

Hispanic Charity Ball



*The Ninth Annual
Hispanic Charity Ball*

Back to the Future... with a *Latin touch!*

September 17 - October 21, 1999

THE INFORMATION AGE has changed the way we live,

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It is an economy

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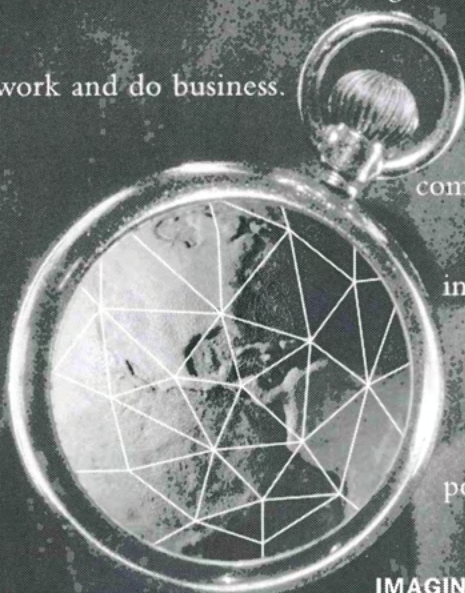
We are truly part of a global network – a worldwide web of human **INTERACTION**

and shared **OPPORTUNITY** – whether tied together by fiber optic cables or tethered

by the fragile strands of a shared **DREAM**.

Corporate Citizenship

for the 21st Century



evening program

back to the future . . . with a Latin touch.

José Ronstadt – Emcee

Los Lupeños de San José – performance

Invocation

Dinner

Corporate Sponsor Presentation

José Ronstadt – emcee
Ivonne Montes de Oca – Chair, HCB

Agency Grants Presentation

La Familia Award Presentation

“The Humberto and Matilde Herrera Family”

Closing Remarks – emcee

Special Performance – Jorge Santana (Malo)

Dancing – Music by Mystique

The Fairmont Hotel • San José

from the Chair

WELCOME TO THE 9TH ANNUAL HISPANIC Charity Ball. A true labor of love by dozens of volunteers who – for a whole year – plan, strategize, and create this event. Through the Hispanic Charity Ball we contribute to build a better, stronger society where opportunity and quality of life reach the less fortunate in our Hispanic population.

Our culture teaches us that sharing is a requirement of life and that gratitude can only be shown in deeds – in actions better than in words.

And so, this deed, this act of gratitude is expressed through the countless hours that Virginia Rivera and Rosie Carlos have given to increase Corporate Sponsorship. They bring in the financial strength that allow us to make grants to deserving agencies serving our community. It is expressed through the relentless enthusiasm and determination of Liz Marquez and all the members of her Community Relations Committee.

It's expressed through the professionalism of Esperanza Garcia- Walters whose Committee evaluates, analyzes and makes the difficult decisions of allocating grants. Gratitude is expressed through our brilliant Finance Chair, Lydia Ortega, who keeps us on budget. By the methodical, conscientious work of our Secretary, Nannette Romero. It's expressed through the gracious, persistent and wise diplomacy of Marielena Scanlon, Chair of the Media Sponsorship, and through the perfectionism, taste and outstanding organizational skills of Yolanda Treviño and her very dedicated Program and Production committee. Good deeds and actions of love are performed by the Transition Committee headed by Richard Calderón and Mary Jane Solis. Attention to detail and unfailing humor is the mark of star communicator Angela Zepeda-Liberman, Chair of Promotional Materials. And wit and charisma is the gift of Claudia Mendoza-Carruth, Chair of Public Relations. This event has more than one Chair. My dear friend, role model and co-chair Teresa Guerrero-Daley has given generously of her time, talent and wisdom and has made my participation as Chair an enriching, rewarding experience.

And then, there's the Volunteers Committee ably chaired by Juan Avila. While most of us bask on the glory of recognition, the many names and faces of the members of the volunteer committee many times remain anonymous. And this is the highest, most admirable form of giving. They are the indeed a precious gift and a source of great pride to the HCB.

The talent, effort and commitment of all these people is indeed an act of love – and an exhilarating one! Although they work extremely hard and sacrifice a lot of personal time, what I see, even under the most difficult situations, is enormous joy, pride and satisfaction of producing the most glamorous, most exciting and the most successful Hispanic philanthropic event in Northern California.

