THE HISPANIC FOUNDATION OF SILICON VALLEY
IS PROUD TO PRESENT
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. 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

THE INFORMATION AGE STARTS HERE™

Moonlight Serenade

Friday November 3, 2000 • Fairmont Hotel, San José

Evening Events
Invocation Dinner Program
Cabaret Show

Ms. Rita Moreno

Evening Emcee José Ronstadt

Dancing, Music by Touch and Go

Sponsors Reception (special ticket required)

The 11th Annual HISPANIC CHARITY BALL
The Vitality of a Growing Community

To improve life and transform society, people need to improve their experiences. We proudly support people like the DeLeon Family who create bonds of understanding and promote growth among individuals anywhere: in classrooms, in offices, in society.

Our prospects brighten with the influx of better thoughts and better deeds.

Message from the Chair

NO MORE EXCUSES, for the high dropout rate among Latino students, is the theme that should resound throughout our city, state and at our nation’s capital. As a member of the 2000 Hispanics Organized for Political Equality (H.O.P.E.) Leadership Institute, I had the opportunity to address this issue to our congressional representatives and at the Department of Education. I returned with the knowledge and realization that we, at the local level, will need to bring about change. Therefore, we must no longer accept excuses for the 49% nationwide dropout rate among Latino students. Latinos will be the majority population by 2025 in California, and 1 in 5 U.S. residents will be Latino, according to the Urban Institute. However, nationwide, only 10% of Latinos graduate from college. Latinos, as a major workforce, are not ready to meet the existing demand for high tech and other professional labor; therefore, the U.S. depends on importing labor from other countries. Cities and counties depend on the revenue from taxes, which is directly connected to earning capacity and maintaining a balance between revenue and cost for services. Without an educated populace, municipal infrastructures will be weakened. Furthermore, educational opportunities must be created and workforce retraining started.

A detachment between many Latino students and their school environment exists. Shortsighted attempts have failed to address this deep-seated problem that requires fundamental revisions in education and training programs. Dedicated teachers have made great strides in the education of Latino students, but that is not enough. We need more Latino role models, more Latino faculty, stronger retention and counseling programs, involvement by and education for parents, financial aid, and job opportunities for high school students because many Latinos drop out of school to work and help support the family. Lastly, the curriculum content taught in the classroom must be more culturally diverse, relevant, and sensitive; awareness of Latino accomplishments must be incorporated into the textbooks and teaching materials.

This last point is one of the reasons that the “Hispanic Education and Media Group” (HEMG) was selected as this year’s recipient agency. Their “Cada Cabeza es un Mundo” (Each Mind is a World) project is a national model for high school dropout prevention and has just completed a pilot project involving over 850 students in San Jose. Besides providing us wonderful entertainment, Ms. Rita Moreno, as co-founder of this program, will take part in honoring HEMG tonight. Please join me in declaring November 3, 2000, as the beginning of a movement aimed at annihiliating the Latino dropout rate. No more excuses.

Con carino,
Teresa Guerrero-Daley
Chair, Hispanic Charisty Ball
Nordstrom salutes the Eleventh Annual Hispanic Charity Ball and their continuing support to the Hispanic youth and families of Santa Clara County.
is proud to be a sponsor of the Hispanic Charity Ball

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Hispanic Foundation of Silicon Valley
Thank you for making a difference in our community.
Quantum

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2000 Hispanic Charity Ball
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Youth Services Division
In an effort to address one of the great crises in education today, the alarmingly high dropout rate among Latino students in San Jose and nationally, the Hispanic Foundation of Silicon Valley is announcing that this year all the monies allocated for funding will go to the Hispanic Education and Media Group (HEMG) for their program “Cada Cabeza Es Un Mundo” (Each Mind is a World). A minimum grant of $70,000 will be made to this non-profit high school dropout prevention program. The Cada Cabeza program targets Hispanic youth that are most at risk for school failure in grades 7-12. This program empowers the students to elevate their self-image and to succeed academically through the use of culturally based curriculum. Cada Cabeza uses comprehensive and strategic tools that focus on improving the academic shortcomings of Hispanic students.

The legendary Rita Moreno, famed musician Carlos Santana, acclaimed actor Edward James Olmos, and multi-talented playwright Luis Valdez have been the driving force behind Cada Cabeza. This program has been nationally recognized as making a life-changing difference in the lives of thousands of at-risk Latino youth.

