

LA PRENSA TEXAS

SAN ANTONIO'S HISPANIC FAMILY OWNED NEWSPAPER

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La Celebración De Fiesta

**Let's Talk
About it...**

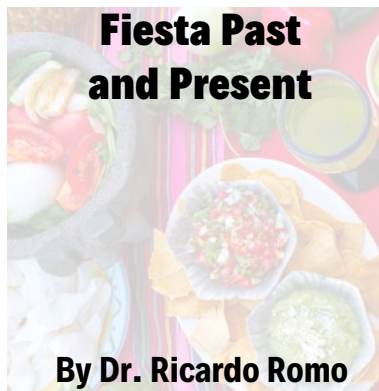
**Who Should be Our
Next President?**

★★★★★

FINAL BOUT

By Yvette Tello

**Fiesta Past
and Present**

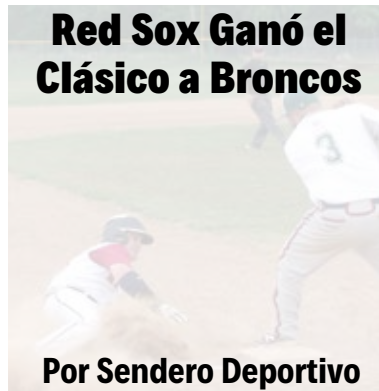


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**Barrio Barista
Coffeehouse
Caffeinating &
Revitalizing the
Westside**

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Clásico a Broncos**



Por Sendero Deportivo

**Steeven
Sandoval**



LA PRENSA TEXAS

This grass roots publication is the life source for a community that is not easily afforded viable access to diverse and accessible media. San Antonio and the surrounding counties have become accustomed to relevant news brought to them in both English and Spanish since 1913.

Steve A Duran Sr.
CEO/Publisher
s.duran@laprensatexas.com

Ramon Chapa Jr.
Co-Publisher
r.chapa@laprensatexas.com

Yvette Tello
Executive Vice President
y.tello@laprensatexas.com

Roxanne Eguia
Editor In Chief
r.egua@laprensatexas.com

Victoria Ward
Graphic Designer
v.ward@laprensatexas.com

Steve Walker
Ricardo Romo
Jessica Duran
Isa Fernández
Contributors
info@laprensatexas.com



The mission of the Westside Development Corporation (WDC) is to foster economic development, promote the development and redevelopment of real estate within its target area, create viable urban communities, and preserve the character, culture and history of the Westside.

The vision is a vibrant Westside community where people want to live, work, and visit.

Leonard Rodriguez
President /CEO
leonard@westsidedevcorp.com

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Let's Talk About it... Who Should be Our Next President?

By Yvette Tello

Donald Trump came to San Antonio on Wednesday. Julián Castro was also here on Wednesday to rally for People First. When San Antonio was asked to talk about who they would be supporting this Wednesday this is what they had to say...

Tony Davila:

"Not supporting either candidate."

Shawn Armstrong:

"Well, I'll be at work so I won't be at either one. It's the same concept as me not going

to church but it doesn't mean I don't believe"

Candace Price:
"MAGA."

Gilbert Dimas Jr.:
"MAGA!!!! Trump 2020"

Melissa Cuellar:
"Trump 2020"

Gloria Clement Martinez:
"They should stand with their favorite son."

Garol Grant Rosenstie:
"MAGA for sure"

Rene C Resendez:
"Not Trump"

Jozett Kayser Er-furth:
"MAGA!"

Grace Perez:
"Not Trump"

AR Sifuentes:
"Trump 2020"

Mary Svetlik Watkins:
"Trump but Castro intrigues me."

Lionzo Rodriguez:
"TRUMP ALL

THE WAY."

Carlos Araiza:
"JULIO WHO?"

Julian Jackson:
"I'm retired military and what Trump has done for veterans is unbelievable. Prison reform to reduce or completely exonerate mostly blacks from unfair prison sentencing. And this comes directly from the black caucus. Was the leftist media right when they said they can easily control the weak minded to believe any agenda they want to promote. Did you not just see the democrats get caught lying about Donald Trump's collusion. It was all made up to give Hillary time to cover her tracks for doing exactly what they accused Trump of doing. The smoothest democratic cover up in history. I'm starting to think they obviously can. So, other than jumping on the bandwagon please just share anything you heard directly and completely from Trump's mouth. No argument, I'm truly just curious."

Mike Miller:
"I would like to know what made him racist"

Noel Tello:

"Trump because he speaks what's on his mind!"

Barbara Ann Mendoza:
"Mead TRUMP!"

Jazmin D Zuñiga:
"Anyone but TRUMP"

Robin S Tello:
""Republican all the way"

Roger Garza:
"TRUMP SUCKS!!! Wake up puppets..."

Santiago Tello:
"Trump! All the way."

Mike Miller:
"Trump... look at all he has done and how hard he is trying to stop the drugs, human trafficking, which by the way is the highest in the world.... just for starters"

Alonzo Hernandez:
"Crime has been going on since the 80s and 90s and crime is not going anywhere. They have the money to use submarines, helicopters airplanes and human trafficking is never going to stop either. I'd rather be on the Mexican side, Mr. Julian Castro, rather than Trump."



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About the Cover Artist

David "Shek" Vega

By Dr. Ricardo Romo

David "Shek" Vega, a lead artist for our cover art, is a street artist, a muralist, and manager of numerous creativity enterprises. Born and raised in South San Antonio, Shek, as he is known in the art world, began his creative career as a graffiti artist at age 15.

A self-taught artist, Shek's vibrant and explosive imagery attracted the attention of the Pepsi-Cola marketing team which featured him in a short TV commercial engaged in mural painting and drinking a cool Pepsi soda during his breaks.

Since that Pepsi commercial break-through in 2000, Shek and Nik Soupe co-

founders of Los Otros, a mural team that has been engaged in commissioned artwork and murals. In 2017 Los Otros Murals received a commission from Red Bull to paint a mural for the Fiesta campaign. The mural on our cover is featured at the Fiesta store on Broadway. Los Otros utilized a social media contest to identify a "favorite Fiesta moment." They chose to paint a mural based on that contest noting: "This image captures Bianca Flores, in a beautifully majestic pose, elegantly looking onward."

When Shek and Los Otros are not painting murals, they are doing creative work for the San Antonio Spurs and

several other corporations. In a recent effort to expand their branding campaign, for example, the Spurs merchandising team contracted Shek to design caps and T-shirts incorporating images that reflect graffiti and mural art.

Shek has formed several small businesses related to muralism and fine art printing. His studio at 1906 South Flores is in the heart of Southtown, The Arts District. The studio is filled with newly painted art canvases as well as Spurs-Los Otros merchandise. Shek noted that the Spurs' merchandise is available online or at the ATT Center. For Shek, there is never enough time in the day to complete all his projects.

