

THE HISPANIC FOUNDATION
OF SILICON VALLEY

IS PROUD TO PRESENT

Moonlight Serenade

Friday November 3, 2000 • Fairmont Hotel, San José

Evening Events

Invocation

Dinner

Program

Cabaret Show

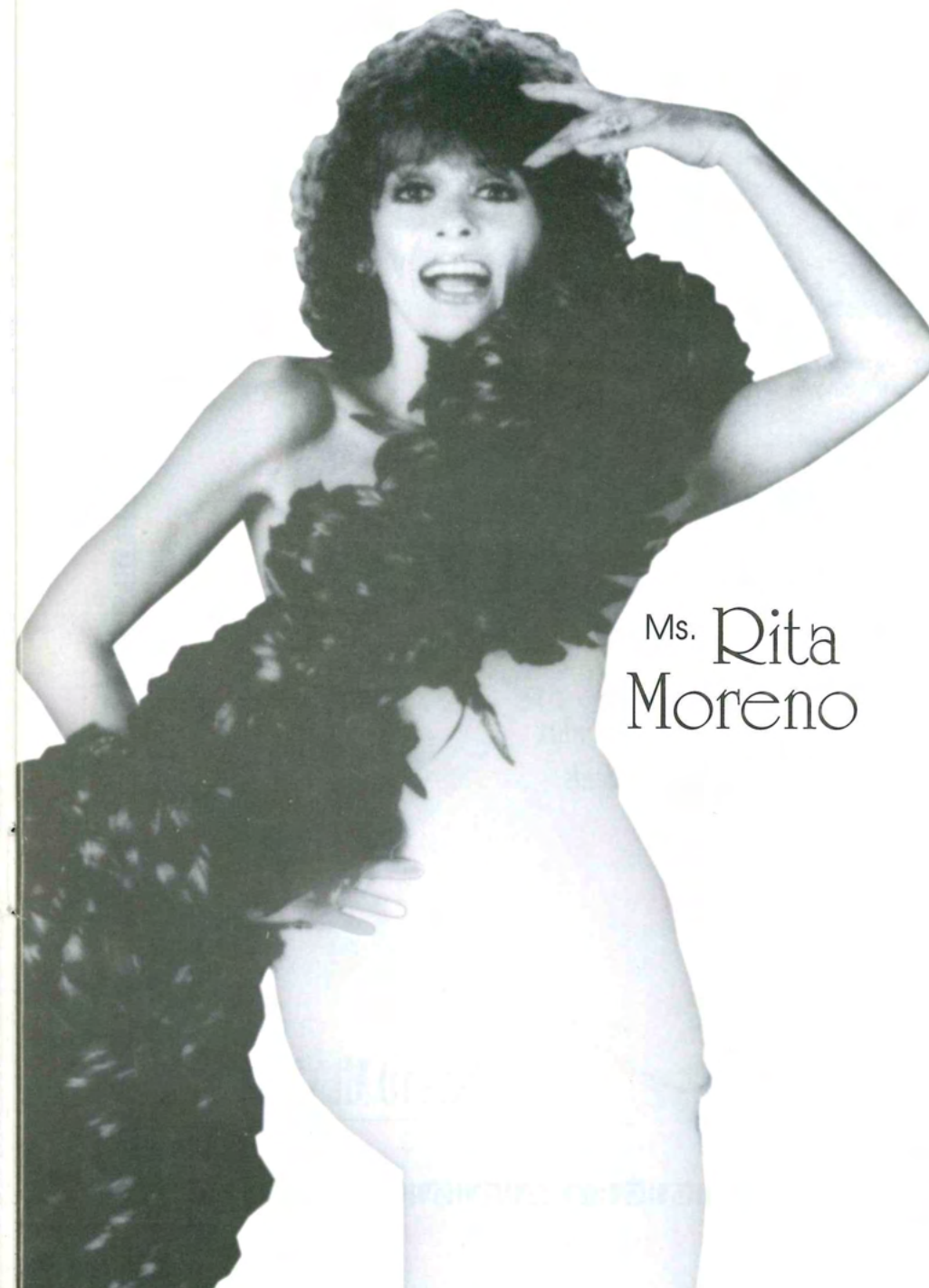
Evening Emcee
José Ronstadt

Dancing: Music by
Touch and Go

Sponsors Reception
(special ticket required)



