One Enchanted Evening in Playas Latinas

Hispanic Charity Ball

October 18, 1997
SALUTING THE SPIRIT OF PHILANTHROPY AND COMMUNITY INVOLVEMENT DISPLAYED BY THE HISPANIC COMMUNITY OF SANTA CLARA VALLEY. UN SALUDO AL ESPÍRITU FILANTROPICO Y A LA PARTICIPACIÓN COMUNITARIA CUALIDADES TODAS QUE LA COMUNIDAD HISPANA DEL VALLE DE SANTA CLARA DESPLIEGA EN FORMA EJEMPLAR.

APPLIED MATERIALS®
Presents
evening
program

THE 1997 HISPANIC CHARITY BALL

Welcome
Guillermo Prince
KLOK/KBRG Radio

Performance
Los Lupeños

Invocation
Bishop Pierre DuMaine
Diocese of San José

Dinner
Music by Trio Intimo

Message from the Chairman
Richard Calderón,
City of San José

Emcees
Araceli Martinez
Anchor, KDTV-Channel 14

Doug Moore
Anchor, KNTV-Channel 11

Corporate Sponsor
Presentation

Grant Recipients Presentation

La Familia Award
Presentation by the
Honorable René Navarro
The Victor & Luz Estrella Family

Emcees Closing Remarks

Dancing
Music by Mystique

THE FAIRMONT HOTEL • SAN JOSÉ
from the chairman

Richard Calderón
1997 Chair

The process of organizing the Hispanic Charity Ball spans a full year. There was no rest for the weary. The efforts proved to be very worthwhile. Last year's successful event brought in sufficient funds to pay for all costs associated with the ball and allowed us to distribute $90,000 to our community. We will honor four of the seven agencies that received funds from last year's fund-raising tonight.

All members of the organization's twelve sub-committees did such an exemplary job, that they were given a raise. Through practical team building exercises and leadership development they received at least double the amount in self-satisfaction, personal gratitude and pride enhancement. The event culminated in such a splendid fashion that it was difficult to comprehend how the coordination of the function and a great majority of the peripheral tasks were accomplished by volunteers in their spare time. The process does provide the volunteers an excellent opportunity to become familiar with the internal functions of the organization while developing their personal professional skills.

The only exception to the volunteers are the contracted vendors, and two corporate sponsor employee representatives. The corporate sponsors gave approval for their employee representatives to provide support as part of their work assignments. In one case, a dedicated business owner provided overwhelming amounts of professional and in-kind assistance.

This year, a committee worked on the development of our own future non-profit organization. Our current plans, with the grace of God, calls for the establishment of The Hispanic Foundation of Silicon Valley by February 1998. The Hispanic Foundation of Silicon Valley will continue to promote philanthropy among the Hispanic community while developing the skills of volunteers and non-exclusively serving the Hispanic community with health, education, employment and family needs. We will proudly continue to serve the community at large through fund-raising and the distribution of funds, but at a much grander scale.

Thank you
We believe in the power of diversity

Intel

Intel Corporation
2200 Mission College Boulevard
Santa Clara, CA 95052

Congratulations
to the
Hispanic Charity Ball
for eight successful years
of making a difference!

KB RG Radio
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The highest rated
Spanish-language radio stations,
committed to making a difference
within the Community.

NORDSTROM

Salutes
The Hispanic Charity Ball
for their continuing support to the
Hispanic youth and families
of Santa Clara County

Micon Telecommunications is pleased
TO SUPPORT the Hispanic communities in
COOPERATION the south bay region and
SUPPORT congratulates the Hispanic Charity Ball
GUIDANCE on becoming the
INvolvement Hispanic Foundation of
SUCCESS Silicon Valley.
steering committee

Hispanic Charity Ball Mission

The Hispanic Charity Ball is a community-based volunteer association that, through stewardship, inspires, supports and directs community response to the health and human service needs of Hispanic youth and families.

