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LOCAL NEWS

WILDCOAST Gets $100K Grant...the non-profit environmental group plans to use the funds to collect & shred up to 100,000 tires in Tijuana that are close to the border and watershed. The tires can leach heavy metals into the soil and affect land-based and aquatic organisms, impacting the area's ecology.Wildcoast will recycle the pieces so they can be used in "tire-derived" products like asphalt and athletic fields. "This is a critical first step in cleaning up waste tires that have a significant impact on public and environmental health in the Tijuana River Valley, as well as on the open space there," said Imperial Beach Mayor Serge Dedina, a co-founder of Wildcoast. Authorities estimate 95 percent of the used tires that end up in Tijuana come from California.

San Diego's James Beard Nominees are... It is often said that these awards are the Oscars for restaurants. There is no denying that they are a huge, huge deal. A Beard win can cement a chef's, restaurant's or bar's status in the American lexicon of food for a very long time. No San Diego chef has ever won a Beard Award. But it's great to see San Diego (and Baja's) emerging food scene get three nominations. Here they are! Best Chef In The West: William Bradley, Addison; Best New Restaurant, Bracero Cocina De Raiz (Tijuana's Chef Javier Plascencia has been the focal point of cross-border cuisine since the start, and Bracero is his showpiece) and Outstanding Bar Program: Polite Provisions in Normal Heights.

A Hot Start... El Niño and climate change brought the world's average temperature to a record high during January. Climatologists have determined that the global average temperature was just under 1 degree above the global average temperature for January. This eclipses the previous record of 0.88 degree above the satellite-era average set in January 1998, which was near the peak of the strongest El Niño ever measured.

Friends of the Library: Making Rosarito a City of Readers

Written By: Susan Shea

At first glance, Biblioteca Octavio Paz is a well-lit space well-stocked with books. But your visit had better be early on a sunny day, because this library branch has no electricity. None. And those books filling the shelves and lining the walls? On closer inspection,you will see that that many of them are old, outdated, and even falling apart. Octavio Paz is one of five branch libraries in Rosarito and is located near the former Sharp Electronics factory in the Lucio Blanco section of Rosarito, which is off the Free Road as it runs north of central Rosarito toward Tijuana. It opened about 15 years ago.

See page 03

Rosarito Teenager will represent Baja in National Rodeo Championships

Written by Juan Pablo Sebastian
Translated by Lissette Whitehead-Melendez

•Valeria Bermudez Palacios, who finished 2015 ranked fifth in the state-wide Barrel Racing circuit, will have the opportunity to participate in the Mexican Rodeo Federation's National Championships to be held next month (March 10th through March 13th) in the city/state of Chihuahua, Chihuahua.

See page 03

Photo Marty Harriman

His Life Has Been a Series of Gripping Experiences

For this Baja resident and his lovely wife, their dream while both of them worked north-of-the-border (she was an operating room nurse while you'll learn a lot more about him in the following article) was to own an ocean front home in the beautiful Rosarito area. Thanks to hard work and talent, their life altering dream came true; they have been able to live the Baja lifestyle and been immersed in the culture of our community for almost twenty years.

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Plaza del Mar & the Saga of Steve McQueen

Written by: Greg Niemann

"On the bluff a mile or so north of La Fonda Restaurant are what appear to be pre-Columbian statues and a pyramid resembling a Mayan temple. The replicas, on a slight hill next to the Plaza Del Mar resort, were constructed not a millennium ago, but just forty years ago (in 1975).

The place was originally a clinic, more specifically a laetrile clinic, where cancer patients could make one final attempt to find a cure after all other avenues had been exhausted. Not legal in the United States. the controversial treatment still attracted those with but a few strands of hope remaining.

One early patient was the popular actor Steve McQueen. Born in Indiana in 1930, McQueen starred in The Great Escape, Sand Pebbles (for which he received an Academy Award nomination), Bullitt (in which he met his wife Ali McGraw), Papillon, and others.

From a troubled youth, McQueen served in the U.S.Marines and always enjoyed living life to the fullest, riding motorcycles and racing cars. He became the highest paid and most popular movie star of the '60s and '70s.

By 1980 McQueen had contracted mesothelioma, a rare and painful form of lung cancer. One of the main causes is asbestos, a substance the actor had been around much of his life.

