August 18, 2022 | www.valcomnews.com

East Sacramento News

— BRINGING YOU COMMUNITY NEWS FOR 30 YEARS —

Vintage rock poster sale to be held until Sept. 1

pg 4



Vintage rock posters, such as the ones shown above, will be available through the nearly month-long sale.



Western Service Workers Association celebrates 49th anniversary in Sacramento region

By Lance Armstrong

Western Service Workers Association (WSWA) Sacramento, on July 29, celebrated their 49th year in the Sacramento region, including East Sacramento.

This all-volunteer, unincorporated, private, grassroots, membership organization focuses on assisting low-income service and domestic workers and their families.

In adhering to their motto, "In Unity There is Strength," WSWA Sacramento invites professionals, business owners, clergy and students to assist people who are struggling through a free-of-charge, self-help, 11-point benefit program for low-income workers.

That program, which aims to turn around poverty conditions, is made possible through much support throughout local communities.

Features of the 11-point benefit program include emergency food and clothing services, preventative medical care, non-emergency dental care, and legal advice.

Elena Sanchez, a full-time volunteer organizer and the operations manager for WSWA Sacramento, praised East Sacramento's support of this organization's efforts.

"We have a strong base of support in East Sacramento," she said. "That's very significant, because our organizing expands throughout the region, and we couldn't do it without that support."

In celebrating the longevity of WSWA Sacramento, Sanchez spoke about the people who established this organization.



Photos by Lance Armstrong
Elena Sanchez, a full-time volunteer organizer and the operations manager for Western Service Workers Association Sacramento, speaks at the event.

"Our organization was founded by chore workers – that's what they were called back then – domestic workers, and since day one, no other interest, save the workers themselves, is served by WSWA," she said. "So, it (was) founded by and for the lowest-paid workers in (the region), starting with domestic workers."

Sanchez stressed that it is the independence of WSWA Sacramento that allows this organization to achieve its many goals to assist low-income, working members.

"No government funding at all whatsoever, and then no funding with strings attached," she said. "From 1973, it has always been by and for low-income, working people.

"We say that when there is a wrong committed, there's a group of people being wronged and no one knows better than they do what a solution looks like, because they're suffering from a lack of solution. So, we want the guiding star, so to speak, to always be those most affected by the problems."

Derek Bruner, administrative assistant of WSWA Sacramento, told this paper that the 49th anniversary of this organization stands as a testament of this organization's strength and resiliency.



Orlando Fuentes, a member of the League of United Latin American Citizens, enjoys a moment at the July 29 celebration with Elena Sanchez, of WSWA Sacramento.

"We've been around since 1973, and we haven't closed our doors a single time, especially throughout the entire pandemic," he said.

Sanchez mentioned that this organization continues strong through a very challenging time in its history.

"In a very difficult time in our country, we can still come together with people from all different backgrounds to celebrate both the victories, but also to get all pumped for the work ahead," she said.

Sanchez added that it is important to WSWA Sacramento to support the United Nations' 2030 Agenda for Sustainable Development, which promotes peace, sustainable development, and efforts to eradicate poverty, including extreme poverty.

"We advocate for them, we endorse them, we promote them," she said.

In a show of appreciation to its many supporters, WSWA Sacramento held an anniversary dinner celebration with an evening of entertainment and messages of gratitude for the longstanding efforts of those who have strived to continue and expand this organization's success.

Among the entertainers at this July 29 event were DJ Sabor Latino, keyboardist Kevin Sumner, vocalist Ingrid Tejada, and the Brazilian Center for Cultural Exchange of Sacramento. Flavio Soria served as the celebration's

See SERVICE on Page 3

JOHN F. KENNEDY
CLASS OF 1972 50TH REUNION
Please join your fellow Mighty Cougars of JFK High School for a 50 year reunion, Class of 1972
THE DATE!!!
Saturday, September 10, 2022.
Seasons 52, Arden Fair
6 - 10 P.M.
Find us on our Facebook page
https://www.facebook.com/groups/880451362694269
Visit Classmates.com
for more information
R.S.V.P. at https://www.jfkclassof72.com

EAST SACRAMENTO NEWS
WWW.VALCOMNEWS.COM

E-mail stories & photos to: editor@valcomnews.com
Editorial questions: (916) 267-8992

East Sacramento News is published on the first and third Thursday of the month in the area bounded by Business 80 on the west, the American River on the north and east and Highway 50 on the south.

