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# KANSAS CITY Hispanic News

PERIÓDICO BILINGÜE

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## Senior staff brings experience to COMBAT

### Nuevo personal de mayor jerarquía trae experiencia a COMBAT



In mid-February, Jackson County Executive Mike Sanders introduced his new COMBAT team. Sanders believes he has the right team in place to tackle a strategic plan for the program. Pictured from left to right are David Fleming, Sanders, Vincent Ortega and Dr. Stacey Daniels-Young.

A mediados de febrero, el ejecutivo del Condado de Jackson Mike Sanders, presentó a su nuevo equipo de COMBAT. Sanders cree que cuenta con el equipo correcto para enfrentar un plan estratégico para el programa. Fotografiados de izquierda a derecha aparecen David Fleming, Sanders, Vincent Ortega y la Dra. Stacey Daniela-Young.

JOE ARCE AND TONY BALANDRAN  
HISPANIC NEWS

TRADUCE PATRICIO H. LAZEN  
HISPANIC NEWS

The individuals chosen to serve as the new administration of COMBAT – an area program involved in drug-abuse treatment and prevention – have the experience and social connections to succeed, said Jackson County Executive Mike Sanders.

Las personas escogidas para servir como la nueva administración de COMBAT – un programa del área que involucra prevención y tratamiento para el abuso de las drogas – tienen la experiencia y las conexiones sociales para tener éxito, dijo el Ejecutivo del

NEW COMBAT/PAGE 5

NUEVO EQUIPO/PÁGINA 5

## Hispanic Chamber Going Green

### La Cámara Hispana se Viste de Verde



At a recent HCCGKC Go Green kickoff, members of the Hispanic Chamber along with US Congressman Emanuel Clever announced plans for a series of business workshops regarding the importance of going green. Organizers hope that the workshops will lead to more recycling bins like this one at the corner of 16 street and Summit throughout the Kansas City area.

En un reciente puntapié inicial para Go Green (Tornarse Verde) de HCCGKC, miembros de la Cámara Hispana posan junto al Congresista de EE.UU. Emmanuel Cleaver anunciando planes para una serie de talleres de trabajo de negocios relacionados con la importancia de tornarse verdes. Los organizadores esperan que los talleres de trabajo lleven en el área de Kansas City a más contenedores para reciclaje tales como este en la esquina de la calle 16 con Summit.

JOE ARCE AND DEBRA DECOSTER  
HISPANIC NEWS

TRADUCE PATRICIO H. LAZEN  
HISPANIC NEWS

Going Green in Kansas City will be the message the Greater Kansas City Hispanic Chamber of Commerce (GKCHCC) will be delivering to local businesses. A recipient of a \$25,000 grant by the Mid-America Regional Council (MARC) the Chamber will offer seminars in English and Spanish on the importance of going green at the work place.

“This grant will allow us to educate business owners in what their role is and looking at ways their business can reduce land fill waste. We will also be

Tornarse de verde (Utilizar energías no contaminantes y reciclar) en Kansas City será el mensaje que la Cámara Hispana de Comercio de Kansas City (GKCHCC) estará enviándole a los negocios locales. Siendo la receptora de un subsidio de \$25 mil dolares de parte de Concilio Regional de Mid-America (MARC), la Cámara ofrecerá seminarios en inglés y en español sobre la importancia de tornarse verdes en los lugares de trabajo.

“Este subsidio nos permitirá educar a los dueños de negocios

sobre cuáles son sus roles y en buscar maneras en que sus negocios puedan reducir desperdicios que acabarán en los basureros. Nosotros, también seremos capaces de trabajar individualmente con los negocios que se han inscrito, para darle un vistazo a sus negocios y poder analizar cómo y cuáles oportunidades hay allí para tornarse verde”, dijo Carlos Gómez, director ejecutivo de GKCHCC durante una conferencia de prensa a comienzos de febrero.

Los seminarios educativos le ayudarán a los negocios a

CLEAVER EXCITED/PAGE 4

CLEAVER ENTUSIASMADO/PÁGINA 4

## Hispanic News

CULTURAL SECTION/SECCIÓN CULTURAL

### Mucho Corazón



Oaxacan artist Alvaro Santiago's "Me Rento Para Sonar" (I Rent Myself to Dream) exhibition at the Mexican consulate is an intensely personal reflection spread over 57 pieces, a fraction of a broader body extending over 200 pieces. "The figures are very much like me, they act, they do things, and they are. ... What counts are attitudes - what one does. That is what I try to do."

La exhibición "Me Rento Para Sonar" del artista de Oaxaca Alvaro Santiago en el Consulado Mexicano es una intensa reflexión personal que abarca más de 57 piezas, una fracción de la más extensa obra de más de 200 piezas. "Las figuras se parecen mucho a mí, ellas actúan, hacen cosas y ellas son. ... Lo que cuenta son las actitudes - lo que uno hace. Eso es lo que yo trato de hacer".

## Consulate Exhibition Adds to Diversity of First Friday Offerings

### Exhibición del Consulado Aporta a la Diversidad de los First Fridays

JOSÉ FAUS AND GEMMA TORNERO  
HISPANIC NEWS

TRADUCE PATRICIO H. LAZEN  
HISPANIC NEWS

Oaxacan artist Alvaro Santiago was a young man when he heard Mexican artist José Luis Cuevas on television explaining the visceral reality of being an artist - how drawing was a physical act that demanded his attention. He remembered saying to himself, "Oh, what a poor fellow. He must be a little crazy." Santiago laughed as he recalled

El artista de Oaxaca Alvaro Santiago era una persona joven cuando escuchó al artista mexicano José Luis Cuevas en la televisión explicando la realidad visceral de ser un artista - cómo el dibujar era un acto físico que demandaba su atención. Él recuerda haberse dicho a sí mismo, "O,

"I ALWAYS LOOK"/PAGE 8

"SIEMPRE BUSCO"/PÁGINA 8

## DTV is still a go in metro

### DTV aún en proceso de implementación

TONY BALANDRAN  
HISPANIC NEWS

In four months, all television networks will switch from analog to digital broadcasts. And unless your television is connected to a cable or satellite system or you already have attached a converter box to your set, the primary image will be snow.

Congress recently voted to delay the change from Feb. 18 to June 12. The federal government also wants to set aside more money - a proposed \$650 million - for the coupon that is helping residents nationwide to cover the cost of a converter box. Already, the government has spent \$1.34 billion in the coupon program, but millions of

TIME MAY BE/PAGE 3

Con el tiempo agotándose y las cajas convertidoras para DTV en escasez, usted tiene que moverse rápidamente y comprar una caja convertidora, conectarse a cable o suscribirse al satélite.

With time running out and the selections of DTV Boxes in short supply, you need to move quickly and buy a converter box, hook up to cable or subscribe to satellite.



TRADUCE PATRICIO H. LAZEN  
HISPANIC NEWS

En cuatro meses, todas las redes de televisión cambiarán sus transmisiones de analógicas a digitales. Y a menos que su televisor esté conectado al cable o a un sistema satelital o usted ya tenga una caja transformadora para su televisor, la imagen principal lucirá como nieve.

Recientemente, el Congreso votó

EL TIEMPO/PÁGINA 3

# Mayor Warns of Tough Times Ahead

**K**ansas City Mayor Mark Funkhouser is reminding residents that the 2009-2010 city budget will force both city departments as well as citizens to make sacrifices. But during the next few weeks, when city council members begin to finalize the details of the budget, Funkhouser said he wants to keep families first.

"If citizens feel their leaders are being honest with them and that they are being heard and are making decisions with their leaders, then residents are willing to (sacrifice)," Funkhouser told *Hispanic News*.

The mayor met with 25 people last week at a town hall meeting at the Tony Aguirre Community Center in the city's Westside neighborhood to talk to and listen to residents' concerns about the city and its upcoming budget.

City Council members are contemplating a proposed 2009-2010 city budget that spends \$1.29 billion and includes a property tax levy increase and hikes in water and sewer rates. The proposal also calls for a reduction in public safety

funding, curbside recycling, streetlight maintenance and some parks and recreation programming. Cauthen's memo also recommends a salary freeze for city employees, excluding police, and the elimination of 300 to 400 vacant and filled position in the General Fund-



Mayor Mark Funkhouser

supported workforce.

Funkhouser said meeting with residents "allows me to have specific stories and examples and to understand situations way beyond reading reports and listening only to staff members.

I have to actually see the people and see the examples and hear their stories. ... That weighs heavily in my mind." The town hall meeting on Feb. 19 was the mayor's first on the city's Westside this year.

