



64th Annual Tubac Festival of the Arts

### Free issue! CONNECTING SOUTHERN ARIZONA



# Happy Valentine's Day!



12 SCV35 Teacher Contributes to National Drone Curriculum Program



**3** National Cancer Prevention Month



5 Sheriff's Round-Up

#### PREPARING CHILDREN FOR SUCCESS IN LIFE PLAYING IS LEARNING TODAY'S LEARNING FOR TOMORROW'S SUCCESS

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#### Alfredo I. Velásquez Santa Cruz County School Superintendent &

Staff

FEBRUARY EARLY CHILDHOOD EDUCATION AWARENESS MONTH



2150 N. Congress Dr. #107 Nogales, AZ 85621 Phone: 520.375.7940



## **Border Eco Updates**

In February, Border Eco recognizes Stephanie Bermudez, a woman who is making a significant contribution to the community. It is an honor for Border Eco to support remarkable women and their worthy causes. It is inspiring to observe how these women are making a difference in their communities.

If you know anyone who works above and beyond to make a difference in our community, please let us know. It would be our pleasure to feature them in our magazine.

"This is your opportunity to shine"

Please join our "Border Eco community Facebook campaign." We invite you to post a picture on our Facebook account and encourage your friends to like your picture as well as Border Eco. Every month, we will feature a picture of a community member who generates the most likes on our Facebook page.

We will feature your picture as well as a brief interview in our magazine and on our Facebook page. Likewise, it will help us build our fan base while putting you in the spotlight. For your picture to be selected, you must receive Likes directly from your photo and our page. Become a part of our Border Eco community!



#### SPECIAL ANNOUNCEMENT

Border Eco Magazine now offers TV advertisement. Contact us for rates and channels to help promote your business in Santa Cruz County. Our office is located on : 1071 N. Grand Ave. Ste. #122, Nogales, Arizona 85621 (520) 461-4880 Email: contact@bordereco.com

Please send us information on any upcoming events, meetings, or programs to share with our readers.

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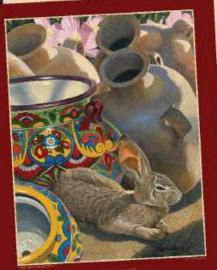
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# 64<sup>객</sup> ANNUAL TUBAC FESTIVAL+OF+ARTS FEBRUARY 8-12 Wed-Sat 10 am - 5 pm , Sun 10 am - 4 pm



Highlights of the 64th Annual Tubac Festival of the Arts, February 8-12th, include more than 250 fine artists and craftsmen, a large assortment of festival eateries, and live entertainment. The festival is sponsored by the Arizona Office of Tourism and Tucson Golf Cars.

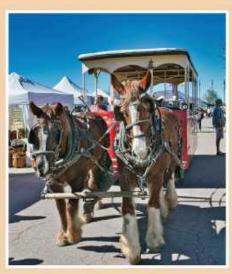


Tubac Festival of the Arts

Exhibiting artists are integrated throughout The Village, along roadways and plazas, and woven among the more than 125 art galleries, specialty shops, and restaurants – providing one of the most spectacular art settings in Arizona!

"Tubac Style," the 18" x 24" commemorative festival poster (shown at left) by artist Nicholas Wilson, will be for sale at the Rotary Club of Tubac, K. Newby Gallery, Tubac Presidio State Historic Park and Museum, Tubac Center of the Arts, Mas y Mas, and the Tubac Historical Society for \$20. Meet the artist during the festival from 1 pm to 3 pm daily.

Tony Duncan Music & Dance will be performing Friday and Saturday, and Inka Gold will be performing Thursday, Friday, and Saturday. The stage is



located near Tumacookery and Big Horn Galleries.

The Tubac Festival of the Arts is ranked #3 in the Nation by Sunshine Artists 2022, and Tubac was voted USA TODAY 10Best Readers' Choice Awards as the 2021 and 2022 "Best Small Town Arts Scene."





The \$10 parking fee benefits local non profit organizations such as St. Ann's Parish, Montessori De Santa Cruz, Tubac Presidio State Historic Park and Museum, Anza Trail Coalition of Arizona, Inc., and the Santa Cruz Valley Unified School District #35.

Discover the place Where Art and History Meet! We are located just 45 minutes south of Tucson.





