATRICIO H. LAZEN  
HISPANIC NEWS

Adriana Pecina se describe a sí misma como una ciudadana que se preocupa y quien por sobre todo, se preocupa como madre de un estudiante del distrito escolar de Kansas City. Fue en esas funciones que Pecina y otros preocupados padres latinos se organizaron durante las pasadas semanas para influenciar la elección de un latino a una de las dos vacantes existentes en la junta del Distrito Escolar de Kansas City MO (KCMOSD), por sus siglas en inglés.

La junta hizo su elección el 4 de diciembre y ausentes en esa elección estuvieron los candidatos propuestos para consideración. Algunas personas en la comunidad expresaron su irritabilidad con una lista de calificaciones emitidas por los miembros de la junta, calificaciones que hubieran menguado la capacidad de muchos de los presentes miembros si éstas se le hubiesen aplicado a ellos.

"Siento que fue injusto que ellos tuvieran que poner ese tipo de requisitos cuando no lo habían hecho en el pasado", dijo Pecina. "Es triste que el único requisito para ser electo fuera el ser residente de este distrito. ... Yo entiendo la necesidad de buscar una matriz de aptitudes y talentos que los miembros deben traer a la mesa... creo que es injusto ya que al final nunca sabemos cuáles calificaciones o aptitudes son propias de cualquier persona electa a una posición".

Pecina dijo que las personas que postularon a la posición representaban el necesario compromiso que hubiera agrado a la junta. Ellos tienen experiencia en el distrito. Ellos tienen un compromiso ya que sus propios hijos fueron parte del distrito o están

BENSON DEFIENDE/PÁGINA 3

## Name change honors Amayo

### Cambio de nombre honra a Amayo



The Amayo family is pleased that the Unified Government has decided to rename the Argentine Community Center. The center will be known as the Joe E. Amayo Sr. Argentine Community Center.

La familia Amayo esta complacida de que el Gobierno Unificado haya decidido renombrar el Centro Comunitario de Argentine. El centro será conocido como el Centro Comunitario de Argentine Joe E. Amayo Sr.

DEBRA DECOSTER  
HISPANIC NEWS

TRADUCE PATRICIO H. LAZEN  
HISPANIC NEWS

The Argentine Community Center in Kansas City, Kansas will be re-dedicated this Sunday. The center will be renamed the Joe E. Amayo, Sr. Argentine Community Center.

This will be the first time that a center or monument has been named for a Mexican American in Kansas City, Kansas. The quest to have Amayo's community service in the Argentine community recognized in this manner began two years ago. Esperanza Amayo, Joseph Amayo's sister-in-law began petitioning the park board to rename the Argentine Community Center in September 2006.

Members of the Amayo family felt this was the best way to recognized Amayo's long service to the community where he lived and worked. "Joe organized and coached baseball teams for our sports-minded young men. His leadership positively motivated our

youngsters to a wholesome path in life," said Esperanza.

Esperanza was tireless in her efforts to promote the idea. She took the time to find out what information she would need to present to the Parks Board and followed up with additional documentation asked for. She got an education on the workings of the Unified Government and the Parks department.

The family's request had to go before three departments before final approval. It started with the Parks Board, whose approval came in 2007. At that time, Phil Thomas, board chair, told the family that their work wasn't complete. He told the family the park board could only recommend that the center be renamed. The final approvals would have to come from the Board of Commissioners.

"THIS WAS"/PAGE 2

El Centro Comunitario de Argentine en Kansas City, Kansas será renombrado este domingo. El centro será renombrado como Centro Comunitario Joe E. Amayo, Sr. de Argentine.

Esta será la primera vez que un centro o monumento haya sido nombrado con el nombre de un mexicano-estadounidense en Kansas City, Kansas. La tarea de hacer que el servicio comunitario de Amayo en la comunidad de Argentine fuera reconocido de esta manera comenzó hace dos años. Esperanza Amayo, cuñada de Joseph Amayo comenzó a hacer peticiones para ser presentadas ante la junta de parques para renombrar el Centro Comunitario de Argentine en septiembre del 2006.

Miembros de la familia Amayo sintieron que ésta era la mejor manera de

"ESTO FUE"/PÁGINA 2

## Food Allergy Sufferers Can Go Home for the Holidays and Not Go Hungry

The holiday season is here. Time to deck the halls, trim the tree, and most importantly, fire up the oven. For most Americans, the holidays mean chestnuts roasting on an open fire, homemade pumpkin pie, and turkey with all the trimmings. But what if you must cook for a family plagued with food allergies? What if you have one yourself? Does your holiday feast have to be a bland, flavorless affair? And if not, is it inevitable that you (or someone) must suffer the decidedly un festive fate of being stuck at a dinner table full of foods that you can't enjoy?

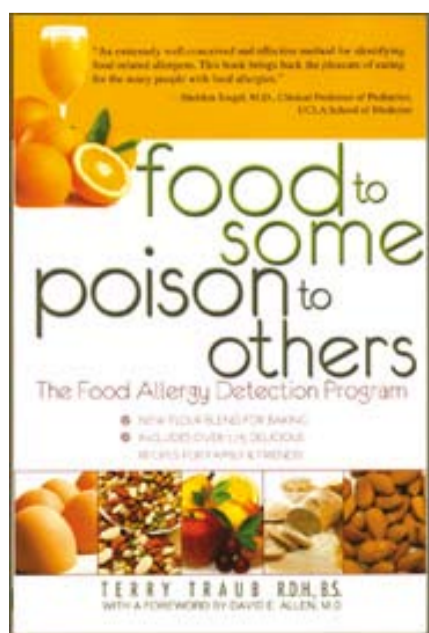
Of course not, says food allergy expert Terry Traub. She insists that your annual family feast doesn't have to diminish your holiday spirit. For people who must live with food allergies or for the families who must prepare safe, nutritious meals for

them, all it takes is the right recipe and a little bit of planning to create a dinner that is both delicious and safe.

"The trick to cooking allergy-free is not to make a separate meal for the family member who is allergic," says Traub, author of the new book *Food to Some, Poison to Others: The Food Allergy Detection Program*. "The secret is to find safe recipes that the whole family can enjoy. No one should spend her entire holiday cooking separate meals for everyone. Find something that works for each family member, and everyone at your table will leave happy and satiated."

Traub speaks from personal holiday cooking experience. A dental hygienist and the mother of two sons with Celiac Disease (gluten intolerance) and one with lactose intolerance, she wrote her book and created her

FIRST STEP IS/PAGE 4



## Quienes Sufren de Alergias a los Alimentos Pueden ir a Casa para La Temporada Festiva y no Pasar Hambre

La época festiva está aquí. Es tiempo de decorar, podar el árbol y lo más importante, encender el horno. Para la mayoría de los estadounidenses, la temporada festiva significa castañas asándose en el fuego, pastel de calabaza hecho en casa y pavo con todos los acompañamientos, pero ¿Qué hay si usted tiene que cocinar para una familia plagada de alergias a los alimentos? ¿Qué hay si usted también las tiene? ¿Han de ser sus festividades una época desabrida y sin sabor? Y si no lo es, ¿Es inevitable que usted (O alguien) debe sufrir el destino decididamente poco festivo de sentarse a cenar en

una mesa repleta de comidas que no puede disfrutar?

Por supuesto que no, dice la experta en alergias a los alimentos Terry Traub. Ella insiste que su festín familiar anual no tenga que disminuir su espíritu navideño. Para la gente que debe vivir con alergias a los alimentos o para las familias que deben preparar comidas nutritivas y seguras para ellos, todo lo que se necesita es la receta adecuada y un poquito de planificación para crear una cena que sea tanto deliciosa como segura.

"El truco para cocinar comida

EL PRIMER PASO/PÁGINA 4

# "This was truly a grassroots effort"

CONT./PAGE 1

Excited that they had conquered the first step, they began in earnest to find out what they would need to present to the Unified Government Standing Committee and Board of Commissioners.

"This was truly a grassroots effort to see this facility named after Mr. Amayo. This was an organized effort of committed citizens ... They followed the process and I think the commission is always going to be supportive of those kinds of things," said Ann Brandau-Murguía, Commissioner, 3rd District.

Joe Amayo, Sr. was one of the first Mexican Americans allowed to enroll in Argentine High School in the 1930's. After excelling in football at the high school level, he became interested in boxing. He was joined by his brothers, Lou and Mike. He spent 39 years training boxers in the basement of the Argentine Parish House. He had many boxers that won titles under his guidance and supervision.

He received a Service to Mankind Award from the Wyandotte County Sertoma Club in 1976 and the Ethic Culture Preservation Award from the Kansas City, Kansas Ethic Council in 1986.

Esperanza recalled one of her favorite memories of Joe. "This occurred after World War II when our veterans came marching home. Our veterans were denied entrance and membership to the local GI Forum on Strong Avenue in Kansas City, Kansas. He

Amayo passed away on December 31, 1987 but he has left behind a legacy for the Hispanic community. No matter where his son, Joe Amayo, Jr. travels, either within the city or towards the Ozarks, he has encountered people who knew his father and they delight in telling him stories about him.

"I believe that everybody recognizes their leaders in whatever they do, whether it is in baseball, football or community. He is one of the leaders that came up when times were rough. He was born in 1910 and it was a time when it was rough. He survived all the discrimination that we struggled through and succeeded in doing what he did by being a tremendous athlete. We felt it was time for him to be recognized for all of his accomplishments, not just in sports, but community as well," said Joe Amayo, Jr.

Re-dedication will take place at **Argentine Community Center** 2810 Metropolitan, Kansas City, Kansas Sunday, December 14 at 1 p.m.

embraced the veterans, took them under his wing, and invited them to hold their meetings at his home. Joe himself was not a veteran. Later on the veterans formed their own American Legion Post 213 and held their meetings at the former Indian Methodist Mission."

# "Este fue verdaderamente un esfuerzo de base"

CONT./PÁGINA 1

reconocer el prolongado servicio de Amayo a la comunidad donde él vivió y trabajó. "Joe organizó y entrenó equipos de béisbol para nuestros jóvenes de mentes deportivas. Su liderazgo motivó de forma positiva a nuestra juventud hacia un sendero sano en la vida", dijo Esperanza.

Esperanza fue incansable en sus esfuerzos para promover la idea. Ella se tomó el tiempo para recabar la información que necesitaría presentarle a la Junta de Parques y prosiguió con la documentación adicional que se le pidió. Ella obtuvo una educación en lo referente al funcionamiento del Gobierno Unificado y el departamento de Parques.

La petición de la familia tuvo que pasar por tres departamentos antes de la aprobación final. Comenzó con la Junta de Parques, cuya aprobación llegó en el 2007. Por ese entonces, Phil Thomas, ejecutivo de la junta, le dijo a la familia que su trabajo no estaba completo. Él le dijo a la familia que la Junta de Parques podía solamente recomendar que el centro fuera renombrado. La aprobación final tendría que venir de la Junta de Comisionados.

Entusiasmados por haber conquistado el primer paso, ellos comenzaron en forma seria a averiguar qué necesitarían presentarle al Comité Permanente del Gobierno Unificado y a la Junta de Comisionados.

"Este fue verdaderamente un esfuerzo de base para ver que este recinto llevara el nombre del Sr. Amayo. Este fue un esfuerzo organizado de ciudadanos cometidos... ellos

siguieron el proceso y creo que la comisión siempre va a ser solidaria respecto a ese tipo de cosas", dijo Ann Brandau-Murguía, Comisionada del Distrito 3.

Joe Amayo, Sr. fue uno de los primeros mexicanos-estadounidenses a quien se le permitió matricularse en la Secundaria de Argentine en los años treinta. Después de destacarse en fútbol americano a nivel de escuela secundaria, él se interesó por el boxeo. A

celebraban sus reuniones en la ex Misión Metodista India".

