United Way of Santa Clara County and The Hispanic Chamber of Commerce Present

The Hispanic Charity Ball

Honoring the Hispanic Family

Saturday • October 5 • 1991
Fairmont Hotel • San Jose
# The Hispanic Charity Ball

**Fairmont Hotel**  
**Saturday, October 5, 1991**

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| Welcome                      | Francisco C. García  
Hispanic Chamber of Commerce                                                   |
| Opening Remarks              | George Lopez  
Comedian                                                                   |
| Invocation                   | Father Jose Rubio  
St. John Vianney Church                                                      |
| Chairperson's Message        | Blanca Alvarado  
Steering Committee Chair  
City of San Jose                                                              |
| Corporate Sponsors' Presentations | Vince Orduño  
American Savings Bank                                                        |
|                              | David Pockell  
Kaiser Permanente                                                           |
|                              | Yvette del Prado  
Tandem Computers Incorporated                                                |
| Dinner                       |                                                                              |
| Entertainment                | George Lopez                                                                |
| Award Presentations          | Jim S. Gonzales  
Kaiser Permanente                                                           |
|                              | Siobhan Kenney  
Volunteer Exchange                                                           |
|                              | Edward J. Rivera  
United Way of Santa Clara County                                              |
| Tribute to Frank Merino      | Blanca Alvarado                                                              |
| Closing Remarks              | George Lopez                                                                 |
| Dancing                      | Conjunto Los Compas                                                         |
**A TRIBUTE TO FRANK MERINO**

United Way of Santa Clara County and the Hispanic Chamber of Commerce of Santa Clara Valley would like to dedicate the 1991 Hispanic Charity Ball to the memory of Frank Merino, a long time United Way volunteer who devoted his life to the underprivileged, especially the Hispanic community.

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**WHY A HISPANIC CHARITY BALL?**

United Way, the Hispanic Chamber of Commerce, and Hispanic community leadership recognize the importance of the role that health and human service agencies and volunteer involvement play in the health, well-being, and quality of life of all communities. It is, therefore, critical that we continue to develop new partnerships and alternative approaches for raising needed revenue for these vital human service needs in our community.

United Way and the Hispanic Chamber of Commerce have joined in this nationally precedent-setting collaboration to respond to the mounting need for resources to support health and human services. The Hispanic Charity Ball has been established as a leadership vehicle for increasing the awareness of human service needs, volunteerism and charitable giving within the Hispanic community.

Our goal is to mobilize community volunteers to actively involve themselves in this very important endeavor and to demonstrate the quality and level of care, commitment and support that our community has towards helping the people that live here.

More than 25 volunteers lent their time and expertise for our first event held in 1990 and several corporations came forward to support our vision. The number of volunteers working to support this year’s efforts has almost doubled; corporate support has more than tripled and support of Hispanic businesses, community organizations and leadership has increased significantly. In addition, the La Familia Award was instituted as a vehicle to personify positive Hispanic family values and to serve as a model for community involvement and caring for others less fortunate than ourselves.

The proceeds from our 1990 event enabled us to give five grants of $5,000 each to support critical needs as identified by Hispanic community volunteers. These critical needs included tutorial programs that serve and employ at-risk Hispanic youth, health care and self-development opportunities for Hispanic women, and research and advocacy work critical to the development of the Hispanic community.

We welcome all of you to actively join us in sharing and achieving our vision.

---

Bianca Alvarado  
Councilmember, City of San Jose  
Standing Committee Chairperson

Edward J. Rivera  
President  
United Way of Santa Clara County

Francisco Garcia  
President  
Hispanic Chamber of Commerce  
Standing Committee Vice Chairperson
Kaiser Permanente of Northern California
Salutes
La Familia!

MASTER OF CEREMONIES
George Lopez
Comedian

Latino actor/comedian George Lopez uses ethnic humor to help breakdown stereotypes and prejudice. Born and raised in California, Lopez believes in supporting and “giving back” to his community. His volunteer activities include speaking to youngsters in the San Fernando Valley school district, granting wishes for The Starlight Foundation and a benefit performance for The National Hispanic Scholarship Fund. As a testament to his dedication, Mayor Bradley of Los Angeles in conjunction with the Mission Hills Chamber of Commerce declared July 28, 1991 George Lopez Day in Mission Hills.

As a regular on the Arsenic Hall Show, Lopez has seven appearances to his credit. Other television appearances include nine performances on Comic Strip Live and two Evening at the Improv. He was also featured in the comedy movie Ski Patrol. Furthermore, he has opened for such stars as Bob Hope, Joel Grey and very soon Ray Charles.

Presently Lopez is the spokesperson for La Restaurante Restaurant Style Tortilla Chips. He taped two very funny commercials which currently run in the ten major markets where the chips are sold.

