



**Presents** 

# evening

ONE ENCHANTED EVENING IN PLAYAS LATINAS ...

#### THE 1997 HISPANIC CHARITY BALL

Welcome

Guillermo Prince KLOK/KBRG Radio

Performance

Los Lupeños

Invocation

Bishop Pierre DuMaine Diocese of San José

Dinner

Music by Trio Intimo

Message from the Chairman

Richard Calderón. City of San José

Emcees

Araceli Martinez Anchor, KDTV-Channel 14

Doug Moore

Anchor, KNTV-Channel 11

**Corporate Sponsor** 

Presentation

**Grant Recipients Presentation** 

La Família Award

Presentation by the

Honorable René Navarro

The Victor & Luz Estrella Family

**Emcees Closing Remarks** 

**Dancing** 

Music by Mystique

### from the chairman

Richard Calderón 1997 Chair

The process of organizing the Hispanic Charity Ball spans a full year. There was no rest for the weary. The efforts proved to be very worthwhile. Last year's successful event brought in sufficient funds to pay for all costs associated with the ball and allowed us to distribute \$90,000 to our community. We will honor four of the seven agencies that received funds from last year's fund-raising tonight.

All members of the organization's twelve sub-committees did such an exemplary job, that they were given a raise. Through practical team building exercises and leadership development they received at least double the amount in self-satisfaction, personal gratitude and pride enhancement. The event culminated in such a splendid fashion that it was difficult to comprehend how the coordination of the function and a great majority of the peripheral tasks were accomplished by volunteers in their spare time. The process does provide the volunteers an excellent opportunity to become familiar with the internal functions of the organization while developing their personal professional skills.

The only exception to the volunteers are the contracted vendors, and two corporate sponsor employee representatives. The corporate sponsors gave approval for their employee representatives to provide support as part of their work assignments. In one case, a dedicated business owner provided overwhelming amounts of professional and in-kind assistance.

This year, a committee worked on the development of our own future non-profit organization. Our current plans, with the grace of God, calls for the establishment of The Hispanic Foundation of Silicon Valley by February 1998. The Hispanic Foundation of Silicon Valley will continue to promote philanthropy among the Hispanic community while developing the skills of volunteers and non-exclusively serving the Hispanic community with health, education, employment and family needs. We will proudly continue to serve the community at large through fund-raising and the distribution of funds, but at a much grander scale.

Thank you



### We believe in the power of diversity

intel

Intel Corporation 2200 Mission College Boulevard Santa Clara, CA 95052

### Congratulations

to the Hispanic Charity Ball for eight successful years of making a difference!

KBRG Radio Romántica 104.9 FM

KLOK 1170AM

The highest rated
Spanish-language radio stations,
committed to making a difference
within the Community.

#### **NORDSTROM**

Salutes

The Hispanic Charity Ball for their continuing support to the Hispanic youth and families of Santa Clara County Micon Telecommunications is pleased

COMMUNITY

to support the Hispanic communities in

COOPERATION

the south bay region and

SUPPORT

congratulates the Hispanic Charity Ball

GUIDANCE

on becoming the

INVOLVEMENT

Hispanic Foundation of

SUCCESS

Silicon Valley.



Connecting the world through video teleconferencing, engineering and consulting.

### steering committee

#### **Hispanic Charity Ball Mission**

The Hispanic Charity Ball is a community-based volunteer association that, through stewardship, inspires, supports and directs community response to the health and human service needs of Hispanic youth and families.

We develop community leadership in the areas of philanthropy, volunteerism and community service.

#### The 1997 Hispanic Charity Ball Steering Committee

Chair Lt. Richard Calderón

Vice-Chairs Teresa Guerrero-Daley Ivonne Montes de Oca

Foundation
Mary Jane Solis (not pictured)
Jose Villareal (not pictured)
Jesse Barajas

La Familia Angel Rios

Corporate Sponsorship Virginia Rivera (not pictured)

Finance Lydia Ortega

**Promotions Materials** Angela Zepeda-Liberman

Volunteer Resources Juan Avila Media Sponsorships Claudia Mendoza Carruth (not pictured)

Community Relations Liz Marquez La Ragione Val de León (not pictured)

Allocations Esperanza Garcia Walters

**Production & Program** Yolanda Treviño

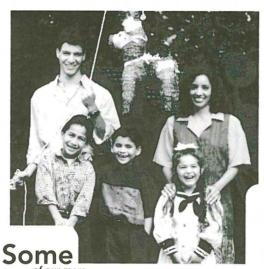




PG&E salutes the Hispanic Charity Ball on its 8th anniversary.