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

The 1997 Hispanic Charity Ball Steering Committee

Chair
Lt. Richard Calderón

Vice-Chairs
Teresa Guerrero-Daley
Ivonne Montes de Oca

Foundation
Mary Jane Solis (not pictured)
Jose Villareal, (not pictured)
Jesse Barajas

La Familia
Angel Ríos

Corporate Sponsorship
Virginia Rivera (not pictured)

Finance
Lydia Ortega

Promotions Materials
Angela Zepeda-Liberman

Volunteer Resources
Juan Avila

Media Sponsorships
Claudia Mendoza Carruth
(not pictured)

Community Relations
Liz Marquez La Ragione
Val de León (not pictured)

Allocations
Esperanza Garcia Walters

Production & Program
Yolanda Treviño
PG&E salutes the Hispanic Charity Ball on its 8th anniversary.

We are proud to be a sponsor of this event and honor this year's recipients the Estrella family.

Some of our more notable contributions have nothing to do with practicing medicine.

Medical innovations and quality care may be what we’re best known for, but that’s really just the beginning of our story. By generously supporting local organizations such as the Mexican American Community Service Agency, The Bill Wilson Center, Next Door Solutions for Domestic Violence and Childhood Immunization Partnership of Santa Clara County, we’re always reaching out and working hard to make a difference. Because we believe that providing quality health care to the community means helping to provide a better quality of life for those who live there.

Kaiser Permanente
Putting your health first.
www.ca.kaiserpermanente.org

KSTS Canal 48
Felicitia a La Familia Estrella
Por su labor y dedicacion a nuestra comunidad y por ser reconocida con “La Familia Award” 1997

Congratulations to the Hispanic Charity Ball for eight successful years of making a difference.
agency awards

TWCA of the Mid-Peninsula/
Familia Hispana Unida.
This program was developed to provide Latinos with parenting and leadership education. Currently, the program offers a nine week parenting education program intended to strengthen the family unit and help prevent child abuse. It also offers a 14 week parent leadership training program that encourages participants to take active leadership roles in their community. Funding from the Hispanic Charity Ball will enhance the project by adding a new component that seeks to encourage more male participation.

Sunnyvale Community Services/
Conexiones Program
This program was started five years ago with the goal of providing information on community resources and services that are available to families. Support from the Hispanic Charity Ball will help fund a nine week parenting series, a 12-week leadership series for 25 parents and seven monthly feature presentations on government, education and more.

Gardner Children's Center, Inc.
This center provides quality childcare and development services to 200 children whose parents are working, training or on a certified job search. The Hispanic Charity Ball grant will help support one of the Center's goals of providing basic healthcare to the uninsured family members of enrolled children. The Center provides an array of health related services including: blood pressure testing, cholesterol screening, iron supplements, follow-up medical care and health classes. It also refers uninsured families to potential funding sources.

Center for Training and Careers
Center for Training and Careers is dedicated to providing job training to local Hispanic youth through its 21st Century Program. Most of the youth participating in this program come from challenged backgrounds. The 21st Century program provides them with skills that will enable them to compete for jobs in an increasingly demanding work environment, and which will prevent them from falling into the juvenile justice system. The Hispanic Charity Ball's support will enable CTC to train Hispanic youths to participate in a printing and document assembly course.

These agencies were selected in 1996 using United Way's selection criteria, and are being honored this evening.

The Hispanic Charity Ball has allocated over $262,000 to local community service agencies who provide direct services to Hispanic youth and families. This year's four recipients were selected in advance of this evening, in an effort to increase community visibility and support for the very important services they provide in making Santa Clara County a healthier and happier place to live.
generosity & 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.

A special thank you to, our platinum sponsor

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the emcees

**Araceli Martinez**

Ms. Martinez began her television career 16 years ago in her home town of Tijuana, Mexico. She hosted a local youth variety show with the network Televisa. Upon graduation from Iberoamericana in Baja California, she became a news reporter and anchor at Channel 33 in Tijuana. In 1989, as part of Tijuana’s Centennial, she was awarded the "Communicator of the Year" award.

