

La Prensa Texas

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www.LaPrensaTexas.com

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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.

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Let's Talk About It

New Year's Resolution 2024

Kavooss Shamloo: "Mine is to stop making new year resolutions! Lol."

Gregorio De La Paz: "To be better."

Feliz Flores: "Same ol, try to lose weight."

Prapti: "Oh, I'm so excited you asked! My 2024 resolution is very simple. Here are some of the points I will follow this year: 1) No dating or relationship. I want to take a break from dating or relationships and focus more on my goals which I have to achieve in 2024, as I don't want to get distracted. 2) Focus on myself. Focusing on myself is a fantastic resolution. It's important to take time to prioritize self-care, personal growth, and pursuing my own passions and interests. It can lead to a deeper understanding of myself and a stronger sense of fulfillment. 3) Manifesting my goals (with the help of meditation). Manifesting my dreams through meditation can be a powerful practice. By visualizing and focusing your energy on my goals, I can create a positive mindset and attract the things I desire. Meditation can help you stay centered, focused, and connected to your intentions. 4) Daily workout (weekly one day break). I want to make myself fit and gain healthy control of my anger and be calm in every situation. Controlling anger and staying calm can be challenging, but it's definitely possible. One technique is to take deep breaths and count to 10 before reacting in a heated situation. I can also try practicing mindfulness or finding healthy outlets for my emotions, like journaling or exercising. It's all about taking small steps and being patient with myself. 5) I won't trust anyone blindly. It's important to be cautious and not trust anyone blindly. Trust is

something that should be earned over time through actions and consistency. Take the time to get to know someone and observe how they treat others. I will trust my instincts and don't hesitate to set boundaries."

Shivam Chauhan: "I made a New Year's resolution last year, but unfortunately, I couldn't accomplish many of the things I had set out to do. As a result, I'm finding myself a bit less motivated to make one this time around."

Anurag Anuj : "To make the world and everything in it happy. I know It will not happen in 2024 itself but I hope I can rise above everything, and be blessed by mother nature to start my journey and make it a reality."

Jane Adams: "My New Year's resolutions are to work out daily unless I am sick, injured, my wife is in the hospital, or I am traveling long-distance on a particular day (plane or train). To purr more and hiss less. Translation: Validate others more, give my opinion less, keep criticism to myself more often. Be more open-minded. Suspend judgment. Read differing points of view."

Cavon Retep: "I would like to spend less time on the computer and more time cooking, working out, reading, and writing."

Alpana Singh: : "Taking 10–20 minutes of morning sunlight everyday for my better mental health."

Shubham KP: "Travel More. Worry Less. Read More. Think Less. Help More. Whine Less. Meditate More. Pretend Less. Love More. Hate Less. Live More. Fear Less."

By Yvette Tello

As we approach the end of the year, it's that time when many of us start thinking about our New Year's resolutions. Whether it's a fresh start, a chance for personal growth, or simply a way to set new goals, resolutions can be a great way to kick off the year with intention. Are there any exciting goals or changes you're planning to make in the coming year? What are your New Year's resolutions for 2024? Let's talk about it...

Traci Martinez: "To be more positive and helpful to others..."

Chris Castillo: "We really don't do new years resolutions. We just work on being better human beings by helping others. Especially our less fortunate. There are so many homeless and they need jackets, blankets, socks etc. We clean out our closets every few months and donate to different areas. People need to work on being kinder. That's my opinion."

Rosa Mendez: "Yes. To be more understanding and caring."

Veronica Morales: "I don't know about any resolutions instead I am trying to figure out my word of the year. Right now, I am thinking of the word SELF. I really need to take care of myself for once in my life."

Belinda Mayen-Aldana: "Me me. I am always considering other people's feelings and needs ... not this year."

Yvette Elizabeth: "Step back from social media- love more- family time-travel."

About the Cover Artist: Ricardo Romo Photo Journey To Veracruz

Courtesy of Ricardo Romo

The cover art this week is provided by Ricardo Romo from a collection of photos he captured in 2008 while visiting Veracruz Mexico.

Read more about it on page 10.