 ${\mathcal W}$ e are proud to be a sponsor of this event and honor this year's recipients the Estrella family.





notable contributions
have nothing to do with practicing

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 Mexican American Community Service Agency, The Bill Wilson Center, Next Door Solutions for Domestic Violence and Childhood Immunization Partnership of Santa Clara County, 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.

KAISER PERMANENTE
Putting your health first.
www.ca.kaiserpermanente.org

## KSTS CANAL 48 FELICITA A LA FAMILIA ESTRELLA

POR SU LABOR Y
DEDICACION A
NUESTRA
COMUNIDAD
Y POR SER
RECONOCIDA CON

"LA FAMILIA AWARD" 1997

TELEMUNDO

# Congratulations to the Hispanic Charity Ball

for eight successful years

of making a difference

KRON4)

BAYATY

### agency awards

YWCA of the Mid-Peninsula/ Familia Hispana Unida.

This program was developed to provide Latinos with parenting and leadership education. Currently the program offers a nine week parenting education program intended to strengthen the family unit and help prevent child abuse. It also offers a 14 week parent eadership training program that encourages participants to take active leadership roles in heir community. Funding from the Hispanic Charity Ball will enhance the project by adding new component that seeks to encourage more nale participation.

Sunnyvale Community Services/ Conexiones Program

This program was started five years ago with he goal of providing information on community esources and services that are available to amilies. Support from the Hispanic Charity Ball will help fund a nine week parenting eries, a 12-week leadership series for 25 parnts and seven monthly feature presentations in government, education and more.

Fardner Children's Center, Inc.

his center provides quality childcare and evelopment services to 200 children whose arents are working, training or on a certified ob search. The Hispanic Charity Ball grant will elp support one of the Center's goals of proiding basic healthcare to the uninsured family nembers of enrolled children. The Center proides an array of health related services including: blood pressure testing, cholesterol screening, iron supplements, follow-up medical care nd health classes. It also refers uninsured amilies to potential funding sources.

enter for Training and Careers

enter for Training and Careers is dedicated to roviding job training to local Hispanic youth arough its 21st Century Program. Most of the ouths participating in this program come from hallenged backgrounds. The 21st Century rogram provides them with skills that will nable them to compete for jobs in an increasingly demanding work environment, and which will prevent them from falling into the juvenile astice system. The Hispanic Charity Ball's suport will enable CTC to train Hispanic youths to articipate in a printing and document assemly course.

These agencies were selected in 1996 using United Way's selection criteria, and are being honored this evening.









The Hispanic Charity ball has allocated over \$262,000 to local community service agencies who provide direct services to Hispanic youth and families. This year's four 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.

### generosity & dedication

The Hispanic Charity Ball Steering committee would like to extend a special appreciation to the following companies for generously supporting this community A special thank you to,



our platinum sponsor

companies for generously supporting this community fundraising event.

APPL

APPLIED MATERIALS®

Media Sponsors

Gold Sponsors

Silver Sponsors

The Mewspaper of Silicon Valley

**AUEVO MUNDO** 

14 KDTV

T48

NEWSCHANNEL 7/3



KLOK 1170 AM

KBRG Radio Romantica 104.9 FM



Bank of America



THE PINNACLE COMPANY
A MARKETING COMMUNICATIONS GROUP

intel







**NORDSTROM** 



Adobe

**Bronze Sponsors** 

**Business Sponsors** 

Touché Manufacturing
Allstate
AT&T
SEGA Foundation
LAM Research
Mervyn's

Quantam Corporation
Bottomley Distributing
San Jose State University
United Defense
Alexian Brothers Hospital
State Farm —
North Coast Regional Office

Law offices of Ismael Perez
Future Packaging
KSOL Radio
Santa Clara Valley
Transportation Authority