In fact, while on the Aleutian Islands with the Marine Corps, McQueen had been sentenced to six weeks in the brig, where he was assigned to a work detail in the engine room of a ship.He had to rip out and replace the asbestos linings on the pipes. He later complained that the air was so thick with asbestos particles that the men could hardly breathe.

By the time the cancer is detectable, the patient usually has just months to live.

After being told his condition was inoperable, he went to Baja and underwent a three-month crash program at what was then called the American Biologics-Mexico SA Medical Center. At Plaza Del Mar, McQueen was housed in a double-wide trailer near the bluff top.Some of the old timers there can show visitors the exact trailer.

His treatment included the powerful B-17, or laetrile, animal stem cell injections, over 100 vitamin pills a day, diet, and exercise. Unfortunately, it did him little good. While laetrile clinics have had some anecdotal success reported, there has been little documented evidence to those claims.

McQueen's condition deteriorated, and he left Plaza Del Mar for a clinic in another part of Mexico.There he died on November 7th, 1980 at age 50 after undergoing surgery to remove a tumor. He was cremated, and his ashes were scattered in the Pacific Ocean.

Plaza Del Mar has been a hotel with tennis courts, swimming pool, restaurant, and bar.Twice it has been a clinic. The statues out front look hundreds of years old, and the temple, which has been recently repainted, looks like the Mayan Chichén Itzá.

Plaza Del Mar doesn't contain the history the artifacts suggest it might. But it is the place where actor Steve McQueen tired to save his life."

For more information on the author and his published works, please visit: www.gregniemann.com

From Front Page

Friends of the Library: Making Rosarito a City of Readers

Librarian Lucía García Torres makes the most of what she has to work with, serving over 100 visitors per week. These are mostly seniors, but include patrons of all ages. In particular, this library serves a group of special needs children who visit the library every day. The seniors come largely to read for pleasure. Students come to do school research and moms often come for arts and crafts ideas.

But the library does not get new books very often and is in serious need of more books for young children and teens. As well, they would like to be able to fulfill requests for books that students need when studying for the Electronics degree from the University.

Luz reflects on the library's successes by recalling busy summer vacation weeks when lots of children come and "it is a very happy time." And those special needs children who are regular visitors? As Luz says, "they are very lovable." The feeling is clearly mutual because she recalls with fondness the little girl who told her "Luz, I love you."

There are dedicated librarians at the other four Rosarito libraries as well: the main library(IMAC) in Zona Centro, and branches in Plan Libertador, Primo Tapia and Colonia Morelos.

In 2006, three friends, all expats, discovered conditions in these libraries such as no running water, deteriorating facilities and sorely lacking book collections. Inspired to find a way to help, they brought together a number of concerned citizens who donated goods, labor and funds. "Friends of the Library" was born. Today most of the libraries have electricity, bathrooms and access to the Internet (and a restoration of electricity at Octavio Paz appears near).The Friends can now concentrate on book purchases, and developing and running innovative

programs to encourage reading and writing skills.

We make annual donations of Spanish language books and arts and craft supplies to the five libraries. Our mission and vision have expanded: Did you know? A UNESCO study of 108 countries ranked Mexico last in personal reading habits. LAST.

We want to turn that situation around, which brings us to our major program, Rosarito Lee, (Spanish for "Rosarito Reads"). It takes place in all 5 libraries, and in public and private schools, from grade 4 up. We provide books and support to the schools and libraries, and run contests for the children and schools, to help engage them in the reading. We started Copa Panchito, our College Bowl/Jeopardy-style inter-school competition, which has generated much enthusiasm among students, school staff and families.

This year's winning team will win the giant Panchito Cup trophy for their school and tablet computers for each of the winning student teammates.

The books for Rosarito Lee are magical, a key reason for the program's success. Francisco Jimenez' autobiographical books captivate the young students, their parents and grandparents, and resonate with us expats who read them as well. They are stories and vignettes of his family's illegal entry into the US, working and living in farm camps as a small boy, and his personal journey from speaking no English to becoming a professor at Santa Clara University. They cover themes and values of hard work, family loyalty, education, perseverance and more.