Publisher ..... Bonnie Rodriguez
Editor ..... Monica Stark
Graphic Designer ..... Liang Ly
Advertising Director ..... Jim O'Donnell
Advertising Executives: ..... Melissa Andrews, Linda Pohl

Copyright 2022 by Valley Community Newspapers Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited.

Vol. 31 • No. 16

1109 Markham Way
Sacramento,
CA 95818
t: (916) 429-9901
f: (916) 429-9906

Cover by: Photos by Lance Armstrong

Service

Continued from Page 2

master of ceremonies.

While standing on the event's stage at Midtown Church, at 19th and W streets, Sanchez shared some details about the Western Service Workers Association Sacramento.

"Our membership is now over 41,000," she said. "Our office central is located just south of Oak Park, in a building acquired for the benefit of our membership, along with an acre of property that gives us more room to grow, and we are growing.

"Since 1974, we have maintained a field office in Del Paso Heights, the Workers Community Service Center."

Sanchez added that in 1977, the organization's Workers Benefit Council recognized that there was a dire need for affordable quality health care services for domestic workers and low-paid worker families.

"(As a result), volunteer doctors and other medical professionals formed (the) Coalition of Concerned Medical Professionals, or CCMP, as an all-volunteer association to demand the right of low-paid workers to (gain) access to comprehensive medical care," she said.

Sanchez commended CCMP for aiding her organization's members "through thick and thin" during the COVID-19 pandemic.

Orlando Fuentes attended the celebration as a member of the League of United Latin American Citizens (LULAC), the largest and oldest Hispanic membership organization in the United States.



League of United Latin American Citizens members Orlando Fuentes, furthest left, and Bernie Buenrostro, are pictured at the event with Elena Sanchez, second from left, and a woman holding a child.



An all-female dance group performs at the anniversary celebration at Midtown Church on July 29.



A dance performer, right, dances with one of the event's attendees.



Brazilian Center for Cultural Exchange of Sacramento entertainers perform at the event.



Keyboardist Kevin Sumner performs at the event.



Vocalist Ingrid Tejada sings a popular Hispanic song at the July 29 gathering at Midtown Church.

Fuentes explained why he is drawn to the efforts of Western Service Workers Association Sacramento.

"Western Service Workers serves the poor and the poorest of the poor, especially those that fall between the cracks," he said. "I really admire the work they do. It's grassroots people. Nobody gets paid, it's a volunteer organization, and they accomplish great things."

Bernie Buenrostro, who is also a LULAC member, spoke about his organization's support of WSWA Sacramento.

"We have supported them for many years – maybe as many as 10," he said. "We collect clothing and provide clothing to their organization. They help the working poor. We're in favor of that. We like to help in any way we can."

Dave Roland, a strategic planner with the Sacramento Municipal Utility District, told this paper that attending the July 29 event gave him a greater love for the community and WSWA Sacramento.

"Beautiful humanity on parade," he said. "Because of the whole-heartedness and warmth of the event, I was truly moved to engage and support the workers association as they unite, work and pull each other up by their own bootstraps. I've been volunteering (for WSWA Sacramento) since 2019 and it's been a very good thing in my life."

"They may be small, but they are mighty."

For additional information about the Western Service Workers Association, call (916) 456-1771 or visit the website, www.WSWASacto.org.



Vintage rock poster sale to be held until Sept. 1

Concert posters feature colorful artwork, classic bands of the '60s

By Lance Armstrong

A vintage rock poster sale is now being held at the WAL Public Market, at 1104 R St."

The sale will continue daily through Sept. 1, from noon to 5 p.m.