The financial support and the commitment of our Corporate and Media sponsors is also part of this act of love and gratitude. Without their generous participation and their trust this event would not be possible.

And so this is our gift to you: Our 9th annual Hispanic Charity Ball. An Act of Love. And like all acts of love ... let it be joyfull!

- Ivonne Montes de Oca



*The commitment of
all these people is
indeed an act of
love'*

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proud to be a sponsor of the
 9th Annual
 Hispanic Charity Ball
 Its Mission
 and
 Honoring the Herrera Family



TECHNOLOGY

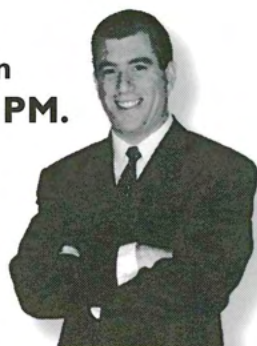
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HISPANIC COMMUNITY FOUNDATION

www.hispanicfoundation.org

Foundation Board

Hispanic Charity Ball Mission

The Hispanic Charity Ball is a community-based volunteer association that models and inspires community responsiveness to the health and human service needs of Hispanic youth and families.

We strive to develop community leadership in the areas of philanthropy, volunteerism and community service.

Chair

Ivonne Montes de Oca

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Teresa Guerrero-Daley

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Nannette Romero

Foundation

Richard Calderón (not pictured)
Mary Jane Solis

La Familia

Teresa Guerrero-Daley

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Esperanza Garcia Walters (not pictured)

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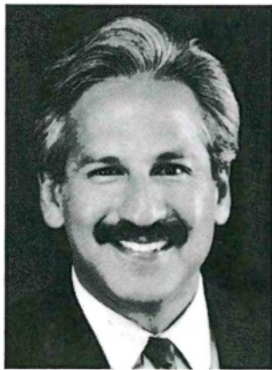
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Watch NewsCenter 4's "Daybreak"



Ysabel Duron



Marty Gonzalez

Weekends on KRON, Channel 4 at 8AM

KRON 4



PG&E salutes the Hispanic Charity Ball on its 9th anniversary.

We are proud to be a sponsor of this event
in honor of this year's recipients, the Herrera family.



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organizers of the 1998 Hispanic Charity Ball.
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MACLA

MACLA was founded in 1989 with the purpose of establishing a Latino cultural center in downtown San José. In 1992, MACLA opened the doors of the San José Center for Latino Arts, to date the only Latino visual arts space in Silicon Valley. MACLA produces approximately 20 programs a year in four distinct programming tracts: visual arts exhibits; folk arts demonstrations and workshops; literary readings and humanities lectures; and youth arts education programs.

Hispanic Charity Ball funds will support a youth intervention program through arts education designed specifically for the children and youth in the Guadalupe-Washington neighborhood. The program's key objectives are to deter youth from anti-social behaviors by offering alternatives to both idleness and violence.



Parents Helping Parents

Parents Helping Parents is an organization for parents who have children with special needs. Its mission is to help children with special needs receive resources, love, hope, respect, health care, education, and other services they need to achieve their full life potential.

The Hispanic Charity Ball grant will be used to educate Latino families on learning disabilities so that they are able to identify a potential learning disorder in their child (ren). Spanish-speaking volunteers will be recruited and trained to conduct Learning Disability/Attention Deficit Disorder Simulation workshops in Spanish. The goal of the program is to assist at least 50 families

These agencies were selected in 1998 using United Way's selection criteria.

The Hispanic Charity Ball has allocated over \$320,000 to local community service agencies that provide direct services to Hispanic youth and families. These agencies were selected because of the very important services they provide in making Santa Clara County a healthier and happier place.

agency awards



Bill Wilson Center

The Bill Wilson Center supports family unity and assists youth in solving their own problems as they build self-esteem. The Center provides counseling, outreach services, residential services for youth, prevention programs, information and referral services, training for professionals, and education to the community on the changing needs of youth and families. A primary focus of the Bill Wilson Center is reuniting runaway youth with their families and finding alternative, safe housing for homeless youth who cannot return home.

The Hispanic Charity Ball grant will be used to support the Center's Latino Street Outreach Project, a public safety and violence prevention project for youth and young adults. The project has a goal of reaching over 1,000 youth.