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- Alimentación balanceada. ¡Haz de cada día una celebración comiendo bien y sintiéndote genial!
- Asegura la seguridad alimentaria. Asegúrate de que todas las comidas sean seguras para comer y evitar la intoxicación alimentaria.
- Mantente al día con las vacunas. Por primera vez, hay vacunas disponibles para las tres enfermedades principales respiratorias de otoño e invierno-Influenza, COVID-19, y VRS.
- Quédate en casa si te sientes enfermo/a. Para evitar el contagio a otras personas, considera no ir a reuniones, especialmente si van a asistir personas en riesgo.



Para obtener más información, visita SanAntonio.gov/Health

Grab Your Blue Suede Shoes For An Elvis Presley Birthday Celebration

Courtesy of
Laura H. Aplin

Join the Autism Treatment Center for an Elvis Birthday Bash on Sunday, January 7, 2024 at La Hacienda de Los Barrios (18747 Redland Road) from 6pm to 9pm. Enjoy the music of Elvis Presley performed by The Rick Cavender Band, win prizes playing Elvis Trivia, and participate in the silent auction. Tickets start at \$45 per person and include dinner, entertainment, and a drawing ticket. Reserved and VIP seating is also available. Proceeds from this event support ATC's programs for children and adults with autism in San Antonio.

The mission of the Autism Treatment Center (ATC) is to as-

sist people with autism and related disorders throughout their lives as they learn, play, work and live in the community. ATC is a private, nonprofit, 501(c)(3) corporation providing its services 24 hours a day, 365 days a year. Services include residential, educational, therapeutic, adult programs and research.

Those wishing to be more involved can volunteer their time by helping with set-up, checking in, and seating guests; auction monitoring and check-out; collecting trivia game answers from guests; and event breakdown. To sign up or learn more about volunteering or sponsorship opportunities, contact Eric Schneeman at eschneeman@atcoftexas.org.

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6:00 to 9:00 pm

La Hacienda de Los Barrios

18747 Redland Road



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TICKETS:

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La Familia McCombs Se Une Al Grupo Inversionista De Los Spurs

Por Franco

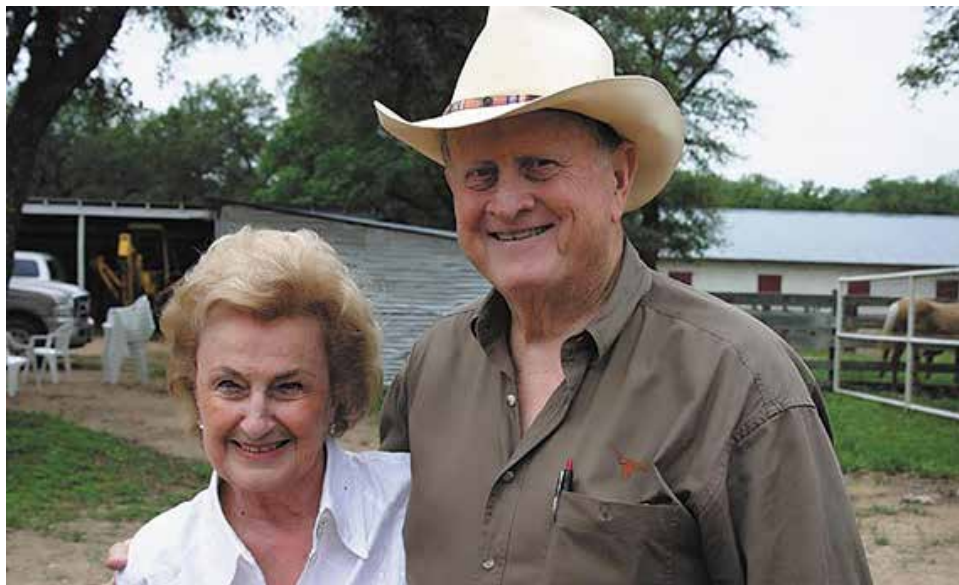
La distinguida familia McCombs, continúa aportando su valiosa visión empresarial dejada cómo gran herencia por el jerarca Red McCombs y su bien recordada esposa Charline [ambos descansan en paz]. En boletín oficial informativo de Spurs Sports and Entertainment (SS&E), sé dio la gran noticia, destacando cómo la familia fundadora de dicha franquicia qué en 1973, tubo la visión de traer a la región de El Álamo, el entonces club Dallas Chaparral qué militaba en el circuito ABA [América Basketball Asociación]. Red, con su tacto empresarial logró reunir selecto grupo de inversionistas