Presented by MediumRare Records & Collectibles, which is located at the same address in Suite #140, this sale will provide attendees with the opportunity to purchase authentic concert posters from the 1960s.

These posters, which on average measure 14 inches by 20 inches, were created for San Francisco Bay Area concerts that featured bands such as the Grateful Dead, Jefferson Airplane, Pink Floyd, The Doors, Van Morrison, Quicksilver Messenger Service, and Big Brother and the Holding Company, the latter of which featured the legendary vocalist Janis Joplin.

Land Park resident Marty De Anda, owner and manager of MediumRare Records & Collectibles, told this paper last week that the upcoming sale will feature classic rock posters at below average prices for such collectibles.

"Our intent is to share some really cool, vintage, rock 'n' roll posters and have people have a great time, and also make (the posters) very affordable," said Marty, who grew up in West Sacramento. "This is not a collectors' exhibition. This is a place for that guy or gal who really want to decorate their 'she shed' or 'man cave' to be able to buy an actual piece of history at a very reasonable price."

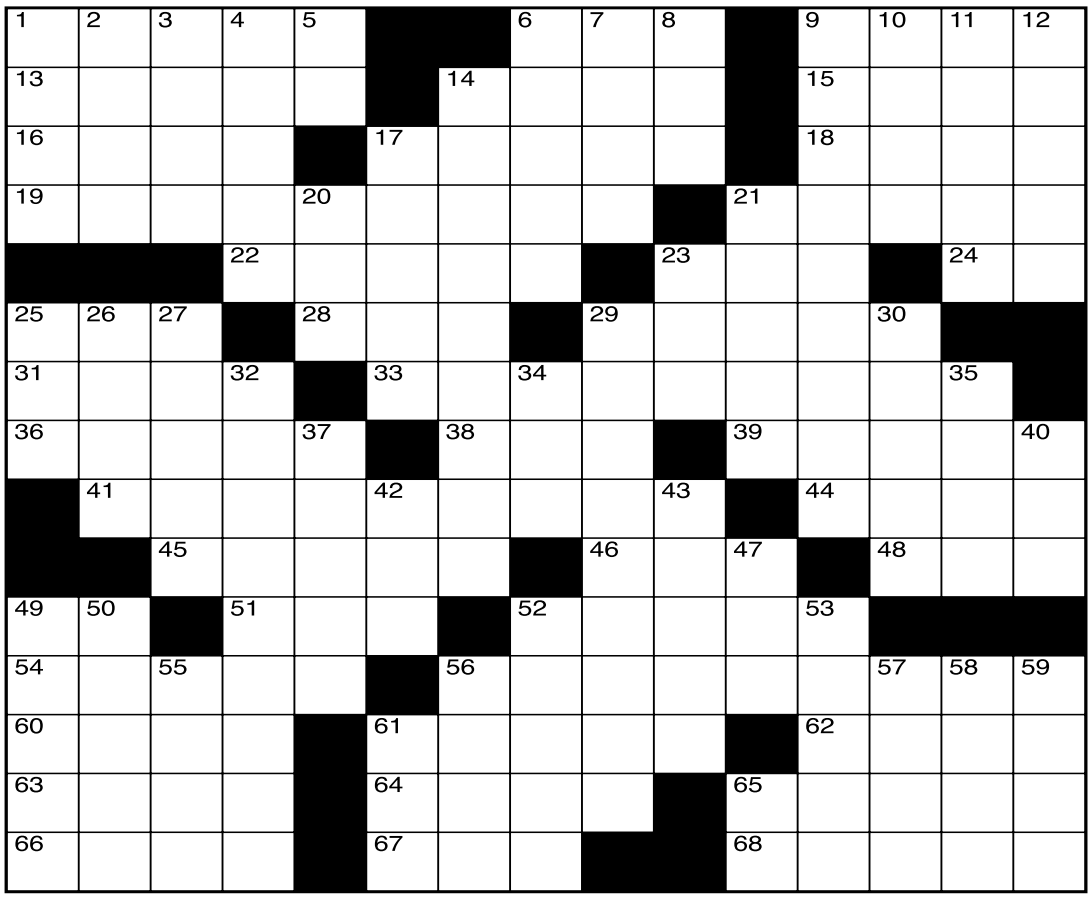
The sale will feature about 50 to 75 concert posters, most of which advertised for San Francisco shows held at concert promoter Bill Graham's Fillmore Auditorium, and concert promoter Chet Helm's Avalon Ballroom.

