

# HISPANIC

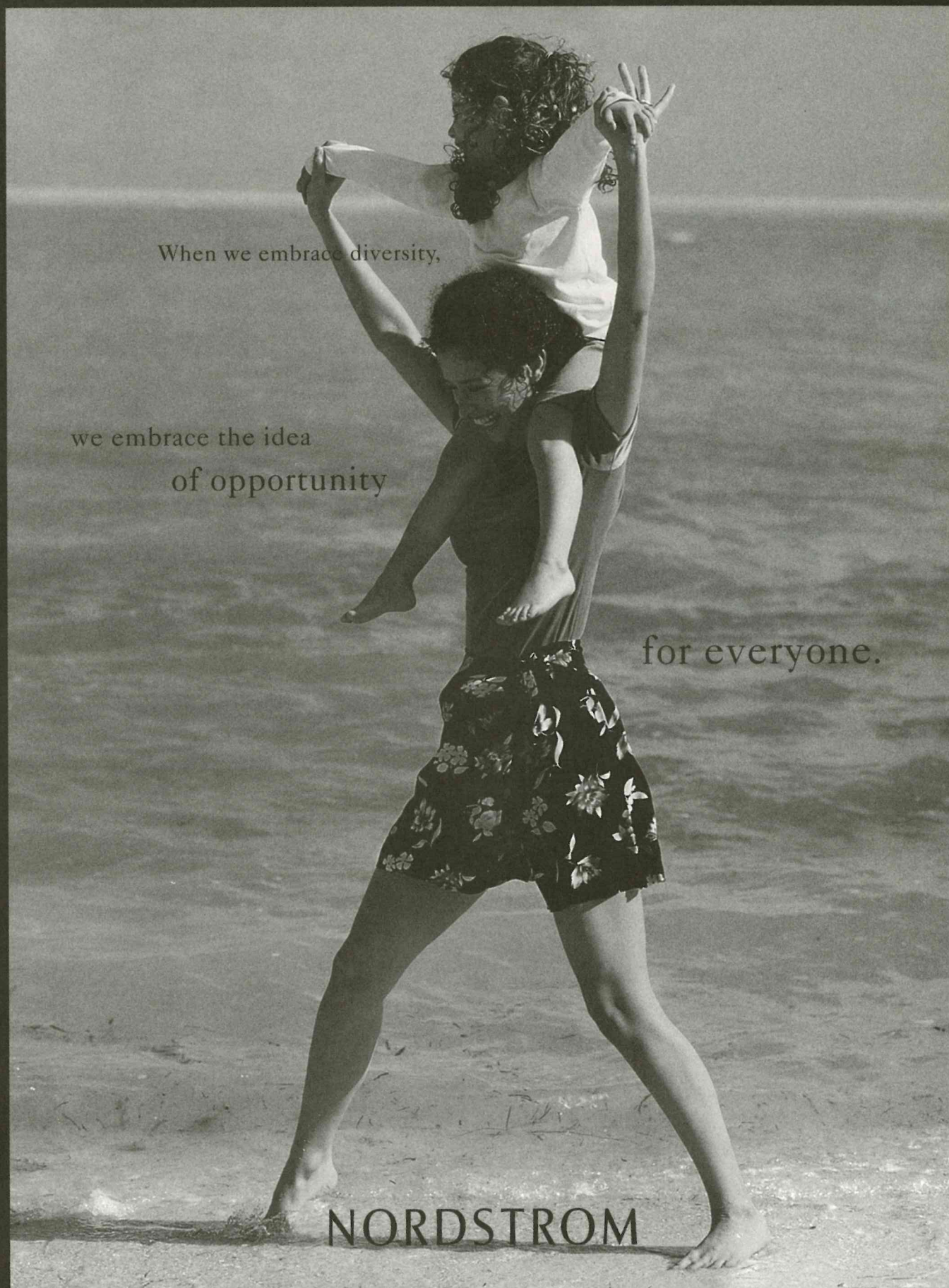
OCTOBER 12, 1996

C H A R I T Y B A L L



HOLLYWOOD: AYER, HOY Y SIEMPRE





When we embrace diversity,

we embrace the idea  
of opportunity

for everyone.