Serving as a correspondent in Spain, she carried out reporting during the Gulf War.

Ms. Martinez’s television experience also includes producing and hosting editorials, specials and documentaries that have been broadcast in Chile, Brazil, the Bahamas, Puerto Rico and México.

In 1992, Ms. Martinez joined KDTV Univision 14 as news anchor in San Francisco. Since then, she has continued to receive numerous awards and garner widespread recognition for her work.

Ms. Martinez is a prominent figure in the Bay Area and she frequently appears as host or featured celebrity at community fundraising events. She has hosted the Mariachi Concerts in San José since 1993 and her dedication to her Mexican roots and the Latino community is endless.

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**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.

Within a year after Doug joined the KNTV anchor team, the station won the coveted Emmy for Best Daily Newscast from the Northern California Chapter of the National Association of Television Arts and Sciences. It was the first time that honor had gone to a station outside of San Francisco.

Since then, KNTV has won numerous honors as "Best Newscast" in Northern California and Nevada from both the Associated Press and the Radio and Television News Directors Association.

Prior to joining KNTV, Doug worked at stations all over the country. He began his career as reporter at KMST, the CBS affiliate in Monterey, California. He also held positions as anchor/reporter at KXJB in Fargo, North Dakota, WITI in Milwaukee and at WCCO-TV, the CBS affiliate in Minneapolis.

Doug attended San José State University and majored in Mass Communications. Returning to California to join KNTV was a move home for him. Doug is devoted to his alma mater and is an active member of the Spartan Foundation.
The Hispanic Charity Ball becomes a foundation

The Steering Committee for the Hispanic Charity Ball is proud to announce that, beginning in 1998, it will realize one of its major goals: the formation of the Hispanic Foundation of Silicon Valley.

Through the foundation, we will expand resources for services that effectively address the needs of Hispanic youth and families, increase Hispanic community involvement through volunteerism and philanthropy, and create a highly visible and professional organizational model for which the Hispanic community can be proud.

Since its inception, the Hispanic Charity Ball has allocated over a quarter-of-a-million dollars for services to Hispanic youth and families; it has involved Hispanic professionals with the appropriate expertise to determine how to effectively allocate funds, and has generated over 10,000 community volunteer hours.

We want to thank United Way of Santa Clara County for its support and guidance in bringing us to this momentous crossroad. We also want to thank the many corporations, community organizations and individuals that have helped us along the way. It is to you that we owe our present and future successes.

We look forward to your continued support and involvement.
Solectron Corporation tiene el privilegio de participar en el Hispanic Charity Ball de 1997 y brindar nuestro apoyo para los muchos programas que son beneficiados por este evento tan importante para nuestra comunidad.
The Victor & Luz Estrella Family

In the late 1940's, Victor and Luz Estrella's families immigrated to the United States from Mexico. The two were married in 1955 and set up residence in Mountain View, California. They, along with their eight children, worked in the fields picking cucumbers, tomatoes and apricots to make ends meet. Victor and Luz had a goal of providing the best for their children, and did so through family unity, hard work, education, religion, cultural pride, tradition and community involvement.

Understanding the importance of a good education, the Estrellas made tremendous sacrifices for their children. Victor held two jobs, and Luz worked the graveyard shift at the cannery, so that she could care for the children during the day. Through their hard work, the Estrellas were able to save enough money to send their eight children to St. Martin Catholic school in Sunnyvale. Six of the children were fortunate to attend St. Francis High School in Mountain View, where they did various janitorial duties to help with tuition.

The Estrellas have been parishioners of St. Martin Church in Sunnyvale for more than forty years. During that time, Victor and Luz served in the “cursillos” and helped form La Sociedad Guadalupeña, a coalition of Church members, that help organize dances, social events, posadas and other events for the Church. The Estrella children, in the tradition established by their parents leadership, established Alma Joven, a group dedicated to involving youth in church related activities.