aventurandose ha sobresalir en la NBA (National Basketball Association). McCombs, nunca perdió la fe y picando piedra salió adelante con el club llamado posteriormente San Antonio Spurs. Cuya franquicia fue vendida a mediados de los 90's a grupo Inversionista comandado por Peter Holt. Quién posteriormente con el entrenador en jefe Gregg Popovich, llegó a celebrar los campeonatos ganados durante las temporadas de 1999, 2003, 2005, 2007 y 2014. Los Spurs recientemente anunciaron el acuerdo de la familia McCombs, para unirse al selecto grupo de inversores de Spurs cómo su nueva estrategia

para atraer nuevos socios. La nueva medida fue debidamente aprobada por la mesa directiva del "NBA Board of Governors", así cómo el grupo de inversionistas de los Spurs. " Red, Charline y su familia entera, significan mucho para los Spurs y la comunidad de San Antonio", dijo el joven empresario Peter J. Holt, SS&E socio gerente. Quién añadió lo siguiente. "Viendo a la familia McCombs, interesada en retornar a la franquicia Silver and Black, cómo Inversionista. Les damos de nueva cuenta una excelente bienvenida". Ellos seguirán poniendo muy en alto el legado de Red, quién con su gran visión de

hombre de negocios logró encumbrar a los Spurs en el plano global y por consecuencia a San Antonio. Estamos seguros qué con su llegada Inversionista la familia McCombs y los Spurs con su base de seguidores saldremos adelante", dijo Peter John Holt. Los esposos Chaline y Red McCombs, desde 1958, se distinguieron en la comunidad por ser altruistas y un matrimonio ejemplar qué logró desarrollar inversiones en inmuebles, la industria automovilística y los deportes a nivel profesional. La cuarta generación McCombs tiene 32 miembros entre ellos hijos, nietos y bisnietos herederos de McCombs Enterprises.

"La entera familia McCombs, está emocionada por haber renovado nuestra conexión con los Spurs. Uniéndonos a los ejecutivos Peter John Holt y su hermana Corinna Holt Richter, quienes representa a la familia Holt, principal Inversionista de los Spurs" , dijo Joseph [Joe] Shields, nieto de Charline y Red McCombs, quién ostenta el puesto de Executive Vice President of McCombs Enterprises. Las fotos son de cortesía de SS&E. Go Spurs Go. Y muchas gracias a la gran familia McCombs por su gran talento empresarial. Que por años se ha distinguido por ser una maravillosa fuente de empleo en el Condado de Bexar.





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MUST REGISTER 48 HOURS BEFORE THE EVENT
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Billy Ray

Rob Zinn

BIRTHDAY
BASH
EDITION

SUN. JAN. 14, 2024. 7:00-10:00PM

The Mexican Tradition of Voladores

By **RICARDO ROMO, PH.D**

Only two Mexican festivals, Dia de los Muertos [Day of the Dead] and Voladores de Papantla [flyers of Papantla] have been recognized by UNESCO as a World Heritage event. The Ritual Ceremony of the Voladores of Papantla received this recognition as an Intangible Cultural Heritage [ICH] category from UNESCO in 2009.

Before 1970, the voladores seldom performed in the United States. An exception in that era was in 1968 when a team of these highly skilled flyers came to Texas. The Voladores de Papantla performed at the HemisFair68 in San Antonio for several weeks in the summer of 1968.

The Danza de los Voladores, as it is known in Mexico, is an ancient Mesoamerican ritual with origins linked to the Huastec, Nahuatl, and Otomi people in central Mexico. Spanish colonizers witnessed and documented this practice in the mid-1500s.