Platinum Sponsor

generosity and dedication

The Hispanic Charity Ball Steering committee would like to extend a special appreciation to the following companies for generously supporting this community fundraising event ... and a special thanks to our Platinum Sponsor, Applied Materials.



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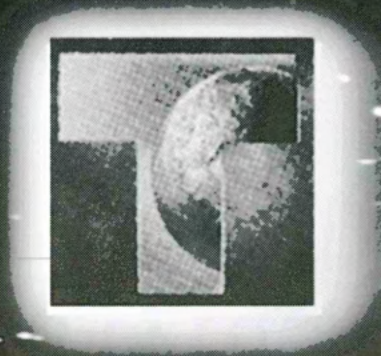
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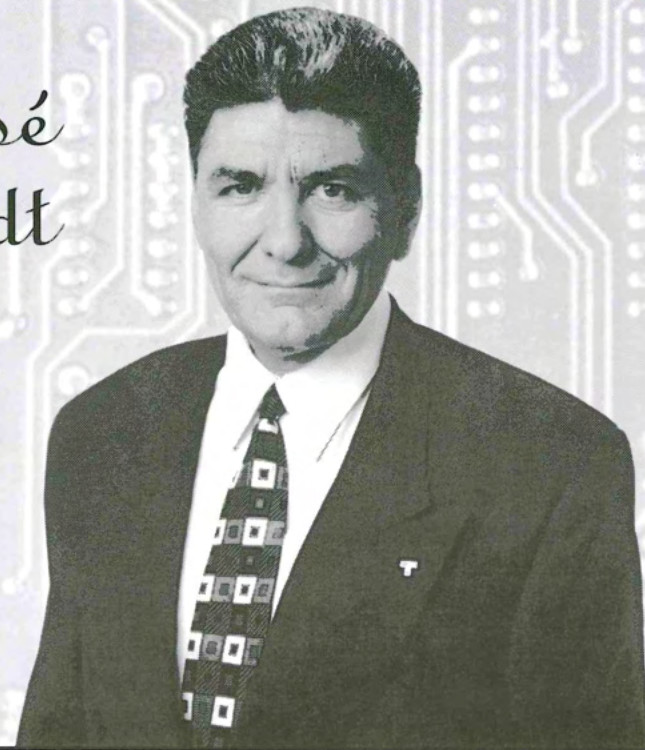


THE NEW TELEMUNDO

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CHARITY BALL

Charity ball emcee

*José
Ronstadt*



described as "a man who uses wit, enthusiasm and knowledge to make things happen," Jose A. Ronstadt is well known in the Latino community not only for his television background, but for his long activism on behalf of Hispanic causes.

His extensive career in television has provided him with experience both as a top level executive and as a television personality.

Mr. Ronstadt has acted as host and producer of a number of television shows and network specials, among them: "Hola America," a live international show which combined fun and games with the most serious content, reflecting Mr. Ronstadt's personality, "Voces Del Pueblo" which united for the first time communities from various states in a national town hall dedicated to the most critical Hispanic issues. Other television shows hosted by Mr. Ronstadt include "Tiempo de Accion," "Primera Ana," "Contrapunto," "Fiesta Broadway," and the "International Mariachi Conference."

Mr. Ronstadt was also responsible for "La Luz y La Pluma," a daily editorial program that aired for nine years on KPHX radio. He has also been a contributing columnist for "La Opinion," the largest Spanish language newspaper in the nation.

Mr. Ronstadt served as Host and Executive producer of KVEA-TV, Channel 52's morning news and entertainment program titled "Hola Los Angeles." This program, which airs Monday through Friday, covers a variety of topics ranging from the latest news and Latino issues to sports, entertainment and much more.

Currently, Mr. Ronstadt is the senior anchor of KVEA-TV, Channel 52's newscast titled "Noticiero Telemundo 52" which airs Monday through Friday at 6 p.m. and 11 p.m.

Mr. Ronstadt's captivating personality has also won him the opportunity to serve as master of ceremonies for a number of events. Mr. Ronstadt has also hosted the American Leukemia Society's Annual Telethon and Navidad En El Barrio in Los Angeles, California.

Through his on-going work in television and his continuous commitment to the advancement of Latinos, Mr. Ronstadt has become a strong presence in the Hispanic communities that he serves.

