THE
HISPANIC FOUNDATION OF SILICON VALLEY
IS PROUD TO PRESENT
THE 13TH ANNUAL
HISPANIC CHARITY BALL
"Celebración de Familias"
SATURDAY, SEPTEMBER 21, 2002 • FAIRMONT HOTEL, SAN JOSÉ
The Bay Area’s leading Hispanic radio stations,

KLOK – 1170AM – Radio Tri Color
&
KBRG – 100.3FM – Radio Romantica

congratulate the Hispanic Charity Ball committee
on thirteen successful years of making a difference!
Welcome to the 13th Annual Hispanic Charity Ball! Our theme "Celebración de Familias" (Celebration of Families) is both heartfelt and reflective. Tonight, we are presenting the López family with the prestigious La Familia Award for their volunteerism and for their generous, consistent giving to the community. We are also proud to have with us the preceding twelve families, winners of La Familia Award. We honor them again tonight for their steadfast giving, mentoring and educating. Their service to our community is invaluable and everlasting.

Four community organizations are being recognized and awarded grants for their service to the Latino community. They are: Escuela Popular, the Enlace Program, Science Discovery Workshop, and the National Hispanic University. These four extraordinary institutions were selected by the Hispanic Foundation of Silicon Valley's Community Grants Committee, to be the recipients of this distinction.

The Leadership and Vision Award in Education Award is presented for the first time to a most remarkable visionary leader: the late Dr. Roberto Cruz, founder of the National Hispanic University.

His influence and example extends beyond our local community and his spirit and dedication inspires each and every one of us. It is indeed a pleasure to honor all four recipients for providing hope and opportunity to countless Latino youth who would otherwise be left behind. By building a better future we help create a more prosperous, more just Silicon Valley.

All this would not be possible without the generosity of our corporate and business sponsors. They are indeed the philanthropic leaders of this community. And so are you, each and every individual ticket-buyer. Our heartfelt gratitude goes to you all.

We are also grateful to the fantastic volunteers of the HCB Steering Committee who spent countless hours planning and organizing this event. Because of you, the Hispanic Charity Ball continues to be the premier philanthropic Hispanic event in Silicon Valley. And a great success!

Nannette Romero
Chair
Hispanic Charity Ball
The Joe & Alicia López Family

2002 La Familia Award

The López family, Joe and Alicia and their four children, Mark, Mike, Nancy and Brenda, (who passed away in 1999 after a long battle with cancer) consider their community service a labor of love that comes naturally to them. “It’s just what we do. Everything we do in the community is part of our everyday life,” youngest daughter Nancy says.

Committed to community service, Alicia and Joe have set an example for their children to follow. The López family has been instrumental in starting youth sports leagues, homework clubs, organizing dances, and dance groups. Importantly, they have helped turn a cycle of violence in San José’s Washington neighborhood into a fountain of hope and empowerment for the community.

For the López children, it is a simple formula learned from their parents. Mother, Alicia has operated a day care facility inside the López home for more than 20 years. She claims that a little bit of caring, nurturing, role modeling for young Latinos, as well as communicating, results in a future generation of leaders and role models in which the community will remain strong, safe and prosperous.

Alicia is also an advocate for CPR classes to be taught in Spanish so that many day care providers who speak English as a second language could gain their licenses. She is now a certified instructor of CPR.

Joe — or “Papa Joe” as he is known in the neighborhood, is a regular fixture during the Cinco de Mayo parade as a driver for Washington School’s annual float. Joe says, “I feel that it’s my duty.” To the López family, it is more than giving the Washington area youth something to do; it is giving them a chance in life.

“When my children wanted to get involved in community service, they found work to do with [Washington School] kids. What luck! It was in their blood,” recalls Alicia. Oldest son, Mark, was determined to help young people after completing a community service project for the second grade class of one of the children in Alicia’s, day care center. “It felt good, they are actually making a difference is what keeps me going. All Latinos have something to offer this world. We try to give them that extra push to help them succeed,” Mark proudly states. He has taken the family’s philosophy of community service and makes it a tradition. Fueled by his passion for community service, he is currently pursing a teaching credential and hopes to become a school principal.

