Welcome
DOLLY AREES
Chair, Hispanic Charity Ball

Emcees
MAGGI SCURA
News Anchor, KNTV Channel 11
Luis ECHEGOYEN
News Anchor, KFRTV Channel 14

Invocation
Fa. MATEO SHEEDY
Sacred Heart Church

Interlude
Sponsors Presentation
MAGGI SCURA
Luis ECHEGOYEN
DAVID LOPEZ
Vice-chair, Hispanic Charity Ball
VIRGINIA RIVERA
Vice-chair, Hispanic Charity Ball

Special Guest
GEORGE LOPEZ
Celebrity Comedian

Grant Recipients Presentation
ELENA ROMERO
VP, Resource Development, United Way of Santa Clara County
Sgt. RICHARD CALDERON, SJPD
Chair, Allocations Committee
Hispanic Charity Ball

La Familia Award Presentation
BLANCA ALVARADO
Councilmember, City of San Jose
ANGEL RIOS, JR.
Chair, La Familia Committee
Hispanic Charity Ball

Congressional Proclamation
Congressman NORM Y. MINETA

El Abrazo Awards
MAGGI SCURA
Luis ECHEGOYEN
JIM S. GONZALES
Past-chair, Hispanic Charity Ball

Emcees Closing Remarks
MAGGI SCURA
Luis ECHEGOYEN

Dance
PONCHO SANCHEZ LATIN JAZZ BAND
A Celebration of Family and Community

The Mercury News is proud to be a part of tonight's celebration and to join in supporting the valuable work of Alum Rock Counseling Center, Catholic Charities, Pathway Society, and Sacred Heart Community Services.

We salute the Carrillo Family for their many contributions and efforts toward making the community a healthier and happier place to live.

This year marks the 5th anniversary of the HISPANIC CHARITY BALL. Reflecting on the past five years, we recognize the accomplishment of the Hispanic community, the business and private sectors, individuals, and community leadership. We are especially grateful to United Way of Santa Clara County for their commitment to the Hispanic community and to the development of volunteers.

United Way has been unwavering in their support of the Ball since its inception. It has been instrumental in the development of the Hispanic Charity Ball as the premier social event for the Hispanic community and as a means to mobilize community support and volunteers to respond to the increasing need for resources to support health and human services in the Hispanic community.

Diminishing public resources to meet those needs have created an urgent need for the private sector to step in and address those needs. The 5th anniversary of the Ball affords an opportunity to acknowledge all our sponsors for the past five years who have indeed come forward to meet those needs. We are indebted to them for their financial support.

Every year the Ball selects several agencies to receive grants generated by the proceeds of the Hispanic Charity Ball. These local agencies provide critically needed services to Hispanic youth and families. Selected agencies in the past five years all exemplify the unselfish commitment of the agencies to provide much needed services to improve the quality of life for Hispanics and their communities.

The highlight of the Ball is the presentation of the La Familia Award. This award exemplifies Hispanic family values as well as families who have shown a commitment to community involvement and volunteerism. The award promotes one of the strengths of the Hispanic community — the family. Each of the selected families over the past five years has served as an inspiration to all of us.

A key feature of this year's 5th anniversary celebration, and yet another example of outstanding volunteerism, is the beautiful painting created by the very talented artist, Virginia Olavarria. A limited edition of fine art prints have been created from this painting. Virginia has not only generously donated her creative time and talent, but all of the proceeds from the sale of these prints to the Hispanic Charity Ball. This is but one example of the commitment of volunteers to making this year's Hispanic Charity Ball a true celebration of success.

Our appreciation and thanks to all of you who volunteered your time and efforts. The continued success of the Ball demonstrates that together, we can and have made a difference.
Hispanic Charity Ball
1994 Grant Recipients

Alum Rock Counseling Center
This agency is a community-based organization which provides low-cost, multilingual, and culturally sensitive services to the multi-ethnic residents of eastern Santa Clara County. Some of the services include adult and family counseling, after-school activities for "at risk" or gang-involved youth, and parenting classes for the parents of these same children.

