



MVCC BUSINESS EXPO 2007

The MVCC held its Annual Business Expo at the Andover Country Club. At the podium, during lunch time, MVCC President/CEO Joseph J. Bevilacqua, welcoming the representatives of more than 100 businesses who participated. At the head table, seen in the picture is Gregory P. Bialecki, Assistant Secretary and General Counsel of the Executive Office of Housing and Economic Development. **PAGE 24**



EXITOSA CAMINATA 2007 DE ELDER SERVICES

Dos leyendas se encuentran en la caminata de Elder Services. Johnny Pesky, el invitado de honor asociado con los Medias Rojas por 68 años y Bruce Arnold, más de 50 años en la radio, ahora con WCCM-1110AM.

SUCCESSFUL 2007 ELDER SERVICES WALK

Two legends met at the Elder Services walk: Honored guest and Red Sox Legend, Johnny Pesky, who has been associated with baseball for the past 68 years, and Radio Legend Bruce Arnold, over 50 years in radio, now at WCCM-1110AM.

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EL SENIOR CENTER DE LAWRENCE HONRA A NUEVOS CIUDADANOS CON UN ALMUERZO

Dos pasteles como este fueron ofrecidos como postre a un grupo de ciudadanos de la tercera edad que recién se convirtieron en ciudadanos de los Estados Unidos y fueron honrados con un almuerzo en el Senior Center.

Two cakes like this one were offered as dessert to the seniors who recently became U.S. Citizens and were honored at the Senior Center with a luncheon.

ENGLISH:
LSC HONORS NEW US CITIZENS

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EL COMEDOR COR UNUM CELEBRA SU PRIMER ANIVERSARIO CON 100,000 COMIDAS SERVIDAS

Cor Unum ("Un Corazón" en latín), localizado en el 191 de la Calle Salem, esquina a Carver, detrás de la Iglesia de San Patricio.

COR UNUM MEAL CENTER CELEBRATES A SUCCESSFUL FIRST YEAR WITH 100,000 MEALS SERVED

Cor Unum ("One Heart" in Latin), located at 191 Salem St., at the corner of Carver St., behind St. Patrick's Church. **PAGE 18**

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A Point of View
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Semana Hispana entrega reconocimiento "Orgullo Hispano"

Como ha ocurrido por tres años consecutivos Semana Hispana se unió el pasado sábado a la celebración del Mes de la Herencia Hispana con la realización de la ceremonia de premiación "Orgullo Hispano". En la foto la presidenta de Semana Hispana entrega la placa de reconocimiento a Julia Polanco, como un Orgullo Hispano.

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Sirviendo más de 100,000 comidas

El Comedor Cor Unum celebró su primer año



El padre Paul B. O'Brien, pastor de la Parroquia de San Patricio conversa con un joven comensal durante la cena.

Father Paul B. O'Brien, pastor of St. Patrick's Parish, chats with a young guest during dinner.

■ **+FOTOS:** Más fotos en la Página 18

BILINGUAL CONTENT

Please see PAGE 18 to read this article in English

POR ALBERTO SURÍS

ALBERTOSURIS@RUMBONEWS.COM

El centro proyecta continuar creciendo para satisfacer la creciente demanda. En el 2008, el número de comidas servidas se espera que aumente, ya que la necesidad de nutrición apropiada continúa en aumento.

El domingo, 30 de septiembre, con un record de 821 comensales, el Comedor Cor Unum celebró su primer año de operaciones, anunciando que habían servido más de 100,000 comidas durante ese tiempo. Como promedio, el centro alimenta a unas 500 personas diariamente, dándoles desayuno y comida.

Cor Unum ("Un Corazón" en latín), localizado en el 191 de la Calle Salem, detrás de la Iglesia de San Patricio, fue establecido para satisfacer las necesidades nutricionales en Lawrence, una comunidad en la cual el 75% de los niños pasan hambre. Cor Unum no es un típico comedor popular, ya que posee el ambiente de un restaurante de categoría, donde sirven a sus

Labels Are For Jars recauda dinero para ayudar a la operación del Comedor Cor Unum, vendiendo provocativas camisetas y gorros con etiquetas que socavan adjetivos sociales. Este grupo acaba de lanzar su campaña para la época festiva del 2007, la cual urge la compra de artículos con la Etiqueta como regalos.

comensales con cortesía y dignidad, algo que alguno de ellos probablemente nunca ha experimentado.

"La necesidad de alimentación adecuada en nuestra comunidad parece

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Notice to all Lawrence Candidates

Rumbo is preparing an outline of each candidate in the upcoming elections of November 6, 2007 in our November 1st edition.

All candidates on the ballot will be receiving a letter with the details for submission of a narrative explaining your background and reasons for running, free of charge. This will be published 'as is', without editorializing on our part. The only thing is that, in order to expedite it, we require that you email it to Rumbo@rumbonews.com as soon as possible. The deadline to receive your statement is Tuesday, October 23, 2007.

If they could send us the photo that they are currently using in their ads, it will be appreciated. If not, we will have to use one at our discretion.

Aviso a todos los Candidatos en Lawrence

Rumbo está preparando un bosquejo de cada candidato en las próximas elecciones de noviembre 6, 2007 para nuestra edición del 1ro de noviembre.

Todos los candidatos en la boleta van a recibir una carta con los detalles para someter una narración explicando su experiencia y razones para postularse, gratis. Esto será publicado 'como venga', sin editorializar por nuestra parte. Lo único que les pedimos para apresurarlo, es que requerimos que los envíen por correo electrónico a Rumbo@rumbonews.com tan pronto como les sea posible. La fecha límite para recibirlo es el martes, 23 de octubre, 2007.

Si nos pudieran enviar la foto que están utilizando en sus anuncios políticos, será agradecido. Si no, tendremos que usar una a nuestra discreción.

EDITORIAL

Celebrando el Mes de la Herencia Hispana

Acabamos de celebrar un mes entero de actividades relacionadas con la herencia hispana desde el 15 de setiembre hasta el 15 de octubre. En todos los Estados Unidos, empresas sostienen charlas, presentaciones y eventos divertidos a la vez que educacionales para sus empleados y el público en general. Este es el momento que la atención del país es dirigida a los roles positivos y los logros de los latinoamericanos.

Aparte de este mes, los medios de comunicaciones y el público en general parecen estar fijados en todo lo opuesto. Ya sea la protección de la frontera o los inmigrantes indocumentados, rara vez escuchamos o leemos una historia tratando con nuestros éxitos.

Durante este mes, estamos bombardeados con las estrellas de Hollywood "que llegaron a la cima" en la pantalla grande o en televisión a través de los años pero no hemos contribuido a las artes solamente. Miami, Florida se ha convertido en la capital bancaria del continente latinoamericano gracias al aumento de la población de habla española allá.

Nuestros colegios y universidades continúan graduando a estudiantes de habla española todos los años que están al frente de grandes corporaciones y ocupan lugares de alto nivel en el comercio e industria mientras que son ejemplos para nuestros jóvenes.

Vamos a mantener esa imagen de éxito en mente mientras que lidiamos con la negatividad. Nuestras contribuciones no deben ser señaladas solamente un mes en todo el año.

Celebrating Hispanic Heritage Month

We just finished celebrating a whole month of Hispanic heritage activities from September 15 to October 15. All over the United States, companies held talks, presentations, and fun-related events as well as educational for their employees and the general public. This is the time when the country's attention is directed to the positive role models and accomplishments of Latin Americans.

Aside from this month, the media and the general public seems to be affixed on opposing view. Whether it is the border protection or the undocumented aliens, we seldom hear or read a story dealing with our successes.

During this month, we are bombarded by the Hollywood stars "that made it" in the big screen or on television through the years but we have not contributed to the arts exclusively. Miami, Florida has become the banking capital for the entire Latin American continent thanks to the rise of the Spanish-speaking population there.

Our colleges and universities continue to graduate Spanish-speaking students each year that are heading large corporations and occupying high-level positions in business and industry while being role models to young people.

Let's keep that picture of success in mind while we deal with the negatives. Our contributions should not be pointed out only one month out of the year.

Cartas al Editor | Letters to the Editor

Las cartas deben tener menos de 300 palabras de largo. Favor de incluir un número de teléfono o dirección electrónica para confirmar quién la envía.

Letters must be less than 300 words in length. Please send a telephone number or email address by which we may confirm the sender.

Rumbo

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Grupo Tesoro realiza exitosa Feria del Maíz

POR BEATRIZ PÉREZ
BPerez@RUMBONEWS.COM

Con la presentación y degustación de más de treinta platos elaborados a base de maíz el Tesoro: Parents and Youth Network realizó la Feria del Maíz, el pasado domingo.

Un jurado compuesto por Miguelina Vargas, propietaria del César Restaurant, la candidata a Concejal por el Distrito B, Ruth Rojas, el comunicador Jeff Jacobo y Rubén Pérez, miembro del Desfile Dominicano tuvo a su cargo la selección de las mejores recetas.

Desde la popular arepa dominicana, pasando por las torrijas, los bollos, hasta la arepa venezolana y el Etole Salvadoreño, los miembros del jurado tuvieron la difícil tarea de escoger luego de probar una pequeña porción de cada uno, a los merecedores del primer segundo y tercer lugar.

La idea de la realización de dicha feria surgió con el objetivo de recaudar fondos para sostener la Línea de Emergencia de Tesoro, la cual ayudara a padres y adolescentes que estén siendo afectados de una forma u otra por la violencia juvenil.

Los ganadores de los mejores platos fueron: Indira Feliz, con un plato tradicional de la República Dominicana conocido como "Majarete"; el segundo lugar correspondió



Parte de los platos que concursaron en la Feria del Maíz.

a Maritza Rosario, quien concursó con "Arepas Venezolanas" y el primer premio fue ganado por Ana Ventura, con una Arepa dulce, también tradicional de la República Dominicana.

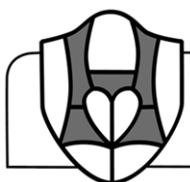
Los ganadores recibieron \$25, \$50 y \$75, gracias a la colaboración del Consulado

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¿No puedes dormir?
SOLUCIÓN: SORIA NATURAL

¿Psoriasis?
SOLUCIÓN: SORIA NATURAL

¿Estrés?
SOLUCIÓN: SORIA NATURAL



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El Día Nacional de Reconocimiento de SIDA entre Latinos Señala Incidencia Alta de Infección Entre Latinos

Para el Día Nacional de Reconocimiento de SIDA entre los Latinos en Octubre 15, la Fundación Elizabeth Glaser de la SIDA Pediátrica ha dado un llamado a la comunidad latina para aumentar las pruebas de VIH, especialmente entre latinas embarazadas.

Infección de VIH es una preocupación que está aumentando dentro de la comunidad latina. Aunque los latinos son el 14 por ciento de la población estadounidense, cuentan como el 19 por ciento de casos de SIDA según el Centro de Control de Enfermedades de los EE.UU. Y las latinas en los EE.UU. tienen una probabilidad cinco veces mayor de tener SIDA que mujeres anglo sajonas.

Las pruebas son un componente clave de la prevención del VIH, y conduciendo pruebas de mujeres embarazadas es una de las formas más efectivas en reducir la transmisión de VIH de madre a hijo.

"Aunque estos números son desconcertantes, hay rayos de esperanza," dijo Pamela W. Barnes, Presidenta y CEO de la Fundación Elizabeth Glaser de la SIDA Pediátrica. "Hemos hecho tremendos avances médicos y ahora es posible que una mujer VIH positiva de a luz a un hijo saludable y VIH negativo. Por esta razón es crítico que todas las mujeres embarazadas reciban pruebas de VIH al inicio de su embarazo."

Pruebas rutinarias de VIH acompañadas de educación y apoyo son las formas más efectivas para aumentar el número de mujeres embarazadas que conocen su estatus de VIH, dándoles la oportunidad de proteger su salud propia y la salud de sus hijos. Si una mujer se entera que es VIH positiva, ella puede comenzar el tratamiento que podrá reducir el riesgo de transmitir

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Semana Hispana entrega reconocimiento “Orgullo Hispano”

POR BEATRIZ PÉREZ
BPerez@RUMBONEWS.COM

Como ha ocurrido por tres años consecutivos Semana Hispana se unió el pasado sábado a la celebración del Mes de la Herencia Hispana con la realización de la ceremonia de premiación “Orgullo Hispano”.

El reconocimiento tiene como meta que los miembros del grupo de Juventud de Semana Hispana puedan tener contacto directo con aquellas personas de su entorno que merecen ser reconocidos. Esta es una forma de valorar los logros y las contribuciones de los hispanoamericanos de nuestra región.

Las personas escogidas este año como un Orgullo Hispano fueron: Martina Cruz, miembro del Comité Escolar por el Distrito B y quien no estuvo presente en el acto; Julia Polanco, directora del programa Food for the World; Francisco Ureña director de la Oficina de Veteranos de la ciudad, Alberto Vasallo III, Vicepresidente/ Editor in Chief del periódico El Mundo y Reynaldo Vásquez, quien fuera candidato a Concejal por el Distrito D, en las elecciones preliminares del mes de septiembre. Cabe

destacar que la escogencia de Vásquez fue decisión de los miembros del grupo Juventud.

De acuerdo a Oneida Aquino, presidenta de Semana Hispana, la premiación proporciona a los jóvenes la oportunidad de trabajar en equipo a fin de presentar un proyecto en el acto de premiación.

“Cada equipo tiene la tarea de realizar una entrevista a cada uno de los seleccionados y desarrollar un proyecto que pueda recrear la vida y la trayectoria del homenajeado”, dijo Aquino.

Entiende la presidenta de Semana Hispana que el poder tener contacto con las personalidades seleccionadas, las que de una forma u otra le pueden servir de ejemplo e inspiración, permite a los jóvenes conocer el trabajo positivo que estas han realizado en beneficio de la comunidad, convirtiéndose en un orgullo hispano.

La ceremonia de premiación se llevó a cabo en uno de los salones de las nuevas instalaciones de Casa Dominicana, ubicados en el 160 de la calle Garden.

Con este evento la organización



Un Orgullo Hispano: Francisco Ureña, Julia Polanco, Alberto Vasallo III y Reynaldo Vásquez, junto a Oneida Aquino.

de Semana Hispana pone de nuevo en perspectiva su principal misión, que es servir de escenario desde donde se pueda proyectar la riqueza de la cultura hispana y los valores, la trayectoria y las huellas que con su trabajo y el servicio que prestan van dejando los hispanos en esta nación.

Cada una de las personas escogidas este año para recibir el reconocimiento como un

“Orgullo Hispano” exhortó a los jóvenes a continuar formando parte de organizaciones como Semana Hispana, las que le brindan la oportunidad de crecer como seres humanos y enseñándoles además a valorar y mantener vivas sus raíces hispanas.

La ceremonia de premiación fue conducida por Franchesca Reinoso y Brian De Peña.

¿Diarreas?
SOLUCIÓN: SORIA NATURAL

¿Acné?
SOLUCIÓN: SORIA NATURAL

¿Hongos en la piel?
SOLUCIÓN: SORIA NATURAL

¿Problemas digestivos?
SOLUCIÓN: SORIA NATURAL

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Instituto Nacional del Cáncer | cancer.gov/espanol

Información sobre el cáncer para hispanos

NELVIS CASTROSUBDIRECTORA DE LA OFICINA DE
COMUNICACIONES Y EDUCACIÓN

Cada vez más estadounidenses sobreviven al cáncer y continúan llevando vidas productivas. Sin embargo, muchos hispanos y latinos en los Estados Unidos no han escuchado este mensaje, y no se han beneficiado de los adelantos en los campos de la detección temprana y el tratamiento. El nuevo sitio web del Instituto Nacional del Cáncer, <http://www.cancer.gov/espanol>, lanzado el día 2 de abril de 2007, comunica energicamente el mensaje de que el cáncer puede prevenirse y tratarse, y ofrece, además, información sobre todos los aspectos de la enfermedad.

Desde el principio, nuestra meta fue crear un sitio planeado para satisfacer las necesidades de los latinos que buscan información sobre el cáncer en Internet. En vez de hacer una simple traducción de la versión en inglés del sitio, lo cual no hubiera sido una tarea sencilla en sí misma, creamos un sitio diseñado específicamente para este público.

Las páginas están organizadas en torno a los problemas que más preocupan a los latinos, según las encuestas y los grupos de enfoque.

Los latinos son el público de Internet de más rápido crecimiento en los Estados Unidos, y quienes buscan información sobre el cáncer en Internet suelen ser "intermediarios" de los pacientes, como por ejemplo familiares y profesionales médicos. Muchos de ellos son bilingües y se sienten cómodos cuando leen algo en un idioma y lo comunican oralmente en otro. El sitio permite a los usuarios ir de las páginas en español a las de inglés y viceversa.

La pregunta más importante para todos los usuarios, según nuestras encuestas, fue "¿Qué es el cáncer?", seguida de "¿A dónde puedo ir a hacerme exámenes de detección y a recibir tratamiento?". Cancer.gov en español está organizado de manera que los usuarios puedan encontrar fácilmente las respuestas a estas preguntas, así como información sobre los distintos

tipos de cáncer y el apoyo y los recursos disponibles para los pacientes con cáncer y sus familias. El sitio también aborda los mitos y creencias populares sobre el cáncer entre los que se incluye la creencia de que el cáncer, en general, no puede tratarse con éxito. Estos mitos y creencias son barreras para hacerse exámenes de detección y para el tratamiento, por lo que esperamos que la información del sitio ayude a superarlas. Además, el sitio presenta testimonios de latinos sobre todo el proceso del cáncer, desde la prevención hasta la supervivencia.

El nuevo sitio web del Instituto Nacional del Cáncer representa otro hito en nuestros esfuerzos para combatir la desigualdad en los resultados del cáncer entre los latinos y los demás grupos de población en los Estados Unidos. Cancer.gov en español complementa los recursos ya existentes en español del Instituto Nacional del Cáncer, como por ejemplo del Servicio de Información sobre el Cáncer, 1-800-

422-6237 (1-800-4-CANCER), que proporciona información sobre la prevención, diagnóstico, tratamiento e investigación del cáncer a quienes llaman.

Se calcula que, para el año 2050, los latinos constituirán la cuarta parte del total de la población de los EE. UU. Los esfuerzos de la nación para controlar el cáncer deben incluir intervenciones e información dirigidas a este grupo, según lo indican los autores del Informe Anual a la Nación sobre el Estado del Cáncer del año pasado en una sección especial sobre la población latina de los EE. UU. Ellos hicieron énfasis en el hecho de que esta población es diversa y que no es posible comparar resultados entre grupos que no comparten los mismos orígenes, las mismas tradiciones culturales y el mismo estado de inmigración.

Cancer.gov en español contiene actualmente 23 páginas sobre distintos tipos de cáncer, más de 100 resúmenes de

¿Alergias?

SOLUCIÓN: SORIA NATURAL

¿Piedras en los riñones?

SOLUCIÓN: SORIA NATURAL

¿Eczema?

SOLUCIÓN: SORIA NATURAL

¿Alteriosclerosis?