A fourth title by Viola Canales follows "Sofia", who comes from a family of storytellers, and who shares with us her tales of growing up in the barrio of McAllen, Texas. It is full of the magic of Mexican family traditions including curing homesickness by eating the tequila worm. When she receives a scholarship to boarding school, she longs to explore life beyond the barrio, even though it means leaving family to navigate a strange world of rich, privileged kids.

These programs help fulfill our mission but we are always looking for more ideas. Volunteers have come to us recently with a "Moms and Tots Story Time" program which will start soon at Octavio Paz. Another volunteer is helping us expand Rosarito Lee into La Mision schools, a long-held goal. We hope to find more volunteers to carry out ideas such as adult reading circles and audio book programs for seniors.

At the end of Rosarito Lee's first year, there was a palpable excitement in the Centro de Convenciones on the cuota…. because author Francisco Jimenez had come to Rosarito. To the 3000 children gathered to see him, this author is a rock star… and many of these children had never before considered the idea of reading for pleasure! They cheered, they waved flags. They wanted to have his autograph. They swore to never wash if he shook hands with them. They greeted Viola Canales with the same devotion when she visited several schools this past December.

If you're a reader, you want everyone to know the love of reading. And when you see someone awaken to the world of reading… you experience a feeling of triumph. This is what Friends of the Library is all about. We've made a beginning. And we will continue until we fulfill the goal of making Rosarito a "City of Readers."

Friends of the Library is a 501(c) 3 non-profit organization of unpaid volunteers who work with Rosarito schools and libraries to demonstrate to children and families how reading helps improve life in the community: "READ TODAY FOR A QUALITY LIFE TOMORROW"

www.friendsofthelibrary.com.mx

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From Front Page

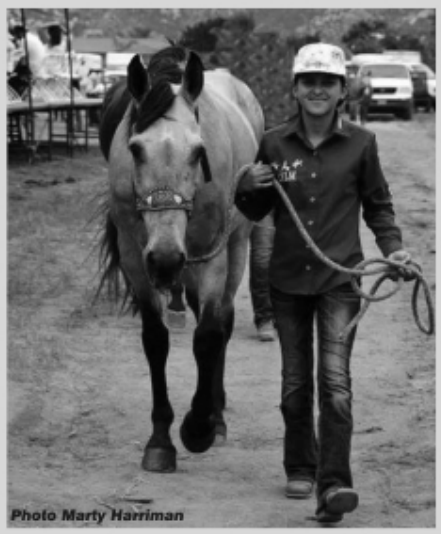
Rosarito Teenager will represent Baja in National Rodeo Championships

This will be Valeria's first participation in a national elimination as a representative of her home state of Baja California. She is the only competitor in this event (Barrel Racing) and age group (under 18) who has qualified from Rosarito.

She told us about how excited she is about this great opportunity to make history while representing her city and state. Valencia, a young student at #32 Abraham Lincoln Secondary School, is a member of the equestrian team known as de Vaqueros de la Mision (The Cowboys of La Mision). She has asked for support from the community to help her fulfill her dream.

The support required is economic and is to cover the costs of participation which includes round trip air transportation for her and her horse as well as their food/lodgings during their four (4) day stay in Chihuahua.

Those interested in making a financial contribution may call telephone (661) 527 1019.



Valeria Bermudez

The State Association distinguishes Valeria as an outstanding athlete in the demanding sport of rodeo and notes that, despite her young age (14), she has already won local championships & currently ranks No. 5 statewide in her chosen category.

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From Front Page

His Life Has Been a Series of Gripping Experiences

Larry Margolis was born in Los Angeles in 1961 and grew up in the east San Fernando Valley community of Sunland. It's where he attended elementary, junior high, and Verdugo Hills High. He was Vice President of his junior high but was defeated by the most popular girl in his high school when he ran for the position of Student Body President. He graduated with high honors and, in perhaps a harbinger of things to come, received his school's Outstanding Spanish Language Student award.

Larry began his working career at the age of just 13, having two paper routes. He later worked at a local pharmacy where he ran the cash register and delivered medical supplies & prescriptions to local convalescent homes. He received a scholarship to California State University-Northridge and at the ripe old age of 18 he moved out on his own & started a career as a Motion Picture Studio Grip.