The family tradition has continued with Mark’s younger siblings, Nancy, Mike, and Brenda. Prior to Brenda’s death, she created a folkloric dance group at Washington school. In true López character, Brenda’s group did not falter. Her sister, Nancy, has taken over for Brenda as a leader of the folkloric dance group and is currently attending college to become a special education elementary teacher. Mike is currently working as a disc jockey for radio station 94.9 FM. He started his involvement by tutoring, and is developing a new program to teach children how to use technology to mix music and create videos. He claims, “It’s nice to hear a kid say ‘I want to be like you when I grow up.’” Mark’s dedication to students displays his concern for their advancement and knowledge of technical skills necessary for a successful future.

Joe and Alicia López’s lifetime dedication to community service has inspired all family members to become productive citizens in which each gives back — with a passion — to the community in which they live.
August 28, 2002

Hispanic Charity Ball
P.O. Box 720591
San Jose, California 95172

I want to join other members of the Bay Area community in celebrating the 12th Annual Hispanic Charity Ball and the efforts of the Hispanic Foundation of Silicon Valley for striving to improve the lives of the Hispanic community.

The Charity Ball, as an event that raises and distributes funds to nonprofit agencies in the Hispanic community, not only unites leaders from corporations, businesses, media and other members of the community, but fosters opportunities for Hispanic children and families.

Founded in 1989 by the Hispanic Chamber of Commerce and the United Way of Santa Clara County, the Hispanic Foundation of Silicon Valley has raised over $750,000 while at the same time promoting volunteerism and the importance of family in the local Latino community. Additionally, by honoring a Hispanic family with the “La Familia Award,” you recognize the ongoing progress toward the betterment of Latinos in the Bay Area.

This year as you approach your goal of $300,000 and embark on a 5 year strategic plan to better the Northern California Latino community, I want to commend your dedication, leadership, and stewardship. Thank you for continuing to make a positive difference in Silicon Valley.

Sincerely,

Michael M. Honda
Member of Congress

MEM: SP
Enlace Program

at Evergreen Valley College

The Enlace Program began in 1983 at Evergreen Valley College and represents an alternative approach to meeting the educational needs of Chicano/Latino students. The name “Enlace” comes from the Spanish word “enlazar,” which means to bind or connect, to create community. Enlace’s slogan is “A Community Investment in Education.” Most Enlace students are first generation college students and recent graduates of East Side Union High School District or San José Unified School District.

Approximately 53% are females. The services that Enlace provides include: academic classes, support, counseling, and community mentoring.

Science Discovery Workshop

The San José Science Discovery Workshop opened in 1995 and is modeled after the Mission Science Workshop in San Francisco. The Science Discovery Workshop provides tools, materials, and prototypes to allow neighborhood youth in downtown San José to build a variety of hands-on science and technology projects in a safe place that is supervised by college-age mentors/teachers. The goal is to help downtown youth from primarily Latino immigrant families increase their understanding of science and technology and to gain self-confidence in their ability to learn difficult subjects.

Escuela Popular Accelerated Family Center

Escuela Popular is a family center that serves Pre-K infants, K-12 youth, and adults who are seeking a high school diploma. The school began providing educational services to the East San Jose in 1986. Escuela Popular developed as a grassroots effort to serve the growing need for English classes in the community, and, later expanded to include parent education, citizenship classes, history/civics, and after-school youth programs. This fall Escuela Popular will begin its first year as a charter school of the East Side Union High School District. The overall mission is to empower the community through education. Escuela Popular regards parent involvement and support as essential to students’ academic success and runs a unique program that involves the whole family in the learning process.

Leadership & Vision Award

The Hispanic Foundation of Silicon Valley presents a special recognition award to the late Dr. Roberto Cruz, Founder and President of the National Hispanic University (NHU) for his leadership and vision in education.