SOLUCIÓN: SORIA NATURAL



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Detección temprana y exámenes
Estudios clínicos
Apoyo para superar el cáncer
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Cáncer de próstata
Cáncer de pulmón
Cáncer de seno (mama)
Más tipos de cáncer >>

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“Más Allá del Shock® (Beyond the Shock®) es una presentación interactiva de una hora de duración—disponible en inglés, español, y chino -creada por médicos para ayudar a los pacientes a quienes se les ha diagnosticado cáncer de seno. Más Allá del Shock es un recurso integral para que los pacientes, familiares y amigos entiendan mejor esta devastadora enfermedad. Esta presentación utiliza la tecnología de multimedia y gráficos 3D para simplificar la información médica compleja, y proporcionarla en una forma que es informativa e interesante.

<http://www.nationalbreastcancer.org/about-breast-cancer/beyond-the-shock/spanish>

y definiciones tanto en español como en inglés. El próximo año, el Instituto Nacional del Cáncer seguirá evaluando el sitio para asegurar que satisface las necesidades de información de los latinos en los EE. UU.

La creación de Cancer.gov en español fue un esfuerzo importante que incluyó a muchas personas dentro del Instituto Nacional del Cáncer y de la comunidad latina. La creatividad y el arduo trabajo del equipo encargado del sitio web fueron fuente de inspiración para mí. El proyecto no podría haber tenido éxito sin la aportación experta de médicos oncólogos, investigadores, educadores en salud, traductores, diseñadores de sitios web y, fundamentalmente, de las comunidades hispanas y latinas.

Quiero agradecer a todos sus contribuciones. Es un gran privilegio poder brindar conocimientos y un mensaje de esperanza a los hispanos y latinos preocupados por el cáncer.

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MVFCU abre oficinas corporativas en Lawrence

BILINGUAL CONTENT

Please see PAGE 00 to read this article in English

La Merrimack Valley Federal Credit Union oficialmente abrió sus nuevas oficinas corporativas el sábado, 29 de setiembre, 2007, con una celebración que incluyó a la mayoría de los funcionarios electos y dignatarios del área.

El elegante evento tuvo lugar bajo una casa de campaña gigantesca en el área que separa las oficinas del Restaurante Salvatore's en el Riverwalk. El entretenimiento estuvo al cargo de la Windham Swing Band mientras que cientos de invitados visitaron el edificio acompañados de empleados que voluntariamente ofrecieron las giras.

La celebración fue transmitida por radio desde las cinco de la tarde hasta las ocho de la noche en inglés por la WCCM y en español por la WCEC con algunos de los invitados especiales que expresaron su admiración por lo que la MVFCU ha logrado.

“Muchos de nosotros hemos recibido gloriosos comentarios con respecto al edificio y a la ceremonia”, dijo Peter Matthews, Presidente y CEO de Merrimack Valley Federal Credit Union. “Quisiera agradecer a Bill Betton y John MacDonald por su incansable labor durante los dos



Joseph Bevilacqua, Presidente de la Cámara de Comercio del Valle de Merrimack; Salvatore Lupoli, propietario del Riverwalk; Peter Matthews, Presidente/CEO de Merrimack Valley Federal Credit Union; el Alcalde de Lawrence Michael J. Sullivan; y Frank Serio, Segundo Vice Chair de la Junta Directiva.

últimos años supervisando este enorme proyecto resultando en un verdaderamente enorme logro del cual estamos muy orgullosos.”

Fue, sin lugar a dudas, un gran reto. “La unión de dos oficinas, cerrar y abrir una sucursal, mudar por completo el sistema de

téléfonos y el sistema de computadoras, más el evento del sábado con tan buenos resultados, cuidando que nuestros miembros no fueran afectados en nada, cualquiera de estos proyectos por sí solos sería suficiente para probar nuestra tenacidad”, dijo William Betton, vicepresidente de operaciones.

Por supuesto, esta mudanza tiene un gran significado para la Ciudad de Lawrence; mientras que los grandes negocios se están mudando de la ciudad, una institución de finanzas como la MVFCU la está haciendo su nuevo hogar.

“La Merrimack Valley Federal Credit Union ha probado su compromiso a Lawrence y al Valle de Merrimack. Yo, al igual que la Ciudad de Lawrence estamos verdaderamente agradecidos”, dijo el Alcalde Michael J. Sullivan.

“De nuevo, esta celebración fue el mejor ejemplo de cómo todos nosotros podemos realizar grandes cosas”, dijo John MacDonald, vicepresidente de comunicaciones.

Merrimack Valley Federal Credit Union sirve a cualquier persona que viva, trabaje o asista a servicios religiosos en toda la región del Valle de Merrimack. Sus sucursales en Massachusetts son Lawrence, North Andover, Haverhill y Methuen así como en Plaistow, NH.

CONTINÚA DE LA PÁGINA
3

SURÍS: El Comedor Cor Unum celebró su primer año

que está en aumento y esperamos que esa tendencia continúe”, explicó Diane Jarvis, directora de Cor Unum. “Estamos muy agradecidos de Labels are For Jars (etiquetas son para los frascos- LAFJ) por la continua ayuda, al Boston Food Bank por ser nuestro mayor proveedor de comida y a los cientos de voluntarios que mantienen el funcionamiento de Cor Unum”, dijo Jarvis.

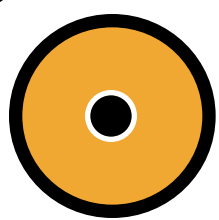
“Labels Are For Jars ha tenido éxito en recaudar más de \$1,000,000”, añadió el Padre Paul B. O'Brien, pastor de la Parroquia de San Patricio y presidente de Cor Unum y LAFJ y la fuerza que mueve la iniciativa de Cor Unum.

“Cor Unum se ha convertido en un hogar familiar para miles de personas en Lawrence- desde niños hasta ancianos”, explicó el Padre O'Brien. “El hambre es un problema social que puede ser resuelto. Mientras exista una persona en nuestra ciudad que necesite alimento, las puertas de Cor Unum estarán abiertas”, dijo el Padre O'Brien. Cor Unum es un comedor sin ánimo de lucro accesible a todo aquel que necesite alimento, no importa su raza, color, credo, sexo o modo de vida.

Cor Unum abre los siete días de la semana, 365 días al año, y ofrece a sus comensales un menú variado, nutritivo y bien balanceado de comidas gratis preparadas en su cocina, así como la oportunidad de socializar con otros en una atmósfera amistosa. Para más información, incluyendo fotos, oportunidades de ofrecerse como voluntario/a y horas de operación, visite www.corunummealcenter.org.

Labels Are For Jars recauda dinero para ayudar a la operación del Comedor Cor Unum, vendiendo provocativas camisetas y gorros con etiquetas que socavan adjetivos sociales. Este grupo acaba de lanzar su campaña para la época festiva del 2007, la cual urge la compra de artículos con la Etiqueta como regalos. La campaña 2007 destaca los gorros con etiquetas diseñados por John Varvatos.

El 100% de las utilidades van para Cor Unum. Para más información o para comprar, por favor, visite www.labelsareforjars.org.



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CIUDAD DE LAWRENCE

Elección Congressional Especial
Martes, 16 de Octubre, 2007

La Ciudad de Lawrence abrirá las urnas de votación estarán abiertas el próximo martes, 16 de octubre, desde las 7:00 AM hasta las 8:00 PM. Para la Elección Especial del Quinto Distrito Congressional.

Esta Elección Especial es nada más para el quinto Distrito Congressional y será celebrada el 16 de octubre del 2007.

La Próxima Elección Municipal será el 6 de noviembre 2007. Las notas enviadas en los Distritos C y D entre el 5 de octubre y el 16 de octubre indican su centro de votación correctamente. Debemos aclarar que estas elecciones son para el Quinto Distrito únicamente, las Elecciones de la ciudad serán el 6 de noviembre, 2007. Cualquier referencia a las elecciones locales es un error involuntario.

Para más información, favor de llamar a la División de Elecciones al (978) 794-5807, 794-5808, o 794-1336 visitarnos en el Internet.

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Alemania, consolidando la confianza

POR LUIS CÁCERES MONCADA

Por lo menos un milenio de trayectoria histórica germana se fundamenta en un hecho: la controversia entre la necesidad de una "identidad" y la creación de una nación.

Es difícil aceptar que el eje económico europeo, Alemania, a diferencia de otros países del continente, sea hoy el producto de la desunión de un conglomerado de pueblos germanos que apenas a finales del siglo XIX logran organizarse para formar una nación; un país soberano, indivisible y centralista, con una capital, un canciller y un rey: El Imperio Alemán.

El vehemente deseo por una fortaleza patriótica similar al modelo francés, español o inglés, motivó a una múltiple nobleza germana a la unificación. Así, con la creación del imperio, 1871, y bajo la inspiradora consigna: "En la unión esta la fuerza", finalizan casi mil años de grandes discrepancias internas y se crea una coalición entre diversas entidades autónomas nobles—diminutos estados--, culturalmente hermandados solamente por la similitud de sus dialectos germánicos.

En aquel año, mientras que en los Estados Unidos de América, como en todos los países latinoamericanos, se consolidaba una conciencia nacional, apenas germinaba

en Alemania un plan experimental de nación; un ensayo inédito y necesario para contrarrestar principalmente el avance industrial, político y social del resto de Europa.

Paradójicamente, esta nueva creación germana poseía una antigua historia y una trascendental herencia: el testamento imperial greco-romano.

Remontándonos en sus antecedentes y orígenes históricos, encontramos a un Imperio Franco (geográficamente, conformado hoy por: Alemania, Francia, Austria, Suiza, Norte de España e Italia, Holanda, Dinamarca, Bélgica y Luxemburgo) el cual, con la coronación de su Rey Carlo Magno por el propio Papa Leo en Roma, año 800 d.c., ingresaba en una primera e influyente alianza sacra; en un legendario vínculo capaz de compenetrar la unión celestial con la terrenal que, eventualmente, dictaría el desarrollo histórico de todo un continente.

A partir de entonces, el Rey Franco se adjudicaría el título de Sacro Emperador y a diferencia de sus antecesores, él contaría con la gracia y desgracia del apoyo papal, principalmente en la expansión religiosa católico-romana y la defensa del estado italiano vaticano ante la rivalidad cristiana

ortodoxa de oriente (Imperio Bizantino), como también la amenaza del avance de una nueva religión: la musulmana.

Tras la muerte del emperador Carlo Magno, el Imperio Franco no tarda en fraccionarse y al finalizar la dinastía Carolingia, año 911, se desata un primer gran conflicto cultural e ideológico. Por una parte, aquellos francos occidentales que no aceptaban más las políticas carolingias y por otra, los francos orientales, quienes promulgaban una continuación, tal vez no tan condescendiente, de las políticas ya establecidas.

El resultado fue la definitiva división del imperio. Los orientales se apartan, se desvinculan totalmente de los occidentales y crean eventualmente una nación: Francia.

Los orientales, aparentemente ganadores de la disputa, profundizan más su dependencia moral vaticana; se expanden geográficamente, cristianizan parte de los territorios eslavos (hoy principalmente Polonia, la república Checa y Eslovaquia) y logran la supremacía política, cultural y militar de la alta edad media.

Con ésta expansión, con ésta aventura germana del siglo X, se concreta el inicio de la historia del país de los germanos; de los alemanes, el cual hoy conocemos como

La República Federal de Alemania (RFA).

A consecuencia de casi 200 años de coronación imperial romana y su alianza vaticana, el emperador Otto III (980-1002), escoge como capital para sus orientales a Roma, bautizando y legitimando de esta manera su imperio como Imperio Romano.

Este nuevo: "Imperio Romano 2" (poco relacionado con el original) se adjudica entonces el legado del antiguo imperio, ambicionando así resucitar su política y ética social, militar y expansionista. Por esto, todos los subsiguientes emperadores germanos pretendían de la exclusividad de un llamado "divino y sobrehumano", casi redentor, que los convertía automáticamente en dignos descendientes de los antiguos Césares.

La esencia de la era medieval, aproximadamente entre los siglos V al XV es, sin lugar a dudas, el capítulo histórico caracterizado por las ínfulas y pretensiones del mantuanaje, donde encontramos también las raíces de nuestra sociedad moderna. Simplemente, la transfiguración del orden imperial político-politeísta antiguo romano

CONTINÚA EN LA PÁGINA
15

¿Piernas cansadas?
SOLUCIÓN: SORIA NATURAL

¿Problemas Urinarios?
SOLUCIÓN: SORIA NATURAL

¿Artritis?
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Time/Hora: **8:30 a.m. – 3:30 p.m.**
Place/Lugar: **International Institute-125 Amesbury St., Lawrence, MA**
Contact Person/
Persona de contacto: **Minerva Grullon**
Telephone/Teléfono: **978-687-0331 Ext. 1048**



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Merrimack Valley Federal Credit Union dona \$45,000



Peter Matthews presenta un cheque por \$15,000 a Stephen C. Ives, presidente y CEO de la Merrimack Valley YMCA.

+FOTOS: Más fotos en la Página 22

BILINGUAL CONTENT

Please see PAGE 22 to read this article in English

Merrimack Valley Federal Credit Union recaudó más de \$45,000 este año a través de su plan de Caridades del Valle de Merrimack. La cooperativa de crédito recientemente celebró su gran apertura de las nuevas oficinas corporativas en el 500 de Merrimack Street en Lawrence. Durante la ceremonia, Peter J. Matthews, Jr., Presidente y CEO de Merrimack Valley Federal Credit Union presentó un cheque a Emmaus House of Haverhill, MA con un cheque por \$15,000. Merrimack Valley Federal Credit Union ha estado recaudando dinero para estas dos caridades locales por más de siete años. Cada año la cantidad que recaudan

sube y este año fue la mayor cantidad de dinero recaudado hasta la fecha.

La Merrimack Valley Federal Credit Union está localizada en Lawrence, MA y cuenta con \$450 millones en su posesión y tiene cinco sucursales localizadas en Lawrence, Methuen, Haverhill, North Andover y en Plaistow, NH.

Merrimack Valley Federal Credit Union sirve a cualquier persona que viva, trabaje o asista a servicios religiosos en toda la región del Valle de Merrimack. Sus sucursales en Massachusetts son Lawrence, North Andover, Haverhill y Methuen así como en Plaistow, NH.

Viene el van de mamografías

YWCA de Lawrence & Dana-Farber/Boston's Mammography Van auspiciarán 3ra Visita de la Unidad Móvil de Mamografías a Lawrence.

La Unidad Móvil de Mamografías de la Ciudad de Boston, en colaboración con el Instituto del Cáncer Dana-Farber de Boston, la YWCA del Lawrence y la Unidad Especial de la Alcaldía de Lawrence a Beneficio de la Salud (Mayor's Health Task Force), se complacen en anunciar la 3ra visita de la Unidad Móvil de Mamografías de Boston, en conmemoración del Mes para Crear Conciencia sobre el Cáncer de Seno a nivel nacional, celebrado en el mes de octubre. Este evento se llevará a cabo el sábado, 3 de noviembre del 2007, entre las 8:30am-3:30pm en el Instituto Internacional de Lawrence, ubicado en el 125 de la calle Amesbury en la Ciudad de Lawrence.

La Unidad Móvil de Mamografías de la Ciudad de Boston ofrece mamografías a mujeres de 40 años de edad en adelante, residentes del estado de Massachusetts, quienes no hayan recibido una mamografía en los últimos 12 meses. Toda mujer es bienvenida, incluyendo mujeres que posean seguro médico, aquellas sin seguro médico o con cobertura médica limitada. Personal bilingüe estará disponible durante todo el evento.

Representantes de la Red de la Salud Femenina, el programa estatal que ofrece pruebas para la detección del cáncer de senos

y cervical gratis, estarán presentes para registrar a participantes sin seguro médico o con seguro médico limitado, quienes resulten elegibles para este programa. Además, representantes de la Sociedad Americana del Cáncer y de compañías de seguro médico del área estarán disponibles para educar a las participantes acerca de los servicios que cada uno de estos ofrecen, como también elegibilidad para dichos servicios.

Habrán rifas especiales para aquellas mujeres que se registren con anticipación, gracias a la contribución de la Sociedad Americana del Cáncer, además de información, regalitos y refrigerios para todas las participantes de este evento.

El espacio es limitado. Regístrese hoy mismo. Para información adicional y/o para registrarse, favor de comunicarse con Minerva Grullón en la YWCA de Lawrence al (978) 687-0331 ext. 1048.

¡La Detección Temprana es su Mejor Protección! Unos minutos de su tiempo pueden salvarle la vida. Hágase su mamografía anualmente. ¡Hágalo por usted y por su familia!

Esta iniciativa es posible mediante donativos de Cynthia Alekel Mohr y el Family Mobile Mammography Fund, Boston Affiliate of the Susan G. Komen Breast Cancer Foundation, Inc., y Lenny Zakim Fund.

CLASES DE INGLÉS Y GED GRATIS

La YMCA de Lawrence, a través del Programa REC, está ofreciendo clases de GED y Inglés Como Segundo Idioma (ESL) a todas las comunidades del Merrimack Valley. Las clases son ofrecidas gratis, cinco días a la semana a diferentes horarios.

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Principios de la ley natural

POR ARTURO RAMO GARCÍA
 ARAMO@ADIGITAL.PNTIC.MEC.ES
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Actualmente hay un debate en la sociedad sobre el bien y el mal, sobre la moral objetiva y la subjetiva, sobre la verdad y el relativismo.

Este debate puede crear desorientación en las personas y especialmente en los jóvenes que en este contexto deben encontrar las opciones fundamentales para su vida.

Por eso es necesario reflexionar sobre la ley natural y redescubrir su verdad común a todos los hombres. Esta ley que está inscrita en el corazón del hombre tiene como principio básico el “hacer el bien y evitar el mal”. De él brotan los demás principios particulares que configuran los derechos y deberes de cada uno.

Uno de esos principios es el respeto a la “vida humana” desde el momento de la concepción y hasta la muerte natural. La vida no es propiedad del hombre ni del Estado, sino don gratuito de Dios.

Otro aspecto de la ley natural es el “deber de buscar la verdad”, que será el fundamento de la maduración de la persona. Ante la avalancha de información que nos llega de todos los medios (televisión, radio,

En estos principios se derivan normas inderogables que no dependen de la voluntad del legislador ni del Estado, pues normas anteriores a cualquier ley humana. Sin embargo, algunos gobiernos legislan normas que favoreciendo a intereses particulares, van en contra de los principios de la ley natural, como el aborto, el divorcio, la eutanasia y asignatura laicista.

prensa, internet) es difícil distinguir dónde está verdad y la manipulación ideológica.

Otra instancia fundamental es la “libertad”, que no es absoluta puesto que tiene los límites de la libertad de los demás.

También hay que mencionar la exigencia de la “justicia”, que se manifiesta en dar a cada uno lo suyo y la solidaridad con los más necesitados, que tienen la esperanza de ayuda por parte de quien ha tenido más suerte que ellos.

En estos principios se derivan normas inderogables que no dependen de la voluntad del legislador ni del Estado, pues normas anteriores a cualquier ley humana. Sin embargo, algunos gobiernos legislan normas que favoreciendo a intereses particulares, van en contra de los principios de la ley natural, como el aborto, el divorcio, la eutanasia y asignatura laicista. La ley natural es el baluarte válido contra la arbitrariedad del poder y la manipulación ideológica.

