UNITED WAY OF SANTA CLARA COUNTY AND THE HISPANIC CHAMBER OF COMMERCE OF SANTA CLARA COUNTY PRESENT

THE

HISPANIC

CHARITY BALL

HONORING THE HISPANIC COMMUNITY

SATURDAY • OCTOBER 10 • 1992
FAIRMONT HOTEL • SAN JOSE
THE HISPANIC CHARITY BALL

Fairmont Hotel  Saturday, October 10, 1992

Welcome
Jim Gonzales, Co-Chair, Hispanic Charity Ball Steering Committee
Tony Marine, President, Hispanic Chamber of Commerce

Opening Remarks
Daniel Garza, Reporter, KNTV-11 The San Jose NewsChannel

Invocation
Bishop Pierre DuMaine, Diocese of San Jose

Acknowledgements
Daniel Garza

Co-Chairperson's Message
Joe Coto, Superintendent, Eastside Union High School District

Corporate Sponsors Presentation
Jim Gonzales, Daniel Garza
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San Jose Mercury News

Special Guest
Paul Rodriguez

Grant Recipients Acknowledgement
Tony Marine, President, Hispanic Chamber of Commerce
Perry VanDeventer, Interim President, United Way of Santa Clara County

La Familia Award Presentation
Paul Rodriguez
Blanca Alvarado, Councilwoman, City of San Jose
Rosalinda Rodriguez, Co-Chair, Selection Committee

Closing Remarks
Daniel Garza
Paul Rodriguez

Dancing
Dr. Loco's Rockin' Jalapeño Band

* Reception entertainment provided by Trio Intimo and Las Compadres
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WHY A HISPANIC CHARITY BALL?

United Way of Santa Clara County, the Hispanic Chamber of Commerce of Santa Clara County, and Hispanic community leadership recognize the importance of the role that health and human service agencies and volunteer involvement play in the health, well-being, and quality of life of all communities. Therefore, United Way and the Hispanic Chamber of Commerce have joined in this nationally precedent-setting collaboration to respond to the mounting need for resources to support health and human services.

The Hispanic Charity Ball has been established as a leadership vehicle for increasing the awareness of human service needs, volunteerism and charitable giving within the Hispanic community.

Our goal is to mobilize community support and volunteers in an effort to demonstrate the quality and level of care, commitment and financial support that our community has towards helping those in need.

Since the ball’s inception in 1990 many volunteers have lent their time, energy, expertise and their hearts to support this cause, Corporate and media support has grown considerably and the involvement of Hispanic businesses and community organizations has increased tremendously.

The ball, through the allocation of proceeds, has provided a vehicle for involving volunteers from the Hispanic community in determining how best to support critical service needs in their own community. To date, proceeds have been distributed to support tutorial programs, supervised recreation, leadership development and jobs for at-risk Latino youth, educational advocacy training for parents, research on educational issues, health education, and drug abuse intervention for Latino youth and their families.

La Familia Award is also instituted in 1990, serves as a vehicle to personify positive Hispanic family values and as a role model for community involvement in support of a healthier and happier community.

We thank you all for your support of our efforts and urge you to actively involve yourselves in improving the quality of life in Santa Clara County. Together we will make a difference.

Jim Santoyo Gonzales
Senior Marketing Representative
Kaiser Permanente

Perry VanDeventer
Interim President
United Way of Santa Clara County

Tony Marine
President
Hispanic Chamber of Commerce

Joe Coto
Superintendent
Eastside Union High School District
Paul Rodriguez currently enjoys enormous crossover success as both a comedian and an actor. His unique brand of comedy is spontaneous and rich with sensitive intelligence.

Rodriguez is the host of El Show De Paul Rodriguez, a bilingual entertainment talk show in its third season on the Spanish language Univision Television Network (the show is seen locally on KDTV Channel 14). Recently he was a guest on The Tonight Show with Jay Leno. He has also hosted three specials for Fox Television. "Paul Rodriguez: Back to School" gave high school students a chance to let the public look at our school system through teenage eyes. "Paul Rodriguez: Behind Bars" provided an insightful conversation with inmates at San Quentin Prison, and proved to be one of the network's highest rated specials. In "Paul Rodriguez: Crossing Gang Lines," he addressed the critical problem of gang violence.

Rodriguez Headlined last Christmas in La Pastorela, a contemporary film adaptation of a medieval shepherd/mystery play which also starred Linda Ronstadt, Cheech Marin, and Los Lobos. The project was directed by Luis Valdez for PBS' Great Performances, and revealed an unexpected serious side of Paul Rodriguez.

