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4 National Gear Up Week!



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SANTA CRUZ COUNTY

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Creating Opportunities

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# Border Eco Updates

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## Border Eco Mission

Our goal is to continue reporting on the great people, organizations, and services in our community. We want to change the public's perception of our border town. Border Eco is focused on the positive people, organizations, and services within our community that make our border town unique. Santa Cruz County is a beautiful community with lots of history and cultural background.

We are grateful for the continued support.

We want to thank our customers for their support.

Our mission is to change the public's perception of our border town.

"It is never too late to bring in change, that you want to see around you. Let this year be the forefront for introducing new ideas and new concepts to make the world a better and safer place for all of us."

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# 2019 National Gear Up Week!

Mr. Alfredo I. Velásquez and the Santa Cruz County School Superintendent's Office would like to thank all who participated in the festivities during National Gear Up Week~ September 23-27, 2019. 8th grade Gear Up students engaged in college and career readiness activities, and pledged to "Believe in the Power of YET" and incorporate a Growth Mindset into their post-secondary plan. Gear Up, Gaining Early Awareness and Readiness for Under-graduate Programs, is a federally funded grant program in place since 1999. The Superintendent's Office was awarded the grant in October of 2018, and will continue supporting students until 2025.

The Santa Cruz County C-CREO Gear Up Program provides services centered around career exploration, academic preparation, building perseverance, and developing a post-secondary plan on all middle school campuses through the work of success coaches. A college and career Liaison at the C-CREO Hub and Arts Coordinator at the Imagination Center, both located in the Santa Cruz Center, are available to work with the community in conjunction with Gear Up and the Santa Cruz County Arts for Learning Initiative in partnership with Young Audiences.

**Thank you to our Partners Educational Communities**  
 NUSD #1: Wade Carpenter Middle School, Desert Shadows Middle School  
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**For more information about the C-CREO Gear Up Program, please contact Program Director Maya Donnelly at [mdonnelly@santacruzcountyaz.gov](mailto:mdonnelly@santacruzcountyaz.gov)**



Little Red School



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# Happy Thanksgiving



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Voter/Recorder Clerk

*The thankful receiver bears a plentiful harvest. -William Blake*

# Happy Thanksgiving

*As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them. - John F. Kennedy*



**Alfredo I. Velásquez**  
Santa Cruz County  
School Superintendent  
&  
Staff

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# Creating Opportunities

Santa Cruz Workforce hosted their 6th Annual Santa Cruz Job Fair and Community Expo at the Nogales High School Ray Molera Gymnasium on Friday, October 18th from 9:00 a.m.-2:00 p.m. Every year Santa Cruz Workforce hosts this annual event to help dislocated workers, and new career job seekers connect with local employers in Santa Cruz, Cochise, and Pima County. This year a total of 522 people participated in the job fair with more than 100 employers were in attendance. The job fair had a variety of vendors participate from healthcare, education, non-profit, government, retail, transportation, and manufacturing industries. "We were extremely happy with the outcome of this event. It is our goal to help connect job seekers to local employers. We want to help our members succeed in their career goals. The event is held during the month of October to help local employers find the workforce they need for their peak season. This was an opportunity for potential employees to meet with employers and learn a bit more about the local businesses in the area," said Maritza Cervantes, WIOA Director. According to the Department of Economic Security, approximately 2,124 people filed for jobless benefits during the month of September. Santa Cruz County's unemployment rate dropped from 12% to 10.6%.

Although, Santa Cruz County remains the second-highest county among Arizona with the highest unemployment rate. This continues to be a big challenge for our local government. The local government is responsible for bringing in new businesses to the area. Arizona@Work in Santa Cruz County works closely with local businesses and government organizations in Santa Cruz County to help meet their workforce needs. The Santa Cruz Workforce not only hosts this annual event but also provides an array of services to the community. For more information on how the Santa Cruz Workforce can help you please contact the office at their local office at: (520) 375-7670 or visit their site at: 610 N. Morley Avenue, Nogales, AZ.