Amayo falleció el 31 de diciembre de 1987, pero le dejó detrás un legado a la comunidad hispana. Sin importar dónde viaje su hijo Joe Amayo, Jr., ya sea dentro de la ciudad o hacia la zona de los Ozarks, él se ha encontrado con personas que conocieron a su padre y ellos se deleitan en contarle anécdotas sobre él.

"Creo que cada uno reconoce a sus líderes en cualquiera sea lo que hagan, ya sea en el béisbol, en el fútbol americano o en la comunidad. Él es uno de los líderes que salieron cuando los tiempos eran difíciles. Él nació en 1910 y fue una época cuando era duro. Él sobrevivió toda la discriminación por la que tuvimos que luchar y triunfar en hacer lo que él hizo siendo un tremendo atleta. Sentimos que era tiempo que se le reconociera por todos sus logros, no tan sólo en los deportes, sino que también en la comunidad", dijo Joe Amayo, Jr.

La ceremonia de renombramiento se llevará a cabo en el **Centro Comunitario Argentino** 2810 Metropolitan, Kansas City, Kansas Domingo 14 de diciembre a la 1 p.m.

él se le sumaron sus hermanos, Lou y Mike. Él se pasó 39 años entrenando boxeadores en el sótano de la Casa Parroquial de Argentine. Él tuvo a muchos boxeadores que ganaron títulos bajo su guía y supervisión.

Él recibió el Premio de Servicios a la Humanidad de parte del Club Sertoma del Condado de Wyandotte en 1976 y el Premio a la Preservación de la Cultura Ética de parte del Concilio Ético de Kansas City, Kansas en 1986.

Esperanza recuerda una de sus memorias favoritas de Joe. "Esto ocurrió después de la Segunda Guerra Mundial, cuando nuestros veteranos regresaban marchando a casa. A nuestros veteranos se les negó la entrada y la membresía al Foro GI local en la Avenida Strong en Kansas City, Kansas. Él recibió a los veteranos, los acogió y los invitó a celebrar sus reuniones en su casa. Joe en sí no fue un veterano. Más tarde los veteranos formaron su propio Puesto de la Legión Estadounidense 213 y

nació en 1910 y fue una época cuando era duro. Él sobrevivió toda la discriminación por la que tuvimos que luchar y triunfar en hacer lo que él hizo siendo un tremendo atleta. Sentimos que era tiempo que se le reconociera por todos sus logros, no tan sólo en los deportes, sino que también en la comunidad", dijo Joe Amayo, Jr.

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## New Appointment Model for Unified Government Public Health Department

Beginning Monday, January 5, 2009, both Family Planning and Pediatric Clinics of the Unified Government Public Health Department will switch to an Open Access model to schedule patient appointments. Rather than make appointments for routine check-ups and care, weeks or months in advance, open-access scheduling offers patients an appointment that day or the next clinic day.

This scheduling model is designed to "Do Today's Work Today". There will be some future appointments, but these will be deliberate choices, usually by an examiner. There will also be simplified appointments, both in time allotted and type of appointment permitted.

In a traditional scheduling model, routine appointments fill the schedule and patients with urgent needs are squeezed in. This results in long wait times for routine appointments and high "no show" rates. Patients are sometimes double or triple booked to accommodate for the high no show rate and on those days when the show rate is good (80-90%), the staff is left scrambling.

"The goals of the open access model are to decrease the no show rate, create a more predictable clinic flow, increase patient numbers and improve both staff and patient satisfaction", according to Terrie Garrison, RN, BSN, Health Manager for Prenatal and Family Planning programs. "It will also allow patients to gain access to a birth control method when they are motivated to get on a method."

"Staff time is also saved with phone triage and reminder phone calls with the new model" states Melanie Vogts, RN, BSN, Program Head for Child Health and Kansas Healthy Start. "Even with reminder phone calls now, the current Pediatric clinic no show rate is 52%. You want to aim for a no show rate of less than 10%. Obviously, we are hoping for an improvement on this."

The open access schedule model is a paradigm shift for both patients and staff. It involves teaching and re-education for both. The clinics have been working on telephone scripts, clinic schedules, and efficiency measures. "We're planning how to deliver care more effectively. We want to learn to work smarter, not harder," says Garrison.

To make an appointment for services or learn more, call 915-575-6706 (Family Planning) or 915-575-6710 (Pediatrics).

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**Week 3: What is the name of the highest military award given?**

## Benson defends school board's position

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district to better serve our kids."

Freda Méndez-Smith, president of LULAC Council 9607, attended the school board hearing. "I was disappointed but not surprised when no Latinos were selected to serve on the school board. I felt that asking for certain qualifications was inappropriate, since anyone can run in an election."

Board member Arthur Benson III defended the board's action and choices. "We don't have control over who gets elected to the board, but we do have control over whom we appoint and one

of the two (Derek Ritchie) does have a strong background in management and budget and a degree from the London School of Economics, one of the most prestigious financial management schools in the world."

Pecina agreed on the need for qualified individuals on the board but added, "You can't ignore that the demographics of the district are changing. Therefore, you cannot have an absent voice. You have to have some leadership that represents 25% of the district. We don't have leadership at the board level and leadership in the administrative offices. When we are absent, our

voices are absent."

Pecina said that though she is disappointed by the result she is still willing to work in the district. "I think many of us could easily walk away from the district and say we don't need this. We can do better for our children and go to private schools. We don't want to move away from our midtown neighborhoods. We want to live in our communities and we could easily pay for private schools, but we don't want to because we believe in the education our kids are getting in the schools."

Pecina noted that many of the issues facing Latino families are similar to issues faced by other district constituents with one big difference. "If you look at the bigger picture, if you walk away, who is going to speak up and who is going to express the need of the 25% Latino children in this school district. The parents many times cannot speak the language

or they don't feel empowered or don't have the stake that their voices will be heard."

"People ask, 'Why are our issues and needs different than the rest of the population?' asked Pecina. "I think they are very much like the other population in the district but made more so because of the language barrier for a large number of our children and their parents. Because the numbers have increased so rapidly, we don't have at the school, at the district level, the number of individuals that are bilingual and understand culturally our children and our families. We don't want to come across as critical. We want to say, 'Here are some solutions in order to improve their service to Latino students and their families.'"

One of those solutions under consideration is collaboration between community organizations. "The COHO

Education Committee, the local LULAC Council and the NAACP are going to work with the district to address the truant students. We are going to do a phone bank." The initiative calls for establishing a phone bank to call parents and students to stay in school.

"The district needs to have good parents and people that are going to stay committed and they need to have open communication with the community at large not just certain communities," added Pecina. "We just want to be part of that community that is all."

Pecina told *Hispanic News* that the group is considering an invitation to Benson and the board to meet with Latino families to hear their issues. Benson was amenable. "I will go whenever and wherever I am invited. As you probably know, we are meeting three times a week. It is hard to find time in

advance to find time to do these kinds of things. I think it is a good idea and I will look forward to doing something like that in mid to late January."

Méndez-Smith called for action now. "Now is the time for the Hispanic community to encourage active participation in the 2010 election for the school board. There will be several openings, and we need to have members of our community run for positions, both in district and at-large."

Pecina also called on the Latino leadership to step up. "We need to have more of our leadership in the Latino community. ... We need to see them more engaged or aware. We need to find a role for them. I think we continue to have that challenge of keeping people interested, concerned and aware. I think people give up and want to move on to other things and don't want to stay focused."

## Benson defiende la posición de la junta escolar

CONT./PÁGINA 1

planeando ser parte de éste. ... Ellos han estado involucrados. Ellos conocen a los protagonistas. Ellos saben lo que ha estado sucediendo y tienen un fuerte compromiso para mejorar el distrito para servirle mejor a nuestros niños".

Freda Méndez-Smith, presidenta del Concilio 9607 de LULAC asistió a la audiencia de la junta escolar. "Quedé decepcionada, pero no me sorprendió cuando no seleccionaron a latinos para servir en la junta escolar. Pienso que pedir ciertas calificaciones no fue apropiado, puesto que cualquier persona puede participar en una elección".

El miembro de la junta Arthur Benson III defendió la acción de la junta y sus elecciones. "Nosotros no tenemos control sobre quién es elegido a la junta, pero sí tenemos control

sobre quién nombramos y uno de los dos (Derek Ritchie) tenía bastante experiencia en administración y presupuesto y un título de la Escuela de Economía de Londres, una de las más prestigiosas escuelas de administración financiera del mundo".

Pecina concordó con la necesidad de contar con personas calificadas en la junta, pero agregó, "Uno no puede ignorar que las demografías del distrito están cambiando. Por lo consiguiente, uno no puede tener a una voz ausente. Uno tiene que tener algún liderazgo que represente al 25% del distrito. Nosotros no tenemos liderazgo a nivel de junta y no tenemos liderazgo en las oficinas administrativas. Cuando nosotros estamos ausentes, nuestras voces están ausentes".

Pecina agrega que aunque los padres están desilusionados por el resultado, ellos no están

planeando abandonar el distrito en masa. "Creo que muchos de nosotros podríamos fácilmente marcharnos del distrito y decir que no necesitamos esto. Podemos hacer algo mejor para nuestros niños e ir a escuelas privadas. Nosotros no queremos mudarnos de nuestros vecindarios de la zona media de la ciudad. Nosotros queremos vivir en nuestras comunidades y podríamos fácilmente pagar por escuelas privadas, pero no queremos hacerlo porque creemos en la educación que nuestros niños están recibiendo en las escuelas."

Pecina hizo notar que muchos de los problemas que enfrentan las familias latinas son similares a aquellos que enfrentan los usuarios de otros distritos, pero con una gran diferencia. "Si uno mira el panorama completo, si uno se marcha, quién va a sacar la voz y quién va a exponer las necesidades del 25% de los niños

latinos en este distrito escolar. Muchas veces los padres no pueden hablar el idioma o no se sienten con el poder o no tienen la seguridad de que sus voces serán escuchadas".

"La gente se pregunta porqué son nuestros problemas y necesidades diferentes que los del resto de la población", pregunta Pecina. "Creo que son muy similares a los de la otra población en el distrito, pero lo son más debido a la barrera idiomática para una gran cantidad de nuestros niños y de sus padres. Debido a que las cifras han aumentado de forma tan rápida, no tenemos en la escuela, a nivel del distrito, la cantidad de oficiales que sean bilingües y que y entiendan culturalmente a nuestros niños y a sus familias. No queremos aparecer como críticos. Nosotros queremos decir, 'Aquí hay algunas soluciones para poder mejorar sus servicios para los estudiantes latinos y sus familias'".

Una de las soluciones bajo consideración es la colaboración entre organizaciones comunitarias. "El Comité

Educacional de COHO, el Concilio local de LULAC y la NAACP van a trabajar con el distrito para tratar el problema del ausentismo de estudiantes. Vamos a establecer un banco telefónico". La iniciativa sugiere el establecimiento de un banco telefónico para llamar a padres y estudiantes para que éstos últimos permanezcan en la escuela."

"El distrito necesita tener buenos padres y personas que vayan a comprometerse y ellos necesitan tener una comunicación abierta con la comunidad en general, no solamente con ciertas comunidades", agregó Pecina. "Nosotros simplemente queremos ser parte de esa comunidad, eso es todo".

Pecina le dijo a *Hispanic News* que el grupo está preparándole una invitación a Benson y a la junta para reunirse con familias latinas para escuchar sus problemas. Benson se manifestó dispuesto. "Voy a asistir cuando sea y donde quiera que sea invitado. Como ustedes probablemente lo saben, nosotros nos reunimos tres veces por semana. Es difícil encontrar tiempo por adelantado

para hacer este tipo de cosas. Creo que es una buena idea y estoy esperando a hacer algo como esto a mediados o a finales de enero".