The 11th Annual
HISPANIC CHARITY BALL



Ms. Rita
Moreno

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The Mercury News
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NUEVO MUNDO

Message from the Chair



Teresa Guerrero-Daley

NO MORE EXCUSES, for the high dropout rate among Latino students, is the theme that should resonate throughout our city, state and at our nation's capital. As a member of the 2000 Hispanics Organized for Political Equality (HOPE) Leadership Institute, I had the opportunity to stress this issue to our congressional representatives and at the Department of Education. I returned with the knowledge and realization that we, at the local level, will need to bring about change. Therefore, we must no longer accept excuses for the 49% nationwide dropout rate among Latino students. Latinos will be the majority population by 2025 in California, and 1 in 5 U.S. residents will be Latino, according to the Urban Institute. However, nationwide, only 10% of Latinos graduate from college. Latinos, as a major workforce, are not ready to meet the existing demand for high tech and other professional labor; therefore, the U.S. depends on importing labor from other countries. Cities and counties depend on the revenue from taxes, which is directly connected to earning capacity and maintaining a balance between revenue and cost for services. Without an educated populace, municipal infrastructures will be weakened. Furthermore, educational opportunities must be created and workforce retooling started.

A detachment between many Latino students and their school environment exists. Shortsighted attempts have failed to address this deep-seated problem that requires fundamental revisions in education and training programs. Dedicated teachers have made great strides in the education of Latino students, but that is not enough. We need more Latino role models, more Latino faculty, stronger retention and counseling programs, involvement by and education for parents, financial aid, and job opportunities for high school students because many Latinos drop out of school to work and help support the family. Lastly, the curriculum content taught in the classroom must be more culturally diverse, relevant, and sensitive; awareness of Latino accomplishments must be incorporated into the textbooks and teaching material.

This last point is one of the reasons that the "Hispanic Education and Media Group" (HEMG) was selected as this year's recipient agency. Their "Cada Cabeza es un Mundo" (Each Mind is a World) project is a national model for high school dropout prevention and has just completed a pilot project involving over 850 students in San Jose. Besides providing us wonderful entertainment, Ms. Rita Moreno, as a co-founder of this program, will take part in honoring HEMG tonight. Please join me in declaring November 3, 2000, as the beginning of a movement aimed at annihilating the Latino dropout rate. No more excuses.

Con cariño,
Teresa Guerrero-Daley
Chair, Hispanic Charity Ball



Pacific Gas and Electric Company
is pleased to once again support the
Hispanic Charity Ball
and partner with the
Hispanic Foundation of Silicon Valley.

Our warmest congratulations
to tonight's deserving award recipients,
La Familia DeLeon.

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salutes

the Eleventh Annual
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and their continuing support to
**the Hispanic youth and families
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The Valentine and Mary Helen DeLeon family

Winners of

★ La **Familia** Award ★

Valentine DeLeon, his wife Mary Helen and their three children are an exemplary family that have continuously supported and volunteered to the Hispanic Community in San Jose. Valentine DeLeon, a twenty-seven year Allstate Insurance Agent, and his wife Mary Helen, a thirteen year staff member of Hewlett Packard, have instilled in their children the pride of volunteerism. Val's first involvement was with the San Jose Hispanic Chamber of Commerce in 1973. He started as a member and quickly became a member of the Board of Directors. He has continued his service on the Board for the past 27 years. For the past eight years, he has been involved with the Mexican Heritage Corporation. In addition, he was one of the founders of the Hispanic based Kiwanis Club of San Jose.

Mary Helen continues to support Val in his endeavors. Currently fighting breast cancer, she maintains a strong, courageous stand throughout her chemotherapy. When others are unsure or share their concern, she comes back and lifts their spirits. She continues to fight the cancer and refuses to let it get her down. Mary Helen is currently the Vice President of The San Jose Pacific Neighbors Sister Cities. She was instrumental in the Sister Cities initiative to bring a Japanese youth orchestra to visit San Jose and perform a community concert with the Bay Area Youth Symphony in March 2000. Mary Helen is also one of the most active members of the Pueblo de San Jose Kiwanis. Val and Mary Helen's three children are actively involved.