Annually, the agency serves over 6,000 families and individuals in the Adult & Family Counseling and Crisis Program and well over 500 patients in the Substance Abuse Program. Over 90% of the clientele served are ethnic minorities and some are classified as very low income families.

The ARCC will use its grant to enhance their current counseling and parenting education services to Hispanic children and families through the purchase of children's therapeutic playroom equipment, culturally relevant parenting videos, and printed educational materials. ARCC will also produce new Spanish language program brochures to enhance their community outreach efforts.

Catholic Charities
The Catholic Charities Immigration Program assists thousands of low-income immigrants and their families in Santa Clara County by providing quality, low-cost immigration legal services and a path to self-sufficiency and equal opportunity gained through naturalization.

CCP assists over 20,000 clients per year. Clients are primarily Hispanic. The program's main goal is to respond to the ongoing needs of Hispanic immigrants and their families in Santa Clara County by providing quality, low-cost immigration legal services, 1) informing them of their legal rights as documented or undocumented immigrants, and, 2) educating them of the immense advantages and benefits of naturalization.

The CCP will use its grant for the new Immigration Outreach Theatre Project. The project is an innovative outreach approach which links the cultural arts with social services. It will take Spanish language popular themes, containing information on immigration rights and citizenship, to Mexican and other Latino immigrants and their families in Santa Clara County and provide information critical to the survival of these communities.

Since its inception, the Hispanic Charity Ball has allocated over $92,000 to local community service agencies providing critically needed services to Hispanic youth and families.

This year's four grant recipients were selected in advance of this evening in an effort to increase community visibility and support for the very important services these four agencies provide in making Santa Clara County a healthier and happier place to live.

The selection process is competitive and volunteer-driven. Nonetheless, the four agencies manage to surface easily and be recognized as exceptional agencies which rightfully deserve the funding and contributions.

We are proud to announce the following Catholic Charities of the 1994 Hispanic Charity Ball.

Hispanic Charity Ball
In House of
The Hispanic Charity Ball Steering Committee
United Way of Santa Clara County
WHEREAS, the Hispanic Charity Ball Steering Committee and United Way Of Santa Clara County have successfully collaborated on financial support and volunteering for critically needed services provided by agencies for the local Hispanic community;
WHEREAS, the Hispanic Charity Ball is sponsored by these organizations as a vehicle to generate support for culturally sensitive services needed by the Hispanic community; and
WHEREAS, their organizations, through the proceeds of the Hispanic Charity Ball, have contributed significantly in the past five years in agencies emphasizing family wellness, youth and education; and
WHEREAS, the Hispanic Charity Ball Steering Committee and United Way Of Santa Clara County have demonstrated commitment to their belief that investing in community improves the quality of life for us all with greater for the Mexican American Community Services Agency, Community Alliance for Upgrading Student Access and Achievement, the Diabetes Society of Santa Clara Valley, the Bridge Counseling Center and many other organizations serving the Hispanic community; and
WHEREAS, on October 1, 1994, in San Jose, California, the fifth year anniversary celebration of the Hispanic Charity Ball will be held to support the further emergence of programs supporting the critical needs of the local Hispanic community.

BE IT THEREFORE RESOLVED, that I, Congressman Norman Y. Mineta, on behalf of my colleagues in the United States House of Representatives, commend and congratulate the Hispanic Charity Ball Steering Committee and United Way Of Santa Clara County on their devotion to the community and tremendous accomplishment.

*Image of Norman Y. Mineta, Congressman*
Elena Romero
UNITED WAY OF SANTA CLARA COUNTY
Vice President of Resource Development

The goals of the Hispanic Charity Ball and United Way of Santa Clara County are similar: to support health and human care services in our community.

For 72 years, United Way of Santa Clara County has supported delivery of health and human care services in our community. United Way appreciates the annual contributions made by individual givers, local employees, corporations, and others. In 1993, nearly $222 million was pledged.

Our community has undergone a lot of change. According to a 1993 United Way needs study, our population has grown at a rapid rate and our demographics are more complex. From 1980 to 1990, our county’s population grew 16%. The diversity in Santa Clara county also has changed dramatically. For example, our Hispanic community grew 35.5% during that time. These changes have placed a strain on the delivery of health and human care services in our community. The need for more services, not less, continues to be the trend.