### 1997 in-kind contributors

The Hispanic Charity Ball thanks the following for their generous support

Acapulco Arte
Casa Vicki
Consolidated Business Resources
Dynasty Protection Services
Onishi Flowers
Top Priority Production
United Printing Company Inc.
Tuxedo Fashions
Mirassou Winery
Trio Intimo
The Omelet House
Timeless Photography
Mexica Art & Framing
Blocker's Lounge
LTD Luxury Limousine Network

#### **Kick-off Event Sponsors**

Zavala's Mini Storage Fernando Zazueta Esquire Capitol Development Group Vung Tau Restaurant





### the emcees

#### Araceli Martinez

Ms. Martinez began her television career 16 years ago in her home town of Tijuana, Mexico. She hosted a local youth variety show with the network Televisa. Upon graduation from Iberoamericana in Baja California, she became a news reporter and anchor at Channel 33 in Tijuana. In 1989, as part of Tijuana's Centennial, she was awarded the "Communicator of the Year" award.

Serving as a correspondent in Spain, she carried out reporting during the Gulf War.

Ms. Martinez's television experience also includes producing and hosting editorials, specials and documentaries that have been broadcast in Chile, Brazil, the Bahamas, Puerto Rico and México.

In 1992, Ms. Martinez joined KDTV Univision 14 as news anchor in San Francisco. Since then, she has continued to receive numerous awards and garner widespread recognition for her work.

Ms. Martinez is a prominent figure in the Bay Area and she frequently appears as host or featured celebrity at community fundraising events. She has hosted the Mariachi Concerts in San José since 1993 and her dedication to her Mexican roots and the Latino community is endless.

#### Doug Moore

Doug Moore has been News Anchor for KNTV since September of 1992. Doug currently anchors "KNTV News at 6:00" with co-anchor Maggi Scura.

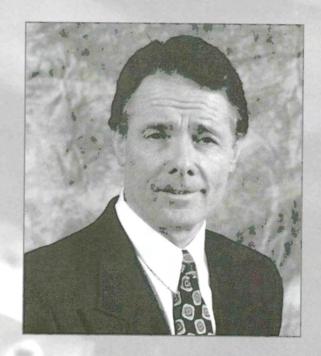
Within a year after Doug joined the KNTV anchor team, the station won the coveted Emmy for Best Daily Newscast from the Northern California Chapter of the National Association of Television Arts and Sciences. It was the first time that honor had gone to a station outside of San Francisco.

Since then, KNTV has won numerous honors as "Best Newscast" in Northern California and Nevada from both the Associated Press and the Radio and Television News Directors Association.

Prior to joining KNTV, Doug worked at stations all over the country. He began his career as reporter at KMST, the CBS affiliate in Monterey, California. He also held positions as anchor/reporter at KXJB in Fargo, North Dakota, WITI in Milwaukee and at WCCO-TV, the CBS affiliate in Minneapolis.

Doug attended San José State University and majored in Mass Communications. Returning to California to join KNTV was a move home for him. Doug is devoted to his alma mater and is an active member of the Spartan Foundation.





### foundation

#### The Hispanic Charity Ball becomes a foundation

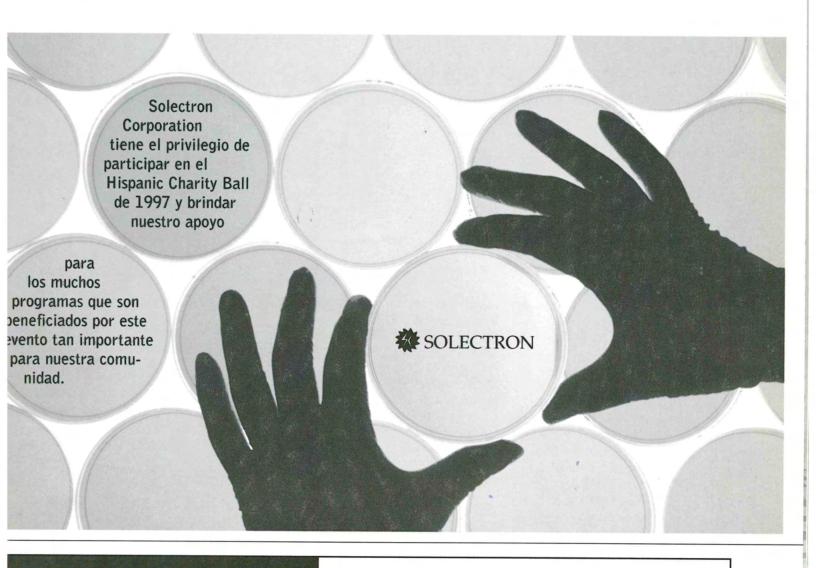
The Steering Committee for the Hispanic Chairty Ball is proud to announce that, beginning in 1998, it will realize one of its major goals: the formation of the Hispanic Foundation of Silicon Valley.