It's the unexpected that Rodriguez has always been able to deliver. Born in Mazatlan, Mexico, the son of migrant farm workers, it wasn't expected that he would grow up to find a successful career in show business. In 1977, after a stint in the Air Force, Rodriguez entered Long Beach City College on the G.I. Bill, where he received an Associate Arts degree, and then enrolled in California State University, Long Beach with the intent to become an attorney. But nightly stints in local comedy clubs soon led to opening act slots at major concert venues, colleges and clubs throughout the country. Hollywood producer Norman Lear was impressed enough to write and develop a weekly TV series for Rodriguez, a.k.a. Pablo, which focused on the life of a Mexican-American family. Although the series was short-lived, it brought a great deal of attention to Rodriguez' talents. Other network series starring the versatile comedian were Trial and Error and Grand Slam.

Rodriguez made his feature film debut in Universal's sleeper comedy D.C. Cab, starring with Mr. T. Other co-starring roles included Miracles, The Wopkie Boys, Born in East L.A., and QuickSilver. Rodriguez will soon be co-starring in a feature film with Whoopie Goldberg and Ted DANSON titled Change of Heart.

Rodriguez' comedy has also found its way onto vinyl. In 1986 he released his first comedy album on CBS Records, You're in America Now. Speak Spanish. He also had the unique opportunity to be the first Hispanic to host a morning drive radio show in Los Angeles. The station, KBBT-FM 92, went to number eight in the tough Los Angeles market, boosted by Rodriguez' comic abilities.

In his spare time, Rodriguez lends his talents to many charitable efforts, including Comic Relief I, II, III, and IV, National Leukemia Telethon, Camp David Gonzales, Housing Now, Project Literacy and Education First, among others.

Rodriguez also remains very strongly rooted in the Hispanic community by working with civic and educational groups. "I don’t think of myself as a spokesperson, just someone who says funny things. But I do care about the community and what happens to kids. I think when you have any success, it helps kids to know that they have a chance, too."
Dr. Loco’s Rockin’ Jalapeño Band

Jose (Bennie) Cuellar is the Ph.D behind Dr. Loco, and the Rockin’ Jalapeño Band has been making culture-bridging music with him since 1989. This innovative group was the 1991 winner of the WAMMIE Award as the top Latino vote-getter in the Annual San Francisco Weekly’s Alternative Music Readers’ Poll.

Cuellar was a musician by the time he was in the fifth grade, learning to play clarinet from his uncle while growing up in San Antonio. He later developed his style, while in the Air Force between 1961 and 1964, by working with R&B bands in Alabama, Latino jazz combos in Puerto Rico, and rock groups in New England, and attempting to integrate the cool sounds of Stan Getz with the hot licks of Sam Butera.

After receiving his B.A. in anthropology in 1969 from California State University at Long Beach, Cuellar continued his graduate studies at U.C.L.A. There he was awarded an M.A. (1971) and a Ph.D (1977) in anthropology. He still played music occasionally until 1977. At that point he stopped playing for seven years while holding teaching and research positions at some of the nation’s more prestigious colleges and universities.

With encouragement from musician friends, in 1984 Cuellar formed several Latino rock groups that immediately became popular in the Bay Area. By 1989 he decided to dedicate himself to making Chicano music with a new group called Dr. Loco’s Rockin’ Jalapeño Band. Since then the group has played shows with such talents as Los Lobos, Little Joe y La Familia, Tito Puente, and Linda Ronstadt.

In addition to leading a band of eight other highly educated musicians, Cuellar currently is Professor and Chair of La Raza Studies at San Francisco State University, and Principal Investigator of a multi-year research project, “U.S. Mexican Communities and Alcohol.”

If Dr. Loco is now the “mad metaphysician of musica chicana,” then his Rockin’ Jalapeño Band members combine to form the most exciting group of exponents of the Chicano/Latino musical genres. Collectively they reflect the wide range and variety of experiences that make up the heterogeneous musical expressions of U.S. Mexicans. Individually, each brings an impressive devotion to musical excellence and a commitment to the transcultural blending of genres and blurring of boundaries. The depth of their musical talent is evident to all who hear them, and their unity is stronger than ever.
Catholic Youth Organization (CYO)

CYO provides recreational and tutorial services for 60 high-risk youth primarily ages 10-12 years old, 90% of which are Hispanic. CYO’s Homework Club, which will soon expand to include services to junior high and high school students also provides access to books, research materials, educational games, classroom furniture, art supplies, tutorial aids and a positive environment conducive to assisting students to accomplish their homework assignments.

Community Alliance for Upgrading Student Access and Achievement (CAUSA)

CAUSA provides tutoring services to 150 at-risk youth per year in grades K-3, 87% of which are Hispanic. CAUSA also trains parents of students to equip them with knowledge and awareness they need to play an active role in their child’s education. In addition, CAUSA provides leadership and tutoring training for high school and college students whom they hire to tutor program participants. The program also provides resource and teaching materials and a lending library for students.