Méndez-Smith hizo un llamado a la acción ahora. "Ahora es el momento para que la comunidad hispana exhorte a la participación activa en la elección de la Junta Escolar del 2010. Habrán allí varias vacantes y nosotros tenemos que tener miembros de nuestra comunidad compitiendo por posiciones, tanto en el distrito como en general".

Pecina también le hizo un llamado al liderazgo latino para que se haga presente. "Nosotros necesitamos tener a más de nuestros líderes en la comunidad latina. ... Necesitamos verlos participar o comprometerse más. Necesitamos encontrarles un rol. Creo que continuamos teniendo ese desafío de mantener a las personas interesadas, preocupadas y alertas. Creo que la gente se da por vencida y quieren moverse hacia otras cosas y no quieren mantenerse concentrados".

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# First step is to get educated

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website—[eattobeallergyfree.com](http://eattobeallergyfree.com)—to help families and individuals who struggle with food allergies.

The first step is getting educated. Traub's book helps people to figure out what's causing their distressing symptoms—food allergies can take the form of runny nose, coughing, asthma, itchy throat, diarrhea, abdominal pain, excessive sweating, mucus in the chest, eczema, constipation, and/or vomiting—and provides a wealth of recipes, pantry lists, and meal-planning menus to combat the condition.

Once you've eliminated the offending foods from your diet, you're free to start focusing on the delicious, nutritious meals you can enjoy. And now, as we gather 'round the table for another holiday season, it's the perfect time to try out some new recipes.

"People commonly assume that cooking allergy-free is complicated or more time-consuming than preparing traditional recipes," says Traub. "But all it really takes is being aware of the right ingredients and having a cooking schedule that works for you. If you do your shopping and prep work ahead of time, you can spend more time enjoying your family over the holiday season and less time fretting over the stove."

The best part? Your guests will never know the difference. "Cooking allergy-free doesn't mean sacrificing taste or quality," explains Traub. "I've even found that my guests often prefer the meals that I've prepared with gluten-free

ingredients to those that don't. The holidays are about family—and the meals you share during this time of year are special. Making sure that it's a time that everyone can enjoy safely is worth more than every gift underneath the tree."

## Holiday Recipes from Terry Traub

A few preliminary notes: Anything designated with AF means the recipe or item is dairy-free (no cow's milk), egg-free, corn-free, and gluten-free (no wheat flour or other gluten flour). Gluten-free bread is heavy flour bread. Traub favors the commercial ones that are freshly sealed, but watch out for egg whites in these breads. If you are not positive about egg allergies, you need to stay with the pure rice breads. The best tasting breads are the homemade breads. All of the homemade breads contain egg whites.

## PANTRY ITEMS

- One 12-pound organic turkey
- Kosher salt
- Sorghum flour found at health food stores or [bobsredmill.com](http://bobsredmill.com)
- Rice starch
- Potato starch
- Xanthan gum found at health food stores, organic stores, or [bobsredmill.com](http://bobsredmill.com)
- 8 sea scallops
- 1 pound organic cured or uncured turkey bacon (my favorite is Trader Joe's uncured)
- Shallots, carrots, onions, celery, potatoes (If you

are unable to get organic veggies, buy a pesticide and wax remover. You can find products like this, such as Environné, in the produce department of your grocery store.)

1 loaf homemade gluten-free bread—mix available at select stores, health food stores, and organic stores (for corn-free, use tapioca bread from Ener-g)

Rice milk and/or soy milk

Organic canned pumpkin

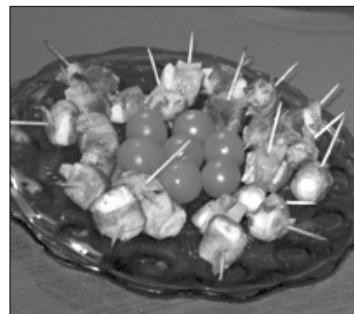
## TIMELINE FOR DINNER

- 2 Weeks Ahead: Order organic turkey
- 1 Week Ahead: Buy vegetables and supplies
- 3 Days Ahead: Pick up organic turkey
- 2 Days Ahead: Make gluten-free bread and gravy
- 1 Day Ahead: Make chiffon pie
- 1 Day Ahead: Brine turkey
- 1 Day Ahead: Chop vegetables

## RECIPES

### Turkey Bacon-Wrapped Scallops

- AF (dairy-free, egg-free, corn-free, gluten-free)
- 1/4 cup olive oil
- 8 large sea scallops, cut into four 1-inch chunks each
- 8 turkey bacon slices\*
- 1/4 cup sorghum flour
- Place flour in shallow bowl. Roll cubed scallops in flour and place to the side on wax paper. On cutting board, slice each



turkey bacon strip in half, first horizontally, then vertically. Each bacon strip will make 4 thin slices. Wrap turkey bacon slice around each scallop. Secure with toothpick. Heat 12-inch skillet with olive oil to medium-high heat; place bacon-wrapped scallops into skillet. Cook turning the scallops for 20 minutes or until all areas of the scallops are lightly brown and the bacon is cooked. Serve warm.

Makes 32 appetizers  
\*I like uncured (unsalted) turkey bacon, because there are no added nitrates or nitrites. Trader Joe's uncured turkey bacon is great! But it spoils faster, so I divide the package and freeze the other half.

### Holiday Turkey

Instructions for brining turkey: Because the organic turkey is not processed like a commercial turkey, we need to brine our turkey. Pre-wash turkey and clean out cavities. Save neck and other portions for gravy. In a 5-gallon container, containing 1 to 2 gallons of water, place 1 cup kosher salt (3/4 cup if using Morton Kosher) and 1 cup sugar. Dissolve salt

and sugar thoroughly. Place turkey into container and cover for 24 hours. This may take up a great deal of room in your refrigerator. Remove turkey from container. Let turkey drain upside down for 30 to 45 minutes.

Cooking turkey: We are not stuffing the turkey. The stuffing dries out the bird. If you are barbecuing the turkey, no basting is necessary;



follow instructions. The "Weber Barbecue" turkey instruction is the best. If using an oven, baste the turkey with milk-free, corn-free margarine and follow instructions for a 12-pound turkey.

### Savory Chicken (Turkey) Stuffing

- AF (dairy-free, egg-free\*, corn-free\*\*, gluten-free)
- 1 loaf homemade, day-old, gluten-free bread, crust removed, cubed
- 3 tablespoons canola oil
- 1 cup celery, chopped
- 1 cup onion, chopped
- 3/4 to 1 cup chicken stock\* or organic chicken broth
- 2 tablespoons margarine,

melted, dairy-free, corn-free

- 1 teaspoon poultry seasoning
- 1 teaspoon sage
- 1/2 teaspoon salt
- 1/4 teaspoon pepper
- Slice bread and let it dry out for 2 hours. Cut bread into cubes and put into bowl. In saucepan, place oil and heat. Add onion and celery, sauté 3 to 4 minutes or until onions are transparent. Cool slightly and add to bread cubes. Add liquids, margarine, and spices. Mix together and put into 2-quart casserole dish, cover. Bake for 30 minutes at 350 degrees. Uncover and cook for another 10 minutes. Serve with gravy and turkey.
- Corn-free\*\*: Use Ener-g tapioca bread for corn-free stuffing
- Serves 8

### Pumpkin Chiffon Pie

- T (testing for eggs, dairy-free, corn-free, gluten-free)
- 3 eggs, separated
- 6 tablespoons sugar
- 3/4 cup brown sugar
- 1/2 cup cold water
- 1 1/2 cups canned pumpkin
- 1/2 cup rice milk
- 1/2 teaspoon salt
- 1/2 teaspoon ground ginger
- 1 teaspoon cinnamon
- 1/2 teaspoon nutmeg
- 1 envelope unflavored gelatin

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# El primer paso es educarse

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que no cause alergias no es el de cocinar separado para el miembro de la familia que es alérgico", dice Traub, autora del nuevo libro *Comida para Algunos, Veneno para Otros: Programa para la Detección de Comidas que Producen Alergias*. El secreto es encontrar recetas seguras que toda la familia pueda disfrutar. Nadie debiera pasarse toda la época festiva cocinando comidas separadas para cada uno. Encuentre algo que funcione para cada miembro de la familia y cada uno que se siente a su mesa se retirará feliz y satisfecho".

Traub habla de experiencias personales sobre cocinar para las festividades. Higienista dental y madre de dos hijos con una enfermedad conocida como Enfermedad Celíaca (Intolerancia al gluten) y uno con intolerancia láctea, ella escribió su libro y creo su propia página Internet —[eattobeallergyfree.com](http://eattobeallergyfree.com)— para ayudar a familias e individuos que luchan en contra de alergias provocadas por alimentos.

El primer paso es informarse. El libro de Traub ayuda a que la gente se entere de qué es lo que causa los síntomas de sus malestares — las alergias provocadas por alimentos pueden presentarse en la forma de romadizo, tos, asma, coñezón a la garganta, diarrea, dolor abdominal, transpiración excesiva, mucus en el pecho, eczemas, constipación y/o vómito — y provee una abundancia de recetas, listados para llenar su alacena y menús de planificación de comidas para combatir esa condición.

Una vez que usted haya eliminado de su dieta las comidas que le afectan, usted estará libre de comenzar a enfocarse en las deliciosas y nutritivas comidas que puede disfrutar. Y ahora, el momento en que nos sentamos a la mesa para otra época festiva, es el momento perfecto para probar algunas recetas nuevas.

"La gente comúnmente supone que cocinar comidas que no produzcan alergias es complicado o involucra más tiempo que preparar las recetas tradicionales", dice Traub. "Pero todo lo que realmente se necesita es estar conciente de los ingredientes apropiados

de y tener una programación para cocinar que le acomode. Si usted hace sus compras y hace sus preparaciones por adelantado, usted puede pasar más tiempo disfrutando de su familia durante las festividades y menos tiempo mortificándose en frente del horno".

¿La mejor parte? Sus visitas nunca notarán la diferencia. "Cocinar comida libre de alergias no significa sacrificar el gusto o la calidad", explica Traub. "Yo incluso me he dado cuenta de que mis invitados a menudo prefieren las comidas que he preparado con ingredientes libres de gluten que aquellas que no lo han sido. Las festividades se tratan de la familia — y las comidas que uno comparte durante esta época del año son especiales. Asegurándose que sea un momento en que cada uno pueda disfrutar en forma segura, es más valioso que cada presente bajo el árbol".

## Recetas de Terry Traub para las Festividades

Unas pocas notas preliminares: Cualquier cosa designada con una AF significa que la receta o alimento no contiene productos de granja o lácteos (Sin leche de vaca), sin huevos, sin maíz y sin gluten (Sin harina de trigo o otra harina de gluten). Pan libre de gluten es pan de harina pesada. Traub prefiere los de origen comercial que son frescamente sellados, pero esté alerta si estos panes contiene claras de huevo. Si usted no está seguro/a sobre alergias producidas pro los huevos, usted tienen que quedarse con los panes de arroz puro. Los panes de mejor sabor son los panes hechos en casa. Todos los panes caseros contienen claras de huevo.

## Artículos en su Alacena

- Un pavo orgánico de 12 libras de peso
- Sal tipo Kosher
- Harina de sorgo que se encuentra en las tiendas de alimentos saludables o en [bobsredmill.com](http://bobsredmill.com)
- Harina de Arroz
- Almidón de Papas

Goma Xanthan que se encuentra en tiendas de alimentos saludables, tiendas orgánicas o en [bobsredmill.com](http://bobsredmill.com)

8 ostiones o vieiras de mar

1 libra de tocino de pavo orgánicamente curado o sin curar (Mi favorito es Trader Joe's sin curar)  
Chalotes, zanahorias, cebollas, apio, papas (Si usted no puede conseguir legumbres orgánicas, compre un pesticida o un quitador de cera. Usted puede encontrar productos como estos en las tiendas de alimentos saludables y tiendas orgánicas, tales como Environné, en el departamento de legumbres de su tienda de abarrotes.)

