



Report to the People

City of Commerce
Special Issue February 2010



50th Annual Miss Commerce Pageant

Volume 51 No. 2, February 2011

www.ci.commerce.ca.us

2010 Miss Commerce Queen Andrea Ordaz

Reflects on the Past Year

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As a child, Andrea Ordaz would admire the Miss Commerce portraits displayed in the Council Chamber foyer and imagine her photo alongside the past queens. Her childhood whim became a reality, when last February, she was crowned 2010 Miss Commerce during the City's 50th birthday year. She can now count herself as part of Commerce's pageant royalty.

Entering the pageant was a spur of the moment decision for Ordaz and she's happy she did it.

"I'm glad I didn't ignore the opportunity to go through a new experience where I could grow and really learn more about who I was and wanted to be," she said. The pageant turned out to be a night to remember. "When number 11 was announced, I was overcome with a surreal sense of happiness and excitement," said Ordaz. "Being crowned the 50th Queen of Commerce is one of my proudest accomplishments."

As queen, Ordaz was determined to serve with integrity and dedication.

"I wanted to make the city proud of their 50th queen. I wanted to attend every event I could," she said. "In my year as Miss Commerce I worked to the best of my ability and hope that I have made this 50th anniversary one to remember."

As an ambassador to the City, Ordaz attended numerous events, including an excursion to Commerce's Sister City, Aguascalientes.

She describes her trip as life-changing. Traveling with her father, she visited orphanages and convalescent homes which received charitable donations from the City and the Sister City Asso-



Miss Commerce 2010 Andrea Ordaz shows her trademark royal smile.

ciation. She found the children at the orphanages uplifting and inspiring. "I was impressed by their enthusiasm and faith," she said.

All in all, Ordaz was delighted to represent the City.

"I enjoyed my duties as an ambassador--attending events, meeting new residents and making new friends. This past year was definitely a memorable experience. I hope that I

represented the City of Commerce well," she said.

She was especially grateful for the support she received from family and friends.

"I cannot thank my parents enough--my dad for being the best supporter and bodyguard, my mom for documenting every

memorable moment and inspiring me to pursue my goals, and Ralphy, my brother, who keeps me laughing, motivated, and who puts humor in my life," she said.

Ordaz also thanked former Parks and Recreation employees Loretta Valle and Beverly Wiggins, the Pageant Steering Committee, the City Council, the City's cable television crew, the Sister City Association and her Royal Court, whom she refers to as "my girls," for making her year special.

When her reign is completed this month, Ordaz plans to focus on her passion, which is dancing.

"Attending a university with a strong dance program is definitely in my future," said Ordaz, who is currently a senior at the Los Angeles County School for the Arts.

"My time will be consumed with earning a bachelor's degree in fine arts in dance and, of course, the occasional baking session with my best friend!"

She has already applied to several colleges.

Ordaz said that her experience as Miss Commerce has strengthened her leadership ability and has made her a more responsible and open-minded person.

She advises the next queen to attend every event and take advantage of the opportunities available.

"Being Miss Commerce and being part of the court is a commitment that should be followed through during your entire reign," said Ordaz. "Always have a positive outlook and make sure to enjoy your time spent representing 'The Model City.'"



Miss Commerce 2010 Andrea Ordaz just after being crowned.



51ST ANNUAL MISS COMMERCE PAGEANT LIVE

Commerce Cable Channel 3 & www.ci.commerce.ca.us

Saturday, February 26, 2011 5:00 p.m.





2011 Pageant Participants

VERONICA TORRES

Daughter of Hector & Carmen Torres
16 years of age
Bell Gardens High School
5 ft. 2 in. tall
Black hair
Light Brown eyes



Veronica Torres dreams of becoming a child psychologist. "I would like to major in child psychology so that I can interact and reach out to kids in need," said Torres. She also has plans to major in education so that she can become a teacher. The Bell Gardens High School junior has an active social life. She is currently a member of Avid, Drill Team, Girls League and the Environmental Club. The latter two organizations keep her active in the community. As a member of the Environmental Club, Torres participates in activities which support nature, such as cleaning river banks, recycling and planting trees. Through Girls League, Torres has participated in charity events like visiting hospitals and distributing gifts to children in need. "I do charity work because it makes me feel like a better person overall," she said. Recently, she's helped serve food at the Los Angeles Mission and read to sick children at Kaiser Permanente Hospital. One of her favorite hobbies is dancing. She's performed ballet, jazz, hip hop, salsa and tap at various venues including, Knott's Berry Farm, Magic Mountain and the Staple Center. "I've been dancing and performing since I was four," said Torres. "I believe dance is in my blood."