Alice Gomez, a Westside resident who attended the meeting, said she appreciated the opportunity to speak to the mayor. She said Funkhouser, in the past, has been sympathetic to residents' concerns, specifically about the new Kansas City Power & Light substation on the Westside.

Gomez said she is troubled about the budget cuts, especially those proposed for the city's police department. "I'm concerned about police protection. I'm concerned about the services (such as street maintenance) we barely get that are about to be cut even more," Gomez said. "I don't think we should get a lot of pain because we have had pain for many years for lack of services."

Funkhouser said the new budget definitely would lead to a cut in services to residents. "That resonates with residents. They understand what that means, and they know that I'm going to put the services that matter to them first, not the things that matter to the region as a whole, not the things that make us look good, but the things that make us a good place to live."

# Alcalde Advierte sobre los Tiempos Difíciles que se Avecinan

**E**l Alcalde de Kansas City Mark Funkhouser le está recordando a los residentes que el presupuesto de la ciudad para el 2009-2010 forzará a tanto a los departamentos de la ciudad como a sus ciudadanos a hacer sacrificios. Pero durante las próximas pocas semanas, cuando los concejales comiencen a ultimar los detalles del presupuesto, Funkhouser dijo que quiere mantener a las familias primero.

"Si los ciudadanos sienten que sus líderes están siendo honestos con ellos y que ellos están siendo escuchados y están tomando decisiones con sus líderes, entonces los residentes están dispuestos a ello (A sacrificarse)", Funkhouser le dijo a *Hispanic News*.

El alcalde se reunió con 25 personas la semana pasada en una reunión de ayuntamiento realizada en el Centro Comunitario Tony Aguirre en el vecindario del Westside de la ciudad para hablar y escuchar las inquietudes de los residentes respecto a la ciudad y su presupuesto venidero.

Los concejales están contemplando la propuesta de un presupuesto para la

ciudad perteneciente al periodo 2009-2010 el cual gastará \$1,29 billones e incluirá un incremento en los impuestos a la propiedad y alza en las tarifas del agua y del alcantarillado. La propuesta también solicita una reducción en fondos para la seguridad pública, reciclaje de artículos dejados en las aceras, mantención de luminarias y algunos programas de parques y recreación. El memorando de Cauthen también recomienda un congelamiento en los salarios de los empleados de la ciudad, excluyendo a la policía y la eliminación de 300 a 400 vacantes y posiciones ya tomadas en la fuerza de trabajo que es respaldada por el Fondo General.

Funkhouser dijo que el haberse reunido con los residentes "me permitió contar con relatos y ejemplos específicos y para entender situaciones que van más allá que el simple hecho de leer reportes y solamente escuchar a miembros del personal. En realidad tengo que ver a las personas y ver los ejemplos y escuchar sus historias. ... Eso influencia bastante mi modo de pensar". La reunión del ayuntamiento del 19 de febrero fue la primera de este tipo realizada este año

por el alcalde en el Westside de la ciudad.

Alice Gómez, una residente que asistió a la reunión, dijo haber apreciado la oportunidad de platicar con el alcalde. Ella dijo que Funkhouser, en el pasado, ha tenido simpatía para con las inquietudes de los residentes, específicamente en lo que va a la nueva subestación eléctrica de Kansas City Power & Light en el Westside.

Gómez dijo estar molesta por los recortes presupuestarios, especialmente aquellos propuestos para el departamento de policía de la ciudad. "Estoy preocupada respecto a los servicios (Tales como la mantención de las calles) que apenas recibimos y que los van a recortar incluso aún más", dijo Gómez. "No creo que debería causarnos mucho dolor, ya que hemos sufrido dolor por muchos años debido a la falta de servicios".

Funkhouser dijo que el nuevo presupuesto definitivamente llevará a recortes en los servicios para los residentes. "Eso resuena con los residentes. Ellos entienden lo que eso significa y ellos saben que voy a poner primero los servicios que son importantes para ellos, no las cosas que son de importancia para la región como un todo, no las cosas que nos hacen lucir bien, sino las cosas que nos ofrecen un buen lugar para vivir".

# NCLR Optimistic on Foreclosure Plan Urges Further Action

**T**he National Council of La Raza (NCLR), the largest national Hispanic civil rights and advocacy organization in the United States, applauds the Foreclosure Relief plan outlined yesterday by the Obama administration but warns that the success of the plan hinges on careful oversight and effective implementation.

"The administration has proposed what is by far the boldest and most comprehensive foreclosure prevention and mitigation proposal we've seen," said NCLR President and CEO Janet Murguía. "If it works as we believe it can, it would finally represent a light at the end of the tunnel for millions of families living in fear of losing their homes."

The strongest elements of the plan include a formula for modifying at-risk mortgages based on proposals first advanced by Federal Deposit Insurance Corporation (FDIC) Chair Sheila Bair, a series of incentives designed to encourage servicers and lenders to participate in the program, and significant bolstering of Fannie Mae and Freddie Mac's

capacity to support a viable mortgage market.

Noting that as many as one-in-ten Latinos may be at risk of foreclosure, Murguía continued, "A big problem requires a big solution. If your neighbor's house is foreclosed on, it's likely that the value of every house on the block will fall further. Moreover, as long as the foreclosure crisis continues, it is unlikely that the credit markets will work properly. After years of piecemeal, largely ineffective responses, it appears that we finally have the package that has the potential to actually solve the problem."

Murguía cautioned that critically important details of the program have yet to be finalized and some areas may require strengthening. "Although the details are not yet available, NCLR firmly supports loan modification guidelines that recipients of federal funds must follow. Given the recent history of voluntary programs' ineffectiveness, we're concerned that if some lenders, servicers, or investors choose not to participate, a significant portion of worthy homeowners might

not be covered. We therefore call on all lenders and servicers to embrace this approach and launch aggressive campaigns to modify troubled mortgages."

Recent experience also shows that many at-risk borrowers, especially those with limited education or language barriers, do not have the necessary information or easy access to sources of culturally competent help. Thus, this program needs to be accompanied by significant support—in the President's budget and from the private sector—for housing counselors and other trusted sources of information.

America needs to preserve the opportunity for credit-worthy families to buy a home while ensuring that we never face this kind of crisis again. NCLR will work with the Obama administration, Congress, and the private sector on long-term strategies to improve the nation's economy, including legislation to prevent predatory lending, a strengthened regulatory system, strong fair-housing enforcement, and the restoration of a healthy mortgage market.

# NCLR es Optimista Sobre el Plan de Alivio Hipotecario Mientras que urge Mayor Acción

**E**l Consejo Nacional de la Raza (NCLR), la organización nacional más grande de apoyo y defensa de los derechos civiles de los hispanos en Estados Unidos, aplaude el Plan de Alivio Hipotecario presentado ayer por la Administración Obama, mientras que cautela que el triunfo del plan depende de su supervisión cuidadosa e implementación efectiva.

"La Administración ha propuesto algo que es claramente el plan de alivio hipotecario más audaz y completo que hemos visto hasta el momento", dijo la presidenta de NCLR, Janet Murguía. "Si funciona como creemos que puede, representa finalmente "la luz al final del túnel" para millones de familias que están viviendo en temor de perder sus hogares".

Los elementos positivos del plan incluyen una fórmula para modificar préstamos hipotecarios con problemas. Esta fórmula está basada en las propuestas presentadas por primera vez por la directora ejecutiva de la FDIC Sheila Bair, que incluyen una serie de incentivos diseñados para promover a que los prestamistas participen en el plan. También se incluye apoyo sustantivo para que Fannie Mae y Freddie Mac puedan aumentar su capacidad de préstamos en el mercado hipotecario.

Notando que tanto como uno de cada diez Latinos podrían estar a punto de perder su casa, Murguía continuó, "Un gran problema requiere una gran solución. Si tu vecino pierde su casa, es probable que el valor de cada casa en esa cuadra va a perder más valor. Y, mientras la crisis hipotecaria continúe, es muy difícil que los mercados de crédito puedan funcionar. Después de años de respuestas inefectivas y en cachos, parece que por fin tenemos un paquete que tiene el potencial de realmente resolver el problema."