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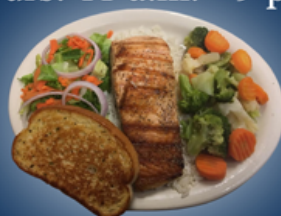
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LA CELEBRACIÓN

Fiesta Past and Present

By Dr. Ricardo Romo

Fiesta begins this week. San Antonio's famed Fiesta is not for the timid or weak of heart. Over 11 days the parades, social events, and just plain party time start early and last until the middle of the night. I grew up in San Antonio and I know several of the bragging points. Here I will discuss Fiesta's early history, its economic impact, and the eventual inclusion of Rey Feo in Fiesta activities.

SA Fiesta has three major parades, all attracting audiences of over 500,000. Every year Fiesta starts with the colorful Monday night River Parade. The parade is celebrating its 75th year in 2019 and is recognized as the largest of its kind in America. On Friday, a sun-drenched crowd of over 700,000 will

watch university and school bands and military marchers. Fiesta ends on a Saturday evening with the spectacular evening Flambeau parade.

Everyone loves Fiesta, especially the kids, downtown merchants catering to tourists, and local area restaurants and bars. Last year liquor sales in Market Square surpassed one million dollars in April and May, a result of Fiesta and Cinco de Mayo events. For many Latinos, Fiesta doesn't end in April, it goes on to merge with Cinco de Mayo celebrations.

Several years ago I inquired, on behalf of the 300 members of the Texas Philosophical Society, about hotel availability during the two weeks of Fiesta. It wasn't possible. All the rooms were booked--with some bookings

arranged years in advance.

Fiesta has its history. The original intent was to honor the visit of U.S. President Benjamin Harrison on April 20, 1891. Several San Antonio women involved in organizing the Harrison visit had seen a parade in Mexico City where carriages and floats were decorated with flowers.

It rained heavily on the day of President Harrison's visit, so the organizing committee postponed the parade for four days and since President Harrison's train had left San Antonio, they decided to celebrate San Jacinto Day instead. The occupants of the flowered horse-drawn carriages and floats threw flowers at each other, giving the event its "Battle of Flowers" name.

Over time, the Battle of Flowers grew as an annual event and a King and Queen were designated to lead the parade. The King and Queen officially arrived by special train. By 1900 the event included a Spring Carnival and Street Fair. According to Albert Curtis in his book *Fabulous San Antonio*, the first appearance of the automobile in the parade occurred in 1902.

Many famous Americans have visited San Antonio during Fiesta. While there are photos of Teddy Roosevelt riding in a carriage decorated with flowers near the Alamo, he did not actually participate in the Battle of

Flowers Parade.

According to the San Antonio Express News, Roosevelt arrived in San Antonio on May 16, 1898, and left for Cuba on May 28. It is certainly true that he made many visits to the Menger Hotel Bar near the Alamo, but he missed Fiesta.

Susan Yerkes, a reporter for the Local Community News, and a long-time participant-observer of Fiesta writes that "about 150 or more nonprofits and organizations make Fiesta's 120-plus events happen." Over the 11 days of Fiesta more than 75,000 volunteers are assigned a multitude of tasks, according to Yerkes.

Lynn Brezosky of the San Antonio Express News found the economic impact of Fiesta most noteworthy. She wrote: "For those not familiar with the study by Tunstall, lead investigator Javier Oyakawa and a team of research assistants, the numbers are staggering. The amount of spending by 2.5 million attendees and 75,000 volunteers over the 10 or 11 days generates enough income to support 3,464 full-time equivalent local jobs and equates to \$206 million in value added to the area. Sales tax alone contributes \$3.6 million to local govern-



ments."

This year's King Antonio is Roger C. Hill III who stays busy with his commercial real estate business. Rey Feo is Salvatore Arlindo Barbaro III who tends to his medical practice as a cardiologist in San Antonio. King Antonio is traditionally chosen by the Texas Cavaliers, a San Antonio organization founded in 1927. Since initially, Mexican Americans did not belong to this organization, there was little chance that a Latino would ever serve as King Antonio.

The origin of the Rey Feo has an interesting history. According to the Rey Feo website, a tradition of choosing an "Ugly King" or the "People's King" had its origins in medieval Spain when the King associated only with the aristocrats and distanced himself from the common people. That tradition traveled to Mexico where it was incorporated into Fiera de la Flores.

The idea for Rey Feo start-

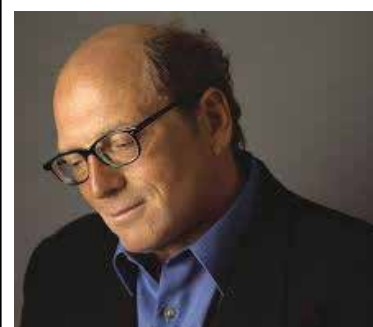


DE FIESTA



By Leonard Rodriguez

This column highlights inspiring stories of Latino leaders. For more than 500 years, Latino men and women have positively influenced the face of United States society. Let us celebrate these outstanding hispanics.



Oscar Hijuelos

Born in New York in 1951, Oscar Hijuelos published his first novel, "Our House in the Last World", in 1983. An autobiographical tale about life in America and his homeland of Cuba as the ultimate world, the novel received rave reviews and earned Hijuelos many prestigious awards including the Rome Prize for Literature. Reminiscing about stories of Cuba he heard as a child. Hijuelos began to work on his next project. In 1989, he published the best seller, "The Mambo Kings Play Songs of Love," a story of two Cuban immigrants musicians who dream of scoring big in New York City. With its publication, Hijuelos became the first Latino to win the Pulitzer Prize for literature; two years later, his novel was made into the motion-picture hit "Mambo Kings."

ed with LULAC in 1947. LULAC wanted to raise funds for scholarships and introduced the Fiera de la Flores events during the Fiesta week and held other fundraising events in San Antonio. However, it was not until 1980 that Rey Feo was invited to participate in the four Fiesta parades.

During the first thirty years of existence, Rey Feo also had few Fiesta responsibilities. Gilbert Garcia of the San Antonio Express News wrote that "El Rey Feo (The Ugly King) had no formal affiliation with Fiesta. It carried no minimum

fundraising requirement for the king. It was not supported — as it is now — by a Consejo (council) of 122 San Antonio business titans." Garcia's interviews revealed that during the first 50 years of the Rey Feo selection, "El Rey" was always a high profile Latino such as Manuel Davila, the 1972 Rey Feo, who had prominence as the founder of KEDA Radio station. Garcia observed that the Rey Feo tradition has "also transformed what began as a protest against the elitist Anglo-dominated Fiesta of the 1940s into a beloved part of the institution it once sati-

rized." Richard Davila, the son of Manuel Davila, known to conjunto music fans by his nickname "Güero Polkas," acknowledged that Rey Feo had a huge educational impact, by distributing more than \$4 million in scholarships to 3,000 local students. "All of that is truly important," he told Garcia. However, Davila "missed the king's humbler days." Davila also revealed his frustration with the new direction Rey Feo had chosen. "I'm not knocking anybody," he told Gilbert Garcia, "but it just seems that the multimillionaires come in and they just place whoever

they want in there," adding, "If you notice, it's turning more toward gringos being there."

