



28<sup>th</sup>

HISPANIC FOUNDATION

B A L L

HISPANIC FOUNDATION OF SILICON VALLEY

OCTOBER 21, 2017 | THE FAIRMONT HOTEL SAN JOSE

## STEERING COMMITTEE



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Maria Garcia, Frances Gonzalez, Ron Gonzales,  
Margarita DeAvila, Fernando Cardenas.

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James Bojorquez  
Eleanor Villarreal  
Veronica Ramirez

### Program & Production :

Frances Gonzalez (Chair)

### Creative :

Naveen Dhanapal

### Media Relations :

Karla Rodriguez Lomax

## EVENING PROGRAM

**5:30 P.M**

NO HOST COCKTAIL  
RECEPTION

**7:00 P.M**

DINNER

**8:00 P.M**

PROGRAM

**9:00 P.M - 11:30 P.M**

DANCING WITH  
ULTIMATE SOUNDS  
- DJ NORMAN

## ULTIMATE SOUNDS - DJ NORMAN ANUB



**NORMAN ANUB**

[ultimatesounds-dj.com](http://ultimatesounds-dj.com)

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408-691-0003

For nearly 40 years, Norman Anub has called East San Jose "home". He grew up listening to Oldies, Funk, R&B, and the sweet sounds of the 70's. It wasn't until his days at Overfelt High School in the mid 80's where he was heavily influenced by it's predominantly Hispanic population and developed an appreciation and love for Latin and High Energy dance music. After high school, Norman and his best friends (J.R. & Martin Gonzalez) formed a DJ group named Ultimate Ecstasy in the late 80's. Eventually, the Gonzalez brothers retired then Norman took full control and re-branded the DJ company name to Ultimate Sounds.

Since 2000, award-winning Ultimate Sounds has maintained a great reputation in the DJ scene throughout the greater SF Bay Area. Weekends are consistently busy entertaining audiences at Weddings, Quinceaneras, Corporate Events, and local school functions in East San Jose.

Ultimate Sounds is excited and looks forward to the opportunity to entertain at the 28th annual Hispanic Foundation Ball! Get your dancing shoes ready!

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**Maria O'Hollearn**  
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**Martha Alvarez**  
Program Coordinator  
Family College Success Center

# Bienvenidos / Welcome



Welcome to the 2017 Hispanic Foundation Ball, celebrating 28 years of our Foundation's work to improve the quality of life for the Silicon Valley Latino community.

Thank you to our sponsors, individual ticket buyers, volunteers, and staff. Your continuing support and engagement supports our goal of improving the quality of life for Silicon Valley Latino families.

I call your attention to pages 18 - 20 of this program to read the outstanding progress of the Foundation's programs and services to our community.

This evening is also a time to thank those members of our community who have volunteered to bring this wonderful event to you. We simply could not conduct the Ball without our volunteers—thank you !

We thank our Foundation's Board of Directors for the leadership and guidance throughout the last year.

This evening we are especially pleased to have recipients of our *Latinos in Technology Scholarship* program in the audience. You will have the opportunity to meet them throughout the evening and during our "Fund-a-Need" appeal. We are delighted to announce that the Sereno Group has offered a matching grant challenge for our scholarship program. For every dollar we raise this evening for the scholarship program, the Sereno Group will donate one dollar up to \$15,000. Please donate what you can to help these incredible college students complete their STEM degree!

Lastly, tonight we celebrate the 28<sup>th</sup> time we have come together as a community to celebrate a Latino family of distinction. This year, we continue this tradition as we honor our La Familia Award recipients, the Escamez Family, who is being honored for their deep-rooted commitment and involvement in our community.

With your support and engagement, our foundation will continue to have a positive impact by increasing opportunities for our community to reach our full potential.

Please join us !

A handwritten signature in black ink that reads "Ron Gonzales".

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Ron Gonzales | President & CEO



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SPECIAL THANKS

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# 2017 LA FAMILIA AWARD



L-R : Gerardo Ortiz Escamez, Veronica Escamez, Fernando Ortiz Escamez Not pictured: Manuel Ortiz Escamez and Octavio Ortiz Escamez

## La Familia Escamez

The Escamez family stands out for its devotion to community service and its intense, passionate volunteer work for more than 10 years in Redwood City and other cities of the San Francisco Bay area. This family from Redwood City is originally from Mexico City. Verónica Escamez, a teacher, theater director, and social worker who immigrated to San Francisco Bay Area more than twenty years ago, is at the head of the family.