He told us that " people are always wondering when they read the trailer credits after watching a movie what the terms like key grip, best boy grip. dolly grip. extra grip, and rigging grip mean. Perhaps the only people on a crew who can fully understand the contribution of the grips (aside from the grips themselves) are the Director of Photography, the Production Manager, and the Assistant Director. This trio knows how many shots each day would have been impossible without the specialized skills of the grips. They know the difference it makes to be able to rig a camera in an unusual place in 15 minutes rather than 30.They know that the production company's ability to stay on schedule and within budget is largely dependent upon the skill of the grips."

"Part of what a grip does is a very specialized form of construction. While he shares many skills with conventional construction workers, there are demands

placed on him which would totally befuddle the average carpenter. Not only is he constantly having to wing it, but he has to build things with an eye towards taking them down right away. He needs to be an instinctive engineer who constructs only what it takes to get the job done and no more. There is no end to the need for resourcefulness. Grips must be absolute masters of the art of 'jerry-rigging.'"

"Far from being grunting hulks, grips are constantly involved in a form of communication which requires that they be aware of what the actors, as well as the camera crew and electricians, are doing and be able to anticipate their needs. At its best, this communication is virtually nonverbal. A crew that is clicking is comparable to the Lakers (at their best) on a fast break. As the grips set up a shot and follow through, each person's function is fluidly evolving in relation to the others. Obviously, anyone with a modicum of dexterity can set up a C-stand without bumping into lights or knocking over props, but to anticipate when it is needed and to understand exactly why, requires that one be completely tuned into the entire production process."

"Dolly grips, of course, are something else again. If a film's style is at all dependent upon a moving camera, the dolly grip must be like a musician who plays an instrument without being able to hear it. He has to work in perfect harmony with the camera operator and the actors. But what the camera operator can see in the viewfinder, the dolly grip must feel in his arms and legs or deduce it from abstract markings on the floor. This is not to say that grips can't be down-to-earth types who appreciate a few beers after work and can jack up your car while you change the tire. It is simply to suggest that we should never forget their real contribution to what appears on the screen."

Larry's early years as a grip were tough because of lack of seniority and an industry-crippling actors' strike. He worked for a set company which was responsible for the famed Michael Jackson award-winning 'Billy Jean' video. He also worked for a local studio rental equipment company that taught him much that was to set the course for what was to come in his professional life.

Larry moved around and and had a chance to work at all the major studios including Paramount, Universal, Warner Brothers, 20th Century Fox, Samuel Goldwyn, Disney, Sunset Gower, and CBS Studio Center. During that time he also worked on two independent motion pictures, "Underground Aces" (a movie about valet parking and what valets do with people's cars) and the award-winning 'Miracle on Ice"(the first movie about the U.S. Hockey Team's upset victory over the heavily favored Russians in the 1960 Lake Placid Olympics).

Eventually he landed a permanent position at Paramount Pictures where his career took off. At the same time he met his beautiful wife, Ofelia, at a singles social club. Not sitting back on his laurels, Larry began a second career (at night and on weekends) in financial services… earning insurance, mutual fund, and real estate licenses. He learned all about how money works and helped set the course, while helping many of his friends and coworkers at the same time, for an early retirement.

In his initial years at Paramount, he ran the Canvas Room ,creating backgrounds for all the Star Trek TV shows & movies, as well as Eddie Murphy's movies (Beverly Hills Cop I & II, Coming To America, Another 48 Hours, Golden Child, & Harlem Nights), Tom Cruise's movies (Top Gun, Mission Impossible I and II, Vanilla Sky), the Academy Award winning movie 'Forrest Gump' starring Tom Hanks, and many TV shows (Taxi, Cheers, Family Ties, Frazier, etc). After 10 years in the Canvas Room (making all the black velvet star fields, plus the green and blue screens for the Star Trek franchises…The Next Generation, Voyager, Deep Space 9 and Enterprise), he was promoted to the position of Head of Construction for the Grip Department where he served for the next 20 years.

While at Paramount, Larry has had many achievements. He felt the greatest was being chosen to portray Forrest Gump on the Paramount Pictures Float in the 100th Anniversary Rose Parade in 2012. He was very active in many studio affairs: Governor, Vice President, and President of The Paramount Studio Club; a member of the Supervisory Committee…and then Head of the Committee, Board of Governors member, and eventually Vice President of the Paramount Credit Union; founder of the Paramount Studios Bowling League (which still runs to this day); and a member of Paramount's Search and Rescue Team (in conjunction with the City of Los Angeles), where he gained valuable training in many areas in the event of a national disaster.