I hope Fiesta will be with us for many decades to come, and I hope young Mexican Americans will continue to graduate from our inner-city schools. Young students of every ethnicity and race look to role models to emulate. Fiesta can be a vehicle for fun and food, but it should and can be much more by providing a diversity of role models that represent the best of San Antonio.

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PRIMO PROMO **CINEMATOGRAFIA VELIZ** **AM**

BUSINESS SPOTLIGHT

Barrio Barista Coffeehouse

Caffeinating & Revitalizing the Westside

Article and photos by
Isa Fernández

Isa Fernández, MPA is a Legacy Corridor Business Alliance Program Manager at Westside Development Corporation, a freelance photographer and peace and justice advocate.

“Que Sera, Sera,” the Spanish phrase popularized from the famed Doris Day song (which translates to “What will be, will be”), is painted in blue cursive outside Barrio Barista Coffeehouse. The message sets the relaxed, familial tone of the popular coffeehouse revitalizing the Westside. Established by entrepreneur Gilbert De Hoyos, Sr. the original Barrio Barista Coffeehouse building structure has been through many iterations and two De Hoyos generations. In 1968, José De Hoyos, Gilbert’s father, bought the building and

turned it into De Hoyos Meat Market. The market ran until 1983, then it “became an ice house, a bar, and a bar” says De Hoyos. During this time, working in contract manufacturing in Mexico City, Gilbert was asked to be a part of a pharmaceutical marketing association which provided FDA and quality control training. In hindsight, this experience helped inform the successful execution of an idea he had in 2012 to create Barrio Barista Coffeehouse. After spending nearly two years preparing the building and business plan, doors opened on February 14, 2014.

Today, Barrio Barista Coffeehouse has become a legitimate happening spot not just for nearby St. Mary’s University students, but for the community at large who con-

gregate for fresh coffee, culture and conversation. I ran into two Latina academics, Dr. Adrianna M. Santos, assistant professor of English at TX A&M University and Dr. Nicole A. Lopez while waiting to talk to Gilbert Sr. and Gilbert Jr. about the coffeehouse. We spoke at length about finding a venue to share Dr. Lopez’s profiles of the mariachi community (her father is a member) and the needed intersection of meditation and the working class.

Certainly a popular venue for graduation parties, weddings, baby showers and other special events, the space seats 70 to 80 comfortably, not counting



the outdoor patio area that was added in 2015 with the support of Westside Development Corporation, which provided a matching grant and assisted with blueprints, building permits and related fees. There are a variety of seating styles – bar stools, where you can see your coffee be made while chatting with the barista, standard chairs situated at large tables for big groups, comfortable sofas framing coffee tables with reading materials (including La Prensa Texas) and booths, each equipped with a smart television, (reminiscent of the now old-fashioned “tabletop jukebox machines” that allowed diners to play music at individual booths). Guests also have access to free WIFI, chess and

checker boards and weekly open-mic poetry readings every Wednesday night, 7-10PM, which is soon to be accompanied by live brass music (“Jazz and a cup of Joe”).

Coffee beans are purchased from the oldest roasting company in San Antonio, “What’s Brewing,” and roasted fresh on a weekly basis, a must-have for true coffee aficionados who know that the first seven days is the best time to brew and drink fresh roasted coffee. In addition to cappuccinos, macchiato, lattes, espressos, and other standard coffee fare, there are also popular beverages like coconut water, orange, beet and green fresh-squeezed juices, fruit smoothies, Mexican hot chocolate and teas. Barrio





Barista Coffeehouse is also notably, “home of the Barbacoa Cheese Sandwich” (a Gilbert Jr. creation of Texas toast with barbacoa, avocado and cheese, voted the “Best Cheese Sandwich in Texas” by Yelp reviewers as profiled by Buzzfeed - <https://bzfd.it/2fFsaT4>) and “Horchata coffee,” the latter which I tried and loved. There are also of course, accompanying pastries and a great menu of edibles made in a full kitchen. There’s breakfast fare – tacos, croissants, blueberry flapjacks, (which I vow to return for), sweet potato hash, veggie omelets and pecan raisin oatmeal. Lunch fare includes vegan and regular burgers, barbacoa, bean and cheese and even vegan tacos filled with a variety of grilled

vegetables. Weekday specials are also available offering traditional fare such as meatloaf, pot roast and chicken salad sandwiches. To-go orders (coffee is \$1), gift cards and student discounts are also available.

Gilbert Sr. and his family have decorated the interior and exterior with fencing material and other pieces kept from a brief stint working in the demolition industry, adding to the genuine authenticity of the spot. Inside, a light projector sends rays of transforming, colorful lights to the ceiling while jazz music plays in the background, keeping the mood light and fun. There are unique items like a slot machine (called “BEAT IT”), paintings for sale from local artists (Schwarzenegger

as “The Terminator” is one and others with messages like, “Love your colores,” and “A smooth sea never made a skilled sailor”). There is a framed photo of Jose De Hoyos with the HEB founder, acknowledging the roots of the coffeehouse, a black and white poster of Marilyn Monroe lifting weights on a bench in a

Gilbert Jr., who left his career in banking to work full time at Barrio Barista Coffeehouse.

Witnessing the success of Barrio Barista Coffeehouse, Gilbert Sr. was asked why he didn’t create the coffeehouse in gentrified South Town. He told me that it was “always his intention to open it in the Westside in order to create a place for the community to go to that would help enrich and revitalize the community. My purpose

“Westside Business Alliance” initiative kick-off meeting, when I caught Gilbert Sr. offering to guide a young entrepreneur interested in opening a coffeehouse like his that would serve as a genuine place for the community to gather. In fact, he urges “anyone looking to start a coffee business to contact him,” for guidance and comradery. In the future, Gilbert Sr. would like to expand Barrio Barista Coffeehouse to sell cold press



Dr. Nicole Lopez sits with Dr. Adrianna Santos

bra top and jeans. There’s also a mix of unique items encased in glass by the entrance including a quote from 1920s actress Mae West that reads, “When I’m good, I’m really good, and when I’m bad, I’m better”. Vintage typewriters and coffee machines from all eras line sections of walls. Social media presence, graphics (such as a computerized coffee cup in black with a red and white background made to resemble the United Farm Workers flag) and espresso art design are the stead of

in life is to serve others and to be my brother’s keeper. Everyone should have purpose in life and mine is business and in ministry,” De Hoyos tells me. This is otherwise known as “BAM” (business and ministry), which is not affiliated to organized religion and only promotes helping your neighbors. As such, he is a “advocate of the coffee community association, which exists on national and local levels. I see this generosity of spirit in action at the Westside Development Corporation

juices, herbal remedies and provide franchise opportunities to the community he serves.