KATHERINE GRIJALVA

Daughter of Silvia Grijalva
17 years of age
Bell Gardens High School
5 ft. 3 in. tall
Dark Blonde hair
Hazel eyes



Katherine Grijalva aspires to be a magazine editor and a novelist. She's been writing since she was a child and finds the craft rewarding. "Writing gives me a feeling of creativity and accomplishment," said Grijalva. "It's amazing." She hopes to one day work for a celebrity magazine and also pen adult and teen fiction. The Bell Gardens High senior is already gaining experience in journalism and publishing as division editor for her school's Charger Yearbook. Interested in serving the community, Grijalva is a member of the Leo Club, an organization that helps members develop leadership qualities and encourages individuals to provide service without personal financial reward. As a Leo Club member, Grijalva has volunteered at the Los Angeles Food Bank, the Special Olympics and at beach cleanups and charity gift givings. She is also involved in the Bell Gardens High ASB. A talented musician, Grijalva plays three instruments—the marimba, drums and clarinet and has been a member of the BGHS marching band for the past two years. "I love the fact that I can create this amazing sound and share it with those around me," said Grijalva. "It gives me energy. It's the greatest feeling."

JANET GARCIA

Daughter of Maria Garcia & Domitilo Garcia
18 years of age
Montebello High School
5 ft. 7 in. tall
Brown hair
Brown eyes



Janet Garcia wants to start her own company one day. Once she graduates, the Montebello High School senior plans to attend a four-year college to obtain a degree in business administration. "Once I get my degree, I'm hoping it will help me to have the ability to open an organization that is based on helping the less fortunate people within our community," said Garcia. She is already helping those in need through her affiliation with the MHS Key Club. As a member, Garcia has performed charity work for local seniors, veterans and needy families. "I do charity work because I believe that if you really want to make a difference in the world, you should start with people around you who need it the most," said Garcia. In addition to the Key Club, Garcia is active in the Spanish Club, Physics Club, Enrichment Club and ASB, where she serves as secretary. She ran for ASB to make a difference. "I felt very proud and ready to make a real change in our school by trying to increase student spirit," said Garcia. "I felt a great responsibility on my shoulders that I was ready to embrace." Garcia's hobbies are running, dancing and reading. She especially enjoys books about slavery and feminism.

COURTNEY LEAN WALFORD

Daughter of Joe Benitez & Christine Walford
17 years of age
Bell Gardens High School
5 ft. tall
Blonde hair
Blue eyes



Bell Gardens High School senior **Courtney Lean Walford** hopes to become an oceanographer. The beauty of the ocean and her desire to keep it clean and protected have inspired her career choice. "I feel it's humanity's responsibility," she said explaining her environmentalism. But her concern for the environment doesn't stop there. Walford is also working to improve the quality of life in the community through volunteer work with East Yard Communities for Environmental Justice. As part of her senior project, Walford works with East Yard on railroad noise control. Walford's community activities include participation in the Commerce Garden Club and the City's water polo, basketball and swim teams. One of her favorite sports is surfing. A surfer since age 9, one can find Walford hanging ten at Santa Monica Beach. "Surfing is not easy, but when you get it, it's the best feeling," she said. Walford enjoys meeting new people, building friendships and just having fun. She also likes to lend her dad a helping hand by caring for her 82-year-old grandmother and 12-year-old brother. "I feel it's the least I can do and I enjoy giving my dad a break here and there with my help," she said.

ROCIO ESPINOZA ULLOA

Daughter of Rosa & Jose Espinoza
16 years of age
Home & Online Schooling
5 ft. 1 in. tall
Brown hair
Brown eyes



Two years ago **Rocio Espinoza Ulloa** was struggling in school and had no idea what she wanted to do. Now she has straight A's and a plan. "I want to become a broadcast news reporter," said Ulloa, a high school junior, who plans to attend San Diego State University after graduation. Ulloa said her grades improved and her plan came together thanks to support from her mom Rosa. "I'm so thankful for my mom pushing me." Ulloa says her role model is her brother Angel, a student at the UC Berkeley. "Angel constantly encourages me challenge myself. He's committed to success." Ulloa also admires Univision Weather Reporter Jackie Guerrero who has inspired her to become a news reporter. Ulloa says that growing up in Commerce and participating programs like Crush Volleyball and dance helped build her self esteem. Ulloa will soon begin volunteering at the Commerce Central Library and is currently volunteering at the Bell Gardens Library where she reads to children. "I love reading to the kids because they are so fun and full of energy," said Ulloa. Her hobbies include gymnastics and working out on her own, using the P90x fitness program. "I enjoy working out because I feel healthier and it helps me keep a positive outlook," she said. In her free time she enjoys scrapbooking and sewing.