Hard work and leadership by the Estrellas paid off. All of their children have excelled professionally, most of them receiving college degrees. More important, they have followed in their parents footsteps, by helping Latinos through their work in many community organizations.

Maintaining the culture and tradition of México was important to the Estrellas, instilling cultural appreciation in their children and grandchildren. Through family unity they have overcome many odds. They have established and continue to demonstrate strong religious beliefs which focus on family and community. The Estrella family believes that they can overcome life's obstacles through family unity. Through their efforts and community goodwill, the Estrellas demonstrate that they are role models for our community.
Fernando Torres-Gil
Why philanthropy matters

Fernando Torres-Gil serves as Assistant Secretary for aging in the Department of Health and Human Services, nominated by President Clinton in 1993 and later confirmed by the Senate. Dr. Torres-Gil oversees aging policy within the department as well as throughout the federal government, and manages the Administration on Aging. He is also Associate Dean for the UCLA School of Public Policy and Social Research.

Dr. Torres-Gil is a national expert on public policy issues concerning health and long-term care, gerontology, ethnicity, human services, rehabilitation and disability. In addition to a distinguished academic and professional career, Dr. Torres-Gil has served in a variety of governmental positions, including Staff Director of the House of Representatives Select Committee on Aging and Special Assistant to then Secretary of Health and Human Services Patricia Roberts Harris.

Dr. Torres-Gil is a national spokesperson on Hispanic issues. He was also policy advisor in the Clinton/Gore California campaign and served on the Presidential Transition Team as a member of the Health and Human Services/Veterans Administration/Housing and Urban Development cluster.

Dr. Torres-Gil was born and raised in Salinas, California and is the son of migrant farm workers. He earned his B.A. in Political Science, graduating with honors from San Jose State University, and his M.S.W and Ph.D in Social Policy, Planning and Research from Brandeis University.
v.i.p. reception emcees

**Celina Rodriguez**

Celina Rodriguez was born in Guadalajara, México. In 1978 she earned her Bachelor of Science degree in Communications from the Instituto Tecnológico y de Estudios Superiores de Occidente, ITESO, in Guadalajara.

She first came to the United States in 1985 on a Stanford University fellowship. During this time she worked as the US correspondent for Notisistema, a National Radio Broadcasting Station in México.

In 1987 she began working at El Mensajero, a Spanish-language newspaper. In 1991 she joined another Spanish-language newspaper, La Oferta Review. Also, since 1989 she has worked as foreign correspondent for Grupo Radio ACIR, a broadcasting network in México.

Celina joined Noticiero 48 News Team in 1988 as News Anchor/Reporter. Since then, she has earned numerous awards and recognition as a journalist and also for her work in the community.

In addition to reporting and anchoring, Celina produces and hosts a thirty minute public affairs program called “Diálogo.”

Celina lives in San José with her husband and their son.

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**Ysabel Duran**

Ysabel Duran joined KRON-TV’s San José NewsCenter as a general assignment reporter in May 1990. In July 1992, she gained additional responsibilities when she was named co-anchor of “NewsCenter 4 Saturday Daybreak” and “NewsCenter 4 Sunday Daybreak” on Channel 4.

She came to the station from WMAQ-TV, the NBC owned-and-operated station in Chicago, where she was a general assignment reporter since June 1986.

Prior to that, Ysabel held positions at KICU-TV in San José, KCST-TV in San Diego, WBZ-TV in Boston, KTVU in Oakland where she won a 1974 Emmy Award for spot news coverage of the Patricia Hearst story and KNXT-TV in Los Angeles.

A native of Salinas, California, Ysabel received a B.A. in Journalism from San José State University. She also received a Washington Journalism Fellowship in the spring of 1970, and is listed in the 1978 and 1987 editions of “Who's Who of American Women.”