Valentino "Tino" is the eldest and married to Ursula. They have one son, Daniel. Tino is also an active member of the Pueblo Kiwanis Club. Tino was a Co-Founder of Kalpana Inc., the pioneers of Ethernet Switching Technology, and with the help of venture capital, Kalpana Inc., employed as much as 180 employees before being purchased by Cisco Systems in 1994. Tino continues to work for Cisco Systems and has four companies that he personally owns or funds as a partner.

Velma DeLeon Priest is self-employed as a marketing consultant. Her husband, Kelly, is a professional videographer and owns his own company "Dream Video." They both have a theatrical background and are involved in the Arts. Velma is on the Steering Committee for the American Musical Theatre Outreach Program. She is a volunteer for the Tech Museum and Youth Science Institute.

Tina DeLeon Hyland is a wife and mother of six children. Tina works full time for a DSL company, Telocity. She will someday take over her father's Allstate Insurance business. She is the current president of the Pueblo de San Jose Kiwanis Club. Her husband, Brian, a Police Officer for the City of San Jose, owns his own Private Investigative business. He is also part of the Pueblo Kiwanis and is in charge of the Silver Creek Key Club. Their six children are very active in sports, Boy Scouts, Girl Scouts and 4-H. Tina is has also been on the Steering Committee for the American Musical Theatre Outreach Program for the past two years. She is currently the Community Relations Chair for the Hispanic Charity Ball, working with small businesses and community organizations.

Val and Mary Helen DeLeon have inculcated in their children the importance of community involvement and the gratifying aspect of giving. They have taught their children to keep a positive outlook in life and to look for the good in all people.

Mary Helen & Valentine (front),
with their three children:
Tina Hyland, Velma Priest &
Valentino DeLeon



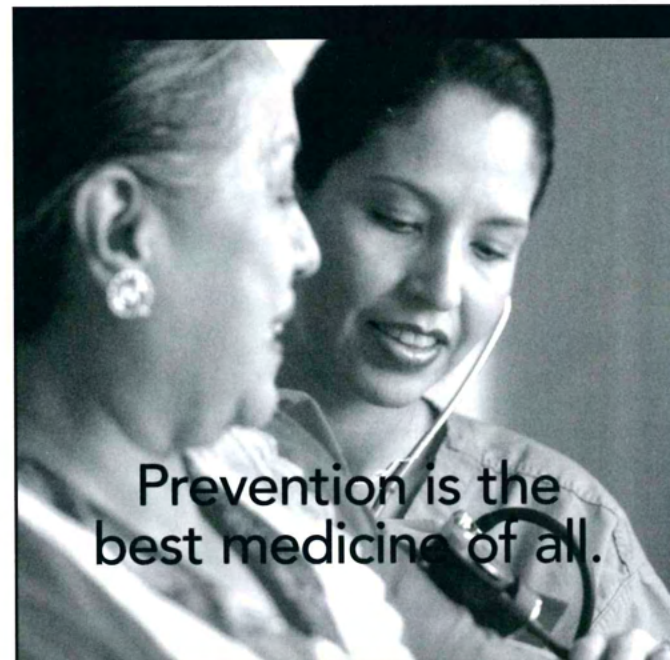


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2000 Hispanic Charity Ball

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Hispanic Foundation of Silicon Valley

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2000 Hispanic Foundation of Silicon Valley

GRANT RECIPIENT:

Hispanic Education and Media Group, Inc.



Carlos Santana, Rita Moreno, Edward James Olmos and Luis Valdez
Chair persons of *Hispanic Education and Media Group, Inc.*

In an effort to address one of the great crises in education today: the alarmingly high dropout rate among Latino students in San Jose and nationally, the Hispanic Foundation of Silicon Valley is announcing that this year all the monies allocated for funding will go to the Hispanic Education and Media Group (HEMG) for their program "Cada Cabeza Es Un Mundo" (Each Mind is a World). A minimum grant of \$70,000 will be made to this non-profit high school dropout prevention program. The *Cada Cabeza* program targets Hispanic youth that are most at risk for school failure in grades 7-12. This program empowers the students to elevate their self-image and to succeed academically through the use of culturally based curriculum. *Cada Cabeza* uses comprehensive and strategic tools that focus on improving the academic shortcomings of Hispanic students.