A Totonac myth dating back nearly five hundred years attributes the origin of the Voladores as a symbolic effort to appease the Gods. A severe drought devastated corn crops of Mexico's Central and Coastal communities in the 1500s. To gain favor with the Gods, Totonac priests ordered the construction of a ceremonial pole that would reach up to the skies. The daring dance and human flight would make the Gods take notice and lead to what they hoped would

bring an end to the drought.

Today, the ritual begins with a dance to the beat of a drum and flute by five participating voladores. Next, the voladores climb an 85-foot pole and tie

a rope around their waists as they prepare to sail into the air like birds. Their corporal stands on top of the pole playing the flute. He dedicates songs to the sun, the four

winds, and each of the cardinal directions. As the corporal plays, the voladores attached to the pole by ropes throw themselves outward with their arms wide open as they spin

around the pole 13 times. The combined spinning amounts to 52 turns [4 x 13], the exact cycle of the Mesoamerican calendar.

A UNESCO description explained that "Every variant of the dance brings to life the myth of the birth of the universe so that the ritual ceremony of the Voladores expresses the worldview and values of the community, facilitates communication with the gods, and invites prosperity." These worldviews are included in the curriculum of the students studying to become voladores at the Escuela de Ninos Voladores. Many of the young students come from the nearby community of El Tajin.

Several years ago my wife Harriett and I joined Robert McKinley, Associate Vice President of Economic Development at UTSA at the time, in a visit to the famous training program of the Voladores de Papantla in the Totonac indigenous community in the eastern Mexican state of Veracruz. A requirement for UNESCO recognition is the submission of a regional plan for the preservation, promotion, and development of cultural heritage. Mexico submitted a plan to honor the Volador tradition in Veracruz and other parts of Mexico. We met with the Chief of the Totonacs, the instructors, young students, and the performers in Veracruz. The spectacular Voladores de Papantla ceremony is certainly one of the finest cultural heritage celebrations that we have seen in Mexico.



Voladores de Papantla. Voladores participate in a ritual dance before climbing the pole. Photo by Ricardo Romo.



Voladores de Papantla. Voladores in flight. Photo by Ricardo Romo.



Voladores de Papantla. A young student at the Voladores school. Photo by Ricardo Romo.



Voladores de Papantla. Ricardo and Harriett Romo join a small celebration of a successful danza. Photo by Robert McKinley.



Voladores de Papantla. Voladores ending their danza. Photo by Ricardo Romo.



Voladores participate in a ritual dance before climbing the pole. Photo by Ricardo Romo.

St. Jude Dream Home Giveaway

San Antonio | Ticket Goal 10,000 | December 20, 2023

The St. Jude Dream Home Giveaway is back!



Rendering of the 2024 San Antonio St. Jude Dream Home



Artwork by St. Jude patient Raul

Get Ready San Antonio!

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Key Campaign Dates:

Tickets on Sale: August 2024

Giveaway Date: October 2024

How to Support

Keep up with updates by visiting our website or Like and follow our St. Jude Texas Facebook page [@stjudetexas](#).

Sponsors Spotlight

A special Thank You to our 2024 sponsors Evolutionary Homes, FOXSA/News 4 San Antonio/CW35, and Dream Day Foundations. Your support and dedication to St. Jude Children's Research Hospital is appreciated. Are you looking for ways to get you, or your company involved with St. Jude? Reach out for sponsorship opportunities today, Robbie.Lam@alsac.stjude.org.



dreamhome.org

Mission Moment



Asher Bravo, from Houston Texas, sent handwritten letters urging donations instead of presents. His efforts raised \$50,000 for St. Jude. To read more about this truly remarkable young man continue [here](#).



January Events at Mitchell Lake Audubon Center

Courtesy of FlowerSong Press

Guided Bird Tours

Sunday, January 7, 14, 21, & 28 Every Sunday morning at 8:00 AM
FREE for Members | \$10 for General
Registration Suggested

On this guided bird tour around the various habitats of Mitchell Lake Audubon Center, guests will see at least 30-50 different bird species with our expert guide. Traveling by both car and by foot to access as many areas as possible, this tour is best suited for the birder age 15+ as it can last up to four hours, though you may leave at any time. Tours are limited. Bring your binoculars, bottle for water, closed-toe shoes, long pants, and bug spray.