Also included in the sale will be Jackie Greene Fillmore Auditorium posters, and vintage Tower Records calendar posters from the mid-1970s through the early 2000s.

The sale will additionally have

See POSTER on Page 5

CROSSWORD



CLUES ACROSS
1. Influential Swedish, Belgian clan
6. Swiss river
9. Nocturnal S. American rodent
13. Like coagulated milk
14. Lima is its capital
15. Lying down
16. Jai __, sport
17. Egyptian statesman
18. Napoleon Dynamite's uncle
19. Renovated
21. Chadic language
22. 18-year period
23. Beverage container
24. Natural logarithm
25. The "mecca" of basketball
28. A way to darken
29. Mackerels
31. Actor Pitt
33. Places to buy seafood
36. True firs
38. Neither
39. Fencing sword
41. Italian pastas
44. Island nation close to the U.S.
45. Begets
46. Resembles a pouch
48. __ student, learns healing
49. Sodium
51. Indicates position
52. The world has one
54. Partner to pains
56. Photographer
60. Chew the fat
61. Culture of the British Iron Age
62. Weaverbird
63. Advice or counsel
64. Asian nation
65. Brought on board
66. German river
67. Airborne (abbr.)
68. Leaf-footed bug genus

CLUES DOWN
1. Mark left behind
2. Cry weakly
3. Ancient region in modern Syria
4. Farewell
5. Blue grass state
6. Genus of mosquitoes
7. S. Israeli city
8. You can get stuck in one
9. One who mistrusts others unjustifiably
10. First month of ancient Hebrew calendar
11. Tigers legend Fielder
12. Make more attractive
14. Horses
17. Slight projection in typefaces
20. Male parent
21. Jack and Jill are two
23. After B
25. Licensed for Wall Street
26. Missile with about 600-mile range
27. Goddesses
29. A day kids love
30. Oily secretion
32. One-tenth of a meter
34. A father's male child
35. One point east of southeast
37. Silk garments
40. Cool!
42. The color of anger
43. Trade profession
47. It can get you around
49. Mother-of-pearl
50. Hurt
52. Legendary slugger Hank
53. Polio vaccine developer
55. Incline from vertical
56. Sea creature
57. Actress Kate
58. Affirmative votes
59. Nothing
61. Pie _ __ mode
65. Expresses surprise

Poster

Continued from Page 4

about 100 original, concert handbills, which are small-sized versions of the 1960s concert posters.

Marty spoke about those handbills.

"They're really neat gift items, because they're inexpensive compared to the posters," he said.

The discounted prices for the posters and handbills were set by MediumRare Records & Collectibles after they were appraised by an expert in the field.

Although the artists who created the 1960s concert posters and handbills are much lesser known than the musical artists they featured on those works, they are nonetheless legendary among vintage, rock concert poster collectors.

Among those artists of these often colorful and decorative posters and handbills are Stanley Mouse, Alton Kelley, Rick Griffin, Wes Wilson, Victor Moscoso and Lee Conklin.

Marty mentioned that the historic, R Street structure where the sale will be held has an ideal ambience for presenting these vintage rock posters that celebrate art, culture and music. The building was renovated and reopened in April 2015, and MediumRare Records & Collectibles was the first tenant to sign on to the project.

"This building and this mall was (re)created to have sort of a New Yorky, kind of Soho kind of a feel, and to have interesting businesses with quality products that sort of intertwine (with the) same vibe," he said. "The building houses four floors of subsidized artists in order to keep artists housed and living in Sacramento. It's really an artistic building all the way through."