NORDSTROM

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# HISPANIC CHARITY BALL

HOLLYWOOD: AYER, HOY Y SIEMPRE

## EVENING PROGRAM

### WELCOME

**Richard Calderón, SJPD**  
Chair, Steering Committee

### Eleanor Jacobs

President, United Way of  
Santa Clara County

### INVOCATION

**Bishop Pierre DuMaine**  
Diocese of San José

### INTERLUDE

### EMCEES

**Maty Monfort**  
Star of "The Mike & Maty" Show

### Luis Echegoyen

News Anchor, KDTV Univision 14

### GRANT RECIPIENTS PRESENTATION

**Dr. Richard Torres**  
Chair, Allocations Committee

### CORPORATE SPONSORS PRESENTATION

**Ivonne Montes de Oca**  
The Pinnacle Company  
Chair, Corporate Sponsorship

### MEDIA SPONSORS PRESENTATION

**Yolanda Pérez,**  
City of San José,  
Chair, Media Committee

### SPECIAL AWARD PRESENTATIONS

**Celina Rodríguez**  
News Anchor, KSTS Channel 48

### LA FAMILIA AWARD PRESENTATION

Celebrity Guest Presenter  
**Luis Valdez**  
Founder and Artistic Director  
of El Teatro Campesino

### Angel Rios, MACSA

Chair, La Familia Award Committee

### EL ABRAZO AWARDS

**Eleanor Jacobs**

### EMCEES CLOSING REMARKS

### HOLLYWOOD SPECTACULAR

**Jaque Lynn's**, Tribute to "Selena"  
**Daniel Valdez**, Tribute to "Zoot-Suit"

### DANCE UNDER THE STARS

**Conjuntos Céspedes**  
Afro-Cuban Ensemble

FAIRMONT HOTEL, SAN JOSÉ





**LT. RICHARD CALDERÓN**  
1996 Chair  
Hispanic Charity Ball



**ELEANOR JACOBS**  
President  
United Way of Santa Clara County

Tonight as we celebrate the Hispanic Charity Ball's seventh year, we present *Hollywood: Ayer, Hoy y Siempre* (Yesterday, Today, and Always), a salute to Latinos and their many contributions to Hollywood. This evening our, corporate sponsors, dedicated non-profit agencies, businesses, volunteers and all of you are the stars that have come together to shine among our legends of the big screen.

As our production unfolds this evening, we will present grants to three very special agencies. These agencies have been selected for the quality of services they provide to Hispanic youth and families. They help to create the future "stars" who will fulfill a positive vision for our community.

The brilliance shining in this room tonight is the true measure of the Hispanic Charity Ball's success.

Tonight's other shining stars are the recipients of the 1996 *La Familia Award*, the *Vicente and Raquel Pérez* family. The Pérez are a family filled with love, spirituality, strong family values and commitment to community and voluntarism. They remind us that honoring family is a special way of acknowledging that family is the heart and soul of our community.

The Hispanic Charity Ball in partnership with United Way of Santa Clara County is grateful for your continued and unwavering support. Like a Hollywood movie, it takes the talents and skills of many to have a "hit" on our hands. I applaud you.

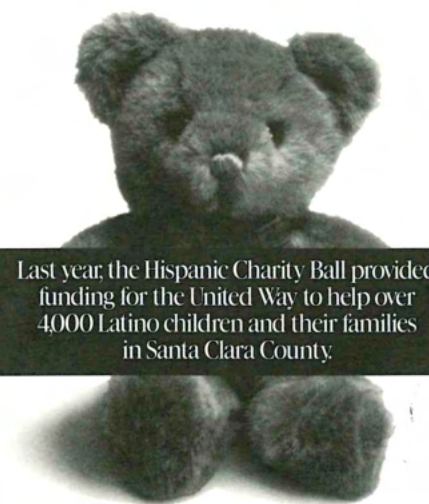
Mil Gracias

Now in its seventh year, the Hispanic Charity Ball has become a *tour de force*, a magnificent gala whose impact on the community lasts far beyond one magical evening. Through the work of non-profit agencies benefitting from the proceeds, the Hispanic Charity Ball continues to inspire individuals and lift our community year-round. High-quality programs such as mentoring for youth have brought generations closer together and taught our future leaders to dream, believe, and act on their convictions. Innovative training programs emphasizing self-development and peer support have provided new avenues and opportunities for Hispanics to achieve their personal and professional goals and to give back to their community. This very special kind of accomplishment cannot be measured in dollars but rather in the difference made in people's lives - increased self-esteem, hope for the future, and commitment to the betterment of our community.