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Stanup Unidos

In southern Arizona, we have an organization making waves across border towns. Startup Unidos sees border challenges as opportunities to address social and environmental justice. An innovative binational and bilingual approach, SU unites diverse networks from industry, government, academia, and grassroots movements to provide culturally-anchored entrepreneurship support and innovative workforce development to marginalized border communities. It serves borderlanders. Since 2015, Startup Unidos and Stephanie Bermudez,

and Stephanie Bermudez, a Nogales native, have been exploring economic development and workforce development initiatives. The Downtown Innovation Campus program was inspired by Nogales Community Development and Lead Local in 2015. In 2018, it began offering its programming at SCC.

Stephanie Bermudez is the founder of Startup Unidos. "My roles are as CEO and in developing and facilitating intergenerational entrepreneurship and workforce programs that are culturally anchored. I also offer bilingual education for youth and small businesses and organize events," said CEO Stephanie Bermudez. Throughout everything we do, we are rooted in a deep passion for the binational, bilingual culture of Arizona USA and Sonora MEX. Every aspect of our business is driven by our passion for improving the quality of life for the communities we serve, from our branding to our programs to where and how we market our services.

"In 2017, I moved back home and founded Startup Unidos as part of a program in Hermosillo led by the State of Sonora Secretary of Economy and Harvard T.H. Harvard T.H. Chan School of Public Health where I was certified, and the business plan was also in completing a program in International Innovation and Sustainability where we advanced to sonora:lab Bunker, a technology startup accelerator and continued to validate our business model. The Southwest Folklife Alliance was our first customer, a non-profit affiliate of The University of Arizona."

The only other employee at Startup Unidos is Alejandra Canedo who is a brand designer, giving life and managing groundbreaking projects like Waste Binn and Borderoots. We have about six to eight people working on our programs at any given time.

Since its inception, the program has sustained itself through bootstrapping. In addition to government funding and a family foundation, the organization receives private funding. Startup Unidos has successfully positioned itself as the only organization that offers a culturally relevant approach to cross-border economic development centered on family and community. We celebrate and leverage the unique history and people of our region in our business model.

We are dedicated to empowering emerging Latinx entrepreneurs to identify themselves, gain industry knowledge, connect to culture and community, solve local problems, innovate and prosper like never before in light of the growing need and desire for lasting change along the border.

Startup Unidos developed and implemented the county's first small business outreach strategy and marketing plan to support small businesses, in collaboration with the county's ARPA program.



Find us on YouTube! Scan the barcode



The Startup Unidos team developed and supported a comprehensive bilingual radio, social media, and traditional print media strategy, messaging, and execution. They also developed and delivered small business workshops with logistics and content development support. As a result, small businesses and nonprofits in the county could find out about the small business support services available to them.

In Nogales, NOGECO is a team of seven middle school, high school and early college students who addressed a serious issue. The NOGECO team was guided through workshops by Startup Unidos, a regionally recognized organization that promotes innovation without borders, and the University of Arizona Office of Sustainability Compost Cats, who provided mentorship to the NOGECO team during the development process, focusing on economic, environmental, and social sustainability. They explored different approaches to reducing food waste at the border.

The Startup Unidos team is committed to establishing new businesses and enhancing social capital in order to contribute to positive economic impacts. As a result of our efforts to improve business opportunities in underserved communities and to ease poverty at the state level, we have received commendations. The contributions we make are not only game-changing but also life-altering. We don't try to put the uniqueness of the communities we serve into any old box.

Lead Local's Founder, Robin Breault, says Startup Unidos fills a need many entrepreneurial support organizations ignore or attempt to address through retrofitting programs designed for mainstream entrepreneurs. Startup Unidos has successfully positioned itself as the only organization that takes a consistent, culturally relevant approach to cross-border economic development. Embracing the unique culture and history of the region, its business model is designed to capitalize on its strengths.

In response to the growing need and desire for permanent, real change along the border, they are committed to empowering Latinx entrepreneurs to selfidentify, acquire industry knowledge, connect with their communities and cultures, solve local problems, innovate and succeed. For more information please contact Stephanie Bermudez CEO of Startup Unidos at: sb@startupunidos.com



#### Volunteers are the heart of the organizations

The non-profit sector contributes to strengthening communities by providing educational, health, and social services that citizens cannot access from the government. Nonprofit organizations, however, can only fulfill their missions with the help of dedicated and passionate individuals who give their time, talent, and treasure to volunteer and serve on nonprofit boards of directors.

