

# PROFILE



**CITY COUNCIL** Mayor David W. Armenta Mayor Pro Tem Bob J. Archuleta Councilmembers Gustavo V. Camacho · Gregory Salcido · Brent A. Tercero

## MAZATLAN JOINS PICO RIVERA IN SISTER CITY RELATIONSHIP



The City of Pico Rivera recently hosted delegates from the City of Mazatlan, Sinaloa, Mexico, to commemorate the beginning of a new Sister City relationship between the two Cities.

During the three-day visit held last month, the Mazatlan delegation, led by Mayor Carlos Felton González, learned about the City of Pico Rivera's local economy by touring local manufacturers and meeting with different community stakeholders.

The delegation also participated in a Round Table Discussion centered around the economic, educational and banking sector partnerships

that will serve as the foundation of this sister city relationship. To that end, representatives from local manufacturing facilities in Pico Rivera attended the event to speak on the potential for business to business relationships with the City of Mazatlan.

Banking representatives also attended to discuss the need to align the financial products available to our mutual residents between local and foreign banking institutions, specifically in Mexico, to streamline the international remittance process and offer access to capital for our businesses.

Officials from both Cities expressed the need to further explore

educational and cultural exchanges between the two cities.

Following the Round Table Discussion, the delegation was taken on a tour of the Port of Los Angeles to showcase the magnitude of port volume and explore the possibilities of creating a fruitful partnership between the Port of Los Angeles and the Port of Mazatlan in the future.

Through this Sister City relationship, the two cities hope to contribute to each other's economies by enhancing foreign trade relations and expanding the local economic interests for both Cities.

"This is a historic day for Pico Rivera," said City Manager René Bobadilla during the official signing ceremony. "We are not just looking to enhance the cultural and educational exchange between Pico Rivera and Cities around the world, but to further the economic and social interests of our community to help advance the objectives and aspirations of our residents for years to come."

The City of Pico Rivera continues to maintain its Sister City relationship with San Luis Potosi, the City's first Sister City relationship, and hopes to add another Sister City partnership in the coming years.

## City Officials Discuss State of the Community

Administrators from the City of Pico Rivera shared their annual State of the City report to local Social Senior groups in the City during the past month. City officials decided to speak to all the Social Senior groups after having made similar presentations to the Pio Pico Woman's Club for the past 8 years.

"By doing these presentations, we bring our residents closer to the working Government" said City Manager Rene Bobadilla. "It's our ongoing goal to ensure we have a transparent Government for all our residents to see."

During the presentations, the current state of the City was discussed and each of the groups had an opportunity to ask questions and meet the Senior Administrative staff of the City. The message of the presentations gave a positive outlook for the City's future.

While many cities continue to recover from the economic crisis of a few years ago, Pico Rivera continues to experience growth in many of its economic sectors. This upward trend is a result, thanks in part, of the local sales tax initiative that was passed by residents.

Over the past year, the City celebrated more than a dozen grand openings and ribbon cutting ceremonies. A testament that businesses are coming to Pico Rivera and that City Officials continue to provide a Business Friendly experience to all businesses in the City. As new businesses arrive, it creates a healthy tax base that ensures the City can continue to provide essential services for it's residents.

As new businesses continue to open and the population continues to expand, local housing construction has boomed with housing developments

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## SPECIAL SIGHTING

The San Gabriel River Spreading Grounds are a perfect spot for walking, bicycling, admiring nature, and bird watching. Last month, a large group of bird watchers congregated at the Spreading Grounds to get a look at this rare bird sighting. Photographed by bird watcher Curtis Marantz, this sharp eyed watcher, along with other fellow bird watchers, spotted an adult Kelp Gull resting among the other gulls that frequent the spreading grounds. The Kelp Gull is native to South America and a sighting here in Southern California is exciting and exceptionally rare for bird watchers.

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# CITY WELCOMES BUSINESS

Since the beginning of the year, City Officials have celebrated three Grand Openings and Ribbon Cutting Celebrations as businesses continue to come to Pico Rivera to join the City Business Family.

