

UNITED WAY OF SANTA CLARA COUNTY AND THE HISPANIC
CHAMBER OF COMMERCE OF SANTA CLARA COUNTY PRESENT

THE

HISPANIC



CHARITY BALL

HONORING THE HISPANIC FAMILY

SATURDAY • OCTOBER 23 • 1993

HISPANIC CHARITY BALL

The Hispanic Charity Ball is an important alliance between local Hispanic leadership, the Hispanic Chamber of Commerce and United Way of Santa Clara County. Our goals are to promote volunteerism and to increase community and corporate responsiveness to critically needed services for Hispanic youth and families.

Investing in community improves the quality of life for us all.

HONORING THE HISPANIC FAMILY



THE HISPANIC CHARITY BALL

SATURDAY, OCTOBER 23, 1993

THE FAIRMONT HOTEL
SAN JOSE, CALIFORNIA

WELCOME

Perry VanDeventer
President, United Way of Santa Clara County

EMCEES

Stacey Hendler
News Anchor and Reporter, KNTV Channel 11
Luis Echegoyen
News Anchor and Public Affairs Director, KDTV Channel 14

INVOCATION

Father Jose Rubio
St. John Vianney Church

KEYNOTE ADDRESS

Jim Gonzales
1993 Chair, Hispanic Charity Ball Steering Committee

ENTERTAINMENT

Flamenco Society of San Jose

CORPORATE SPONSORS PRESENTATION

Jim Gonzales and Manny Gonzalez
Chair and Vice Chair,
Hispanic Charity Ball Steering Committee

SPECIAL GUEST

Cheech Marin

GRANT RECIPIENTS PRESENTATION

Luis Echegoyen

LA FAMILIA AWARDS PRESENTATION

Stacey Hendler
Rosalinda Rodriguez
Hispanic Charity Ball Steering Committee
Blanca Alvarado
Councilwoman, City of San Jose

EL ABRAZO AWARDS

Blanca Alvarado

CLOSING REMARKS

Stacey Hendler and Luis Echegoyen

DANCING

The Pete Escovedo Orchestra

THE KAISER PERMANENTE FAMILIA
OF NORTHERN CALIFORNIA
CONGRATULATES
THE 1993
HISPANIC CHARITY BALL



For membership information, call
1-800-444-7037

For employment information, call
1-800-522-0045



THE PAST AND FUTURE OF THE
HISPANIC CHARITY BALL



Jim Santoyo Gonzales



Perry VanDeventer

The Hispanic Charity Ball, a collaborative effort of United Way of Santa Clara County and the Hispanic Chamber of Commerce, was established as a vehicle for bringing together the Hispanic and corporate community to support agencies that provide critically needed health and human services to Hispanic families and youth. By encouraging community awareness, volunteerism and philanthropy, we intend to make a significant contribution to the health and well-being of Santa Clara County residents.

Since the Ball's inception in 1990, many community, corporate and business volunteers have lent their time, expertise, energy and hearts to support our cause. More than 60 volunteers have been involved in producing this year's event. In addition, corporate and media involvement continues to grow, as does the support of Hispanic businesses.

The La Familia Award, also instituted in 1990, is our way of acknowledging and reinforcing the values of Hispanic family unity and community involvement. Families are nominated by community members, agencies, churches, government officials and schools. The winning family is selected by individuals familiar with the issues of volunteerism and the Hispanic community. Our media sponsors help to promote the winning family and the positive values that they model.

The Ball, through the allocation of proceeds, also provides the vehicle for involving Hispanic community volunteers in determining how best to support services to Hispanic youth and families. To date, proceeds have been distributed to support academic and recreational programs for at-risk youth, health services (including immunizations) for low-income youth and families, educational advocacy training for parents, drug and child abuse prevention, support services for homeless migrant families, and more.

Unfortunately, the need for services in the Hispanic community far surpasses the available resources. Last year more than 50 organizations submitted proposals to benefit from the Ball. For continued success, we encourage more corporate, volunteer and community participation.

We thank you and the many volunteers that have given their support to this effort and urge you to actively involve yourselves in improving the quality of life in Santa Clara County.

Together we are making a difference.