It is truly an honor for me to be in the company of so many like-minded individuals involved in improving our community. Like you, United Way of Santa Clara County is committed to bringing together local resources for the benefit of children, seniors, adults and families - a united approach to problem-solving that recognizes the power of community to make our world stronger, healthier and more compassionate.

Congratulations on another year of success, and heartfelt wishes for a truly memorable and festive evening.

Thankyou



Last year, the Hispanic Charity Ball provided funding for the United Way to help over 4000 Latino children and their families in Santa Clara County.

In a town this compassionate,  
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the Hispanic Charity Ball and  
United Way of Santa Clara County.

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## STARRING The Pérez Family VICENTE! RAQUEL!

In Hollywood, stars are people who play heroes. Tonight, our stars are real-life heroes. By giving freely of their time, talent and dedication, they have made our community a better place for everyone.

We are proud to take part in this celebration of family, community and volunteerism. And we are honored to join in saluting the stars of the 1996 Hispanic Charity Ball: The Pérez Family.



**The Mercury News**  
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*Congratulates*  
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recipients of the

1996 La Familia Award

and  
Honors the Hispanic Family at the  
1996 Hispanic Charity Ball

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## 1996 HISPANIC CHARITY BALL STEERING COMMITTEE

### HISPANIC CHARITY BALL MISSION

The Hispanic Charity Ball is a community-based volunteer association that models and inspires community responsiveness to the health and human service needs of Hispanic youth and families.

We strive to develop community leadership in the areas of philanthropy, voluntarism and community service.

### CHAIR

Lt. Richard Calderón

### VICE CHAIRS

Mary Jane Solis  
Virginia Rivera

### CORPORATE SPONSORSHIP

Ivonne Montes de Oca

### LA FAMILIA

Angel Rios

### MEDIA

Yolanda Pérez

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Dr. Richard Torres

### FINANCE

Eddie Esquibel

### COMMUNITY RELATIONS

Liz La Ragione  
Val de León

### PRODUCTION

Mayra E. Cruz

### PROGRAM

Teresa Guerrero-Daley

### COMMUNICATIONS

Diane Oroz

### VOLUNTEER RESOURCES

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### CHAIR PRO-TEMP

Jim Gonzales

### UNITED WAY STAFF

Jeanne Schmelzer  
Maureen Wadiak  
José Hernandez  
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### EVENT PRODUCER

Rick Hines\*, California Hines  
\*not pictured



Some  
of our more  
notable contributions  
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Medical innovations and quality care may be what we're best known for, but that's really just the beginning of our story. By generously supporting local organizations such as the United Way, AIDS awareness groups, community health fairs, and yes, even local playgrounds, we're always reaching out and working hard to make a difference. Because we believe that providing quality health care to the community means helping to provide a better quality of life for those who live there. To receive a free Kaiser Permanente enrollment kit, call us at 1-800-828-3440.



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**1996**

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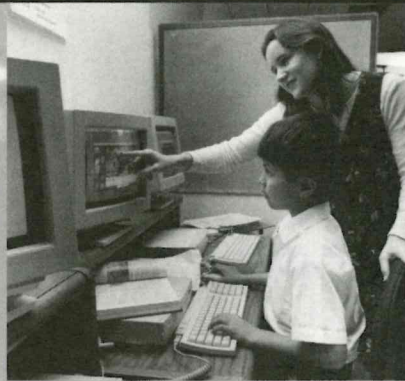
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LOS AMIGOS  
DE LA BIBLIOTECA  
LATINOAMERICANA



SACRED HEART  
COMMUNITY SERVICES



WASHINGTON ELEMENTARY SCHOOL

## 1996 GRANT RECIPIENTS

### LOS AMIGOS DE LA BIBLIOTECA LATINOAMERICANA

La Biblioteca Latinoamericana (the Latin American Library) is a branch of the Public Library targeting Hispanic youth and families in the Gardener community of San José, a high concentration area of Spanish-speaking and low income families. To promote literacy in their community, Los Amigos volunteers will use their grant to continue community outreach to Latino families, provide literacy gift bags for program participants, produce a series of story hours, and feature a popular Hispanic author to conduct storytelling.