In partnership with the Central TX Mycological Society

WEBINAR Ornithomycology: Where Birds and Fungi Intersect

Thursday, January 11

6:00pm - 7:00pm

Zoom Webinar | Registration Required | FREE

Guest Presenter: Chris Garza

With birds in the air and fungi in the earth, you may think that the two don't

interact much. However, there are several documented ways that fungi and birds play roles in each other's lives. In this talk, we will explore some of the known interactions and observations that have been studied or documented. From collecting for food, to nest building, or even to impress mates, birds have proven to utilize fungi in several interesting ways. Join us to learn about these and the other ways that birds and fungi interact.

2nd Saturday Habitat Clean-Up

Saturday, January 13

8:30am-11:30am



EVENTS & PROGRAMS
JANUARY 2024

Audubon | Mitchell Lake Audubon Center
Register at mitchelllake.audubon.org/events

FREE Entry Day - Celebrate the New Year in Nature!
Saturday, January 6
8:00 am - 4:00 pm | FREE

MUSHROOM MONTH **Nature Craft: Clay Mushroom Decor**
Friday, January 5 & Saturday, January 6
12:00 - 2:00 pm | FREE

WEBINAR Ornithomycology: Where Birds and Fungi Intersect
Thursday, January 11
6:00 - 7:00 pm | FREE

Family Winter Owl Prowl
Friday, January 26
6:00 - 8:00 pm | FREE
All Ages Welcome!
Registration Required - Space Limited

San Antonio Water System
GARDEN STYLE SAN ANTONIO
CENTRAL TEXAS MYCOLOGICAL SOCIETY

Registration Requested | FREE
RSVP at this link

Join us and other members of the community to help us clean up our habitat! We depend on our amazing volunteers to help manage our habitat. This can involve trail maintenance, removal of invasive species, and planting native plants for birds and butterflies depending on the tasks of the day. All training provided. Groups are welcome! All children 18 and under must be accompanied by an adult. Eligible for SAWS Watersaver Rewards.



Celebrating the Community Navigator Pilot Program with the U.S. Small Business Administration at the White House



Courtesy of the United States Hispanic Chamber of Commerce

The USHCC recently completed its second year of the Community Navigator Pilot Program, a \$5 million grant that allows us to provide

free business consulting to minority-owned businesses, helping to strengthen their economic impact on the American economy. We are proud to be a part of a grant-recipient cohort that, across the country, has successfully

delivered training to more than 350,000 entrepreneurs and provided one-on-one counseling services to over 33,000 small business owners.

Thank you to Isabella Casillas Guzman, the Administrator of the U.S. Small Business Administration,

for their leadership! Additional thanks to USHCC Board Member Jaime di Paulo Zozaya who was also in attendance sharing the impact of the program for Illinois Hispanic Chamber of Commerce.

Senior Advisor to the President Gene Sperling, and SBA Associate Administrator Mark L. Madrid

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Alina Fallat



CAFECITO SESSIONS EVERY 2ND MONDAY



MONDAY
JANUARY 8, 2023



TIME
8:30 AM - 10:00 AM



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Por Sendero Deportivo

El beisbolista internacional Jaime Cárdenas. Quien es coach y jugador del campeón Bobcats [San Antonio, Texas], del manager John Guzmán, en nombre de su familia Cárdenas Nava [Region Carbonifera del estado Coahuila], hacen un especial reconocimiento a la Licenciada Elisa Saucedo, primera dama del municipio de Nueva Rosita, presidenta del DIF [esposa del presidente municipal Mario Alberto López Gámez-Mayito-]. Quien, en su tradicional entrega de regalos por la Navidad siempre los ha respaldado. Uniéndose a fiesta deportiva de partidos entre Rangers de San Antonio [Estrellas Navideñas], y Seleccionado de Palaú.

Así cómo de entrega de regalos y ropa a niños menos afortunados. "Gracias a la Licenciada Elisa Saucedo y su personal, qué nos Ayudaron en la repartición de juguetes. Sus colaboradores nos han ayudado con sonido local y la actuación de Bandas de Guerra. Súper agradecidos con todos ellos", dijo Jaime Cárdenas. En la foto aparece la señora Saucedo, presentando regalo a niña asistente

Foto cortesía de Jaime Cárdenas.