1 barra o molde de pan libre de gluten — mezcla disponible en tiendas selectas, tiendas de alimentos saludables y tiendas orgánicas (Para libre de maíz, use pan de tapioca de Ener-g).

Leche de arroz y/o leche de soya  
Calabazas orgánicas enlatadas

## Programación para la Cena

- 2 Semanas Antes: Ordene el pavo orgánico
- 1 Semana Antes: Compre las legumbres y la mercadería
- 3 Días Antes: Recoja el pavo orgánico
- 2 Días Antes: Prepare el pan libre de gluten y la salsa
- 1 Día Antes: Prepare el pastel de bizcocho
- 1 Día Antes: Sazone el pavo
- 1 Día Antes: Corte las legumbres

## Recetas

### Ostiones Envueltos en Tocino de Pavo

AF (Libre de lácteos, sin huevos, sin maíz, libre de gluten)

1/4 taza de aceite de oliva  
8 ostiones de mar grandes, cortados en cuatro trozos de 1 pulgada

8 tiras de tocino de pavo\*  
1/4 taza de harina de sorgo  
Ponga la harina en un bol o palangana baja. Haga rodar los ostiones trozados en harina y póngalos a un lado en papel de cera. En una tabla de cortar. Corte cada tira de tocino de pavo en mitades, primero en forma horizontal, luego en forma vertical. Cada tira de tocino producirá 4 tiras delgadas. Envuelva los ostiones en las tiras de tocino. Asegúrelas con un mondadientes. Ponga a calentar en fuego medio-alto el aceite de oliva en un sartén de 12 pulgadas; ponga los ostiones envueltos en tocino en el sartén. Cocine por 20 minutos mientras volteas los ostiones o hasta que las áreas de los ostiones estén ligeramente doradas y el tocino esté cocinado. Sírvalas mientras estén calientes.

Rinde 32 aperitivos  
\*A mi me gusta el tocino de pavo sin curar (Sin sal), ya que no le agregan nitratos o nitritos. ¡El tocino de pavo de Trader Joe's es fabuloso!, pero se hecha a perder rápidamente, por lo que dividí el paquete y congelé la otra mitad.

### Pavo para las Festividades

Instrucciones para sazonar el pavo: Debido a que los pavos orgánicos no son procesados como los pavos comerciales, tenemos que sazonar nuestro pavo (Salmuera). Lave el pavo y límpiele las cavidades. Salve el cogote y otras pociones para hacer la salsa. En un contenedor de 5 galones, que contenga 1 ó 2 galones de agua, ponga una taza de sal tipo kosher (3/4 taza si usa la marca Morton Kosher) y una taza de azúcar. Disuelva completamente la sal y el

azúcar. Ponga el pavo en el contenedor y cúbralo por 24 horas. Esto le podría ocupar bastante espacio en su refrigerador. Saque el pavo del contenedor. Deje que el pavo destile en posición invertida entre 30 y 40 minutos.

Cocinando el pavo: No estamos rellenando el pavo. El relleno hace que el ave se seque. Si usted hará una barbacoa de su pavo, no necesita rociarlo con jugo durante la cocción; siga las instrucciones. Las mejores instrucciones para el pavo son las de "Weber Barbecue". Si va a utilizar un horno, rocíe el pavo con margarina libre de lactosa y libre de maíz y siga las instrucciones para un pavo de 12 libras.

Sabroso Relleno para Pollo (Pavo)

- AF (Libre de lácteos, sin huevos\*, sin maíz\*\*, libre de gluten)
- 1 Molde o barra de pan de un día, libre de gluten, sin la cáscara, cortado en cubos
- 3 cucharaditas de aceite tipo canola
- 1 taza de apio, picado
- 1 taza de cebollas, picadas
- 3/4 a 1 taza de caldo de pollo\* o caldo de pollo orgánico
- 2 cucharas de margarina, derretida, libre de lácteos, sin maíz
- 1 cucharadita de sazón para aves
- 1 cucharadita de salvia
- 1/2 cucharadita de sal
- 1/4 cucharadita de pimienta
- Rebane el pan y déjelo secar por 2 horas. Corte el pan en cubitos y póngalo en un tiesto o bol. En una cacerola, ponga a calentar el aceite. Agregue las cebollas y el apio, saltéelo de 3 a 4 minutos o hasta que las cebollas luzcan transparentes. Déjelo enfriar un poquito y agregue los cubos de pan. Agregue los

líquidos, la margarina y los condimentos. Mezcle y póngalo en una fuente para hornear, cúbralo. Hornee por 30 minutos a 350 grados. Destápelo y cocínelo por otros 10 minutos. Sírvalo con salsa y pavo.

Sin maíz\*\*: Use pan de tapioca de la marca Ener-g para relleno sin maíz  
Sirve 8

### Pastel de Calabaza Tipo Bizcocho



- T (Verifique si tiene huevos, libre de productos lácteos, libre de maíz, libre de gluten)
- 3 huevos, separados
- 6 cucharadas de azúcar morena
- 3/4 cucharadas de azúcar morena
- 1/2 taza de agua fría
- 1 1/2 taza de calabazas enlatadas
- 1/2 taza de leche de arroz
- 1/2 cucharadita de sal
- 1/2 cucharadita de jengibre molido
- 1 cucharadita de canela
- 1/2 cucharadita de nuez moscada
- 1 sobre de gelatina sin sabor
- Un molde Horneado de 8 pulgadas de pastel de arroz
- Crema batida (Opcional: puede contener maíz o soya)
- Bata las yemas de los huevos y la azúcar morena hasta que se engruese, agregue la calabaza, la leche, la sal y las especias.

RECETAS/PÁGINA 5

## Recipes can be helpful

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Baked 8-inch rice pie shell  
Whipped topping (optional: can contain corn or soy)

Beat egg yolks and brown sugar until thick; add pumpkin, milk, salt, and spices. Cook mixture in double boiler until thick. Meanwhile, let gelatin stand 5 minutes in cold water, then stir into hot mixture. When dissolved, cool mixture until it begins to set. Beat egg whites until fluffy and gradually add the 6 tablespoons sugar, beating until quite stiff. Fold egg whites mixture into pumpkin mixture. Pour mixture into baked pie crust and chill. Serve with whipped topping if desired.

### Pie crust:

3/4 cup rice flour  
1 tablespoon potato starch  
1/2 teaspoon baking powder  
1 1/2 tablespoon sugar  
1/4 teaspoon salt  
1/2 teaspoon xanthan gum  
1 egg beaten

4 tablespoons margarine, milk-free, corn-free

Preheat oven to 425 degrees. Place aside an 8-inch pie pan. In medium bowl, beat egg and margarine. In another bowl, mix rice flour, potato starch, baking powder, xanthan gum, sugar, and salt. Add to egg mixture. Gently stir until blended. Place on rice-floured parchment paper. Sprinkle rice flour over mixture and cover with another piece of parchment paper. With rolling pin, roll out dough larger than the pie pan. Fold the dough over on the parchment paper. Place on one half of the pie pan. Now unroll the other piece. Seal edges with fingertips. Bake for 20 minutes on lower rack in oven.

Serves 8

Note: Sometimes the rice mixture will fall apart if you roll it. You can also hand-press the mixture into the pie pan.

## Recetas pueden ser útiles

CONT./PÁGINA 4

Cocine la mezcla en un hervidor doble hasta que engruese. Mientras tanto, deje estar la gelatina por 5 minutos en agua fría, luego viértala en la mezcla caliente. Cuando esté disuelta. Enfríe la mezcla hasta que comience a asentarse. Bata las claras de los huevos hasta que queden esponjosos y gradualmente agréguele las 6 cucharadas de azúcar, bátalas hasta que queden firmes. Incorpore la mezcla de claras de huevo en la mezcla de calabazas. Vierta la mezcla en el molde

horneado para pasteles y enfríe. Sirvalo con crema batida si lo desea.

### Molde para el Pastel:

3/4 taza de harina de arroz  
1 Cucharada de almidón de papas  
1/2 cucharadita de polvos de hornear  
1 1/2 cucharadas de azúcar  
1/4 cucharadita de sal  
1/2 cucharadita de goma xanthan

1 huevo batido

4 cucharadas de margarina sin lácteos y sin maíz

Precaliente el horno a 425 grados. Ponga de lado un molde para pastel de 8 pulgadas. En una palangana mediana, bata el huevo y la margarina. En otra palangana o bol, mezcle la harina de arroz, el almidón de papas, los polvos de hornear, la goma xanthan, el azúcar y la sal. Agregue a la mezcla de huevo. Revuelva cuidadosamente hasta que esté bien mezclado. Póngalo sobre papel para hornear espolvoreado con harina de arroz. Espolvoree harina de arroz sobre la mezcla y cubra con otra hoja de papel de hornear. Con un uslero, amase la maza hasta que queda más grande que el molde para hornear. Enrolle la masa sobre el papel para hornear. Póngala en una mitad del molde para hornear. Ahora desenrolle la otra parte. Selle los bordes con sus dedos. Hornee por 20 minutos en la bandeja inferior del horno.

Sirve 8

Nota: Algunas veces la mezcla de arroz se desprenderá si usted la enrolla. Usted también puede presionar a mano la mezcla para acomodarla en el molde para hornear.

## Business Coaches: Do you need one when budgets are tight?

BRAD SUGARS

**T**he world of business is changing more rapidly than ever before. With the ongoing turmoil in the markets, most business owners have more questions about running their companies than they have answers.

Even the most independent business owners and executives are looking to new resources for advice and guidance. Today, many are turning to outside business consultants or business coaches for insights into building a stronger, more competitive and more profitable company in this fast-changing economy.

In this environment, a good Business Coach may prove to be an invaluable resource. Unlike a business consultant who may have a narrow area of expertise or highly specific knowledge of a particular industry, a Business Coach can offer a wider perspective for an owner who typically can't see the proverbial "forest for the trees." And just like a sports coach guides his players to victory with a winning game plan, a business coach guides business owners to success with a winning business plans.

This idea of a "winning business plan" is based on strategies and tools business coaches have used to help grow hundreds of thousands of companies the world over. These proven tools generate good results, or business coaching as an industry would cease to exist – and numbers show the exact opposite. Not only is the coaching industry worth about \$1 billion, it is also the second fastest growing industry in the world.

The power of a good

business-coaching program is to put effective tools, ideas and information directly into hands of owners who are busy running their businesses to go back to school or get an advanced degree. Good business coaching programs are very pragmatic and hands-on, versus consultant programs that are highly theoretical.

A business coach is striving for exponential growth in a small business – which can often mean hundreds of thousands of extra dollars for the owner, very often with life-changing results. A coach is also seeking to decrease the number of hours an owner actually works in the business – creating leverage for the owner to use time in other more productive and profitable ways.

Here are six questions to ask to determine whether you and your business are a fit for business coaching, and what to consider before you hire a business coach:

1. Are you easy to coach or at least willing to be coached?

This means acknowledging that you don't know everything, and you are willing to implement new and sometimes uncomfortable ideas for your company. You also have to accept that the reason your company operates the way it does is because of what you already know and what you've already been doing.

2. Will you hold yourself accountable?

For large businesses, shareholders or a Board of Directors hold top executives accountable. As a small business owner, you're on your own. Business coaching changes that dynamic by introducing an "unreasonable friend" who is on task and on goal to make certain

you are, too.