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Red Sox Ganó el Clásico a Broncos

Doce Equipos Participarán en Temporada Abierta en Liga Potranco 2019

Por Sendero Deportivo

En el campo 2 del estadio Potranco el campeón Broncos de Reynosa SA y el subcampeón Red Sox. Se disputaron su tradicional clásico categoría Veteranos. La victoria ya la tenía Broncos en el noveno capítulo, en el que Red Sox anotó par de carreras ubicando a su favor la pizarra 9 a 8 carreras.

Broncos de Roberto Garza en el cierre fue contenido por el lanzador Chris Lee que logró superar al abridor Hilario Álvarez, los relevistas Óscar (Giro) Rodríguez y Gilbert Salazar (campeón

de pitcheo 2018).

Por Red Sox, conectó jonrón solitario el receptor Sergio González, por Broncos, Henry Pichardo la botó para producir tres anotaciones y poner la pizarra 8-7 a favor. “Continúa la rivalidad deportiva entre Red Sox y Broncos, los peloteros lo dieron todo en el cuadro. Broncos siempre ha sido un duro rival”, dijo Pedro Espinoza, manager del subcampeón.

“El partido estuvo bueno, tenía que resultar al final un ganador y ahora fue Red Sox. Broncos en la primera vuelta ganó a Red Sox, la

serie se quedó en empate”, apuntó Garza. En otros resultados, Rieleros 22 a 5 ante Westsiders, con triunfo para el lanzador Luis Alfonso Velázquez (Chorejias), quien tiene marca de 5 victorias por 2 derrotas.

Cardenales de Efraín Cruz Franco, Nacho García y Saúl Navejar, ganó su tercer triunfo consecutivo derrotando a los Cachorros de Nava con pizarra de 10-8. Cachorros dirigidos por Rubén Galindo (Alacrán), Alejandro (Rábano) Becerra y Freddy García, dejaron corredores en bases, en el noveno capítulo siendo

dominados por el relevista Ernesto (La Chona) Velázquez, ex lanzador profesional derecho, quien tuvo en la receptoría a Lupe Guerrero. Por Cachorros, pegó jonrón el jardinero central Freddy Rodríguez. La victoria fue para el debutante derecho Calixto Morales, quien fue relevado por Jaime Garza y Velázquez, quien se adjudicó el salvamento.

De acuerdo al presidente don Simón Sánchez, en liga abierta dominica participarán doce equipos, divididos en zona norte y sur. Por el norte estarán ganando su

clasificación a la postemporada 2019, los equipos; Mineros, Broncos, Cubs, Highsox, Piratas (campeón de Potranco 2018-19), y Águilas. Por el sur; Bobcats (campeón en Colt 45 temporada 2018). Calaveras, Leones, Rieleros, Cardenales, y los Indios de Nava. En las fotos aparecen, Óscar Montes, barriéndose en tercera base y puesto fuera de acción por Gonzalo (Chalito) Carramán Jr. Ernesto Velázquez recibiendo felicitaciones del receptor Lupe Guerrero.

(Fotos Franco)



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STEEVEN SANDOVAL



San Antonio, TX – (13 de febrero de 2019)... Steeven Sandoval, uno de los más aclamados vocalistas de la música de mariachi a nivel mundial, regresa a San Antonio por tercer año consecutivo el sábado 4 de mayo en el Charline McCombs Empire Theatre. Este año, su actuación conmemorará el histórico Cinco de Mayo, celebración que ha sido importante para San Antonio por más de ciento cincuenta años.

El Cinco de Mayo conmemora el triunfo del ejército mexicano sobre el ejército francés en la Batalla de Puebla en 1862. El General Ignacio Zaragoza, jefe de división de la famosa batalla, era originario de Goliad, Texas. Este triunfo hizo que Zaragoza se convirtiera en héroe tanto de México como de Texas, razón por la cual el Cinco de Mayo es una fecha tan significativa en San Antonio, en donde se celebra con bella música y folclor.

Para esta celebración del Cinco de Mayo, Steeven Sandoval trae un repertorio especialmente elegido para satisfacer a los más exigentes conocedores de la música de mariachi y que incluye canciones rancheras tradicionales, rítmicos huapangos, boleros románticos y los clásicos sonos jaliscienses. Además de su canción emblemática “Por Amor” y se-

lecciones de su más reciente álbum, 100 Litros de Tequila, también rendirá homenaje a la tradición de la charrería mexicana con canciones como “Mi Fiesta Charra” y “El Toro Coquito”.

Después de catorce años de figurar como la primera voz del legendario Mariachi Vargas de Tecalitlán —y ahora como artista solista por derecho propio— Sandoval regresa orgullosamente a San Antonio, una ciudad en la que la música de mariachi es altamente respetada, en donde se enseña desde la escuela secundaria hasta la universidad, y en donde por los últimos veinticinco años Cynthia Muñoz, presidenta de Muñoz Public Relations (MPR), ha producido el internacionalmente renombrado evento Mariachi Vargas Extravaganza.

Steeven Sandoval, cuyo apodo es “La Voz del Mariachi”, se le conoce como charro cantor, título honorífico que se da al que representa al auténtico espíritu del folclor mexicano y que sabe interpretar la música de mariachi en su forma más tradicional a través de su voz y su presencia. Sandoval deleita a su auditorio con gracia, elegancia, humildad y gratitud. Se le conoce por la sincera emoción con la que interpreta cada canción, que con frecuencia conmueve a su público hasta las lágrimas.

“La Voz del Mariachi” será acompañado por el grupo sanantoniense Mariachi Azteca de América, con la presentación de la invitada especial Nathania Flores, originaria de Edcouch-Elsa y ganadora del Gran Concurso de Vocalistas 2018 del Mariachi Vargas Extravaganza.

El concierto del Cinco de Mayo de Steeven Sandoval es una producción de MPR, organizadores del 25° evento anual Mariachi Vargas Extravaganza. La misión de MPR es la de promover, salvaguardar y presentar la música de mariachi en su forma más tradicional y al mismo tiempo presentar a los artistas más sobresalientes tanto de Estados Unidos como de México. Este concierto se hace posible gracias al apoyo de H.E.B.

Los boletos para ver a Steeven Sandoval salen a la venta el viernes 15 de febrero a las 10 a.m. a través de todas las taquillas de Ticketmaster, incluyendo la taquilla del Majestic Theatre, por internet en Ticketmaster.com o con cargo de tarjeta por teléfono al 800 745-3000. Todos los boletos están sujetos a los cargos y tarifas aplicables.