Hispanic Charity Ball Steering Committee

¡Felicidades!



The Mercury News salutes the
Morales Family,
recipients of the
1993 La Familia Award.

We are proud
and honored to support the
Fourth Annual Hispanic Charity Ball.

The Mercury News
THE BAY AREA'S BEST

For home delivery, please call
(408) 998-1200

SPECIAL GUEST

Cheech Marin

Actor/Writer/Director/Comedian

As half of the outrageous counter-culture comedy duo Cheech and Chong, Cheech Marin rode a wave of unrivaled popularity for more than 15 years. The pair first gained fame in the early '70s as concert performers, then went on to produce a dozen gold and platinum record albums, followed by a string of top-grossing pictures. The irreverent long-haired comedians were the embodiment of the age.

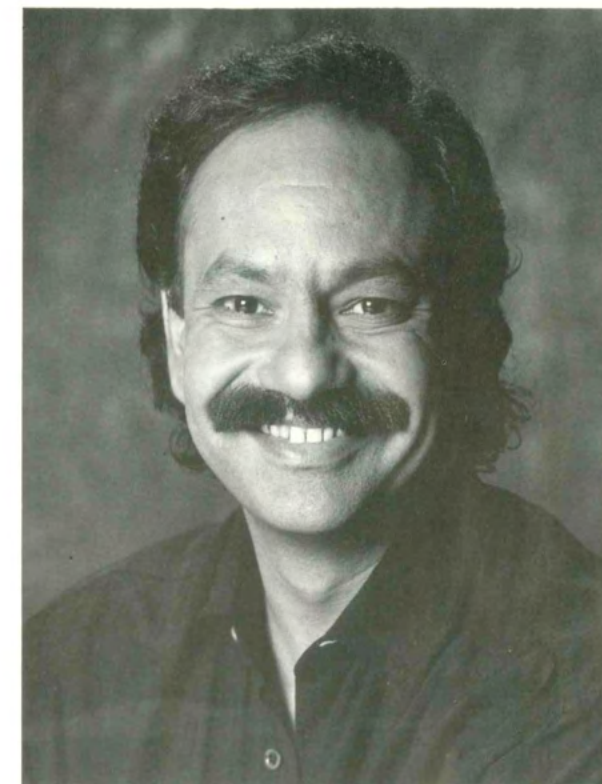
After the act split up, Marin surprised critics by transforming himself into a serious actor, writer and director. His film "Born in East L.A." was a dark-horse hit in 1985 and helped draw Hollywood's attention to the growing Latino film audience. Depicting the story of a Hispanic American who is mistakenly deported to Mexico, the film used comedy to focus attention on the shameful treatment of immigrants.

Like the character in his film, Marin spent part of his childhood growing up on the east side of Los Angeles. It was a poor neighborhood, occasionally marred by violence, and it provided him with material for many of the characters he later brought to life in his stage acts, recordings and films.

Marin was a straight "A" student in high school and spent much of his spare time singing in neighborhood rock bands, whose unlikely names included Captain Shagnasty and his Loch Ness Pickles. He later attended California State University, Northridge (then Valley State), where he majored in English literature.

In 1968, Marin moved to Canada, where he worked for two years at various odd jobs, including potter, cook, lounge singer and carpet layer, before meeting Tommy Chong in Vancouver. Marin soon became a member of Chong's comedy troupe.

Marin and Chong then began working as a team and returned to Los Angeles, where they performed in local comedy venues and nightclubs. Two years later they recorded their first album, "Cheech and Chong," which sold more than a million copies.



Their follow-up album, "Big Bambu," was voted the top comedy album in 1972, and their third album, "Los Cochinos," earned them a Grammy. The success of Cheech and Chong's records led to their first feature for Paramount Pictures, "Up in Smoke," which grossed more than \$120 million, the highest-grossing comedy in 1978. Five other Cheech and Chong features followed.

Since Cheech and Chong split up, Marin has worked as a writer/director and continues to pursue a career as a comic actor. He co-starred with Eric Roberts in "Rude Awakening," co-starred in the Australian film "Shrimp on the Barbie," and directed a comedy feature, "Danny's Inferno." In addition, Marin has starred as a series regular in CBS' "Golden Palace."