Let's say you told your Business Coach your new marketing plan would be done this week. Is it? You'd better have it, or else you are letting yourself, your company and your team down. You are also wasting your investment.

3. Is your company culture right for coaching?

Business coaching works best in an environment that is not overly political. Realize also that culture starts at the top. It also forms out of the lack of an organized culture, where, crudely put, the inmates institute the rules and are running the asylum.

4. What method-of-change is best for your business?

The best business coaching focuses on the long-term, because a number of things need to be in place to make companies commercial and profitable. The strength of a business coach lies in the systems and methodology behind the program. Ask any prospective coach or consultant, "Is there a system and methodology?" Can the prospective coach clearly outline it for you?

In addition, you'll find most prospective business coaches are generalists. This isn't a bad thing. As long as the coach has a good understanding of the geographic marketplace, that person can usually bring new ideas and perspectives to the issues you are facing in your business. In fact, research has proven repeatedly that coaches or consultants who coach businesses in the same industry of their primary expertise do worse than an outside generalist. Sometimes, the best ideas come from a true, objective outsider.

## Entrenadores de Negocios: ¿Necesita usted uno cuando los presupuestos están apretados?

BRAD SUGARS

**E**l mundo de los negocios está cambiando más rápidamente que nunca. Con el actual caos en los mercados, la mayoría de los dueños de negocios tienen más preguntas que respuestas respecto a cómo operar sus compañías.

Incluso los dueños de negocios y ejecutivos más independientes están buscando nuevos recursos para consejos y guía. Hoy en día, muchos están mirados hacia asesores externos de negocios o entrenadores para negocios o el objeto de obtener consejos para construir una compañía más competitiva y lucrativa en esta economía de rápidos cambios.

En este ambiente, un buen Entrenador de Negocios puede probar ser un recurso de mucho valor. A diferencia de un asesor de negocios quien pudiera tener una estrecha área de experiencia o un conocimiento altamente específico de una industria en particular, un entrenador de negocios puede ofrecer una amplia perspectiva para un dueño que típicamente no puede ver el proverbial "bosque debido a la obstrucción árboles". Y tal como un entrenador deportivo guía a sus jugadores hacia la victoria con un plan de juego ganador, un entrenador de negocios guía a los dueños de negocios a triunfar con planes de negocios ganadores.

Esta idea de un "plan de negocios ganador" está basada en estrategias y herramientas de negocios que los entrenadores utilizan para ayudar a hacer crecer a cientos de miles de compañías alrededor de todo el mundo. Estas probadas herramientas generan buenos resultados o los entrenadores de negocios como industria cesarían de existir – y lo números demuestran exactamente lo contrario. La industria de entrenadores no tan sólo vale cerca de \$1 billón, sino que también es la segunda industria de más rápido crecimiento en el mundo.

El poder de un buen programa

de entrenamiento para negocios es el de poner herramientas efectivas, ideas e información directamente en las manos de los dueños de negocios que están demasiado atareados manejando sus negocios como para regresar a la escuela u obtener un título avanzado. Buenos programas de entrenamiento para negocios son bastante pragmáticos y prácticos, versus los programas de consultantes que son altamente teóricos.

Un entrenador de negocios se esfuerza por alcanzar un crecimiento exponencial en un negocio pequeño – lo que a menudo puede significar cientos de miles de dólares extra para el dueño, muy a menudo con resultados de cambio de vidas. Un entrenador también busca disminuir la cantidad de horas que un propietario trabaja en el negocio – creando fuero para que el dueño utilice el tiempo de otras maneras más productivas y lucrativas.

He aquí seis preguntas para determinar si usted y su negocio están en forma para recibir entrenamiento de negocios y qué considerar antes de contratar a un entrenador de negocios:

1. ¿Es usted fácil de entrenar o a lo menos está dispuesto a que se le entrene?

Esto significa reconocer que usted no lo sabe todo y usted está dispuesto a implementar nuevas y algunas veces incómodas ideas para su compañía. Usted también tiene que aceptar que la razón del porque su compañía opera de la manera que lo hace es debido a lo que usted ya sabe y ya ha estado haciendo.

2. ¿Se hará usted responsable?

Los negocios grandes, accionistas o una junta de directores responsabilizan a sus ejecutivos. Como propietario de un negocio pequeño, usted no está sólo. El entrenamiento de negocios cambia esa dinámica introduciendo un "amigo que no es razonable" quien está concentrado en la tarea y en la meta de asegurarse que usted también lo esté.

Digamos que usted le dice a

su entrenador de negocios que su nuevo plan de mercadeo se hará esta semana. ¿No es así? Entonces será mejor que usted lo tenga, o de otra manera usted se está fallando a sí mismo y a su equipo. Usted está también desfilfarrando su inversión.

3. ¿Es la cultura de su compañía adecuada para recibir entrenamiento?

El entrenamiento para negocios funciona mejor en un ambiente que no es demasiado político. Tome también nota que la cultura comienza en la cima. También forma la carencia de una cultura organizada, en donde, puesto de una manera tosca, los reclusos instituyen las reglas y están manejando el asilo.

4. ¿Qué método de cambio es mejor para su negocio?

El mejor entrenamiento para negocios se enfoca en largo plazo, puesto que una cantidad de cosas necesitan situarse para hacer que las compañías sean comerciales y lucrativas. La fortaleza de un entrenador de negocios radica en los sistemas y en la metodología tras el programa. Pregúntele a cualquier posible entrenador o asesor, "¿Existe allí un sistema y una metodología?" ¿Puede el posible entrenador claramente delinearlos para usted?

En adición, usted encontrará que la mayoría de los posibles entrenadores de negocios son generalizadores. Esto no es algo malo. En la medida en que el entrenador tenga un buen entendimiento del mercado geográfico, esa persona puede usualmente traer buenas ideas y perspectivas a los problemas que usted está enfrentando en su negocio. En los negocios, la investigación ha probado repetidas veces que entrenadores o asesores que entrenan negocios en la misma industria de su principal experiencia tienen un peor desempeño que un generalizador de afuera. Algunas veces, las mejores ideas vienen de una verdadera y objetiva persona ajena.

5. ¿Tiene usted una lista de preguntas para su posible

entrenador de negocios y está usted preparado para las respuestas?

Generalmente, usted debería sentir que allí hay una buena personalidad de afinidad con su entrenador. Mi regla general es que si usted puede salir a cenar con su entrenador, eso es probablemente una buena correlación. Comience creando una lista de preguntas para su posible entrenador de negocios ahora.

- ¿Cómo usted trabajará con mi compañía y con mi equipo?
- ¿Cuál es su experiencia? ¿Cómo su experiencia se aplica a mi negocio?
- ¿Tiene usted o trabaja con un probado sistema de desarrollo de negocios?
- ¿Qué tipo de apoyo tiene usted de parte de su compañía de entrenamiento? ¿Qué tan grande es su red de contactos?
- ¿Cuál es el récord de su compañía en lo referente a experiencia de negocios y resultados confirmados?

Luego de su reunión inicial, usted también se puede hacer a sí mismo algunas preguntas que le pueden ayudar a guiar su decisión, incluyendo las siguientes:

- ¿Ha el entrenador delineado claramente las diferencias entre entrenamiento y asesoría?
- ¿Le hace el entrenador buenas preguntas?
- ¿Me hará responsable el entrenador?
- ¿Fue honesto el entrenador sobre cómo trabajaríamos juntos?
- ¿Pone el entrenador primero a usted y a su compañía o está el entrenador interesado solamente en vender productos de entrenamiento y/o servicios?

Al observar el entrenamiento de negocios como una alternativa viable y efectiva a la asesoría de negocios, usted podría darse cuenta de que es la mejor cosa que usted puede hacer por su compañía. Podría ser una de las mejores inversiones que haya hecho para su negocio, para sus empleados – y para usted mismo.

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# Mattie Rhodes Center Celebrates Capital Improvements



Mattie Rhodes' facilities, which include two locations on the city's Westside neighborhood and a larger building in Old Northeast, have undergone some needed capital improvements. The social service agency celebrated those improvements in an Open House last week at the Jefferson location.

*Las instalaciones de Mattie Rhodes, las que incluyen dos localizaciones en el vecindario del Westside de la ciudad y un edificio grande en el Old Northeast, han sido sometidas a necesidades mejoras capitales. La agencia de servicios sociales celebró esas mejoras la semana pasada con un tour por las dependencias de su local ubicado en la calle Jefferson.*

On Friday, December 5, 2008, Mattie Rhodes Center hosted an open house at its administrative offices in Kansas City's Westside. The open house celebrated capital and infrastructure improvements to Mattie Rhodes Center's metro campus, highlighting the recently completed exterior renovations of the administrative building.

John Fierro, executive director, explained that the process began more than a year ago. "Renovations came about after a capital needs assessment by the Executive Services Corps in 2007. The agency then hired Jim Weitzel to complete a care-

ful inspection process and facilitate a comprehensive capital improvements plan."

The plan included improvements to the Westside office, a large facility in Northeast Kansas City, and the Mattie Rhodes Art Center and Gallery on W. 17th Street.

The Westside facility houses the administrative offices and some counseling services. Renovations to this building included: replacement of the roof, installation of new air conditioning and furnace units, a new driveway, re-mortaring of the building, priming and painting of the exterior; removal of concrete in favor of landscaping, and updating the general façade,

which included installation of a corrugated fascia, a new agency sign, and a new entryway.

The upgrades were made possible through the generosity of several prominent donors. We could have embarked on a capital campaign but it was more practical and the best use of time and money to focus on these improvements," said Fierro. "Plus, we were able to upgrade our infrastructure and demonstrate our commitment to green initiatives. These improvements strengthen Mattie Rhodes Center's ability to provide comprehensive, culturally sensitive services and meet the growing needs of our clients."



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# KANSAS CITY Hispanic News

## SECTION B

### Will You Still Have a TV Picture Next Year?

The last thing customers want to see is a lot of white snow and noise on their TV sets. However, starting in February you will have no choice but to buy a HDTV box if you want to receive any type of clear programming.

*La última cosa que los clientes quieren ver es mucha nieve blanca y ruido en sus televisores. Sin embargo, comenzando en febrero usted no tendrá más elección que comprar una caja de HDTV si quiere recibir cualquier tipo de programa con claridad.*

### ¿Tendrá Usted Aún una Imagen en su TV el Próximo Año?



JOE ARCE AND DEBRA DECASTER  
HISPANIC NEWS

When you turn your television set on February 18, will you have a clear picture or snowy reception? Have you taken steps to ensure that you can still watch your favorite television shows when the networks change over to all-digital broadcasts?

These questions are significant for Hispanic households. Reliance on over-the-air analog reception is highest among Hispanic viewers. According to Time Warner Cable, one-third of the 21 million over the air households are Spanish language

users who rely exclusively on over the air reception for all of their television viewing. An additional seven percent of Hispanic households are direct broadcast satellite households that rely on over the air reception for all of their local programming.

A Nielsen survey found that although Hispanic households make up 11.3 percent of total U.S. households, they make up 19.9 percent of households that are completely unready for the DTV transition.

Time Warner Cable and KCPT have teamed together to bring a

program called "Get the Picture: Understanding the Switch to All Digital TV" to answer all your questions about how the switch from the analog signal to digital signal will affect your television reception next year.

Televisions that don't have a digital tuner will not be able to translate the information into a picture and will go black if you receive your picture through an antenna. However, that doesn't mean you have to go out and buy a new television set - you just need to take a few simple steps to

**NOW IS THE TIME/PAGE B2**

TRADUCE PATRICIO H. LAZEN  
HISPANIC NEWS

Cuando encienda su televisor el 18 de febrero. ¿Tendrá usted una imagen clara o una recepción difusa? ¿Ha usted tomado las medidas para asegurarse de que aún sea capaz de ver sus programas favoritos de televisión cuando las cadenas televisivas cambian a transmisiones totalmente digitales?