As a result of the COVID pandemic, many non-profit organizations in Tubac have lost their volunteers, making it difficult for them to operate. Volunteers are essential to the success of non-profit organizations, so the lack of volunteers has had a significant impact on their ability to provide services to their communities. This has caused many organizations in Tubac to struggle with recruiting volunteers and has put a strain on their operations. Without volunteers, non-profit organizations cannot operate effectively and efficiently. We have had difficulty finding volunteers to work with local non-profit organizations in the past few months. There is a shortage of volunteers in these organizations, which makes it difficult to carry out our work. Prior to COVID, we had people who were willing to volunteer their time. However, after COVID, a number of the volunteers stopped coming or did not see the importance of volunteering.

Dennis Eshleman, community member from Destination Tubac-Tumacacori, said, "Volunteers are the backbone of any nonprofit organization. There are a variety of opportunities available throughout the year for volunteers to match their passions, skills, interests, and areas of development."

Volunteers are greatly needed in our community in order to help with the various capacities that organizations lack the necessary staff and funding to carry out. Therefore, I would like to encourage people to volunteer their time and energy to these organizations. There are many organizations that are looking for volunteers to help with opportunities outside of their primary focus areas or with more general functions. Your support will have a major impact on the success of these organizations, and it is greatly appreciated. Volunteer opportunities in the following organizations: Tubac Center of the Arts (520) 398-2371- Karin Topping Tubac Presidio (520) 398-2371 - Julie Robinson Tumacacori National Historic Park (520) 377-5060 - Mike Medrano Tubac Nature Center - (520) Jim Karp Anza Trail Coalition (520) 841-6944 - Karol Stubbs Friends of the Santa Cruz River (520) 403-2823 - Rich Kiker Tubac Chamber of Commerce (520) 398-2704 - Antoinette Frey

Volunteering is a great way to give back to the community and help those in need. It can also be a great way to learn new skills, meet new people, and gain valuable experience. Volunteering can be a great way to make a difference in the world, and it can also be a great way to feel a sense of accomplishment. People should volunteer because it can help them build relationships, learn new skills, and gain valuable experience. It can also be a great way to make a difference in the world and help those in need. Volunteering can be a great way to make a positive impact in the community and make a difference in the lives of those around you.

"Thankfulness creates gratitude which, Generates contentment, That causes peace!"



#### Anita Moreno County Recorder

#### Saibet Gastelum, Senior Recorder/Voter Clerk

Angel Aguilar, Recorder/Voter Clerk Monica Gutierrez, Recorder/Voter Clerk Alejandro Martinez, Recorder/Voter Clerk Luis Fierro, Recorder/Voter Clerk Rosa Anna Fajardo, Recorder Clerk/Map Clerk Victoria Padilla, Recorder/Voter Clerk

2150 N Congress Drive Suite 101

Nogales, Arizona 85621

Phone: (520) 375-7990

# People who "echo" Stephanie Bermudez

Featured this month is a young woman whose vision and passion are making waves across our community. Stephanie Bermudez is the CEO and founder of Startup Unidos. Ambos Nogales native Ms. Bermudez is a latinx innovator who has invested over 15 years in understanding the local culture, building relationships, and earning the respect and loyalty of people and organizations at all levels. Using innovative ideas, she creates cross-border communities that promote collaboration and co-inspiration across national boundaries. In addition to organizing events, training, consulting, and research within the Southern Arizona area, she establishes entrepreneurial communities and networks.

A single mother with a 21-yearold son. In her spare time, she enjoys hiking with friends, building health and healing. She is an honored community leader and has been recognized extensively throughout her career, most recently; February 2020, Top 20 Woman of Impact by Tucson Lifestyle Magazine; March 2019, Minority Business Owner of the Year, Inside Tucson **Business Women of Impact;** October 2018 TENWEST Idea Funding, Larry Hecker and Sherry Hoskinson Bright Futures Award; December 2016 Arizona **Daily Star and Tucson Hispanic** Chamber of Commerce 40 under 40 Woman of the Year.

In addition to her unwavering dedication to making an impact, Stephanie is passionate about creating binational business opportunities with Mexico and the United States. Through Startup Unidos, she provides entrepreneurial and workforce education, capacity building, and intergenerational programs, such as Waste.Binn,

Emprende Amigo, and Borderoots to startups and aspiring youth throughout Arizona-Sonora.

"I am passionate about the communities we serve. I am intentional about developing a unique approach to innovation and celebrating the binational, bilingual culture of the Arizona USA and Sonora Mexico region. I have a passion for service work and have volunteered for many years. As an entrepreneur, I was able to create my own career doing what I love instead of waiting for a company to hire me and wishing to fit in," said Stephanie Bermudez.