GTE Government Systems

salutes

United Way of Santa Clara County and the Hispanic Chamber of Commerce of Santa Clara Valley for demonstrating leadership in support of the Hispanic community.

Congratulations to the winners of the La Familia Award!
American Savings Bank Is Painting The Town Red.

And Blue. And Yellow. And Green...

American Savings Bank volunteers are doing something to make their town a better place to live in: It's called American Savings Bank's Paint-A-Thon. This year, more than 100 senior citizens in low income areas throughout the state will benefit from this program. Their homes will be spruced up with a fresh coat of paint, their lives brightened with a whole new outlook.

1990 Hispanic Charity Ball Recipients

As a result of the 1990 Hispanic Charity Ball, a total of $25,000 was allocated to 5 agencies serving the Hispanic community. The following 5 agencies were each awarded one year grants of $5,000:

Catholic Youth Organization (CYO)
CYO provides recreational and tutorial services for 60 high-risk youth primarily ages 10-12 years old, 90% of which are Hispanic. CYO's Homework Club, which will soon expand to include services to junior high and high school students also provides access to books, research materials, educational games, classroom furniture, art supplies, tutorial aids and a positive environment conducive to assisting students to accomplish their homework assignments.

Community Alliance for Upgrading Student Access and Achievement (CAUSA)
CAUSA provides tutoring services to 150 at-risk youth per year in grades K-3, 87% of which are Hispanic. CAUSA also trains parents of students to equip them with the knowledge and awareness they need to play an active role in their child's education. In addition, CAUSA provides leadership and tutorial training for high school and college students whom they hire to tutor program participants. The program also provides resource and teaching materials and a lending library for students.

Latino Issues Forum (LIF)
Latino Issues Forum is a volunteer organization that conducts research, educates, promotes community involvement and advocates on behalf of issues relevant to the well being of the Hispanic community including: employment, education, substance abuse, juvenile justice and community empowerment.

Mayfield Community Clinic
Mayfield Community Clinic provides an array of family based health services for people unable to access these services due to financial, cultural, language and/or psychological barriers. As a comprehensive perinatal service provider, Mayfield Community Clinic provides prenatal care to 240 low-income women per year, 88% of whom are Hispanic. Many of these women have not had the benefit of regular health care, education, or opportunities for self development. Therefore, Mayfield Community Clinic is expanding services to include workshops for self-development in the areas of parenting, community networking and leadership development in the field of health education.

El Toro Youth Association
El Toro provides academic and recreational services for 60 children from low income families. El Toro Youth Center is the hub of activity where drop-in services are provided which include homework assistance, arts and crafts, sports, games and other recreational activities. In addition, El Toro trains and develops high school youth to serve as tutors and peer counselors to elementary and junior high students.
LA FAMILIA AWARD

The La Familia Award is presented to a Hispanic family who has demonstrated commitment toward the betterment of the community. The family was chosen based on past and present community involvement, the impact the family’s contribution has made in the community, and the values and strengths of the family.

1990 La Familia Winner
The Angel Rios Family

1991 La Familia Winner
The Jorge Rodriguez Family

LA FAMILIA RODRIGUEZ

The impact the Rodriguez Family has had on the community dates back to 1975 when the Rodriguez family arrived from Chile. They have remained active in the community, especially in their church community. Their goals include education and pride in their cultural roots and uniqueness. Their home is a place of lively and socially relevant conversation as well as Chileno tradition and warmth.

The contributions of the entire family to this community are truly extraordinary and ongoing. They are respected as a role model for Latino families. The values of the family include open communication, spiritual/moral values, sharing with others, cooperation, community involvement, justice and respect for all people. Their strengths include their ability to implement all of these values, to stand up to hardship, and to work as a loving, cooperative family in the modern reality.

Nominated By:
Ann Louise Wagner
Former Director of The Family Place

LA FAMILIA AWARD JUDGING PANEL

Jim S. Gonzales
Senior Marketing Representative
Kaiser Permanente
La Familia Judging Panel Chairperson

Adam Escoto
United Way Volunteer

Sparky Harlan
Executive Director
Bill Wilson Center

Siobhan Kenney
Executive Director
Volunteer Exchange

James P. McEntee
Director of Human Relations
County of Santa Clara

Angel Rios, Jr.
Program Coordinator
Youth Opportunities Unlimited
MACSA

Rosalinda Rodriguez (no relation)
Director of Multicultural Services
Metropolitan YMCA of Santa Clara Valley