## Their Story and Their Work

Veronica founded the nonprofit Casa Circulo Cultural (CCC), which has become an important element for the development of Latin American culture in the San Francisco Bay area. Among the services provided by CCC are theater classes, music, dance, singing, poetry, Taekwondo, publishing of books in Spanish, online radio, scholarships, and many more family and community activities.

Casa Circulo Cultural has become a home for many of the adults that come to drop off their kids for classes. While waiting, the adults take English lessons, painting lessons, theater, and much more. The Escamez Family also works with families and children to help them become contributing members of the Redwood City community through leadership training, community activism, civic, awareness and serving as an example for others.

## Her Children

Veronica, as well as her children: Gerardo (Taekwondo instructor), Octavio (family fitness instructor), Fernando (a talented artist, in charge of the construction of stage sets for theatre performances, designs floats for Casa Circulo's appearances in the annual 4th of July Parade and Hometown Holiday's Parade, as well as everything that has to do with art in multiple presentations conducted by CCC in public spaces) and Manuel (a Professor of the University of Mexico who works from Mexico publishing for CCC as well as giving lectures when he travels to Redwood City).

“The Escámez family is a shining example of when community passion, a calling for service and family roots come together,” said Ron Gonzales, President and CEO of the Hispanic Foundation of Silicon Valley. “Their story is shared by many in the Hispanic community; we are proud to have them as the recipients of the 2017 La Familia Award.”

# MASTER OF CEREMONIES



**Blanca Garza**

News Anchor, Telemundo

Blanca Garza is the evening anchor for Noticiero Telemundo 48, which airs Monday through Friday at 5:00pm and 5:30pm, on Telemundo 48 Área de la Bahía / KSTS, the local station that serves the Latino community in the Bay Area.

Garza reports on local breaking news as well as stories of interest to the Bay Area's Latino community along with co-anchor Cesar Bayona. Garza joined Telemundo 48 in January 2001.

As an experienced journalist with more than two decades of experience, Garza has worked news anchor for the Galavisión affiliate station located in Ventura, California. In 1995, Garza worked as entertainment anchor for Univision 34 KMEX in Los Angeles and was a reporter for the Univision network show Primer Impacto. Also, Garza has served as a correspondent for other networks as such as Televisa, and has reported for other national and international newscasts.

Garza has been recognized for her journalism work by several news organizations. She has received 5 EMMY's for her work in television news, one of them as Best News Anchor in Spanish language in 2016; 2 awards recognizing her as the best Hispanic news anchor by American Women in Radio & Television Golden Gate Chapter. She has also received the "Golden Mike" award by the Radio & Television News Association of Southern California for her news story "México Insólito." In 2011 she was recognized by the California Senate for her continuous service to the Latino community.

A native of Dinuba, CA. Garza grew up in Monterrey, Nuevo León, México where she attended Universidad Autónoma de Nuevo León.



**Damian Trujillo**

News Reporter, NBC Bay Area News

Since 1996, Damian Trujillo has been a NBC Bay Area News reporter, host and producer of "Comunidad Del Valle," the longest running public affairs program in the Bay Area. Comunidad Del Valle now also airs in Spanish on Telemundo 48.

Damian has been honored with awards from the Associated Press, the Radio and Television News Director's Association (RTNDA), and the National Association of Hispanic Journalists. Damian was named "2004 Reporter of the Year" by the Associated Press Television and Radio Association for California and Nevada and five times nominated for an Emmy Award.

Damian grew up in Greenfield, about 2 hours south of San Francisco on Highway 101. While in high school, Damian worked in the agricultural fields of the Salinas Valley, with his family, to help make ends meet. He picked garlic, broccoli, cucumbers, and strawberries.

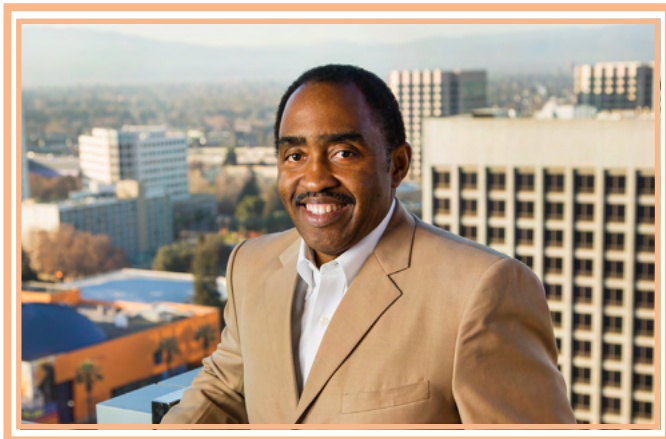
As a former farm worker, Damian now honors his first job, on the Cesar Chavez Holiday. Every March 31, Damian's family hosts family, friends, and students. They make sack lunches at the Trujillo home, and distribute them to roughly 250 farm workers in the South Bay. The gesture is a "thank you" to farm workers, for their tireless work. In addition, each year, the Trujillo family awards a college scholarship to the son or daughter of a farm worker in Greenfield.