VIP reception emcee

Doug Moore



Doug Moore has been News Anchor for KNTV since September of 1992. Doug currently anchors "KNTV News at 6:00" with co-anchor Maggi Scura.

Doug attended San José State University and majored in Mass Communications. Doug is devoted to his alma mater and is an active member of the Spartan Foundation.

We're a foundation!

Hispanic foundation of Silicon Valley

It gives us great pride to announce that we are now officially the Hispanic Foundation of Silicon Valley (HFSV)! We wish to thank our many community supporters and in particular, the members of the Foundation Board for their tremendous support and encouragement in helping us to achieve this very significant milestone.

Hispanics have a great and long tradition of quiet, informal giving and voluntarism within their family nucleus, their extended families, the church and their community. The Hispanic Foundation of Silicon Valley seeks to harness this tradition into more strategic ways of giving and leveraging resources to meet community needs.

As we take these early steps in developing as a foundation, we are moving toward a positive future where Hispanics play a meaningful role in the philanthropic arena. When you're moving in the positive, your destination is the brightest star! You can expect to see the light we shine grow brighter and brighter in the years to come. We hope we can count on your active support.

Sincerely,

Richard Calderón
Transition Committee Chair

Hispanic Youth Leadership & Mentoring Grants

The Hispanic Foundation of Silicon Valley, in collaboration with the Hispanic Community Foundation of San Francisco, has created a pool of **\$10,000** to support leadership development for Latino youth in Santa Clara County. The following Programs have been Selected to receive these special one-time grants.

Adelante Mujer Hispana Conference (\$3,000 grant)

The central theme of this conference is that a Latina teenager's most powerful assets for success are resiliency and the strength and support of their families. This self-help conference provides family members with the opportunity to develop skills for effectively supporting and guiding Latina teens toward high academic achievement in high school and to prepare them successfully for college.

National Hispanic Employees Association (\$5,000 grant)

The Foundation grant will support the youth leadership component of NHEA's annual conference which brings together Latino youth and Latino corporate leadership as mentors and role models. The goal of the conference is to develop student leadership skills and to encourage youth to stay in school and to seek higher academic goals.

Role Model Program (\$2,000 grant)

The Twelve Together Program is an intensive, school-based, integrated tutoring and mentoring program for at risk and gang impacted middle school students. The program combines tutoring, discussion groups, mentoring and community based activities that demonstrate to students the value of academics and positive community involvement.

la familia award

The Humberto and Matilde Herrera family



For nine years the Hispanic Charity Ball has honored a Hispanic family that demonstrates exemplary commitment to the betterment of our community. This year, we honor the Humberto and Matilde Herrera family. Humberto and Matilde raised their children, J. Manuel, Esau, Joel, Humberto Jr., Samuel and Rebecca to follow in their footsteps by productively participating in the economic and social structure of Santa Clara County.

Humberto Herrera Sr. served as a volunteer grandparent at Goss Elementary School, and Overfelt High School. He has also volunteered at the Spanish Assemblies of God and the Eastside Senior Citizen Center and has served as Executive Board member for the San José East Valley American GI Forum. His wife of fifty-two years, Matilde, dedicated forty of those years to raise her children, and has also served as a volunteer at the Eastside Senior Citizen's Center and at the Spanish Assemblies of God.

Their five children are all actively involved in a wide variety of organizations. For example, in 1993 Esau

received a "Portraits of Success Award" for his overall involvement in the community. He was the first Latino to serve as student body Vice President at Santa Clara University. Manuel has served as President of the Board of Education of East Side Union High School for the last eight years. Joel is a Faculty Advisor at the Chicano Student Union of Overfelt High School where he is also a teacher. Humberto Jr. has been a volunteer of the American Legion, East Side Post, for seventeen years and a volunteer supervisor of the Youth After-school Programs. Samuel has served as Facilitator of Youth/Adult Home Fellowship Groups and has volunteered for Care Packages for the Needy. Rebecca, the only daughter, has been a parent volunteer of the Goss Elementary School Association, a Co-Director of the Latin Role Model Conference and has served as volunteer for Clothes for the Needy during the last nineteen years.

The Hispanic Charity Ball salutes the Herrera family for their on-going commitment to making ours a better community for all.