Resultados en playoffs de Liga Potranco categoría Abierta dominical. Cardenales eliminaron a Piratas con pizarra de 1-0. En jugada de Squeeze play-robo del plato, dada por el manager Nacho García, y ejecutada por Óscar Márquez, quién con perfecto toque de bola impulso la carrera anotada por su compañero Mario Roldan Jr.

Maceteros de Edwin Ortiz Jr., eliminó a Bobcats de John Guzmán con pizarra de 10-3.

La final será disputada en serie a ganar 2 de 3 partidos con presentación especial de El Jaral Mexican Restaurant del artista Eloy Rocha dueño del complejo deportivo Potranco Baseball Field, Liga que preside Simón Sánchez. Entre Cardenales y Maceteros campo 1 estadio Potranco Baseball Field a las 12pm el domingo 7 de enero.

En categoría Masters 50+ qué coordinan el señor Sánchez y el director Frank Torres, aportó los resultados de la novena fecha.

Yankees 5 Broncos 4. Con su victoria el campeón [Yankees], del timonel Luis Velázquez sé

puso de súper líder con marca de 8-1. Seguido por Tuzos del manager Luis Ríos y el sponsor y jugador Johnny López, qué derrotaron a Rangers del Venado Benito Martínez, con abultada pizarra y victoria para el lanzador José Luis Gómez [Liga Mexicana], padrino de la

temporada regular.

Tuzos comparte el liderato en segundo lugar con marca de 7 victorias y 2 derrotas. Por Rsngers perdió Ricky Hernández con relevó del coach Ruperto Ortega. Las actividades se reanudarán el domingo 7 de enero con tres espectacular

res partidos en el campo 2 de Potranco Baseball Field. En las fotos aparecen. Licenciada Elisa Saucedo [Foto cortesía de Jaime Cárdenas], y el equipo sublíder Tuzos .

(Foto de Franco).



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VIA taps woman-owned local business as new marketing partner

Courtesy of Lorraine Pulido, Ph.D.

VIA Metropolitan Transit has selected talkStrategy, a woman-owned, full-service, independent communications agency based in San Antonio, as its new advertising, marketing and public relations agency of record to help VIA engage and inform the community on transformative projects, and services while enhancing ongoing efforts to grow ridership.

The VIA board voted unanimously Tuesday to retain talkStrategy for an initial three-year contract that may be extended for up to two additional one-year terms.

talkStrategy will assist VIA in the development of a wide array of campaigns focusing on brand awareness, ridership, and workforce recruitment, helping the agency to maintain and grow its share of the market.

In collaboration with VIA's Marketing Department and Communications and Strategic Initiatives Department, talkStrategy will assist in brand development, campaign development, media planning and buying, creation of marketing collateral, social and digital media strategy, public relations, and website management. Additionally, the firm will collaborate on promoting the launch of new services and support communications and government relations efforts. talkStrategy's local experience includes San Antonio Water System (SAWS), San Pedro Creek Culture Park, Brooks, and Pre-K 4 SA. It specializes in strategy, creativity, digital advertising, social media, public relations, and account management.

VIA provides safe, reliable transportation options that put opportunity within reach for millions of passengers each year. VIA began operation in 1978 and today

serves 14 member cities and the unincorporated areas of Bexar County, operating seven days a week on 77 routes, with complementing VIA-trans paratransit service and VIA Link on-demand options. VIA's family of services help connect our community, support economic vitality, and enhance quality of life throughout the region. In 2020, voters approved funding for VIA's Keep SA Moving plan, in support of projects designed for a modern mass transit system in San Antonio and Bexar County. Visit VIAinfo.net for more information. Follow us on Facebook, YouTube, Instagram, LinkedIn, and the X platform, formerly known as Twitter.

Photo Captions from top to bottom:

*Laura Hotten
Chief Creative Officer,
Chief Digital Officer*

*Kristine Smith
Chief Strategy Officer*

*Anamaria Suescun-Fast
Chief Executive Officer,
Owner*





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