During the 1998-99 school year, former Mayor Susan Hammer invited the Cada Cabeza program to local schools in San Jose due to the large Hispanic population and overwhelming number of high school dropouts. The trial implementation of this program took place in four locations: San Jose Unified, Alum Rock, East Side Unified and Franklin-McKinley school districts. The collective research and findings of this pilot program will serve to expand this program nationally; our goal is to offer it at every school district in San Jose. In order to accomplish this, the Cada Cabeza program must secure additional funding.

Giving children a future is the right thing to do, and it is also good business. Latino youth need an education in order to become part of the high-tech workforce and to compete in our global economy.
José A. Ronstadt joined quepaso.com on November 1, 1999. As Senior Vice President of Content Development, José draws upon his vast knowledge of the Hispanic market to guide quepaso.com’s development team in its quest to become the premier bilingual/bicultural online community for the Hispanics in the United States. His long track record includes experiences in all aspects of management, television - both as on-air host/executive producer and as a general manager - electronic and print journalism, sales, banking, education, community relations, and public speaking.

José served as Senior Vice President and General Manager of KTVW, Channel 33, Univisión’s affiliate in Phoenix, Arizona. He has also served as Vice President and General Manager of KVEA, Channel 82, Telemundo’s affiliate in Arizona Bank and Security Pacific Bank employed José as their first Vice President and Manager of Corporate Communications and Director of their Charitable Foundation. His work was instrumental in the development of Hispanic marketing opportunities for both banks. He has also acted as a host and producer of several television shows and network specials. Among those shows and specials are Hola Américas, an international live program shown in 15 countries, Voces del Pueblo, a National Hispanic Public Forum, Tiempo de Acción, Primera Piana, Contrapunto, and El Pueblo Dice.

José has been instrumental in the presentation of the Tucson International Mariachi Conference, a fundraising event for La Frontera, Inc., in Arizona and the Las Cruces Mariachi Conference in New Mexico.

For the two years prior to joining quepaso.com in 1999, José was the Senior News Anchor of Telemundo’s Los Angeles affiliate KVEA-TV, Channel 82. He continues to contribute to KVEA three weekly editorials named “Punto de Vista.” He also continues to host the program “El Pueblo Dice,” a public affairs show that airs on Sundays. Moreover, José actively participates in community events throughout the United States.

José’s expertise in the Hispanic market, and work experiences within the Latino communities, give him a unique insight in the opportunities that the Internet and broadcast media bring to the Latinos living in the United States.

Doug Moore has been an anchor for NewsChannel 11 since September 1992. Within a year of Doug’s joining the NewsChannel 11 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.

Prior to joining NewsChannel 11, Doug worked at stations all over the country. He began his career as a reporter at KMTV, the CBS affiliate in Monterey, California. He also held positions as anchor/reporter at KJUR in Fargo, North Dakota, WII in Milwaukee and at WCCO-TV, the CBS affiliate in Minneapolis.

Doug attended San Jose State University and majored in Mass Communications. Returning to California to join NewsChannel 11 was a move home for Doug. He is devoted to his alma mater and is an active member of the Spartan Foundation.

Mr. William Faulkner, Harpist
Entertainment for Reception and Dinner
Welcome
11th Annual Hispanic Charity Ball

November 3, 2000

It is a great pleasure to extend a warm welcome to all who have gathered for the 11th Annual Hispanic Charity Ball.

This event is a unique opportunity to recognize the valuable contributions that the Hispanic Foundation of Silicon Valley continues to make to the community. I salute the members of the Hispanic Foundation for their extraordinary generosity to volunteerism. Their ongoing dedication to service has made a positive and lasting impact on many lives.

On behalf of the people of the State of California, I extend best wishes for a successful event.

Governor Gray Davis

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Serving the Community for more than 40 Years

We are proud to be a sponsor of this year's 11th Annual Hispanic Charity Ball

Congratulations to the Hispanic Foundation of Silicon Valley on a job well done and continued success in the New Millennium
November 3, 2000

Hispanic Foundation of Silicon Valley
Post Office Box 720591
San Jose, California 95172

Dear Friends:

It is a pleasure to have this opportunity to greet you as you come together for your Hispanic Charity Ball. I commend the Hispanic Foundation of Silicon Valley for their commitment to volunteerism and the community. I only wish I were able to be with you tonight.

Gatherings such as this one provide an opportunity to celebrate current and past achievements and offer time to reflect and recommit ourselves to the challenges ahead. Whether in business, in the community or in government, we can accomplish so much more when we come together around a common goal.

I extend my very best wishes to you all. I hope you have an enjoyable evening and another successful year.