Adding to the ambience of the event will be a small, light show and the playing of rock music recordings by various artists, including some of the bands featured on the concert posters and handbills.

During the opening night event, MediumRare Records & Collectibles will be open to the public.

Marty explained what people will be able to see and purchase in his store.

"We are Sacramento's top-rated record store and we specialize in having the highest quality of products in the (Sacramento) Valley," he said. "Our top specialty is our classic rock, jazz, blues, country and soul. Everybody that works at (the store) is an expert in some genre.



Photos by Lance Armstrong

Left to right, R.J. Hill, assistant manager of MediumRare Records & Collectibles, Marty De Anda, the store's owner and manager, and Mark De Anda, a volunteer at the store, celebrate this business's upcoming vintage poster sale.

"We have a lot of cute displays with a lot of rare artifacts in there. We have a whole wall of autographed records."

Marty, a lifelong record collector who is locally recognized as an expert on The Beatles, added that the store is the realization of his childhood dream.

"This is my retirement," Marty said. "I've been wanting to do this since I was 12, and so I designed this store so-to-speak in my own image. It's actually the bedroom I never had as a child.

"We're called MediumRare for a reason, in that we have a lot of rare things, but we also have high-quality, average, common things, as well."

Prior to opening his R Street business, Marty spent 25 years working as a corporate executive in the insurance field, and established Dig Music, a record label and artist management company, in 2000. He discovered local musician Jackie Greene and managed him from 2000 to 2013.

Assisting Marty with the store are R.J. Hill, assistant manager and a 2013 graduate of Mira Loma High School, and Marty's brother, Mark De Anda, a volunteer.

For additional information about MediumRare Records & Collectibles and its upcoming vintage rock poster sale, call (916) 442-5344 or visit the website, www.DigMusic.com.



R.J. Hill, assistant manager of MediumRare Records & Collectibles, holds a rock poster at this store, which will hold a vintage rock poster sale, beginning on Aug. 5.

Puzzle Solutions

S	P	A	A	K			A	A	R		P	A	C	A
C	U	R	D	Y		P	E	R	U		A	B	E	D
A	L	A	I		S	A	D	A	T		R	I	C	O
R	E	M	O	D	E	L	E	D		P	A	B	I	R
			S	A	R	O	S		C	A	N		L	N
M	S	G		D	I	M		C	E	R	O	S		
B	R	A	D		F	I	S	H	E	R	I	E	S	
A	B	I	E	S		N	O	R		S	A	B	E	R
	M	A	C	A	R	O	N	I	S		C	U	B	A
		S	I	R	E	S		S	A	C		M	E	D
N	A		M	I	D		A	T	L	A	S			
A	C	H	E	S		C	A	M	E	R	A	M	A	N
C	H	A	T		A	R	R	A	S		B	A	Y	A
R	E	D	E		L	A	O	S		H	I	R	E	D
E	D	E	R		A	B	N			A	N	A	S	A

YOUR HOME IMPROVEMENT GUIDE

Call a sales representative today for great advertising rates: 916.429.9901

ADDITION SPECIALIST

LYTLE CONSTRUCTION INC.
Remodeling and Design
LIC# 480492

Award-Winning Design/Build Firm
Serving Sacramento for more than 25 years

- Additions
- Kitchens
- Bathrooms
- Custom Cabinetry

FREE Consultation
916-422-6639

Certified Kitchen & Bath Remodeler

www.lytleconstruction.com

CLEANING

Prime Quality Maintenance

- **GUTTER CLEANING**
- **Window Cleaning** (inside/out/screens washed)
- **Pressure Washing** (all surface areas)
- **Junk Removal/Hauling**
- **Landscape Maintenance**

Free Estimates
Licensed & Insured

CSL# 996271

Call or Text Jesse: 916 417-4231



ELECTRICAL CONTRACTOR

CAPITOL ELECTRIC
Reasonable Residential & Commercial Work since 1960
Repairs, Trouble Shooting
Custom Lighting/FREE Est.
Excellent ref from Angie's List
(916) 451-2300
Cell: 213-3740
Neil McIntire — C.S.L.# 394307

HANDYMAN

Summer Yard Clean-up Specials!

