

⇒ HIGHER EDUCATION: A COLLEGE LOCKOUT? ⇐

OCTOBER 2002 • \$3.99

Hispanic Business

Rudolfo Anaya

100 MOST INFLUENTIAL HISPANICS

ALSO:
AGRICULTURE'S
TOUGH ROW
TO HSE

FINANCE:
COMPARING
LENDING
PARTNERS

WASHINGTON
INSIDER:
HANDICAPPING
THE NOVEMBER
ELECTIONS

America Online Keyword:
Hispanic Business

\$3.99 US / \$5.50 CANADA

Golf Legend
Nancy Lopez

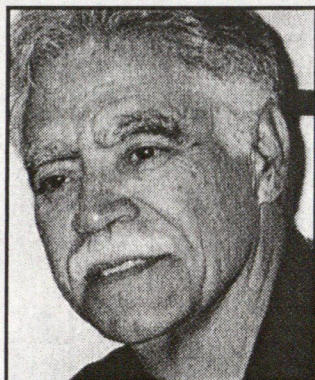


HispanicBusiness.com

Rio Grande Fall

Rudolfo Anaya

Author/Professor Emeritus
University of New Mexico

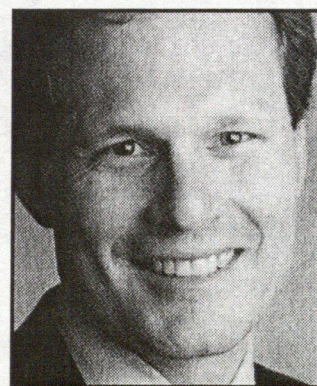


Critics and followers refer to Mr. Anaya, who received the National Medal of Arts in from President Bush in 2001, as the dean of Chicano literature. Mr. Anaya's other awards include Premio Quinto Sol National Chicano Literary Award for his first novel *Bless Me, Ultima* and the PEN Center West Award for his novel *Albuquerque*.

of Representatives. He also s
assistant director of the Natio
at the Office of Management

Ruben Barrales

Director of Intergovernmen
White House

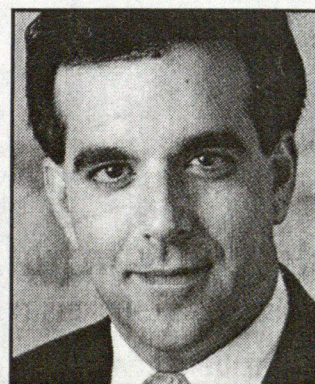


Mr
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was CEO of Joint Venture: S
a regional civic organization.

Hector Barreto

Administrator
Small Business Administra



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becoming SBA Administrator
an insurance agency and ser
the U.S. Hispanic Chamber o

Juan Carlos Ber

Special Counsel, Immigrat
Employment Practices
Justice Department

Mr. Benitez is the highest-rat
presidential appointee at the
Previously, he was an attorn

SOCIAL AGENDA

What should be the top priority of a national Hispanic agenda?

Boosting education	60%
Economic development	19%
Access to capital	2%
Battling crime & drugs	0%
Access to technology	0%
Other	9%
DND	10%

Which group can do the best job of further empowering the U.S. Hispanic community?

Educators	30%
Corporate America	21%
Small businesses	16%
Community activists	7%
Politicians	5%
Other	14%
DND	7%

DND = Did not disclose.

ON THE WEB:

For more Social Agenda

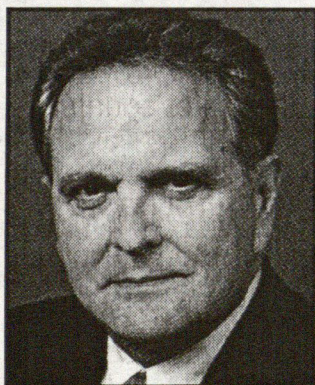
Tony Armendariz

Member
Federal Labor Relations Authority

Mr. Armendariz was nominated by President George W. Bush and confirmed by the Senate for a term expiring in 2005. Mr. Armendariz had previously served on the Federal Labor Relations Authority from 1989 to 1997. Before joining the agency, he worked as general counsel of the University System of South Texas.