El conocimiento de esta ley debería ser la preocupación principal de las autoridades políticas y educativas, con el fin de promover la maduración de la conciencia moral de los ciudadanos. Este es el auténtico progreso que hace que los demás progresos sean auténticos. La ley inscrita en nuestra naturaleza es la verdadera garantía ofrecida a cada uno para poder vivir libre y respetado en su dignidad.

CONTINÚA DE LA PÁGINA **4**

PÉREZ: Grupo Tesoro realiza exitosa FERIA del Maíz



Los responsables de escoger a los ganadores: Rubén Pérez, Jeff Jacobo, Ruth Rojas y Miguelina Vargas.



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Merrimack's Melting Pot

BILINGUAL CONTENT

Please see PAGE 20 to read this article in English

POR NOELIA G. BARE

¿Por qué es que los hispanos vienen a los Estados Unidos? Algunas veces es para encontrar mejores oportunidades, hacerse profesionales, o solamente empezar una nueva vida. Educación es esencial para una familia hispana, pero obteniendo un diploma de la secundaria es un éxito en si y pocos continúan su educación en una universidad por razones financieras o por falta de interés.

En Merrimack College, localizado en North Andover, MA, ha habido un incremento en la población hispana. Esta escuela abrió sus puertas en 1947 con solamente muchachos americanos y desde entonces ha podido incluir mujeres y estudiantes internacionales. En particular, los estudiantes hispanos han dejado una huella en la escuela recientemente. Aunque la mayoría de los hispanos no viven en la escuela, líderes todavía se están creando en Merrimack.

Es extremadamente difícil ser parte de la comunidad de Merrimack cuando la mayoría de estudiantes son americanos. Solamente hay un poco de maestros internacionales y no hay tantos grupos u organizaciones dentro la escuela que

promuevan la diversidad. Dentro de los pasados tres años, las minorías de Merrimack han tratado de hacer que todos se sientan bienvenidos. Algunos grupos que promueven la diversidad son "The Latinos Club" y "ALANA" (African, Latinos, Asian, Native American). Ha sido un proceso difícil convencer a las minorías para que se involucren en estas actividades porque ellos algunas veces se sienten aislados porque creen que no pueden hacer una diferencia. Algunos han tenido éxito en Merrimack, pero no todos han tenido una transición fácil a ese éxito.

Kendrys Vásquez, hace su último año en Merrimack College graduado de la Lawrence High School dice, "La Educación es muy importante y nosotros debemos aprovechar cada oportunidad que se nos ofrece". Con una concentración en ciencias políticas, Kendrys ha servido como organizador en la campaña política de Niki Tsongas y él está involucrado en la "Juventud Revolucionaria Dominicana" en Lawrence. Kendrys empezó su éxito cuando se hizo miembro de Accept the Challenge, un programa creado para estudiantes bilingües en Lawrence High

Los hispanos deben saber que ellos tienen una voz donde sea que ellos van y que ellos deben demostrarle a otros las diferentes situaciones de la comunidad hispana. Nosotros debemos tomar acción y no esperar a que otros inmediatamente nos den lo que necesitamos.

School que ayuda a mejorar su inglés y exponerlos a las ventajas de asistir a una universidad. Merrimack ha ayudado a Kendrys a confrontar el mundo, pero no fue fácil para él. Como uno de los fundadores del Latinos Club, él sabe el gran trabajo que toma para empezar a traer diversidad a Merrimack. Tomó un año para que la escuela reconozca a Latinos Club y ahora todavía es una lucha para dejar entender a todos los estudiantes de Merrimack porque ellos deben saber del mundo de los latinos.

Igual que Kendrys, Endry Martínez también es parte de Accept the Challenge. Ella está en su último año en Merrimack con una concentración en ciencia de salud. Este verano que pasó, Endry fue seleccionada para hacer parte de "Tufts University Research Experience for Undergraduates" investigando la "Role of Brca2 protein in DNA Repair and Breast Cancer". Ahora ella está trabajando con el programa REACH de Greater Lawrence para informar a la comunidad hispana sobre diabetes y lo que ellos pueden hacer diariamente para prevenir esta enfermedad. Ella también va a representar Merrimack en Austin, Texas este noviembre en la "Annual Biomedical Research Conference for Minority Students" (ABRCMS) donde ella va a presentar su proyecto del verano.

Como la secretaria de ALANA, ella entiende la necesidad de diversidad en una universidad. El énfasis en diversidad es importante porque estudiantes que se van a graduar y entrar en el "mundo" donde un entendimiento de culturas y diferentes modos de vidas les espera.

Muchos hispanos no se involucran en actividades de Merrimack temprano porque ellos se están acostumbrando a su propio mundo. Muchos se sienten incómodos porque ellos no piensan que ellos ocupan un lugar dentro de la comunidad escolar y por resultado, se aíslan, prestando la máxima atención solamente a sus estudios en vez de hacerse parte de la comunidad social. Merrimack tiene un programa académico excelente y los graduados pueden competir con otros estudiantes de cualquier otra escuela, pero todavía no pueden decir que triunfan en diversidad.

Los hispanos deben saber que ellos tienen una voz donde sea que ellos van y que ellos deben demostrarle a otros las diferentes situaciones de la comunidad hispana. Nosotros debemos tomar acción y no esperar a que otros inmediatamente nos den lo que necesitamos. Para tomar acción, nosotros debemos primero obtener una educación. Merrimack College, como muchas otras escuelas, necesita intensamente promover la diversidad. Por el contrario, los estudiantes hispanos que ya son líderes entre la escuela son un ejemplo para el próximo grupo de estudiantes que consideran ser parte de la comunidad en Merrimack College en un futuro.

Noelia Bare is an English and Mathematics Major student of Merrimack College Class of '08. She is also English and Math Tutor, President's Ambassador and A.L.A.N.A. President.



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Un Punto de Vista

POR PAUL V. MONTESINO, PHD, MBA
BUZONABIERTO@AOL.COM

El problema con los niños

BILINGUAL CONTENT

Please see PAGE 25 to read this article in English

El Dr. Montesino, totalmente responsable por este artículo, es el Editor de LatinoWorldOnline.com y conferenciante del Information Processing Management Department en Bentley College, Waltham, MA.

Por favor, no permita que el título de este artículo lo asuste. En realidad no es tan malo. No me estoy iniciando en una labor de recitar todo aspecto negativo de la niñez o su crianza. La verdad es que a mí me gustan los niños. Tengo dos ejemplos míos ya crecidos y además tres nietos muy simpáticos que me dan mucha alegría. Y además me he querido y gustado mucho desde que yo era un bebé. Yo me quería tanto entonces que todavía me quiero mucho hoy día. Sócrates decía: "Conócete a ti mismo." Yo le añado: "Y quíete a ti mismo también." Todos sabemos que para amar a los demás tenemos que comenzar por amarnos a nosotros mismos. Después de todo yo he vivido en mi compañía más tiempo que con otros y jamás me he quejado de esa situación. ¿Qué tal es eso como ejemplo?

Cada criatura que viene al mundo es una oportunidad de grandeza. Cuando nacemos caemos en las manos de nuestros padres u otros que nos cuiden y contenemos una semilla muy especial: se llama cerebro. Esa es tremenda semilla. Pero desafortunadamente es un germen, no un producto. Desde el primer día tenemos que nutrirla, cultivarla y asegurarnos que sea alimentada adecuadamente para que pueda crecer como persona. Pero ese es el problema - ¿Ya ve,? le dije que no se preocupara - porque crecer y convertirse en lo que ese ser humano va a ser no depende enteramente de su cerebro. El ambiente

donde crece es parte esencial de esa labor también.

No es fácil describir la complejidad de ese ambiente: medio familiar, condiciones sociales y económicas, apoyo moral, cultura y salud, todos juegan un papel importante en el esfuerzo de crecer. Lo que es más importante, esos componentes solamente benefician a los niños en ciertos momentos de sus vidas. Existe una ventana de oportunidad en cada uno de esos momentos que, una vez se ha ido, no permite que la luz penetre en los cerebros de ellos con los resultados que queremos. Ese concepto no es mío ni fue mi descubrimiento. Los educadores lo han sabido por mucho tiempo.

Una de las teorías más famosas y establecidas en existencia fue la propuesta por Jean Piaget (Agosto 9, 1896-Septiembre 16, 1980,) un educador suizo que propuso la existencia de cuatro fases de desarrollo mental y físico humanos. Usted descarta una de esas fases a su riesgo, mejor dicho, el de los niños. Para nuestra propia información, esas fases son: Fase Sensorimotor (desde el nacimiento hasta la edad de dos años,) Estado Pre Operacional (desde los dos a los siete años,) Estado Operacional Concreto (desde los siete a los 11 años,) y Estado Operacional Formal (después de los 11 años.)

No voy a tratar de explicar esas fases. Ese no es el propósito o el lugar de este artículo. Quiero, sin embargo, enfatizar la importancia de todos los requerimientos necesarios en cada una de esas fases para el crecimiento sano en el desarrollo de un infante. Se me hace de tripas corazón cuando veo tantos niños en muchas partes del mundo a quienes se les roba la oportunidad de ser. Cada niño vivo hoy

día no es solo una esperanza, sino una obligación para el resto de nosotros los adultos. Ellos serán los que van a alzar y mantener la antorcha cuando nuestra propia luz se extinga y apague. En un mundo lleno de problemas son ellos la única promesa de solución. Y si somos inútiles en asegurar que sean capaces de mantener esa antorcha no habrá luz que ilumine.

Cada día casi 16,000 niños perecen por causas relacionadas con el hambre-un niño cada cinco segundos, el tiempo que toma leer esta frase. Es decir, perdemos 16,000 posibilidades de solución cada veinticuatro horas. Pero no sigamos hablando de teorías educacionales. Hablemos de las necesidades ambientales.

De todas esas necesidades, la salud del niño es la más importante; las otras no podrían funcionar sin ella. Es por eso que no puedo explicarme la amenaza del Presidente George W. Bush de vetar la legislación recientemente aprobada por el Congreso llamada Programa Estatal de Salud Infantil (SCHIP) que cubre el cuidado de la salud para muchos niños que no están cubiertos en el presente. El presidente califica esa ley de "medicina socialista." ¿Socialista? Alguien me está halando el pelo.

Sospecho que el presidente, que no es famoso por ser un lector ávido, obtuvo uno de los discursos del Presidente Ronald Reagan de la época de la Guerra Fría que estaban engavetados en la Oficina Oval de la casa Blanca y llegó a la conclusión que dar salud a nuestros niños y niñas el beneficio de una vida sana era una declaración política equivocada, decisión que aún muchos de los más leales miembros de su Partido Republicano consideran ofensiva.

Una cosa fue que el presidente promulgara con mucha charanga el

programa educacional de "No Niño Dejado Atrás" hace algunos años; otra permitir que solo los niños sanos sean sus beneficiarios. Una pequeña que necesita gafas no puede leer una pizarra o reconocer una cara hasta que no obtenga los espejuelos. Y otro que no puede correr o saltar hacia la fama no lo puede hacer hasta que su cuerpo no reciba la terapia física que necesita y que no puede obtener.

No somos simplemente parte de una familia rica o pobre; de gente de color o blanca. Todos somos parte de la familia humana. La mayoría de los niños que han sido afectados por esa ley que el Presidente ha vetado han nacido en el siglo 21 y tendrán que lidiar con los problemas característicos de este siglo con mente sana en un cuerpo sano a menos que las mentalidades obsoletas de siglo veinte pasado se los impida.

Y ese es mi punto de vista hoy.

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ORIENTACION MERCADOLOGICA

Evolución del marketing

POR FRANCISCO VILLA MURRIA
FVILLAMURRAY@YAHOO.COM

Los orígenes del marketing en Estados Unidos se remontan a los tiempos de la Colonia, cuando los primeros colonizadores practicaban el trueque entre ellos con los indios, algunos se convirtieron en detallistas, mayoristas y vendedores ambulantes. Pero el comercio en gran escala empezó a tomar forma durante la revolución industrial a fines de la década de 1800. Desde entonces el marketing ha pasado por tres etapas sucesivas de desarrollo: orientación a la producción, orientación a las ventas y orientación al marketing.

Etapas de orientación a la producción

En esta etapa casi siempre los fabricantes buscaban ante todo aumentar la producción, pues suponían que los usuarios buscarían y comprarían bienes de calidad y de precio accesible. Los ejecutivos con una formación en producción y en ingeniería diseñaban la estrategia corporativa. En una era en que la demanda de bienes excedía a la oferta, la prioridad en los negocios era producir grandes cantidades de productos en forma eficiente. Encontrar clientes se consideraba una función de poca importancia. En esta etapa no se empleaba el término marketing. Sólo existía en departamento de venta cuya función era dirigir una fuerza de venta, para vender la producción de la compañía a un

precio fijado por los gerentes de producción y de finanzas.

Etapas de orientación a las ventas

En Estados Unidos, la Depresión vino a cambiar esta forma de pensar. El problema principal ya no consistía en producir o crecer lo suficiente, sino en cómo vender la producción. El simple hecho de ofrecer un buen producto no era garantía de tener éxito en el mercado. Los administradores empezaron a darse cuenta de que se requerían esfuerzos especiales para vender sus productos en un ambiente donde el público tenía la oportunidad de seleccionar entre muchas opciones. Así pues, la etapa de orientación a las ventas se caracterizó por un amplio recurso a la actividad promocional con el fin de vender los productos que la empresa quería fabricar.

Etapas de orientación al marketing

A fines de la Segunda Guerra Mundial se acumuló una enorme demanda de bienes de consumo, debido a la escasez del período bélico. Por ello, las plantas manufactureras fabricaban cantidades extraordinarias de bienes que eran adquiridos rápidamente. No obstante, el auge del gasto de la población

disminuyó a medida que se equilibraban la oferta y la demanda, y así muchas empresas se dieron cuenta de que su capacidad de producción era excesiva.

Con el propósito de estimular las ventas, recurrieron nuevamente a las agresivas actividades promocionales y de venta que había caracterizado la era anterior. Sólo que esta vez los consumidores estaban menos dispuestos a dejarse persuadir. Las empresas descubrieron que la guerra había cambiado al consumidor. Los estadounidenses que habían servido en el extranjero retornaron a su patria con una actitud más complicada. Además, la guerra había obligado a muchas mujeres a dejar el hogar y entrar en la fuerza de trabajo. Este tipo de experiencias había hecho a la gente más conocedora, menos ingenua y más difícil de influenciar. Y ahora se disponía de más opciones. La tecnología desarrollada durante la guerra, cuando se aplicó a actividades de paz, permitió producir una diversidad mucho más grande de bienes.

Y así prosiguió la evolución del marketing. Muchas compañías reconocieron que para darles a los consumidores lo que desean era preciso poner a trabajar la capacidad ociosa. En esta etapa de orientación al marketing identifican lo que quiere la gente y dirigen todas las actividades corporativas a atenderla con la mayor eficiencia posible.

LAWRENCE '07 ELECTIONS

Los siguientes nombres aparecerán en la boleta de las elecciones preliminares del 6 de Noviembre, 2007.

The following names will appear on the November 6th, 2007 preliminary election ballot.

(District) City Council

- (A): Patrick J. Blanchette*
April M. Lyskowsky
- (B): Grisel Silva*
Ruth Rojas
- (C): Jorge A. González*
Barbara Beals-González
- (D): Nicholas Kolofoles*
Franklin Fernández
- (E): David C. Abdo
Matthew W. Brien
- (F): Marie G. Gosselin*
Michael P. Fielding

(At-Large)

- Nilka I. Alvarez-Rodriguez*;
Nunzio DiMarca*;
Joseph W. Parolisi*;
Carlos D. Matos; Frank A. Moran; Roger A. Twomey.

(District) School Committee

- (A): James S. Vittorioso*
- (B): Martina Cruz*
Melyn Domínguez
- (C): Priscilla Baez
Frank Bonet
- (D): Omaira Mejía*
Samuel Reyes
- (E): Peter Larocque*
James Blatchford
- (F): Greg W. Morris*
Rev. James F. Stokes

GLTHS Committee

- Richard A. Hamilton, Jr.*;
Leo J. Lamontagne*;
Pamela Neilon;
Ellen Wolfendale Gilbert.

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DECIDIÉNDOSE POR *Adopción*

¡Hola! Mi nombre es Daniel

"Yo quiero ser un atleta profesional. A mi también me gusta hablar con la gente"

BY MILTON L. ORTIZ
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Daniel es un niño de nueve años brillante, energético y encantador, de descendencia caucásica y latina. Con su "don del

habla", él es un deleite tener cerca. El tiene un maravilloso sentido del humor y le encanta ser el centro de la atención.

Daniel es perceptivo y no se le escapa mucho lo que está pasando a su alrededor. A él le gusta estar ocupado haciendo toda clase de actividades tales como acampar, kayaking, nadar y los deportes. Daniel es un amante de los deportes, y disfruta el béisbol, el baloncesto y el fútbol soccer.

A él también le gusta hacer bien en la escuela. A Daniel le va bien en lectura y aprende ligero en sus clases. El se beneficia de un apoyo permanente para ayudarlo en sus relaciones con sus compañeros y profesores. El también responde bien cuando se le recuerda para mantenerse enfocado en la clase.

Daniel es un niño inteligente que continúa teniendo necesidades emocionales y de comportamiento. El participa en terapia y responderá bien en una familia que respalde su tratamiento. En el hogar, Daniel se está esforzando en expresar sus sentimientos de forma apropiada y responde bien en un ambiente consistente y estructurado. Daniel espera encontrar pronto una familia permanente que le provea un amor incondicional, apoyo y estabilidad. El responderá bien en una familia experimentada de una pareja con un modelo masculino fuerte, que pueda entender y ayudar con sus necesidades emocionales y de comportamiento. La familia adoptiva necesita tener mucha ayuda a su alrededor y disfrutar de ver a Daniel progresar. Legalmente libre para la adopción, Daniel desea tener una familia, sin otros niños en el hogar, que permanezca con él no importa lo que pase y estimule sus talentos y logros.

Usted puede ayudarlo a Daniel a encontrar un lugar llamado HOGAR, llamándonos a MARE al (617) 542-3678 ó a la línea gratis 1-800-882-1176 y preguntando por Milton Ortiz. También puede llamarnos si desea aprender más sobre la adopción en general o recibir una copia gratis del folleto "Decidiéndose por Adopción".

CONTINÚA DE LA PÁGINA

9

CÁCERES: Alemania, consolidando la confianza

a un nuevo, cristiano-feudalista, señaló el cambio más radical hasta entonces conocido; un verdadero milestone, en la trayectoria histórica universal.

EL FEUDALISMO, es la barita mágica medieval que crea toda una época y la base ideológica de todo un sistema.

La constitución de feudos (concesión de tierras o bienes a vasallos, a cambio de servicios y fidelidad) y su estratégica repartición, son las claves políticas fundamentales, garantía de la hegemonía aristócrata imperial del "Imperio Romano 2". Lo novedoso de ésta política fue lo verosímil y el atractivo que su beneficio ofrecía a cualquiera: la posibilidad de un ascenso social dentro de la hegemonía noble.

Las cortes nobles fueron las primeras beneficiadas del feudalismo y en sus caballeros encontramos entonces, por primera vez, una clase popular capaz (a través de su lealtad, mérito, valor y fortaleza física) de alcanzar tanto privilegios, como también títulos aristócratas señoriales.