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Community Activist

Thomas T. Vais
Past President
United Way of Santa Clara County

Vic Zavala
Zavala Hillview Mini Storage

HISPANIC CHARITY BALL VOLUNTEERS

Sub-Committee Volunteers
Maribel Alvarez
Mayor's Office
City of San Jose

Roy Avila
KICU Channel 36

Rene Cardenas
Creative Development Advertising Group

Antonio Chavez
J.T.P.A. Direct Programs

Gus de la Torre
Andalul Corporation

Francisco Dominguez
Councilmember Jim Beale's Office

Sandra Escobar
Redevlopment Agency
City of San Jose

Juanita Guevara
Santa Clara Valley Water District

Oscar Guzman III
Baraban Securities

Jess Morales
Lockheed Missiles & Space Company, Inc. (retired)

Paul Niedermeyer
KTSK 48 Telenovit

Yolanda Perez
Kaiser Permanente

Lori Polevoi
Kaiser Permanente

Josie Romero
Santa Clara County Mental Health

Norma Ruiz
California Medical Review
When there are no barriers to opportunity,
There are no limits to performance.

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to breaking through barriers,
Because we understand
that performance is everything.

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A family can be a small circle around a dinner table or
a large, supportive community. Whatever form it takes,
it is the foundation of human life. We are honored to
take part in this celebration of the Hispanic Family.

The Mercury News
THE BAY AREA'S BEST
PG&E IS A PROUD SPONSOR OF THE SECOND ANNUAL HISPANIC CHARITY BALL AND SALUTES THE WINNERS OF THE LA FAMILIA AWARD.

KSTS 48 CONGRATULATES THE RODRIGUEZ FAMILY 1991 LA FAMILIA AWARD RECIPIENTS

¡FELICIDADES!

SUPER EXITOS, EXITOS, EXITOS

MANUEL REYES 6:10:30AM
VICTOR MANUEL BARRIOS MATA 10:30AM-2:30PM

RADIO KAZA 1290AM

IGNACIO ALVAREZ 2:30PM A CERRAR
RAMON ADAME CON NOTICIAS, DEPORTES Y TRÁFICO

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KSTS 48 TELEMUNDO
El Observador

CONGRATULATES THE
HISPANIC COMMUNITY
ON THE 2ND ANNUAL
HISPANIC CHARITY BALL

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you do a world of good, and there's
no better place to get informed than
in your weekly bilingual newspaper,
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Allstate

Salutes

The 1991 Hispanic Charity Ball

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Working from a different perspective.
"Helping Small Businesses Grow For Over 36 Years."

The Hispanic Chamber of Commerce of Santa Clara Valley is dedicated to advancing the development and growth of its members and the Hispanic/Minority business community. It also promotes business and economic development opportunities by acting as a conduit of resources, programs, activities and information to the Corporate, Civic and Private sectors.

MEMBERSHIP BENEFITS & PRIVILEGES

- A specially designed Membership Plaque demonstrating you subscribe to the standards and objectives of your Chamber, and that you are a concerned member of the business community.
- Special Discounts on mailing labels, membership lists, Hispanic Business Directory, and all Chamber events and workshops throughout the year.
- Services offered by Golden Bay Credit Union, including Membership in Price Club and Costco, savings accounts, and other benefits.
- The Quarterly Hispanic Chamber Newsletter will keep you informed of the many activities, issues, special events and Chamber happenings. It also provides an opportunity for members to advertise at very affordable rates, getting their message to more than 3,000 businesses in the community.
- Priority opportunity to advertise in the Annual Hispanic Business Directory distributed throughout Santa Clara County and California.
- Participation in Chamber Events such as: Quarterly Luncheons, Installation of Officers Banquet, New Years Gala Event and Workshops.
- Numerous Business Mixers, Seminars, Workshops and other Networking Opportunities.
- Health, Dental, Vision and Financial Association Services available through Chamber Membership.
- Our Chamber office receives dozens of inquiries weekly for Hispanic business referrals.
- Chamber members are invited to participate in special committees and sub-committees that evaluate the many issues impacting our business community.
- The Chamber staff is always available to provide assistance and information, and to answer any questions that you have as a member.
- Business listings and other data that assist our members with their business, products and services.
- Loan Packaging Assistance, Capitalization Program, W/MBE Assistance and Hispanic Certification Services available.
- Remember, you membership dues are tax deductible as a business expense.

Yes, I am interested in receiving more information about joining the HCC of Santa Clara Valley. Please send me more information.

Company Name: ____________________________
Contact Person: ____________________________
Street Address: ____________________________
City: ___________ Zip: __________
Phone Number: ____________________________
Business Hours: ____________________________
Type of Business: ____________________________
Description of Service or Product: ____________________________
Number of Employees: ____________________________
Signature: ____________________________

380 North First Street, Suite 201 • San Jose, CA 95113 • 408/298-8472
SPONSORSHIP COMPANIES

United Way of Santa Clara County and the Hispanic Chamber of Commerce of Santa Clara Valley would like to thank the following companies for their generous support of our event.

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GTE Government Systems
Kaiser Permanente

1991 CORPORATE SPONSORS $5,000
American Savings Bank
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