### SACRED HEART COMMUNITY SERVICES

For more than 30 years, Sacred Heart Community Services continues to provide an array of social services to low-income populations. The Hispanic Charity Ball grant will help extend and strengthen four outstanding programs that serve the educational and human care needs of Hispanic children and families.

These programs will provide counseling and educational support to children and parents, provide computer access to children, one-on-one tutoring services in math, reading and writing, and field trips to exciting places of learning.

### WASHINGTON ELEMENTARY SCHOOL

This school will use their grant to create a drama program and expand its folklorico program. The drama program will promote parental involvement in their children's activities, enhance reading, provide group recreational activities and develop opportunities for artistic expression.

Washington's folklorico program will continue to afford opportunities for children to develop and showcase their artistic skills. Located in an inner-city neighborhood of San José where economic hardship, gangs and violence are too common, these programs offer positive alternatives by promoting ethnic pride which draw upon the Hispanic community.

THE HISPANIC CHARITY BALL HAS ALLOCATED OVER \$172,000 TO LOCAL COMMUNITY SERVICE AGENCIES WHO PROVIDE DIRECT SERVICES TO HISPANIC YOUTH AND FAMILIES. THIS YEAR'S THREE GRANT RECIPIENTS WERE SELECTED IN ADVANCE OF THIS EVENING, IN AN EFFORT TO INCREASE COMMUNITY VISIBILITY AND SUPPORT FOR THE VERY IMPORTANT SERVICES THEY PROVIDE IN MAKING SANTA CLARA COUNTY A HEALTHIER AND HAPPIER PLACE TO LIVE.

The Hispanic Charity Ball Steering Committee and United Way of Santa Clara County especially wish to thank the following companies for generously supporting this community fund raising endeavor.

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## MASTERS OF CEREMONY

### MATY MONFORT

The lovely and talented Ms. Monfort is an international entertainment personality. The star of the former ABC "Mike & Maty Show" is also well known for hosting numerous international television programs for Univision, including "Sabado Gigante" and "Hola America." Her various television credentials as host include the specials "Calle Ocho," "Fiesta Broadway," and "Hurricane Relief." Most recently, Monfort was co-host, with Bob Goen, of the 1995 "Miss Teen, U.S.A. Pageant" and the 1996 "Miss U.S.A. Pageant" on CBS.

Ms. Monfort was born in Cuba and came with her family to the United States in 1967 to pursue a better life. Her greatest joy is spending quality time with her Cuban and American family. "My family's love and support through the years has helped me become the person I am today," she says proudly. Ms. Monfort is a graduate of the University of Miami with a Bachelor of Science degree in communications.