Last month, Noble Iron became the third business to be recognized for opening a business in Pico Rivera.



Pictured above is Noble Iron Director of Operations, Vahid Hassanpour, Director of Technology & Process Engineering, KJ Park and CFO, Suzy Taherian. Noble Iron is located at 8314 Slauson Boulevard.

The City looks forward to more businesses opening in Pico Rivera in 2016. Be sure to check future editions of the Profile newsletter for information on new business openings in the community.

## Chamber of Commerce to Host Women in Business Summit

The Pico Rivera Chamber of Commerce will host a Women in Business Luncheon on Tuesday, March 8 at the Pico Rivera Golf course from 11:30 a.m. to 1:30 p.m.

The luncheon will be held in conjunction with the celebration of International Women's Day, a day that honors the social, economic, cultural and political achievement of Women.

Attendees to this educational summit will have the opportunity to learn from other women and hear an



Recognized during a recent City Council Meeting is Reserve Los Angeles County Deputy Sheriff Daniel Lopez. Reserve Deputy Lopez recently announced his retirement after 55 years of dedicated service to the Los Angeles County Sheriff's Department and to the residents of the City of Pico Rivera. Deputy Lopez is pictured above with his family.

## Donnas Bring Home the Gold!

The Pico Rivera Donnas were recognized by the City Council for capturing 1st Place at the JAMZ Youth National Cheer Competition in Las Vegas. The Donnas placed 1st in the Gremlin Division, Jr. Pee Wee Division, and the Jr. Midget Division.



Gremlin Division



Jr. Pee Wee Division



Jr. Midget Division

inspirational speech given by guest speaker, radio and TV Personality, Raquel "Raqc" Cordova.

RaqC is well-known in the Latin-American community as being one of the stars on Mun2 top-rated reality show, "Jenni Rivera Presents: Chiquis and RaqC", and now as a Tastemaker for NuVo TV on their newest 2014 TV show, "The Collective".

RaqC knows first-hand the challenges of navigating through the predominately male dominated

entertainment industry with poise and grace. RaqC has become a leader and a role model for all aspiring, female entrepreneurs and the Chamber is honored to have her as a guest speaker.

The luncheon is open to the public and tickets are available for \$15 by contacting Crystal Castelo at the Pico Rivera Chamber office at 562.949.2473 or logging on to the Chambers website at [picoriverachamber.org](http://picoriverachamber.org).

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sprouting throughout the City. One project, a 17-unit condominium project, is nearing completion on the corner of Washington and Passons Boulevard. Another project, a 35-Unit Condominium project along Beverly Boulevard near the western city limits will begin construction later this year. While more housing projects are in the works for the coming years, officials continue to improve on the City's infrastructure with ongoing improvement projects. The Rosemead Boulevard Pedestrian Bridge recently received a facelift 50 years after its initial construction. The Durfee Avenue Underpass project continues in the planning phase and officials expect to break ground sometime next year.

City Manager René Bobadilla spoke about the commitment to providing exemplary services to the residents. "We do this job because we care about this community," Bobadilla said. "We're your partner; we're all committed to make this community grow."

## Congresswoman's Community Office Hours

Residents who need assistance with federal services including Social Security, Immigration, Post Office, Passports, Veterans Administration and Department of Education, are invited to meet with staff from Congresswoman Linda Sanchez's office during the Congresswoman's Community Office Hours.

The Community Office Hours will be held at the Pico Rivera Senior Center on Tuesday, April 5 from 3:00 to 5:00 p.m.

There is no cost and no rsvp required. For more information, contact the office at 562.860.5050.

# PROFILE

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The Pico Rivera Profile is produced by the City of Pico Rivera and is distributed to residents and businesses as an educational service. For information about the Profile contact the Media and Communications Division at 562.801.4217.

