The 14th Annual Hispanic Charity Ball

Saturday, October 11, 2003
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**Message from the Chair**

**H**ermanos y hermanas, thank you for helping bring the 14th annual Hispanic Charity Ball to life. Tonight, we celebrate “Las Américas Unidas.” The theme transcends countries; it is the idea of shared strengths and values that help our community continue to succeed.

Sponsors and supporters, thank you for making tonight possible. All of our sponsors and supporters invested philanthropically in our community by participating in the Hispanic Charity Ball. With your investment, we honor family values and community organizations that strengthen our community and inspire others to follow suit.

The Avitia family is a prime example of putting strong values to action. While they may find their contributions to society ordinary, what they do everyday is generous and exemplary. They are an inspiration to all and a reminder that community involvement is meaningful, cherished, and necessary for our communities to progress.

Los Lupeños, MACLA, and Teatro Víssion are organizations in our community that instill the culture of Las Américas into our youth and adults in an educational manner. We honor them tonight for believing in the arts and for shaping future generations.

This year’s Hispanic Charity Ball committee was made up of promising future leaders. Each individual volunteered for one year to make tonight a success. They share a belief in the mission of this event and worked to gather your support. Thank you, HCB committee for your commitment, support, creativity, and energy. It truly paid off.

Ya llegamos al baile. I hope you’re ready because I am. Enjoy yourselves!

Warmest regards,

**M. Montenegro**

If news is all about sources, we have the best in the business. NBC News, MSNBC. CNBC. And NBC11.com. From Baghdad to Beijing to the Bay Area, only NBC11 can bring you worldwide news coverage backed by the networks of NBC. On the air, on cable, and online, NBC11 News is the Bay Area’s fastest growing news station.
Sonia Avitia recalls a conversation with her father Carlos, about 10 years ago that still inspires her today. He described how in an army of ants, each individual ant moves a rock as far as it can, that confident that another one will pick it up and take it from there in an effort to build the anthill.

For the Avitia family, everyday is an opportunity to change the world.

And, little by little, Consuelo and Carlos, and their daughters Sonia and Cindy, are making a difference, driven by the philosophy that if each of us do our part, we could build mountains.

Consuelo and Carlos began getting involved with the community when their children enrolled at Ruskin Elementary School in San José’s Berryessa neighborhood. "I needed to know what was happening at their school and I wanted to donate to the place to the school that was educating my kids," remembers Consuelo, a legislative secretary for the City of San José, where she has been a member and officer of the Hispanic Association of City Employees for 13 years.

Her volunteerism evolved from parent volunteer to community organizer, serving as a catechist at Our Lady of Guadalupe Church, commissioner on the Social Services Commission, commissioner and chairperson of the Santa Clara County Commission on the Status of Women, as well as a member of El Organismo Mexicano Cívico y Cultural. Carlos also was an active member of El Organismo Mexicano Cívico y Cultural - helping organize one of the first Mexican Independence Day Parades in San José. Through his work as an aluminum molder, Carlos also became a labor advocate, serving as president of the International Molders and Allied Workers Union Local 164, a board member of the South Bay Labor Council, and an original member of the Labor Committee on El Salvador.

It was through the eyes of their parents, that daughters Sonia and Cindy began to see the importance of community service and the impact it has.

"I remember when I was small, they would take us to events and I'd see that they were running around setting up the food, making sure the microphones worked. And that's where it started," said Sonia 36, now an aide to State Senator John Vasconcellos and an advocate for small business women. Sonia, a graduate of Santa Clara University, worked for then-Supervisor Ron Gonzales and Supervisor Blanca Alvarado. She was facility sales and reservations manager at the Mexican Heritage Plaza.

Sonia has used her business as a sales representative to advocate for young women entrepreneurs. She motivates her clients to develop self-esteem, positive expectations and affirmations, goal setting and the creation of a business plan.