East Los Angeles College student **Natalie Contreras** is studying to become a registered nurse. She is interested in the medical field because she would like to help people in need. "I'd like to be able to help save people's lives," she said. Her plans are to work as an RN in the emergency room, then take additional courses to eventually become a surgical technician and assist doctors with surgeries and operations. Contreras's compassion for saving lives is reflected in her animal rescue efforts. Contreras likes to rescue dogs. When she finds a dog, she takes it to an animal shelter or calls the pound so that it won't wander or get hit by a car. "If I were to win the mega millions I would buy a huge place and rescue dogs and cats and any other animal that crosses my way." She was recently thrilled to find out that one of the dogs she saved was adopted by a family. In her spare time, Contreras volunteers at Steven's Steak House as a salsa instructor's assistant. "Dancing runs in my family," she said. "We all like to dance. My mom was a dancer before, so I kind of learned from her and then on my own." Contreras also plays golf and helps coach soccer at Bandini Park. "I love coaching and watching kids gradually improve," she said.



NATALIE CONTRERAS

Daughter of Patty and Oscar Melendez
18 years of age
East Los Angeles College
5 ft. 4 in. tall
Brown hair
Brown eyes

Schurr High School senior **Shanese Shawntae Perea** seeks to become a child psychologist. "I want to devote my career to helping kids," said Perea. "Every kid deserves someone in their lives." As a student, Perea has compiled an impressive collection of academic honors. She was named Who's Who Among Students in elementary school, middle school and high school. "I honestly was kind of overwhelmed," said Perea of the awards. "Getting such an honorable award really made me realize just how far I can go in my life and how much farther I can push myself to be something in the world." Perea has also earned recognition for citizenship, art, athletics and honor roll. Perea loves softball, volleyball and basketball. She played volleyball throughout high school and participated on various Commerce sports teams. One of her favorite activities is listening to music. "Music is everything to me," said Perea. Her favorite band is A Day to Remember. "Their music makes me feel like they understand what I'm feeling," she said. Perea also likes making people smile. "I enjoy making people smile because it makes the day a lot brighter and makes me happy knowing that others are happy as well," she said.



SHANESE SHAWNTAE PEREA

Daughter of Martin & Doreen Perea
17 years of age
Schurr High School
5 ft. 4 in. tall
Black hair
Brown eyes

Yvonne Marie Cortez is a full-time student at Rio Hondo Community College where she is majoring in business administration. She said her career goal is to graduate from college and have a well-paying job that she enjoys. A former high school volleyball and basketball player, Cortez now serves as an assistant coach to the junior coed volleyball team at Bristow Park and the junior varsity volleyball team at Schurr High School. She is also an assistant coach for the Rosewood Park Hot Shots Basketball Team. "I love coaching because it gives me a chance to relive the memories that I had when I was playing sports," said Cortez. She motivates her players by encouraging them to play every game as if it were their last. One of Cortez's favorite activities is painting nails. "I paint my nails at least once a week because it helps me feel good about myself and I love the attention my nails get," she said. She also likes to make people laugh. "People get to see a different side of me and see that I'm not just serious all the time," said Cortez. Cortez describes herself as competitive—a trait she considers an asset. "I feel that being competitive is a great thing because I am constantly striving to be the best and succeed at everything I set my mind to," she said.



YVONNE MARIE CORTEZ

Daughter of Belinda Cortez & Juan Cortez
19 years of age
Rio Hondo College
5 ft. 3 in. tall
Brown hair
Brown eyes

Lesly Mendez attends California State University, Dominguez Hills where she is earning a degree in public administration with a concentration on health care management. Once she receives her bachelor's degree, she will continue college for an additional two years to become a registered nurse. "Seeing how important it is for family members to have and be able to buy the necessary medications for diabetes made me want to go into the health administration part of medicine," said Mendez. "Watching a few of my closest family members suffer from the long-term effects of diabetes has motivated me to also become a registered nurse." In addition to attending college, Mendez works for Calvin Klein. She started as a sales associate three years ago and is now a lead cashier. As a Calvin Klein employee, Mendez participates in charity work such as, fundraising for Save the Children and the Leukemia Foundation. "We help these foundations often and we are proud that we are always successful," she said. Mendez's hobbies are modeling and acting. She's participated in numerous fashion shows and was part of an episode of Teen Nick. "It was a really great experience and I had fun," she said.