The legendary Rita Moreno, famed musician Carlos Santana, acclaimed actor Edward James Olmos, and multi-talented playwright Luis Valdez have been the driving force behind *Cada Cabeza*. This program has been nationally recognized as making a life-changing difference in the lives of thousands of at-risk Latino youth.

During the 1998-99 school year, former Mayor Susan Hammer invited the *Cada Cabeza* program to local schools in San Jose due to the large Hispanic population and overwhelming number of high school dropouts. The trial implementation of this program took place in four locations: San Jose Unified, Alum Rock, East Side Unified and Franklin-Mckinley school districts. The collective research and findings of this pilot program will serve to expand this program nationally; our goal is to offer it at every school district in San Jose. In order to accomplish this, the *Cada Cabeza* program must secure additional funding.

Giving children a future is the right thing to do, and it is also good business. Latino youth need an education in order to become part of the high-tech workforce and to compete in our global economy.



Generosity and Dedication

The Hispanic Charity Ball Steering Committee would like to extend our sincere appreciation to the following companies for generously supporting this community fundraising event...and a special thanks to our Platinum Sponsor, **Applied Materials**.

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Charity Ball Emcee



José A. Ronstadt

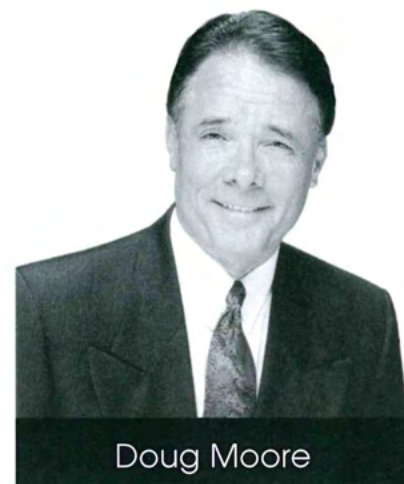
José A. Ronstadt joined quepasa.com on November 1, 1999. As Senior Vice President of Content Development, José draws upon his vast knowledge of the Hispanic market to guide quepasa.com's development team in its quest to become the premier bilingual/bicultural online community for the Hispanics in the United States. His long track record includes experiences in all aspects of management, television - both as on-air host/executive producer and as a general manager - electronic and print journalism, sales, banking, education, community relations, and public speaking.

José served as Senior Vice President and General Manager of KTVW, Channel 33, Univision's affiliate in Phoenix, Arizona. He has also served as Vice President and General Manager of KVEA, Channel 52, Telemundo's affiliate in Arizona Bank and Security Pacific Bank employed José as their first Vice President and Manager of Corporate Communications and Director of their Charitable Foundation. His work was instrumental in the development of Hispanic marketing opportunities for both banks. He has also acted as a host and producer of several television shows and network specials. Among those shows and specials are *Hola América*, an international live program shown in 15 countries, *Voces del Pueblo*, a National Hispanic Public Forum, *Tiempo de Acción*, *Primera Plana*, *Contrapunto*, and *El Pueblo Dice*. José has been instrumental in the presentation of the Tucson International Mariachi Conference, a fundraising event for La Frontera, Inc., in Arizona and the Las Cruces Mariachi Conference in New Mexico.

For the two years prior to joining quepasa.com in 1999, José was the Senior News Anchor at Telemundo's Los Angeles affiliate KVEA-TV, Channel 52. He continues to contribute to KVEA his three weekly editorials named "Punto de Vista." He also continues to host the program "El Pueblo Dice," a public affairs show that airs on Sundays. Moreover, José actively participates in community events throughout the United States.

José's expertise in the Hispanic market, and work experiences within the Latino communities, give him a unique insight in the opportunities that the Internet and broadcast media bring to the Latinos living in the United States.

Sponsors Reception Emcee



Doug Moore

Doug Moore has been an anchor for NewsChannel 11 since September 1992. Within a year of Doug's joining the NewsChannel 11 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.