Estas preguntas son significativas para los hogares hispanos. El confiar en transmisiones análogas por aire u antena alcanza un nivel alto entre los televidentes hispanos. Según Time Warner Cable, un tercio de los más de 21 millones de hogares que utilizan

antena son de usuarios de habla hispana que confían exclusivamente en la recepción por aire para todos sus programas televisivos. Un siete por ciento adicional de hogares hispanos son hogares que reciben transmisión satelital directa que confían en recepción aérea para todos sus programas locales.

Una encuesta Nielsen arrojó como resultados que aunque los hogares hispanos conforman el 11,3% del total de los hogares en EE.UU., éstos componen el 19,9% de los hogares que se encuentran sin una completa

**EL TIEMPO ES/PÁGINA B2**

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# Now is the time

CONT./PAGE B1

keep your older television set working next year.

Television sets that receive their reception through an antenna will need a converter box to continue receiving a picture next year. Converter boxes sell for \$50 to \$70 each. Each household can request two \$40 coupons from the government to purchase the converter boxes. Television sets that were manufactured after 1998 have digital tuners. They will be able to receive the all-digital signals and translate it into a picture.

If you currently use an antenna to get your programming and you don't have a newer digital television set, then you need to start taking steps now so your television set will still work next year. Viewers that are connected to a local cable network or a satellite dish do not need to take any further steps regarding their television service. Their service will not be interrupted by the digital transition.

The introduction of HD TV is leading to confusion among

consumers. If the signal is digital than what is HD? HD stands for high definition, which describes how the picture looks and digital is how the information is delivered to the television. The picture that will be received through a converter box will look different from the picture that you currently have today. The picture will have a black border around it due to the box converting the signal from analog to digital.

Television networks and cable companies are working hard to get the word out. ABC, NBC, CBS and the Fox network are running a banner at the top of the picture telling their viewers about the transition. "They are putting that crawl in there to let them know that digital TV is coming and it tells you where you can go and get the information," said Lori Hansen, Public Affairs manager with Time Warner Cable.

Networks and regulators are hoping to avoid what happened in Wilmington, North Carolina when the five television stations switched to digital television signals. The change affected the 7.4 percent of residents

who relied solely on over the air signals.

Over 1000 calls from local residents began pouring into the FCC and local call centers set up for the test. The calls reported that users had no reception on their TV's or they had the converter box but were having technical difficulties receiving digital signals. It was found that residents needed a new antenna in order to receive digital signals with their converter boxes.

Homeowners need to assess the sets in their household. Check each television to see if it is digital ready, which means does it have a digital tuner or is it connected to cable or a satellite dish, or have you taken steps to purchase the converter box. The manual that came with the television will tell the consumer if it has a digital tuner. If you no longer have the manual, you can check your television model and serial number online to see if it has a digital tuner.

"The next option is for the homeowner to look for a solution that works for them. They should ask themselves, 'Should I connect to cable,

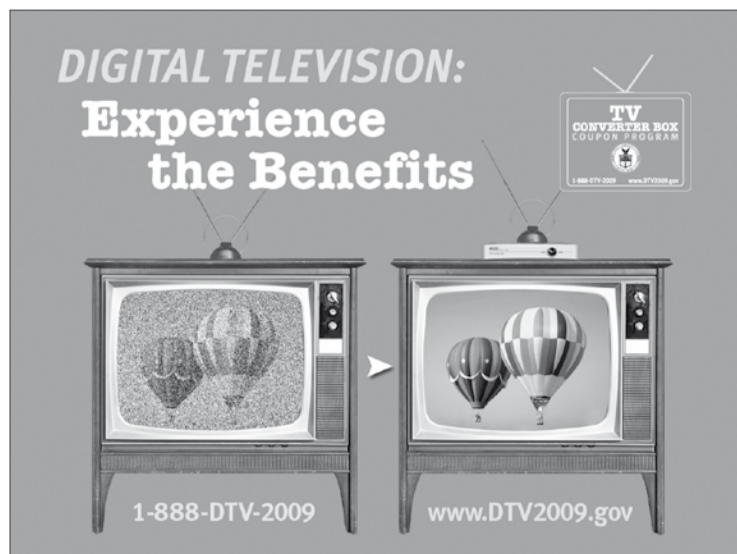
should I get a converter box or do I want to buy a new TV?' It is not necessary for people to buy a new television. These are the things people should be asking. If they decide that the converter box is the option, they should apply today," said Damon Porter, Public Affairs director for Time Warner Cable.

Consumers can apply for a rebate coupon through the federal government online at www.dtv2009.gov or call a toll free number at 1-888-388-2009. Instructions are in English and Spanish. The coupon will be mailed. Each coupon has an expiration date.

"People who have already received their coupons but are waiting till closer to February to get their converter boxes need to look at their coupons and make sure they haven't expired. The coupons will be accepted at all the major retailers, Sears, Target, Wal-Mart, Sam's Club, Best Buy, K-Mart and you may find some online," said Porter.

Homeowners should act quickly to ensure a smooth transition. PSA's broadcast regularly on KCPT and instructions can be found online with a digital conversion keyword search.

The signal conversion has practical goals. "This is a government mandated technology conversion. It has



There are still \$40.00 discount coupons available for households seeking to get their converter boxes. There is a limit of two coupons per home or per address.

Todavía quedan disponibles cupones de descuento de \$40 para los hogares que buscan sus cajas transformadoras. Hay un límite de dos cupones por hogar o por dirección.

been in the works for a long time and they finally set a hard date three years ago. They want to free up the analog spectrum, which is valuable not only in what it can be used for in new technology, but also for the emergency responders," said Hansen.

Hansen indicated the benefits to consumers. "Many people may remember when cell phones first came on the

market, they were an analog signal and then they converted to a digital signal. That was a better signal that allowed them more capability in terms of voice mail and distances they could receive calls. It is a better format and it takes less spectrum space so it conserves some of that valuable spectrum. It will allow more space for emergency responders."

# El tiempo es ahora

CONT./PÁGINA B1

preparación para la transición a TV digital (DTV).

Time Warner Cable y KCPT han aunado fuerzas para traer un programa llamado "Get the Picture: Understanding the Switch to All Digital TV" (Recibe la imagen: Entendiendo el cambio a TV totalmente digital) para responder a todas sus preguntas de cómo el cambiar de la señal analógica a una digital le afectará su recepción televisiva el próximo año.

Los televisores que no cuentan con un sintonizador digital no podrán traducir la información para convertirla en imagen y la imagen se oscurecerá si usted reciba su señal mediante una antena. Sin embargo, eso no significa que usted tiene que ir y comprar un nuevo televisor - usted solamente necesita tomar unas pocas medidas simples para mantener su antiguo televisor funcionando el próximo año.

Los televisores que reciben su recepción a través de una antena necesitarán de una caja transformadora para continuar recibiendo una imagen el próximo año. Estas cajas transformadoras se venden desde \$50 a \$70 cada una. Cada hogar puede pedir dos cupones de \$40 de parte del gobierno para comprar las cajas transformadoras. Los televisores que fueron manufacturados después de 1998 cuentan con sintonizadores digitales. Éstos podrán recibir las señales completamente digitales y transformarlas a imágenes.

Si usted usa en la actualidad una antena para recibir su programación y no tiene un nuevo televisor digital, entonces usted tiene que comenzar a dar los pasos ahora para que su televisor funcione el próximo año. Los televidentes que están conectados a redes locales de cable o plato de satélite no necesitan tomar medidas extras en lo que se refiere a sus servicios televisivos. Sus servicios no serán interrumpidos por la transición digital.

La introducción de HD TV (TV de alta definición) está desatando confusión entre los consumidores. ¿Si la señal es digital, entonces qué es HD? HD se refiere a alta definición, lo que describe cómo luce la imagen y digital es cómo la información es entregada al televisor. La imagen que será recibida mediante una caja transformadora lucirá diferente de la imagen que usted tiene hoy en día. La imagen tendrá un borde negro a su alrededor debido a la caja transformando la señal de analógica a digital.

las compañías de cable están trabajando con ahínco para esparcir la información. ABC, NBC, CBS y la red Fox están transmitiendo la imagen de información en la parte superior de la pantalla informándole a sus televidentes respecto a la transición. "Ellos están poniendo esa información allí para darles a entender que la televisión digital está arribando y le dice a uno dónde usted puede acudir y obtener información", dijo Lori Hansen, administradora de Asuntos Públicos de Time Warner Cable.

Las cadenas televisivas y los reguladores están esperando evitar lo que sucedió en Wilmington, North Carolina, cuando cinco estaciones de televisión cambiaron a señales televisivas digitales. El cambio afectó al 7.4% de los residentes que confiaban solamente en sus señales aéreas.

Más de 1000 llamadas de residentes locales comenzaron a llegar a la FCC y los centros locales de llamadas se prepararon para la prueba. Las llamadas reportaban que los usuarios no tenían recepción en sus televisores o que tenían la caja transformadora. Pero estaban teniendo dificultades técnicas al recibir señales digitales. Se descubrió que los residentes necesitaban una nueva antena para poder recibir las señales digitales en adición a sus cajas transformadoras.

Los dueños de casa tienen que evaluar los televisores en sus hogares. Revise cada televisor para saber si está listo para recibir imágenes digitales, lo que significa, es saber si éste tiene un sintonizador digital o está conectado al cable o al plato de satélite o si ha usted tomado medidas para comprar la caja transformadora. El manual que viene con el televisor le dirá al consumidor si es que tiene un sintonizador digital. Si usted ya no tiene el manual, usted puede revisar el modelo y el número de serie de su televisor en la Internet para ver si tiene un sintonizador digital.

"La siguiente opción para el dueño de casa es que éste busque una solución que sea adecuada para ellos. Ellos deberían preguntarse, '¿Debería conectar el cable, debería obtener una caja transformadora o quiero comprar un televisor nuevo?' No es necesario que la gente compre un televisor nuevo. Éstas son las cosas que la gente debería preguntarse. Si ellos deciden que una caja transformadora es la opción, ellos deberían solicitarla hoy", dice Damon Porter, director de Asuntos Públicos de Time Warner Cable.

solicitar un cupón de rebaja por intermedio del gobierno federal en la Internet en el o llamar completamente gratis al 1-888-388-2009. Las instrucciones están en inglés y en español. El cupón le será enviado por correo. Cada cupón tiene una fecha de vencimiento.

"Las personas que ya han recibido sus cupones, pero aún esperan que se acerque febrero para obtener sus cajas transformadoras, tienen que revisar sus cupones y asegurarse de que no hayan vencido. Los cupones serán aceptados en todas las tiendas de importancia, Sears, Target, Wal-Mart, Sam's Club, Best Buy, K-Mart y usted podrá encontrar algunas en la Internet", dijo Porter.

Los dueños de casa deben actuar con prontitud para asegurar una transición sin problemas. PSA transmite regularmente en KCPT y las instrucciones pueden ser encontradas en la Internet usando la palabra clave digital conversion (transformación digital).

La transformación de la señal tiene objetivos prácticos. "Esta es una transformación de tecnología demandada por el gobierno. Ha estado preparándose por mucho tiempo y finalmente ellos fijaron una fecha hace tres años. Ellos quieren liberar el espectro analógico, que no solamente tiene validez en lo que puede ser utilizado, sino que también para quienes responden a emergencias", dijo Hansen.