She has also received other Emmys and numerous awards for her work in the broadcasting field and in the community.
This is the premier Hispanic Community event in town. One that reaches deep and appeals to our greater community. Under what grounds would you not invest mightily in this?

— Tom Hayes

It is important to realize that the HCB funds vital youth and family services that complement many companies’ philanthropic objectives. The goal is simple: provide the support that will help the next generation reach their potential.

— Joe Pon

COMMITMENT

Lordstrom has a long-standing and concerned interest in the community it serves. We are committed to playing a strong and responsible role as a community leader in the Bay Area by helping preserve the health and vitality of its communities. As a major corporation, we know support and involvement is important. To this end, Nordstrom is proud to once again onsort the annual Hispanic Charity Ball."

Geovy Thomas, Regional Manager Nordstrom
Anyone can dream, Adobe salutes those who do.

Adobe Systems, Incorporated is proud to sponsor the 1997 Hispanic Charity Ball

Felicidades!

David Menendez

IT IS AN HONOR TO BE GIVEN THE PRIVILEGE OF BEING THE PRODUCER OF THE HISPANIC CHARITY BALL FOR THE THIRD CONSECUTIVE YEAR. MY PARTICIPATION IN THIS PRESTIGIOUS EVENT IS A REMINDER OF MY OWN HISPANIC HERITAGE. I DEDICATE MY INVOLVEMENT TO THIS YEARS EVENT TO MY MOTHER DOLORES MENENDEZ HINES AND MY GRANDFATHER JOSEPH MENENDEZ.

MUY AGRADECIDO
steering committee

Richard Calderón
Chairman, City of San José

Ivonne Montes de Oca
Vice-Chair,
The Pinnacle Company

Teresa Guerrero-Daley
Vice-Chair,
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Community Relations
Liz Marquez La Ragione,
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MACSA

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Familia Rodriguez
Rogelio Balderas,
Familia Balderas
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City of San José

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County of Santa Clara Office
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Francis Palacios, KDTV,
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Rosa Rodriguez
Nannette S. Romero
David Sandate
Angie Sosa
Lily Trevino
Burt Villalba
past grant recipients

1990
+ Community Alliance For Upgrading Student Access & Achievement (Causa)
+ Mayfield Community Center

1991
+ Causa
+ Growth & Opportunity
+ Latino Issues Forum
+ Pathway Society

1992
+ Alum Rock Counseling Center
+ East Valley Community Clinic
+ Emergency Housing Consortium
+ Gardener Health Center
+ El Toro Youth Association
+ Sacred Heart Community Services
+ Second Harvest Food Bank
+ Washington Elementary School

1993
+ Catholic Charities Of Santa Clara County
+ Cause
+ Diabetes Society
+ Mexican American Community Services Agency, Inc. (MACSA)

1994
+ Bridge Counseling Center
+ Catholic Youth Organization
+ Pathway Society
+ Sacred Heart Community Services

1995
+ The Day Worker Program
+ Hispanic Women’s Council
+ MACSA
+ The Role Model Program
+ Sunshine Kids Club Of The San José Neighborhood & Housing Services

1996
+ Los Amigos De La Biblioteca Latinoamericana
+ Sacred Heart Community Services
+ Washington Elementary School

1996 grant recipients being honored in 1997
+ Center for Training and Careers
+ Gardner Children’s Center, Inc.
+ Sunnyvale Community Services/Conexiones Program
+ YWCA of the Mid-Peninsula/Familia Hispana Unida
Bank of America is proud to support

The Hispanic Charity Ball

Congratulations on your 8th year! Our Best Wishes to the Estrella Family.

ANDREW KERR, REGIONAL SENIOR VICE PRESIDENT
SAN JOSE REGIONAL COMMERCIAL BANKING OFFICE
101 PARK CENTER PLAZA • SAN JOSE • (408) 277-7031
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.

What kind of difference will you make?