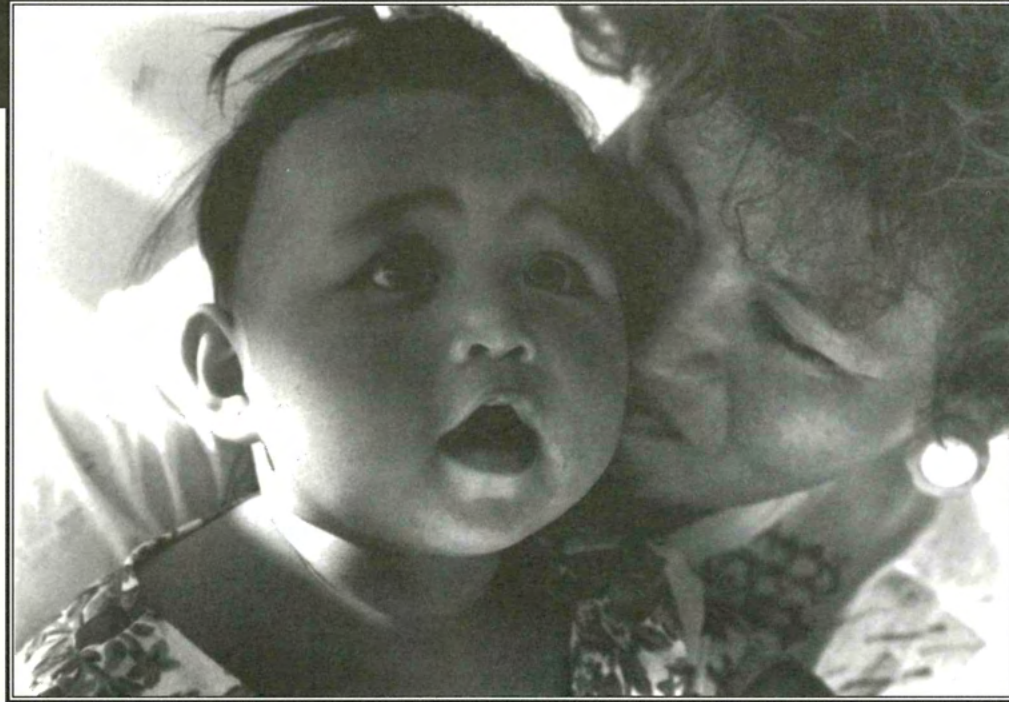
### LUIS ECHEGOYEN

As news anchor of KDTV, Channel 14, Mr. Echegoyen has dedicated his career of more than 40 years in radio, television and theater serving the Latino community. A native of El Salvador and graduate of the Escuela de Arte Dramático in San Salvador, Echegoyen has had a positive impact on Bay Area Hispanics since arriving in San Francisco in 1962. He is active as a freelance actor, director and producer of commercials for educational and industrial productions.

Mr. Echegoyen is very active in non-profit organizations that help Hispanic communities around the Bay Area. Through the media spectrum, he has been instrumental in the founding of a public park, a senior citizens center and in organizing numerous relief drives to benefit Latin American countries during earthquakes or other disasters. Mr. Echegoyen lives in San Francisco with his wife Maria.



*Become a United Way volunteer  
and make a world of difference  
in Santa Clara County*



**U**nited Way is more than a fundraising organization; it's about the community pulling together to support more than one hundred health and human service agencies that make Santa Clara County a healthier and happier place to live.

Volunteers play a critical role in improving the quality of life in our community. Knowing this, United Way has made a commitment to encouraging volunteerism and philanthropy. United Way constantly seeks to increase community awareness of the needs in our area for health and human services and to involve the community in its decision-making processes. That is why United Way is especially proud of its partnership with the **Hispanic Charity Ball**.

If you've got the heart and the desire, we want you as a United Way volunteer. Some of the opportunities available are:

- Decision maker in the distribution of funds
- A driving force in our annual campaign
- Volunteer and supporter of the Hispanic Charity Ball



*Come join us. United Way,  
la mejor manera de  
ayudarnos unos a otros.*

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## VICENTE AND RAQUEL PÉREZ FAMILY

### 1996 LA FAMILIA AWARD

Mrs. Pérez was born in the small town of Ciudad Acuña in the state of Coahuila, Mexico and Mr. Pérez is a proud Texan. Vicente and his wife Raquel, married 38 years, migrated from Texas to San José in the summer of 1959 where they worked the fields, canneries and factories to support and advance their family. Vicente retired in 1994 after 10 years as a case manager with Catholic Charities.

Their dedication and many contributions to the community are based on family unity, faith, a strong work ethic and belief in public service and education. These strong values have been passed down to the Pérez' five sons, Vicente Jr., Victor, Raul, René, and Ricardo.