She is deeply committed to making an impact and passionate about taking my experiences and continuing to shape binational business opportunities with Mexico and the United States. Startup Unidos is currently serving Santa Cruz, Cochise and Yuma counties. In the long term, Startup Unidos, will serve borderlanders across all USA-MEX shared borders to include CA, AZ, NM, TX. The grandparents of Ms. Bermudez had a significant influence on her. Her grandmother started a food truck, Ma Chepas, and home catering in Nogales and Rio Rico. Besides supporting the family micro catering business, her grandfather was an entrepreneur in the produce industry where he earned and established capital, as well as a wellknown transborder professional. She learned about business, community, philanthropy, but a foundation for family, finances, unconditional love, and so much more from them.

She provides one-on-one technical help to small businesses in three border counties, from startups to established businesses. As part of Startup Unidos, she continues to work with startups and aspiring youth across the Arizona-Sonora region, both sides, by developing and implementing entrepreneurial, workforce development, capacity building, and youth programs, including Waste.Binn, Emprende Amigo, and Borderoots.

"I can't imagine doing anything else. It is in my nature to serve others. My grandparents taught this to my father, who then passed it on to me. I receptively embraced it and nurtured my own interests and growth in this way. I am now a proud community monster. Although not all monsters are scary, they can describe me as destructive in a good way. I am not afraid to demolish outdated structures in order to prepare the ground for new ones. Community has always been at the core of my interests," says Bermudez.

# SCV35 Teacher Contributes to National Drone Curriculum Program

Rio Rico High School Agriscience teacher Richard McPherson has been invited to present at several national iCEV Career and Technical Education (CTE) conventions for education and industry leaders about drone education. iCEV is an online resource for CTE educators to help prepare students of all ages for industry certifications in several CTE programs.

Mr. McPherson teaches a class at Rio Rico High School on flying drones. In addition to teaching students, he has written lesson plans, papers, and journal articles on the subject, presented at workshops and contributed to iCEV's published curriculum. To date, he has instructed and certified 30 pilots in 15 states for their FAA Part 137 operations.

In 2022, Clayton Franklin, Chief Product Officer, iCEV contacted McPherson to present at several conferences across the U.S. His most recent presentation was in November and December for the National Association of Agricultural Educators and the Association of Career Technical Educators, both of which were held in Las Vegas, Nevada.

McPherson presented to teachers and administrators of CTE-Agriscience, Law Enforcement and Fire & Safety, Mining, TV & Film, Photography, Engineering, and Business programs on how to incorporate iCEV's new curriculum into their CTE programs.

"I want to help prepare today's students for careers that utilize drones. It is important for students to learn the basics of drones, how to fly drones, and prepare for commercial certification. iCEV is excited about the brand-new drone curriculum which includes drone theory, design, flight skills, and remote pilot preparation." Mr. McPherson is scheduled to present in Arizona, California, and Missouri in 2023.

#### Full list of presentation dates

Wednesday, July 27, 2022, for the Agriculture Teachers Association of Texas, Corpus Christi, TX.

Saturday, July 16, 2022, for the Arizona Agriculture Teachers Association, Tucson, AZ.

Thursday, January 26, 2023, for the ACTEAz/ ACOVA Midwinter Conference, Prescott, AZ

Monday, February 27, 2023, for the Educating for Careers Conference, Sacramento, CA

Monday, July 17, 2023, for the Arizona Agriculture Teachers Association, Tucson, AZ.



Tuesday, June 13, 2023, for the ACTE Region III conference, Springfield, MO

Wednesday- Friday, June 14-16, 2023 for the Missouri Department of Elementary & Secondary Education



February is typically known as heart health month, but did you know that it is also National Cancer Prevention Month. Research has shown that more than 40 percent of all cancers diagnosed and nearly half of all deaths from cancer can be attributed to preventable causes such as:

- Smoking
- Obesity
- Sedentary lifestyles and
- Too much sun

Healthy eating habits are very important. Incorporating more fruits and vegetables into your diet are essential.