Marin recently completed shooting of the new Luis Valdez film, "Cisco and Pancho," co-starring Jimmy Smits. He will soon begin shooting the sequel to "El Mariachi," which will be written and directed by film maker Roberto Rodriguez.

Marin also recently added kids to his far-reaching audience with the release of his children's album, "My Name is Cheech, The School Bus Driver."

Marin lives in Los Angeles with his wife and three children.

Come ALIVE!

WITH THE ENERGY AND PASSION OF

KBRG 104.9 FM

SUPER ESTRELLA

CONTEMPORARY LATIN RHYTHMS

AND

KL 1170 AM

CON LA MUSICA DE MEXICO

THE BEST MUSIC OF MEXICO

2905 SOUTH KING ROAD, SAN JOSE, CA 95122
408-274-1170

ENTERTAINMENT

The Pete Escovedo Orchestra

The Pete Escovedo Orchestra is a 13-member group that combines contemporary Latin, jazz, soul and pop.

Pete Escovedo's name has been synonymous with Latin jazz for more than 25 years. Born in Pittsburg, California, and raised in Oakland, he has traveled around the world playing his timbales, congas and other percussion, but has kept the Bay Area as his base.

He began playing saxophone in high school and moved on to the vibraphone, and then percussion. Percussion suited him so well, he just forgot about the other instruments.

After his first paid gig opening for Count Basie, the young Escovedo thought, "This is great! I get to play, I get to hear a great band, and I get paid!" That's when he made up his mind to become a professional musician.

In 1970, Escovedo and his younger brother, the late Coke Escovedo, formed a band named Azteca that toured the United States with Stevie Wonder and The Temptations. Later, Pete joined the Carlos Santana band and, for three years, toured internationally and recorded.

Escovedo has performed and recorded with a variety of well-known artists: Herbie Hancock, George Duke, Mongo Santamaria, Stephen Stills, Greg Kihn, Woody Herman and Anita Baker, to name a few. His most rewarding association, he says, was with Tito Puente. Puente has always been his idol, "The King."

In 1983, Escovedo received a Jammie for Jazz Musician of the Year and, in 1984, a Bammie for Latin Musician of the Year. He was nominated for a Grammy in 1989. San Francisco State College gave him its Purple Globe Award and Congressman Ronald Dellums presented him with the Congressional Award for Outstanding Contribution to the Community, the State and the Nation.

Peter and his wife, Juanita, have four children, three of whom have become musicians. Their oldest son, Juan, is a member of Pete's band. Peter Michael sometimes joins the group; he toured with Lionel Richie and produces records for other musicians. Eldest child Sheila E. is a talented percussionist famous in her own right for her concerts and her recordings with Prince.

Escovedo has been a brilliant example and teacher for his children. Many others have learned from him, too. Says Philip Elwood, noted music critic for the San Francisco Examiner, "Pete Escovedo is the one who taught me what Latin drum is all about."



RADIO KAZA 1290 AM



**Los Mejores
Concursos
Regalos y
Eventos
Especiales**

OFFICINAS **(408) 984-1290** CABINA **(408) 575-1290**
P.O. BOX 1290 • SAN JOSE, CA 95108

**Siempre Imitada pero
Nunca Igualada**

1992 HISPANIC CHARITY BALL GRANT RECIPIENTS



Since its inception in 1990, the Hispanic Charity Ball has allocated a total of \$68,000 to agencies providing critically needed services in the local Hispanic community.

Funds raised from this year's Ball will be distributed in the coming year. These are profiles of the recipients of last year's grants.