Murguía cauciona, sin embargo, que algunos aspectos críticos del programa aun no han sido resueltos y que algunas aéreas necesitan más enfoque. "A pesar de que los detalles aun no están disponibles, NCLR apoya firmemente las guías de modificación de préstamos que deben seguir las entidades que reciben fondos federales. Sin embargo, dado el reciente historial inefectivo de los programas voluntarios, estamos preocupados que algunos prestamistas o inversionistas deciden no participar en el plan, y un segmento significativo de dueños de casa que merecen asistencia podrían terminar sin ayuda. Hacemos entonces un llamado a que todos los prestamistas acepten este plan y que lancen una campaña agresiva para modificar las

hipotecas que están al borde de ser embargadas".

Experiencia reciente también muestra que muchas familias que están al borde de perder su hipoteca, especialmente aquellos con educación limitada o barreras de idioma, no tienen la información necesaria o acceso fácil a fuentes de información o asistencia en su idioma. Por esa razón, este programa debe ser acompañado por fuerte apoyo, dentro del presupuesto del presidente y del sector privado, para consejeros de vivienda y otras fuentes de información confiables.

Debemos asegurarnos de nunca enfrentar este tipo de crisis en el futuro, al mismo tiempo que preservamos la habilidad de que familias con buen crédito tengan la oportunidad de comprar casa. NCLR seguirá trabajando con la Administración, el Congreso y el sector privado en soluciones a largo plazo, incluyendo legislación para prevenir préstamos predatorios, un sistema regulatorio más fuerte, la práctica de vivienda justa para todos y la restauración de un mercado hipotecario saludable.

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# Time may be running out

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TV viewers have been placed on a massive waiting list since early January because the coupon money has been depleted.

Television sets that receive their signals through an antenna will need a converter box to continue receiving a picture after June 12. Converter boxes sell between \$50 and \$70 each. Each household can request two \$40 coupons from the federal government to purchase the converter boxes. The coupons expire 90 days after the government mails them. Television sets that were manufactured after 1998 have digital tuners. With a converter box, they will be able to receive the all-digital signals and translate it into a picture.

Anyone who requested coupons after Jan. 4 were been on the waiting list. More than 3.7 million coupons currently are on hold. Lori Hansen, public affairs manager for Time Warner Cable, said the government is also waiting for the current coupons to expire so money can be returned to the coupon program's pool of money.

She said television viewers should wait no longer to decide how they will receive images on the television, either subscribing to cable or satellite or purchase a converter box.

Waiting also can be difficult for those who plan to buy a converter box. Hansen

said some major retailers have run out of the boxes and are waiting for more shipments. "If you wait until the last minute and you decide to get a converter box, you can very well be driving around town, trying to find one," she said. "Or you can be waiting in a long line of people who want to sign up for cable."

Also, she said some misinformation is surfacing from retail clerks who do not know answers to technical questions, especially regarding whether a digital antenna or a new television set is needed.

Brian Guthrie, a technical trainer for Time Warner Cable, said the transition can be somewhat confusing for someone not technology-savvy. "To somebody who is not use to the product or has not been around it, that is where the complication comes in."

Guthrie said the transition is occurring at a time when technology is changing quickly for home entertainment. He said it is important for consumers to get their information from the most reliable sources.

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. 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 digital TV transition.

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. If you use an antenna to get your programming and you don't have a newer digital television set, then you need to take some measures so your television set will work next month.

Homeowners need to check each television set to see whether it is digital ready, which means does it have a digital tuner. The manual that came with the television will tell the consumer whether it has a digital tuner.

Viewers who are connected to a local cable network or a satellite dish do not need to take any steps regarding their television service. Their service will not be interrupted by the digital transition.

However, many viewers will learn they will need a new antenna, either set on top of the television or on a rooftop, for the converter box to work. The Federal Communication Commission estimates that about 5 percent of the over-the-air households who use converter boxes will need a new antenna.

Consumers can apply for a rebate coupon through the federal government online at [www.dtv2009.gov](http://www.dtv2009.gov) or by calling toll free at 1-888-388-2009. The government's Web site also has answers to frequently asked questions about the conversion. Instructions are in English and Spanish. Also, visit either [www.timewarnercable.com](http://www.timewarnercable.com) or [www.consumerreports.org/dtv](http://www.consumerreports.org/dtv) for more information.



Time Warner Cable reps Lori Hansen and Brian Guthrie told Hispanic News that people need to start looking into what services they will need for watching television. If you haven't mail in for a coupon the time is now - if you have a coupon but have not used it make sure it has not expired.

Los representantes de Time Warner Cable, Lori Hansen y Brian Guthrie, le dijeron a Hispanic News que la gente tiene que comenzar a buscar cuáles servicios necesitaran para ver televisión. Si usted no ha solicitado un cupón, el momento es ahora - si usted tiene un cupón y aún no lo ha utilizado, asegúrese de que éste no haya vencido.

Los consumidores pueden solicitar un cupón de rebaja por intermedio del gobierno federal dirigiéndose a la Internet en [www.dtv2009.gov](http://www.dtv2009.gov) o llamando completamente gratis al 1-888-388-2009. El portal Internet del gobierno también ofrece respuestas a preguntas frecuentes relacionadas a la transición. Las instrucciones se encuentran en inglés y español. También puede visitar ya sea, [www.timewarnercable.com](http://www.timewarnercable.com) o [www.consumerreports.org/dtv](http://www.consumerreports.org/dtv) para más información.

[www.kchispanicnews.com](http://www.kchispanicnews.com)

# El tiempo podría estar acabándose

CONT./PÁGINA 1

para retrasar el cambio desde el 18 de febrero hasta el 12 de junio. El gobierno federal también quiere reservar más dinero - una propuesta cifra de \$650 millones - para el cupón que está ayudando a los residentes de la nación a cubrir los costos de una caja transformadora. Ya en estos momentos, el gobierno ha gastado \$1,34 billones en el programa de cupones, pero millones de televidentes han sido puestos en una masiva lista de espera desde comienzos de enero debido a que el dinero para el cupón se había agotado.

Los televisores que reciben su señal a través de una antena, necesitarán una caja transformadora para continuar recibiendo una imagen después del 12 de junio. Las cajas transformadoras tienen un precio de venta de \$50 y \$70 cada una. Cada hogar puede pedir dos cupones de \$40 de parte del gobierno federal para comprar las cajas transformadoras. Los cupones vencen 90 días después de que el gobierno los envíe por correo. Los televisores que fueron manufacturados después de 1998 tienen sintonizadores digitales. Con una caja transformadora, ellos podrán recibir la señal completamente digital y traducirla a imagen.

Cualquier persona que solicitó cupones después del 4 de enero ha estado en una lista de espera. Actualmente más de 3.7 millones de cupones están detenidos. Lori Hansen, administradora de asuntos públicos de Time Warner Cable, dijo que el gobierno está también esperando que los actuales cupones caduquen para que así el dinero pueda ser retornado al pozo de dinero del programa de cupones.

Ella dijo que los televidentes no deberían esperar más para decidir cómo recibir las imágenes en el televisor, ya sea suscribiéndose al cable o al satélite o comprando una caja transformadora.

La espera puede también ser dificultosa para aquellos que planean comprar una caja transformadora. Hansen dijo que a algunas de las tiendas más importantes se les han agotado las cajas y están esperando que le envíen más de éstas. "Si usted espera por el último minuto y se decide a obtener una caja transformadora, usted bien podría encontrarse conduciendo por la ciudad tratando de conseguir una", dijo ella. "O usted podría encontrarse esperando en una larga fila de personas que quieren inscribirse para recibir cable".

También, ella dijo que algo de desinformación está emanando de parte de los empleados de las tiendas que no saben dar respuestas relacionadas a preguntas técnicas, especialmente en lo referente a si se necesita una antena digital o un nuevo televisor.

Brian Guthrie, entrenador técnico para Time Warner Cable, dijo que la transición puede de alguna manera confundir a algunas personas que no saben sobre tecnología. "Para alguien que no está acostumbrado al producto o no ha estado cercano a éste, es allí donde aparecen las complicaciones".

Guthrie dice que la transición está ocurriendo en un momento en que la tecnología está cambiando rápidamente en lo que respecta al entretenimiento casero. Él dice que es importante que los consumidores obtengan su información de parte de las fuentes más confiables.

Según Time Warner Cable, un tercio de los 21 millones de hogares que reciben

señales por antena son usuarios de habla hispana que dependen exclusivamente de la recepción vía antena para todos sus programas televisivos. Una encuesta realizada por Nielsen encontró que a pesar que los hogares hispanos conforman un 11,3% del total de los hogares estadounidenses, ellos componen el 19,9% de los hogares que no se encuentran completamente listos para la transición a la TV digital.