Curiosamente, mientras el éxito de la política exterior (tanto en la política expansionista cristianizadora, como en las cruzadas) del "imperio 2" se incrementaba, en lo doméstico (en las zonas orientales germanas del antiguo Imperio Franco) fracasaba su endeble e inconsistente táctica integracionista interior. Y aquel genuino conglomerado germano se distanciaba cada vez más de su propio rey-emperador y de la aparente idea unitaria territorial, finalmente perdiendo éste su supremacía y convirtiéndose así en un líder limitado, en un líder marioneta; víctima de una ya establecida y poderosa hidalguía, producto del desarrollo político feudalista medieval.

Pero es precisamente éste fenómeno germano, ésta primera provocación lo que configura su mapa socio-político, acentuando el privilegio autónomo de sublevadas y entre sí competitivas etnias, como por ejemplo la bávara, sajona, prusiana, alemana, francona, renana, brandenburghesa, westfálica, turinguiana, saarneana, badesa y wurtenberga, entre

otras y múltiples conflictos desde el Mar del Norte hasta Los Alpes y desde el Río Rin hasta el Elba.

Y es aquí, donde encontramos entonces una primera contradicción en ésta familiarizada disparidad germana, su esencia histórica:

"...Si en la unión está la fuerza, en la desunión germana está el ingenio".

El ingenio de las etnias germanas para subsistir juntas pero no revueltas, en la perpetua búsqueda de confianza, para el logro de una identidad común.

La existencia de un sacro-rey-emperador débil y dependiente de una poderosísima nobleza significa la singularidad del caso germano, e implica una verdadera novedad y hasta un absurdo, si nosotros—latinoamericanos—comparamos éste hecho con el recorrido histórico de nuestra hispanidad, donde siglos más tarde encontramos en España un omnipotente liderazgo monárquico real, el cual es constantemente fortalecido por una total subordinación de la nobleza.

El enigmático desenlace de ésta historia, sus repercusiones sociales y éticas, como también la perenne metamorfosis en su consistencia geopolítica forja, sin lugar a dudas, la trama de esa gran epopeya europea: hito importante en la dinámica del acontecer actual.

No por demás, muchos eruditos contemporáneos insisten en la moraleja de dos mil años de actividad histórica: "...aprender del pasado para remediar el presente".

Y en mi análisis personal germano, en mi admiración equilibrada por el actual campeón "productor exportador" mundial, se me hace necesario complementar lícitamente que los grandes acontecimientos del siglo XX tienen sus orígenes en las discrepancias medievales; en aquellos mil años de formación, donde la idiosincrasia moderna encuentra sus cimientos: morales, intelectuales, políticos, filosóficos, nacionalistas, científicos y religiosos.

Un simple recorrido por la trayectoria histórica europea. Un casual acercamiento

a la fuente de la complejidad política de nuestros días y hasta en la trivialidad para la decisión de algún destino turístico, despertaría entre nosotros latinoamericanos la curiosidad, el interés y deseo por aquel caudal de interrogantes que siempre ha suscitado lo germano: génesis de lo mejor y lo peor, que la humanidad puede ofrecer.

Luis Cáceres Moncada es un venezolano que ha hecho de Alemania su hogar por más de 20 años. El es músico en la Orquesta Sinfónica The Haendelfestspielorchester of the Opernhaus Halle.

CONTINÚA DE LA PÁGINA


4

El Día Nacional de Reconocimiento de SIDA entre Latinos Señala Incidencia Alta de Infección Entre Latinos

VIH a su hijo a un menos de dos por ciento probabilidad.

"Recibir una prueba de VIH es uno de los pasos más poderosos en la lucha para erradicar la enfermedad y una de las formas más sencillas para salvar una vida infantil," añadió Barnes. "Estas pruebas son una parte regular del tratamiento prenatal y se pueden hacer en lugares tan convenientes como los centros de salud comunitaria. La educación sobre el VIH y SIDA es algo que la comunidad entera puede y debe apoyar."

Para más información sobre cómo prevenir la transmisión de VIH de madre a hijo, y para más información sobre el trabajo del Fundación Elizabeth Glaser de la SIDA Pediátrica, visite www.pediatrics.org.



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EL SENIOR CENTER DE LAWRENCE HONRÓ A NUEVOS CIUDADANOS CON UN ALMUERZO



Grupo de nuevos ciudadanos norteamericanos que asistió al almuerzo en su honor, llevado a cabo en el Senior Center.

Group of new American Citizens who enjoyed a lunch held in their honor at the Lawrence Senior Center.

POR ALBERTO SURÍS

ALBERTOSURIS@RUMBONEWS.COM

El viernes, 12 de octubre, un grupo de nuevos ciudadanos de un total de 300 que recientemente se convirtieron en ciudadanos americanos, fueron invitados a almorzar en el Senior Center.

La mayoría de estos ciudadanos arreglaron sus papeles gracias a la ayuda de Lisa Marmolejos, coordinadora de eventos hispanos.

El Director del Senior Center, Bernard J. Reilly les dio la bienvenida a los nuevos ciudadanos y los felicitó por ser ahora ciudadanos americanos. Todos los que estaban allí, más de 100 de ellos, levantaron la mano cuando Reilly les preguntó si estaban registrados para votar.

Dirigidos por Martha Vélez, administradora del programa, los nuevos ciudadanos recitaron el juramento de lealtad a la bandera estadounidense. El Concejal at-Large y Candidato a Reelección, Joseph W. Parolisi, que se encontraba presente, felicitó a los nuevos votantes en su nombre y en el del resto de los concejales de Lawrence. “Guy” Terry Kelly entonó las notas del himno nacional.



Lisa Marmolejos recibió una planta por sus servicios en el Senior Center.

Lisa Marmolejos was presented with a plant for her services at the Senior Center.

Martha Velez, administradora del programa del Senior Center y el director del Senior Center, Bernard J. Reilly, dando la bienvenida y felicitando a los nuevos ciudadanos por haber obtenido la ciudadanía estadounidense.

Martha Velez, Senior Center program administrator and Senior Center Director Bernard J. Reilly welcoming the new citizens and congratulating them for becoming American Citizens.



Lawrence Senior Center honors new U.S. Citizens with lunch

POR ALBERTO SURÍS
ALBERTOSURIS@RUMBONEWS.COM

Lawrence Senior Center honors new U.S. citizens with lunch. On Friday, October 12, a group of seniors from a total of 300 who recently had become citizens of the United States was treated with lunch at the Senior Center.

Most of these seniors had their paperwork correctly done thanks to the help

of Lisa Marmolejos, Hispanic outreach coordinator.

Senior Center Director Bernard J. Reilly welcomed the new citizens and congratulated them for becoming American Citizens. The 100 plus in attendance raised their hands when Reilly asked them if they were registered to vote.

Led by Martha Velez, program administrator, the new citizens recited the Pledge to the Allegiance. City of Lawrence Councilor at-Large and Candidate for reelection Joseph W. Parolisi was on hand to congratulate the new voters in his name and in the rest of the city councilors. Terry “Guy” Kelly sang the National Anthem.

EXITOSA CAMINATA 2007 DE ELDER SERVICES

Por/By Alberto Suris

El domingo, 14 de octubre, 2007, a las 10:00 AM, corredores y caminantes comenzaron la carrera/caminata de 6Kms que por 18 años se viene llevando a cabo para recaudar fondos para Elder Services of the Merrimack Valley.

Elder Services of the Merrimack Valley es una agencia privada sin ánimo de lucro, que recibe ayuda del estado y contratos federales, fundaciones, corporaciones y donaciones privadas que ayudan a adultos de avanzada edad a permanecer seguros en sus propias casas.

Successful 2007 Elder Services Walk

On Sunday, October 14, 2007, at 10:00 AM, runners and walkers started the 18th annual, 6K Walk/Run to raise money for Elder Services of the Merrimack Valley.

The Elder Services of the Merrimack Valley is a private, non profit agency supported by state and federal contracts, foundations, corporation and private donations that help provide choices for older adults, allowing them to remain safe at home.



Un grupo de caminadores habituales del Senior Center, con el Director del Centro, Bernard J. Reilly.

A group of regular walkers from the Senior Center with Bernard J. Reilly, Director, Council on Aging.



Los corredores estirando los músculos antes de la carrera.

Runners are stretching out before the race.



¿Sabe alguien quién soy yo?
Anybody knows who I am?



Victor Tamburello con su hijo Alexander y Ryan Ashton de Merrimack Valley Federal Credit Union, participando en la carrera/caminata de Elder Services.

Victor Tamburello with his son Alexander and Ryan Ashton of Merrimack Valley Federal Credit Union, participating in the Elder Services race/walk.

Rita Mercier, ex alcaldesa y actual Concejala de Lowell conversando con Bruce Arnold de la WCCM 1110AM momentos antes de comenzar la caminata.

Lowell former mayor and current City Councilor Rita Mercier Chats with Bruce Arnold of WCCM 1110AM before the walk.



Cor Unum meal center's first year

Celebrates with over 100,000 meals served

+PICS: More pictures on Page 3
MATERIAL BILINGÜE
 Favor ver la PÁGINA 3 para leer este artículo en Español

By **ALBERTO SURIS**
 ALBERTOSURIS@RUMBONEWS.COM

Meal center projects continued growth to meet increased demand. In 2008, the number of meals served is expected to increase as the need for proper nutrition continues to rise.

On Sunday, September 30, 2007, with a record 821 guests, the Cor Unum Meal Center celebrated their first year in operation and announced that it has served more than 100,000 meals during this year. On average, the center feeds around 500 people daily, breakfast and dinner. Cor Unum ("One Heart" in Latin), located at 191 Salem Street, behind St.

Patrick's Church, was established to address the vast unmet nutritional needs in Lawrence, a community in which 75 percent of children are at risk for hunger. Unlike a typical "soup kitchen", Cor Unum has the atmosphere of an upscale restaurant, and serves guests with a taste of dignity - something many have seldom experienced.

"The need for proper nutrition in our community seems to be growing, and we

Los voluntarios Sandra Sharpe, de Lawrence; Gloria Deschene, de Methuen y Dan Bresnaham, de North Andover, mostrando la deliciosa lasaña servida esa noche.

Volunteers Sandra Sharpe, of Lawrence; Gloria Deschene of Methuen and Dan Bresnaham, of North Andover showing the delicious main course of the night: lasagna.



expect that trend to continue," explains Diane Jarvis, director of Cor Unum. "We are grateful to Labels Are For Jars (LAFJ) for their continued support, to the Greater Boston Food Bank for being our major partner as provider of food, and to the hundreds of volunteers who keep Cor Unum operating on a daily basis," said Jarvis.


"Labels Are for Jars has successfully raised more than \$1,000,000," added Father Paul B. O'Brien, pastor of St. Patrick's Parish, chairperson of Cor Unum and LAFJ and a driving force behind the Cor Unum initiative.

"Cor Unum has become a family home for thousands of people in Lawrence - from infants to senior citizens," explains Father O'Brien. "Hunger is a social problem that can be solved. As long as one person in our city needs food, the doors of Cor Unum will be open," said Father O'Brien. Cor Unum is a not-for-profit meal center accessible to anyone who is in need of food, regardless of race, color, creed, sex, or way of life.

Cor Unum is open seven days a week, 365 days a year, and offers guests a varied menu of nutritious, well-balanced free meals prepared on site; a food pantry, for the provision of food in the form of groceries; as well as the opportunity to socialize with others in a warm, friendly, accepting atmosphere.


For additional information, including photos, volunteer opportunities, and hours of operation, please visit www.corunummealcenter.org.

LabelsAreForJars raises money to help fund the operation of the Cor Unum Meal Center by selling thought-provoking shirts and caps that undermine societal labeling. The group recently launched its 2007 holiday gift campaign, which encourages consumers to purchase Labels gear as holiday gifts. The 2007 campaign features the Labels Skull Cap by John Varvatos, and 100% of profits go to Cor Unum. For more information or to make a purchase, please visit www.labelsareforjars.org.




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Lantigua Hails State Funding for Local Health Centers, Police

State Rep. William Lantigua announced that two local health care providers and the Lawrence Police Department have been awarded state grants.

Lawrence General Hospital received \$750,000 and Greater Lawrence Family Health Center received \$250,000 from the Essential Community Provider Trust Fund, which is administered by the Executive Office of Health and Human Services. The Lawrence Police Department was given \$240,000 by the Executive Office of Public Safety for the hiring and training of new officers.

"This funding is lifeblood to our critical public-service agencies," Lantigua said. "I'm deeply grateful to Governor Patrick for these generous awards."

The Essential Community Provider Trust Fund was established to help improve providers' abilities to serve populations in need more effectively and efficiently through community-based care, clinical support, disease management, primary care, care coordination, and pharmacy management services. Statewide, 83 providers submitted applications, requesting a total of \$110 million. Lawrence General Hospital and Greater Lawrence Family Health Center were among 69 hospitals and community health centers to be awarded a share of \$37.5 million.

Patrick administration officials said the state would begin to distribute money to health care providers in November, while the public safety grant will be released to the Lawrence Police Department early next year.

Interior of NECC Building Recognized for Its Design

The Behrakis One Stop Student Center on Northern Essex Community College's Haverhill Campus, which was designed by Luna Design Group of Lynnfield, recently received a Citation of Excellence for Interior Building Design from Building Magazine during the Annual Office Building Show in New York City in July.

Designed to keep the focus on students and their needs, the totally renovated one-stop student services center opened in the fall of 2005. With a variety of services housed in one convenient location, students can register for classes, pay bills, find information on learning accommodations, and meet with academic, financial, and career advisors.

The 44,000 square-foot educational/student center was formerly the school cafeteria on the top floor with offices and a bookstore in the basement.

After being gutted and retrofitted, in part with funding from the Behrakis Family of Lowell in honor of Ourania Behrakis, a member of the NECC Board of Trustees until her death in 1995, it re-opened as the Behrakis One-Stop Student Services Center, with a welcome/express services center, a learning accommodations center, student records center, and a career planning and advising center. In addition, it houses a cyber café, the NECC bookstore, and wireless service throughout the building.

"We know our students love the convenience and pleasing design of the Behrakis One Stop Student Center and it's rewarding to know that a team of professionals believe that it's outstanding as well," said David Hartleb, president of Northern Essex. "It was a pleasure to work with Luna Design Group on this project."

Hartleb also credited the state's Division of Capital Asset Management (DCAM) and Mary Ellen Ashley, senior vice president of enrollment services at the college, who provided the inspiration for the project. James Thornhill, AIA, project architect for Luna Design Group, was the project manager.

The judging committee for Building Magazine noted, "A One-stop shop, a student's dream! Long gone is the notion that we should spend our time walking



between distant facilities in a futile task of accomplishing simple duties. This community college has realized that a student's time is precious and that time constraints imposed by the college's aging facilities should be corrected. The solution is a well-thought-out and executed example of a one-stop shop administrative building. The choice of materials and colors reflect the vibrancy students have come to expect. As with all things, the youth in our community is making demands upon the establishment, and for those of whom remember the 1960s, this should sound familiar."

Northern Essex's project was selected from the 67 entries that were submitted and reviewed by a preliminary judging

committee, based upon aesthetics, function, performance, sustainability, and scope. Of the 67 entries submitted, 36 were selected to be recognized as Project Innovations. Fourteen of the 36 were selected for either the Grand Prize or Citation of Excellence, which is what Northern Essex received, by the final judging committee.

Buildings is a publication which serves 72,000 building owners and professional facilities managers in North America. The monthly publication offers readers information on the development, construction, modernization, management and operation of buildings, as well as the products and services needed to support such facilities.

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Saber es Saludable

Merrimack's Melting Pot

MATERIAL BILINGÜE

Favor ver la PÁGINA 12 para leer este artículo en Español

BY NOELIA G. BARE

Why do most Hispanics come to the United States? Sometimes it's to find better opportunities, become a professional or just start a fresh, new life. Education is essential to the Hispanic family, but it seems that obtaining a high school diploma is success enough and few pursue their education further, mainly because of financial reasons or disinterest. At Merrimack College, located in North Andover, MA, there has been an increase in the Hispanic population. The Augustinian school started in 1947 as a white, all male, college and has diversified to include females and minority students. In particular, Hispanic students have made a mark on the school in recent years. Although the majority of the Hispanic population commutes, leaders are still being created at Merrimack.

It is extremely difficult to become a part of the Merrimack community where the majority is white. There are only a handful of minority teachers and there are not many clubs and organizations within the school that promote such diversity. Within the past three years, minorities have been trying to make Merrimack a place where

everyone can feel welcome. Some clubs that foster diversity are the Latinos Club and the ALANA (African Latino Asian Native American) Organization. It has been a difficult process to convince minorities to become involved because they sometimes feel ostracized and that they really cannot make a difference. Some have experienced great success at Merrimack, but not all have had an easy transition to that success.

Kendrys Vasquez, a senior at Merrimack College who graduated from Lawrence High School states, "Education is really important and we should take every opportunity that is offered to us." As a Political Science major, Kendrys served as the field organizer in Niki Tsongas Congressional Campaign and is also involved in the "Juventud Revolucionaria Dominicana" (Revolutionary Dominican Youth) in Lawrence. Kendrys began his path to success by becoming a member of Accept the Challenge - a program created for bilingual Lawrence high school students to help them improve their English skills and expose them to the advantages of college. Merrimack has helped Kendrys step out of his comfort zone and take on the

Hispanics need to know that they have a voice wherever they may go and that they must show others the issues that are most prominent in the Hispanic community. We must take action and not expect others to immediately give us what we want.

world at full force, but it was not easy for Kendrys. As a co-founder of the Latinos Club, he knows the hard work it takes to begin to bring diversity into Merrimack. It took a year for the Latinos Club to get recognized and now it is still a struggle to get the student body to understand why they should desire to know about Latino issues.

Similar to Kendrys, Endry Martinez has also been a part of Accept the Challenge. She is a senior at Merrimack majoring in Health Science. This past summer, Endry was selected to be a part of the Tufts University Research Experience for Undergraduates investigating the "Role of Brca2 protein in DNA Repair and Breast Cancer". She is currently interning with the Reach Program

of Greater Lawrence to get the Hispanic community to be more informed about diabetes and what they can start doing on a daily basis to prevent it. She is also going to represent Merrimack in Austin, Texas this November at the Annual Biomedical Research Conference for Minority Students (ABRCMS) where she will present her summer research project. As the secretary of ALANA, she also understands the need to promote diversity on a college community. This emphasis on diversity is important because students will eventually graduate and enter the "real world" where an understanding of diverse cultures and lifestyles will be expected.

Many Hispanics do not get involved in Merrimack activities early on because they are getting accustomed to their surroundings. Many feel uncomfortable because they do not feel that they have a place within the larger campus community and, as a result, tend to isolate themselves, focusing solely on their studies instead of the social aspect of college. Merrimack has a great academic program that empowers its graduates to compete with other top-notch schools, but it has yet to fully accredit itself as a melting pot.

Hispanics need to know that they have a voice wherever they may go and that they must show others the issues that are most prominent in the Hispanic community. We must take action and not expect others to immediately give us what we want. In order to take action, we must first obtain the education to do so. Merrimack College, like many other schools, needs to aggressively foster diversity, thankfully; however, Hispanic students are stepping up to the plate, becoming leaders for the school and are seen more as role models for the next group of students who will consider Merrimack in the future.

