

Latinos are a vibrant resource

Latinos estan un recurso valioso

Conference November 12th. "Latinos are a Vibrant Resource" is the theme for the Oregon Council for Hispanic Advancement's (OCHA) 12th annual conference, which will be held November 12, at the Red Lion Jantzen Beach. This event will focus on the power and potential in our rapidly growing Hispanic population. The number of Hispanics living in the Northwest has increased by 23 per cent since 1990 and is now

well over 360,000, with an annual purchasing power of more than \$2 billion dollars.

Nationally, the US' 27 million people of Hispanic ancestry spend \$228 billion dollars annually.

Oregon's Hispanic population is a rich resource. When its members realize their full potential as students, business people, community leaders, employees and consumers, everyone benefits.

The Keynote speaker will be Ed-

ward James Olmos, award-winning actor and activist.

A number of workshops will be offered in the program, including: Latinos and Latinas. Recreating the Way We Relate; Market Trends; Diversity in the Workplace; Youth Violence Prevention; and Legislative Issues Affecting the Hispanic Community.

For information regarding this valuable and essential conference call OCHA at (503) 228-4131.

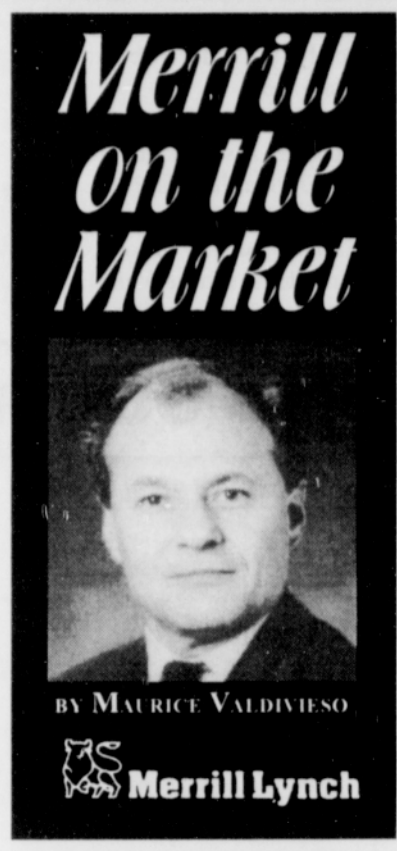
Social Security: A Demographic Crisis

Neither President Clinton nor contender Bob Dole have addressed the unsustainability of unchecked entitlement spending for the existing social security structure.

At the root of the social security problem is demographics. In the past, there were enough workers in relation to recipients to allow generous benefit payments in comparison to actual contributions. But all of this is changing as the vast baby boom generation approaches retirement.

The number of workers per beneficiary fell from 4.0 to 1 in 1965 to 3.3 to 1 by 1995. By 2010, when the first wave of boomers retires, it is estimated that this ratio will decline to 2.9 to 1. In the subsequent 20 years, as the entire baby boom generation moves into retirement, this ratio will decline to 2.0 to 1 by 2030. It doesn't stop here, as growth of the work force slows due to lower birth rates that followed the baby boom years of 1946-1964.

In addition, life expectancies are expected to lengthen, meaning retirees will be collecting benefits for a longer period of time. Like it or not, there is a financial crisis brew-



Social security is financed on a pay as you go basis. In other words, payroll taxes are collected from today's workers to pay benefits to-

day's retirees. Although that ratio of workers to retirees has fallen, it is still high enough to result in an excess of taxes collected relative to benefits paid.

The treasury borrows the surplus from social security to finance part of the overall federal budget deficit. This means that there is no reserve for the future and it is estimated that by 2012, benefits will start to exceed actual cash flowing into social security.

This means that the system will begin a process of insolvency, reaching unsustainable levels by 2029. At this time, social security will not have enough income to pay promised benefits.

This news should serve as a warning that people will increasingly need to establish their own retirement plans to supplement their social security. Legislation has been enacted encouraging and enabling us to save money in a tax advantageous manner.