- **ALUM ROCK COUNSELING CENTER** conducts support groups and classes in substance-abuse education and prevention for Hispanic youths, many of whom speak only Spanish. Clients are served at Alum Rock Counseling Center, school sites and at juvenile detention facilities. Funds will also be utilized to update educational materials.
- **EAST VALLEY COMMUNITY CLINIC** will purchase start-up clinical examination equipment and medical supplies that allow the clinic to provide increased accessibility for physical exams, immunization and follow-up services for low-income children from the Alum Rock School District.
- **EMERGENCY HOUSING CONSORTIUM** will expand its emergency shelter and food services for homeless Hispanic farm worker families during the winter months. In addition, Emergency Housing provides these families with counseling and customized family intervention services.
- **GARDNER HEALTH CENTER** will produce a Spanish language video on child abuse prevention. This video will be used in the community as a prevention education tool to help break the cycle of child abuse and domestic violence.
- **SACRED HEART COMMUNITY SERVICE** will expand its English as a Second Language and tutoring programs that service Hispanic children, mothers and job-seeking adults.
- **SECOND HARVEST FOOD BANK** will translate key program outreach materials into Spanish. These materials will help the Food Bank to better provide critical food services, referral and nutrition information to monolingual Spanish-speaking members of the community.
- **WASHINGTON ELEMENTARY SCHOOL/ HELPING PARENTS HELP KIDS PROGRAM** will provide support services to non-English-speaking parents to help teach them how to actively guide and enhance their children's education.

KNTV 11
The San Jose NewsChannel
 is a proud sponsor of

THE 1993 HISPANIC CHARITY BALL

We salute
 Daniel and Esperanza Morales and their Family
 honored tonight with the

LA FAMILIA AWARD

for their dedication to volunteerism and
 their contributions to our community.



LA FAMILIA AWARD

La Familia Award is presented to a Hispanic family who has demonstrated exemplary commitment toward the betterment of the community.



1992 Recipient : *The Manual Chacon Family*
 1991 Recipient : *The Angel Rios Family*
 1990 Recipient : *The Jorge Rodriguez Family*

1993 AWARD WINNERS: LA FAMILIA MORALES

The family of the late Daniel Antuna Morales and Esperanza Gonzales de Morales of Gilroy is honored tonight with the Hispanic Charity Ball's La Familia Award for its exemplary commitment to serving the community.

The 11 Morales children, all of whom are very active in the community, are:

Delva Villalobos, Antonio Morales, Maria Saenz, Daniel Morales, Carlos Morales, Alfonso Morales, Margaret Rebeci, Oscar Morales, Martha Kline, Jose Morales and Jesus Morales. The Moraleses also have 41 grandchildren and 15 great-grandchildren.

The Morales family immigrated to the United States in 1947 from Durango, Mexico. The family worked as migrant workers from 1947 to 1967. In their quest to make a new home for their family, they had to overcome many hardships, which included the deportation of

Mr. Morales and his four sons, the struggle to find a sponsor to help reunite the family, and the loss of their home and belongings due to a fire.

It was during these trying times that friends, the community, the Red Cross, the family's church and the Department of Agriculture gave them the help they needed to start their lives over again. Mr. and Mrs. Morales never forgot the help that their family received in their time of need. Because of this, they instilled in their children the values of education, hard work, community and church involvement, and charitable giving.

Social issues have been a major concern with the Morales family as evidenced through their involvement and advocacy work on behalf of the United Farm Workers, immigration rights, bilingual education, voter rights, services to youth and families, alcohol and drug counseling, child care and mental health programs. In addition, many members of the family are involved in coaching and organizing events to support Little League and Pop Warner sports activities and raising scholarship funds for Hispanic youth.

We salute the Morales family for its volunteerism on behalf of improving the quality of life in our community and for the excellent role models they provide as a caring and successful Hispanic family.



¡A las 6:00 en punto...

NOTICIAS 14

...y punto!



LUIS ECHEGOYEN



ARACELI MARTINEZ



TONY LOPEZ

*"News for the Latino
Community as only*

KDTV Channel 14 can gather."



SAN FRANCISCO • OAKLAND • SAN JOSE

¡Bienvenidos!

1993 HISPANIC CHARITY BALL

Honoring the Hispanic
Family with the
Hispanic Chamber of
Commerce and the
United Way
of Santa Clara County

*Congratulations to the
Morales Family,
winners of the 1993
La Familia Award!*

*¡Felicitaciones
de parte de
todos nosotros
en el Canal 14!*

HISPANIC CHARITY BALL VOLUNTEERS

The Hispanic Charity Ball is successful because of its many volunteers. Many thanks to our 1993 team.