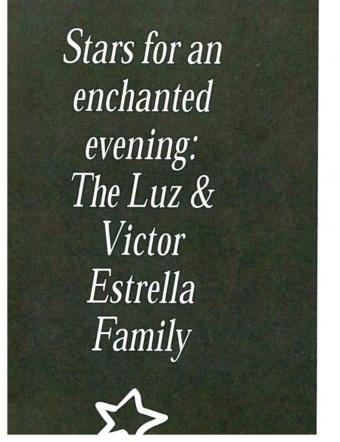
Through the foundation, we will expand resources for services that effectively address the needs of Hispanic youth and families, increase Hispanic community involvement through volunteerism and philanthropy, and create a highly visible and professional organizational model for which the Hispanic community can be proud.

Since its inception, the Hispanic Charity Ball has allocated over a quarter-of-a-million dollars for services to Hispanic youth and families; it has involved Hispanic professionals with the appropriate expertise to determine how to effectively allocate funds, and has generated over 10,000 community volunteer hours.

Clara County for its support guidance in bringing us to this momentous crossroad. We also want to thank the many corporations, community organizations and individuals that have helped us along the way. It is to you that we owe our present and future successes.

We look forward to your continued support and involvement.





Tonight's stars light up our whole community — night and day.

The Estrella family generously share their time, talent and dedication to make this a better place for everyone.

We're proud to join in saluting the Estrellas, who symbolize the ideals and achievements of the Hispanic Charity Ball.

### la família award..

#### The Victor & Luz Estrella Family

In the late 1940's, Victor and Luz Estrella's families immigrated to the United States from Mexico. The two were married in 1955 and set up residence in Mountain View, California. They, along with their eight children, worked in the fields picking cucumbers, tomatoes and apricots to make ends meet. Victor and Luz had a goal of providing the pest for their children, and did so through family unity, hard work, education, religion, cultural pride, tradition and community involvement.

Understanding the importance of a good education, the Estrellas made remendous sacrifices for their children. Victor held two jobs, and Luz worked the graveyard shift at the cannery, so that she could care for the children during the day. Through their hard work, the Estrellas were able to save enough

money to send their eight children to St.Martin Catholic school in Sunnyvale. Six of the children were fortunate to attend St. Francis High School in Mountain View, where they did various janitorial duties to help with tuition.

The Estrellas have been parishioners of St. Martin Church in Sunnyvale for more than forty years. During that time, Victor and Luz served in the "cursillos" and helped form La Sociedad Guadalupeña, a collation of Church members, that help organize dances, social events, posadas and other events for the Church. The Estrella children, in the tradition established by their parents leadership, established Alma Joven, a group dedicated to involving youth in church related activities.

Hard work and leadership by the Estrellas paid off. All of their children have excelled professionally, most of them receiving college degrees. More important, they have followed in their parents footsteps, by helping Latinos through their work in many community organizations.

Maintaining the culture and tradition of México was important to the Estrellas, instilling cultural appreciation in their children and grandchildren. Through family unity they have overcome many odds. They have established and continue to demonstrate strong religious beliefs which focus on family and community. The Estrella family believes that they can overcome life's obstacles through family unity. Through their efforts and community goodwill, the Estrellas demonstrate that they are role models for our community.



### philanthropy

Fernando Torres-Gil Why philanthropy matters

Fernando Torres-Gil serves as Assistant Secretary for aging in the Department of Health and Human Services, nominated by President Clinton in 1993 and later confirmed by the Senate. Dr. Torres-Gil oversees aging policy within the department as well as throughout the federal government, and manages the Administration on Aging. He is also Associate Dean for the UCLA School of Public Policy and Social Research.