Prior to joining NewsChannel 11, Doug worked at stations all over the country. He began his career as a 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 Jose State University and majored in Mass Communications. Returning to California to join NewsChannel 11 was a move home for Doug. He is devoted to his alma mater and is an active member of the Spartan Foundation.



TONIGHT'S ENTERTAINMENT

Cabaret

A spectacular world-class performance by the legendary Emmy, Oscar, Grammy, and Tony award winner: Ms. Rita Moreno



Also!



Dance to
Touch and Go



Mr. William Faulkner, Harpist
Entertainment for Reception and Dinner



GOVERNOR GRAY DAVIS

Welcome 11th Annual Hispanic Charity Ball

November 3, 2000

It is a great pleasure to extend a warm welcome to all who have gathered for the 11th Annual Hispanic Charity Ball.

This event is a unique opportunity to recognize the valuable contributions that the Hispanic Foundation of Silicon Valley continues to make to the community. I salute the members of the Hispanic Foundation for their extraordinary generosity to volunteerism. Their ongoing dedication to service has made a positive and lasting impact on many lives.

On behalf of the people of the State of California, I extend best wishes for a successful event.

Gray Davis


Governor Gray Davis

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on a job well done and
continued success in the New Millennium

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COMMITTEES:
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ENVIRONMENT
AND PUBLIC WORKS
FOREIGN RELATIONS

November 3, 2000

Hispanic Foundation of Silicon Valley
Post Office Box 720591
San Jose, California 95172

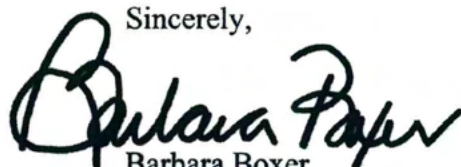
Dear Friends:

It is a pleasure to have this opportunity to greet you as you come together for your Hispanic Charity Ball. I commend the Hispanic Foundation of Silicon Valley for their commitment to volunteerism and the community. I only wish I were able to be with you tonight.

Gatherings such as this one provide an opportunity to celebrate current and past achievements and offer time to reflect and recommit ourselves to the challenges ahead. Whether in business, in the community or in government, we can accomplish so much more when we come together around a common goal.

I extend my very best wishes to you all. I hope you have an enjoyable evening and another successful year.

Sincerely,


Barbara Boxer
United States Senator

BB/ksg

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EN EL NORTE DE CALIFORNIA.

California State Assembly

Certificate Of Recognition

PRESENTED TO:

The Hispanic Foundation of
Silicon Valley

WHEREAS, Since conception of an idea in 1989, and in collaboration with community and government leaders, the Hispanic Charity Ball was founded to promote awareness, appreciation, and understanding of the rich and passionate partnership which bonds Hispanic tradition and family; and

WHEREAS, The Hispanic Foundation of Silicon Valley is a community based volunteer association that through stewardship inspires, supports, and directs community response to the health, education, and human service needs of Hispanic youth and family; and

WHEREAS, It is appropriate at this time to highlight its many achievements and to underscore the positive impact that it has made in the lives of countless individuals in the local community; and

WHEREAS, Careful attention has been placed to incorporate the strong Hispanic values of family and community that is highlighted by the presentation of the La Familia Award.

NOW, THEREFORE, I, Michael Honda, serving as Assemblyman, 23rd District, do hereby recognize, November 3 of the Year 2000, which will mark the day in celebration of the 11th Annual Hispanic Charity Ball.

Michael Honda

MEMBER OF THE ASSEMBLY
CALIFORNIA STATE LEGISLATURE



GC Micro*

All my best to the
Cada Cabeza es un Mundo project and Ms. Rita Moreno

Belinda Guadarrama
President, GC Micro

*Underwriter

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Salutes

New Board Members

Teresa Alvarado
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Vangie Calderon
Pat Compton
Mary Rose Delgadillo
Andy R. Garcia
Esperanza Garcia-Walters
Teresa Guerrero-Daley
Martha Kanter
Ivonne Montes de Oca
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Hispanic Charity Ball

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Hispanic Foundation of Silicon Valley



Joe B. Rodriguez

On behalf of the Board of Directors, welcome to the 11th Annual Hispanic Charity Ball. This year's Ball is a culmination of countless hours of work by volunteers, community and corporate leaders, and dedicated friends. The Hispanic Charity Ball is an opportunity to celebrate the core of our community, La Familia. This year's recipients are well deserving of such honor.