To honor the memory of Dr. Cruz, a $10,000 grant is awarded to the National Hispanic University for scholarships to students entering NHU.

Dr. Cruz was a teacher at heart, having taught elementary, secondary and college students for the past 38 years. The national Hispanic University started as a two-classroom college in 1981. It was Dr. Cruz’s vision and untamed commitment that led to NHU’s recent accreditation from the Western Association of Schools and Colleges and launched a $25 million-endowment fund to redevelop the campus.

Dr. Cruz’s commitment to educating Latino youth created an environment for academic success and achievement for students entering NHU. He leaves a legacy filled with inspiration, hope and success.

Dr. Cruz received his Ph.D. in Policy Planning and Administration and a Master of Arts Degree in Curriculum and Instruction from the University of California Berkeley. And, a Bachelor of Arts degree in Spanish and Social Studies from Wichita State University.

Dr. Cruz received over 200 awards and honors from educational and other organizations throughout the nation, and was inducted into two educational leadership Halls of Fame. His greatest reward and achievement, according to Dr. Cruz, was being married to Guadalupe Rojas and raising their three sons: Roberto, Marco Antonio and Fernando Rey.
**The Hispanic Charity Ball**

**Muchas Gracias!** In-Kind Contributors

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**The Hispanic Charity Ball**

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**José A. Ronstadt**

Described as "a man who uses wit, enthusiasm and knowledge to make things happen," José A. Ronstadt is well known in the Latino community not only for his television background, but for his long activism on behalf of Hispanic causes. Mr. Ronstadt has acted as host and producer of a number of television shows and network specials, among them: "Hola America" a live international show which combined fun and games with the most recent news, reflecting Mr. Ronstadt's personality. "Voces Del Pueblo" which united for the first time the communities of San Antonio, Texas, New York, Miami, Florida and Los Angeles, in a national town hall dedicated to the most critical Hispanic issues. He served as Host and Executive producer of Telemundo's KVEA-TV, Channel 52's morning news and entertainment program titled "Hola Los Angeles." This program covered a variety of topics ranging from the latest news and Latino issues to sports, entertainment and much more. Mr. Ronstadt also served as the senior anchor of KVEA-TV, Channel 52's newscast titled "Noticiero Telemundo 52" for which he received the Golden Mike award for "Best Half Hour Newscast in California" and the Golden Mike for "Best Commentary" in television in California.

**La Familia Award Presenter**

Damian Trujillo reports for all NBC3 newscasts, and hosts NBC3's weekly public affairs show entitled "Comunidad del Valle." Damian grew up south of the Bay Area, in Greenfield — a Salinas Valley community about two hours south of San Francisco. He has lived in the Bay Area since 1986, and is celebrating his sixth anniversary working at NBC3.

Damian also attended school in the Bay Area, graduating from San José State University in 1993. His most embarrassing professional moment came while he was working in college radio. Before interviewing a pop star, he plugged his microphone in incorrectly and the entire interview was lost.

Since then, Damian has gotten used to the daily adventures that is news reporting. His favorite part of the job is waking up in the morning, without knowing what he'll be doing, or where he might be going. Meanwhile, he takes pride in the fact that his peers have recognized him through awards from the Associated Press, the Radio and Television News Directors Association (RTNDA), and the National Association of Hispanic Journalists (NAHJ).

Damian comes from a large family — six brothers and a sister. He is engaged and scheduled to be married to Monica Gómez in October. When not at work, Damian enjoys playing golf and speaking to student groups.

Mr. Ronstadt currently serves as news anchor for Telemundo/KVEA-TV, Channel 22, Los Angeles, which airs Monday thru Friday at 4:30 p.m. and 7 p.m.

His captivating personality has also won him the opportunity to serve as Master of Ceremonies for a number of events, including ASU's Annual Hispanic Convocation, the Concerts of The Tucson International Mariachi Conference, Las Cruces Mariachi Festival, National Council of La Raza Annual Banquet, and others. He has also hosted the American Leukemia Society's Annual Telethon and Navidad En El Barrio in Los Angeles.