Dr. Torres-Gil is a national expert on public policy issues concerning health and long-term care, gerontology, ethnicity, human services, rehabilitation and disability. In addition to a distinguished academic and professional career, Dr. Torres-Gil has served in a variety of governmental positions, including Staff Director of the House of Representatives Select Committee on Aging and Special Assistant to then Secretary of Health and Human Services Patricia Roberts Harris.

Dr. Torres-Gil is a national spokesperson on Hispanic issues. He was also policy advisor in the Clinton/Gore California campaign and served on the Presidential Transition Team as a member of the Health and Human Services/Veterans Administration/Housing and Urban Development cluster.

Dr. Torres-Gil was born and raised in Salinas, California and is the son of migrant farm workers. He earned his B.A. in Political Science, graduating with honors from San Jose State University, and his M.S.W. and Ph.D. in Social Policy, Planning and Research from Brandeis University.



### v.i.p. reception emcees

#### Celina Rodriguez

Celina Rodriguez was born in Guadalajara, México. In 1978 she earned her Bachelor of Science degree in Communications from the Instituto Tecnológico y de Estudios Superiores de Occidente, ITESO, in Guadalajara.

She first came to the United States in 1985 on a Stanford University fellowship. During this time she worked as the US correspondent for Notisistema, a National Radio Broadcasting Station in México.

In 1987 she began working at El Mensajero, a Spanish-language newspaper. In 1991 she joined another Spanish-language newspaper, La Oferta Review. Also, since 1989 she has worked as foreign correspondent for Grupo Radio ACIR, a broadcasting network in México.

Celina joined Noticiero 48 News Team in 1988 as News Anchor/Reporter. Since then, she has earned numerous awards and recognition as a journalist and also for her work in the community.

In addition to reporting and anchoring, Celina produces and hosts a thirty minute public affairs program called "Diálogo."

Celina lives in San José with her husband and their son.



#### **Ysabel Duran**

Ysabel Duran joined KRON-TV's San José NewsCenter as a general assignment reporter in May 1990. In July 1992, she gained additional responsibilities when she was named co-anchor of "NewsCenter 4 Saturday Daybreak" and "NewsCenter 4 Sunday Daybreak" on Channel 4.

She came to the station from WMAQ-TV, the NBC owned-and-operated station in Chicago, where she was a general assignment reporter since June 1986.

Prior to that, Ysabel held positions at KICU-TV in San José, KCST-TV in San Diego, WBZ-TV in Boston, KTVU in Oakland where she won a 1974 Emmy Award for spot news coverage of the Patricia Hearst story and KNXT-TV in Los Angeles.

A native of Salinas, California, Ysabel received a B.A. in Journalism from San José State University. She also received a Washington Journalism Fellowship in the spring of 1970, and is listed in the 1978 and 1987 editions of "Who's Who of American Women."

She has also received other Emmys and numerous awards for her work in the broadcasting field and in the community.



### YOU'VE GOT UR ATTENTION

the only television station that puts and an ewe ahead of everything e're the TV station based right Silicon Valley. So when appens, we're paying attention.

NEWSCHANNEL 7/3



Scott Budmman, Chris Donohoe, David Lee Mary Babbit, Doug Moore, Maggi Scura



This is the premier
Hispanic Community
event in town. One
that reaches deep
and appeals to our
greater community.
Under what grounds
would you not invest
mightily in this?

- Tom Hayes

#### **COMMITMENT**

lordstrom has a long-standing and concerned terest in the community it serves. We are mmitted to playing a strong and responsible le as a community leader in the Bay Area by lping preserve the health and vitality of its mmunities. As a major corporation, we know it support and involvement is important. To is end, Nordstrom is proud to once again onsor the annual Hispanic Charity Ball."