Televisores que no tienen un sintonizador digital no podrán traducir la información a imagen y ésta desaparecerá si es que usted recibe su señal mediante una antena. Sin embargo, eso no significa que usted tiene que ir y comprar un televisor nuevo. Si usted utiliza una antena para recibir su programación y no tiene un televisor digital nuevo, entonces usted tiene que tomar algunas medidas para que su televisor aún le funcione el mes próximo.

Los dueños o dueñas de casa tienen que revisar cada televisor para ver que éste sea digital. Lo que significa que tiene que tener un sintonizador digital. El manual que viene con el televisor le dirá al consumidor si éste tiene un sintonizador digital.

Los televidentes que están conectados a la red local de cable o al disco de satélite, no necesitan tomar medidas relacionadas a su servicio televisivo. Sus servicios no se verán

interrumpidos por la transición digital.

Sin embargo, muchos televidentes se enterarán de que necesitarán una nueva antena, ya sea sobre el televisor o en el techo para que la caja transformadora funcione. La Comisión Federal de Comunicaciones calcula que cerca de un 5% de los hogares que dependen de las transmisiones aéreas y que utilizan cajas transformadoras, necesitarán de una nueva antena.



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# Cleaver Excited by Green Possibilities

CONT./PAGE 1

able to work one on one with the businesses that have signed up to take a look at their business and we can analyze how and what opportunities are there to go green," said Carlos Gomez, GKCHCC executive director during a news conference in early February.

The education seminars will help businesses implement a recycling program in their offices, thus reducing the amount of waste. "It is not time to sound the alarm but we are rapidly running out of land fill capacity in this metro. Most of the trash in this bi-state region goes to one of two landfills, the larger one in Shawnee and it takes about 70 percent of the metro waste. It could be easily closed in 2025 as our studies show that we are running out of capacity," said Greg Graves, president of Burns and McDonnell.

Rita Cortez, of Cortez Contracting, shares building space with GKCHCC and their vision of going green in the office. "We had talked about trying to find a way to kick off a green initiative for our company. We were able to work with our trash company and janitorial company and

we have instituted a recycling program at our building," she said.

Cortez sent an email to all the employees in the building at 16th and Baltimore, explaining the recycling program they were launching and asked if they would be interested in receiving recycling bins for their areas as well. The number of responses that she received overwhelmed her. "We received such an enthusiastic response from people in the building that wanted to do this. They are really taking ownership of it."

Congressman Emanuel Cleaver was excited that GKCHCC has taken the first steps towards a green initiative. "For those communities, like Kansas City's Latino community, who are forward looking and are not afraid to innovate, exciting times lie ahead."

Cleaver reiterated that landfill waste is a critical issue that must be addressed by all segments of society. "I feel much better now than I did a year ago about the involvement of the minority community," he said, "particularly to have the Hispanic community take advantage of what is going to

be available with regards to this new revolution. I have said to the minority business leaders in our community that we were excluded from the industrial revolution because of skin color, ethnicity and many other stupid things, however, we will not and cannot be excluded from the green revolution."

Gomez understands that going green will not be an easy concept at first for people. Businesses are used to throwing papers and plastic into the trash, they are used to cleaning chemicals that have not been environmentally friendly, but through education programs about recycling materials, he hopes to change the mindset of local business owners and show them how easy they can reduce the waste that comes out of the business.

Business items that can be recycled include newspapers, office paper, chipboard, telephone books, envelopes, file folders, magazines, aluminum cans and plastics containers numbered one through seven can be put into recycle bins instead of trash cans.

"Paper is the number one use of landfill space. There is nothing wrong with using

paper. There is recycled paper, so you can reuse paper. We are going to need paper. We are not saying eliminate paper, we are trying to get people in the mind set not to waste paper. Try not to produce waste that would fill our landfills," he said.

Phil Humphrey, owner of Eco-Clean, put his focus on selling his clients into letting his company use cleaning products that were environment friendly. It was easy for him to operate his company as a green initiative, since his home lifestyle was green. "We used green products when we decided after several years of battling in the business, if we were going to go full time we were going to go green."

He also offers his clients a recycling program. "Many of them don't want to contribute to the problems of the land fill. As a small business, we can do it cheaper than a larger company can. We are there at the company several times a week to remove the paper products and other recyclables instead of having a dedicated company coming once a week making a special trip to be there," explained Humphrey.

As the Going Green Initiative begins to take hold



Proponents of green initiatives point out that when it comes to landfill space, paper is the number one disposable. A series of workshops coordinated by the Hispanic Chamber of Commerce will educate businesses on strategies to make their workplaces environmentally responsive. Los proponentes de las iniciativas verdes indican que cuando se trata de espacio para basurales, el papel es el artículo desechable número uno. Una serie de talleres de trabajo coordinados por la Cámara Hispana de Comercio educará a los negocios respecto a estrategias para hacer que sus lugares de trabajo sean responsables del medio ambiente.

in the United States, business opportunities will begin to open for entrepreneurs. GKCHCC is excited about those opportunities. "We will see business opportunities in the green initiative. We have members who sell chemicals that are ... green friendly. We have a member who tests for lead levels in housing. Another member sells park benches and playground equipment that is environmentally friendly. If you get into the green business, there are opportunities for small business to either start or grow," said Gomez.

"There will be dramatic

changes in the US economy coming out of this recession and it will be in the area of greener," said Cleaver. "\$40 billion dollars has been approved in our recovery process for energy efficient that includes research and development and other projects that would be created for an opportunity such as in public housing. Public housing will be rehabbed and winterized, there will be training opportunities for individuals to go into this area and to have the Hispanic Chamber out front, it brings joy to me to see this community come out and get ready."

# Cleaver Entusiasmado por las Posibilidades Verdes

CONT./PÁGINA 1

implementar un programa de reciclaje en sus oficinas y de esa manera reducir la cantidad de basura. "No es momento de hacer sonar la alarma, pero se nos está acabando rápidamente la capacidad para basureros en esta área metropolitana. La mayoría de la basura en esta región bi-estatal va a uno de dos basureros, el más grande en Shawnee y recibe cerca de un 70% de la basura del área metropolitana. Éste puede fácilmente cerrarse en el 2023 como nuestros estudios demuestran que se le está acabando su capacidad", dijo Greg Graves, presidente de Burns y McDonnell.

Rita Cortez, de Cortez Contracting, comparte el edificio con GKCHCC y con su visión de tornarse verde. "Hemos platicado sobre tratar de encontrar una manera de iniciar una iniciativa verde para nuestra compañía. Pudimos trabajar con nuestra compañía recolectora de basura y con nuestra compañía de aseo y hemos instituido un programa de reciclaje en nuestro edificio", dijo ella.

Cortez le envió un e-mail a todos los empleados en el edificio ubicado en las calles 16 y Baltimore, explicando el programa de reciclaje que ellos estaban lanzando y preguntando también si ellos estarían interesados en recibir nuevos contenedores de reciclaje para sus áreas. La cantidad de respuestas que ella recibió la abrumaron. "Recibimos una entusiasta respuesta de la gente en el edificio que quería hacer esto. Ellos en realidad se están adueñando de ello".

El Congresista Emmanuel Cleaver, se mostró entusiasmado de que GKCHCC haya dado los primeros pasos hacia una iniciativa verde. "Para aquellas comunidades, tales como la comunidad latina de Kansas City, que son visionarios y no temen innovar, se vislumbra tiempos emocionantes".

Cleaver reiteró que los desperdicios que van a los basureros son un problema crítico que debe ser abordado por todos los segmentos de la sociedad. "Me siento mucho mejor ahora de lo que me sentía hace un año respecto a la participación de las comunidades de las minorías", dijo él, "particularmente hacer que la comunidad hispana le saque provecho a lo que se hará disponible en lo referente a esta

nueva revolución. Le he dicho a los líderes de negocios de las minorías en nuestra comunidad que nosotros estábamos excluidos de esta revolución industrial a causa del color de la piel, de la procedencia étnica y de muchas otras cosas estúpidas, sin embargo, nosotros no lo haremos ni podemos ser excluidos de esta revolución verde".

Gómez entiende que tornarse verde, en un principio no será un concepto fácil para la gente. Los negocios están acostumbrados a tirar papeles y plásticos a la basura, ellos están acostumbrados a limpiar con químicos que no han sido benignos para el medio ambiente, pero mediante los programas educativos sobre materiales reciclables, él espera cambiar la manera de pensar de los dueños de negocios locales y demostrarles cuán fácil será para ellos reducir los desperdicios que salen de los negocios.