## CITY HALL CLOSED

Friday, Mar. 11; Friday, Mar. 25 and Thursday, Mar. 31

## UPCOMING CITY MEETINGS

**City Council Meeting** Tu, Mar. 8 and 22, 6 p.m.  
 at City Hall, 6615 Passons Blvd.

**Planning Commission** M, Mar. 7, 6 p.m.  
 at City Hall, 6615 Passons Blvd. (Please call 562.801.4332 to confirm meeting dates)

**Sister City Commission** Tu, Mar. 15, 6 p.m.  
 at City Hall (Small Conference Room), 6615 Passons Blvd.

**Parks and Recreation Commission** Th, Mar. 10, 6 p.m.  
 at Parks and Recreation Building, 6767 Passons Blvd.

## This Month on CTV

March brings new LA County News, Cheap Eats and SEA-Inside episodes, and the movie classic, "Good News." Watch live coverage of the Pico Rivera City Council meetings on Mar. 8 and 22 at 6:00 p.m. Also catch live coverage of ERUSD Board Meetings. Complete schedule at [pico-rivera.org](http://pico-rivera.org).

**Time Warner Cable, Channel 3 · Verizon FioS Channel 33 · AT&T U-Verse, Channel 99**

## Sign up for CITY E-MAILS

Receive important City news, information, updates, special messages and alerts by subscribing to the City's e-newsletter service. Simply email us at [gcastorena@pico-rivera.org](mailto:gcastorena@pico-rivera.org).

## Annual Fun Run Supports El Rancho Track and Field

Runners, joggers and walkers are invited to participate in the 7th Annual Fun Run on Saturday, March 26. Proceeds from the event benefit the El Rancho High School Track and Field program.

The event gets under way with pre-race registration at 6:00 a.m., followed by the 5K Run, Jog and Walk for all ages at 7:30 a.m. A special 1K Kids Run for children age 12 and under starts at 8:30 a.m.

In addition to the races, there will be refreshments, and awards immediately following the 5K event.

Registrations for the Fun Run will be taken by appointment at El Rancho High School, 6501 Passons Boulevard. Registration fees are \$15 for the Kids Run and \$25 for the 5K race. Fees will be \$5 higher if you register on the day of the event. Deadline for walk in registration is Friday, March 18.

Those who do not wish to run but would still like to support the program are welcome to make a donation.

For more information, including registration appointment and the Fun Run route, call Ray Elliot at 562.801.5355 ext. 439 or send an email to [relliot@erusd.org](mailto:relliot@erusd.org).



## Boys and Girls Club of Pico Rivera

The El Rancho Unified School District and the City of Pico Rivera have partnered with the Boys and Girls Club of Whittier to design a new after school program serving high school students at El Rancho High School.

The newly chartered, Boys & Girls Club of Pico Rivera provides a FREE after school program for High School Students looking to get more involved. The Club runs everyday at El Rancho High School from 3:00 to 6:00 p.m., meeting in their main club lounge located in the bungalow behind the locker rooms.

The Club offers FREE snacks, homework tutoring, community service opportunities, college mentorship, dance program, mixed martial arts classes, and visual arts programs. In addition, members can attend college workshops and schedule visits to college campuses free of charge.

Ultimately, the Club allows for students to explore their personal interests outside of school, safely and supervised throughout campus.

For more information about the Boys and Girls Club of Pico Rivera, contact Thomas Jimenez at [Tomj@bgcw.org](mailto:Tomj@bgcw.org).

## Senior Club Elections for 2016

The City's Senior Clubs have selected their officers for 2016. Congratulations and best of luck to each of the officers.

### Forever Young Senior Club

President - Ernestina Gibiser; Treasurer - Christina Trujillo; Parliamentarian - Tom Perez; 2nd Vice President - Mary Lou Morales; 1st Vice President - Lucy Castillo; (not pictured: Recording Secretary - Mary Lou Navarro)



### Friendly Senior Club

3rd Vice President Gloria Gonzalez; 1st Vice President - Ernestina Arriola; President - Angie Medrano; Treasurer - Tino Marentes; Recording Secretary - Elvia Vega; 2nd Vice President - Ernie Vega