United Way of Santa Clara County is in an excellent position to take the lead to enable our community to meet those changes. Our plan is to expand efforts to reach all segments of our community to inform them of the health and human care services provided by the 103 agencies funded by United Way.

You can help by supporting our community through your company’s

United Way campaign. Make a direct contribution. Or, encourage your company to start a campaign. It benefits local employees, employers, and our community. United Way’s 1994 community-wide goal is $22.6 million. We at United Way — staff, volunteers, and agencies — welcome your support.

On behalf of United Way of Santa Clara County, I salute the volunteers and others who support the Hispanic Charity Ball and contribute to its success.

La mejor manera de ayudarnos unos a otros. Sea la diferencia. Vea la diferencia.

Become a United Way volunteer and make a world of difference in Santa Clara County

United Way is more than a fundraising organization, it’s about the community pulling together to support more than one hundred health and human service organizations that make Santa Clara County a healthier and happier place to live. United Way constantly seeks to increase the community awareness of the needs in our area for health and human services. It recognizes the volunteers play a critical role in improving the quality of life in our community and encourages community volunteerism and philanthropy to support the much needed services. This is why the United Way supports efforts like the Hispanic Charity Ball. Thus, United Way is committed to involving the community in its decision-making process. So, if you’ve got the heart and the desire, we want you as a United Way volunteer.

Volunteer opportunities, to name a few:
- Decision maker in the distribution of funds
- A driving force in our annual campaign
- Volunteer and support of Hispanic Charity Ball

Get in step…
Be the Difference
See the Difference

1922 The Alameda
San Jose, CA 95126
Main phone # 408/247-1200
Poncho Sanchez has become one of the preeminent conga players and percussionists in America. Musician magazine stated, "As a percussionist, he's L.A.'s answer to Mongo Santamaria; as a band leader, Poncho Sanchez's crisp arrangements, Cubop flair, and informed jazz sensibility bear comparison to Machito's."

The youngest of eleven, Poncho was born in Laredo, Texas to Mexican parents and raised in Norwalk, California. Poncho taught himself to play guitar at age 12, and went on to play the flute, drums, timbales, and the congas at age 18. In 1975, while playing in local bands, Cal Tjader, the man he idolized, asked him to become a member of the Tjader band. Their close musical and personal relationship lasted until Tjader's untimely death in 1982.

Poncho toured extensively with Tjader and recorded numerous albums, including the Grammy award winning "La Onda Va Bien." He performed and recorded with other jazz luminaries, including Carmen McRae, Clare Fischer, and Woody Herman.

In 1982 he recorded his first album, "Sonora" released by Concord Picante. His second release with Concord Picante, "Buenos Noches," was nominated for a Grammy award. In 1991, Concord Picante released a live recording entitled "A Night at Kinball's East" featuring driving conga rhythms and machine gun fire solos. And in June 1993, "Bailar" was released as the second-half of "A Night at Kinball's East" and holds all the same energy and excitement of a spectacular live performance as the first recording.

The Poncho Sanchez Band travels the world from the Concord Jazz Festival, Kinball's and Yohos in the San Francisco area, to the Village Gate in New York, and on to venues throughout Europe. The Poncho Sanchez Band has performed on The Tonight Show, The Late Show with Arsenio Hall, and Charles Kuralt's Sunday Morning Show.

Poncho was part of an all-star band on David Letterman's Anniversary Show on national TV in 1990.

The hands of Poncho Sanchez can smack a conga drum with riveting, rhythmic jolts, providing the central core beat that his Latin band thrives on and is known for. "Eighty per cent of my hands are calluses. People say it's like shaking hands with a 2" by 4," laugh Sanchez.

Who better to carry on the traditions of Mongo Santamaria, Machito, Tito Puente, and Cal Tjader... than "King Conga," Poncho Sanchez. He will continue to generate a current of fiery Latin jazz and take it to even greater heights for many years to come.
¡Viva la familia!

