The Hispanic Foundation of Silicon Valley
presents

The Hispanic Charity Ball
A Night in a MYSTICAL Rainforest
October 23, 1999
THE INFORMATION AGE has changed the way we live, work and do business. All of us are joined in a common journey, linked together in a new GLOBAL economy. It is an economy powered by the human IMAGINATION, driven by a basic need to create, communicate and collaborate.

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A Night in a MYSTICAL Rainforest

Evening Program

Welcome

Invocation

'99 HISPANIC CHARITY BALL

Entertainment - Brazil Culture and Arts

Dinner

Corporate Sponsor Presentation

Agency Grants Presentation

La Familia Award Presentation

Evening Emcee
Teresa Rodriguez

Dancing - Music by Touch and Go

Tenth Anniversary
SETTING OUR SIGHTS ON THE FUTURE

As we celebrate the 10th anniversary of the Hispanic Charity Ball, it’s fitting to make inventory of our achievements and rejoice on the dreams that have turned to reality. It is appropriate that we look back on the growth and evolution of our organization.

BUT WE MUST KEEP OUR VISION PERSISTENTLY FIXED ON THE FUTURE.

The world has undergone enormous changes, most of them as a result of a technology created right here in the heart of our Silicon Valley. Among the many changes happening in technology and in society, one of the most important and most revolutionary is the fact that at every level of life — from business to health, to education, to government — power is shifting. In the words of Futurist Alvin Toffler, “This is the Dawn of the Powershift Era.” And the highest-quality power comes from the application of knowledge.

For us in the Hispanic community, the question is whether or not we will be a critical force in successfully leading the nation now and in the future. Our future relies on technologies. Future personal and community success will depend on technological knowledge. Yet in order to succeed holistically, young minds also need a strongly developed sense of right and wrong — something a computer cannot provide.

Can we imagine a society where the enjoyment of health, beauty and prosperity is the rightful heritage of every man, woman and child? Some would say it is not possible. Yet, the approaching millennium as no other time in our history provides us with an opening for possibility, for moving beyond what we have known. If history shows us anything, it shows us that we will continually accomplish the impossible. History shows us that setting our sights on what was once thought impossible is no less reachable than the moon.
Nordstrom salutes the Tenth Annual Hispanic Charity Ball and their continuing support to the Hispanic youth and families of Santa Clara County.

The Indalecio and Guadalupe Pérez Family

Winners of La Familia Award

Indalecio and Guadalupe Pérez have raised three conscientious, socially responsible, high-achievers: their daughters Julietta, Ylianna and Erika. And they did it in the most effective, but also the hardest way possible: by example.

These three young women are the type of child any parent would be proud of.

Julietta, their oldest, has a Masters Degree in Psychology and currently works as program manager for the Pediatric and Medical Center in Los Angeles. In addition, she dedicates time to projects such as the Children’s March of Dimes as well as programs dedicated to troubled mothers and sons.

Ylianna, their middle daughter, has a Law Degree and practices Immigration Law. Through her work and dedication as an attorney, she helps immigrants attain legal status in the United States.

Erika, the younger one, recently graduated with a Bachelor of Arts Degree in Child Development and now works as a teacher with Headstart. She has devoted much time to the Pelomares House for teens and tutored ESL students at Silver Creek High School.

All three daughters attribute their achievements to their parents who have guided them with strong principles and good example, and helped them with encouragement and moral support.

Mr. and Mrs. Pérez, both natives of México, met and married in San José, where Mr. Pérez was a seasonal worker at Del Monte canner. They set household in San Jose where they raised their family with love and dedication.

Mr. Pérez has worked as a supervisor for Del Monte since 1962. He has actively encouraged the hiring, retention and promotion of Latinos within his department. He has also encouraged the hiring of college students during the summer season to help them afford their college expenses. Many of his past workers have gone on to become leaders of the Latino community.

Mrs. Pérez has shown a continued dedication to helping her community through her work at Evergreen School District. She educates parents on the importance of parent involvement in their children’s lives as well as their rights as parents. Each year during the Thanksgiving holiday she delivers traditional turkey dinners to many families who could not otherwise afford such a meal.