El Toro Youth Association

El Toro provides academic and recreational services for 60 children from low-income families. El Toro Youth Center is the hub of activity where drop-in services are provided which include homework assistance, arts and crafts, sports, games and other recreational activities. In addition, El Toro trains and develops high school youth to serve as tutors and peer counselors to elementary and junior high students.

Latino Issues Forum (LIF)

Latino Issues Forum is a volunteer organization that conducts research, educates, promotes community involvement and advocates on behalf of issues relevant to the well being of the Hispanic community including: employment, education, substance abuse, juvenile justice and community empowerment.

Mayfield Community Clinic

Mayfield Community Clinic provides an array of family based health services for people unable to access these services due to financial, cultural, language and/or psychological barriers. As a comprehensive perinatal service provider, Mayfield Community Clinic provides prenatal care to 240 low-income women per year, 88% of whom are Hispanic. Many of these women have not had the benefit of regular health care, education, or opportunities for self-development. Therefore, Mayfield Community Clinic is expanding services to include workshops for self-development in the areas of parenting, community networking and leadership development in the field of health education.

Pathway Adolescent Day Treatment

Pathway provides a myriad of services in the area of drug abuse treatment and prevention to at-risk youth, many of which are already deeply immersed in the juvenile justice system. PADT, in collaboration with Alum Rock Counseling Center and Broadway Continuation High School’s Young Mothers Program will expand its services to include "Cara y Corazon." This program will involve and educate parents of Latino youth who have been raised in alcohol/drug dependent and/or oppressive home environments.

Growth and Opportunity, Inc.

Growth and Opportunity’s primary purpose is to provide quality child care and development services to children of low income and migrant families. Services will be expanded to provide health educators to migrant workers who reside in Gilroy/Ohoo Migrant Labor Camp and to homeless people who reside in the camp during the winter months. GOI currently provides services to the 100 plus families who reside at the Ochoa site. Child care will be provided to allow parents to participate in the education program.
La Familia Award

La Familia Award is presented to a Hispanic family who has demonstrated commitment toward betterment of the community. The family was chosen based on past and present community involvement, the impact the family’s contribution has made in the community, and the values and strengths of the family.

1991 La Familia Award Recipient
The Jorge Rodriguez Family

1990 La Familia Award Recipient
The Angel Rios Family

La Familia Chacon

The Chacon Family of San Jose has been selected as the 1992 recipient of La Familia Award. Manuel and Antonia Chacon and their nine children will receive a special award and a $500 scholarship, to be presented at the 1992 Hispanic Charity Ball. The children are: Hortensia Monisz, Hermelinda Sapien, Manuel Chacon, Jr., Rigo Chacon, Gloria Chacon, Eddie Chacon, Mike Chacon, Luis Fernando Chacon, and Rosa Maria (Betty) Chacon. Their example of community service has also been passed along to the grandchildren: Corina S. Heiser (daughter of Hermelinda), Robert Sapien, Jr. (son of Hermelinda), Silvia Chacon (daughter of Manuel Jr.), Rigo Chacon, Jr. (son of Rigo), Guillermo Montes, Jr. (son of Hortensia).

Manuel Sr., originally from Mexico, worked at San Jose State’s Spartan Cafeteria and is now retired. Antonia, born in New Mexico, has been a homemaker most of her life. In the late ’50s, when the children were still very young, they started migrating from Texas to work in the fields of Santa Clara County. Today all but Hermelinda, who lives in Gilroy, reside in San Jose. The Chacon family has now grown to 34 members and two years ago they all celebrated Manuel and Antonia’s 50th wedding anniversary. The Chacon sons and daughters have also formed an association which brings them together every month.

Unity, work ethic and public service are the words which best describe the Chacon family. The family has been active in the community since the early 1960s. Their activities encompass everything from fundraising for scholarships and the Valley Medical Center’s Burn Unit, voter registration, volunteering as a Big Brother, and efforts to help local schools, to disaster relief for earthquake victims here and abroad, legal services and fighting for equal opportunities in education, employment, the legal system and other areas of social concern.

We salute the Chacon family for their hard work and dedication to the betterment of our community and for the excellent role models they provide as a caring and successful Hispanic family.
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Steering Committee Co-Chair
Superintendent
Eastside Union High School
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Senior Marketing Representative
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"TANDEM is committed to a key role in our community. By doing so, we strengthen both the community and ourselves."
La Familia Award Judging Panel

Ray Segura  
Gardner Health Center

Father Jose Rubio  
St. John Vianney Church

Mary Contreras/ Olga Islas-Siem  
PACT/Guadalupe Church

Matha Avilar  
CET

Carmen Johnson  
Eastside Senior Center

Elias Chamorro  
W.C. Overfelt High School

Siobhan Kenney  
Volunteer Exchange

Rosalinda Rodriguez  
Community Partnership

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Want the most effective return for your advertising dollar? Consult EL OBSERVADOR. Call 408/295-4272 or 1-800-894-4272 or Fax a description of your advertising needs to 408/295-0188.
Diversity enriches our community

FMC Corporation is proud to be a sponsor of the Hispanic Charity Ball and the good that it brings to the community.