Noelia Bare is an English and Mathematics Major student of Merrimack College Class of '08. She is also English and Math Tutor, President's Ambassador and A.L.A.N.A. President.

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MVFCU opens Headquarters in Lawrence

+PICS: See picture on Page 8

MATERIAL BILINGÜE

Favor ver la PÁGINA 8 para leer este artículo en Español

Merrimack Valley Federal Credit Union officially opened its new corporate offices on Saturday, September 29, 2007, with a celebration that included most elected officials and dignitaries in the area.

The elegant affair took place under a tent in the parking lot separating their offices and Salvatore's Restaurant on the Riverwalk. The Windham Swing Band entertained hundreds of guests while tours of the building were offered by employees.

The celebration was transmitted from five o'clock until eight in English by WCCM and in Spanish by WCEC radio with some of the special guests expressing admiration for what MVFCU has accomplished.

"Many of us received glowing comments and remarks regarding not only the building but also the ceremony," said Peter Matthews, President/CEO of Merrimack Valley Federal Credit Union. "I would like to thank Bill Betton and John MacDonald for their tireless efforts over the past two years overseeing this huge project resulting in a truly major accomplishment of which we are all extremely proud."

Indeed, it was a challenging project. "The bringing together of the two offices, closing/opening the branch, moving the entire phone and data system, pulling off the Saturday event so well, and taking care of the members making the move almost seamless to them, any one of these projects on their own is enough to test our resolve," said William Betton, Vice President Operations.

Undoubtedly, this move has great significance for the City of Lawrence; while large businesses have been leaving the city, a large financial institution like MVFCU is calling it 'home'.

"The Merrimack Valley Federal Credit Union has proven their commitment to Lawrence and the Merrimack Valley. I and the City of Lawrence are truly grateful," said Mayor Michael J. Sullivan.

"Once again this event was a prime example of how everyone working together can make great things happen," said John MacDonald, Vice President Communications.

Merrimack Valley Federal Credit Union serves anyone who lives, works or worships throughout the Merrimack Valley region. Branches located in Massachusetts are Lawrence, Methuen, North Andover and Haverhill and also in Plaistow, NH.



BY ELLEN BAHAN
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It's All About Right(s)

Independent Investigation

Let me reiterate, there is and independent investigation going on and by design, Methuen is left out of the loop.

Do you want to know why? Because Methuen is in so deep and so dirty, the ones left that are clean who have not lost all sight of their mission to serve the people, do not have the wherewithal to overcome those placed in power by Sharon, Billy and Kathi, to name three there are more, but these three are still front and center in the picture.

Now, is "Too Late" for Rahmey's independent investigation! Way back in January of 2006 when this council was sworn in. The oath the councilors took to serve and protect the people. A piece of legislation was brought forward. Let me remind the councilors who seem to have had a sudden bout of amnesia come over them.

Jump in the way back machine with me. We are at the council meeting Tuesday, January 17, 2006. 7:00 PM, I am nestled, as well as you can nestle in a funeral parlor chair, intently listening to who plans on representing us for the next two years. It wasn't long before I had my answer...

TR-06-05 Resolution Ordering a Programmatic/Performance/Financial Audit of Certain Categories of the Budget of the General Government of the City of Methuen (Req. of Clr. Cronin/Clr. Giordano)

MOTION BY: Councilor Giordano, seconded by Councilor Cronin to adopt for first read and to amend the language to include "all grants received by the Town, State and Federal to

be added to the three that are there" (after sewer and water accounts.)

UPON ROLL CALL VOTE: 6 NO, 3 YES (Clr. Giordano, Clr. Andrew, Clr. Cronin) Item failed.

This would have been the time to police our own. To have the fortitude and common sense to do the right thing and protect and serve the citizens of Methuen.

We all know that Billy did not want it, he knows of all the malarkey that has been going on. Let me tell you who else jumped on the band wagon:

"Councilor Corey Rahme said she would find another audit, as proposed, to be redundant as well. To the credit of the Accounting/Auditing Department, she want to say as a consumer of the services that they provide working for the City Council, she's been to Mr. Kelly's office on numerous occasions and doesn't understand where the breakdown is regarding information. Every time she's gone to that office, it's been nothing but helpful and forthright and to their credit and Lou and everyone's in that department. The CAFRA award, is not just an award, it's a very prestigious mark on his performance and the performance without finding of the audit that's been done. She doesn't know and asked councilor Giordano and Councilor Cronin if there is something that she should know about, if there's three departments or three different areas - CATV which is the access television, the Methuen Police Department and the Sewer and Water Accounts."

And after this psychobabble from Rahmey, she voted "No." This is very telltale that when given the opportunity of

playing politics or doing the right thing for the people, the vote speaks for itself.

So, at this late date don't be jumping up on your bandwagon, Kathi. Cry foul and demand an independent investigation, the time to police ourselves has past. (By the way Kathi, How's Eli the Painter?)

Thankfully, the task of policing ourselves has been taken out of our hands, after many, many opportunities of wrong doing were presented only to fall on the brows of knickknacks that apparently their only job is to look pretty and spout endless, useless rhetoric, and get their family members and friends a prominent position at the trough. And I mean all their family members... ask Billy, ask Donna Talbot!

And that is exactly just what they have done and now all of a sudden, it is election time, time to spout more endless, useless rhetoric, without ever planning on implementing any of it.

I think I have been screaming "Audit!" for many, many years now. In fact, I think it was in my campaign promises; it was the basis of my platform.

Wait a minute, didn't they come after me, didn't they have a 2-11 because I wanted an audit, and I wanted an investigation.

Hey, let's have another 2-11, I know Zanni will sign on; he had no problem singing on to the last one. He was quick to sign on when there wasn't anything; actually, I think Billy Manzi and Joe Salvo pulled his hair till he signed!

I was especially interested in the grants, the ones that never seem to appear on the official line item budget. I always wondered, where did all that money go?

I believe when this council was seated

CONTINUES ON PAGE
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Hosted by:
Richard Aybar & Dalia Díaz

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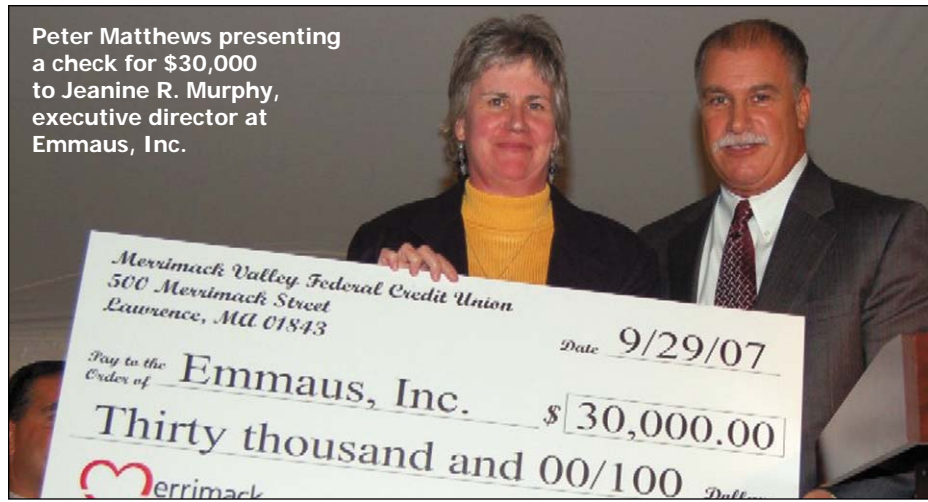
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Merrimack Valley Federal Credit Union Gives \$45,000



Peter Matthews presenting a check for \$30,000 to Jeanine R. Murphy, executive director at Emmaus, Inc.

+PICS: More pictures on Page 10
MATERIAL BILINGÜE
 Favor ver la PÁGINA 10 para leer este artículo en Español

Merrimack Valley Federal Credit Union raised over \$45,000 this year through its Merrimack Valley Charities. The credit union recently held its grand opening of its new corporate headquarters on 500 Merrimack Street in Lawrence. During the ceremony, Peter J. Matthews, Jr., President/CEO of the Merrimack Valley Federal Credit Union presented the Emmaus House of Haverhill, MA with a check for \$30,000. The Merrimack Valley YMCA was presented with a check for \$15,000.

Merrimack Valley Federal Credit Union has been raising money for these local charities for over seven years. Each year the amount raised has grown and this year was the most money raised to date.

The Merrimack Valley Federal Credit Union located in Lawrence, MA has over \$450 million in assets and has five branches located in Lawrence, Methuen, Haverhill, North Andover and Plaistow, NH.

Merrimack Valley Federal Credit Union serves anyone who lives, works or worships throughout the Merrimack Valley region. Branches located in Massachusetts are Lawrence, Methuen, North Andover and Haverhill and also in Plaistow, NH.

Labor Lines up for Manzi Merrimack Valley Central Labor Council unanimous in its support for Mayor

The Merrimack Valley Central Labor Council, AFL-CIO, today announced its support of Methuen Mayor William Manzi. The council voted unanimously to endorse the Mayor's bid for a second term as the CEO of the City of Methuen.

"I have always stood with labor proudly. It is truly humbling to know that they stand with me as well. I come from a working class family with deep roots in organized labor and I am honored to accept their support and endorsement," said Mayor Manzi.

"We, The Merrimack Valley Central Labor Council, AFL-CIO, are proud to support Mayor Manzi in his efforts towards reelection. The Mayor has always been a friend to labor and we will do all we can to ensure he remains in office to continue the great work he does each and every day for the good people of the City of Methuen," said DJ Cronin, Secretary-Treasurer Merrimack Valley Central Labor Council, AFL-CIO.

Mayor Manzi has been credited with a number of accomplishments in his first term. Among them are guiding Methuen

through the worst flooding in a hundred years and revamping the city's Emergency Management System. He took the proactive step of drafting and filing a Statement of Interest Plan with the MSBA so that Methuen students can finally have the high school they deserve.

Mayor Manzi has restructured several city departments including Community Development, Health, Human Resources, Animal Control and Fire in order to make government run more efficiently. He has delivered a finished Master Plan that is currently being implemented and created a larger Veterans Office with more staff to better serve Methuen's growing veteran population.

He led the search for a new Superintendent of Schools and hired Dr. Jeanne Whitten who subsequently took steps to lower class sizes and weed out non-resident students. He also secured \$75,000.00 in impact fees that has been used to buy new playground equipment at two city parks.

Mayor Manzi is seeking reelection this fall on Tuesday, November 6th. The polls open at 7 a.m. and will remain open until 7 p.m.

Whittier Regional Vocational Technical School District Appoints Superintendent-Elect

The Whittier Regional Vocational Technical School District announces the appointment of William P. DeRosa to the position of superintendent-elect. DeRosa's appointment comes upon the planned retirement of current superintendent Karen Sarkisian, who has served as superintendent for the past eighteen years. DeRosa will assume his full superintendent responsibilities beginning in the 2008-2009 school year.

DeRosa, who has been with Whittier for sixteen years, most recently served as the Assistant Superintendent, where his focus was on improving test scores and sub-group performance through data-driven instruction. This past year 100% of Whittier's graduating seniors as well as 100% of the junior class passed the Massachusetts Comprehensive Assessment System (MCAS). In 2006 Whittier was ranked as the most improved vocational technical school in the state. DeRosa joined Whittier as the coordinator of student services where he was responsible for restructuring special education as well as implementing the school's first Title 1 program. He has also worked at North East Metropolitan Regional Vocational Technical High School and in the Chelsea public school system.

"As superintendent of the Whittier Regional School District, I am looking forward to expanding the vocational and technical programs at the school. I'm also very committed to continuing our

hard work and focus on raising test scores and maintaining the high standards we've established," said DeRosa.

Whittier School Committee chairman Mike Gilbert said, "The committee has worked with Mr. DeRosa for several years and the decision to appoint him to the position of superintendent-elect was unanimous. We felt that he was the most qualified person to continue to move Whittier forward in its goal to help every Whittier student achieve a quality academic and vocational education."

DeRosa holds a B.S. in English and Education from Salem State College, an M. Ed in Special Education from the University of Massachusetts, and a Certificate of Advanced Graduate Study in Educational Leadership from Bridgewater State College. He resides in West Peabody, Massachusetts.

About Whittier Regional Vocational Technical High School Located in Haverhill, Massachusetts, Whittier Regional Vocational Technical High School (www.whittier.mec.edu) provides academic and vocational technical studies to more than 1,250 students in grades 9-12. According to its mission statement, the school has a unified commitment to excellence in meeting the educational needs of individuals in the Whittier District, enabling them to be successful in their chosen technical pursuits and to become productive members of society.

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Lantigua Lobbies Governor for Winthrop Street Footbridge

Seeks Solution to Road Danger Following Fatal Accident

State Rep. William Lantigua announced that he intends to ask Gov. Deval Patrick to help the City of Lawrence build a footbridge over Winthrop Avenue, a section of Route 114 where a local boy suffered fatal injuries after being struck by a car last week.

Lantigua, who was scheduled to meet with Gov. Patrick tomorrow to discuss the project to convert Essex Street in Lawrence from a one-way to a two-way street, said his top priority now would be to recommend and seek funding for construction of a footbridge near Sullivan Park and Veterans Memorial Stadium. Because of its proximity to local businesses and the new Lawrence High School, he said, this segment of Winthrop Street is frequently crossed by young people despite heavy traffic in both directions.

Last Monday, 11-year-old Dario Rodriguez was struck by a car while crossing the four-lane road with two other children. He suffered massive head injuries and died the next morning at Massachusetts General Hospital. Friends say Rodriguez, a sixth-grader at South Lawrence East School, had crossed Winthrop Street to get a drink at a fast-food restaurant after playing basketball at Sullivan Park.

Lantigua said that the boy's death underscored the need to address the dangerous conditions facing pedestrians at that location.

"I wish we'd come up with a solution before this tragedy occurred, but now it's our responsibility to make sure it never happens again," Lantigua said. "My heartfelt sympathy goes out to Dario's family and friends."

Lantigua acknowledged the efforts of Kirsy Abreu, a Lawrence resident who approached him with the idea of constructing a footbridge following last week's accident. She is currently circulating a petition urging Mayor Michael Sullivan to authorize the project. "Working together, I hope Kirsy and I can push this critical issue along more quickly," he said.

The cost of building a footbridge, currently being estimated by city planners, likely would be shared between Lawrence and the state. Lantigua will add the item to the agenda of tomorrow's meeting with Gov. Patrick, and said he also has plans to discuss the matter with Treasurer Tim Cahill and Massachusetts School Building Authority Executive Director Katherine Craven.



Mr. B's Sports Memories

BY FRANK BENJAMIN

Clearing my mind again

Three retirees each with a hearing loss were playing golf one fine day. One remarked to the other, "Windy, isn't it?" "No," said the second guy, "it's Thursday." And the third man chimed in, "So am I; let's have a beer."

Down at the retirement center, 80-year-old Bessie bursts into the rec room with a clenched fist in the air and announces, "Anyone who can guess what I have in my hand can have sex with me tonight!" From the back of the room a man at least her age shouts out, "An elephant?" Bessie stops to think for a minute and then says, "Close enough!"

Can you believe some of our pin up girls of yesteryear are getting along in years? Brigitte Bardot is now 72, so is Sophia Loren. Would you believe Gina Lollobrigida is 79, the beautiful Deborah Kerr is 95. Vivacious Lena Horne is 89, Annette Funicello is 64, Barbara Eden is 72 and Doris Day is 82. Joan Collins is 73, Ann Margaret is 65, Kim Novak is 73. I guess I'll take a Geritol break.

A taxi driver is stuck in along line of traffic in New York City and nothing is moving. He sees a man standing outside his car and rolls down his window and asks the man, "What's the hold up?" The man says, "Terrorists have kidnapped Hillary Clinton, Rosie O'Donnell, Jessie Jackson, OJ Simpson and Al Sharpton. They are asking for 10 million dollars otherwise, they are going to douse them with gasoline and set them on fire. We are going from car to car, taking up a collection". The taxi driver asks, "How much on average is everyone giving?" The man answers, "About a gallon a car."

In 1957 this is how things went: If cigarettes go up in price and reach 25 cents a pack I'm going to quit. Can you imagine paying 29 cents a gallon for gas? Guess we'd be better off to leave the car in the garage.

Have you seen the new cars just coming out next year? It won't be long before \$5,000 will only get you a used one.

Those ducktail haircuts the boys are starting to wear these days are impossible to look well groomed. Next thing you know the boys will be wearing their hair as long as the girls.

Can you believe that some baseball player signed a contract to play for \$75,000 per year? It wouldn't surprise me if someday soon one will be making more than the President.

I'd never thought that I'd see the day that all our kitchen appliances would be electric. They even have electric typewriters now.

Nobody can afford to be sick these days \$ 35.00 a day is too rich for my blood.

Three old sisters ages 92, 94 and 96 live with each other. One night the 96-year-old draws a bath. She puts her foot in and pauses. She yells to the other sisters, "Was I getting in or out of the tub?" The 94-year-old yells back, "I don't know, I'll come up and see." She starts up the stairs and pauses, "Was I going up the stairs or down?" The 92-year-old is sitting at the kitchen table having tea and listening to her sisters. She shakes her head and says, "I sure hope I never get as forgetful as those two knock on wood." She then yells, "I'll be up to help both of you as soon as I answer the door."

Two elderly women were driving a large car—both could hardly see over the dashboard. As they were cruising along, they came to an intersection. The stop light was red but they went right through. The woman in the passenger seat thought to herself, "I must be losing it; I could've sworn we went right through a red light." A few intersections later another red light and again they sped right through without even slowing down. The passenger lady was really concerned that she was losing it. She was getting nervous. At the next intersection sure enough they breezed through another red light. The nervous wreck woman turns to the other one and says, "Do you know we just ran three red lights in a row? You could've killed us both." The other woman looked at her and said, "Oh crap, am I driving?"

In 1957 this is how things went: If cigarettes go up in price and reach 25 cents a pack I'm going to quit. Can you imagine paying 29 cents a gallon for gas? Guess we'd be better off to leave the car in the garage... Have you seen the new cars just coming out next year? It won't be long before \$5,000 will only get you a used one.

A little old lady in a nursing home was running up and down the corridors in her johnny. As she ran she yelled she flashed from under the johnny and yelled, "Supersex." She walked up to this elderly man in a wheel chair and flipping her covering and said, "Supersex." He sat silently for a couple of moments and answered, "I'll take the soup."

A prominent well-known and respected married man was carrying on with his young secretary for some time. One day she comes to him and tells him she is with child. After trying to solve the situation he comes up with this solution. "I have a place and some land in Italy and if you consent to go there, I will support you and the child for the rest of your life." The young lady decides to accept the offer but has one major question, "How will you know when I give birth or whether it's a girl or a boy?" The boss answers, "Just send a postcard and write 'spaghetti' on the back and I'll know. Nine months later as the boss returns from his office after work, his wife tells him of this strange postcard he received that day. He asks her to read it to him. The wife says spaghetti, spaghetti, spaghetti, two with meatballs one without, send bread, the boss fainted.