Every year on this occasion, the Hispanic Charity Ball presents the 'La Familia Award' honoring a local Hispanic family for exemplary commitment to the community. At Nordstrom, we salute this wonderful tradition that recognizes and supports the positive contributions of our families, as well as the outstanding efforts of the Hispanic Charity Ball's dedicated volunteers. We are proud to be a part of this gala 5th anniversary celebration.
Masters of Ceremony

Maggi Scura

Maggi Scura has been anchoring the news on KNTV Channel 11 The San Jose News Channel for 17 years. As one of the most easily recognizable people in the South Bay, Maggi currently anchors both the 5:00 and 6:00 p.m. newscasts. In addition to writing and reporting the news, Maggi also contributes behind the camera on many special projects such as co-hosting KNTV's "Volunteer A-Thon" and "Celebration of Courage" programs. She also acts as moderator of televised political debates. Maggi has co-produced and written numerous local documentaries. As host of KNTV's weekly interview program "Face to Face" in the early 90's, Maggi interviewed the movers and shakers of Santa Clara Valley. In 1985, she received the Robert McFarlane Award from the Professional Media Network for outstanding contributions to the professional community of greater San Jose. She herself has been the subject of cover stories in Peninsula and South Bay Accent magazines as well as featured in various newspaper articles.

A native of Brooklyn, New York and a graduate of Rutgers University, she began her radio career in Santa Maria, California before moving on to television at KTXL in Sacramento where she was a reporter, photographer, and anchor. Since 1977, Maggi has been a mainstay at KNTV and in the South Bay community ever since.

Luis Echegoyen

A News Anchor of the Bay Area's latest news medium, KNTV, Luis Echegoyen has dedicated his career to the people of the Bay Area. His dedication exemplifies the commitment of the staff and the station to serving the community.

In recognition of his long-standing service, the station honored him with its "lifetime achievement award."

KLOK, and KQKI Radio, and KEMO TV2, and since 1989 with KTVU television. He is also active as a freelance actor, announcer, director, and producer of commercials for educational and industrial productions.

Echegoyen's memberships include the National Association of Hispanic Journalists, the San Francisco Press Club, Theatre Flamenco, the National Academy of Television arts and Sciences, the San Francisco Film Society, and the World Affairs Council.

George Lopez

A native of California's San Fernando Valley, George Lopez's star is rising quickly as a young and uniquely gifted stand-up comedian/actor. His awareness of current topics, along with his uncanny ability to translate those events into hilarious humor, has given George quick recognition.

George played a supporting actor role in Warner Brothers comedy SKI PATROL. His raucous portrayal of the patrol's explosives expert Eddie Martinez won him rave reviews in this film from the makers of the POLICE ACADEMY films.

A regular on the ARSENIO HALL SHOW, George is described by Arsenio as a brave comedian, not afraid to take a chance with his humor. "George is on the cutting edge. That's why I like to have him on my show," said Arsenio.

George frequently appears on Comic Strip Live. Some of his other television appearances include The Jesse Jackson Show, A&E's Evening at the Improv, Caroline's Comedy Hour, It's Fritz, Into the Night, The Byron Allen Show, After Hours, George Schlatter's Comedy Club, and the Golden Eagle Awards.

In addition, George headlines at many of the leading comedy clubs around the country such as The Ice House, The Improvization in Los Angeles, Dallas & Irvine, Catch a Rising Star, Carolines, The Comedy Store, The Comedy and Magic Club, and Universal Amphitheater. George opened for Sheena Easton at Bailey's in Las Vegas and for Joel Grey at The Walnut Creek Center for the Regional Arts.