Más sobre Steeven Sandoval. Originario de

Guadalajara, Jalisco, México, Steeven Sandoval empezó su preparación musical a temprana edad. Después de muchos años de perfeccionar su arte, se unió al internacionalmente famoso Mariachi Vargas de Tecalitlán, el mejor mariachi del mundo. Durante 14 años participó en el evento Mariachi Vargas Extravaganza como primer vocalista del Mariachi Vargas. Su extraordinaria habilidad como cantante y su ejecución artística conmovedora e intensa le ganaron una base de fervientes admiradores que le permitió embarcarse en una exitosa carrera como solista.

Sandoval ha grabado decenas de álbumes con el

Mariachi Vargas y con el Mariachi Nuevo Tecalitlán. Estrenó 100 Litros de Tequila, su primer disco compacto como solista, en 2017. El disco contiene temas de mariachi como “Te Hubieras Ido Antes,” “A Los Cuatro Vientos,” y su canción emblemática, “Por Amor”, todo lo que ha atraído millones de vistas en YouTube.

Sandoval ha actuado a lo largo de Estados Unidos, Europa y América Latina. Con la compañía Houston Grand Opera, ha participado en dos óperas de mariachi: Cruzar la Cara de la Luna y El Pasado Nunca se Termina, inclusive en el Théâtre du Châtelet de París, Francia.

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Westside Leaders Form Alliance to Preserve Legacy Businesses from Gentrifying Forces

By Isa Fernández

Isa Fernández, MPA is a Legacy Corridor Business Alliance Program Manager at Westside Development Corporation, a freelance photographer and peace and justice advocate.

Westside business owners gathered Friday, March 29th to attend Westside Development Corporation's (WDC) kick-off "Westside Business Alliance" (WBA) meeting focused on improving opportunities and preserving legacy businesses in 10 corridors in San Antonio – Buena Vista, Castroville Rd., Colorado, Commerce, Culebra, Guadalupe, General McMullen, Laredo, Nogalitos and Zarzamora.

District Five Councilwoman Shirley Gonzales officially began the program in January 2018 after funding was secured to support the program. "My goal is to help organize strong Corridor alliances so they can work proactively together to grow their enterprises as development occurs in the area. District 5 has hundreds of small businesses that are

the real engines of growth and new jobs. There are countless legacy businesses on the Westside that have provided goods and services for more than 50 years. And there is room for entrepreneurs to start exciting new businesses," says Gonzales. WDC staff and volunteers canvassed the Westside to inform business owners of the City of San Antonio District Five "Legacy Corridor" initiative and advertise the first meeting on all 10 corridors.

At the kick-off meeting, WDC President/CEO Leonard B. Rodriguez warned attendees of gentrification that threatens to displace legacy businesses (defined as businesses in operation ten years or longer) by not only raising property taxes but changing the cultural fabric of historic Westside communities. Rodriguez shared a humorous "Gentrification Bingo" slide that listed warning signs like "white people on bikes", "freelance nomads" and "artisanal any-



thing." The slide gathered many a smartphone photo from the approximately 40 attendees, which included initiative partners People Fund, City of San Antonio (COSA) Office of Historical Preservation, COSA Development Services and UTSA Small Business Development Center-Institute of Economic Development and Liftfund. The work of the partnerships is to leverage economic development affiliate resources in support of Westside Business Alliance endeavors, providing members with key resources needed to stay competitive

in the face of unprecedented business development on the Westside. These developments include the UTSA downtown campus expansion, Zona Cultural, the Near West Opportunity Zones and Westside Creeks Restoration Project, each of which has the capacity not only to increase business traffic and profits in years to come but also sooner, deter customers with increased project construction. Both scenarios require a strategic approach to ensure that legacy business owners are aware of the increasing commercial property value of their businesses tomorrow and are equipped with the necessary tools to deal with construction that could have the capacity to interrupt the ongoing flow of business today.

Gonzales is hopeful the initiative will benefit the legacy businesses from her own experience as a small business owner. "As the owner of a 60-year old firm and a three-term council member, I know the city can lend its support by streamlining

permits, providing needed infrastructure and promoting the business corridors to the entire community. I am pleased that WDC has taken up the challenge and look forward to the project's long-term success," she said. The Westside Business Alliance initiative will result in policy recommendations to Council District Five and serve as a hopeful pilot for similar endeavors for other San Antonio business corridors.

For more information about the Westside Business Alliance, please visit <https://westsidedevcorp.com/legacy-corridor-business-alliance/> or call 210-501-0192.



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District Five representative Gene Rodriguez addresses business leaders

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EN LAS EMISIONES DE DIÓXIDO DE CARBON (2007-2017)

THIS DAY IN LA PRENSA HISTORY



ESPERANZA, por C. Bower

Child Abuse Awareness



By Tammy C. Perez

Since 1983, April has been recognized as Child Abuse Prevention Month. During this time, the nation comes together to ensure that every child can be successful. All children deserve to grow up in a safe, stable, and nurturing environment that is free from abuse and neglect. A child's long-term development is affected when he or she is a victim of abuse or neglect. The Centers for Disease Control and Prevention estimates that one in four children have experienced some form of abuse or neglect in the last year. The Child Abuse Prevention and Treatment Act defines child abuse and neglect as; "at minimum, any recent act or failure to act on the part of a parent or caretaker which results in death, serious physical or emotional harm, or sexual abuse or exploitation of a child."

Child abuse does not discriminate and can happen under any circumstance. It doesn't matter what a person's race is, where they live, or what their occupation is. Centers for Disease Control and Prevention research has shown certain risk factors that could determine the likelihood that a child will become a victim of abuse or neglect. These factors include; Victimization – child with special needs; Perpetrator – parents who were abused



as a child; Family – violent or dysfunctional family bonds; or Community – high poverty or crime rates. Child abuse can have physical, psychological and behavioral effects on a child. Some may have trouble forming intimate relationships as an adult. When a child has prolonged exposure to stressful situations, it can impact a child's brain, body, hormones and immune system. Children will also have an increased risk of developing a mental disorder including depression, anxiety, eating disorders, or attempt suicide. A child's behavior could also be affected. He or she may become a smoker, abuse alcohol or drugs, become a teen parent, experience juvenile arrest or low academic achievement.

Child abuse prevention requires individual, family and community level supporters. Together we can make a difference. Community resources are available to families which include counseling, positive parenting workshops, and prevention programs at school, hospitals, churches, etc. Parents need to make it a priority to work on their mental health and educate themselves more on child development. Once parents gain insight and learn how to effectively deal with their own issues, they will better understand their child's behavior and react in a healthy and positive manner. Are you or someone you know a victim of child abuse? TCP Marriage & Family Services is here to help. For more information on our services, please call our office at (210) 516-2607 or visit our website at: www.tcpmfs.org.