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- Customizable Flash pages and components
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- Free software upgrades

MVCC BUSINESS EXPO 2007

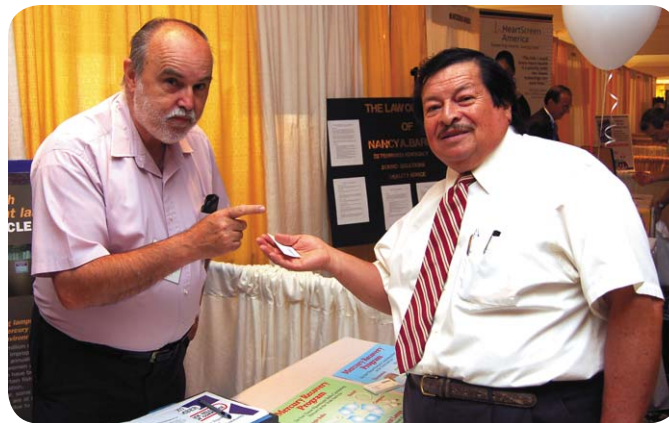
The Merrimack Valley Chamber of Commerce held its Annual Business Expo at the Andover Country Club, on Thursday, October 4, 2007 with over 100 hundred businesses in attendance.

Sponsoring the event was Sovereign Bank, as Expo Title Sponsor; WZMyTV, as Associate Sponsor; Boston Business Journal, was the Program Sponsor; Lunch was sponsored by Merrimack Valley Federal Credit Union; Andover Country Club, Little Sprouts, Ozzy Properties, Inc and TD Banknorth were Friend Sponsors. The After Expo Mixer was sponsored by American Training, Inc.

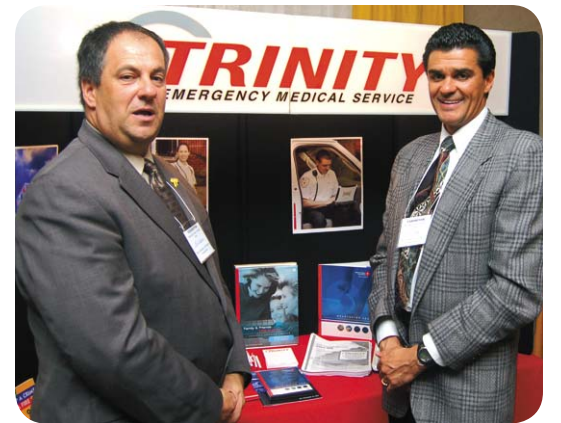
At the Merrimack Valley Chamber of Commerce Courtesy booth, Dave and Malvena Burbank, Fiscal Manager; Denise Murray Administrative Assistant; Gertrude Gimby Administrative Support and Richard Dewhirst, Membership Chair.



Friendly group from Sovereign Bank: Wendy Ghamary, Assistant Vice President, Community Banking Manager; Clarise Boyd, Banking Officer, Senior Recruiter and Rachel Ortiz, with Leonard A. Wilson, Merrimack Valley Regional President. Sovereign Bank was the Expo Title Sponsor.



Dan Harty from Covanta Energy Corporation, lecturing Gil Mendoza, of OCT International Worldwide Logistics, from Windham, NH about the dangers of mercury.



Rich Demers and Ron Fields, staffing the Trinity booth at the Expo.



Happy group from American Training: Joe Peters, Career Counselor; Joe Robichaud, Job Developer/Work Choice; Ralph Fillipon, Manager, Industrial Services and Lynne Graziosi, Marketing/Partner-American Training. American Training sponsored the After Expo Mixer.



At the Greater Lawrence Family Health Center booth, we found Marc Lemay, Public Relations/Media Coordinator and Laura Burns, Development Associate at GLFHC greeting Wilfred N. Carpenter, MVCC Vice President, and Sales & Service.



Representing MVRTA were General Manager John Whittaker and Jaymi McCallagat, Marketing.



Having a good time at the Expo, Lorraine Patton, Director of Development; Beth Melnikas, Grant Writer at Greater Lawrence Family Health Center and Mary O'Neil, PR Coordinator for Merrimack Valley Hospital.



A Point of View

By PAUL V. MONTESINO, PHD, MBA
MAILBOXOPEN@AOL.COM

The problem with children

MATERIAL BILINGÜE

Favor ver la PÁGINA 13 para leer este artículo en Español

Dr. Montesino, solely responsible for this article, is the Editor of LatinoWorldOnline.com and Senior Lecturer in the Information Processing Management Department at Bentley College, Waltham, Massachusetts.

Please, do not allow the title of this article scare you. It is not really that bad. I am not embarking on a cause to recite every negative aspect of childhood or child rearing. Actually, I love kids. I have two grown examples of my own and three charming grandchildren to boot who make me very happy. And I have also loved myself from the time I was a baby. I loved myself so much then that I still love myself a lot today. Socrates said: "Know thyself." I add "And love yourself as well." We all know that you cannot start to love others until you love yourself. I have lived in my company longer than with anyone else and never complained about the arrangement. How is that for an example?

Every child who makes it into this world is an opportunity for greatness. When we are born we land into the hands of our parents or other caregivers containing in our heads a very special seed: it is called brain. That is some seed. Unfortunately, it is a germ, not a product. From day one, we have to nurture it, cultivate it, and make sure it is fed properly so it grows to become a person. That is the problem - see? I told you not to worry - because growing and becoming whatever that person is going to be does not depend entirely on the brain itself. The environment where it grows is an essential part of the work involved as well.

It is not easy to describe that complex environment: family background, economic and social conditions, moral support, culture and health, they all play an important role in the growing effort. What is more important, all those components may only accrue to the benefit of a child at certain points in his or her life. There is a window of opportunity at every one of those points that, once gone, does not allow any light to

filter into the child's brain with the intended results. That is not my concept or my discovery. Educators have known that for a long time.

One of the most famous and established educational theories in existence is the one proposed by Jean Piaget (August 9, 1896-September 16, 1980,) a Swiss educator who described the existence of four phases of mental and physical human development. You miss one of those phases at your own peril or, shall I say, the child's. For our own information, those phases are: Sensorimotor stage (from birth to age 2,) Preoperational stage (from age 2 to 7,) Concrete operational stage (from ages 7 to 11) and Formal operational stage (after age 11.)

I am not going to even try to explain those phases. That is not the purpose or the place in this article. I want however, to emphasize the importance of all the requirements needed in each phase for the healthy growth in a child's development. It breaks my heart to see children all over the world who are deprived of the opportunity to be themselves.

Every child alive today is not only a hope, but also an obligation for the rest of us adults. They will be the holders of the torch when our own light wanes and flickers. In a world full of problems, they are our only promise for solution. If we don't make sure that they are capable of holding that torch there will be no light left. Every day, almost 16,000 children die from hunger-related causes--one child every five seconds, the time that takes to read this sentence. So we lose 16,000 solution possibilities every twenty four hours. But enough of educational theories. Let us talk about educational environmental needs.

Of those environmental needs, the health of a child is paramount. The others could not function well without it. That is why I could not understand the threatened veto by President George W. Bush of the recently enacted State Children Health Insurance Program (SCHIP) legislation to cover health care for many children not

Every child who makes it into this world is an opportunity for greatness. When we are born we land into the hands of our parents or other caregivers containing in our heads a very special seed: it is called brain. That is some seed.

currently covered, under the premise that signing the law would be tantamount to socializing medicine. Socializing? You have got to be kidding.

I suspect that this President, who is not famous for being an avid reader, got himself one of former President Reagan's Cold War speeches that were lying around in the Oval Office and came to the unbelievable conclusion that giving our children the benefit of a healthy life was a political statement and a mistake, a decision that even his most enlightened Republican Party's colleagues have found offensive.

One thing was for the President to enact the "No Child Left Behind" educational program with a lot of fanfare a few years ago, another to allow only healthy kids to be the beneficiaries now. A child who needs glasses cannot read a blackboard or recognize a face until she gets lenses. And one who cannot run or sprint to fame cannot do so while his body needs unavailable physical therapy.

We are not simply part of a poor or a rich family; people of color or white. We are all part of the human family. Most of the kids affected by the law the President vetoed have been born in the 21st Century and will have to deal with its challenges in a healthy mind in a healthy body if only those with obsolete 20th Century mindsets would let them.

And that is my Point of view today.

3rd Mammography Van Day in Lawrence

The Boston's Mammography Van, a partnership between the Dana-Farber Cancer Institute and the city of Boston, the YWCA of Greater Lawrence and the Mayor's Health Task Force, are pleased to announce their 3rd mammography van day in commemoration of October, National Breast Cancer Awareness Month. This mammography screening day will be held on Saturday, November 3, 2007, 8:30 a.m. - 3:30 p.m., at the International Institute of Greater Lawrence, located at 125 Amesbury Street, in Lawrence, MA.

The Boston Mammography Van offers mammography screenings for women ages 40 and older, residents in the state of Massachusetts and anyone who has not received a screening mammogram in the past 12 months. All women are welcome, including those with health insurance, the uninsured, and women with limited health coverage. Bilingual English/Spanish services will be available all day.

Representatives from the Women's Health Network, the Mass. state-funded free cancer screening program, will be onsite to assist participants with eligibility assessment and to enroll those found eligible in the state program. The American Cancer Society and representatives from other health insurance companies will also be available to educate participants on their services and answer questions regarding eligibility. Raffles of special prizes will be held for women who register early, thanks to the support and generosity of the American Cancer Society. Participants will receive information and incentives. Light refreshments will be provided to participants throughout the day.

Early Detection is your Best Protection! An annual mammogram could save your life! Please take a few minutes to schedule your mammogram today. Do it for yourself; do it for your family!

Space is limited. Register today! For additional information and/or other eligibility requirements, please call Minerva Grullon at the YWCA at (978) 687-0331 ext. 1048.

This initiative is possible thanks to a generous donation by Cynthia Alekel Mohr and the Family Mobile Mammography Fund, the Boston Affiliate of the Susan G. Komen Breast Cancer Foundation, Inc., and The Lenny Zakim Fund.



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CHOOSING *Adoption*

Hi! My name is Daniel

"I want to be a professional athlete. I enjoy talking with people"

BY MILTON L. ORTIZ
1-800-882-1176



Bright, energetic and charming, Daniel is a nine year old who was born of Caucasian and Latino heritage.

With the "gift of gab", he is quite enjoyable to be around. He has a wonderful sense of humor and loves being the center of attention. Perceptive, Daniel doesn't miss much of what goes on around him.

He loves to keep busy doing any number of activities such as camping, kayaking, swimming and sports. A sports lover, Daniel enjoys baseball, basketball and soccer. He also likes doing well at school.

Daniel excels at reading and learns quickly in his classes. He benefits from on going supports to help him with interactions with his peers and teachers. He also does well with frequent prompts to remain focused in class. Daniel is an intelligent child who continues to confront significant emotional and behavioral challenges.

He participates in therapy and would do well with a family who will be supportive of his on going treatment. At home, Daniel is working on expressing his feelings appropriately and thrives with a very consistent and structured environment. Daniel hopes to soon find a permanent family who will provide him with unconditional love, support and stability. He would do well with an experienced two-parent family, with a strong male role model, who can understand and provide for his emotional and behavioral needs. An ideal family will have a strong support network and find joy in watching Daniel make strides. Legally free for adoption, Daniel looks forward to having a family, with no other children at home, who will remain by his side no matter what and cherish his talents and achievements.

To learn more about Daniel or about adoption in general, call the Massachusetts Adoption Resource Exchange (MARE) at 617-54-ADOPT (542-3678) or 1-800-882-1176. You can also read about other waiting children in the MARE Photolisting@ located at many public libraries in the state, or visit the MARE Web site at www.mareinc.org.

LETTERS TO THE EDITOR

MATERIAL BILINGÜE

Favor ver la PÁGINA 8 para leer este artículo en Español

LETTERS TO THE EDITOR

Rumbo
315 Mt. Vernon Street, Lawrence MA 01843
Email: rumbob@rumbonews.com

Letters must be less than 300 words in length. Please send a telephone number or email address by which we may confirm the sender.

To the Editor:

I would like to set the record straight regarding a comment made by Ms. Ellen Bahan in her latest "It's All About Rights" column (October 8, 2007 edition).

She asks the question, "...who besides the cabal gets to have any function in life at the Clubhouse...I mean, Gatehouse?" The answer to that is anyone. The Gatehouse is available for rent at a fee to anyone who wishes to use it for a function. We have

rented it for showers, weddings, meetings, and political fundraisers among other events. The Methuen Historical Society uses it for their regular meetings also.

Her comment that "It is strictly a members only establishment, and even though you citizens fund it, trust me you are not members" is way off base. The Gatehouse is owned by the Commonwealth of Massachusetts and operated by the Methuen Historical Society under a special use permit. The Commonwealth of Massachusetts does not now or has ever contributed any funding toward the upkeep of the Gatehouse. The upkeep and maintenance of the Gatehouse is 100% paid for by the Historical Society through dues and fundraising. Neither the Commonwealth of Massachusetts nor the City of Methuen contributes money to the Tenney Gatehouse. There is no citizen funding involved. We want to make

sure that you and Ms. Bahan have a clear understanding of that. Ms. Bahan needs to check her facts more carefully before publishing half-truths.

One last thing, as far as whose political sign I have on my lawn, the last time I looked this is still a democracy and I believe I am in my rights to put a sign for whichever candidate(s) I choose on my property. I feel it is a privilege to be able to publicly support candidates and do so proudly. I only wish that Ms. Bahan could be as proud to support candidates as she is to vilify and belittle them every chance she gets.

Sincerely,
Martha M. Welch
Martha M. Welch
Vice President, Methuen Historical Society
978-683-1274
mjwelch@comcast.net

CONTINUES FROM PAGE
21

BAHAN: It's All About Right(s)

one of the problems to overcome for the audit was cost.

"Councilor Giordano said everyone has a copy of the Price Waterhouse Coopers because he was told they had to find somebody that would do this audit. The cost for this company to do the audit would be \$50,000."

Well, so far Methuen will have spent over \$200,000 and counting up into the millions when all the lawsuits are settled, something we could have avoided, if in fact the audit had been authorized in the beginning.

I do not think that the citizens of Methuen will be fooled again; they know fully well who will represent all the citizens. Let me repeat, "All of the citizens and their best interests."

Let me list them for you, Central District, Jack Cronin, Phil Lahey, West District, Jeannie Pappalardo, Bob Andrew, East District, Larry Giordano, Joe Leone, At-Large, Joyce Campgnone, Ken Willett and Steve Zanni.

Well, as for mayor I see no difference in Billy or Kathi, so I am still writing in myself, November 6th is my birthday!

What would the Tribune do?

I was considering not writing anything this week, and then it dawned on me, what would the Tribune do if I do not give them something to write about?

It has become obvious as of late, no... make that always, I work like a dog, do the investigative reporting, write the story, adding my wit and charm to the dialogue. Rumbo takes the heat when the poop hits the fan.

Then, and only then, the Tribune decides to take its eye off the advertising, death, Dear Abby and horoscope and write the story.

What would we do without you? Actually, I think your owners, Alabama Teachers Union Pension Plan Participants do wonder that. Beat on the street is you are up for sale again.

This is not a slam to all the reporters that are covering and have covered Methuen since I have started writing; they have been lovely and courteous, and I do enjoy the sports writers... right on... entertaining!

It is those that hold the reigns at the daily record of advertising, death, Dear Abby and Horoscope that have held them down, and it is evident by the grand exodus that has occurred in the last eleven years, along with the decline in the Tribune readership.

I felt sorry for the Tribune, so alas, I have once again picked up my pen!

I have decided to put a list of upcoming articles in this story so the Tribune will have an outline to gage their upcoming articles on, that and what Matty K. is spoon feeding you.

You are looking for fair and balanced? Right!

I think it will be just enough to squeeze in between the advertising, death, Dear Abby and horoscope. And the good part is I have done the work for you. My motivation being the wellbeing of my city which remains to be seen if it has been a foolish endeavor. I still have hope in the citizens of Methuen, and now would be the time to show your colors.

Actually, I do see many more emerging from a comma.

Future articles

Look for It's All About Right(s) future articles in Rumbo, Random Unconnected Thoughts (always a favorite and boy I have many, many, many these days.)

Hey! "That's My Table you Better Chew And Screw... or Else"... or "Do you know who I am?"

"Chief Joseph Napoleon Rides Hard and Fast to Waterloo."

"The Goings On Behind the Locked

Now, is "Too Late" for Rahmey's independent investigation! Way back in January of 2006 when this council was sworn in. The oath the councilors took to serve and protect the people. A piece of legislation was brought forward. Let me remind the councilors who seem to have had a sudden bout of amnesia come over them.

Glass Door"

"Manzi to Meet Solomon at Waterloo." Do you think he is riding double with Matty K.? I wonder who's got the front and who's got the back?

"Grants, Grants, Everywhere a Grant!"

"Your Future In The Big House." "My Years as The Chief's Chauffeur and Confidant," by da dawwg, or better known as "Driving Sister Josie."

"Hey, look! There's a Hole in my Bagpipe. It just Sounds Like Gas now."

"2 First Class Tickets to Waterloo... and Hurry!"

"Call Eli the Painter."

"The Whole Truth and Story Behind Eli the Painter." (This Sewer Goes Back Into my House, Right?)

"Eli Looking For a Job with the Toxic Material Department of Water."

"Requests to the School Maintenance Department From Janitors."

"The names and pictures of police officers who throw Rumbo away."

"The Story of Police With Records... And I Don't Mean 45s."

"Can my Whole Family, Friends and Acquaintances (I Think I Really Like), Work for the City of Methuen," by guess who?

"The Real Story Behind Potty Mouth."

HAVERHILL

Haverhill Council on Aging backs direct deposit of Social Security payments with Go Direct

Haverhill Council on Aging is pleased to announce our partnership with Go Direct, a national campaign sponsored by the U.S. Department of the Treasury and the Federal Reserve Banks, to encourage people who get Social Security and other federal benefit payments by check to switch to direct deposit.

Go Direct reaches out to people about direct deposit in many different ways, including media, advertising and Web sites in English and Spanish. But the most powerful avenue for getting out the message is face-to-face communication – and that's where Haverhill Council on Aging comes in.

Our organization is a familiar, trusted source of information for senior citizens we serve, and can help them make this small, but important change in their financial well-being. We encourage you to participate in this worthy effort by calling the number at the bottom of this article.

Direct deposit is simply the best way to receive Social Security (SSA) and Supplemental Security Income (SSI) payments. Direct deposit eliminates the risk of lost or stolen checks, reduces fraud, helps protect against identity theft and gives people more control over their money. Plus, direct deposit provides people with immediate access to their money from virtually everywhere.

Direct deposit also saves taxpayers millions of dollars. If every current federal benefit check recipient switched to direct deposit, it would save taxpayers about \$120 million a year. Almost all the money saved remains in the Social Security Trust Fund – a benefit to all Americans for years to come.

Furthermore, the campaign makes it easy for people who get Social Security and SSI to sign up for direct deposit – they can call the toll-free helpline (800) 333-1795 or sign up online at www.GoDirect.org.

For more information about Go Direct, visit www.GoDirect.org (English) and www.DirectoASuCuenta.org (Spanish).

Fiorentini Says Crime Report Wrong

Mayor James J. Fiorentini today said that the front page story about crime in Haverhill had incorrect numbers. Fiorentini said that the police would issue correct numbers later this week.

"The police department is double checking the numbers and will have a report on Wednesday. It appears that the report which the story was based on had incorrect numbers. We are confident that when we have the updated numbers on Wednesday, we will show that the story about Haverhill crime in Haverhill was wrong."