### History & Heritage Society

Chairwoman - Susana C. Lozano, Trustee - Connie Solis; Recording Secretary - Celia Galindo; Vice Chairwoman Beverly Walker; Treasurer - Susana Lozano; Corresponding Secretary - Robert Galindo; Co-Trustee - Juanita Lopez; Co-Trustee - Nora Morales (not pictured); Trustee - Josie Gallardo



### Shade Lane Senior Club

President - Alice Nanez; 1st Vice President - Cecilia Chavez; 2nd Vice President - Josie Lugo; Recording Secretary - Barbara Diel; Corresponding Secretary - Alice Flores; Treasurer - Sally Lindenskov; Parliamentarian - Ernie Vega



### Sunshine Senior Club

President - Josephine Jacquez; 1st Vice President - Marle Parrish; 2nd Vice President - Ruth Morales; Recording Secretary - Julia Tafoya; Treasurer - Jessie Loera



## Hop on Over to the Easter Eggstravaganza



EGG-citement will be in the air as the City holds its annual Easter Eggstravaganza on Saturday, March 19 at Pico Park from 10:00 a.m. to 1:00 p.m.

The event will feature a magician, inflatable amusements, face painting, children's crafts, food and the ever popular Easter Egg Hunt. Egg Hunt participants will be divided into five age groups.

Little racers between the ages of 3 to 5 years old will have the opportunity to race in the Tricycle Grand Prix. For a \$5 entry fee, participants will have the opportunity to race in one of three age categories; 3 years old, 4 years old, and 5 years old. First race is at 11:00 a.m. All racers must provide their own helmets.

The event is free, with a nominal fee for food and amusement attractions. For more information, call the City's Parks and Recreation Department at 562.801.4430.

## TRIPS and TOURS



Take your family on fun local trips without the hassle of driving, fighting for parking or wasting gas by traveling with the City's Parks and Recreation Department.

### April

**Apple Blossom Festival - \$25**  
Saturday, April 16, 8:00 a.m. - 6:00 p.m.  
Deadline to Register: 3/25/16

### May

**Carlsbad Village Faire - \$15**  
Sunday, May 1, 9:00 a.m. - 5:00 p.m.  
Deadline to Register: 4/15/16



**Mission San Juan Capistrano "Battle of the Mariachis" - \$40**  
Saturday, May 14, 8:00 a.m. - 6:30 p.m.  
Deadline to Register: 4/29/16

### California Strawberry Festival

Saturday, May 21, 9:00 a.m. - 7:00 p.m.  
**\$25** Adults (13-61)  
**\$18** Seniors (62+)  
**\$15** Children (5-12)  
**\$5** Ages 4 & under  
Deadline to Register: 4/15/16

### June

**Beaumont Cherry Festival**  
Sunday, June 5, 11:00 a.m. - 8:00 p.m.  
**\$15** Adults (12 & up)  
**\$13** Children (6-11)  
**\$5** Ages 5 & under  
Deadline to Register: 5/13/16

### "Mary Poppins" at the Candlelight Pavilion - \$73

Saturday, June 18, 9:00 a.m. - 5:00 p.m.  
Deadline to Register: 5/27/16

### Mariachi USA at the Hollywood Bowl - \$65

Saturday, June 25, 4:00 p.m. - 12:00 a.m.  
Deadline to Register: 6/3/16

Dates and prices are subject to change. All trips depart from and return to the Pico Rivera Senior Center, 9200 Mines Ave., unless noted otherwise. Registration is accepted at all City park sites, the Parks and Recreation Department Office, 6767 Passons Blvd., and online at [pico-rivera.org](http://pico-rivera.org). Register early to reserve your seat on one or all of these trips.

Don't forget to change your clocks and set them AHEAD one hour on Sunday, March 13 as Daylight Saving Time begins.



Connecting with Pico Rivera City Hall is easier than you think. Here's how to reach us:



call us @  
562.942.2000



find us @  
[pico-rivera.org](http://pico-rivera.org)



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# EL RANCHO UNIFIED SCHOOL DISTRICT NEWS

## Families to Learn About Free College Access Programs

Pico Rivera families with children of all ages are invited to attend a **free** college-bound informational town hall on March 10, from 6:00 to 8:30 p.m. at the Raul P. Salcido Gym located at El Rancho High School.