The Pérez family strong commitment to education, their professional achievements, and their dedication to community service, makes them an inspiring role model to Hispanic families all over, and to the community at large. And it makes them the winner of the 1999 Hispanic Charity Ball’s La Familia Award.
Mission Statement

The Hispanic Foundation of Silicon Valley is a community-based volunteer association that — through stewardship — inspires, supports and directs community response to the health and human services needs of Hispanic youth and family.
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 Diamond Sponsor, Applied Materials.

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Charity Ball Emcee

The host a prime-time magazine series on Univisión entitled "Aquí y Ahora con Teresa Rodríguez," our distinguished Emcee is the Winner of eight Emmys for four of her specials as well as investigative reports and features, and has been honored with numerous other awards, including the prestigious George Foster Peabody Broadcasting Award, the ACCA and ACE.

Rodríguez is an in-depth news report on a current national and international issues. She also hosts a special segment on the national newscast "Noticiario Univision" titled "Primer Plano."

She was also the spokesperson for "La Familia de Hoy," which were a series of vignettes that provided helpful information for Hispanics across the nation on such things as immunization and voter registration. These vignettes aired on Univision.

She became the first woman ever to host a national prime time Spanish-language newscast as the main news anchor for the Spanish International Network (SIN). While in this position she covered a number of important national and international news stories such as the visit to the U.S. by Pope John Paul II and the 1984 presidential election.

Rodríguez is a former chairperson and founding member of the National Association of Hispanic Journalists. She currently resides in Coral Gables, Florida.

A DECADE!
A Retrospective
by Claudia Mendoza-Carruth, P.R. and Media Chair

The ten-year enterprise of promoting philanthropy and highlighting the values of our Hispanic community has been quite a ride! As the Hispanic Charity Ball celebrates its tenth anniversary on this the last year of the millennium, we look back for a perspective on how it all started, the people that made it possible and most importantly, the goals we have achieved.

In 1990, the Hispanic Chamber of Commerce in association with United Way of Santa Clara County created a vehicle to increase volunteerism, charitable giving and awareness of the human service needs of the Hispanic community. The first "Black and White" Hispanic Charity Ball was presented with La Familia Award at its core.

To date, more than $320,000 have been distributed to support a total of 38 different agencies that serve the needs of Hispanic youth and families. An impressive parade of Latin talent has contributed to the reputation of the Hispanic Charity Ball as the premier Hispanic gala. Among them: comedian Paul Rodriguez, actor and director Cheech Marin, Poncho Sanchez and his Latin Jazz Band, Pete Escovedo, actor Eulalio Morales, Conjunto Cespedes and Jorge Santana (Malo).

Every year the Fairmont Hotel in downtown San Jose has been the venue for this glamorous fall event.

And what a display of fabulous Latin fantasy! The themes have been exciting and evocative: A Night of Carnival with the beat of Brazil Samba; the glitter of Hollywood: Ayer, Hoy y Siempre; One Enchanted Evening in Playas Latinas, Back to the Future with a Latin Touch!

¡DIEZ AÑOS!

The family is the backbone of our Hispanic community, culture and values. The families that have been honored with La Familia Award are all role models of commitment to the community by their involvement and volunteerism: los Rodríguez, los Ríos, los Chacón, los Morales, los Carrillo, los Balderas, los Pérez, los Estrella, and los Herrera.

Many have been the volunteers that have lent their time, energy, expertise and their hearts to support this cause. Corporate and media support has grown considerably and the involvement of local businesses and community organizations has increased tremendously. The night of the event is the culmination of a year of extensive planning and organizing by the Steering Committee and its Chairs. A lot of "corazón" was put by Supervisor Blanca Alvarado, who served as the first Chair. She was followed by Jim González, Dolly Ares, Richard Calderon and our present Chair, Ivonne Montes de Oca.

They all have had their share of joys and challenges, and they all deserve our gratitude for leading the efforts of the many committee chairs and volunteers that have made the Hispanic Charity Ball the success it is today.

Let's look forward to another decade of giving, of honoring those who show us how, and of having great fun and joy while doing it!
In Kind Contributors

The Hispanic Charity Ball thanks the following for their generous support

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

― Joe Pon
Applied Materials

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On its 10th Anniversary

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The Hispanic Charity Ball

Congratulations on your 10th year! Our best wishes to the Pérez family!

Stephen G. Heitel, Regional Senior Vice President
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