Side by side, their community involvement has been varied but always based on a strong foundation bound by faith. Mr. Pérez proudly serves the Diocese of San José as Deacon at Most Holy Trinity Church, while Mrs. Pérez is actively involved with the Grail Development Corporation to build affordable housing, a child development center, and a women's resource center. In addition,

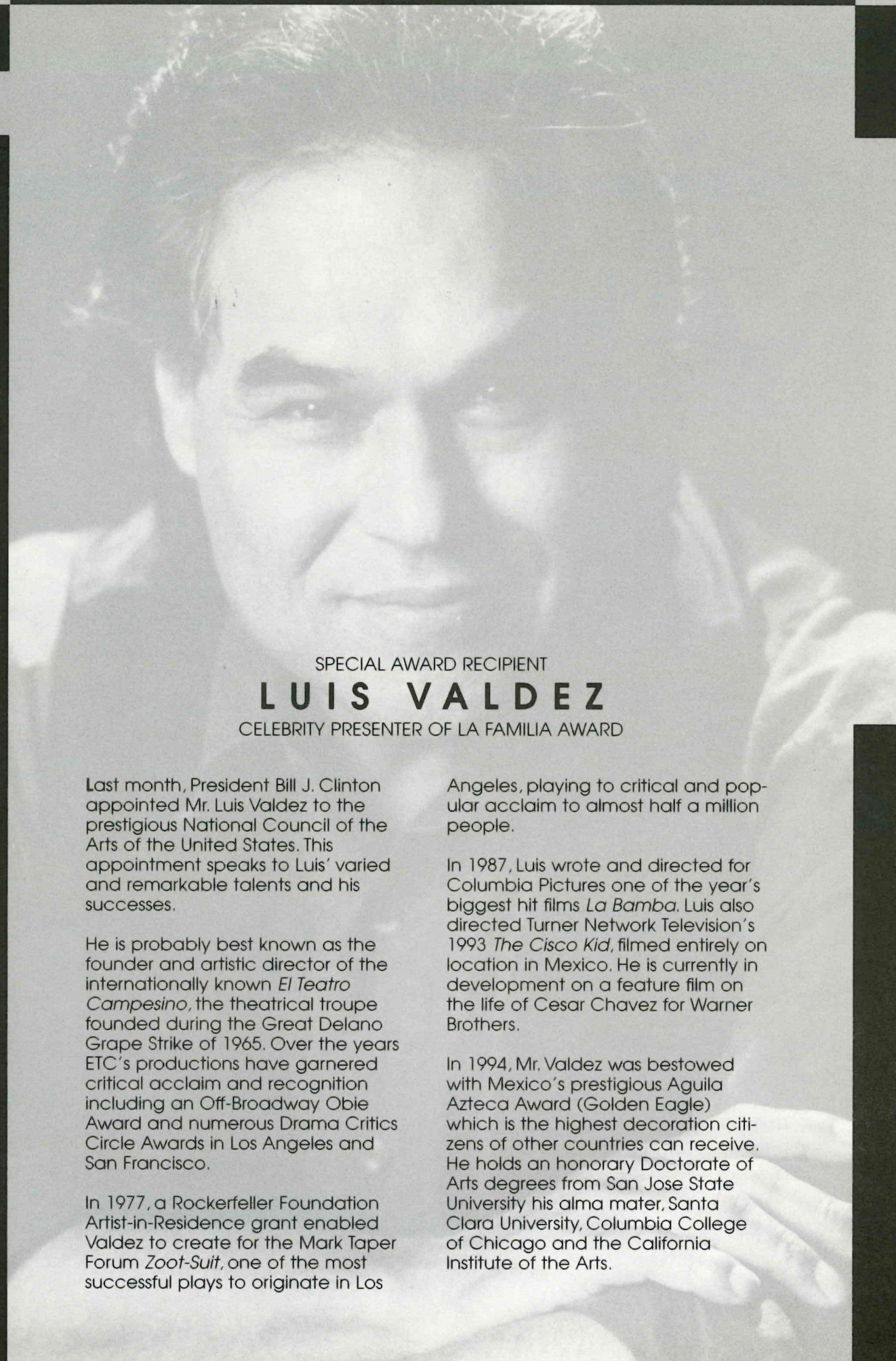
other family activities in the community include advocacy in the areas of health and housing, social service programs, services for youth, support for the elderly, bilingual education, flood relief, Chicano theater, the political arena, and the United Farm Workers. Through these many volunteer activities, the Pérez family has garnered the respect and trust of many.