STEERING COMMITTEE

Jim S. Gonzales
Steering Committee Chair
Kaiser Permanente

Manny Gonzalez
Steering Committee Vice Chair
San Jose Mercury News

Linda Blake
Chair, Corporate Sponsorship
Community-at-large

Vic Cabrerra
Chair, Finance
Kaiser Permanente

Siobhan Kenney
Co-Chair, La Familia Award
Volunteer Exchange

David Lopez
Chair, Community Relations
San Jose Mercury News

Yolanda Perez
Chair, Media Relations
Kaiser Permanente

Virginia Rivera
Vice Chair, Community Relations
Alexian Brothers Foundation

Curtis Rodriguez, Esq.
Legal Counsel

Rosalinda Rodriguez
Co-Chair, La Familia Award

Val de Leon
Allstate Insurance
Hispanic Chamber of Commerce

Francisco Garcia
American Savings Bank
Hispanic Chamber of Commerce

Alberto Rodriguez
KAZA Radio
Hispanic Chamber of Commerce

SUB-COMMITTEES

1992 Allocations
Antonio Chavez, Chair
Naomi Baiza
Carlos Camino
Dr. Leo Chavez
Kathy Chavez-Napoli
Jesus De La Rosa

Yolanda Garcia
Manny Gonzalez
Richard Martinez
Marianela Mendoza
Josie Romero
Sylvia Townsend

Community Relations

David Lopez, Chair
Enrique Colin
Julio Lucas
Liz La Ragione
Virginia Rivera
Sylvia Townsend

Corporate Sponsorship

Eric Alderete
Linda Blake
Rosalinda Rodriguez
Teresa Rodriguez

La Familia Award

Rosalinda Rodriguez, Co-Chair
Siobhan Kenney, Co-Chair
Elias Chamorro
Carmen Johnson
Liz Marcos
Angel Rios
Norma Zahnd

Media Relations

Yolanda Perez, Co-Chair
Manny Gonzalez
Scott Montoya

Volunteer Coordination

Gloria Chacon
Siobhan Kenney
David Lopez

ADVISORY COMMITTEE

Blanca Alvarado
Council Member
City of San Jose

Dolly Ares, Esq.
La Raza Lawyers Association

Louis Cobarruviaz
Chief of Police
City of San Jose

Joseph Coto
Superintendent
Eastside Union School District

Yvette del Prado
Vice President, Education &
Public Affairs
Tandem Computers

Jim S. Gonzales
Senior Marketing Representative
Kaiser Permanente

Manny Gonzalez
Peninsula Branch Manager
San Jose Mercury News

Susan Hammer
Mayor
City of San Jose

Ruben Iniguez
President
Society of Hispanic Professional
Engineers

Larry Jinks
President & Publisher
San Jose Mercury News

David M. Lawrence, M.D.
Chair & Chief Executive Officer
Kaiser Permanente

David Lemos
President
Personnel Management
Association of Atzlan
South Bay Cities Chapter

Hilbert Morales
Publisher
El Observador

Stewart Park
President & General Manager
KNTV Channel 11

Alberto Rodriguez
President
KAZA Radio

August Ruiz
Vice President &
General Manager
KDTV Univision 14

Perry VanDeventer
President
United Way of Santa Clara County

EVENT VOLUNTEERS:

Roger Aguilar
Gerry Alfaro
Rosa Apodaca
Diana Archbeque
Angie Arnaudy
Teresa Carrasco
Gonzalo Coronado

Tim Dahl
Sylvia Espinosa
Tonantzin Espinosa
Angela Garcia
Carol Garcia
Emma Garcia
Amy Gonzales
Manuel V. Gonzales
Rosalie Gonzales
Flor Gutierrez
Josie Gutierrez
Rosalie Gutierrez
Bruce Hawkins
Patricia Hernandez
Debra Ho
Armando Lopez
Victoria Lopez
Liz Marcos
Carlos Martinez
Maria Martinez
Rosa Molina
Dolores Montano
Lydia Montano
Lyle Petersen
Joe Posada
Sam Priolo
Maling Ramirez
Lola Robles
Griselda Rocha
Carlos Rodriguez
La Tisha Rodriguez
Julian Sanchez
Sandra Scott
Ida Segovia
Alicen Stanbaugh
Terri Tafolla
Rosalie Territos
Mary Ann Urista
Anita Zaragoza

*Many thanks to
United Way staff for
their support:*

Mary Jane Solis,
Staff Coordinator
Rita Priolo,
Special Assistant
John Becerra
Lisa Escobedo
Lucille Gagnon
Ray Galindo
Martha Gutierrez
Jose Hernandez
Valerie Larsen
Kathy Maag
Jill Olson
Toni Stone



Working with Californians
from the ground up.