*A Special thanks to:*

Santa Cruz County ARIZONA@WORK Staff  
Santa Cruz County Manager Jennifer St. John  
Santa Cruz County Finance Director Mauricio Chavez  
Santa Cruz County Board of Supervisors: Manny Ruiz, Bruce Bracker, and Rudy Molera  
Santa Cruz County Maintenance Department  
Nogales High School Administration & Staff

*And to all exhibitors who contributed with donations:*

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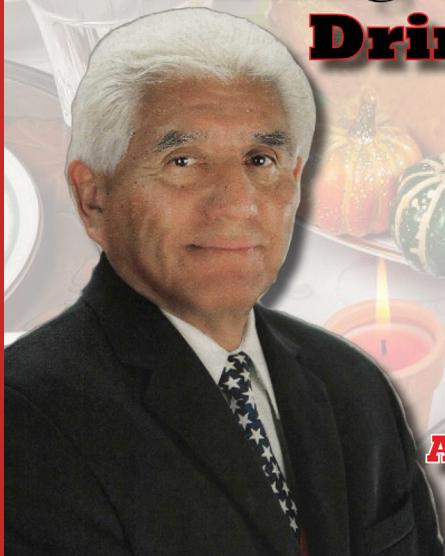
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# Happy Thanksgiving

Wishing everyone a safe holiday!

## Drinking & Driving

### Don't Mix!



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# Mayor's Corner

November marks the start of winter with short days, long dark nights and the heating firmly switched to "on". It also kicks off the holiday season. "Happy holidays" is a phrase you can use in the winter season, from late November to early January, to wish our neighbors and friends all the best for the many holiday occasions that occur during that time, such as Thanksgiving, Advent and Christmas, Hanukkah, the Winter Solstice, and the New Year. With this in mind, on behalf of the City Council and myself, we invite you and yours to the upcoming, Christmas Light/Holiday Parade, on Saturday, December 7, 2019. The parade is scheduled to start at 6:00 p.m. (sundown) at Morley Avenue & Grand Avenue. This year's theme is "We Need a Little Christmas." If you are interested in participating or have any questions, please contact Mayra Valencia at 520.287.6548. The deadline to participate is on Wednesday, December 4, 2019. I hope to see you and your entire family at the Annual Light Parade! Again, thank you for allowing me to serve as your mayor. My commitment is and continues to be one of transparency and accountability. It has been an honor and a privilege to serve you.

## Events and Happenings at City Hall

1. Everyone is invited to the Annual Christmas Light/Holiday Parade on Saturday, December 7, 2019. If you are interested in participating in the parade, please contact Mayra Valencia at 520.287.6548 or the Mayor's office at 520.287.6571. In order to participate you MUST register by filling out a parade entry form. Completed entry forms must be returned no later than 12 pm., Wednesday, December 4, 2019.
2. Attended the Domestic Abuse Vigil on October 7, 2019. Thank you to all the organizers of this very important event.
3. Attended the Inaugural Arizona Film Expo on October 15 in Tucson. It was an honor to present awards to film pioneers and interact with mayors and managers, economic developers and visit with professionals across the board to talk about business and tourism.
4. The Nogales Night Out was a great success thanks to all the Public Safety Officials and Staff. The evening was filled with public safety awareness, crime and fire prevention information. A big thank you to Circles of Peace for the feature film presentation and bike helmets. Without the generous donations from all the different entities, this event would not be possible.

5. Attended the POW/MIA Event at the Jesus Cordova Park at City Hall. A big thank you & salute to all the veterans who have served our county and MIA.
6. There are many street & sidewalk improvements that are presently being worked on to safeguard our citizens and visitors. Our goal continues to improve our services and customer service. If you have any concerns or questions about a specific street and/or project, please do not hesitate to give our office a call at 520.287.6571.



5. POW/MIA Event at the Jesus Cordova Park



4. The Nogales Night Out



4. The Nogales Night Out



3. Inaugural Arizona Film Expo



2. 2019 Domestic Violence Peace Walk & Vigil

# People that "echo" Nisa Talavera

This month's editorial for the people that "echo" in Santa Cruz County selected Nisa Talavera. Last month, she was one of the key players that helped to bring the Jessie Lewis Choose Love Enrichment Program to Santa Cruz County.

Nisa Talavera and Heidi Pottinger both founded the local non-profit organization CHARM (Child Health and Resilience Mastery). The mission of the non-profit is to empower children and families to strengthen their resilience in health-promoting ways.

CHARM has partnered with the Jesse Lewis Choose Love Enrichment Program. The "Choose Love" movement was introduced to the community by CHARM (Child Health and Resilience Mastery). The "Choose Love" global movement started after Scarlett's 6-year-old son Jesse was murdered at Sandy Hook Elementary. Scarlett Lewis is nationally recognized for her global movement teaching "Nurturing, Healing, Love" to help create safer schools and communities. This global movement is in all 50 states and in DC, as well as 80 plus countries worldwide. "We were excited to bring the Jesse Lewis Choose Love Enrichment Program to Arizona! It has been by far one of my most treasured accomplishments. We are now the Arizona Ambassadors for Choose Love and I could not be more thrilled about all of the progress we have made here in Santa Cruz County. As a resident, mother and business owner in Santa Cruz County, I'm so pleased to know that our community was able to receive this amazing gift," said Nisa Talavera Co-founder and Vice Chairman of CHARM.