EVENTOS ESPECIALES

Premiación al Talento Deportivo

Por Sendero Deportivo

La comunidad deportiva fue testigo de la premiación al talento y disciplina de clubes y jugadores de béisbol categoría independiente dominical en Potranco Baseball League que dirigen el magnate Eloy Rocha y Simón Sánchez.

Ambos en colaboración con Antonio Ramírez (Morris), beisbolista semi profesional premiaron al talento deportivo de los clubes Piratas de Sabinas, Mineros, y jugadores que destacaron en el pitcheo, jonrones, bateo en la campaña invernal 2018-19.

La final entre los equipos Piratas y Mineros se fue hasta el tercer partido de serie pactada a ganar 2 de 3 partidos (coronándose Piratas), los espectadores aplaudieron las acciones, premiación y reconocimiento especial para el campeón bateador Anthony Salcido y su compañero Javier Arrieta (campeón en jonrones), ambos de la franquicia Calaveras.

Piratas con su manager Sergio De Luna, sus coaches Iván Rubinsky y Maury Esparza, el coordinador general Lupe Guerrero y su capitán Brayan Guerrero, aceptaron el valioso trofeo que viene a ser el quinto ganado bajo la misma directiva.

Mineros de Jesús Ramírez Sr., y el coach José Mendoza, recibieron los trofeos de campeón de temporada y subcampeón del playoff. “Felicitamos a los aficionados que respaldaron a equipos en la temporada regular, el playoff y la gran final. La cual ha sido la mejor de todos los tiempos en nuestra liga. Por igual al campeón Piratas, el subcampeón Mineros y jugadores individuales que destacaron con sus respectivos promedios”, dijo Rocha, gerente general de Potranco Baseball League con sede en el sector sur de San Antonio.

Fotos por Franco



Pro Life vs. Planned Parenthood at UTSA

Photos by Steve Walker





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Should You Borrow from Your 401(k)?

By Edward Jones

Edward Jones is a licensed insurance producer in all states and Washington, D.C., through Edward D. Jones & Co., L.P. and in California, New Mexico and Massachusetts through Edward Jones Insurance Agency of California, L.L.C.; Edward Jones Insurance Agency of New Mexico, L.L.C.; and Edward Jones Insurance Agency of Massachusetts, L.L.C.

If you work for a business that offers a 401(k) plan, consider yourself fortunate, because a 401(k), with its tax advantages and variety of investment options, is a great way to save for retirement. But what if you need to tap into your plan before you retire? Is it a good idea to borrow from your 401(k)?

To begin with, you need to determine if a loan is even

available. You can only borrow from your 401(k) if you're still working for the company that offers the plan, but even so, you'll have to check with your human resources area to determine if loans are allowed. If they are, you'll want to weigh the pros and cons before taking action.

On the "pro" side, it's pretty easy to get a 401(k) loan – there's no formal loan application and no minimum credit score required. Plus, you're only borrowing from yourself, and you can generally repay the loan with automatic paycheck deductions, typically over a five-year period.

However, you'll also encounter some "cons" when taking out a

401(k) loan, particularly concerning taxes. If you had not borrowed from your 401(k), the money you took out could have been growing on a tax-deferred basis, assuming you used pre-tax dollars to fund your plan, and your withdrawals will only be taxed once. But when you borrow from your plan, you will have to repay it, along with interest, with money you've earned – and been taxed on – and then, when you withdraw it later, you'll pay taxes on it again.

Furthermore, if you leave your employer before fully repaying your loan, the outstanding balance likely will be taxable, although you may have a grace period in which to pay it off and avoid taxes.

And perhaps even more

important, taking money from your 401(k), even if you repay it later, will almost certainly slow the growth potential of your account – which, in plain terms, means you may have less money available for retirement.

Of course, if you encounter an emergency, and you have nowhere else to turn, you may need to borrow from your 401(k). And some plans allow hardship withdrawals for medical expenses and other needs, although you'll still be taxed on the amount you withdraw.

But you'd probably be better off if you can prepare, well in advance, for situations in which you need immediate access to a sizable sum. One way

of doing this is to build an emergency fund containing six months' to a year's worth of living expenses, with the money kept in a liquid, low-risk account. You also might find some resources in the part of your investment portfolio held outside your 401(k). For example, you can always withdraw contributions to a Roth IRA without incurring taxes (although the earnings on these contributions could be taxable if you take the money out before you're 59½ and you've had your account less than five years).

In any case, you work hard to build your 401(k) – so, no matter where you are in life, think carefully about how you will use the money.

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Jimenez Family Contribution to Tejano Music

By Dr. Ricardo Romo

Santiago Jimenez Sr and his sons Flaco Jimenez and Santiago Jimenez, Jr. introduced me and my whole neighborhood to Tejano music. Growing up on the Westside I spent most of my days at my dad's grocery store on Guadalupe Street, one block from El Paso Street. Romo's Grocery Store was on the most active commercial section of the Westside and music from the area's many taverns and nightclub permeated the air. From the mid-1940s to the mid-1960s my dad opened his grocery store on Guadalupe Street seven days a week giving me the opportunity to see Santiago Sr. and his two sons at a local dance hall when I walked home to Monterey Street.

Most evenings in the 1950s it was my duty to close up the store and head home--usually, I walked past my uncle Cruz Saenz' famed nightclub, El Gaucho, on El Paso Street. El Gaucho was across the street from his brother's service station and auto-repair garage. Uncle Frank Saenz ran his gas station and also did a weekly show for the Spanish-language KEDA radio station. He knew and loved Mexican and Tejano music. El Gaucho nightclub was not far my home and it was well known as one of the most popular clubs for the Tejano rhythm sound. While I was not of age to enter the club, on many occasions my uncle let me in the side door to enjoy the

great Latino music. I did not realize it at the time, but Santiago Jimenez Sr. and his sons were leaders in creating a new Tex-Mex musical beat-- Tejano music.

Music historian Eugene Chadbourne helped me understand the significance of this musical experience. Chadbourne wrote that "one of the most remarkable things about (Santiago Jimenez') career is that he performed every weekend in the same San Antonio nightclub, El Gaucho, for more than a decade. These shows were almost without exception standing room only."

The Jimenez family were among the stars of the famed 1976 documentary *Chulas Fronteras* which writer George Schneiderman described as "a documentary about the music of the Mexican community on both sides of the Texas-Mexico border, particularly of migrant farmers." Many film critics enjoyed the historical treatment of Tejano music, but as Schneiderman observes, the film "devotes principal attention to the music as a form of social protest against oppression and racism."