- HAULING & YARD CLEAN-UP
- RAIN GUTTER CLEANING
- CONCRETE REMOVAL
- HEDGE TRIMMING /SHRUB REMOVAL
- PRESSURE WASHING

Call LESTER
(916) 838-1247
Lic#128758/Ref

Pressure wash your driveways clean! Your decks, too!
Clean out your garage! Replace that old lawn!
Hard work—not a problem!



SPECIALS FOR SENIORS/*SERVING THE AREA FOR OVER 20 YRS*

HANDYMAN

FREEDOM HANDYMAN SERVICE
I specialize in all areas of home improvement !
Quality work the first time, guaranteed!
Co2 & Smoke Alarms - Light Bulb Replacement - Door Bells
Grab Bar Instalations - Security Doors - Sprinkler Repair & New Valves
Carpentry Electrical - Plumbing - Sheetrock - Ceiling Fan Installation
Fix leaks of all types
Accepts All Major Credit Cards "Senior Discount"
NO JOB TOO SMALL! **Call Eric (916) 470-3488**

PAINTING

COOK PAINTING
Full Service Company – Start to Finish

CSL# 432951



In business since 1982

- Custom Painting
- Super clean, neat & fast
- Interior/Exterior
- Cabinets

Specializing in custom trim & moulding!
Color Consultants
FREE ESTIMATES

As seen on yelp

(916) 591-5056



PAINTING

GARY'S PAINTING

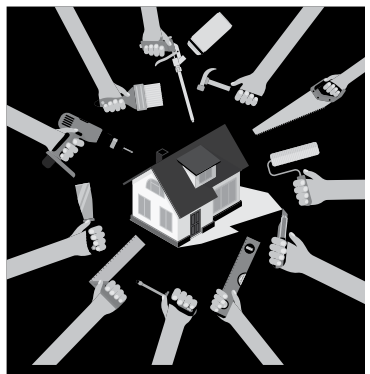
- Warranty
- Senior & VET Discounts
- Professional & Reliable
- Interior & Exterior Painting
- Using only Kelly-Moore Paint!

FREE Estimates!

McClatchy '67

(916) 725-8781

CSL #734323



YOUR SERVICES ARE NEEDED!

4 papers, 1 low price!

(916) 429-9901
and reserve your space in this section, today!



Advertise
your company ONLINE, today!
Call 916-429-9901 for more information.





YOUR HOME IMPROVEMENT GUIDE

Call a sales representative today for great advertising rates: 916.429.9901

PEST SERVICES



Creature Catchers Wildlife Management

"If it walks, crawls, slithers or flies, we'll remove it"

Humane and non-toxic solutions for both animals & man

Live Trapping • Humane Removal • Dead Animal Location/Removal
Exclusion Work • Repair
Bats • Snakes • Rats/Mice • Squirrels • Raccoon • Skunk • Opossum • Birds

CreatureCatchers.org | 530-885-PEST(7378)

California State Trapping License #7781 - Insured by Markel

PEST/TERMITE SERVICES



Protect Your Investment

Initial Start-Up ~~$159~~

NOW ONLY *$49

We Defend Against: Ants, Spiders, Earwigs, Wasps, Rats/Mice, Cockroaches and More!