As a testament to his dedication to the Mission Hills community where George was raised and still resides, Mayor Tom Bradley of Los Angeles proclaimed July 28, 1991 George Lopez Day. George was honored for his extensive community service which includes granting wishes for The Starlight Foundation, benefits for The Boys Club, The Los Angeles Theater Center's Latino Lab, Friday Night Live to Help Keep Teenagers Off Drugs, the National Hispanic Scholarship Fund, and The ERAS Center. George has done numerous PSAs for a variety of different causes and is currently developing an anti-gang PSA with The Office of Public Affairs in Los Angeles.
Past Grant Recipients

Alum Rock Counseling Center 1992 1994
The Bridge Counseling Center 1993
Catholic Charities 1994
Catholic Youth Organization 1990
Community Alliance for Upgrading Student Access and Achievement (CAUSA) 1990 1991 1993
Diabetes Society 1993
East Valley Community Clinic 1992
El Toro Youth Association 1990
Emergency Housing Consortium 1992
Gardner Health Center 1992
Growth and Opportunity 1991
Latino Issues Forum 1990
Mayfield Community Clinic 1991
Mexican American Community Services Agency (MACSA) 1990
Pathway Society 1991 1994
Sacred Heart Community Services 1992 1994
Second Harvest Food Bank 1992
Washington Elementary School 1992

Past Family Award recipients:

1990 Angel and Martha Rios Family
1991 Jorge and Lenore Rodriguez Family
1992 Manuel and Antonia Chacon Family
1993 Daniel and Esperanza Morales Family

$500 scholarship grant for the Familia Castillo donated by Transmercia Corporation.
Familia Crystal Award donated by Bud Lobosco, LeMoore & Co.
Hispanic Charity Ball

Special thanks to the following 1994 In-kind Contributors

CASA CASTILLO RESTAURANT
DATA DIRECT
BUD LoMONACO, LoMONACO & CO.
RICH'S BUSINESS DIRECTORIES INC.
SELIX FORMAL WEAR
VIRGINIA OLIVARES
CARLOS PAGAN, A.R. PAGAN & CO.
EL OBSERVADOR
THE PINNACLE MARKETING COMMUNICATIONS GROUP
THE ORQUIDEA Custom Floral Design
PHIL VALDEZ, HOLIDAY INN
PHOTOGRAPHY BY RENÉ

Dolly Arso, Esq.
Chair
David Lopez
San Jose Mercury News
Vice Chair
Virginia Rivera
American Bankers Hospital Foundation
Vice Chair
Yolanda Perez
City of San Jose
Gina Olivares Pagan
San Jose Mercury News
Communications
Julio Lucas
Consolidated Business Resources
La Familia
Angel Buss
Mexican American Community Services Agency
Legal Advisor
Curtis Rodriguez, Esq.*
Sponsorship
Rosalinda Rodriguez
Latino Pride
Eric Alderete*
SCC Board of Supervisors
Volunteer Resources
Lil La Ragione
IBM Corporation
Community Relations
Sylvia Townsend
Kaiser Permanente
Val De Leon
Alions Insurance
United Way Staff
Mary Jane Solis*
Rita Prisco
Jose Hernandez*
Event Producer
Pancho Rodriguez*
FDR Agency

* Not pictured

1994 Steering Committee

Hispanic Charity Ball is
A community-based volunteer association that models and inspires community responsiveness to the health and human services needs of Hispanic youth and families. We strive to develop community leadership in the areas of philanthropy, volunteerism, and community service.

We fulfill this mission by
Holding an annual fundraising event that serves as a vehicle to bring together corporations, businesses, the media, leadership, and the community.

Honoring a Hispanic family that serves as an exemplary model for volunteerism and commitment toward the betterment of the community.

Raising funds to distribute to local agencies which provide critically needed services in the Hispanic community and, involving Hispanic volunteers in determining how these funds can best be utilized.

Promoting agencies that are making a positive difference in the quality of life for Hispanic youth and families.

Developing Hispanic community expertise and leadership through volunteer involvement in the entire organizing process.
1994 Hispanic Charity Ball
Allocations Committee

Richard Calderon, Chair
San Jose Police Department

Diana Collma
PGE

Yolanda Garcia
Children's Services

Bob Delgado
Human Relations Commissioner

Richard De La Rosa
City of San Jose

Yen Nguyen
United Way of
Santa Clara County

Kathy Napoli-Chavez
Treasurer, Naper Inc.