Hansen indicó los beneficios a los consumidores. Muchas personas pudieran recordar cuando los teléfonos celulares aparecieron en el mercado por primera vez, ellos tenían una señal analógica y fueron convertidos a señal digital. Esa fue una mejor señal que les permitía más capacidad en lo que se refiere a mensajes de voz y a las distancias en que podían recibir llamadas. Es un formato mejor y ocupa menos espacio en el espectro, por lo que conserva algo de ese valioso espectro, le permitirá más espacio a quienes responden a emergencias".

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# The Nelson-Atkins Museum publishes new edition of handbook

A beautifully illustrated handbook with color images of 1,255 key works from The Nelson-Atkins Museum of Art collection is now available through the Museum Store in soft-cover. The arrival Dec. 11 of the hardcover edition of A Handbook of the Collection will coincide with the museum's 75th anniversary.

Marc F. Wilson, the Menefee D. and Mary Louise Blackwell director of the museum, notes in the book's foreword that the Nelson-Atkins' extraordinary collection has been built in fewer than three generations. "It reflects strong traditions and clear values grounded in the preeminence of artistic achievement and high standards. As our 75th anniversary approaches, it is abundantly clear that we have arrived at a good place."

About every decade, the Nelson-Atkins produces a new compendium of its collection. The last handbook was printed in 1993.

The new Handbook, the seventh edition, is divided into nine areas of the collection, which includes more than 33,500 works of art. The areas include Ancient, Islamic Persia and Iran, Europe, North American Indian, America, Photography, Modern and Contemporary, Africa and Asia. Museum curators determined which key works of art in their areas of specialty should be included.

"The Handbook reflects important new works of art added to the collection, new scholarship about these and existing works, and absolutely beautiful digital color photography by our own imaging department," said Chief Curator Deborah Scott. "By organizing the works chronologically and by integrating paintings, sculpture, drawings, prints, and decorative arts we were able to offer a panoramic view of the museum's collection."

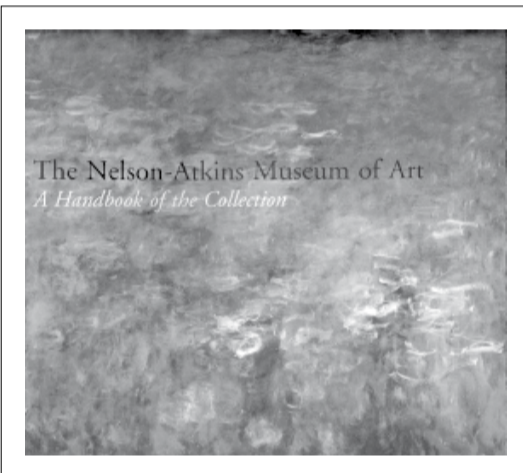
In this edition are two sections devoted to areas that have received magnified emphasis at the Nelson-Atkins -- American Indian art and photography. In 2001, an endowed curatorship was established for North American Indian Art and the museum greatly expanded its holdings in that area, moving the Nelson-Atkins to the forefront of general art museums collecting American Indian art. In early

2006, the museum acquired the Hallmark Photographic Collection of more than 6,500 works of art. A photography department with three curators was created to care for, expand and display what is one of the finest photography collections in the world.

Images of objects from the museum's world-renowned collection of Chinese art have received a new presentation. Instead of groupings by medium, the images are chronological by dynasty so that readers can see how art objects developed through the history of China.

Decorative arts, also with a number of new acquisitions, are fully integrated into the Europe, America and Modern and Contemporary sections.

The introduction, written by Deborah Emont Scott and Marjorie Alexander, who served as editor and project manager for the Handbook, gives a clear and concise history of the museum and background on how the collection was built, as well as fascinating acquisition anecdotes. Introductions to sections, a collaboration between curators Scott and Alexander, also provide easy-to-read elaborations on those areas of the collection.



All 1,255 images in the new Handbook are in color. They were created by the museum's Imaging Services Department. By contrast, the 1993 edition had 75 color plates.

The soft-cover edition retails for \$24.95 (\$22.46 for museum members). The hardcover version of the Handbook will retail for \$39.95 (\$35.96 for museum members).

Funding for the project was provided by a \$60,000 grant from the National Endowment Association. Additional funding came from: Mr. and Mrs. Thornton Cooke II; Molly McGee, in honor of Frank and Margaret McGee; Mr. and Mrs. Barton J. Cohen/Arvin Gottlieb

Charitable Foundation; Mr. and Mrs. Charles N. Seidlitz Jr.; Cliff C. Jones; Estelle and Morton Sosland; The Chisholm Family in honor of Donald H. Chisholm; Mr. and Mrs. Kenneth V. Butler and Elizabeth Shouse. Additional support was provided by the National Endowment for the Arts and the Nelson Gallery Foundation.

The Nelson-Atkins serves the community by providing access and insight into its renowned collection of more than 33,500 art objects. It is best known for its Asian art, European and American paintings and modern sculpture. Housing a major art research library and the Ford Learning Center, the museum is a key educational resource for the region and a national model for arts education.

The 165,000-square-foot Bloch Building by Steven Holl Architects was a major milestone in the ongoing institution-wide transformation of the Nelson-Atkins. The project included the renovation of the original 1933 Nelson-Atkins Building and the expansion of the museum's renowned Kansas City Sculpture Park, and continues with renovations to the American, American Indian and Ancient galleries as part of the reinstallation of the encyclopedic collection.

The expansion increased museum space by 71 percent, providing new galleries, educational facilities and Museum-support spaces. The museum raised more than \$200 million for the renovation and expansion, and \$170 million to grow the endowment fund. The expanded resources ensure that the institution continues to attract and engage the next generation of audiences and is equipped to present and interpret the art of the past, present and future.

The Nelson-Atkins is located at 45th and Oak Streets, Kansas City, MO. Hours are Wednesday, 10 a.m.-4 p.m.; Thursday/Friday, 10 a.m.-9 p.m.; Saturday, 10 a.m.-5 p.m.; Sunday, Noon-5 p.m.

Admission to the Museum is free to everyone. Additionally, newly produced audio guides are free for visitors, presenting art & architecture tours, overall collection highlights, and select featured exhibitions tours. For Museum information, phone 816.751.1ART (1278) or visit nelson-atkins.org.

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## AARP Launches Operation Energy Save

The Association Retired Persons (AARP) has announced the launch of Operation Energy Save, a new initiative that calls on Missourians to help friends, family and neighbors conserve energy by making small changes around the house that are proven to reduce energy costs. In an economy where every bit counts, these small changes could save Americans millions of dollars this winter.

Part of Create the Good, a network of volunteers active in neighborhoods across the country, Operation Energy Save features easy-to-use checklists, instructional guides and simple tips to help their neighbors save on household energy expenses. The free resource is available at [www.AARP.org/CreateTheGood](http://www.AARP.org/CreateTheGood).

"When the weather gets cold and energy costs rise, our most vulnerable populations often must make the choice between buying food and medicine or staying warm," said John McDonald, AARP Missouri senior state director. "If volunteers or community groups start by identifying just two or three friends or neighbors who might not be able to complete the checklist on their own and helping them make a few changes, we can keep vulnerable populations safe this winter and save everyone money on energy costs."

Checklist items are quick, simple changes that include:

- Lowering thermostats in the

- winter by 10 percent (like from 74° to 67°) for 8 hours, which can shave 10 percent off the household heating bill.
  - Closing the heat vents and the doors in rooms that aren't being used.
  - Turning off kitchen and bathroom ventilating fans when not in use. If left on for an hour, they can suck all the heat out of the house.
  - Making sure furniture is not blocking a heat register and moving furniture away from cold exterior walls and windows.
- Information on where to volunteer or to get local community groups involved can be found at [www.AARP.org/CreateTheGood](http://www.AARP.org/CreateTheGood).*

## AARP Lanza Operación Ahorro de Energía

La Asociación de Personas Jubiladas (AARP, por sus siglas en inglés) ha anunciado el lanzamiento de la Operación para Ahorrar Energía, que es una nueva iniciativa que le pide a los habitantes de Missouri que ayuden a amigos, familiares y vecinos a conservar energía haciendo pequeños cambios alrededor de la casa que han demostrado reducir los costos de la energía. En una economía en donde cada pequeño ahorro cuenta, estos pequeños cambios podrían ahorrarle a los estadounidenses millones de dólares este invierno.

Parte de Crear lo Bueno, una red de voluntarios activos en los vecindarios en todo el país, la Operación Ahorro de Energía presenta listas fáciles de utilizar, guías de instrucción y simples consejos para ayudar a sus vecinos a ahorrar en los gastos de energía de sus hogares. El recurso gratuito está disponible en [www.AARP.org/CreateTheGood](http://www.AARP.org/CreateTheGood).

"Cuando el clima se torna frío y los costos de la energía suben, nuestras poblaciones más vulnerables deben escoger a menudo entre comprar alimentos y medicamentos o mantenerse abrigados", dijo John McDonald, director estatal de mayor trayectoria de AARP Missouri. "Si voluntarios o grupos comunitarios comienzan por identificar solamente a dos o tres amigos o vecinos que podrían no ser capaces de completar la lista por sí solos y ayudarlos a efectuar algunos pocos cambios, nosotros podríamos mantener a las poblaciones vulnerables seguras este invierno y ahorrarle dinero a cada uno en lo que va a costos de energía".

Los artículos de la lista son cambios rápidos y simples que incluyen lo siguiente:

- Bajar los termostatos en el invierno en un 10% (Algo así como entre 74 y 67 grados) por 8 horas, lo que puede ahorrar un 10% en las cuentas

- de calefacción de un hogar.
  - Cerrar las cubiertas de los conductos de la calefacción y las puertas en las piezas que no están siendo usadas.
  - Cerrar los ventiladores de la cocina y del baño cuando no están siendo usados. Si son dejados abiertos por una hora, éstos podrían extraer todo el calor de la casa.
  - Asegúrese que muebles no estén obstruyendo los conductos de la calefacción y retire los muebles de las frías paredes exteriores y ventanas.
- Más información referente a donde ofrecerse de voluntario o buscar la participación de grupos locales comunitarios puede ser encontrada en [www.AARP.org/CreateTheGood](http://www.AARP.org/CreateTheGood).*

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**Priscilla Samarripa**  
Admissions Counselor  
(785) 670-1289  
E-mail: [priscilla.samarripa@washburn.edu](mailto:priscilla.samarripa@washburn.edu)

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**hn SPORTS ROUND UP!**

**Chiefs prove again need for franchise QB**



**JOHN SILVA**  
HISPANIC NEWS  
SPORTS

The new Mile High magic continues to befuddle the Chiefs. Herm Edwards' team acquitted themselves well against Denver but failed to register their first win at Invesco Field.

In the second quarter the Chiefs ate up half the clock with a 17-play, 80-yard drive. Tyler Thigpen hit Tony Gonzalez on a perfectly timed rollout for a 17-7 lead and lead going into the half 17-14.

Denver ratcheted up their defense in the second half and had a 24-17 lead in the fourth quarter. Thigpen got the offense down to the ten-yard line with five minutes to go in the game. Two incomplete passes and a five-yard run set up the Chiefs at the five-yard line. Going for it on fourth down, Thigpen reviewed the field and then tucked the ball heading for the goal line. A disciplined Denver defense had an umbrella around the middle near the goal line and stopped Thigpen a solid yard short of the end zone.

**Tigers on pace for successful tale**

We all know that Oklahoma waxed Missouri at Arrowhead last Saturday. The 62-21 pasting in the Big XII Championship game can't be seen too harshly given the roll the Sooners have been on. For more than a month-long stretch, Bob Stoops team has reached 60 points and done it to teams better than the Tigers.

The home field advantage Mizzou hoped to enjoy didn't materialize and for the second season in a row Gary Pinkel's squad gets to put a Big XII north title memento in their trophy case but not the trophy that he covets.

With a season that began with national championship dreams the team, that finished one game away from a BCS Title matchup one year ago now faces the future.