He was a mentor at Santa Monica Elementary School for several years and also managed (and played for) the Paramount Studios Softball Team. He told us that his greatest claim to fame was never missing a single day of work in almost thirty years while being employed at the studio. Before he retired, he told us that his co-workers referred to him as the 'Cal Ripkin of Paramount.' In case you're not familiar with Cal, he was the Hall of Fame player with the Baltimore Orioles who played in 2,632 consecutive baseball games, a major league record.

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March 10th & 11th, At Rosarito
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March 11th, At Rosarito
Randy Seol Project
Benefit Concert for the Boys and Girls of Rosarito Rosarito Beach Hotel's Salon Mexicano 5-9:00 PM $10 Admission

March 19th, At La Salina
Randy Seol Project
Benefit Concert for Cruz Roja's
Primo Tapia Chapter La Salina Cantina
5-9:00 PM
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April 28th to May 1st, From Baja to Jalisco Guided Tour to the Tequila Heartland $550 USD per person/due Until January 1st, 2016
After that: $785 USD per person

April 29th to 30th, At Rosarito
1st Annual Fundraising Concert to support local orphanages
Stay tuned for more information soon

May 7th, At Rosarito
Rosarito to Ensenada 50 Mile Bike Ride Saturday, 10:00 AM
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March Baja Fishing Update: Exciting Spring-like Conditions Are Here

Written By Phil Friedman, PFO Media

I know it is the dead of winter chronologically, but the water temperatures say it's more like spring due to residual warm water left over from last year's gigantic El Nino. That means it could be an early season for anglers in Baja Norte. Roberto Miranda from Cedros Sea Hunters says the calico bass are already biting with more and more yellowtail showing every day. In addition, look for some early white seabass and halibut action.

Tiburon's Pangas report outstanding yellowtail action in San Quintin. In addition, there is still some great action for sheepshead, whitefish, vermilion rockfish, lingcod and more. They are also seeing an increase in calico bass action, too.

In the Punta Banda area, there have also been more calico bass taken along with some bonito and even barracuda. There has been some yellowtail action in the area AND some excellent bottom fishing plus more of the same around Todos Santos Island.

Boats out of Popotla, just a few miles south of the Rosarito Beach Hotel, have been catching rockfish and a few more calico bass, bonito & barracuda. Those venturing out to the Coronado Islands have been finding some excellent yellowtail action as well. Yellowtail, in the 5-18 pound range, have been taken mostly on lures, using the yo-yo method to catch the majority of the fish. The yo-yo method simply means sinking a heavy jig (lure) down deep and retrieving it as fast as you can.

In the Baja surf, fishing is also picking up now. There is good barred perch fishing around Playa Socorro in San Quintin using ghost shrimp, anchovy and clams. You can also catch these perch on artificials like Kastmasters, Krockodiles and bigger perch on 110 sized Lucky Crafts.

Around Estero Beach in Ensenada, yellowfin croaker, corbina and even a few halibut are being taken. Some decent calico bass fishing has been reported from Playa Saldamando; they're biting on Lucky Craft lures. A few more halibut and some barred perch are also being taken around the Rosarito Beach Hotel.

There is still time to head to Ensenada and catch a glimpse of the gray whales heading south on their annual mammalian migration, the longest known to man. There are even a few northbound whales in the mix, as well. Sergio's Sportfishing Center in Ensenada has regular trips; they can arrange a private charter if you so desire. You can check with him by dialing (619) 399 7224 or by going to www.sergiosfishing.com.

Joaquin Espinoza co-hosts "Aventuras Al Aire Libre" with me on AM 690. Espinoza was recently on the Reel World Conservation TV show in Santa Barbara. You can get to know more about Joaquin as well as get some great tips on fishing by going to http://tvsb.tv/reel-world-conservation-joaquin-espinoza/.