For daughter Cindy, a graduate of Stanford University and currently a law student at Santa Clara University, receiving La Familia Award is not only a reflection of the altruism of her parents, but recognition of all immigrant families who contribute significantly to our economy, culture and community.

"This is about immigrant families like mine that have children who grow up to become successful professionals, without forgetting who they are, where they came from, and being ready to give back to the community," said Cindy, 32. She has dedicated her life to improving the lives of immigrant parents and their children, having served as a bilingual immigration legal worker at SCU's East San Jose Community Law Center, co-chair of the Immigration Legal Services Work Group of the Summit on Immigration Needs and Contributions for Santa Clara County and a presenter to Latino immigrant parents at numerous workshops and community events.

Carlos says he was surprised by the award because recognition is for people who do extraordinary things, not for a family who simply adheres to values passed on through his family in San José, Duzango, that taught him he had a moral obligation to help and serve the people in his community.

"All we've been doing is little things for people," he said. "This award conveys the message to the rest of the volunteer community that what we are all doing — these small acts of caring — matters." The family thanked Richard Hobbs (who certainly thinks la Familia Avitia is extraordinary), for nominating them.

—Miguel M. Salinas
Alisa Valdes-Rodriguez

Proving that friendship is the most valuable commodity any of us can have, The Dirty Girls Social Club is a vibrant portrait of six upwardly mobile Latina friends in their late twenties. Coming from varied Hispanic backgrounds, these women meet regularly to discuss the complications and pressures of everyday life and help each other over the bumpy course of careers, love and friendship. The novel is a triumphant look at American women who happen to be Latina, and reveals just how rich, complex and universal that heritage can be.

At the podium, Valdes-Rodriguez talks about the universal issues that face anyone looking to make their career and personal dreams come to life. Her humorous, inspiring presentations touch on cultural issues, the media, the art of writing, fighting the odds and turning dreams into reality.

The daughter of a Cuban father and Irish-American mother, Valdes-Rodriguez is a native of Albuquerque. She went to Berklee College of Music in Boston to study jazz saxophone. In one of many serendipitous moments in her career, Valdes-Rodriguez turned an essay about sexism in the jazz world into a job writing for the Boston Globe. She continued her studies at Columbia University and earned a master’s degree in journalism. When she moved to California, Valdes-Rodriguez covered the Spanish-language music industry for Los Angeles Times and taught journalism courses at UCLA.

Leaving Los Angeles Times after two years, Valdes-Rodriguez focused on her writing and taught at the University of New Mexico. She attempted to sell a nondisclosure proposal for a book about the post-Selena generation of Latin pop singers. Book editors didn’t like the proposal but enjoyed her writing and asked if she had a novel in the works. Valdes-Rodriguez said yes, although she had nothing prepared. She completed The Dirty Girls Social Club during an intense burst, writing as much as fifteen hours a day.

Laura Zaisn, the producer of Spider-Man, in association with Jennifer Lopez’s production company, has optioned the film rights to The Dirty Girls Social Club. The novel was also released in a Spanish-language edition.

Valdes-Rodriguez has already finished her second novel, about a young female jazz saxophonist. She lives with her husband and son in Albuquerque.
2003 Hispanic Foundation of Silicon Valley Grant Recipients

COMMUNITY GRANTS

This year, Hispanic Foundation of Silicon Valley’s grant making focus was Education Through the Arts.

We recognize that in Silicon Valley, as well as nationally, the arts are negatively affected by the economic downturn to a far greater degree than other public benefit organizations and that we may be in danger of losing our community’s cultural treasures. The arts serve to bridge communities, promote understanding of diverse cultures and, most importantly, educate young people. When the arts are used as tools for learning, the assimilation of a given subject becomes more meaningful and memorable. This year’s grantees, Los Lupeños de San José, Teatro Vision, and MACLA are prime examples of our community’s highest quality cultural and artistic institutions. These groups have enriched the lives of many families and children and it is critical that we continue to support their programs and their work.