Fruit and vegetables fight cancer in several different ways. They work by:

- a. Stopping cancer from developing in the first place by neutralizing free radicals
- b. Making our immune systems stronger to fight all kinds of disease
- c. Reducing inflammation in the body
- d. Mopping up abnormal cells so they can't find a place to attach and cause a tumor
- e. Causing the liver to release detoxifying enzymes to carry harmful particles out of our bodies
- f. Shrinking existing tumors
- g. Slowing the growth of tumors
- h. Slowing the growth of abnormal blood vessels that feed tumors
- i. Causing cancer cells to commit suicide (called "apoptosis") and die
- j. Increasing the action and effectiveness of chemotherapy

And so much more. Did you know that there are super foods that help prevent cancer? There are many resources available through the Arizona Department of Health Services Nutrition and Physical Activity page at https://www.azdhs.gov/prevention/nutrition-physical-activity/index.php

Physical activity is very important also to decrease body fat. Incorporating just 30 minutes of exercise daily is crucial to having a healthy lifestyle. There are several ways to incorporate exercise throughout your day such as:

- Parking further away when you go to the grocery store
- Doing housework or gardening
- Taking a break while at work and just stretch your legs, arms and body for just 10 minutes can help
- Playing with your children, pet or grandchildren can not just add some exercise but can also be fun

If you smoke and are thinking about quitting there is help. Contact Alexa Lopez, Tobacco Coordinator at Mariposa Community Health Services Department at 520 375–6050 or speak with your primary care provider for guidance. Mariposa also offers free nutrition consults for all their patients, you can schedule an appointment by calling 520 281–1550.

And of course, don't forget to wear sunblock. Even with our Arizona winter months, it's still important to wear sunblock if you plan to be outdoors for an extended period.





Border Eco extends its warm congratulations to Mayor Jorge Maldonado on his recent election victory. We are honored to work with such a distinguished leader and look forward to the positive impact he will have on the community. Mayor Maldonado brings a wealth of experience and knowledge to the table, and we are confident that he will be a great asset to the community. We are excited to collaborate with him and his office to help keep the community informed.

Mayor Jorge Maldonado is known for his active roles in the produce industry and the Nogales National Little League. He works closely with the county, state, federal and Mexican communities governments to build a strong alliance between the city and county. He has plans for a collaborative and transparent municipal government, and he supports small businesses and all city residents. He wants a cleaner Nogales, including clean streets, and he will work to turn on city lights throughout the city. He proposes CPR classes for everyone, and will publicize his schedule. He will strive to promote a close relationship between city leaders and constituents, and he thinks it's important to show the community what he does for them and where their money goes.

The role of the mayor in a city can be both challenging and rewarding. As the leader of the city, the mayor sets the vision and direction for the community. This can be a daunting task, as there are often many voices and opinions that need to be considered. However, it is also an incredibly rewarding experience to see a city come together and thrive under strong leadership. One of the most significant aspects of being a successful mayor is having a clear vision for the future of the city. This means understanding the challenges that the city faces and developing creative solutions to address them. It also requires working closely with other city leaders and stakeholders to ensure that everyone is on board with the plan.

Having a strong vision can be the difference between a city that stagnates and one that thrives. Being a mayor is not an easy job, but it can be extremely rewarding. It provides an opportunity to make a real difference in the lives of those who live in the community. It also comes with its share of challenges, but these can be overcome with strong leadership and a clear vision for the future.

Electing a mayor is an important responsibility for the future of your community. By establishing coalitions, securing political support, and championing public policy initiatives, the mayor is able to provide a new vision for the city. In other words, mayors are responsible for ensuring that cities are safer, more prosperous, and environmentally responsible.

It is the mayor's responsibility to represent and protect the interests of the citizens of a city by managing the government, providing basic services, and improving the well-being of its citizens. The position of mayor can be both challenging and rewarding. It offers valuable experience in dealing with a wide range of people while maintaining fiscal responsibility.





# <image><image><image><image><image>

# Sheriff's Round-Up

First month of the year is over and it was a great one! We had a special visitor Sheriff Tim Summer from Greenlee County who got a tour Of our beautiful county and shared operational information.

Officer Manager Aida Rodriguez retired after many years working at the Sheriff's Office. We wish great things for you Aida. Happy Retirement!

On the other hand, we want to congratulate Communications Officer Heath for completing our rigorous three-month training successfully. Communications Officers are a crucial part of our first responders' team. 911 Dispatchers are the calm voice in the dark, the heroes behind the scenes. The golden link that holds everything together. Also, special mention to Detective Bunting for receiving his 20 year of service Ring.

Thank you for your service Joe.

The Sheriff also attended the inauguration ceremony for the governor and other state elected officials.

Special thanks to all of our Sheriff's Office Employees and volunteers for all you do!

Stay safe out there,

Your Sheriff Hathaway











## A Message from the Santa Cruz County Attorney

#### February is Teen Dating Violence Awareness Month

1 in every 5 high school students report being physically and/or sexually abused by a dating partner – Journal of the American Medical Association.



You have the power!

Report



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