The Fred Hall Fishing,Tackle, Boat and Travel Show Long Beach is set for March 2-6 at the Long Beach Convention Center. It's the greatest outdoor show on earth. They have hundreds of seminars to make you an even better angler plus hundreds of booths for travel, fishing, hunting, cooking, and more. You can check out the next boat you're thinking about buying as well as visiting with captains from your favorite charters. At the Phil Friedman Outdoors booth, you can meet and get your photo with the Laker Girls on Wednesday, bring the kids for a coloring contest, learn how to tie the best knot, find out what you can do to protect the environment, enter a free raffle to win a trip to Hotel Villas del Palmar in Loreto and hear a live broadcast of "Aventuras Al Aire Libre" on AM 690 at 7pm on Friday. If Long Beach is too far for you, remember that the Fred Hall Show comes to the Del Mar Fairgrounds on March 17-20. More information at www.FredHall.com. The Pesca la Baja Tournament 2016 promises to be another exciting event offering great fishing, wonderful prizes, and camaraderie with fellow anglers in the pristine and abundant waters of Baja California Norte. The 2015 Pesca la Baja Tournament was full of surprise catches. There were copious amounts of yellowtail, yellowfin & bluefin tuna, dorado, halibut, lingcod as well as some spectacular wahoo catches and even a rare 318-pound black marlin taken in the Grand Finale in Ensenada.

This year's schedule is as follows. San Felipe on May 13 and 14, San Luis Gonzaga, June 10 and 11, Bahia de Los Angeles on July 15 and 16, San Quintin on August 19 and 20 and the Grand Finale on September 23 and 24 in beautiful Ensenada. You can get more information by going to www.PescaLaBaja.com.

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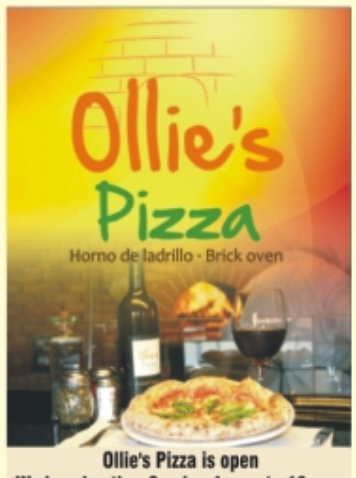

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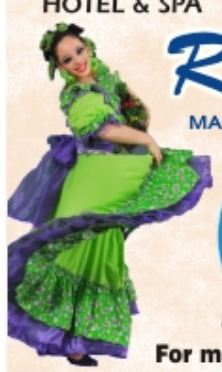

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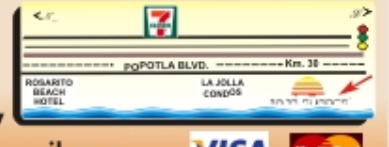

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Capturing Rosarito's Transformation on Photos & Film.

Written/by Juan Pablo Sebastian
Translated by Lissette Whitehead-Melendez

Rosarito's recent scintillating renewal... from troubled town to modern tourist mecca...was recently the focus of a team of young international filmmakers based in Emerson College in Boston, MA.

Their efforts, part of the on-going seven-year-old "Rediscovering Rosarito" project spearheaded by Professor Gregory Payne, the Director of Emerson's School of Organizational Communication in collaboration with former Mayor Hugo Torres Chabert, has been instrumental in reversing the negative image of the charming oceanfront city portrayed by some of the xenophobic members of the California communications media.

The cadre of students carrying out the assignment, all specializing in International Marketing, was directed by team leader Jae Williams of Chicago, IL. The other members of the team were a fellow American, Jason Lin, and two citizens of India, Raul Thayil and Nupur Amin.

Jae, a lover of visual art and the natural goodness of Rosarito & its residents, said that his idea of carrying out this project arose from the pleasure he feels of being in Rosarito: its tranquility of community and the work that its government ...and the motivated citizenry of its society...has done to overcome their problems. Seeing new construction in the tourist area being completed on a regular basis is a remarkable motivating factor that energizes the work of the team.

Before starting work on their specific project, the youngsters unveiled their concepts to their main advocate in the city, Hugo Torres Chabert, who in turn shared information on the work that he had started during his tenure as Mayor. He noted that all of his efforts have always been directed at reversing the effects of negative voices and to overcome the insecurity prevailing in Rosarito at the time.

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