LESLY MENDEZ

Daughter of Vicente Mendez & Alma Grijalva
20 years of age
California State University Dominguez Hills
5 ft. 6 in. tall
Black hair
Green eyes

Brenda Viviana Perez is a freshman at California State University, Fullerton. She plans a career in civil engineering and architecture. "I would like to settle for two professions instead of one," said Perez. Her interest in architecture came by chance. A computer class she signed up for in high school was full so she was put into a drafting class. Reluctantly, she stayed and wound up liking it so much, she signed up for drafting for the next two years. "It was during those years that I began to find my passion and talent in architecture," Perez said. With her teacher's encouragement and her architectural talent, she managed to win awards in drafting competitions at the Los Angeles County Fair and California State Fair. Her enthusiasm for civil engineering began as a child. She was always fascinated by skyscrapers, tunnels, dams and freeways and curious about how they were built and sustained. "It still amazes me how they keep stable while having tons of weight on them," said Perez. In her free time, Perez enjoys playing with her pet dogs, dancing and listening to music. She loves traveling and hopes to one day visit Europe. "My dream is to travel to Spain and Italy and maybe even live there," said Perez.



BRENDA VIVIANA PEREZ

Daughter of Maria & Felipe Perez
18 years of age
California State University Fullerton
5 ft. 2 in. tall
Dark Brown hair
Dark Brown eyes



A MESSAGE FROM THE 2011 PAGEANT STEERING COMMITTEE

We are delighted to be serving on the 2011 Miss Commerce Pageant Steering Committee. We are proud to be a part of this long-standing and cherished tradition that celebrates the talents of our community's youth.

The Miss Commerce Pageant has been a part of our City for more than 50 years and continues to build community pride, spirit and involvement.

We applaud the commitment and hard work of all the young women who have entered the pageant. We believe they have taken a big step in enriching their lives. We are certain the experience will help boost their self-esteem and confidence and provide them with the opportunity to build strong and lasting friendships. Good luck to all of them.

Special thanks to the Commerce Casino and local businesses for their generous donations of gifts, and to our civic and service club volunteers for their continued support. They are an important part of our pageant's success and their contributions are always appreciated.

We also acknowledge pageant director Scott Wasserman and the Parks and Recreation staff for planning this amazing event for our participants. Their excellent work speaks for itself.

Most of all, we'd like to thank the City Council for continuing to sponsor this positive and worthwhile event which inspires a new generation of young women to take a more active role in the community. What a great way to encourage leadership and civic involvement in today's youth.

As we prepare to welcome the new Queen and Royal Court, we would like to recognize our 2010 Queen and Court. They are: Miss Commerce 2010 Andrea Ordaz, Miss Dodgers McCall Cadenas, Miss Galaxy Selenia Ramirez, Miss Fourth of July Amanda Marie Alvarado, Miss Cinco de Mayo Heaven Lee Hernandez and Miss Friendship Jennifer Guadalupe Mendoza. They were wonderful role models and representatives who brightened up all our events. We hope this past year has left them with many special memories. Great job, ladies! Best of luck!

Sincerely,

Sally Rivas-Alvarez, Chairperson, Leilani Davis, Lorena Griego & Kareli Montoya

2010 ROYAL COURT MEMORIES

2010 QUEEN & COURT



Left to right, Miss Fourth of July Amanda Alvarado, Miss Dodgers McCall Cadenas, 2010 Miss Commerce Andrea Ordaz, Miss Galaxy Selenia Ramirez, Miss Cinco de Mayo Heaven Lee Hernandez and Miss Friendship Jennifer Mendoza.

HER NAME IN LIGHTS



2010 Miss Commerce Andrea Ordaz poses with her parents in front of the marquee at Steven's Steak House.

CINCO DE MAYO CELEBRATED



Miss Commerce and her Royal Court gathered to commemorate the Battle of Puebla at a Cinco de Mayo festival held May 2.

2010 YOUNG MAN OF THE YEAR



Congratulations to our 2010 Young Man of the Year Artemio Navarro and best of luck to the 2011 Young Man of the Year participants Jordan Betancourt, Pedro Ramos, Julian Casillas, Alberto Manquero and Antonio Viramontes.

MISS COMMERCE QUEENS