Los Lupeños

Los Lupeños de San José is the oldest incorporated non-profit Mexican Folk Dance Group in the United States. Founded in 1969, as a dynamic, non-profit institution, Los Lupeños de San José exists to promote the awareness, appreciation, and understanding of the rich and passionate culture of México. Dedicated to education through dance, drama, music, and art, Los Lupeños unites diverse communities, linking the past with the present, with a firm commitment to artistic excellence.

Teatro Vision

The San Francisco Mime Troupe, and Valentín Productions have led their talents. For 19 years, the company has produced Latino theater in San José, presenting over 39 bilingual (Spanish/English) plays. A cultural milestone was the World Premiere of three new works written by Latino playwrights. What sets Teatro Vision apart is the company’s realization that it must grow with its community.

MACLA

MACLA is an energizing contemporary arts space located in San José, California. The organization was founded in 1989 by a group of community activists engaged in a broad mobilization to change the representation of multicultural artists within the City’s art allocations. MACLA has reached over 15,000 people a year with our Visual Arts and Performance and Literary programs.

While there are several excellent Latino cultural organizations in San José and the Bay Area, MACLA stands apart in the field. First, MACLA has demonstrated a commitment to emerging Latino artists and audiences and secondly, MACLA has a solid record of collaboration with other Latino mainstream institutions. The most significant example was MACLA’s participation in inciting and organizing the first charter school in San Jose, Downtown College Prep, which serves primarily Latino youth without a family history of college attendance.

ANNOUNCING: The Latina Scholarship Fund

Hispanic Foundation of Silicon Valley is proud and excited to announce the establishment of the Latina Scholarship Fund—funded through a generous $18,000 donation by the Hispanic Women’s Council of Northern California. The Foundation will distribute a total of 18 supplemental educational grants in the amount of $1,000 to Latinas entering or re-entering a four-year college or university.

Philanthropy is a tool that enables and supports many of these institutions to continue providing services to our community. Hispanic Foundation of Silicon Valley believes that philanthropy begins with our local Hispanic community.

The Foundation will begin to distribute the first group of scholarships in 2004 with a focus on the following criteria:
1. Hispanic women entering or re-entering any college institution after having a child(ren).
2. Hispanic women transferring from a community college to a four-year college or university.
3. Hispanic women entering a four-year college or university

HSV thanks the Hispanic Women’s Council for their leadership and commitment to supporting the educational success of Hispanic women. For more information on this fund, please connect with Hispanic Foundation Silicon Valley’s website: www.hispanicfoundation-sv.org

We encourage you to join us and help support the Hispanic Foundation’s goal of creating philan-
thropy in the Hispanic community and give to the Foundation. For information on how to give, please call us at 408-481-0560.
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De Anza College - Puente Project
Sigma Lambda Beta - Santa Clara University Alumni Fraternity
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Jennifer Elías

EMCEE

Perla A. Rodríguez

Perla Rodríguez is the Community and Public Affairs Manager for KDTV Univision 14 and KPSF TeleFutura 66, serving Latinos in the eleven county Bay Area. Univision and TeleFutura’s Public Affairs Department focuses on identifying and addressing community needs through public service campaigns, community partnerships, and a weekly public affairs show, Encuentro en la Bahía, which Perla co-produces. The half-hour show, airing Saturdays at 10:30 a.m., is the Bay Area’s only local Spanish TV program which highlights the events, organizations and other causes serving the local Hispanic community.

A native of San José, Perla graduated from Overfelt High School and Stanford University and was the first in her family to attend college. She has a background in corporate community relations and corporate giving. She came to Univision and TeleFutura from Intel Corporation in Santa Clara where she worked on grant making to local schools and non-profit agencies in the areas of math, science, engineering, and technology. Previously, she worked in the non-profit community in the areas of youth development, immigration services, and university admissions. Perla currently serves on the boards of the Hispanic Foundation of Silicon Valley, Catholic Charities of Santa Clara County, and the Stanford Chicano/Latino Alumni Association of Northern California. She was recently awarded by the Stanford Chicano Latino Alumni Association the 2003 Alumna of the Year Award for her service to the community.