Ricardo Artigas

CEO
GE Energy Services



Mr. Artigas has led General Electric's Energy Services business through unprecedented growth. His strategy plan has resulted in 30 acquisitions and the creation of three successful new businesses, contributing more than \$1.4 billion

in revenue. Previously, Mr. Artigas was CEO of GE Power Controls (headquartered in Europe) and also a member of GE's European Management Board.

Dionel M. Aviles

Assistant Secretary for Financial Management

NOVEMBER

TITLE:
RIO GRANDE FALL

AUTHOR:
Rudolfo Anaya

ISBN:
0-446-60486-0

PRICE:
\$6.99
(In Canada: \$8.99)

CATEGORY:
Mystery
(CPDA/IPDA #10)

**PUBLISHING
BACKGROUND:**
Warner hardcover

PAGES:
352

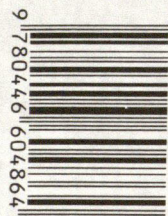
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48

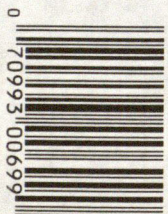
AUTHOR'S HOME:
Albuquerque, NM

SETTING:
Albuquerque, NM

RIGHTS:
COBE



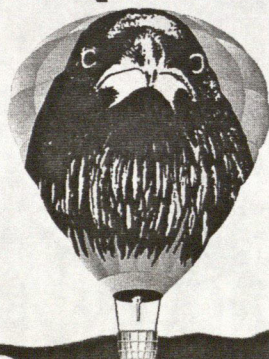
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A MYSTERY NOVEL BY THE BESTSELLING AUTHOR OF BLESS ME, ULTIMA

**RUDOLFO
ANAYA**



RIO GRANDE FALL

"High-flying mystery...a refreshing piece of literary work."
—San Antonio Express-News

While Sonny Baca and friends are enjoying Albuquerque's famed hot air balloon festival, a woman plummets from the sky. Four black feathers surround her body—the calling card of Sonny's nemesis from *Zia Summer*, Raven. Raven possesses powers no mortal can match; and Sonny knows that he is the only one who can defeat him. Drawing on his own guardians, and with the help of a *curandera*, Sonny risks his life for his city—and the survival of the one he loves the most.

"A fascinating hybrid of detective story, adventure yarn, and shamanistic magic."

—Kirkus Reviews

"Colorful visuals, sensuous descriptions, and the mythic clash of good and evil result in a thrilling adventure."

—Library Journal

**ALSO AVAILABLE
FROM RUDOLFO
ANAYA:**

Bless Me, Ultima
0-446-60025-3/\$5.99
(In Canada: \$6.99)

Bendíceme, Ultima
(Spanish translation
of *Bless Me, Ultima*
by Alicia Smithers)
0-446-60177-2/\$5.99
(In Canada: \$6.99)

The Anaya Reader
Trade paperback
0-446-67077-4/\$11.99
(In Canada: \$14.99)

Albuquerque
0-446-36544-0/\$5.99
(In Canada: \$6.99)

Jalamanta
Trade paperback
0-446-67273-4 \$12.99
(In Canada: \$16.25)

Zia Summer
0-446-60316-3/\$6.50
(In Canada: \$7.99)

KEYNOTE:

Sonny Baca returns in the sequel to the acclaimed *Zia Summer*, by the award-winning author of *Bless Me, Ultima*.

SALES POINTS:

- *Zia Summer*, Anaya's first novel featuring New Mexican investigator Sonny Baca, has nearly 73,000 hardcover and paperback copies in print.
- Anaya's bestselling Chicano classic, *Bless Me, Ultima*, sold over 350,000 copies for TQS (1972) and has 290,000 copies in Warner print combined.
- Rudolfo Anaya's other books for Warner include *Jalamanta* (1996), *The Anaya Reader* (1995), *Albuquerque* (1994) and *Bendíceme, Ultima* (1994).
- Anaya is professor emeritus at University of New Mexico, and is the winner of the Premio Quinto Sol National Chicano literary award and the PEN Center West Award for Fiction.
- RIO GRANDE FALL will feature a teaser chapter from Anaya's next hardcover, *Shaman Winter*.