In *Chulas Fronteras*, Santiago Jimenez, Sr reveals that he learned to play the accordion at age eight from his father, an Eagle Pass musician. In his twenties, Santiago's music played on the radio on San Antonio's KEDA station. Jill S. Seeber wrote in the Texas

State Historical Association website that Santiago Jiménez, Sr "became known for his inventive use of the tololoche, a Tejano contrabass that became prevalent in the conjunto music of the 1940s. Jiménez later recorded for several recording companies in the United States and Mexico. His polkas "La Piedrera" and "Viva Seguin" (recorded in 1942) became well-known regional hits.

In the 1980s while teaching history at the University of Texas at Austin, I had an occasion to meet Flaco

Jimenez at a small political party. There were not many people invited so I had the opportunity to visit with him during his breaks. When I mentioned El Gaucho, his eyes lit up. He knew my uncles and had fond memories of his playing days there. Flaco Jimenez recalled joining his dad's band at age nine playing mostly on the weekends. By the 1990s he was one of the most recognized Tejano/Conjunto artists in the world. In the 1990s Flaco played with the well known Texas band

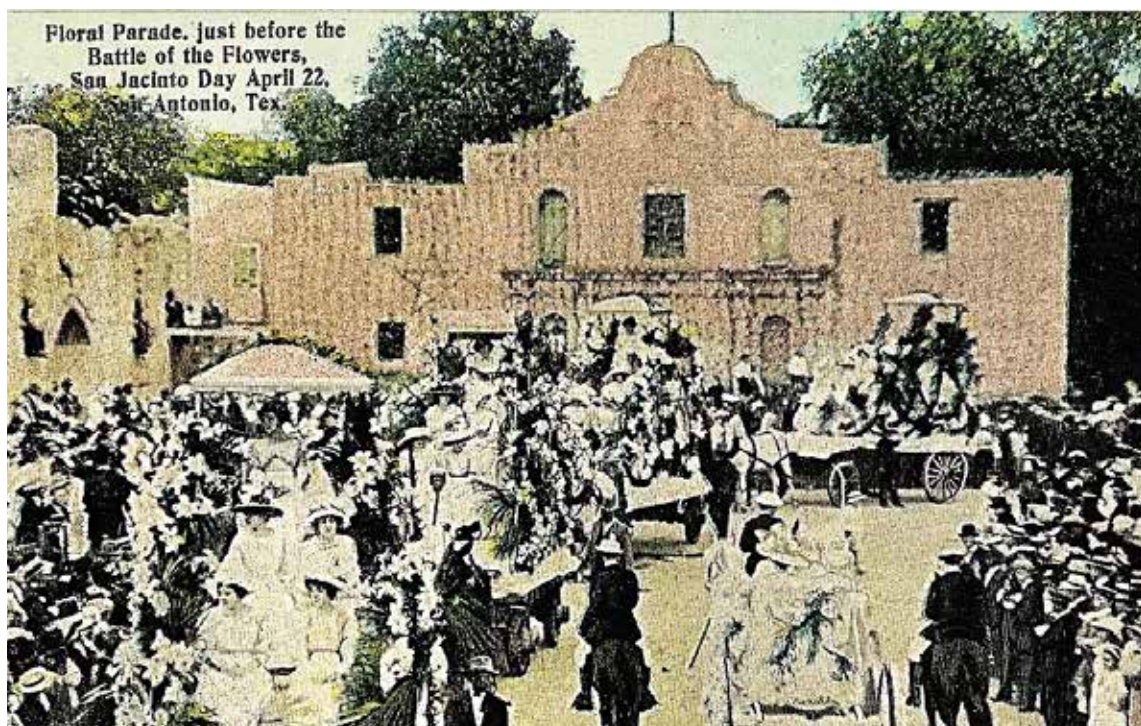
the Texas Tornados' which won a Grammy as Best Mexican-American Performance of 1991. By the end of the decade, Flaco would win a total of five Grammy awards.

Flaco Jimenez has played with many famous bands, including with Mick Jagger and Rolling Stones, and he continues to tour and play across America and abroad. According to Mark Deming, Jimenez has earned the title as "one of the world's leading ambassadors of Tex-Mex music."

COLLECTION OF TIM PALOMERA

Battle of Flowers Parade

San Antonio's Fiesta Battle of Flowers Parade had its origins in 1891 when a group of women planned an event to honor the heroes of the Alamo and the heroes of the Battle of San Jacinto. They decorated carriages, wagons, and bicycles with real flowers and celebrated by throwing flower blossoms into the crowd, and so the name "Battle of Flowers". The Battle of Flowers Parade, which started as a small event, has evolved into Fiesta Week, a ten-day city-wide celebration. This parade draws several hundred thousand people each year. The parade is so popular that it's also televised and viewed by several million viewers. This postcard scene is circa early 1900's.



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benefit the local Command of the Cowboys' official non-profit, the Salvation Army.

The medal, designed by the Cowboys head office, features a round medallion with the team's iconic blue and white star logo surrounded by a lively border in fiesta colors. The medallion, suspended from a Cowboy blue grosgrain ribbon, is topped with the official headgear of Fiesta, the Mexican sombrero, with '2019' on the cap. This is sure to be a collector's item both for Fiesta and Cowboys fans.

To celebrate Fiesta with their San Antonio fans, the Cowboys will bring the Dallas Cowboys Hall of Fame Truck to Fiesta's first-night event, Fiesta® Fiesta, on Thursday,

April 18 at Yanaguana Garden at Hemisphere from 3 p.m. to 9 p.m. It will remain at Hemisphere until Saturday, April 20 and will be open from 10 a.m. to 7 p.m. Friday, April 19 and from 10 a.m. to 5 p.m. Saturday, April 20. The Hall of Fame Truck is a mobile program dedicated to bringing the Cowboys experience to the fans. This one-of-a-kind attraction provides an interactive opportunity for all fans to enjoy. The truck contains Super Bowl trophies and rings, Super Bowl MVP lockers, historic uniforms, life size statues of Bob Lilly and Emmitt Smith, multimedia exhibits and much more.

"We are delighted to partner with the Cowboys and

honored to be beneficiaries of their first-ever Fiesta medal. The Cowboys' generosity will help us to continue to fulfill our mission of helping men, women and children in need in the San Antonio community," said Major Rob Webb, Area Commander for The Salvation Army of San Antonio. "This wonderful team understands that Fiesta has always been about raising funds for local non-profits and continues this tradition through this medal."

In addition to being available at shopfiesta.org, limited numbers of the medals will be available the week of April 1 at the Dallas Cowboys Pro Shop stores in San Antonio, Fans United and H-E-B's San Antonio stores. The medal

will also be sold during select Fiesta events such as Oyster Bake, Pin Pandemonium at Fiesta® Fiesta and Taste of New Orleans, as well as at the Official Fiesta Store at 2611 Broadway.

For more information, please contact:

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Avoid Shady Contractors Following Storms



By Jason Meza
Regional Director
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425 Soledad St., #500
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As the weather heats up, so does the threat of severe weather in Texas. Many homeowners may be finding themselves having to deal with damage from lightning, high winds and hail. Now is also the time when unethical contractors might be showing up trying to con people for

property repairs.