The Hispanic Center of Pacific Bell is proud to sponsor the 1992 Hispanic Charity Ball.

We are always ready to serve the Hispanic Community.

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Thank You to all the community and Latino employee associations for their help in promoting the Ball

Become a United Way Volunteer and Make a World of Difference in Santa Clara County

United Way is more than a fund raising organization, it's about the community pulling together to support more than 100 health and human service organizations that make Santa Clara County a healthier and happier place to live. United Way volunteers play a critical role in improving the quality of life in our community. So, if you've got the heart and the desire...WE WANT YOU as a United Way Volunteer!

• BE A DECISION MAKER IN THE DISTRIBUTION OF FUNDS
   As a volunteer on an agency review committee you evaluate agency programs and their administrative performance and help to decide how to distribute funds. Please call: Nancy Francisco at 408/345-4348.

• SHOWCASE YOUR TALENTS BY BECOMING A CONSULTANT TO NONPROFIT ORGANIZATIONS
   Apply your management skills to the challenges facing today's nonprofit organizations. Act as a consultant to agencies that request assistance in areas such as board development, human resources, accounting/finance, marketing and fund raising. You will be matched with an agency according to your interest and time availability. Please call Beth Blanchard at 408/345-4386.

• BE A DRIVING FORCE IN OUR ANNUAL CAMPAIGN
   Impact the annual fund raising drive by encouraging corporations to expand or run first time employee campaigns. Volunteers call on CEO's of local companies to gain their personal commitment to help improve the quality of life in our communities by participating in the United Way campaign. Please call Buck McClenegan at 408/345-4321.

• BE A LEADER IN DIVERSITY
   As a volunteer for Project Blueprint or the Incubator Program you will have the opportunity to give your expertise in assisting United Way to strengthen its programs in support of cultural diversity and inclusiveness. You can also lend and develop your personal expertise in the area of organizational development for minority-controlled agencies. Please call Mary Jane Solis at 408/345-4351.

• VOLUNTEER IN SUPPORT OF THE HISPANIC CHARITY BALL
   As this effort becomes more successful, the need for volunteers increases. If you have expertise in the area of events coordination, marketing, fund raising, publicity, community relations or are just willing to help out, the Ball needs you. Please call Mary Jane Solis at 408/345-4351.

OTHER VOLUNTEER OPPORTUNITIES ARE AVAILABLE
JOIN US, TOGETHER WE CAN MAKE A DIFFERENCE.
The Hispanic Chamber of Commerce of Santa Clara Valley is dedicated to advancing the development and growth of its members and the Hispanic/Minority business community. It also promotes business and economic development opportunities by acting as a conduit of resources, programs, activities and information to the corporate, civic and private sectors.

MEMBERSHIP BENEFITS & PRIVILAGES
- A specially designed Membership Plaque demonstrating you subscribe to the standards and objectives of your Chamber, and that you are a concerned member of the business community.
- Special Discounts on mailing labels, membership lists, Hispanic Business Directory, and all Chamber events and workshops throughout the year.
- Services offered by Golden Bay Credit Union, including membership in Price Club and Costco, savings accounts, and other benefits.
- The Quarterly Hispanic Chamber Newsletter will keep your informed on the many activities, issues, special events and Chamber happenings. It also provides an opportunity for members to advertise at very affordable rates, getting their message to more than 3,000 businesses in the community.
- Priority opportunity to advertise in the Annual Hispanic Business Directory distributed throughout Santa Clara County and California.
- Participation in Chamber events such as: Quarterly Luncheons, Installation of Officers Banquet, New Year’s Gala Event and Workshops.
- Numerous business mixers, seminars, workshops and other networking opportunities.
- Health, Dental, Vision and Financial Association Services available through Chamber Membership.
- Our Chamber office receives dozens of inquiries weekly for Hispanic business referrals.
- Chamber members are invited to participate in special committees and sub-committees that evaluate the many issues impacting our business community.
- The Chamber staff is always available to provide you with assistance and information, and answer your questions.
- Business listings and other data that assist our members with their business, products and services.
- Loan Packaging Assistance, Capitalization Program, W/MBE Assistance and Hispanic Certification Services available.
- Remember, your membership dues are tax deductible as a business expense.

Yes, I am interested in receiving more information about joining the HCC of Santa Clara Valley. Please send me more information.

Company Name

Contact Person

Street Address            City          Zip

Phone Number              Business Hours

Type of Business:          Description of Service or Product:

Number of Employees        Signature
United Way
of Santa Clara County

It brings out the best in all of us.

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