Entre los artículos de negocios que pueden ser reciclados se incluyen periódicos, papel de oficina, paneles de partículas, directorios telefónicos, sobres, archivadores, revistas, latas de aluminio y contenedores plásticos numerados del uno al siete los que pueden ser puestos en contenedores para reciclaje en vez de hacerlo en los contenedores de la basura.

"El papel es número uno en utilizar espacio en los basureros. No hay nada malo con usar papel. Existe papel reciclado, por lo que usted puede reutilizar el papel. Nosotros vamos a necesitar papel. No estamos diciendo que se elimine el papel, estamos tratando de que la gente adopte la mentalidad de no desperdiciar el papel. Traten de no producir desperdicios que llenarán nuestros basureros", dijo él.

Phil Humphrey, propietario de Eco-Clean, pone su enfoque en convencer a sus clientes de que le permitan a su compañía utilizar productos de limpieza que son benignos para el medio ambiente. Fue fácil para él operar su compañía como una iniciativa verde, puesto que su estilo de vida en el hogar era verde. "Nosotros usábamos productos verdes cuando nos decidimos después de varios años de batallar en el negocio, que si es que íbamos a ir de tiempo completo, íbamos a ir tornándonos verdes".

Él también le ofrece a sus clientes programas de reciclaje. "Muchos de ellos no quieren

contribuir a los problemas de los basureros. Como negocios pequeños, lo podemos hacer más barato que lo que una compañía más grande lo puede hacer. Nosotros vamos a la compañía varias veces a la semana a remover los productos de papel y otros artículos reciclables en lugar de hacer que una compañía dedicada venga una vez a la semana haciendo un viaje especial para llegar acá", explicó Humphrey.

En la medida en que la Iniciativa Tornarse Verde comienza a establecerse en Estados Unidos, las oportunidades de negocios se comenzarán a abrir para los emprendedores. GKCHCC está entusiasmada respecto a esas oportunidades. "Veremos oportunidades de negocios en la iniciativa verde. Tenemos miembros que venden químicos que son... verdes y benignos para el medio ambiente. Tenemos a varios que hacen pruebas para detectar niveles de plomo en las casas. Otros venden asientos o escaños para los parques y equipos de juegos que son benignos para el medio ambiente. Si usted entra al negocio verde, hay allí oportunidades para que pequeños negocios comiencen o crezcan", dijo Gómez.

"Habrá cambios dramáticos en la economía de Estados Unidos. al salir de esta recesión y serán en el área verde", dijo Cleaver. "\$40 billones de dólares han sido aprobados en nuestro proceso de recuperación para que sean utilizados en la eficiencia energética lo que incluye investigación y desarrollo y otros proyectos que serán creados para una oportunidad tal como lo es la vivienda pública. La vivienda pública será rehabilitada y preparada contra los elementos, allí habrá oportunidades de entrenamiento para personas para que vayan a esta área y el contar con la Cámara Hispana al frente, me trae alegría de ver a esta comunidad hacerse presente y prepararse".



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# New COMBAT Team to Tackle Strategic Plan

CONT./PAGE 1

They also have something else in common. Together, they mirror the demographics of the Kansas City area.

Selected to lead COMBAT are Stacey Daniels-Young as its executive director, Vincent M. Ortega as its assistant director and David Fleming as the program's planning and development administrator. The employees were announced in mid-February.



Stacey Daniels-Young, COMBAT Chief Executive Officer

"These are people with a lot of experience," Sanders told *Hispanic News*. They each have deep roots in the community and "impeccable experience to usher COMBAT into the 21st century" to make it more efficient and more effective.

Community Backed Anti-Drug Sales Tax, or COMBAT, is a Jackson County voter-supported self-imposed ¼-cent sales tax generating approximately \$20 million annually to fund drug interdiction, prevention and treatment programs.

Daniels-Young, who has served as chief executive officer of the Black Health Care Coalition of Kansas City since 2005, said she never thought about how the new administrators culturally reflected Kansas City, "but I hope it is seen as a plus in the community."

Daniels-Young also has spent 14 years with the Ewing Marion Kauffman Foundation, serving in several positions, including director of development. She also served on the Kansas City Board of Police Commissioners between 1995 and 2003, including two terms as its director. She has a doctorate in community psychology from the University of Missouri-Kansas City, and she established the foundation's research and evaluation department.

Daniels-Young said one of her early agenda items is to step into the COMBAT Commission's process of creating a strategic plan. "It's important that everyone is going in the same direction," she said. Also among her goals: "Learning from other communities' drug-abuse preventive efforts, and seeing what we can do to supplement COMBAT to make it the best in the nation."



Vincent M. Ortega, COMBAT Assistant Director

Ortega, a former Kansas City deputy chief of police, said he is eager to use his three decades of law enforcement experience to strengthen the work of COMBAT.

"I realize that there is just more than just putting people in jail," Ortega said. "I realize that there is a gap out there that needs to be filled to ensure that these people (former drug users) are successful in life

because that helps everyone."

Since 2007, Ortega has worked as a National Security Specialist for GE Homeland Protection Inc., a division of General Electric. He earned a master's of public affairs degree from Park University. His career with the Kansas City Police Department included a position as supervisor of the drug enforcement unit.



David Fleming, COMBAT Planning and Development Administrator

"It's an added plus," Ortega said about the diversity in the COMBAT leadership. "It's a responsibility. You have to do things because you are a role model. I knew that when I was a police officer. You have to live above reproach."

Fleming said, "COMBAT has long been the forerunner in innovation in serving the community's needs. To be a part of this exciting team is great."

He said he hopes to use his connections with state, federal and local officials to leverage COMBAT's resources and efforts.

Fleming oversaw substance abuse programs in northwest Missouri as a State Department of Mental Health district administrator based in Kansas City from 2003 to 2008. His career with the Health Department dates to 1996 and includes oversight of the Missouri Substance Abuse Traffic Office Program (SATOP). Fleming received a master's degree in public administration from the University of Missouri-Columbia.

## Nuevo Equipo de COMBAT Abordará Plan Estratégico

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Condado de Jackson, Mike Sanders.

Ellos también tienen algo más en común. Juntos, ellos reflejan la composición demográfica del área de Kansas City.

Seleccionados para dirigir COMBAT aparecen Stacey Daniels-Young como su directora ejecutiva, Vincent M. Ortega como su asistente director y David Fleming como administrador de planificación y desarrollo del programa. La contratación de los empleados fue anunciada a mediados de febrero.

"Estas son personas con mucha experiencia", Sanders le dijo a *Hispanic News*. Cada uno de ellos tiene profundas raíces en la comunidad y una experiencia impecable para dirigir a COMBAT hacia el Siglo XXI para hacerlo más eficiente y más efectivo.

El Impuesto de Venta Antidroga respaldado por la Comunidad o también llamado COMBAT, es un impuesto a la venta de ¼ de centavo que ha sido puesto en efecto y respaldado por los propios votantes del Condado de Jackson. Anualmente, el impuesto genera aproximadamente \$20 millones para financiar la prohibición, la prevención y los programas de tratamientos para las drogas.

Daniels-Young, quien se ha desempeñado como oficial ejecutiva en jefe de la Coalición Para la Salud de Afro-Estadounidenses en Kansas City desde el 2005, dijo que nunca pensó sobre cómo los nuevos administradores reflejaban culturalmente en Kansas City, "pero espero que sea visto como una adición a la comunidad".

Daniels-Young también estuvo por 14 años con la

Fundación Ewing Marion Kauffman, desempeñándose en varias posiciones, incluyendo la de directora de desarrollo. Ella también sirvió en la Junta de Comisionados de la Policía en Kansas City entre 1995 y el 2003, incluyendo dos periodos como su directora. Ella posee un doctorado en psicología comunal otorgado por la Universidad de Missouri-Kansas City y ella estableció el departamento de investigación y evaluación de la fundación.

Daniels-Young dijo que uno de los primeros puntos en su agenda será el de dar un paso hacia el proceso de crear un plan estratégico para la Comisión de COMBAT. "Es importante que cada uno vaya en la misma dirección", dijo ella. También entre sus objetivos: "Aprender de los esfuerzos preventivos para el abuso de las drogas en otras comunidades y ver qué podemos hacer para suplementar a COMBAT y hacerlo el mejor en la nación".

Ortega, un ex jefe de policía en Kansas City, dijo estar ansioso de utilizar sus tres décadas de experiencia en el resguardo de la ley para fortalecer el trabajo de COMBAT.