Mr. Ronstadt is a graduate of Arizona State University. Through his ongoing work in television and his continuous commitment to the advancement of Latinos, Mr. Ronstadt has emerged as a strong presence in the Hispanic communities he has served.
September 21, 2002

Hispanic Foundation of Silicon Valley
P.O. Box 730591
20-8 North First Street
San Jose, CA 95172

Dear Friends,

Felicitaciones to the Hispanic Foundation of Silicon Valley on the 13th Annual Hispanic Charity Ball, Celebración de Familias.

I strongly support the mission of the Hispanic Foundation of Silicon Valley to bring a heightened social awareness of the health and human service needs of Hispanic youth and families through direct community response.

As we celebrate the vitality of a growing community we can also continue to embrace the efforts of the Hispanic Foundation of Silicon Valley for their commitment to enhance the quality of life for Hispanics residing in the Silicon Valley.

Sincerely,

Nora Campos
Councilmember
Council District Five
August 29, 2002

Dear Friends of the Hispanic Foundation:

Please accept my warmest congratulations on the 13th Annual Hispanic Charity Ball, Celebración de Familias. I wish to extend my sincere thanks to the volunteers of the Hispanic Foundation of Silicon Valley for their continued dedication in promoting and developing one of San Jose’s most prestigious and philanthropic annual events.

I want to commend the Hispanic Foundation for acknowledging the important work of our non-profits, the Enlace Program at Evergreen College, the Science Discovery Workshop, and the Escuela Popular Accelerated Family Learning Center. I also commend Dr. Roberto Cruz of the National Hispanic University for his leadership and vision in the area of education. The Hispanic Foundation’s fundraising efforts on behalf of these non-profit agencies provide critically needed services to our community.

I also want to commend and congratulate La Familia Lopez, the recipients of the “2002 La Familia Award,” Joe, Alicia, and their children are well-known in our Latino community for their dedication and tireless contributions to the Washington Guadalupe Neighborhood. Their contributions include establishing the after-school homework and recreation center at Washington School, organizing and hosting a trip to Disneyland for over 20 families, and creating the Brenda Lopez Folklorico Group and Scholarship Fund.

Recently, the community honored the beloved daughter and sister of the Lopez family by constructing the Brenda Lopez Memorial Plaza. I applaud the family’s exceptional commitment to our community and their efforts to improve the quality of life in our neighborhood.

Congratulations on another year of achievement. I wish the Hispanic Foundation continued success in the years ahead.

Sincerely,

Blanca Alvarez
Supervisor, Second District
Hispanic Foundation of Silicon Valley
114 East Santa Clara Street
San Jose, CA 95113

Dear Friends:

I am so pleased to commend the 13th Annual Hispanic Charity Ball. Over the years the Hispanic Foundation of Silicon Valley has bridged community leadership and resources to foster opportunities for the economic and social success of Hispanic children and families.

Personally, I find the La Familia Award most inspiring. My warmest congratulations go to the Lopez family who has served as an exemplary model for their volunteerism and community involvement through their activities with the Washington Elementary School community, the Washington Elementary School Folklorico Dance Troup and the Association of Hispanic Child Care Providers.

HFSV also promotes agencies that are making a positive difference in the quality of life for Hispanic youth and families. To that end, I proudly join you in honoring Dr. Roberto Cruz, who has spent a lifetime devoted to education in establishing the National Hispanic University in San Jose. NEU’s philosophy of high expectations, academic support, mentoring and role modelling for students in a small classroom, setting a family educational environment has helped diverse students overcome the initial barriers to success.

The Hispanic Foundation of Silicon Valley is an active partner in the improvement of the community by providing equal access to services and preparing leaders for our communities. Having personally seen the impact many of the nonprofit organizations funded by the HFSV, I commend HFSV for their years of outstanding public service, devotion to the community and commitment to the betterment of society.

Sincerely,

Member of Congress
The Vitality of a Growing Community

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

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