Unfortunately, every Spring and Summer we see “storm chasers”, or shady contractors making visits to homeowners just hours or days after severe weather passes through their area offering repair services. Although not all storm chasers are scammers, they may lack the proper licensing for your area, offer quick fixes, or make big promises they can’t deliver. It’s an important time to remember to do your research before deciding on a contractor to use for repair work and never pay full price for a project up front.

Better Business Bureau is also warning contractors to beware of storm chasers who offer to pay local construction companies to use the business’s name, reputation, and phone. They masquerade as

a local business, collect the insurance money and then move on, leaving the real business to deal with unsatisfied customers.

Here are some tips on avoiding a shady contractor...

- **Contact your insurance company.** Ask about your policy coverage and specific filing requirements. Save all receipts, including those for food, temporary lodging, or other expenses that may be covered under your policy. Your insurance company may also have recommended contractors, but still make sure to check those contractors first at bbb.org.

- **Do your research.** Find businesses you can trust on BBB.org. A BBB Accredited Business meets eight standards for trust, including advertising honestly, telling the

truth and being transparent. Check the Texas Department of Licensing and Regulation to make sure if the type of work your contractor will be doing requires a license. Ask for references from friends and relatives and get everything in writing.

- **Resist high-pressure sales.** Some storm chasers use tactics such as the “good deal” you’ll get only if you hire the contractor on the spot. Be proactive in selecting a contractor and not reactive to sales calls. Be especially careful of door-to-door contractors. Many municipalities require a solicitation permit if sales people go door-to-door. Ask for identification. It’s always best to get three estimates from different contractors.

- **Don’t sign over insurance checks to contractors.**

Get an invoice from the contractor and pay them directly (preferably with a credit card, which offers additional fraud protection over other forms of payment). Don’t sign any documents that give the contractor any rights to your insurance claims. If you have questions, contact your insurance company or agent.

- **Be wary regarding damages you can’t see.** While most contractors abide by the law, be careful allowing someone you do not know to inspect your roof and other areas of your house. An unethical contractor may create damage to get work. The same goes for attics, crawl spaces, ducts and other places you cannot easily access or see for yourself.

To learn more, visit bbb.org/storm.

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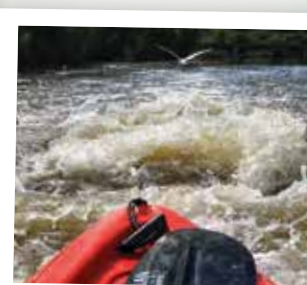
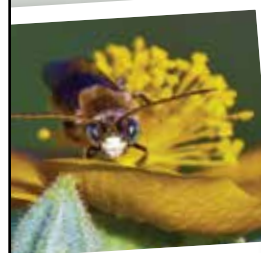


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Just a Thought

Fiesta is almost here!



Steve Walker is a Vietnam Veteran, former Justice of the Peace and Journalist

By Steve Walker

With Fiesta 2019 officially just 4 days away, San Antonio is looking to celebrate another successful and exciting tradition. The April 18th opening ceremony will once again offer a fun experience that I will have the privilege of covering it for La Prensa Texas as well as my photo-blog <http://www.walkerreport.net>. With an anticipated record crowd of Fiesta-goers to include music, dancing, speeches from dignitaries, it will be totally awesome!

The official opening of Fiesta 2019 will be at HemisFair Plaza at 434 South Alamo Street from 3-9 p.m. There will be live entertainment, and the opportunity to greet Official Fiesta Royalty and special guests. You can buy, sell or trade Fiesta pins and medals at Pin Pandemonium on April 18th.

The Texas Cavalier Parade is one of my more memorable parades. Civic and community leaders make up the Texas Cavaliers Organization. They support local charitable organizations with their time and financial

contributions. Don't forget to bring home some medals as souvenirs from the parade and fiesta. The city sells and gives away some 30,000 medals.

The crowd along the river is sometimes overwhelming, as one who tries to navigate it, shooting photos of the smiling happy participants and on-lookers. I have come very close to falling into the river on more than one occasion. Get ready for Fiesta 2019, as it is upon us! April 22nd, 7-9 p.m.

Be sure to enjoy an evening of free Fiesta fun for the entire family with the crowning of the 71st Rey Feo on the 19th and continue celebrating with Rey Feo, Fiesta Royalty members, after the crowning at 418 Villita featuring great food and music @ 7 p.m. to include great food and spirits.

Then there is great news on the 24th. The second annual SAC Fiesta Brunch hosted by San Antonio College will have one of the biggest stars in show business on hand. Are you ready for this?

Rita Moreno, the film and theatre legend is one of 15 people in the nation to win an Emmy, Grammy, Oscar, and Tony award. She is also a Presidential Medal of Freedom recipient.

Rita Moreno will be the keynote speaker for the event that day. The event begins at 11:30 a.m. at the Pearl Stable, located at 307 Pearl Pkwy. Nationally-renowned motivational speaker, Roy Juarez, Jr., will emcee.

No visit to the Fiesta San

Antonio would be complete without seeing the Battle of the Flowers Parade. This parade has the special distinction of being the only parade in the U.S. that's planning and direction is completed by women. It's the Fiesta's biggest parade, and it's only rival in size in the nation is from the Tournament of Roses. 9:30 a.m.-2:30 p.m. April 26th.

Another exciting parade is the Fiesta Flambeau Parade. You might think if you've seen one parade you've seen them all, but "No" you haven't. You will be missing out. The Fiesta Flambeau is the biggest illuminated night parade in the United States. You will experience marching bands in lockstep, dancers, precise drill teams and much more. Everything takes place under a spectacular array of lights. 27th April, 7 p.m. -10:30 p.m.

Lastly, don't forget to spend some quality time with your relatives at the festivals within the Fiesta. A Night in San Antonio is a four-night event put on by the San Antonio Conservation Society. It features 15 different themed areas, such as the French Quarter and Clown Alley. The proceeds for this part of the Fiesta help with historic preservation throughout the city.

Fiesta 2019 is ready to accommodate thousands of participants have a San Antonio Fiesta to remember. Drive safe, be aware of your surroundings and have lots of fun while doing it!

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Mary Grace Ketner, INTERFAITH WELCOME COMMITTEE
Einas Albadri, RAICES Programa de Restablecimiento de Refugiados
Martha Lopez, YWCA

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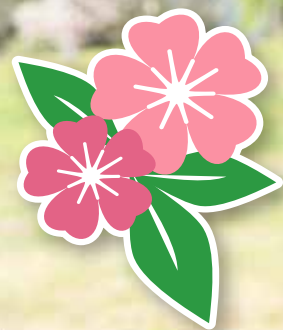
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