"Me he dado cuenta de que se trata más que simplemente encarcelar a las personas", dijo Ortega. "Me he dado cuenta de que allí existe una brecha que necesita ser cerrada para asegurarse de que esas personas (Ex drogadictos) tengan éxito en sus vidas, puesto que eso ayuda a todas las personas".

Desde el 2007, Ortega ha trabajado como Especialista para la Seguridad Nacional en GE Homeland Protection Inc., una división de General Electric. Él obtuvo un título de maestría en asuntos públicos de parte de la Universidad Park. Su

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carrera con el Departamento de Policía de Kansas City incluye una posición como supervisor de la unidad de reforzamiento de las drogas.

"Es un agregado extra", dice Ortega al referirse sobre la diversidad en el liderazgo de COMBAT. "Es una responsabilidad. Uno tiene que hacer cosas, puesto que uno es un ejemplo a seguir. Me di cuenta de eso cuando era agente de la policía. Uno tiene que vivir por encima de la barrera de los reproches".

Fleming dijo, "COMBAT ha sido por mucho tiempo el precursor de la innovación en atender las necesidades de la comunidad. El ser parte de este excitante equipo es algo grande".

Él dijo que espera utilizar sus conexiones con agentes estatales, federales y locales para influenciar los recursos y esfuerzos de COMBAT.

Fleming ha fiscalizado programas de abuso de sustancias en northwest Missouri en su calidad de administrador de distrito para el Departamento de Salud Mental del Estado basado en Kansas City desde el 2003 al 2008. Su carrera con el Departamento de Salud se remonta a 1996 e incluye la fiscalización del Programa de la Oficina de Tráfico de Abuso de Sustancias de Missouri (SATOP, por sus siglas en inglés). Fleming recibió un título de maestría en administración pública de parte de la Universidad de Missouri-Columbia.

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The Bill Murray classic movie Groundhog Day applies to Royals spring training. It's another year full of hope and promise in Surprise, Arizona as Kansas City watches its team try to pry themselves out of the cellar. It seems the club may be locked into that situation for yet another year as they made some positive moves but continue to put the burden of success squarely on the promise of their home grown talent.

The Glass family hopes Alex Gordon, Billy Butler, and Zach Greinke will make the Royals this year's version of the Tampa Bay Rays. What they don't seem to realize is that while Greinke made tangible strides towards stardom last year, Gordon and Butler did not show enough improvement in September to make anyone believe they will turn the corner in 2009.

Trading for Coco Crisp and Mike Jacobs gives the Royals a better lineup than they've had in the last five years. A legitimate outfield of David DeJesus in Left Field, Crisp in Center and Jose (Cerrano) Guillen means an above average defensive alignment with some offensive punch.

The club projects Jacobs to play first base, but the former Florida first baseman may find that on many nights he is in the DH spot. He is a below average defensive player and currently there is no one player projected to join him on the right side of the infield. Alberto Callaspo seemed the leader this year but has fallen out of favor with the club. For those looking for reasons look no further than Callaspo not having his paperwork in order to get to spring training on time. He arrived after everyone else much to the consternation of the coaching staff.

That leaves utility player Willie Bloomquist in position

to be the opening day starter if a bold experiment doesn't succeed. That experiment entails moving Mark Teahan from the outfield to second base. Teahan played middle infield growing up, but hasn't played there professionally. The team hopes his good feet and adaptability will allow him to pick up the position and be an everyday home for him.

The other side of the infield is set with Mike Aviles returning from his top five AL rookie season at short and Gordon cemented at third.

Behind the plate will be Miguel Olivo's job to lose to John Buck. The former starter is the official backup and his defensive skills could be used as trade bait later in the season.

In our next issue, we'll look at the pitching staff and give an update on the goings on of spring training.

**Wizards train in world class Atlas facilities**

American sports teams often enter into marketing "agreements" with other clubs in the same sport or other sports. The results usually fizzle out quickly. Do you remember the big New York Yankees-Manchester United deal? Not many Red Devils shirts are floating around the Big Apple. You'd be hard pressed in turn to find a Yankees hat at Old Trafford during an EPL match.

The Colorado Rapids had a deal with Arsenal. Not sure anyone in Denver is expecting Cesc Fabregas will be showing up to get some training in during the summer in Commerce City

to stay fit for the fall.

The Wizards appear to be the exception. As usual, the first class organization gets it right when it comes to an agreement with a club. The Wizards didn't choose the biggest name, but an organization that they could benefit as well as benefit from.

Last summer, FC Atlas from Mexico's Primera Division came to town to train in the humid Kansas City air at the Wizards facilities. Atlas got some good work in during a friendly with the Wizards and gained some fitness in their goal towards preparing for their fall

campaign.

Now the Wizards have left behind the tumultuous weather of Kansas City in favor of the hotter climes of Guadalajara. On February 19 the Wizards left town and will train at Atlas' facilities until March 4. All players except last year's top overall pick Chance Myers (out 10-12 weeks with a broken toe) are taking advantage of the facilities where players like Rafael Marquez, Jared Borgetti, and Oswaldo Sanchez learned their trade in Atlas' famed academy.

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

BRAD SUGARS

The 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.

This is a critical time for every small and mid-sized business. 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' "holistic" view of the game of business, to success with winning business plans.

This idea of a "winning business plan" is based on strategies and tools business coaches have used that have helped 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 too busy running their businesses to go back to school or get an advanced degree. Good business coaching programs are geared to be very pragmatic and hands-on, versus consultant programs, which 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, thereby 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 coachable – or at least willing to be coached? This means acknowledging you don't know everything, and you are willing to implement new and sometimes uncomfortable ideas for your company. You also have to be willing to accept 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 is focused 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 should be viewed in terms of the systems and methodology behind the program. As 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.

5. Do you have a list of questions for your prospective business coach and are you prepared for the answers? Generally, you should feel there is a good personality match with your coach. My rule of thumb is that if you could go out to dinner with your business coach, it's probably a good fit. Start creating a list of questions for your prospective business coach now including:

- How will you work with my company and my team?
- What is your background? How does your background apply to my business?
- Do you have or work from a proven system of business development?
- What kind of support do you have from your coaching company? How big is your network?
- What is your company's track record of business experience and proven results?

After your initial meeting, you can also ask yourself some questions that can help guide your decision, including:

- Has the coach clearly outlined the differences between coaching and consulting?
- Does the coach ask good questions?
- Will the coach hold me accountable?
- Was the coach honest about how we would work together?
- Does the coach put you and your company first, or is the coach only interested in selling coaching products and/or services?

By viewing business coaching as a viable and effective alternative to business consulting, you may realize it is the best thing you can do for your company. It could be one of the best investments for your business, employees – and yourself – you've ever made.

*Brad Sugars is the founder and CEO of ActionCOACH. Read Brad's coaching blog at ActionCoach.com.*

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**JOCO Library Seeks input from focus groups**

In an effort to better serve its customers, the Johnson County Library will be conducting several focus groups and is inviting community input. The information gathered at these informal sessions will be utilized to improve library facilities and make library spaces more welcoming and comfortable. Specifically, attendees will be asked why they come to the library; what they would like to see in the library; and how they envision the library of the future.

**Dates for the focus groups are:**

- Wednesday, March 4,** 1:30 to 2:30 p.m.  
• Country Club Bank, 21911 W 66th St, Shawnee, KS, 66226
- Thursday, March 5,** 7:00 to 8:00 p.m.  
• Antioch Neighborhood Library, 8700 Shawnee Mission Parkway, Merriam, KS 66202
- Friday, March 6,** 7:30 to 9:00 a.m.  
• Gardner Neighborhood Library, 137 E. Nelson, Gardner, KS 66030 (Light breakfast will be served.)

**Friday March 6,** 12:00 to 1:30 p.m.  
• Central Resource Library, 9875 W. 87th St., Overland Park, KS 66212 (Light lunch will be served.)  
Focus group sessions will be limited to 12 participants and last about an hour. Those interested in participating and sharing information and opinions should call (913) 495-2497 and leave contact information.

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### MBE/WBE INVITATION TO BID

Walton Construction Company, LLC, as Construction Manager for the West Edge project, is seeking bid proposals of qualified MBE/WBE contractors/suppliers for the following:  
**Bid Package 07 – Landscaping and Irrigation on March 10, 2009**  
**Bid Package 08 – Unit Pavers on March 10, 2009**  
**Bid Package 09 – Wheelchair Lift on March 10, 2009**  
**Pre-Bid Meetings** for all Bid Packages will be held on **March 3, 2009** at the **Walton Construction KC Office (3242 Roanoke)**. A CD with Documents is available for pick up or you may also view a hard copy of the Documents at the **Walton Construction Plan Room (3232 Roanoke)**. If you have any questions regarding the project, please contact **Chad Brungardt or Molly Chasteen at 816-753-2121**.