Fiorentini, whose FY08 budget includes money for two additional patrolmen and the allocation of block grant money for more patrols in high crime areas, said he stood by his earlier statements that violent crime is down 21% over the past four years.

"The police department has done a good job on violent crimes, which are down 21% in the past four years. I am confident that today's story, which dealt with nonviolent crimes in error. We will have corrected numbers Wednesday." Over the past four years, we have increase police spending by 24%, added a new crime analyst, a new Deputy Police Chief and a total of three new patrol officers, including two in this year's budget. In addition, we have dedicated some of our Federal block grant money to more patrols in high crime areas. In the past month, the chief has reallocated resources to add a new night detective, filling a key gap in police protection. Keeping people safe is a top priority. When the corrected numbers come out on Wednesday, I am very confident that people will see that Haverhill remains a safe city."

Closing the Lucent Facility

Mayor Calls Closing of Lucent's Manufacturing Operation in North Andover "A Great Blow to the Area" HAVERHILL-Mayor James J. Fiorentini today called the closing of the Lucent plant in North Andover "a great blow to the area" and said his heart and sympathy went out the workers who would be laid off. The Mayor also decried the refusal of Lucent management to agree to the union's request that management share in the sacrifices that have to be made to keep the plant open. The Mayor, who

earlier put together a task force to help workers if they were laid off, said he was extremely disappointed that Lucent had rejected the union's offer to make millions of dollars in cuts:

"The company asked the union to make concessions in order to keep the plant open. The union made millions of dollars in concessions, and Lucent is closing the plant anyway. It is disappointing, to put it mildly. What is most disappointing is that the company said that they would not agree to the union requests that management wages also be frozen. If we are going to keep manufacturing jobs, it can not be just the lower level workers who suffer pay cuts and wage freezes. It is just wrong that we are asking the working people to take pay cuts, while the top level managers refuse to share in the sacrifice." said the Mayor.

Earlier this year, the Mayor convened people from various State, Federal and local agencies to see what assistance would

be available in the event the plant did close. The Mayor said he would ask that the team be reconvened. "These are our people, and we want to do everything we can to help them," the Mayor said.

Fiorentini said he would ask other State, Federal and local officials to write to Lucent to urge them to reverse their decision. "We need to keep manufacturing jobs here in the United States, and, in particular, here in this region. Whatever we can do to assist, we intend to do it."

Bradford College to Be Zion Bible College

The Angelo Gordon Company, owner of the former Bradford College site, has signed an agreement to sell Bradford College to Zion Bible College.

The buyers said that the City's willingness to work with them was a reason why they did the deal

RUMBO@RUMBONEWS.COM



"FOR TOO LONG OUR CULTURE HAS SAID, 'IF IT FEELS GOOD, DO IT.' NOW, WE WANT TO BE A NATION THAT SERVES GOALS LARGER THAN SELF. WE HAVE BEEN OFFERED A UNIQUE OPPORTUNITY. WE MUST NOT LET THIS MOMENT PASS. MY CALL IS FOR EVERY AMERICAN TO COMMIT TO THE SERVICE OF YOUR NEIGHBORS AND YOUR NATION. BY DOING THIS, WE SUSTAIN AND EXTEND THE BEST THAT HAS EMERGED IN AMERICA."

★ ★ Make a Difference. Volunteer. ★ ★

When you volunteer to help your neighbors, you help your nation. Find out how at USAFREEDOMCORPS.GOV or call 1-877-USACORPS

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CALENDARIO

To have your event listed on this section of Rumbo, please send us an email to (and only to) calendar@rumbonews.com. The email must contain the name, date, time and location of the event. A contact email and phone number is recommended. A brief description of less than 30 words could also be included. If your message is missing any of this information, it will not be posted. Posting of your event is subject to space availability. Rumbo is not responsible for any misprinted information.

6th Annual Wine Tasting to benefit Merrimack Valley Hospice

November marks National Hospice Month, and Merrimack Valley Hospice is kicking it off with its 6th Annual Wine Tasting on Friday, November 2nd from 7:00 – 9:00 p.m. at Andover Country Club.

For the past three years, the agency's wine tasting fundraiser has proved to be such a huge success, growing each year and last year's sold out evening raised over \$33,000 for terminally ill patient care.

Participants at this year's event will be treated to some of the finest wines and beers from around the world with spectacular hot hors d'oeuvres, musical entertainment and an exciting silent auction.

Tickets can be purchased by calling 978-552-4171 or emailing support@homehealthfoundation.org.

"We're excited to be hosting this event again this year," said Janine Papesh, Development Manager at Merrimack Valley Hospice. "Each year this event has grown, and Messina's Liquors and Flowers by Steve have continued to generously support our event."

The evening also gives hospice staff members the opportunity to reconnect with families and friends of their former patients. While enjoying the many fine vintages, community members are able to take a moment to learn more about hospice.

Proceeds from the event will be directed to programs at Merrimack Valley Hospice that are not covered by traditional insurance like the bereavement services and the volunteer services. Merrimack Valley Hospice is committed to providing those essential services regardless of a patient's ability to pay.

"This year we will be showcasing

our plans for the new Hospice House we are building right here in the Merrimack Valley," said Papesh. "Participants will have an opportunity to view our floor plans and find out more about this exciting project."

Tickets for the event are already selling quickly, and Merrimack Valley Hospice expects this premiere wine tasting event to sell out event again this November. Major sponsors of the event are Messina's Liquors who will be providing all of the wine for the tasting and Flowers by Steve who donate all of the beautiful floral arrangements. Additional sponsors include Champion Level sponsors Long-Term Pharmacy Solutions, and Benefactor Level Sponsors AIG VALIC Financial Advisors, Edgewater Technology, Home Care Specialists, Pentucket Medical Associates and TD Banknorth.

Merrimack Valley Hospice is a not-for-profit agency affiliated with Home Health VNA and HomeCare, Inc. The three agencies serve more than 80 communities throughout Northeastern Massachusetts, Southern New Hampshire and the Merrimack Valley. For more information, visit them at www.merrimackvalleyhospice.org.

Nominations Sought for the James L. Campbell Award

The Board of Directors at Elder Services of the Merrimack Valley, Inc. is seeking nominations for the James L. Campbell Award.

The award is given annually to an individual who best exemplifies outstanding vision, leadership and service to elders, and will be awarded at the corporation's Annual Meeting on Friday, November 16, 2007, at the Wyndham Andover. The award is named in honor of the late James Campbell of Haverhill who played a major role in founding Elder Services in 1974. Individuals nominated should embody the concepts of vision, leadership and service; and work in a paid or volunteer capacity on behalf of elders. They also should have made a measurable contribution that has improved the quality of life for elders in his/her community or the broader Merrimack Valley.

To begin the application process, please call Anne Proli directly and you will be given the opportunity to submit your application by email, regular mail, or over the phone. The deadline for submitting nominations is October 22, 2007.



My name is Jeidy Troncoso and I am participating in the Miss Massachusetts Pageant. I am looking for donations and sponsors because my goal is \$550 to be able to pay for my pageant. It would be appreciated if anyone can help me with shoes, dresses, interview suits, jewelry, etc.

The pageant is in Lawrence at Sal's Convention Center, 354 Merrimack St. It will take place on the 28th of October at 5pm until 10pm. Tickets are \$10. Any questions, please call me at (413) 433-3225 or Frank Bonet at (978) 590-1913.

CALENDAR
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SOCIALES



¿Adivinen quién cumple 30?

Este año es especial pues Elia Nieves cumple 15 años dos veces. El 30 de este mes de octubre, Elia cumple sus 30 años y su familia quiere felicitarla. Elia se ha destacado por su trabajo comunitario, particularmente con CERT (Lawrence Community Emergency Response Team.) También cumplió años el pasado 8 de octubre su hermano Martin Nieves. Los felicitan su mamá, hijos, hermanos, sobrinos, tíos, primos y amigos.

Estoy orgullosa de mis padres de cuatro puntos.

Se ha comprobado que el aprovechamiento de los niños es mayor cuando sus padres: 1 visitan 2 participan 3 cooperan 4 comparten con la escuela de sus hijos

Seamos padres de cuatro puntos.

Llama y pregunta de que manera puedes aportar con tu tiempo. Hay sobre 100 maneras de saber más y hacer más. Llama al 800-307-4782 o visita pta.org.

ACTIVITIES AT THE Haverhill Senior Center

Haverhill: YWCA's "Fall into Fashion"

Greater Haverhill YWCA annual fashion show "Fall into Fashion" will be held on Wednesday, November 7, at DiBurro's – Ward Hill. Cocktail hour begins at 6:00 pm., and dinner will be served at 6:30 p.m. This year's fashion show will include women's quality clothing from Main Street Boutique and more formal attire from The Classic Couple.

Tickets are \$45.00 per person and must be purchased in advance by calling the YWCA at 978-374-6121 or Barbara Young at 978-372-3652.

Proceeds from this event will support the renovation of the women's residence at the Greater Haverhill YWCA, 107 Winter Street, Haverhill.

Haverhill: Bethany Community Fundraiser

In December Bethany Community Services, will have a 2008 gift calendar available for purchase.

The 2008 one year Calendar will have many prize drawings. The dates for the prize drawings will be on the birthdays of Bethany residents that are celebrating a ninety (or plus) years birthday!

During October Bethany will be looking for donations from the community for gift prizes. We have over 100 residents in their nineties, so we need that many prizes. If you are interested in donating a cash gift, gift card or a new gift item for a prize you can contact Darlene Sutton at 978-374-2165 or by emailing her at dsutton@bethanycommunities.org. She also can be contacted at 22 Phoenix Row, Haverhill, MA 01832.

All the proceeds will benefit the Friends of Bethany activity and wellness programs. Bethany Homes is a not-for-profit senior housing provider with three sites and 367 apartments in Haverhill.

YMCA Senior Prom:

Dance to Music from the 40s, 50s and 60s

Saturday, November 3, 2007, 7:00 p.m. to 11:00 p.m. Held at the Andover/North Andover YMCA, 165 Haverhill Street, Andover, MA

Tickets: \$20 in advance; \$25 at the door. Tickets available for purchase at the Andover/North Andover YMCA, Andover Senior Center, and North Andover Council on Aging.

BENEFIT COSPONSORED BY: Merrimack Valley YMCA, Friends of the Andover Senior Center, and Friends of the North Andover Senior Center.

Open to those age 50+, but we're not checking IDs! Enjoy light refreshments, finger sandwiches, punch. Have your photo taken as a Senior Prom memento!

978.725.6681 (phone) 978.681.1126 (fax). Visit us: www.mvymca.org

The Essex Art Center: Main Gallery and Elizabeth A. Beland Gallery

Main Gallery: 14th Annual Juried Show. Juror: Carole Anne Meehan, Curator, Institute of Contemporary Art, Boston.

Elizabeth A. Beland Gallery: U7H36 Sustainable Hydroponae Shelter. New work by John Osorio-Buck. Third exhibition in our series, Lawrence: LIVE/WORK, featuring an artist who is living in and/or working in Lawrence.

October 26 – December 7, 2007, with an opening reception on Friday, October 26, 5-7 p.m., with music by The Islanders.

Gallery hours: M - F 10-6 Call for additional evening hours. Closed: November 12 and 21-23. Photographs are available on request. The reception and galleries are free and open to the public.

The Essex Art Center is located at 56 Island Street, Lawrence, MA. For directions and other information, please visit our website, www.essexartcenter.com, or call 978-685-2343.

This exhibition is funded in part by a grant from the Lawrence Cultural Council, which is funded by the Massachusetts Cultural Council, a state agency.

Meet the Author

What are Rudy Giuliani, Bill Richardson, Mitt Romney and Deval Patrick reading this fall?

"First In The Nation: One Insider's View of the New Hampshire Presidential Primary, 1980 – 2004, With a Look Ahead to 2008"

Local historian and Northern Essex professor, Richard Padova, will speak about his newly released book. Signed and numbered copies will be available for purchase for \$10.00.

When: Sat., Oct. 27, 2007 from 1-3 P.M.
Where: Cotton Weaving House, 181 Canal St., Lawrence

SPONSORED BY: Metropolis Fine Confections. Refreshments will be served.

The Refusal

Wednesday, October 17, 2007 6:30 P.M. Saint Michael Hall @190 Main Street, North Andover, Massachusetts

THE REFUSAL is an Austrian television documentary* depicting the conscientious objection of Franz Jägerstätter, his refusal to join the Nazi army in World War II, which led to his execution for treason. Franz was recognized recently as a martyr to the faith by Pope Benedict XVI. He will be beatified on October 26 in Linz, Austria.

THE REFUSAL is presented by Pax Christi members: Jane Cadarette (978.686.5777) and Richard Hudak (978.474.4135). Discussion to follow. Suggested audience: High School and above. Handicap access. * English subtitles.

THLL 2007 Awards Banquet

Tower Hill Little League will be holding their **2007 Awards Banquet** on Thursday, October 25, at 6:30pm at Our Lady of Good Counsel Schools, Judson Hall. The league is inviting all players, parents and family to attend this night of celebration. For questions please contact your coach or the league President Mike Curley at 978-681-7576. Refreshments will be served.

A reminder to all from the Lawrence History Center

Come to meet **Jay Atkinson**, author of *City in Amber*, a novel based on the rash of fires in Lawrence in the 1990s. Thursday, October 18, 5:30 pm at the Center, 6 Essex Street. Jay will be doing a reading and signing books which will be available for sale. Refreshments will be served.

Put a Little Light in Your Life

A Photographic exhibit by the Merrimack Valley Camera Club" contains more than 100 framed photographs which present a diverse sampling of images from the Merrimack Valley and around the world. As works of art, these images capture individual visions ranging over a wide variety of subjects. As a group, this collection embodies the spirit and passion of the club as they mutually share in the joy of photographing what surrounds them every day. Framed images are for sale. On display at the Buttonwoods Museum-Haverhill Historical Society at 240 Water Street in Haverhill. Open 10 am-5pm daily; closed Mondays. Call 978-374-4626 for more information.

Benefit Concert

A benefit concert for local musician Al Beckford will be held at Atkinson Country Club, 85 Country Club Drive, on Sunday, November 4. Mr. Beckford is battling bone cancer, and proceeds from this benefit will help defray medical expenses. Tickets are \$25.00 per person.

Several local bands including the Bert Scott Band, the Straw Dogs, the Jimmy Mack Band, Airtight, Summer of 67, and special guests will participate. Refreshments, door prizes and raffles and television coverage of the Patriots football game will be available.

Tickets may be purchased by contacting George at 603-770-7257 or Eric at 603-362-6360.

Italian Heritage Month

2007 Events at Lawrence Heritage State Park, presented by Lawrence Lodge 902 Sons of Italy

Sunday, October 21:
1:00pm

Lawrence Ladies Lodge Meeting

2:00pm

Richard Padova speaks on "The Mills of Lawrence - Past, Present and Future"

Halloween at the YMCA

Start the Halloween season early! Don't miss our HAUNTED CAMP at Camp Otter! The camp will be transformed into a spooky trail under the stars! Friday, October 19 and Saturday, October 20 -- 7:00 to 9:00 p.m. Wear your costume! Camp Otter is located at 66 Hooker Farm Road in Salem, New Hampshire. Cost for YMCA members and Camp Otter campers, \$5 each; community, \$10 each. For more information, call the YMCA Camping Services Branch at 978-975-1330.

FREE CELL PHONES

Council on Aging announces it has a supply of free cell phones for Haverhill seniors. These phones are programmed to call 911 in an emergency. This is a free service. Please call Joel Berg for additional information.

AVOID IDENTITY THEFT!!

Haverhill COA and TRIAD have purchased a shredder for City seniors' use. The shredder will be available at the Citizens Center, 10 Welcome Street, Room 30, on the second and fourth Wednesday of the month from 12:30 to 2:30 p.m.

There is no charge for this service thanks to donations by TRIAD, Essex County Sheriff's Department and the Haverhill Council on Aging. For additional information call Joel at 978-374-2390 Wednesdays and Fridays from 12:00 to 2:30 p.m.

CLASS IN BEADING

The Council on Aging is announcing an introductory class in beading on Wednesday, October 24, at 1:00 p.m. at Beauty and the Bead, 25 Railroad Square, Suite 203 in Haverhill. Participants will make a bracelet during this class and learn the basic principles of beading and spacing.

Fee for this program is \$15 for the lesson. Cost of materials will be determined by the beads chosen or this art project.

For additional information contact Kathy Bresnahan or Rita LaBella at 978-374-2390 or kbresnahan@cityofhaverhill.com or rlabella@cityofhaverhill.com.

BALLROOM DANCING!

Put on your dancing shoes and join the Haverhill Council on Aging for an evening of ballroom dancing! The Entertainers will perform live at the Citizens Center, 10 Welcome Street, Haverhill, on Saturday, October 27, from 7:30 to 11:00 p.m. Doors will open at 7:00. Tickets are \$8.00 per person. Buy tickets early as seating is limited.

Call your friends and join in this lively evening of fun! You can dance the night away or simply sit and enjoy the music. Light refreshments will be served: soda, coffee, tea, desserts. There will be a raffle and door prizes.

Tickets on sale now. Contact Kathy or Rita at 978-374-2390.

STAINED GLASS MOSAICS CLASS

Back by popular demand!! Introduction to Stained Glass Mosaics Class will be offered at the Haverhill COA, Ceramics Room, 10 Welcome Street on Tuesday, November 13, 2007, from 12:00 to 1:30 p.m.

Come enjoy the art of Stained Glass Mosaics. Participants will learn this fine craft and complete in one session to bring home, a beautiful piece. Future projects can include, by individual choice, a planter pot, a large tile trivet, garden stepping stones, mirrors and picture frames. All supplies are included for you to enjoy an hour of color and design. Cost: \$12-15.00 per person, depending upon project.

Cartas al Editor

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ATENCIÓN

THE AMESBURY GARDENS WAITING LIST FOR ALL UNITS IS CLOSED UNTIL FURTHER NOTICE.
 THE MANAGEMENT OFFICE HAS CLOSED THE WAITING LIST DUE TO THE EXCESSIVE WAITING PERIOD.
 THE AVERAGE WAITING PERIOD IS 3-4 YEARS.
 WE APOLOGIZE FOR ANY INCONVENIENCE THIS MAY CAUSE YOU.
 SINCERELY,
 AMESBURY GARDENS MANAGEMENT OFFICE

ATENCIÓN

LA LISTA DE ESPERA DE AMESBURY GARDENS ESTÁ CERRADA PARA TODOS LOS APARTAMENTOS HASTA NUEVO AVISO.
 LA OFICINA DE ADMINISTRACIÓN HA CERRADO LA LISTA DEBIDO AL EXCESIVO PERÍODO DE ESPERA.
 EL PROMEDIO DE TIEMPO DE ESPERA ES DE 3-4 AÑOS.
 LES PEDIMOS PERDÓN POR CUALQUIER INCONVENIENTE QUE ESTO PUEDA CAUSARLE
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Letters to the Editor

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Letters must be less than 300 words in length. Please send a telephone number or email address by which we may confirm the sender.

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Beverly Office, 100 Cummings Center, Suite 222C, Beverly, MA 01915, Paula LoVasco, Phone: (978) 524-9510, Fax: (978) 524-9514.