In addition to the Hispanic Charity Ball, the Foundation has made tremendous strides in its formation of a working board. With the first Installation of Officers, held on April 13, 2000, the Board of Directors has sixteen members. Recognizing the work, which is ahead of us, our board has moved quickly to establish organizational, managerial, and fiscal procedures to meet challenges the upcoming year will bring. Next year's objectives include strategic planning, organization and research development to serve our mission of support to youth, families and communities.

We will continue to count on your active support and participation as we build an institution that will make a positive difference in our community. Thank you for your support as we focus on long-term stability in the new millennium.

Joe B. Rodriguez
Sincerely,
Joe B. Rodriguez
Interim Board President



Mission Statement

The Hispanic Foundation of Silicon Valley is a community-based volunteer, non-profit organization that —through stewardship— inspires, supports, and directs community response to the health and human service needs of Hispanic youth and family.

Board Members

Teresa Alvarado
Pacific Gas and Electric Company

Ruben Barrales
Joint Venture: Silicon Valley Network

Vangie Calderon
Micon Telecommunications, Inc.

Pat Compton
Silicon Valley Forum of the Commonwealth Club

Mary Rose Delgadillo
Delgadillo & Associates

Andy R. Garcia
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Teresa Guerrero-Daley
Independent Police Auditor

Martha Kanter
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Carlos and Deborah

SANTANA

Congratulations

Ms. Moreno

and thank you for caring to help with

"Cada Cabeza es un Mundo"

Felicidades a La Familia DeLeon

Sinceramente de parte de mi familia:

Alex Carter ♦ Matt Carter ♦ Lynne Yates-Carter

y

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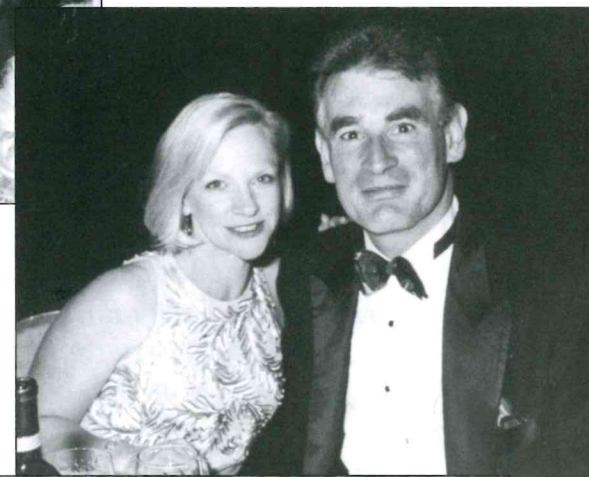
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at last year's
Hispanic Charity Ball



...A Night in a Mystical Rainforest
The Hispanic Charity Ball 1999

DIANNE FEINSTEIN
CALIFORNIA



November 3, 2000

Hispanic Foundation of Silicon Valley
Hispanic Charity Ball
P.O. Box 720591
San Jose, CA 95172

Dear Friends:

It is with great pleasure that I welcome you to this year's Hispanic Charity Ball. Since 1989, the Hispanic Charity Ball has worked to increase volunteerism and charitable giving to meet the needs of the Hispanic Community. Their commitment to honoring Hispanic families and providing youth services has resulted in the distribution of more than \$320,000 to 38 different agencies.

I am also delighted to pay tribute to this year's recipients of the "La Familia Award". The DeLeon Family has consistently demonstrated a commitment to volunteerism and serves as an exemplary model for us all. Congratulations on receiving this important honor.

I hope that this will be a memorable evening for everyone involved. I wish each of you and the Hispanic Foundation of Silicon Valley all the best and continued success in the years ahead.

With warmest personal regards.

Sincerely yours,

Dianne Feinstein
United States Senator

Congratulations to the DeLeon Family!

Cisco Systems and The Hispanic Foundation
are pleased to honor an exceptional family
for their many contributions to San Jose
and the Hispanic community.

We are also proud to name Valentino DeLeon
as one of Cisco's own.



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*La Familia DeLeon
On Their Nomination as the
Family of the Year*

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