### Emergency Service Technology Program Manager

The Mid-America Regional Council (MARC) is seeking a qualified individual to oversee all aspects of IT projects. The ideal candidate will have a BS or MS in a relative field and 5 years experience in a related field. For more information and instructions on how to apply visit [www.marc.org/jobs](http://www.marc.org/jobs). EOE

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### Notice to SUBCONTRACTORS & VENDORS

The Schlitterbahn Vacation Village project team in Kansas City, Kansas, is requesting that area subcontractors and suppliers attend the Community Outreach Event for the remaining bid packages for the summer 2009 waterpark opening.

**Thursday, March 12, 2009**  
**1:30 p.m. to 3:00 p.m.**

**Schlitterbahn Vacation Village Site Office**  
**1709 N. 98th Street, Kansas City, Kansas 66111**

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Interested parties should register on-line for the event at the Schlitterbahn website by visiting [schlitterbahn.com/kc/construction](http://schlitterbahn.com/kc/construction). Click on Registration and complete the online form to place your firm in the Schlitterbahn database. It is required that all attendees complete the downloadable Subcontractor & Vendor Registration Form and submitted it in person at the event or mail it in advance to the address above. Questions? Call Bernice Perez at 913.334.5200.

### Inspector

The Housing Authority of the City of Kansas City, Kansas is seeking an inspector to perform initial, annual and complaint inspections on all subsidized units within the Section 8 HAP Program. Must have a high school diploma and a minimum of three years experience working with the general public. Housing Quality Standards training preferred. We are looking for a self-starter who is organized and detail oriented with good verbal and written communication skills. A valid driver's license is required. Interested applicants should complete an employment application that is available on our website or apply in person at: 1124 N. 9th St., KCKS, 7:00 a.m.-5:30 p.m., M-F. The deadline to apply is March 11, 2009. Beginning salary is \$13.20 with a salary range of \$13.20—\$20.09 hrly. Contact Jackie Randle (913) 279-3431. We offer KPERS, 457(b) deferred comp, health, dental and vision. Advancement opportunities available. Police, background checks and drug tests required. Wyandotte County residency required within one year. For more specific information, visit our website at [www.kckha.org](http://www.kckha.org). EOE M/F/H

### Urban League Job Fair

March 25, 2009  
 Hyatt Hotel - 8 a.m.  
 For degreed professionals, recent college grads, and skilled people with HS diplomas or GEDs. Must be 21. Business dress required. For info or to pre-register, go to [www.ulkc.org](http://www.ulkc.org) or call 816-471-0550.

**Now hiring part-time** child testers to be trained to administer various language tests in Spanish with preschool children. For full application details, visit the website at [www.igdi.ku.edu](http://www.igdi.ku.edu) under News & Information below the picture.

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# "I always look to draw"

CONT./PAGE I

the story. Years later, the very act of drawing is an act as indispensable for his art as breathing is for his life.

Santiago was in town last week for a special show and reception for "Me Rento Para Soñar (I Rent Myself to Dream)" at the Mexican Consulate at 16th and Baltimore on the northern edge of the Crossroads arts district. Mexican Consul Jakob Prado called Santiago one of the most distinguished contemporary artists in Mexico today.

The exhibition has received critical and popular acclaim including here in Kansas City where it will be on display until March 22 before going on to Chicago. The show marked the initiation of the Consulate's cultural program for 2009. "The idea behind bringing this show here is to promote a better understanding between this region of the United States and Mexico and to promote a realistic image of the present Mexican reality. ... This is a grain of sand that we hope contributes to the rich and diverse cultural life of Kansas City," said Prado.

Santiago echoed Prado's words when he explained that the show was part of an ongoing effort by the Mexican government to let "people know that there is a variety of contemporary art in Mexico that extends beyond the work of [Diego] Rivera, [Clemente] Orozco or [David] Siqueiros - the other part of Mexico."

The exhibition of 57 paintings and ceramic sculptures constitute a fraction of a larger body of work totaling over 200 pieces. The idea for the show arose when he was asked to exhibit in Puebla, Mexico. At first, he worked on the idea that he would make a piece a day with the intent of showing about 30 pieces. The exhibitors soon asked him if he would have enough for a second show, and then a third and then again another.

"I put this show together over a year and a half," confessed Santiago. "This was an intense process. There came a point after I finished when I was not sure of what to do. I would go home and I would feel like a caged lion. I could not read or see movies ... it was an intense tiredness. There were times I would leave and take a taxi and fall asleep in it for about a half hour."

Santiago's work is a lively mix of prints, paintings, found material, mixed media and ceramic sculpture. In talking about his work, Santiago said that he was not a dramatic artist creating out of a dramatic impulse fueled by altered states, whether or emotional or drug induced. "I am not a dramatic painter that needs to get drunk in order to paint." He is also not a didactic artist.

In his images, Santiago noted the absence of the mouth in the figures. Santiago is skeptical of pronouncements. "The figures are very much like me, they act, they do things, and they are. ... What counts are attitudes, what one does, that is what I try to do."

Santiago was born in Oaxaca, Mexico in 1953. He studied at the Universidad Autónoma Benito Juárez and then the Escuela Nacional de Pintura, Escultura y Grabado La Esmeralda. He has exhibited extensively throughout Mexico, the United States and Europe.

Santiago counsels any aspiring artist on the importance of the basics. He is never to be found without paper or pencil near at hand. He will even draw on the blank part of an envelope, a page in a magazine, a castoff board. Santiago admits that he cannot go anywhere now without looking to draw.

"I always look to draw things that are to be found in those agreeable moments like this trip. I will take these things and later in the studio I will expand on them for paintings." Santiago is also a voracious accumulator of images and maintains a large archive of found images that, like his sketchbooks, provide a rich source of materials and ideas.

Santiago admits that if there is one artistic area in which he is not on firm ground it is teaching. "There are people that are born with certain abilities. They have the ability to transmit knowledge. They have the patience to teach and point

out things. ... When people ask me to teach I am in despair. I do not have the capacity to teach."

He recalled with bemusement an experience where he was asked to teach a group of autistic kids. He was convinced to do it after securing promises that others would be present to assist him. "I did it for a month. It was incredible. ... I gave them the paper and without me saying a word, they began to draw. When they finished, they would look at me and ask for another sheet, and they would go on page after page. Afterwards their parents would tell me that they would be so tired they would go to bed after they got home."

He varied his materials from paint, crayons to pencils. At one point he had the kids take off their shoes and had them paint with their feet and hands. "The people there would always worry about the kids getting messy and getting paint everywhere. After we did that, they were all for it. The kids were content. A little girl there did not like people to touch her. By the end, she would come to me and give me a big hug. This was something very special.

The experience reminded him of the term Arte Bruto coined by Dubuffet. "They would just work and work and they were not distracted - nothing was more important. They did not even eat. They were in a concentrated state. ... I passed a great time with those kids. It was one of the most enjoyable experiences I have ever had, but as far as teaching is concerned, I am not good for it."

Santiago's show continues at the Consulate office through March 22. The consulate will also host a First Friday opening on March 6 from 6:00 to 10:00 p.m. The show is viewable by appointment. For information call (816) 556-0800, ext. 12.



# "Siempre busco dibujar"

CONT./PÁGINA I

pobre de él. Él debe estar un poco loco". Santiago se ríe al recordar la historia. Años más tarde, el mismísimo acto de dibujar es un acto que es tan indispensable para su arte como respirar lo es para su vida.

Santiago estuvo en la ciudad la semana pasada para una muestra especial y recepción para su obra "Me Rento Para Soñar" expuesta en el Consulado Mexicano, ubicado en las calles 16 y Baltimore en el límite norte del distrito del arte de Crossroads. El Cónsul Mexicano Jakob Prado se refirió a Santiago como uno de los artistas contemporáneos más distinguidos hoy en día en México.

La exhibición ha recibido la aclamación de la crítica y la aclamación pública. Hecho que también incluye a Kansas City en donde estará en exhibición hasta el 22 de marzo antes de dirigirse a Chicago. La exhibición marcó el inicio del programa cultural del Consulado para el 2009. "La idea de traer esta exhibición hasta acá es el promover un mejor entendimiento entre esta región de los Estados Unidos y México y promover una imagen realista de la presente realidad mexicana. ... Este es un grano de arena del cual esperamos que contribuya a la rica y diversa vida cultural de Kansas City", dijo Prado.