Thigpen's athleticism once again showed up to help the Chiefs throughout the game. From his rollout, which resulted in the only offensive TD for KC to his sneak on fourth and one to convert, he did positive things all day long with his legs and arm.

The 24-17 result, however, showed that Thigpen can get the Chiefs close to winning but the team for the most part can't make that one play to win the game. People are talking about the development of the team and believe that if they can get more support around him Tyler Thigpen can get the job done as a starter in the NFL.

These folks want to take a player at a position of need like linebacker, offensive line, or defensive end with the top-10 draft pick the Chiefs are bound to get. Here's the question I pose. If the Chiefs add two more linemen to the offense how much more effective will they be? They might be able to run better, but Larry Johnson isn't going anywhere and Jamaal Charles hasn't shown he has what it takes to carry the ball 15-20 times. There's only so much improvement you can expect.

You could say the Chiefs are a speedy receiver, a la Jeremy Maclin, away from an awesome offense. But realistically next year how much better would someone like Maclin be than Mark Bradley since he's joined the team?

Perhaps I'm wrong and if you surround Thigpen with the proper parts he could win a title. It just seems that he's not got that special something that would cause the Chiefs to look at a special player at another position in the first round come April. After seeing the way Sam Bradford shined and helped his team put up 60 points in the Big XII title game it's hard not to be drawn to him. He put up 48 touchdowns this season and topped the 60 point mark against top 25 teams Texas Tech and Oklahoma State as he heads towards first or second in the Heisman Trophy vote.

Ultimately the Chiefs may go the route of bringing in a free agent quarterback to hedge their bets with Thigpen and that might work. It just seems like that would be going back to the well Carl Peterson has drawn from so many times with results Chiefs fans know all too well.

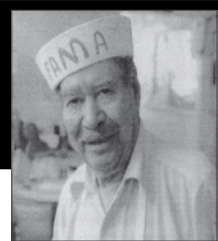
The core of a group that brought the Tigers national prominence is poised to move on to graduation or professional football. The team's all-time passer Chase Daniel leaves holding nearly every record in program history. He's had a season to show Blaine Gabbert the ropes. The former five-star recruit will be the favorite to take over the starting quarterback job as Blue Springs standout (and four-star recruit) Blaine Dalton brings his skills to Columbia and will give Pinkel the kind of depth he had with both Chases.

Daniel's favorite targets head off to the NFL after this year. Wide receiver Jeremy Maclin said he will leave if he's projected as a first-round pick. That's a virtual lock so consider him a goner with the potential to be a top-10 choice with his speed and

added ability as a return man. This year's security blanket, Chase Coffman, exhausted his eligibility and will be playing on Sundays thanks to his route running and soft hands.

On the defensive side, safety William Moore nearly left last year as a junior. After a sub-par senior season his stock won't be as high but his production and leadership out of the secondary will be tough to replace.

Next year will be a true test of how well Gary Pinkel has built MU's program. The fact that the Tigers are likely to be a favorite again in the north division (with Nebraska and possibly Kansas) is an indication of just how far the program has come. Under his leadership it wouldn't be a shock to see the black and gold back in the Big XII championship game in the near future.



*In Loving Memory*

**SEVERIANO C. GONZALEZ**

Severiano C. Gonzalez, was called home by his Lord and Savior Jesus Christ on December 4, 2008, he was born February 21, 1914 in Chihuahua, Mexico. He came to the United States in the 60's to help his brother Juan in the bakery business. Prior to his move, he worked with his brothers as a musician.

He worked over 30 years with his brother Juan at "La Fama Bakery" on S.W. Blvd in Kansas City, MO. He lived with his brother Juan and family for many years. He was close to his nephews and nieces and loved them as his own children. He was well liked by all and will always be remembered for his smile. He was known to open the door for customers late at night after closing hours, letting them in for fresh bread. He was the last of the Gonzalez brothers.

He was preceded in death by his parents, Roman Gonzalez & Concepcion Chaparro Gonzalez; daughter, Concepcion Gonzalez; brothers Juan Gonzalez of KCMO, Gabriel Gonzalez from Mexico, Santos Gonzalez from Mexico; sister Pascuala Ortiz from Mexico.

He leaves his nephews and nieces, Roman Gonzalez of Independence, Juan Gonzalez of KCMO, Javier Gonzalez of KCMO, Gabriel Gonzalez of North KCMO, Sylvia Garcia of Olathe KS., Lula Sparks of KCMO and many great nephews & nieces.

The family appreciates his loyalty and dedication to our father Juan & Josefa Gonzalez. Gracias por todos tus esfuerzos.  
*Sylvia Garcia & Lula Sparks.*

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**Kids...Obesity...Health... Thursday, December 18 on KCPT**

**Your Turn to Weigh In!**

What ideas do you have for reducing the growing waistlines of our school age kids? KCPT's Nick Haines takes your calls.

**8 p.m.**

**THE ACTIVE BRAIN**  
HOW DAILY PHYSICAL EDUCATION IS TURNING FITNESS ON ITS HEAD

**8:30 p.m.**

This new documentary looks at how daily physical education in schools can help the brain make connections needed for learning.

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**As we pay tribute to his contributions to our community**

**Joe E. Amayo Sr.**

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## CLASIFICADOS CLASSIFIEDS & PUBLIC NOTICE

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### Public Notice

#### THE SCHOOL DISTRICT OF KANSAS CITY, MISSOURI Statement of Revenues, Expenditures, and Changes in Fund Balances—Governmental Funds Year ended June 30, 2008

	General	Teachers'	Other Special Revenue	Debt Service	Capital Projects	Nonmajor governmental funds	Total governmental funds
<b>Revenues:</b>							
Property taxes	\$ 151,725,002	—	—	—	5,954,071	—	157,679,073
Prop C sales tax	14,407,126	8,644,275	—	—	—	—	23,051,401
Other local	6,840,160	67,226	1,233,333	2,661,344	1,496,031	3,228,545	15,526,639
Intermediate/county	3,733,833	291,402	—	—	—	—	4,025,235
State aid-basic formula	28,708,816	61,023,631	—	—	—	—	89,732,447
Other state	11,434,710	492,203	—	—	168,457	79,592	12,174,962
Federal	29,151,070	861,194	—	—	1,020,416	10,666,294	41,698,974
Tuition	—	4,341	—	—	—	—	4,341
Total revenues	246,000,717	71,384,272	1,233,333	2,661,344	8,638,975	13,974,431	343,893,072
<b>Expenditures:</b>							
<b>Current:</b>							
Administration	9,777,231	14,184,688	—	—	—	—	23,961,919
Instruction	40,301,024	133,157,879	—	—	—	1,260,537	174,719,440
Support services	32,866,375	22,741,417	3,179,125	—	—	14,735,325	73,522,242
Operation of facilities	44,100,865	—	—	—	—	—	44,100,865
Pupil transportation	18,702,747	—	—	—	—	—	18,702,747
Community and adult services	8,618,525	2,953,613	—	—	—	—	11,572,138
<b>Debt service:</b>							
Administrative	—	—	—	26,235	—	—	26,235
Principal	—	—	—	22,130,000	—	—	22,130,000
Interest	—	—	—	4,350,867	—	—	4,350,867
<b>Capital outlay:</b>							
Administration	—	—	—	—	22,668	—	22,668
Instruction	—	—	—	—	1,436,933	—	1,436,933
Support services	—	—	—	—	696,563	—	696,563
Operation of facilities	—	—	—	—	381,805	—	381,805
Pupil transportation	—	—	—	—	447	—	447
Community and adult services	—	—	—	—	5,970	—	5,970
Facilities improvement and renovation	—	—	—	—	5,166,453	—	5,166,453
Total expenditures	154,366,767	173,037,597	3,179,125	26,507,102	7,710,839	15,995,862	380,797,292
Revenues over (under) expenditures	91,633,950	(101,653,325)	(1,945,792)	(23,845,758)	928,136	(2,021,431)	(36,904,220)
<b>Other financing sources (uses):</b>							
Transfers in	750,000	105,643,872	1,441,516	26,480,868	15,068,830	2,960,852	152,345,938
Transfers out	(110,385,246)	(3,990,547)	—	(13,421,315)	(28,047,286)	(217,664)	(156,062,058)
Sale of capital assets	—	—	—	12,864,359	16,780	—	12,881,139
Total other financing sources (uses)	(109,635,246)	101,653,325	1,441,516	25,923,912	(12,961,676)	2,743,188	9,165,019
Net change in fund balances	(18,001,296)	—	(504,276)	2,078,154	(12,033,540)	721,757	(27,739,201)
<b>Fund balances,</b>							
beginning of year	62,878,146	—	22,318,016	58,092,848	51,955,148	153,817	195,397,975
Fund balances, end of year	\$ 44,876,850	—	21,813,740	60,171,002	39,921,608	875,574	167,658,774

Financial data for the School District of Kansas City, Missouri, is reported here in compliance with section 165.111, RSMo. McGladrey & Pullen, LLP, certified public accountants, have performed an audit of the District's basic financial statements. Their independent audit report thereon, expressed an unqualified opinion that the basic financial statements present fairly, in all material respects, the financial position of the District at June 30, 2008 and the changes in financial position and cash flows, where applicable, thereof for the year then ended are in conformity with accounting principles generally accepted in the United States of America.

\*Note: A copy of the entire report can be viewed at all Kansas City, Missouri Public Libraries and at www.kcmsd.net.

### Invitation to Bid – Destiny Towers Senior Living Apartments MBE/DBE/WBE Section 3

Straub Construction Company, Inc., is soliciting subcontractor and suppliers bid proposals for Destiny Towers Senior Living Apartments in Kansas City, Missouri. Bids will be accepted until 12pm on December 19, 2008. Plans are available for review at Straub's corporate office located at 7775 Meadow View Drive, Shawnee, Kansas 66227 and electronically at ftp://mail.straubconstruction.com Username: Destiny Towers No password needed. Plans are also available at Minority Contractors Association (3200 Wayne, KCMO 64109), Hispanic Contractors Association of Greater KC and National Association of Women in Construction. **For more information, contact Craig Ritchie at (913) 451-8828 or FAX (913) 451-9617.** Straub Construction Co., Inc., is an equal opportunity employer and greatly encourages female and minority subcontractors and suppliers to participate in this bid.

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### Request For Bids

The Independence Housing Authority is accepting sealed bids for two flat roof projects: the replacement of the roof on the Hocker Heights office building, and the repair/refurbishing of the roof on the Pleasant Heights building. These projects will be bid separately. Both bid packages will be available beginning Tuesday, December 2, 2008 at the IHA business office, in the basement of Pleasant Heights, 210 S. Pleasant St., Independence, MO 64050. A \$50.00 refundable deposit is required for each bid package. A mandatory pre-bid conference will be held at each site on December 30, 2008. Sealed bids are due in the IHA business office at 210 S. Pleasant no later than 2:00 P.M., CDT, Thursday, January 15, 2009 and will be opened publicly at that time. Please direct questions to project Architect Allen Gentry, WGN Associates, Inc. at 816-931-2820 or Ed Miller, IHA Executive Director at 816-836-9200.

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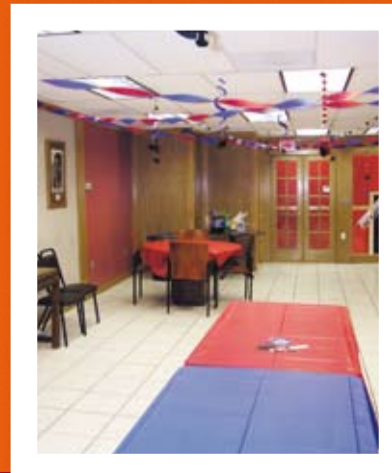


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