(916) 389-BUGS (2847) • www.defenderpest.com

PLUMBING

ROONEY'S PLUMBING

FULL SERVICE PLUMBING

456-7777

rooneysplumbing.com

License #683668

Do you have an interesting story to tell?
Unusual hobby, collection or job?
Do you have fun or unusual photos you would like to share with the readers?
Do you know someone who deserves recognition for volunteering/ service?
We want to hear from you.
VCNEDITOR@GMAIL.COM

TILE WORK

BAXTER TILE

EXPERT INSTALLATION REMODELING & REPAIR

Ceramic • Marble • Granite • Floors • Counters • Walls

42 Years Experience • FREE Estimates

916-213-4669

License #668100

TILE WORK

NIETO'S TILE & LANDSCAPING
RESIDENTIAL & COMMERCIAL

Frank Nieto
(916) 480-9512

Sprinkler Systems (Install & Repair)
Fencing • Plumbing
Electrical • Painting
Concrete • Tile Installation
Granite Fabrication
Laminate/Wood Floors

NietosTile@sbcglobal.net www.nietostile.com Lic. #917883

Advertise

your company ONLINE, today!

Call 916-429-9901 for more information.



CLASSIFIED ADS

BOOKKEEPING

#1 CONCIERGE BOOKKEEPER

38 years exp. in industries like Auto, Mechanics, Restaurants, Caterers, Massage, Doctors, Chiropractors, Non-Profits, Retail, Marshal Arts, Barber, Construction, Wholesale, Investment Clubs, Corp, Partnerships, Small Business. We are experts in General Ledger, Payroll, Profit & Loss & Quarterlies. Call for your concierge appt. Same low 1990 rates. Ask for Irene Senst a.k.a. "Mama Bear" (916) 640-3820.
www.taxirene.info • taxireneinfo@gmail.com

BUSINESS SERVICES

#1 CONCIERGE BUSINESS SERVICES

Put our 38 years in Concierge Business Support Service to work for your business. We provide support in: Licensing, Business & Corp Start-ups or Closures, Basic web design, Set-up social media. Business Concierge Shopping, Marketing and much more. Please contact Irene Senst a.k.a. "Mama Bear" (916) 640-3820.
www.taxirene.info
taxireneinfo@gmail.com

HANDYMAN

CLEAN-UP SPECIALS!

SUMMER Yard Clean-Up Special– Yard clean-up. Rain gutter cleaning, pressure washing/power spray, hauling, yard work, painting, tree & shrub removal, clean-up, fence repairs, light tree trimming, & more. Ref avail. Call Les at 838-1247.
22 yrs. exp. Specials for seniors. Licensed



Sell your car in the classifieds!

SPECIAL ALZHEIMER'S LIVING

REVERE COURT

MEMORY CARE Lic. #347001338/342

Do you enjoy making people smile?

Do you want to work with people who care? Are you ready to join a team that makes a difference every day? If so, you may be interested in becoming a caregiver!

Stop by Today!

www.reverecourt.com

(916) 392-3510

7707 Rush River Dr. Sacto, CA 95831

TAX PREPARER

#1 CONCIERGE TAX PREPARER

38 yrs. exp. We specialize in Business Tax returns including Corp & Partnerships. FREE Pick-up & Delivery to those who qualify. We prepare expertly **all past tax returns** including all State returns. Get the most deductions allowed to you by law. CTEC + IRS Registered & Bonded. Please call for your appt. today. Irene Senst a.k.a. "Mama Bear" (916) 640-3820 CA. Same low 1990 rates.
www.taxirene.info
taxireneinfo@gmail.com

Call a sales representative today for great advertising rates: 916.429.9901

LABOR DAY

MEGA

SALE

EVERY sofa & loveseat,
EVERY bedroom set,
EVERY dining set,
EVERY home office,
EVERY kid's room,
EVERY recliner,
EVERY accessory
is ON SALE!*



Naturwood®
HOME FURNISHINGS

12125 Folsom Blvd. Rancho Cordova
916-351-0227
Mon 10am – 8pm • Tue – Thu 10am – 6pm • Fri 10am – 8pm
Sat 10am – 6pm • Sun 11am – 6pm

"Tell 'em Brooklynn sent you!"



www.naturwood.com

Largest Selection of
PROUDLY
MADE IN THE USA
with U.S. & Imported Materials
Products

*Sale applies to all indicated items except "Special Buys" and Serta iComfort mattresses. Some items are limited to stock on hand. Sale ends September 5, 2022.