Serving the community since 1975, KDTV Univision 14 is the Bay Area’s #1 station among Bay Area Hispanics. The station airs an exclusive daily local newscast at 6 pm and 11 pm, Noticias 14, which received a regional Emmy award for Best Newscast in 2002, and features a variety of network programming including novelas, talk shows, news magazines, music specials, variety shows and sports. KPSF premiered in January 2002 and has quickly become the market’s #2 Spanish station among young Bay Area Hispanic audiences. Distinguished from its Univision sibling, KPSF airs primetime movies, game shows, boxing, novelas and soccer.

LA FAMILIA AWARD PRESENTERS

Damian Trujillo is a NBC11/KXTV news reporter and Host and Producer of Comunidad Del Valle. For his excellence in reporting, Damian has received awards from the Associated Press, the Radio and Television News Directors Association, and the National Association of Hispanic Journalists. He is a graduate of San Jose State University. In his spare time, Damian enjoys golf and volunteering with school children.

Sandy Castelblanco

Sandy Castelblanco is co-anchor of NBC11’s 5:00 pm newscast and she reports daily for the evening newscasts. Sandy has been reporting and anchoring in the Bay Area for the last five years.

Before her arrival in Northern California, Sandy began her career in Los Angeles at KCAL 9 News. Her first break as a reporter came in 1994 at KMER, the NBC affiliate in Palm Springs. She then anchored the morning show for three years at KEYT, the ABC affiliate in Santa Barbara.

Sandy is originally from the Los Angeles area. She holds a degree in English Literature, with an emphasis in writing, from Loyola Marymount University.

Sandy is proud to now call the Bay Area home, with her husband Marco. She is a member of the National Association of Hispanic Journalists and Puente, a mentor program for college students.
Familia Avitia, you are our inspiration...

our people, our community

Hispanic Charity Ball

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Ivonne Montes de Oca
Board President, HFSV

On this special celebration, let us rejoice in the coming together of all the energies, all of the forces that make up a real community. Chief among them is the spirit of giving - of supporting one other. Because it is in this practice of giving that we communicate our unity and our connection. It is in this practice that we realize that, as a society, we are all interdependent.

That's why the theme of this year’s Hispanic Charity Ball is so appropriate – Las Americas Unidas. It offers a vision of INTEGRATION. A vision that calls us to reflect on what it means to be a human being in the twenty-first century – this extraordinary and unique time in history.

Mission Statement
Hispanic Foundation of Silicon Valley engages leadership and bridges resources to invest in a thriving Hispanic community. Resources are directed toward educational achievement, economic advancement and leadership development to create opportunities for Hispanic children and families.
Congratulations to
Hispanic Foundation of Silicon Valley
on 14 years of leadership
in serving the Latino community

Alcarlo and Carmen Castellano, Directors
Castellano Family Foundation
P.O. Box 4874
San José, CA 95125-5545

The Castellano Family Foundation is dedicated to the cultivation and enrichment of Latino family values through support of organizations, primarily in the Santa Clara County community; promoting the arts, Latino culture, Latino leadership, the educational pursuits of Latino students, and special interests of the trustees.

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We are proud to support the 14th Annual Hispanic Charity Ball and applaud the humanitarian efforts of the Hispanic Foundation of Silicon Valley.

Caring

about the whole world begins by nurturing life around us.
Las Américas Unidas

To improve life and transform society, people need to improve their experiences. We proudly support The Hispanic Charity Ball for its effort to 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.

The Mercury News
The Newspaper of Silicon Valley
MercuryNews.com

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