Hosted by Generation 1st Degree - Pico Rivera, the event is geared toward helping students and their parents learn how to utilize GIDPR college access program resources, along with high school and local middle school resources that will help them more easily prepare to have a competitive edge.

This year's event will focus on Generation 1st Degree - Pico Rivera's free college bound access programs for students at El Rancho High School including:

- ❖ Be A Leader
- ❖ Early Academic Outreach Program (EAOP)
- ❖ The College Blueprint

Working in conjunction with the El Rancho Unified School District, we will also discuss additional college bound programs and pathways for middle school and high school students, including:

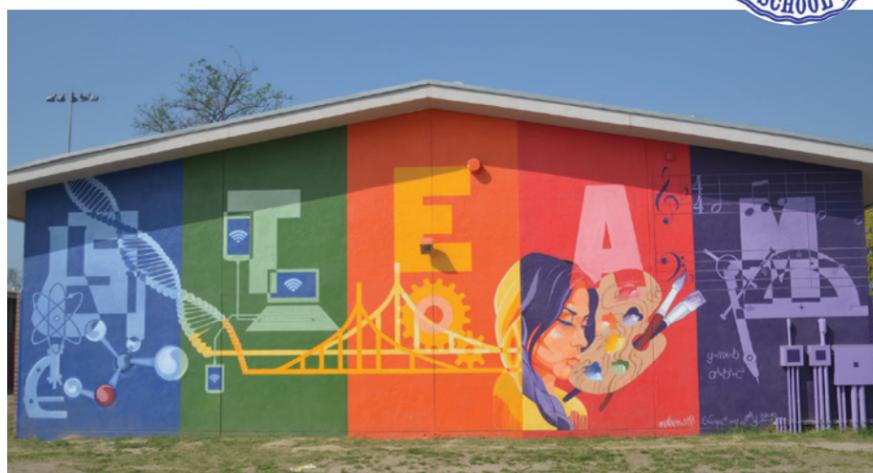
- ❖ Project Lead the Way
- ❖ AVID
- ❖ Tri-Cities ROP
- ❖ Seal of Biliteracy
- ❖ Google CS First - GIDPR Sponsored
- ❖ ERHS, College & Career Center
- ❖ Parent Engagement Group

GIDPR and El Rancho Unified School District have joined in a unique partnership to provide top-quality programs and opportunities that help students learn via creative and innovative pathways. Come hear from our speakers and visit informational booths on each and every program.

All Pico Rivera families, especially those of middle school and high school students, are greatly encouraged to attend. Free

childcare and Spanish language translation will be provided. Door prizes will be raffled including gift cards and Dodgers tickets.

For more information, visit [gidpico Rivera.org](http://gidpico Rivera.org) or call 562.273.2489.



## STEAM Academy Accepting Applications

The STEAM Academy @Burke is currently accepting applications for the 2016/2017 school year. Applications are required for all new students not currently living within the STEAM Academy @Burke boundaries. Applications in English and Spanish can be obtained by visiting the school's website at [steam.erusd.org](http://steam.erusd.org).

STEAM is an acronym for Science, Technology, Engineering, the Arts and Mathematics. Students who attend the STEAM Academy are problem solvers, innovators, inventors, and logical thinkers. In addition, the "Critical C's" of Collaboration, Cooperation and Communication are emphasized through project-based learning, usually through interdisciplinary (across subjects) activities. Project-based learning will integrate the subject matters in an inquiry-based, hands-on curriculum that more closely aligns with what students will experience in college and the workforce.

Deadline to apply to the Academy is Friday, March 25.

## School Smarts Parent Engagement Program

The El Rancho Unified School District is proud to announce that they've joined in partnership with the National PTA to offer the School Smarts Parent Engagement Program, which will be implemented in all eight elementary schools in the district this month.