Zulma Villagran
City of San Jose

1994 Advisory Committee

Blanca Alvarado
Councilmember
City of San Jose

Dolores Avila, Esq.
Steering Committee Chair

David Lopez
San Jose Mercury News
Steering Committee Vice-Chair

Virginia Rivera
Acredit Brothers Hospital Foundation
Steering Committee Vice-Chair

Perry Van Deventer
President

Unidad Way of Santa Clara County

Gerard Medina
Executive Director

Mexican American Community Services Agency

Joseph Coto
Superintendent
Eastside Union High School District

Jim S. Gonzales
Senior Marketing Representative
Kaiser Permanente

David M. Lawrence, M.D.
Chairman & Chief Executive Officer
Kaiser Permanente

Susan Hamner
Mariner
City of San Jose

Steve Park
President & General Manager
KNTV Channel 11

Jay T. Harris
Chairman & Publisher
San Jose Mercury News

August Ruiz
Vice President & General Manager
KDFG Unions 14

Reynaldo Espinosa
Executive Director
Family Health Foundation of Alviso

Albert Rodriguez
President
KAZA Radio

Fred Ferrer
Executive Director
Gardner Children's Center

Athena Marks
President & General Manager
KBQK/KLOK Radio

1994 Volunteer Committee

Aydal Lucas
Ida Segovia
Rich Avina

Becky Ortiz
Ivonne Bradford
Ricky Laureano

Bad Cabral
Jessie Lopez
Rosita Delgado

Dee Avina
Josie Gutierrez
Sam Priolo

Dolores Montano
Juan Avila
Samuel Reyes

Don Cabral
Julia Delgado
Santiago Robledo

Dora Stevan
Julia Soito
Sasha Blake

Elisa Orozco
Lisa Eacobedo
Terri Tafolla

Fay Caldwell
Lupita Flores
Tim Dahl

Feliciano Morales
Lydia Montano
Toni Enns

Gina La Ragione
Lydia Montano
Tonya Paredes

Heidi Lucas
Martin Montano
Virginia Blanco

Helen Freitas
Raelene Perez

We are a community-based volunteer association that models and inspires community responsiveness to the health and human services needs of Hispanic youth and families.

For this reason, we strive to develop community leadership in the areas of philanthropy, volunteerism, and community service. The above individuals are perfect examples of this belief and have helped us to attain our mission.

La Familia
Judging Panel

Angel Rios, Chair
Mexican American Community Services Agency

Daniel Pitano
YMCA Santa Clara Valley

Luis Chacon
City of San Jose

Olga Morales
Mexican American Community Services Agency

Jorge Rodriguez
Center for Employment Training
Virginia Olivares
ARTIST

The bold colors, expression, sentiment, and pictorial rhythm have long been trademark of Olivares' paintings. The remarkable ability to exploit the vibrant colors of indigenous costumes, the life of primitive structures, and the hopeful facial expressions of village inhabitants has captivated interest in the arts communities of Latin America, California, and Arizona for over two decades. All her subjects are creatively depicted in the smallest of detail expounded by the vivid colors as souvenir impressions of her 12-year experience in Central and South America as well as her childhood in Tucson.

Internationally renown and self-taught, Olivares has participated in art shows in various Latin American countries exhibiting her paintings and scenes of villages and people from Ecuador, Peru, Panama, and Guatemala. In Venezuela, she chaired the VAAUW (Venezuelan-American Association of University Women) Gallery and promoted women artists while participating herself in many shows.

Over the years, her style has varied whilst continuing to perfect the smallest of details with every show and project. Olivares has recently ventured and commercialized her talents with Mexicana Airlines and the San Jose International Mariachi Conference in California. She has stretched her talents and creativity into other mediums such as fine art prints, logo design, post cards, and posters.

Today, she partners with the Hispanic Charity Ball and delivers an explosion of color and tradition in her rendition of the annual fundraiser and its significance in the community. Only 500 limited edition prints have been reproduced for the Hispanic Charity Ball's 5th anniversary celebration and all the proceeds from the print sales have been donated to this year's fundraiser by this talented local artist.
A comfortable baby is a happy baby. Nathan J. International button-front coverall, in soft pima cotton; $36.00. Blue, pink or mint; imported. Matching cap; $13.00. Gund 'Classic' Pooh Bear; $21.00. In Infants and Toddlers. 1-800-695-8000

Oakridge Mall and Valley Fair