Maurice Valdivieso can be reached at Merrill Lynch at (503) 699-7201 or (800) 667-9346. Se habla Espanol.

National Society of Hispanic MBAs 7th Annual Conference & Career Expo

Some of the most sought-after professionals and students in America attended the National Society of Hispanic Masters of Business Administration (NSHMBA) Annual Conference and Career Expo October 31 - November 2 in San Juan, Puerto Rico.

1,200 corporate officials & recruiters, MBA students, university recruiters, executive search firms and (NSHMBA) members attended the event.

This year's theme was "Las Americas—Progressing Toward the 21st Century."

- Conference topics included:**
- Video Conferencing: Job Interviewing In The 21st Century
 - 21st Century Latin America: A Cornucopia of Opportunities
 - How Technology Can Help You Identify Business Opportunities.
 - How To Hunt For A Job Via The Internet
 - Achieving Corporate Success At

- An Early Age
- Latina Leadership
 - MBA Student Survival Techniques
 - Maybe You Should Get A Ph.D.
 - Advertising That Works
 - Careers in Brand Management
 - Careers in Finance

Last year's conference attracted over 1,200 members and sponsors from across the United States, Puerto Rico and Latin America. Among the conference highlights are the various keynote speakers from the public and private sectors, dynamic workshops, seminars, Career Expo and Brilliant Award black tie dinner.

The NSHMBA Annual Conference and Career Expo is the largest Hispanic business management conference and gathering of Hispanic executives in the country.

"Las Americas...Progressing Toward the 21st Century" acknowledges our commitment to helping the Hispanic community contribute to

the strengthening of the U.S. economy. The event itself symbolizes the great potential for Hispanic MBAs to help change the face of American and, in particular, Latin American businesses as we approach the 21st century," explained Jesus Fernandez, chief executive officer of NSHMBA.

The National Society of Hispanic MBA's mission is "to foster leadership through graduate management education and professional development in order to better society."

The organization is comprised of over 900 members including corporate executives, professionals, MBA graduates or post graduate equivalents, MBA students and aspiring undergraduates.

For information on the NSHMBA contact: National Society of Hispanic MBAs, PO Box 224747, Dallas, Texas, 75222-4747, Office: 214/428-1622 "IMBA", or Fax: 214/428-2254.

Julio Chavez makes comeback

One fight into his comeback, Chavez found he still has the adulation of his fans. And he's being promised another fight with Oscar De La Hoya, even sooner than he thinks.

"Three more fights and I'll be ready for De La Hoya again," Chavez said Saturday night after stopping Joey Gamache at the end of the eighth round in his first fight since being beaten by De La Hoya.

Promoter Bob Arum doesn't want Chavez to wait that long. Arum said Chavez will fight twice more before meeting De La Hoya in a late April or early May rematch.

"We'll probably have the rematch April 22 or in early May," Arum said. "This fight needs to happen again."

De La Hoya, working the pay-per-view telecast of Saturday night's fight as an interested observer, was given the microphone and the chance to interview Chavez in the ring after the fight.

What he got out of Chavez wasn't memorable. What he told Chavez, he may dispute.

"He said I was very handsome," a Jaohino Chavez said.

De La Hoya was booed roundly by the pro-Chavez crowd of 10,344 at the Pond of Anaheim, who were there solely for the reason of seeing the legendary Mexican fighter in action.

De La Hoya, who stopped Chavez in the fourth round June 7, has never been a favorite of the Hispanic fans, despite his Mexican-American heritage.

Chavez is, though, as evidenced by the fans who waved Mexican flags and cheered every punch as he wore down Gamache and finally stopped him at the end of the eighth round of a scheduled 10-round fight.

"It was a difficult fight," Chavez said. "I was coming in at about 75 percent."