Geevy Thomas, Regional Manager Nordstrom

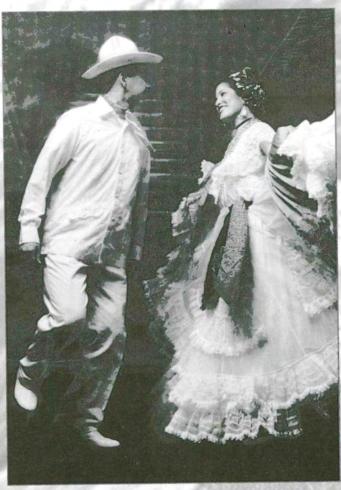


It is important to realize that the HCB funds vital youth and family services that complement many companies' philanthropic objectives. The goal is simple: provide the support that will help the next generation reach their potential.

— Joe Pon

### entertainmnet, music

Los Lupeños de San José



**Angelina** 



TRIO INTIMO



nine musicians.





Congratulates the Victor and Luz Estrella family, recipients of the

1997 La Familia Award

and honors the Hispanic Family at the

1997 Hispanic Charity Ball

i Felicidades!

Anyone
can **dream**,
Adobe salutes
those who **do**.

Adobe Systems, Incorporated is proud to sponsor the 1997 Hispanic Charity Ball

Adobe

### CALIFORNIA HINES PRESENTS

IS AN HONOR TO BE GIVEN THE PRIVILEGE BEING THE PRODUCER OF THE HISPANIC BALL FOR THE THIRD CONSECUTIVE YEAR. PARTICIPATION THIS PRESTIGIOUS EVENT REMINDER OF MY OWN HISPANIC HERITAGE. DEDICATE MY INVOLVEMENT TO THIS YEARS EVENT TO MY MOTHER DOLORES MENENDEZ HINES AND MY GRANDFATHER JOSEPH MENENDEZ.

MUY AGRADECIDO



### steering committee

Richard Calderón Chairman, City of San José

Ivonne Montes de Oca Vice-Chair, The Pinnacle Company

Teresa Guerrero-Daley Vice-Chair, Independent Police Auditor

1997 Hispanic Charity Ball Sub-Committees

Allocations Committee
Esperanza Garcia-Walters,
Chair. The Health Trust

Community Relations Liz Marquez La Ragione, Co-Chair, IBM Corporation

Val de Leon, Co-Chair, Allstate Insurance

Richard Avina, IBM
Dee Avina, IBM
Art Rodriguez, IBM
Jesse Mejia, IBM
Mary Frescas, MGIS
Phil Martinez, Global Financial
Tina Mejia, Community Lenders

Corporate Sponsorship Committee Virginia Rivera, Chair, San José State University

Joe Pon, Applied Materials Rosie Carlos, Touche Manufacturing

Carlos Sanchez, Intern, San José State University **Finance Committee**Dr. Lydia Ortega, Chair,
San Jose State University

Foundation Committee Jose Villareal, Co-Chair, Public Defender of Santa Clara County

Mary Jane Solis, Co-Chair, Santa Clara County Office of Human Relations

Jesse Barajas, Eastside Union High School District

La Familia Award Committee Angel Rios, Jr. Chair, Familia Rios Representative MACSA

Jorge Rodriguez, Familia Rodriguez Rogelio Balderas, Familia Balderas Dan Morales, Jr., Familia Morales Gloria Chacón, Familia Chacón Vicent Perez, Jr., Familia Perez

Daniel Pizano, Community Representative

Media Sponsorship Committee Claudia Mendoza Carruth, Chair

Production & Program
Committee
Yolanda Treviño, Chair,
County of Santa Clara Office
of the Public Defender

Francis Palacios, KDTV, Univisión 14

Monica Doleshell-Aguirre American Red Cross **Promotional Materials** 

Angela Zepeda-Liberman, Chair, San Jose Mercury News and Nuevo Mundo

Marielena Scanlon, KLOK/KBRG Radio

**Volunteer Committee** Juan Avila, Chair, City of San José

Volunteer Captians
Bobby Beltran
Sylvia Bonilla
Hector Guerra
Lilly Jauregui
Jimmy Lopez
Johanna Mayorga
Ruth Pompa