BANKING ON AMERICA®



State Farm Insurance Companies



proud sponsors of the

1993
HISPANIC CHARITY BALL

Diversity enriches our community

FMC Corporation is proud
to be a sponsor of the
HISPANIC CHARITY BALL
and the good that it brings to the
community.



HISPANIC CHARITY BALL

**Reconocimiento
de la familia
y comunidad.**



WHEN YOU SUPPORT UNITED WAY, YOU'RE HELPING PEOPLE JUST LIKE YOU

When you give to the United Way of Santa Clara County, you're helping people just like you. The only difference is some of them are less fortunate.

Your donation helps the hungry and the homeless. You help single-parent families, seniors, pregnant teens and at-risk youth. You help people whose lives have been affected by unemployment, poor health, drugs or many of the other social ills that affect our communities.

And when you give to the United Way, it's nice to know that your money will go a long way in serving your own neighbors and friends, even your own family.

*How United Way
of Santa Clara County
Serves and Involves the Local
Hispanic Community*

United Way of Santa Clara County is committed to serving the Hispanic residents in our community.

• In 1991-92, more than 272,000 Hispanics received services through the work of 113 agencies. This represents 31% of the total clients served by United Way-funded agencies.

United Way is committed to involving Hispanic leadership in all of its volunteer decision-making processes.

• In 1993 Hispanics represented 21% of the 250 volunteers making agency funding decisions through the annual allocations process.

• Hispanics currently represent 19% of the members of the Board of Directors of United Way of Santa Clara County. Hispanic Board representatives include:

Roy Avila
Joceline Berrios
Cecelia Burciaga
Dr. Leo Chavez
Joe Coto
Fred Ferrer
Ron Gonzales Jr.
Luis Hernandez
Hilbert Morales
Tom Ortega
Cesar Perez Jr.
Richard Rios
Hermelinda Sapien
George Shirakawa

**JOIN US. TOGETHER
WE CAN MAKE A
DIFFERENCE.**

Everybody Turns to EL OBSERVADOR to Reach the Latino Community...

EL OBSERVADOR received 9 awards at the Hispanic Media Awards sponsored by the National Association of Hispanic Publications 1/30/93, in the following categories: 1st Place: Largest Hispanic Weekly Newspaper in a market of under 500,000. 1st Place: Advertising Promotion category. 1st Place: Outstanding Reporting/Hispanic Community Political/Economic category. 1st Place: Outstanding Reporting of the Cultural Community. 2nd Place: Best coverage of local Hispanic market. 2nd Place: Outstanding Editorial. Honorable Mentions: Outstanding Bilingual Weekly, Outstanding Design, Outstanding Media Kit.

• Ranked by the S.J. Business Journal as the largest English/Spanish bilingual weekly in the South Bay Area, reaching 103,500 readership according to our latest Verified Audit Circulation report.

OUR SERVICES INCLUDE:

- Legal Notices • Display Advertising • Classified Ads •
- Graphic Design Services • Translation Services • Free Standing Inserts •

**For the MOST EFFECTIVE RETURN ON YOUR ADVERTISING DOLLAR
contact an El Observador Representative for your advertising needs.**

(408) 295-4272 • (408) 295-0188

CASA CASTILLO

MEXICAN RESTAURANT & BAR

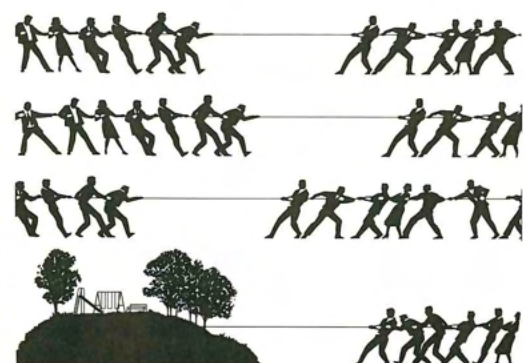
Marcelino Castillo

Come and taste the difference when it's made at CASA CASTILLO.