Vicente Jr., a youth counselor, attributes much of his family's success and voluntarism to their involvement with the church and to a philosophy of "Sí Se Puede" (It Can Be Done).

The Pérez' accept this award with gratitude and believe this award reinforces their commitment to helping others. "We accept this honor on behalf of the many who contribute to the well-being of San José," says Mr. Pérez.

The Pérez family – role models for the many positive contributions that Hispanics bring to the health and well being of Santa Clara County.

Special thanks to:  
**Bud LoMonaco, LoMonaco & Company**  
 La Familia Crystal Award



## SPECIAL AWARD RECIPIENT

# LUIS VALDEZ

### CELEBRITY PRESENTER OF LA FAMILIA AWARD

Last month, President Bill J. Clinton appointed Mr. Luis Valdez to the prestigious National Council of the Arts of the United States. This appointment speaks to Luis' varied and remarkable talents and his successes.

He is probably best known as the founder and artistic director of the internationally known *El Teatro Campesino*, the theatrical troupe founded during the Great Delano Grape Strike of 1965. Over the years ETC's productions have garnered critical acclaim and recognition including an Off-Broadway Obie Award and numerous Drama Critics Circle Awards in Los Angeles and San Francisco.

In 1977, a Rockefeller Foundation Artist-in-Residence grant enabled Valdez to create for the Mark Taper Forum *Zoot-Suit*, one of the most successful plays to originate in Los

Angeles, playing to critical and popular acclaim to almost half a million people.

In 1987, Luis wrote and directed for Columbia Pictures one of the year's biggest hit films *La Bamba*. Luis also directed Turner Network Television's 1993 *The Cisco Kid*, filmed entirely on location in Mexico. He is currently in development on a feature film on the life of Cesar Chavez for Warner Brothers.

In 1994, Mr. Valdez was bestowed with Mexico's prestigious Aguila Azteca Award (Golden Eagle) which is the highest decoration citizens of other countries can receive. He holds an honorary Doctorate of Arts degrees from San Jose State University his alma mater, Santa Clara University, Columbia College of Chicago and the California Institute of the Arts.





## QUIET ON THE SET...PLAYBACK...AND, ACTION!

### TRIBUTE TO "ZOOT SUIT"

Featuring  
Daniel Valdez

A name synonymous with Chicano theatre. Recording artist. Composer. Actor of film and stage. A talent well revered! Daniel Valdez joined his brother Luis (founder and artistic director of El Teatro Campesino) and helped create a political, social and historical movement of the Chicano experience with the creation of El Teatro Campesino. He is a producer of *La Bamba*; actor and musical talent in The Peabody Award-Winning musical drama *Corridos*; featured performer in *Canciones De Mi Padre* with Linda Ronstadt and the critically acclaimed album of the same title.

Recently, Daniel scored the original music for an IMAX film entitled "History of México" and collaborated with Linda Ronstadt on the sound score of a PBS special, "The West."

### TRIBUTE TO "SELENA"

Jaque Lynn

This young talent is already considered an accomplished recording artist, songwriter, actress, model and dancer. She has performed throughout California and appeared at the Aladdin Hotel and Casino in Las Vegas. Jaque has appeared at county fairs, festivals, and given of her talents for benefits and fundraisers. Ms. Lynn has sung the "National Anthem" at a San José Grizzlies game and for the San José Giants. Most recently, she signed a major recording contract with the Spanish label, Freddie Records. Last year, Ms. Lynn released the Spanish single "Canto a Selena."



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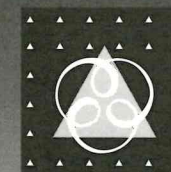
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# DANCE UNDER THE STARS WITH CONJUNTO CÉSPEDES

This award-winning recording group is considered a pioneer of Afro-Cuban music in America. Their show-stopping performances are considered no less than "spectacular." Conjunto Céspedes tours concert halls and major festivals both nationally and internationally. They have performed in such state-of-the-art venues as SOB's in New York City, the Great American Music Hall in San Francisco, the Smithsonian Institute in Washington D.C., and the BAM Festival in Barcelona, Spain. The group will soon return to Europe and South America this up-coming year in addition to touring in

the United States. Conjunto's use of a string ensemble and brass section punctuated by hot percussion solos is highlighted in their album *Vivito y Coleando* on Zenophile Records. *The Una Sola Casa* album won the NAIRD "Indie" for Best Latin Recording. Gladys "Bobi" Céspedes co-founded her family ensemble and is co-director and lead singer of the band. Guillermo Céspedes, co-founder, musical director, and composer/arranger for the group brings an extensive educational background and rich cultural heritage to his position.