### volunteers

Susan Rios Annino — Administrative Assistant to the Chair

Maria Aguilar

Mario Banuelos

Desma Beltran

Josie Caravayo

Danielle Cardenas

Melinda Chacon-Romayor

Josie Estrada

Sandra Fagundes

Monica Marie Gallego

Jessica Gonzalez

Linda Gonzalez

Sandra Guerrero

Saul Hernandez

Simon Dante Lopez

Monique Lopez

José Medeiros

Maria Mendez

Delores Montano

Zobeyda Montano

Julie Nieto

Lola Robles

Rosa Rodriguez

Nannette S. Romero

David Sandate

Angie Sosa

Lily Trevino

Burt Villalba

### past grant recipients

#### 1990

- \* Community Alliance For Upgrading Student Access & Achievement (Causa)
- \* Mayfield Community Center

#### 1991

- + Causa
- \* Growth & Opportunity
- \* Latino Issues Forum
- \* Pathway Society

#### 1992

- \* Alum Rock Counseling Center
- \* East Valley Community Clinic
- \* Emergency Housing Consortium
- + Gardener Health Center
- \* El Toro Youth Association
- \* Sacred Heart Community Services
- \* Second Harvest Food Bank
- \* Washington Elementary School

#### 1993

- \* Catholic Charities Of Santa Clara County
- + Cause
- \* Diabetes Society
- \* Mexican American Community Services Agency, Inc. (MACSA)

#### 1994

- \* Bridge Counseling Center
- \* Catholic Youth Organization
- \* Pathway Society
- \* Sacred Heart Community Services

#### 1995

- \* The Day Worker Program
- \* Hispanic Women's Council
- \* MACSA
- \* The Role Model Program
- Sunshine Kids Club Of The San José
   Neighborhood & Housing Services

#### 1996

- \* Los Amigos De La Biblioteca Latinoamericana
- \* Sacred Heart Community Services
- \* Washington Elementary School

#### 1996 grant recipients being honored in 1997

- \* Center for Training and Careers
- \* Gardner Children's Center, Inc.
- \* Sunnyvale Community Services/ Conexiones Program
- YWCA of the Mid-Peninsula/ Familia Hispana Unida

#### REACHING THE PINNACLE...

Requires

STRATEGY

PROFESSIONALISM

DISCIPLINE

SUSTAINED EFFORT



We are proud to be a part of the 1997 Hispanic Charity Ball honoring family, excellence, philanthropy, volunteerism.

THE PINNACLE COMPANY
A Marketing Communications Group

The partner to help you reach your goals.

255 North Market Street, Suite 244, San José, California 95110
Ph: 408.288.2227 Fax: 408.288.2214 E-mail: imo@thepinnacle.com

### Bank of America is proud to support

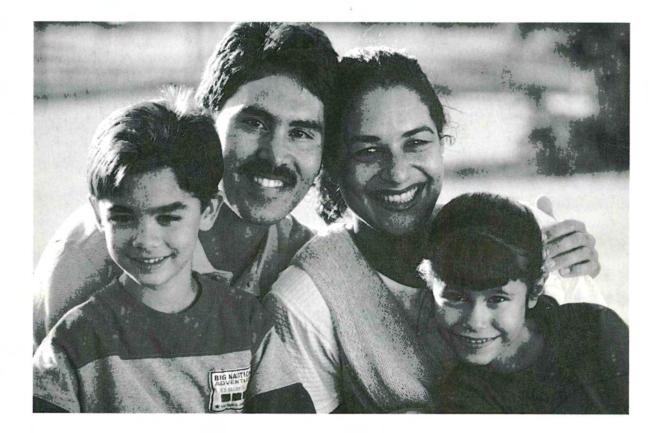
The Hispanic Charity Ball

Congratulations on your 8th year! Our Best Wishes to the Estrella Family.

Andrew Kerr, Regional Senior Vice President San Jose Regional Commercial Banking Office 101 Park Center Plaza • San Jose • (408) 277-7031

### The Hispanic Foundation of Silicon Valley

Your involvement makes a difference



The Hispanic Foundation of Silicon Valley seeks to improve the quality of life in the community by strongly impacting the educational, health and human service needs of Hispanic families and youth.

The Hispanic Foundation aims to involve the community in its volunteerism and fundraising efforts. The Foundation shall utilize research tools and expertise to allocate funds for their maximum impact.

Get involved. Designate a portion of your volunteer time and annual financial contributions to the Hispanic Foundation of Silicon Valley.

Healthier, safer, more prosperous and better educated youth and families make a better community for us all. For information call (408) 288-2228.