In 2012, Carolyn Brown, professor at American University in Washington D.C., produced a half-hour documentary on the life of Damian Trujillo titled "From the Fields: An American Journey". Damian screened the film at Stanford, Georgetown, and Harvard Universities, and at The National Steinbeck Center. In April 2013, the United States Congress invited Damian for a special screening on Capitol Hill.

Damian and his wife Monica have a daughter, Malyna, and twins Isela and Michael Damian.



## SPECIAL AWARDS



### Emmett D. Carson

FOUNDING CEO

The **VISIONARIO AWARD** is presented to an individual or organization who has demonstrated visionary leadership as an investor in one of the Foundation's initiatives.

This year's recipient of the **VISIONARIO AWARD** is Emmett D. Carson, Founding Chief Executive Officer of Silicon Valley Community Foundation (SVCF).

Emmett is being recognized for his leadership and support of our Foundation. Through his leadership, the SVCF has been a long-time supporter of the Foundation's work in STEM, Research, and Convening & Engaging the Hispanic Community. Additionally, he has played a major role in directing SVCF's work to improve the quality of life for 1<sup>st</sup> generation Latino immigrant families.

Emmett D. Carson, Ph.D. is an international thought leader in the field of philanthropy, in 2006 he led the unprecedented merger of two community foundations, creating SVCF.

With a growth in assets from \$1.4 billion to over \$8.2 billion, SVCF is the nation's largest community foundation. SVCF's 2,000 family and corporate donor funds support a wide range of causes in the Bay Area, across the nation and around the world.

Before this, Emmett had a distinguished 12 year career as CEO of The Minneapolis Foundation and, prior to that oversaw the Ford Foundation's U.S. and global grantmaking program on philanthropy and the nonprofit sector. Emmett has published more than 100 works on philanthropy and is an authority on issues of social justice, public accountability, and African American giving. He is consistently recognized as one of the most influential nonprofit leaders in the U.S. and has honorary degrees from Indiana University, Morehouse College, Becker College and The National Hispanic University. Emmett received both his master's and Ph.D degrees in public and international affairs from Princeton University and his bachelor's degree in economics, Phi Beta Kappa, from Morehouse College.

The Chevron logo, featuring the word "Chevron" in blue, sans-serif font above a stylized chevron symbol composed of two overlapping triangles, one blue and one red.

The **PIONEROS AWARD** is presented to an individual or organization who has been a significant funder of our Foundation's work to improve the quality of life for Silicon Valley Latinos.

This year's recipient of the **PIONEROS AWARD** is the Chevron for their long-time support of the Foundation's mission and programs especially for STEM programming for Latino students.

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Some of our biggest assets are the businesses who call our community home. On their own, or as members of business organizations, they improve our lives with community service and economic initiatives for the future.

We're proud to work with the Hispanic Foundation of Silicon Valley to help develop our local potential. Together, we're honoring a commitment to work toward an economy that's growing stronger day by day.

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Wherever the world needs technology to solve social issues, we're there. We invest in our brightest minds to help make our communities better places to work, live and learn.