While dining at CASA CASTILLO,
complement your delicious meal with
a Margarita or specialty drink from our bar.

200 South First Street
San Jose, CA 95113

Restaurant (408) 971-8130
Voice Mail (408) 491-9233

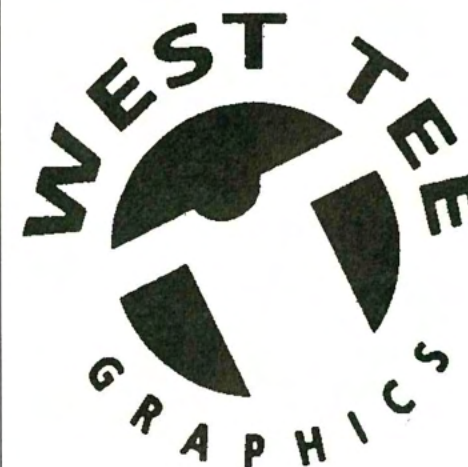


**Community means
"pulling together."**

To build a park. Restore a neighborhood.
To look after our children. Our homes.
And one another.
That's why we're proud to give a hand
to local communities. Because when we all work
together, nothing can tear us apart.



IBM
IS A PROUD SPONSOR
OF THE FOURTH ANNUAL
HISPANIC CHARITY BALL
AND SALUTES THE
MORALES FAMILY,
RECIPIENTS OF THE
1993 LA FAMILIA AWARD



- IN HOUSE ART DEPARTMENT
- QUICK TURN AROUND
- INSTOCK INVENTORY
- COMPETITIVE PRICES
- AUTOMATIC EQUIP.

CUSTOM SILKSCREEN SERVICES

T-SHIRTS • GOLF SHIRTS • CAPS •
SWEATSHIRTS • JACKETS • TEAM
UNIFORMS • MUGS • TOWELS • WA-
TER BOTTLES • BAGS • YOU NAME IT!

847 COMMERCIAL
SAN JOSE, CA 95112
FAX (408) 441-1194

(408) 441-1190



Soletron Corporation
is proud to sponsor the
1993 Hispanic Charity Ball
and commends the
United Way of Santa Clara County
and the
Hispanic Chamber of Commerce
for their active support of the
Hispanic Community



**DIVERSITY RUNS
IN OUR BLOOD.**



Diabetes can afflict anyone. It doesn't discriminate. And at LifeScan, makers of personal blood glucose monitoring systems for those living with diabetes, neither do we. A part of the Johnson & Johnson family, we reward unique ideas and input from talented individuals of every heritage. This evening, as a proud sponsor of the Hispanic Charity Ball, we focus on—and salute—the efforts of the Hispanic community. We wish you every possible success in your endeavors and thank you for the contributions you have made to ours.



a Johnson & Johnson company

EL CENTRO HISPANO DE PACIFIC BELL

Ofrece servicios de consulta gratuita a
clientes residenciales y de negocios.

- ♦ Representantes que hablan español.
- ♦ Múltiples planes de descuento para ahorrarle dinero en sus cuentas telefónicas.
- ♦ Una gran variedad de servicios telefónicos para ayudarle a ahorrar tiempo y satisfacer sus necesidades particulares.

Centro Hispano (para residencias)
1 800 870-5855

Centro Hispano para Negocios
1 800 300-2733

PACIFIC BELL
A Pacific Telesis Company

Household Finance Corporation's

Hispanic Marketing Division

Proud Sponsor of the

1993 HISPANIC CHARITY BALL

¡Claro Que Sí!