Santiago hizo eco de las palabras de Prado cuando él explicó que la muestra era parte de un esfuerzo que se encuentra rodando de parte del gobierno mexicano para hacer que la "gente sepa que allí existe una variedad de arte contemporáneo en México el cual se extiende más allá de la obras de [Diego] Rivera, [Clemente] Orozco o [David] Siqueiros - la otra parte de México".

La muestra de 57 pinturas y esculturas de cerámica constituye una fracción de una obra más grande que totaliza más de 200 piezas. La idea para la exhibición nació cuando a él se le pidió exhibir en la ciudad mexicana de Puebla. En un principio, él trabajó bajo la idea que haría una pieza por día con la intención de mostrar cerca de treinta piezas. Los exhibidores pronto le preguntaron si tendría suficientes obras para una segunda muestra y luego para una tercera y luego nuevamente para otra.

"Reuní las piezas para esta muestra en poco más de año y medio", confesó Santiago. "Este fue un interesante proceso. Hubo allí un momento después de que había acabado cuando no estaba seguro de qué hacer. Solía ir a casa y me sentía como un león enjaulado. No podía leer o ver películas... fue un cansancio intenso. Hubieron veces en que salía y tomaba un taxi y me quedaba dormido por cerca de media hora".

La obra de Santiago es una vívida

muestra de impresos, pinturas, material encontrado, mezcla de técnicas y esculturas de cerámica. Al referirse a su obra, Santiago dijo que él no era un artista dramático que crea a partir de un impulso dramático alimentado por estados alterados, ya sean emocionales o inducidos por las drogas. "No soy un pintor dramático que necesita emborracharse para poder pintar". Él tampoco es un artista didáctico.

En sus imágenes, Santiago hace notar la ausencia de la boca en sus figuras. Santiago es escéptico de los pronunciamientos. "Las figuras son muy parecidas a mí, ellas actúan, ellas hacen cosas y ellas son. ... Lo que cuenta son las actitudes, lo que uno hace, eso es lo que yo trato de hacer".

Santiago nació en Oaxaca, México en 1953. Él estudió en la Universidad Autónoma Benito Juárez y más tarde en la Escuela Nacional de Pintura, Escultura y Grabado La Esmeralda. Él ha expuesto en forma intensa a través de México, de los Estados Unidos y Europa.

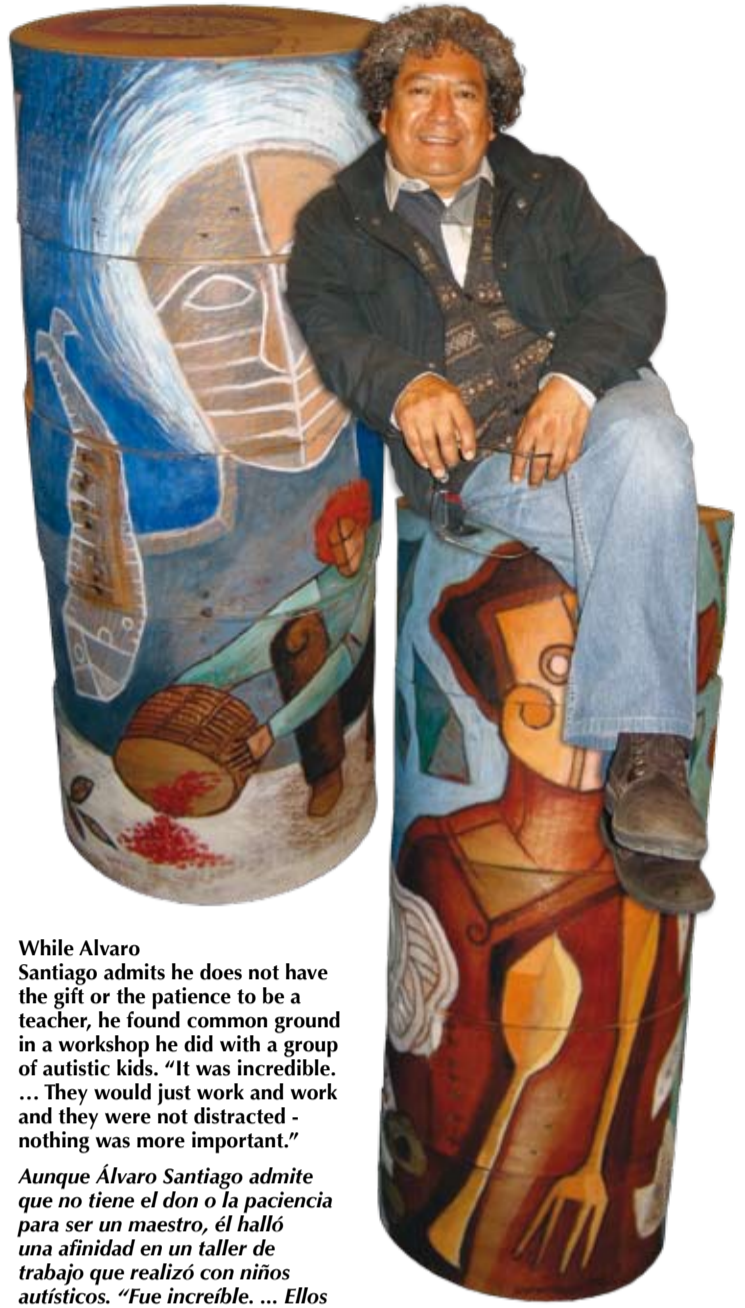
Santiago le aconseja a cualquier aspirante a artista sobre la importancia de lo básico. A él nunca se le encuentra sin papel o lápiz cerca de sus manos. Él incluso dibuja en la parte en blanco de un sobre para cartas, en la página de una revista, en un cartón que ha sido botado. Santiago admite que no puede ir a ningún sitio sin esperar dibujar.

"Siempre espero dibujar cosas que se encuentran en esos agradables momentos tales como este viaje. Me llevo estas cosas y más tarde en el estudio las expando para usarlas en pinturas". Santiago es también un voraz acumulador de imágenes y mantiene un abultado archivo de imágenes encontradas que, tal como sus cuadernos para bosquejos, le ofrecen una rica fuente de materiales e ideas.

Santiago admite que si allí existe un área artística en la cual él no se encuentra en terreno sólido, es la de enseñar. "Hay personas que nacen con ciertas habilidades. Ellos/ellas tienen la habilidad de transmitir conocimiento. Ellos tienen la paciencia para enseñar e indicar cosas. ... Cuando la gente me pide que enseñe, caigo en la desesperación. No tengo la capacidad para enseñar".

Él recuerda con desconcierto una experiencia en la cual a él se le pidió enseñarle a un grupo de niños autísticos. A él se le convenció de hacerlo después de haberse asegurado promesas de que otras personas estarían presentes para asistirlo. "Lo hice por un mes. Fue increíble. .... Les di el papel y sin que yo dijera una sola palabra, ellos comenzaron a dibujar. Cuando ellos acabaron, ellos me miraron y me pidieron otra hoja y así se fueron, página tras página".

Él varía sus materiales desde la



**While Alvaro Santiago admits he does not have the gift or the patience to be a teacher, he found common ground in a workshop he did with a group of autistic kids. "It was incredible. ... They would just work and work and they were not distracted - nothing was more important."**

**Aunque Alvaro Santiago admite que no tiene el don o la paciencia para ser un maestro, él halló una afinidad en un taller de trabajo que realizó con niños autísticos. "Fue increíble. ... Ellos simplemente trabajaban y trabajaban y no se distraían - nada era más importante."**

distraían - nada era más importante. Ellos ni siquiera comían. Ellos estaban en un estado de concentración. ... Pasé un tiempo muy grato con esos niños. Fue una de mis experiencias de más disfrute que haya tenido, pero en lo que se refiere a enseñar, no soy bueno para ello".

La exhibición de Santiago continuará en la oficina del Consulado hasta el 22 de marzo. El Consulado también hará de anfitrión a una inauguración de las jornadas de arte conocidas como Primer Viernes a realizarse el 6 de marzo desde las 6:00 a las 10:00 p.m. La exhibición se puede visitar solamente reservando una cita. Para más información, llamar al (816) 556-0800, ext. 12.

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**Organized by KC César E. Chávez Committee, Civic Leaders and Community Volunteers**

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