The program welcomes parents to a seven-week course, which utilizes a model to create meaningful and diverse parent involvement. Parents will learn how to navigate the school system, learn about school curriculum, and enjoy an arts component. Each of the school site programs will be co-facilitated by a parent lead and a teacher. Upon completion of the program, all parents will graduate and receive a certificate.

School Smarts creates an avenue for parents, teachers, and administrators to work together. The common goals of the program are to teach parents different ways of helping their children succeed in school, acquire leadership skills and to provide support and encouragement in advocating for their child's academic success. Overall, it provides parents an opportunity to participate in community engagement, which leads to increased family involvement and parent empowerment.

If you're a parent that's interested in participating, please contact your child's elementary school.

## Applicants Sought for Bond Oversight Committee

Persons interested in serving on the Citizens' Bond Oversight Committee for Measure EE are encouraged to obtain an application from El Rancho Unified School District (the District). District officials are currently looking for two individuals to fill vacancies on the Committee.

Measure EE, a \$52 million bond measure, was approved in November 2010 by voters living in the District. Proceeds from the bond are to be used to construct and improve local schools and student support facilities, improve student access to computers and classroom technology, build vocational technical classrooms, provide improvements to school maintenance programs, and

provide renewable energy improvements to reduce operating costs and put more money into the classroom.

The committee is charged with making sure the bond measure funds are used as they were intended. They do this by monitoring all projects and expenditures, providing proper oversight and controls, and making regular reports to the community on the progress of the bond measure projects.

For more information about the vacancy and to obtain an application, visit the District's website at [erusd.org](http://erusd.org) or call Business Services at 562.801.5294.

## IRS Warns of Pervasive Telephone Scam

The Internal Revenue Service is warning consumers about a sophisticated phone scam targeting taxpayers, including recent immigrants, throughout the country.

Victims are told they owe money to the IRS and it must be paid promptly through a pre-loaded debit card or wire transfer. If the victim refuses to cooperate, they are then threatened with arrest, deportation or suspension of a business or driver's license. In many cases, the caller becomes hostile and insulting.

### Other parts of this scam include:

- Scammers use fake names and IRS badge numbers. They generally use common names and surnames to identify themselves.

- Scammers may be able to recite the last four digits of a victim's Social Security Number.
- Scammers spoof the IRS toll-free number on caller ID to make it appear that it's the IRS calling.
- Scammers sometimes send bogus IRS emails to victims to support their bogus calls.
- Victims hear background noise of other calls being conducted to mimic a call site.
- After threatening victims with jail time or driver's license revocation, scammers hang up and others soon call back pretending to be from the local police or DMV, and the caller ID supports their claim.

If you get a phone call from someone claiming to be from the IRS, here's what you should do:

- If you know you owe taxes or you think you might owe taxes, call the IRS at 1.800.829.1040. The IRS employees at that line can help you with a payment issue - if there really is such an issue.
- If you know you don't owe taxes (even though the caller made some bogus threats), then call and report the incident to the Treasury Inspector General for Tax Administration at 1.800.366.4484.
- If you've been targeted by this scam, also contact the Federal Trade Commission and use their "FTC Complaint Assistant" at [FTC.gov](http://FTC.gov). Please add "IRS Telephone Scam" to the comments of your complaint.

There are other unrelated scams (such as a lottery sweepstakes) and solicitations

(such as debt relief) that fraudulently claim to be from the IRS.

The IRS encourages taxpayers to be vigilant against phone and email scams that use the IRS as a lure. The IRS does not initiate contact with taxpayers by email to request personal or financial information. This includes any type of electronic communication, such as text messages and social media channels. The IRS also does not ask for PINs, passwords or similar confidential access information for credit card, bank or other financial accounts. Recipients should not open any attachments or click on any links contained in the message. Instead, forward the e-mail to [phishing@irs.gov](mailto:phishing@irs.gov).

More details on how to report phishing scams involving the IRS is available on the genuine IRS website, [IRS.gov](http://IRS.gov).