APPLIED MATERIALS



Making an
Extraordinary
Commitment to
Silicon Valley

PACK AND CRATE ELECTRONIC EQUIPMENT FOR WORLDWIDE SHIPPING

- DOMESTIC ■ EXPORT ■ MILITARY ■ COMMERCIAL
- On site packing and crating
- Shock mounted containers
- Air and sea van containerizing
- Hazardous material packing
- Un approved containers
- Foam-in-place packaging
- Design and engineering
- Packaging testing and certification
- 24 hour service
- "Just-in-time" programs
- Mil-spec packaging and bar code marking
- Custom corrugated floater packs
- Out of state projects



**FUTURE
PACKAGING**

MILITARY ■ COMMERCIAL ■ EXPORT
3520 Thomas Road, Santa Clara, CA 95054
(408) 988-5444 FAX (408) 986-8682

BECOME A UNITED WAY VOLUNTEER AND MAKE A WORLD OF DIFFERENCE IN SANTA CLARA COUNTY



fund-raising. You will be matched with an agency according to your interest and time availability. To volunteer, call Beth Blanchard or Toni Ensuna at 345-4386.

BE A DRIVING FORCE IN OUR ANNUAL CAMPAIGN

Impact the annual fund-raising drive by encouraging corporations to expand or run first-time employee campaigns. Volunteers call on CEOs of local companies to gain their personal commitment to help improve the quality of life in our communities by participating in the United Way campaign. To volunteer, call Elena Piña-Romero at 345-4327.

BE A LEADER IN DIVERSITY

As a volunteer for Project Blueprint or the Incubator Program, you have the opportunity to give your expertise in assisting United Way to strengthen its programs in support of cultural diversity and inclusiveness. You can also lend and develop your personal expertise in the area of organizational development for minority-controlled agencies. To volunteer, call Mary Jane Solis at 345-4351.

VOLUNTEER IN SUPPORT OF THE HISPANIC CHARITY BALL

As the Hispanic Charity Ball grows, the need for more volunteers increases. If you have expertise in the area of events coordination, marketing, fund-raising, publicity, community relations or are just willing to help out, the Ball needs you. To volunteer, call Mary Jane Solis at 345-4351.

OTHER VOLUNTEER OPPORTUNITIES ARE AVAILABLE. CALL UNITED WAY AT (408) 247-1200 FOR MORE INFORMATION.



JOIN US. TOGETHER WE
CAN MAKE A DIFFERENCE.

United Way is more than a fund-raising organization. It's about the community pulling together to support more than 100 health and human service organizations that make Santa Clara County a healthier and happier place to live.

United Way volunteers play a critical role in improving the quality of life in our community. So, if you've got the heart and the desire . . . WE WANT YOU as a United Way Volunteer!

BE A DECISION-MAKER IN THE DISTRIBUTION OF FUNDS

As a volunteer on an agency review committee, you evaluate agency programs and their administrative performance and help decide how to distribute funds. To volunteer, call Martha Gutierrez at 345-4344.

SHOWCASE YOUR TALENTS BY BECOMING A CONSULTANT TO NON- PROFIT ORGANIZATIONS

Apply your management skills to the challenges facing today's non-profit organizations. Act as a consultant to agencies that request assistance in areas such as board development, human resources, accounting/finance, marketing and



SPONSORS

United Way of Santa Clara County and the Hispanic Chamber of Commerce would like to thank the following companies for their generous support of tonight's event:

PRESENTING SPONSOR

Kaiser Permanente

MEDIA SPONSORS

San Jose Mercury News

KBRG/KLOK

KAZA Radio

KNTV Channel 11

KDTV Channel 14

El Observador

BUSINESS SPONSORS

Applied Materials

Bank of America

Casa Castillo

Chevron

FMC Corp.

Future Packaging

Hewlett Packard

Household Finance Corp.

IBM

LifeScan

Pacific Bell

Solectron

State Farm

West Tee Graphics

Special thanks to the following organizations and businesses that also provided assistance:

Casa Castillo

Catholic Charities

Community Alliance for Upgrading Student Access and Achievement

El Toro Youth Program

Flamenco Society of San Jose

Gardner Health Center

Los Lupenos de San Jose

Mexican American Community Services Agency

West Tee Graphics

Special thanks to the Hispanic youth programs for their decorations for tonight's event.



United Way
of Santa Clara County

It brings out the best in all of us.

1922 The Alameda
San Jose, CA 95126-1430
(408) 247-1200

Mailing Address:
P.O.Box 2
Santa Clara, CA 95052-0002