That showed in the 146 pounds Chavez weighed — matching the heaviest of his career — following months of turmoil that included his wife filing for divorce and a warrant being issued for his arrest in Mexico on tax evasion charges.

The \$1.5 million Chavez earned Saturday night was to go to help settle those tax charges, and Chavez

joked about his wife, saying she hits harder than either Gamache or De La Hoya.

"I had a lot of problems before this fight," Chavez said.

Gamache was outmatched in the fight, but gave it his all, especially in the eighth round when he abandoned his tactics of movement to try and slug it out with Chavez.

It proved to be a mistake that left his face battered and blood streaming from a gash over his right eye that prompted the referee to stop the bout.

"Chavez is a legend," Gamache said. "He's systematic and he wears you down. He's still a very dangerous guy."

Chavez, who now has 98 wins in 101 fights, will fight Mickey Ward on Dec. 8 in San Antonio, then fight again on the Jan. 18 card where De La Hoya will defend his junior welterweight title against Miguel Angel Gonzalez.

Then it's on to a rematch against De La Hoya that could give Chavez the riches to help solve his tax problems and the opportunity to get revenge for only his second defeat.

Guerrero rights abuses rise

(Mexico) --The last time anyone saw dissident union leader Gregorio Alfonso Alvarado alive was on Sept. 26 when he left a meeting of a local opposition group to pick up his wife from work.

As the troubled state of Guerrero voted on Sunday in local elections, Alfonso was still missing — a growing symbol of the troubled times in this southwestern Mexican state.

His wife, Norma Lorena Valdez, who is on the sixth day of a hunger strike to press the government to return her husband alive, believes Alfonso is being held by shadowy government security forces for allegedly supporting the Popular Revolutionary Army (EPR), a new guerrilla group. Also on hunger strike are six

members of Alfonso's teachers' union.

Valdez said her husband had received anonymous threats accusing him of being a subversive. She said three men in an unmarked car had been following him for weeks, taking pictures of the family nearly every day.

Alfonso's Union of State Education Workers (CETEG) is part of a larger grass-roots opposition movement known as the FAC-MLN, a national umbrella group of dissident organizations that has been accused by government officials of supporting the EPR.

State spokesman Roberto Alvarez said the government was looking into the Alfonso case.

Human rights groups said the

Alfonso case was the latest crack-down against opposition groups by the military and local government.

David Fernandez, director of Mexico City-based Miguel Agustín Pro human rights group, said the army has illegally detained dozens of peasant farmers and opposition politicians in the past weeks in search of EPR rebels, who have killed dozens of people in sporadic attacks on military and police posts. Most of those arrested were freed hours later.

Another CETEG union member, Pedro Eligio Cabanas, was grabbed by state police in front of the state government building last week and taken to jail, where he was beaten and later released. Police said they mistook him for a wanted felon.

OCHA opens doors to youth leaders

The Oregon Council for Hispanic Advancement (OCHA) is beginning its 1996-1997 Oregon Leadership Institute with a reception on November 2. This unique training program cultivates the talents of young Hispanics, providing them with information, skills and self-confidence to help them reach their full potential.

Think! Explore! Achieve! Since its founding in 1986, more than 300 OLI graduates have gone on to higher education, professional achievement, and positions of leadership in their communities. OLI is a catalyst, challenging young Hispanics to think, explore and achieve.

Students attend cost-free! OLI is a non-profit program sponsored by OCHA and funded by grants and contributions. Recognized authorities donate their time to teach in the program. OLI students, chosen for their commitment and leadership potential, attend the program free of cost.

OLI serves youth 14-18, 19-30 OLI offers two training programs, one for youth ages 14-18, and one for young adults, ages 19-30. The program consists of seven intensive Saturday sessions over a period of seven months.

The curriculum includes: Communication Skills; Hispanic-American History and Culture; Mock Jury Trial to demonstrate the workings of the US judicial system; Leadership and Assertiveness Training; Personal Financial Management; College and Career Planning; and, Team Building in an Outward Bound Challenge Course.