**> Apoyando la comunidad
hispana de San José**

**NUEVO
MUNDO**

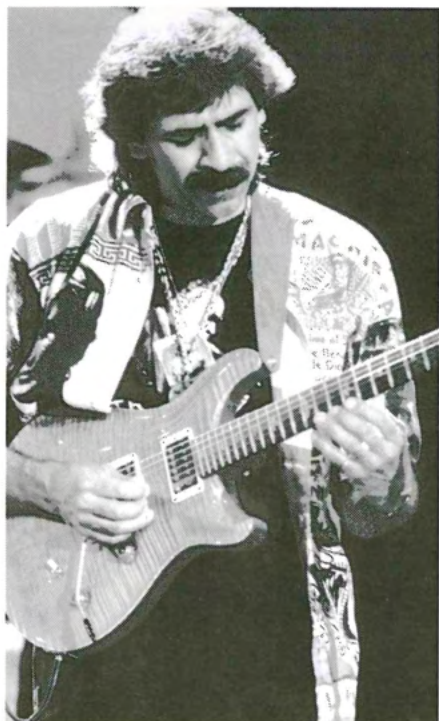
Noticias de las Américas

San Jose Mercury News

El periódico de Silicon Valley

Performing tonight

Jorge Santana



Jorge Santana was born in Autlan, Jalisco, Mexico. He is the youngest of three brothers. His exposure to music came by way of his brother Carlos who was an inspiration to him. He started playing guitar at the age of 14, though he did not have formal musical training.

At first Jorge was drawn to the sounds and style of music made popular by his brother. He started playing in a four piece blues band while still in high school. He was later asked to join a band called the Malibus. They eventually changed their name to MALO. They were successful in establishing themselves in the active San Francisco music scene of the early 1970's. This eventually led to a record contract with Warner Brothers.

MALO release a total of four albums. The self-titled debut album was the most successful, driven by the single Suavecito. In 1974 the last MALO album was released. Shortly after this the band was dissolved due to economic reasons.

Now on his own, Jorge joined a special performance with the Fania

All Stars which was released on video. After that performance he moved to Mill Valley California and devoted his time exploring music. He then embarked on a solo project with Tomato Records. This resulted in two albums. The work involved in producing these two albums proved exhausting, and he decided to take a year off. The year turned into a seven year hiatus during which he married and started a family.

Then in 1989 Carlos asked him to join the Santana team. He was put in charge of artist relations. He eventually set out on the road with Santana. It was during this time that the idea for the Brothers album surfaced. The excitement of being involved with the Brothers album gave Jorge the desire to re-establish his own musical career. However, he understood the heavy burden this would cause to his family, so he decided to devote his time to writing, arranging and producing music instead.

Today Jorge Santana lives with his family in the Bay Area.

Los Lupeños



Mystique



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Mary Jane Solis, Santa Clara County
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Hispanic Charity Ball Mission

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La Familia Award Committee

Teresa Guerrero-Daley, Chair
Independent Police Auditor

La Familia Award Selection Panel

Rene Navarro, Superior Court Judge, Santa Clara County
Ed Davila, President, Santa Clara Co. Bar Association
Fernando Zazueta, Chair, Mexican Heritage Corporation

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Marielena Scanlon, Chair, New York Life

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Michael Howard, San José Mercury News

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Claudia Mendoza-Carruth

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Juan Avila, Chair, City of San José

Volunteer Captains

María Aguilar
Sylvia Bonilla
Johanna Mayorga
Ruth Pompa
Laurie Scolari
Raul Pérez
Maribel Pérez

The Hispanic Foundation of Silicon Valley

Your involvement makes a difference



The Hispanic Foundation of Silicon Valley seeks to improve the quality of life in the community by strongly impacting the educational, health and human service needs of Hispanic families and youth.

The Hispanic Foundation aims to involve the community in its volunteerism and fundraising efforts. The Foundation shall utilize research tools and expertise to allocate funds for their maximum impact.

Get involved. Designate a portion of your volunteer time and annual financial contributions to the Hispanic Foundation of Silicon Valley.

Healthier, safer, more prosperous and better educated youth and families make a better community for us all. For information call (408) 288-2228.



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For more information about Silicon Graphics, visit us at www.sgi.com

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The Hispanic Charity Ball

Congratulations on your 9th year! Our best wishes to the Herrera family!

ANDREW KERR, REGIONAL SENIOR VICE PRESIDENT
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