Haverhill Office, 350 Main Street, Haverhill, MA 01830, Michele Martino, Phone: (978) 372-4211, Fax: (978) 372-4410.

Email: jobs@beaconhospice.com
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Attention Veterans or Veterans' Widows

If you or your spouse were honorably discharged from the United States Armed Forces and you require assistance with:

- Prescription Medication
- Food Assistance
- Financial Assistance

There is help available! You may qualify for unclaimed benefits from the Commonwealth of Massachusetts.

Please call and schedule an appointment with your local Veterans' Services Agent (978) 794 5846

Francisco A. Ureña, Director
 City of Lawrence Veterans' Services

ValleyWorks Career Center

in conjunction with
The Greater Haverhill Chamber of Commerce
and
Haverhill Office of Economic Development
present

Massachusetts Career Day Job Fair

Thursday, October 18, 2007 • 10:00 a.m.-1:00 p.m.

- Exhibitors Include:**
- Army National Guard
 - Arwood Corporation
 - Bank of America
 - Cabot of Newburyport
 - Cianbro Companies
 - Coworx Staffing
 - Dish Network
 - FedEx Ground
 - Freedom Fertility Pharmacy
 - Internal Revenue Service
 - Magellan Aerospace Corporation
 - PCI Synthesis
 - ProServices
 - Raytheon
 - Securitas
 - Sovereign Bank
 - Swimfish Consulting
 - Technical Needs
 - Turning Point
 - UPS
 - And More To Come!

Location:

ValleyWorks Career Center
80 Merrimack Street, Haverhill, MA

Exhibitors wishing to participate in the Job Fair should contact: Larry Snow or Susan Ingham at (978) 469-7800

Massachusetts Career Day Seminar for Employers

Continental Breakfast at 7:30 a.m. • Agenda Topics from 7:45 a.m. - 9:15 a.m.

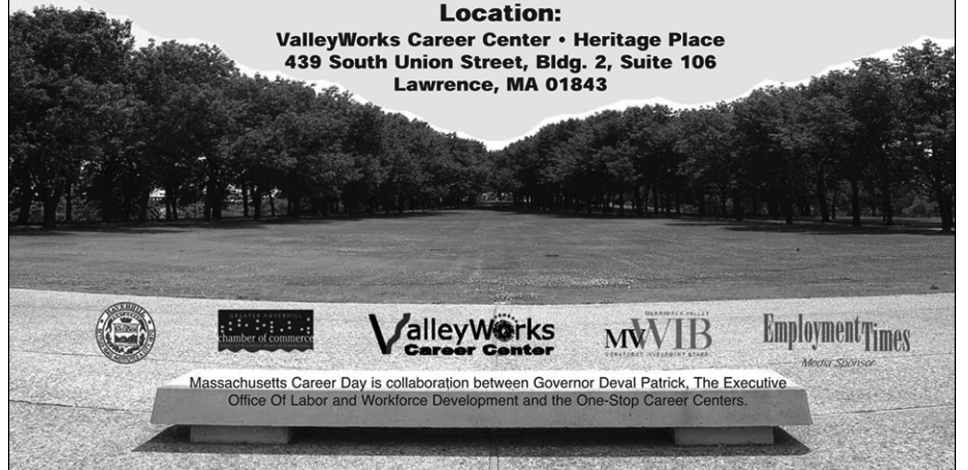
- Unemployment Insurance Information
- Overview of One-Stop Career Center Business Services

To Register:

Space is limited; please call to register for the event. Contact Chuck Masatis, Business Service Representative, at (978) 722-7008.

Location:

ValleyWorks Career Center • Heritage Place
439 South Union Street, Bldg. 2, Suite 106
Lawrence, MA 01843



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Thu, Fri, Sat & Sun **OCT 25, 26, 27, 28** Wed **HALLOWEEN Night! OCT 31st**

\$13.—adults **\$10.—Youths** **\$35.—Family 4-Pak**
 age 12 and up under age 12 must incl. at least one adult & one youth

All Showings AFTER DARK & Presented by: Winnekenni Foundation, Inc.—a non-profit org.

Winnekenni Castle-is located at 347 Kenoza Avenue (Rte 110) Haverhill MA (Use Exit 52 off Rte 495)

Contact: 978.521.1686 or winnekenni@yahoo.com or visit www.winnkenni.com

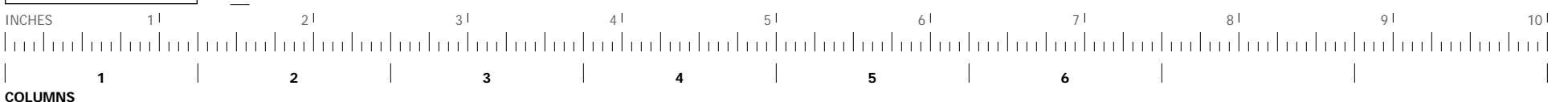
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COLUMN(S) x INCH(ES) x PRICE PER COLUMN (\$7.50)

_____ x _____ x \$7.50 = \$ _____

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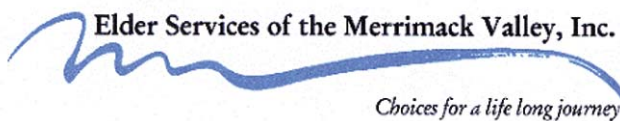
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Do the Math!

Do you have a product and/or service to advertise? Let Rumbo readers be your potential customers! If you are able to advertise your product and/or service on the FOUR columnar inches shown on the left, it will not cost you a fortune. Do the Math! Keep in mind, this is a small yet effective ad, you are reading it!

VOLUNTARIOS



Elder Services of the Merrimack Valley (Servicio a los ancianos del Valle de Merrimack) está activamente reclutando voluntarios para un número de programas y servicios relacionados con la asistencia a ancianos en el Valle de Merrimack.

NECESITAMOS VOLUNTARIOS PARA:

- Llevar a ancianos a sus visitas al médico.
- Trabajar como acompañantes en la casa.
- Ir de compras y/o hacer mandados tales como recoger medicinas de la farmacia.
- Aconsejar a los ancianos sobre las opciones de seguro de salud
- Abogar por los residentes de casas de asilo

Disponibilidad de reembolso por millas recorridas. Proveemos orientación, entrenamiento y constante apoyo.

Elder Services of the Merrimack Valley es una agencia privada sin ánimo de lucro. Su misión es la de crear programas y servicios que los dé fuerza a adultos para que permanezcan seguros e independientes en sus propios hogares y comunidades por el mayor tiempo como sea posible. Anualmente, más de 20,000 ancianos a través de 23 ciudades y pueblos del Valle de Merrimack reciben asistencia de varios programas ofrecidos por Elder Services. Nuestras oficinas están convenientemente localizadas en Lawrence, en el 360 de la Calle Merrimack.

PARA MÁS INFORMACIÓN, FAVOR DE LLAMAR AL 800-893-0890, EXT. 445 Ó 463 A NUESTRO PROGRAMA DE VOLUNTARIOS. SE ALEGRARÁ DE HABERLO HECHO.

ANNOUNCEMENT



CITY OF LAWRENCE

**Special Congressional Eleccion
Tuesday, October 16, 2007**

The City of Lawrence will open polls to voters for the Special Election for the 5th Congressional District on Tuesday, October 16, 2007. Polls will be open from 7:00 AM until 8:00 PM.

This election event to take place on Tuesday, October 16, 2007 is the Special Election for the 5th Congressional District only.

The next Municipal Election event is scheduled for Tuesday, November 6, 2007. Notices of voting locations mailed to voters of District C and District D by the Election Division dated between October 5, 2007 and October 16, 2007 accurately indicate your voting location for Tuesday, October 16, 2007 for the Special Congressional Election for the 5th Congressional District. Any reference to the event as the "Municipal Preliminary" is an error.

For further information, please call the Election Division at (978) 794-5807, 794-5808, 794-1336 or visit us on the internet.



¿COMO UTILIZARÍAS ESTE ESPACIO?

Si pensabas que un anuncio pequeño no funciona, esta es la prueba de que te equivocas. Este pequeño anuncio ha logrado llamarte la atención y le has dedicado unos segundos de tu tiempo. Los lectores de Rumbo podrían estar leyendo sobre tus productos y/o servicios. El costo del anuncio no es un secreto ni envuelve trucos de venta. Este lo podrás calcular con la guía que aparece debajo. ¿Qué pondrías tú en este espacio? Comunícate con Alberto al (978) 794-5360.



DOLLY, TAN & WHITE PIT BULL MIX, SPAYED FEMALE

My name is Dolly and I was found wandering the lonely streets by myself. But luckily, I was rescued and brought to the MSPCA where I have proved to everyone here that I am just the most wonderful, sweet, and loving girl there ever was! I am super snuggly and cuddly...I just love attention. In fact, if you look up "lap dog" in the dictionary, there would likely be a picture of me! You may think that only those small little dogs can be lap dogs, but you're wrong! Big dogs need a lap to sit on too! I would probably do well with older kids since I can be a little shy and nervous at times. I would need a family to remind me of how wonderful I am and to make me feel like a member of the family. Of course, I love exercise and going for walks, but I am not super active and like to just hang out, too. So if you're looking for the world's most lovable dog who would give kisses all day long, come down to the shelter to meet me today! I truly am a special girl.

SY, TAN & WHITE BOXER, NEUTERED MALE

Sy is a wonderful, 8-year-old Boxer that came to us in early September after his owner moved away. Sy has a great history with people and other dogs and is looking forward to the next phase of his life in his new home. Sy is completely housebroken and very well behaved. He enjoys playing with toys and going for walks - although he needs some lessons in loose-leash walking. Sy would be a great dog for someone who wants an easy companion. This guy loves to be around people and will make a good friend. Come down to the shelter and say hello to Sy today - he might steal your heart with his big, brown eyes!



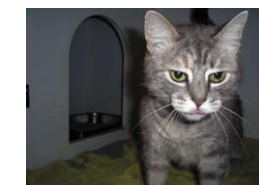
TINKY, BLACK & WHITE LAB MIX, SPAYED FEMALE

My name is Tinky and I am a very sweet and lovable dog looking for a new home! I would do best in an active home since I just love to play and run around all day long. I also LOVE to go for walks, so a family who is just as active as I am would be a perfect match! But don't worry, I'm not on the go all day long, I do also like to sit back and relax with my family and get lots of attention. I would prefer a home without really young children, but older kids

who could play with me out in the yard would be great! I have never lived with another animal and I tend to be a little nervous around dogs, but perhaps a calm dog would be right for me. I have also already been to one training class! And it was so fun and I was such a great student that I would love to go again! So if you're looking for an active girl with lots of energy and lots of love to give, come on down to the shelter to meet me today...I know you will fall in love!

STAR DUST, RABBIT - BLACK NEW ZEALAND, SPAYED FEMALE

Star Dust was found as a stray. We have been impressed with how social and good natured she is.



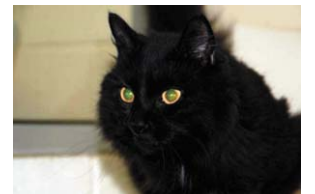
MISSY, CAT - DILUTE TORTOISESHELL DSH, SPAYED FEMALE

Missy is an 8-year-old cat who came to us along with three other cats. She is absolutely wonderful and is always looking for some attention from everyone she meets. In appearance she is too cute for words to describe - her pictures really don't do her justice. Missy tolerated living with other cats in her past home but would prefer to go to a home where she

can be the only cat. She is an outgoing and tolerant cat and would do well in any type of family, including those with young children. Missy has always lived indoors and would prefer to keep it that way. She has no experience living with dogs. Come in and meet Missy - she might be the cat you've been looking for!

PEDDLES, CAT - BLACK DLH, NEUTERED MALE

...I want to ride my bicycle... I want to ride my bike... oh... Hello there. I was just singing my theme song... you know... Bicycle Race by Queen? Well it sure is a great tune and I love to sing it when I walk since my walk has such style that it almost looks like I'm riding a bike. Hence my name Peddles :) I am such a cool kitty, I am just so great in every way and very sweet-natured. My previous owners said that I was super affectionate and boy, is that an understatement! I love to get petted and snuggle up with my human friends. I am also great with other animals... I lived with cats and dogs and loved them all. In fact I was best friends with the dog... and some people even think my temperament was more like a dog than a cat! You might also notice that I am sporting a super-cool wiffle cut in my pictures. Well, that is because I was very matted and needed to be shaved down on my backside. But I can't wait for that hair to grow in so I can feel the wind flowing through my hair as I peddle along the floor, singing my theme song. So if you're looking for a super awesome cat who is great with everyone. Come on down to the shelter and meet me today! Non-Queen fans need not apply!



SAVE LIVES: get your pet spayed or neutered. Reduced SNAP fees are made possible through generous donations of time and resources by participating veterinarians who believe in the importance of spaying and neutering as part of a complete pet health care program.

¡Pa' que te informes!

Con el Cable Digital de Comcast podrás ver canales de televisión de diferentes países y mantenerte informado sobre las noticias ¡pero también ver los goles del fin de semana!

Paquete Triple de Comcast



Comcast Digital Cable con Channel 1 On Demand te provee una programación buenísima. Tiene tus canales favoritos y la biblioteca de On Demand, que incluye varias opciones de películas y shows – muchas gratis. Y con Canales Selecto tendrás más canales en español como ESPN Deportes, Galavision, Discovery en Español, y también On Demand en Español!



Internet de Alta Velocidad de Comcast – hasta 7.5 veces más rápida que 768 Kbps DSL. Navega y baja fácilmente archivos de gran tamaño, como música y video. Además te podrás informar con millones de páginas de internet en español con contenidos locales.



Digital Voice de Comcast te conecta a tus amigos y familiares sin preocupaciones. Haz llamadas ilimitadas, a cualquier hora, en los EUA, Canadá y Puerto Rico y habla cuanto quieras por un precio bajo. Recibirás 12 servicios como Llamado en Espera (Call Waiting) e identificador de Llamadas (Caller ID) sin cargos adicionales.

¡Obtén el paquete de Canales Selecto GRATIS por un año!

\$33 Cada Uno
33 dólares al mes por un año cuando te suscribes a los tres servicios.

Tarifa de instalación de \$29.95 es adicional por el servicio Comcast Digital Voice.

1-866-814-5967
comcast-ne.com/espanol

comcast

Oferta de Canales Selecto termina 31 de diciembre 2007 y solo esta disponible a clientes que son elegibles y que suscriben a la oferta anunciada del Paquete Triple (u otras ofertas del Paquete Triple. Llame a Comcast para mas detalles). Precio, programación y servicios están sujetos a cambios. Oferta disponible solamente a clientes residenciales que participan en sistemas Comcast (y no puede ser transferida). El Paquete Triple se limita a clientes nuevos y clientes existentes que suscriben a servicios Comcast (no-promocionales) a no mas de uno de los siguientes servicios solamente: (i) Comcast Basic Service (Sistema Básico) (y no otro servicio de video), Internet de alta velocidad, o Digital Voice o (ii) Comcast Basic Service y Digital Voice solamente. No es disponible a clientes que tengan durante los últimos 120 días suscritos a cualquier servicio que no satisfacen el criterio de elegibilidad para el precio anunciado o a clientes que han previamente recibido los servicios anunciados al precio del primer año o que hayan recibido el precio de primer año de cualquier plan con paquete promocional. Clientes que estén recibiendo precio del primer año debajo de ciertos paquetes promocionales quizás pueden ser elegibles. Por favor llame a Comcast para criterios adicionales de elegibilidad y restricciones. Oferta del Paquete Triple anunciada limitada a Digital Starter, 6.0 Mbps High-Speed Internet Access y servicio Comcast Digital Voice. Los precios publicados son disponibles sólo con la suscripción a los 3 servicios. Si se cancelara algún servicio durante el periodo promocional, las tarifas normales de Comcast se aplicarán para cualquier servicio restante. **DESPUES DE LOS PRIMEROS 12 MESES, PRECIOS COMCAST SE APLICAN PARA EL MES 13 RESTANTES MESES, A MENOS DE QUE SE HAYA CANCELADO EL SERVICIO. SE PUEDE CANCELAR EL SERVICIO LLAMANDO AL 1-800-COMCAST.** El precio mensual de cargos de Comcast por los tres servicios el mes 13 y los siguientes varía entre \$128.13 y \$144.51, dependiendo del área y cargos de Comcast para Canales Selecto son \$8.95 mas por mes. Servicios Digital Cable y High-Speed Internet de Comcast incluidos en la oferta están limitados a una sola tomada. El servicio esta sujeto a los términos y condiciones estándar de servicio de Comcast. Tarifas de instalación son adicionales (Tarifas estándar de Comcast varían entre \$156.94 y \$172.94 por los tres servicios). Equipo necesario para ciertos servicios y a no ser que estén incluidos en el paquete de servicio (lea abajo para mas información), tarifas de equipo son adicionales. Los precios exhibidos no incluyen impuestos ni tarifas de franquicia, o en el caso de Comcast Digital Voice, los precios exhibidos no incluyen la Tarifa Reguladora de Recuperación, que no es un impuesto o exigido por el gobierno u otras tarifas aplicables (por ejemplo: tarifas por llamada). Cargo de activación de \$29.95 para Comcast Digital Voice. No todos programas y servicios están disponibles en todas las áreas. No puede ser combinado con otras ofertas. **Servicio de Cable:** Algunos servicios están disponibles por separado o como parte de otros niveles de servicio. Para recibir otros niveles de servicio se requiere la suscripción a los Servicios Básicos. Selecciones de ON DEMAND están sujetas a la tarifa indicada en el momento de la compra. **Internet de Alta Velocidad de Comcast:** Comparaciones de velocidad para descargas hechas con Comcast 6.0 Mbps a 768 Kbps DSL y 56 Kbps dial-up. Varios factores afectan la velocidad. Las velocidades pueden variar y no están garantizadas. **Digital Voice de Comcast:** El precio del paquete ilimitado aplica a todas las llamadas marcadas directamente a lugares en los Estados Unidos, Canadá, Puerto Rico, US Virgen Islands, Guam, Saipan y America Samoa desde la casa. No hay una compañía de conexión de larga distancia separada disponible. El plan no incluye otras llamadas internacionales. El servicio de Digital Voice de Comcast (incluyendo los servicios de 911/emergencia) podría no funcionar después de un corte de luz extenso. Ciertos equipos del cliente pueden no ser compatibles con Digital Voice de Comcast. Un conversor (cargo mensual actual de Comcast \$3.99) u otro equipo compatible se requiere para ciertos servicios a cable. Uso de un conversor esta incluido con Digital Starter Service. Un modem de cable, que puede ser comprado o rentado de Comcast (cargo mensual actual de Comcast son \$3 (o \$5 por Red Residencial)), es requerido para servicio de Alta Velocidad. EMTA de Comcast es necesario para servicio Comcast Digital Voice (y también puede ser usado para servicio Comcast Alta Velocidad). Cargo actual de Comcast por EMTA son \$3 (o \$5 por Red Residencial). Se requiere equipo de Identificador de Llamadas para ciertos servicios de Comcast Digital Voice. Tarifas de equipo son adicionales, a no ser que sea especificado en la oferta o paquete de servicio. Por favor llame a su oficina local de Comcast para saber de restricciones y para una lista completa de detalles sobre servicio, precios y equipo. Comcast ©2007. Todos derechos reservados. X12H-1P-100107V1-A3NE