Who can attend Applicants must live in Oregon or Southwestern Washington and must agree to attend all scheduled Saturday sessions. Admission is based on demonstrated leadership potential, commitment, and willingness to

serve the community and assume a leadership role.

How to apply Contact OCHA and request application materials. Call (503) 228-4131, or write to OCHA, at 917 SW Oak Street, Ste 405, Portland, OR 97205.

About OCHA The Oregon Council for Hispanic Advancement was founded in 1985 as an outgrowth of the United Way's Hispanic Services Project. OCHA continues to address essential human service needs such as leadership development, employment opportunities, and health education and training.

Among its many projects are the Information and Referral Service, which bridges the linguistic and cultural gap to put people in touch with organizations that can help them; the Oregon Hispanic AIDS Project, which informs more than 22,000 people each year with linguistically appropriate materials; and, of course the OLI.

National Hispanic Corporate Council forum

American Airlines, Inc., Frito Lay, J.C. Penney Company, Inc. and Texas Instruments hosted the National Hispanic Corporate Council's (NHCC) Conference and 6th Annual CEO Forum in Dallas/Fort Worth, Texas October 9-11.

Founded in 1985, NHCC is an organization comprising Fortune 500 companies focusing on the business interests of corporate America and

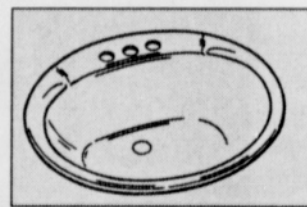
the Hispanic community. As the fastest growing segment in the U.S., the Hispanic population will reach 41.5 million by 2010 and will represent \$965 billion in purchasing power.

Top executives from three Dallas-based companies addressed the NHCC at its 6th Annual CEO Forum entitled "Corporate America's Role in Education and the

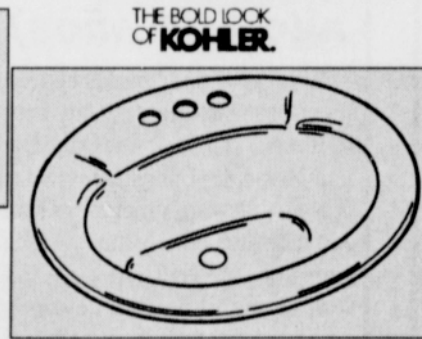
Enhancement of the Workforce of the Future."

Moderated by Renay San Miguel, Channel 8 News-Dallas, the panel of executives included Jim Adams, chairman of Texas Instruments, Robert Crandall, chairman and CEO of AMR Corporation and American Airlines, Inc., and J.E. Oesterreicher, vice chairman and CEO of J.C. Penney Company, Inc.

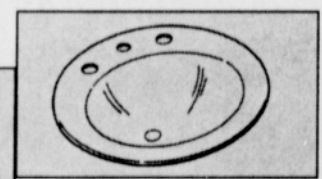
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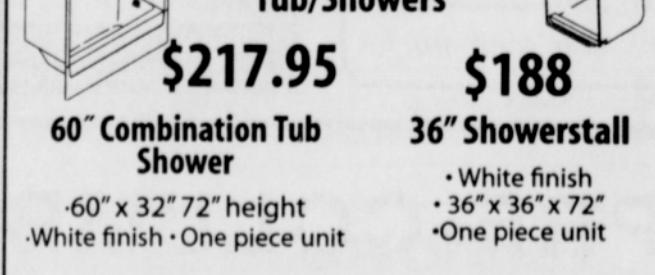
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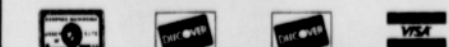
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Some items limited. All illustrations similar. No Sales to dealers.



Hours: M-F 8am-6pm, Sat 9am-6pm, Sunday 10am-5pm. Vancouver, Barbur Blvd, & Northwest hours vary somewhat. Sale ends November 6, 1996.

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