Sincerely,

Barbara Boxer
United States Senator

BB/ksg
California State Assembly

Certificate Of
Recognition

PRESENTED TO:

The Hispanic Foundation of Silicon Valley

WHEREAS, Since conception of an idea in 1989 and in collaboration with community and government leaders, the Hispanic Charity Ball was founded to promote awareness, appreciation, and understanding of the rich and passionate partnership which bonds Hispanic tradition and family; and

WHEREAS, The Hispanic Foundation of Silicon Valley is a community based volunteer association that through stewardship inspires, supports, and directs community response to the health, education, and human service needs of Hispanic youth and family; and

WHEREAS, It is appropriate at this time to highlight its many achievements and to underscore the positive impact that it has made in the lives of countless individuals in the local community; and

WHEREAS, Careful attention has been placed to incorporate the strong Hispanic values of family and community that is highlighted by the presentation of the La Familia Award.

NOW, THEREFORE, I, Michael Honda, serving as Assemblyman, 33rd District, do hereby recognize, November 3 of the Year 2000, which will mark the day in celebration of the 11th Annual Hispanic Charity Ball.

MEMBER OF THE ASSEMBLY
CALIFORNIA STATE LEGISLATURE

GC Micro*

All my best to the
Cada Cabeza es un Mundo project and Ms. Rita Moreno

Belinda Guadarrama
President, GC Micro

*Underwriter

Silicon Graphics, Inc. Salutes

The Hispanic Foundation of Silicon Valley

who celebrated its first Installation of Officers

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THE LEGENDARY IMPORT

A Proud Sponsor of the 11th Annual Hispanic Charity Ball

Enjoy our quality responsibly
On behalf of the Board of Directors, welcome to the 11th Annual Hispanic Charity Ball. This year's Ball is a culmination of countless hours of work by volunteers, community and corporate leaders, and dedicated friends. The Hispanic Charity Ball is an opportunity to celebrate the core of our community, La Familia. This year's recipients are well deserving of such honor.

In addition to the Hispanic Charity Ball, the Foundation has made tremendous strides in its formation of a working board. With the first installation of Officers, held on April 13, 2000, the Board of Directors has sixteen members. Recognizing the work, which is ahead of us, our board has moved quickly to establish organizational, managerial, and fiscal procedures to meet challenges the upcoming year will bring. Next year's objectives include strategic planning, organization and research development to serve our mission of support to youth, families and communities.

We will continue to count on your active support and participation as we build an institution that will make a positive difference in our community. Thank you for your support as we focus on long-term stability in the new millennium.

Sincerely,
Joe B. Rodriguez
Interim Board President

Mission Statement

The Hispanic Foundation of Silicon Valley is a community-based volunteer, non-profit organization that - through stewardship - inspires, supports, and directs community response to the health and human service needs of Hispanic youth and family.

Carlos and Deborah
SANTANA

Congratulations
Ms. Moreno
and thank you for caring to help with
"Cada Cabeza es un Mundo"

Felicidades a La Familia DeLeon

Sinceramente de parte de mi familia:
Alex Carter + Matt Carter + Lynne Yates-Carter

The Law Offices of Lynne Yates-Carter
111 W. St. John Street, Suite 300
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Congratulations the
Hispanic Education and Media Group
and Ms. Rita Moreno

Caroline Boitano, President

Bank of America

*Underwriter
“One Big Party
at last year’s
Hispanic Charity Ball”

...A Night in a Mystical Rainforest
The Hispanic Charity Ball 1999
November 3, 2000

Hispanic Foundation of Silicon Valley
Hispanic Charity Ball
P.O. Box 720591
San Jose, CA 95172

Dear Friends:

It is with great pleasure that I welcome you to this year’s Hispanic Charity Ball. Since 1989, the Hispanic Charity Ball has worked to increase volunteerism and charitable giving to meet the needs of the Hispanic Community. Their commitment to honoring Hispanic families and providing youth services has resulted in the distribution of more than $320,000 to 38 different agencies.

I am also delighted to pay tribute to this year’s recipients of the “La Familia Award”. The DeLeon Family has consistently demonstrated a commitment to volunteerism and serves as an exemplary model for us all. Congratulations on receiving this important honor.

I hope that this will be a memorable evening for everyone involved. I wish each of you and the Hispanic Foundation of Silicon Valley all the best and continued success in the years ahead.

With warmest personal regards.

Sincerely yours,

Dianne Feinstein
United States Senator
TELEMUNDO
KSTS-TV48

The Proud Spanish-Language Television Sponsor of the 2000 Hispanic Charity Ball

SALUTES

La Familia DeLeon
On Their Nomination as the Family of the Year

¡FELICIDADES!

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