This unique program was introduced to Superintendent Kathy Romero at Little Red School House. Ms. Romero immediately was on board with the program. She was a key factor in implementing the program across the entire school (K-8). Little Red School was the first pilot school in Arizona for the program.

Nisa, Heidi, and Kathy spent a lot of time presenting the program to county officials, Nogales Rotary Club, Lions Club, and the Mariposa Community Health Centers. "The old saying It takes a village to raise a child", nothing could be more accurate. Every child belongs to us as a community. The responsibility to help and teach our children to be resilient belongs to each of us," said Nisa. "Everyone has been amazed and excited about the program and have been looking for ways to implement it. The County Superintendent Alfredo Velasquez was one of our first stops. He has been instrumental in assisting us to spread the word with all the county educators. We were invited to and spoke at the monthly SI meeting hosted at the county building. From that meeting, we have received several requests from other schools to come and present specifically to their own district teachers. The response has been amazing! I truly believe this is a gift for our community. The Choose Love Enrichment Program is a comprehensive, NO COST, program that we all can learn and benefit from. It is like no other that I have seen before. Our goal is to hopefully have EACH and EVERY school in Santa Cruz County CHOOSING LOVE," said Nisa.



About 5 years ago, Nisa Talavera and her daughters moved to Nogales, so she could be close to her parents who were battling cancer. After her parents passed away, she made the decision to take over her parent's business the Hacienda Corona B&B. It is a thriving bed & breakfast and event venue inside the Guevavi Ranch. Nisa Talavera found a place of peace and happiness for herself and children that they share with the community.

"It has not always been easy, and it still presents its challenges each day, but it is by far one the most rewarding decisions I've ever made. I'm working harder now in my life than I ever have before, but it's worth it when it is yours.

I have love in my life and a wonderful support system around here," said Nisa Talavera.

"I am deeply grateful to our community for their overwhelming support. I've never experienced anything like it before. A special thank you to Alfredo Velasquez Santa Cruz County Superintendent and his office for their unwavering support. I would also like to thank Kathy Romero Superintendent and everyone at Little Red School. The teachers work tirelessly to create a loving and safe place where children can thrive and learn. Thank you to my beautiful family, Mina, Rayne, and Jeffrey for always showing love. Thank you, Heidi Pottinger, for being my partner in crime.



# Making Tough Decisions

*With more than 50 years of law enforcement experience, Sheriff Tony Estrada knows first hand that Nogales, Arizona is one of the most secure areas along the Mexican border. "The crime rate along our border town is extremely low, people are safe walking our streets at night, we take great pride in knowing our community is a safe place for our citizens," said Estrada.*

*On January 1, 1993, Sheriff Tony Estrada was first sworn into office. He was born in Nogales, Sonora Mexico before his family immigrated to Nogales, Arizona when he was just an infant. He comes from a family of humble beginnings who always encouraged him to work hard. Estrada first started his career in law enforcement working as a dispatcher for the Nogales Police Department. He worked his way through the ranks before he retired as a captain for the department in 1991.*

*Sheriff Tony Estrada is currently serving his seventh-consecutive term as sheriff in Santa Cruz County. At the age of 76-years-old, Sheriff Tony Estrada is debating now whether or not he should retire.*



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*"I have a difficult decision to make this new election season. My family feels I have done and accomplished enough that they feel it might be time for me to retire. I feel extremely healthy and capable to continue in this role but the decision, if I should retire, will be dependent on my family, friends, and work-family. Family comes first they have always supported me and they will support whatever decision I make but I also have to think about them," said Sheriff Estrada.*

*According to the County Elections Office, five candidates have filed official paperwork to run for Santa Cruz County sheriff in 2020. "I am aware of the candidates running for this office have started early in their election campaign. It looks like it will be an extremely competitive race. One of the things that are unfortunate about politics and campaigning is it brings out the worst out of some people. People that you consider friends or acquaintances turn their back on you, and then you have those that are nasty or vicious.*



*It is harmful and hurtful to the family because they never want to hear anything negative about your husband, your father or grandfather so having gone through 7 administrations they have been more than supportive but also the support of the community," stated Estrada.*