*Congratulations  
to the Hispanic Charity Ball  
for seven successful years  
of making a difference!*

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National Hispanic University

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**NORMA MARTINEZ**  
San José Unified School District

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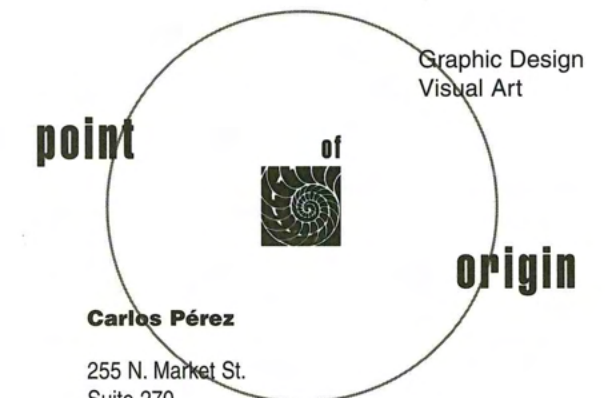
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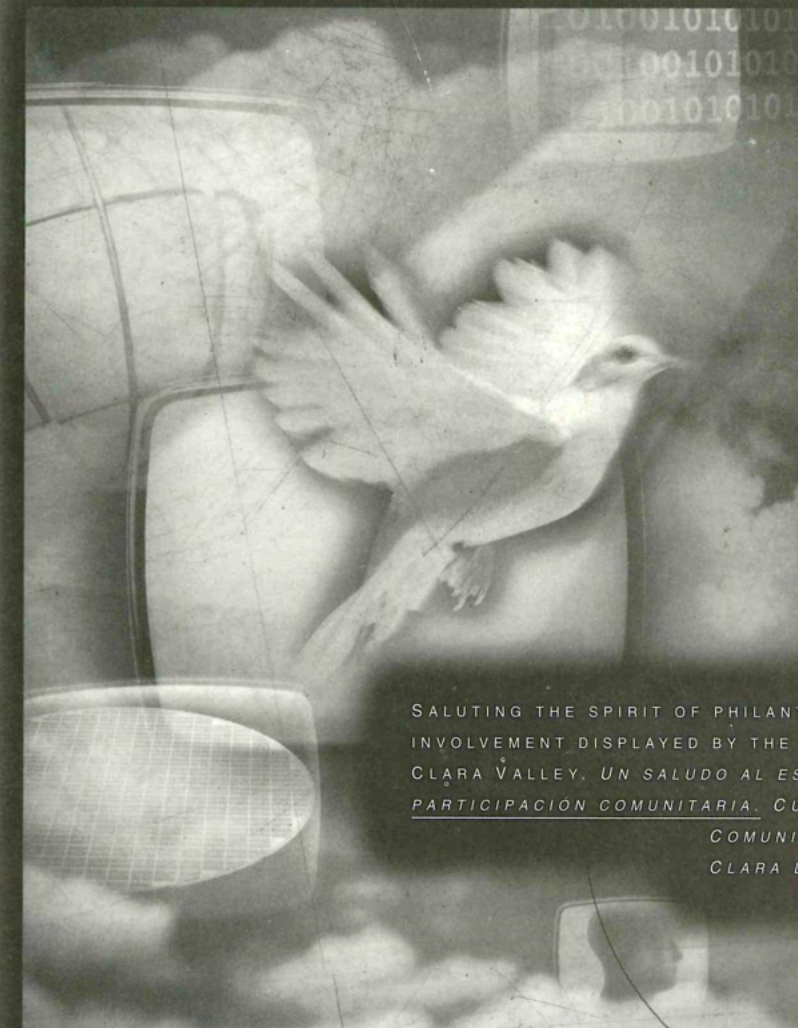
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