*"Since I took office the Santa Cruz County Sheriff's Office has grown into an exceptional law enforcement agency in Southern Arizona. As sheriff, I have tailored law enforcement and policies to meet the needs of our county. It is important for our residents to feel safe and I have an obligation to ensure their public safety," said Estrada.*

*"I am humbled by the opportunity to serve my constituents. I am thankful for having the opportunity to work with such a great team of law enforcement people. They are key to many of my successes, they have worked by my side for years, we are a family. I would have never dreamed that someone with my background would have the opportunity to serve such an office," said Sheriff Tony Estrada.*



# Breaking the Silence

According to the National Coalition Against Domestic Violence (2019), “On average, nearly 20 people per minute are physically abused by an intimate partner in the United States. During one year, this equates to more than 10 million women and men.” Research studies reveal that children who witness domestic violence are more likely to be affected by violence as adults – either as victims or perpetrators,” (WHO, 2012). On Monday, October 7th at 5:30 p.m. at the Santa Cruz County Complex the office of the Santa Cruz County Attorney’s Office held their 8th Annual Domestic Violence Official Proclamation Peace Walk & Candlelight Vigil in memory of victims of domestic violence who lost their lives and to honor survivors. The goal is to bring community awareness. The event was well attended by several community leaders and community members. The event opened with a warm welcome by Celeste Rodriguez, SC County Attorney’s Office-Master of Ceremony. Her welcome remarks gave a summary of the activities taking place during the first month of October highlighting Domestic Violence Awareness Month (DVAM). DVAM evolved from the “Day of Unity,” which was held in October 1981. It was then conceived by the National Coalition Against Domestic Violence. The first Domestic Violence Awareness Month was observed in October 1987. Alexa Colosio an NHS Senior Student addressed the audience with the meaning of the purple ribbon, which is mainly used during the month of October. Celeste Rodriguez explained to the audience the significance of the Clothesline Project. Painted t-shirts from survivors of domestic violence are displayed in the entrance of the ceiling inside the Santa Cruz County Complex during the entire month of October to promote domestic violence awareness.

“This is a project carried out nationally across the United States and also in other countries. The Clothesline Project is physical evidence that domestic violence exists in our community. The Santa Cruz County Attorney’s Office joined this important project in 2012,” said Celeste Rodriguez.

The event then followed with an opening statement on Breaking the Silence by George Silva, the Santa Cruz County Attorney with a reminder to attendees of the importance of reporting domestic violence. “It is important for all of us to advocate and speak up against domestic violence. We all need to be a voice for the victims and survivors of domestic violence,” said County Attorney, George Silva. Marcos Romero from KNOG Radio Manantial 91.7 F.M followed with a brief prayer and asked the audience for a minute of silence in memory of the victims. Each of the guest speakers had an opportunity to address the public on the issue of domestic violence reminding attendees it is not only a family problem but a community problem. Attendees listened to an inspirational song by Pres. Jose Manuel y Tere Covarrubias. Instructions for the Candlelight Vigil and Peace Walk were provided by Chips Dolores, Victim Advocate thanking the audience for their continued support and participation.

“This is our 7th year hosting the peace walk and candlelight vigil. Every year we have more people participating, regardless of age, sex, profession, socioeconomic status, and religion. I am deeply moved by the community response to advocate against abuse. There is no excuse for abuse,” said Chip Dolores, Victim Advocate.

The Official Proclamation was done by Manny Ruiz, Vice-Chairman Board of Supervisors in English, while Nidia Solorzano, Victim Advocate did the proclamation in Spanish. It followed with the ribbon-cutting inauguration of domestic violence awareness month by Francisco y Cristina Carrizoza with a memorial balloon release initiating the Candlelight Vigil and Peace Walkthrough Congress Drive, Grand Ave, and Mariposa road.

“On behalf of the Office of the County Attorney, I would like to thank all the people in our community who attended the event specifically the survivors and relatives of the victims of domestic violence. We are grateful to our local law enforcement authorities for their unconditional support. I also want to recognize our local non-profit organizations, faith-based organizations, NHS Dance Team, and the media,” said Nidia Solorzano Victim Advocate.

“A special thanks to the Nogales Police Department as they put in place safety measures to help protect our participants during the march. We also want to thank ADOT and Detective Heriberto Zuniga of SCCAO for granting us the permit for the event as without their support the walk would not be possible. They all do a phenomenal job. I have been coordinating this event since 2013. I am deeply grateful to the county attorney for allowing me this opportunity,” said Nidia Solorzano.



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# Happy Thanksgiving



The Santa Cruz County Attorney reminds you to stay safe this holiday season

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