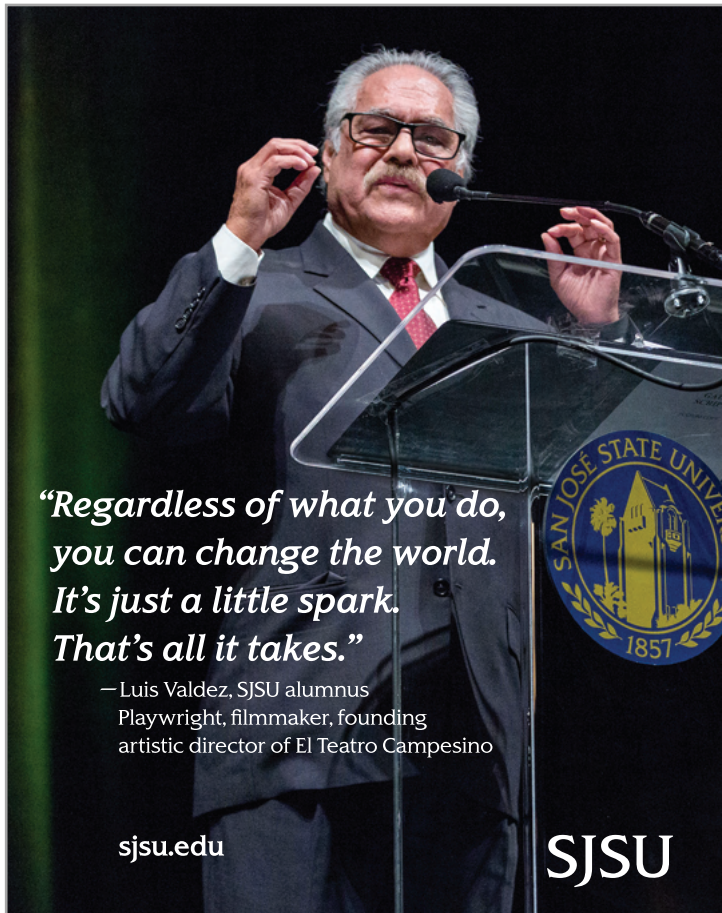
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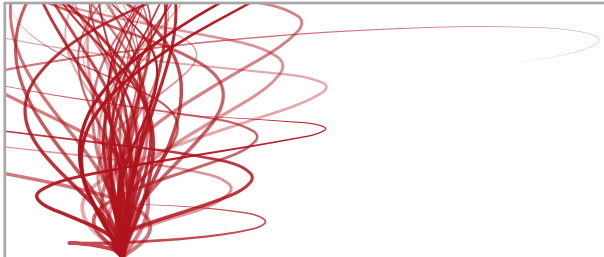




***“Regardless of what you do,  
you can change the world.  
It’s just a little spark.  
That’s all it takes.”***

— Luis Valdez, SJSU alumnus  
Playwright, filmmaker, founding  
artistic director of El Teatro Campesino

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## Silicon Valley Bank congratulates HFSV on their 28th Hispanic Foundation Ball

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# HISPANIC FOUNDATION OF SILICON VALLEY PROGRAMS

## Latinos in Technology Initiative



### Initial Investors:



The **Latinos in Technology Initiative** is designed to help more Latinos successfully graduate from college with a degree in STEM and ultimately increase the number of Latino high-tech employees. The initiative is comprised of two components.

First, the **Latinos in Technology Scholarship** program currently supports 100 scholars at accredited nonprofit universities and colleges around the country. The program has been successful at placing students in hi-tech internships, with over 55% of current scholars having completed an internship by Fall 2017. Some of our success stories include scholars who have been hired by our investors and others who are pursuing graduate and professional degrees in STEM. We would like to thank all our investors for making the Latinos in Technology Scholarship program a great success!

**Partner:** Silicon Valley Community Foundation



Second, the **Family College Success Center** is a resource hub that increases college-bound readiness in Latino students and their families. The center is a “one-stop center” for college aspiring middle and high school students and their parents to obtain college access information, advice, guidance, classes, and on-line resources. Our programming has served over 12,600 visits from 2,600 individuals in 18 months. We offer programming in Parent Education, SAT Test Prep, middle school Math/Algebra, Financial Literacy, Dual Enrollment Classes (with High School and Community College credits), Corporate Campus Tours, College Tours, Computer Lab access, Family Math & Engineering, Teacher Training Workshops, and DACA seminars.

### Funders:



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Office of Education



Yahoo Employee Foundation



**Partners :** ALearn, Cal SOAP, Catholic Charities of Santa Clara County, College Spring, East Side Union High School District, Evergreen Community College, KIPP Bay Area Schools, Notre Dame de Namur University, Santa Clara University, San José State University, Somos Mayfair, The Foundation for Hispanic Education, The Parent Institute for Quality Education, Silicon Valley Education Foundation, The TECH Museum of Innovation, University of California-Santa Cruz



# Science Technology Engineering and Mathematics (STEM)



The Hispanic Foundation’s STEM partnerships with the Silicon Valley Education Foundation and ALearn, spanning 10 years, provided math education programs to more than 2,400 students in the last year. The Education Foundation’s **Elevate [Math]** program, during the summer, helps students prepare for a successful year in the Common Core equivalent of 8th grade Algebra 1. Our partnership also offers the Elevate [Math] Plus program which continues the summer program during the school year. Similarly, ALearn’s **Math Acceleration Program** is focused on the Common Core equivalent of 7th grade Pre-Algebra to prepare students for the rigorous math courses ahead.

All programs help students prepare for rigorous math courses in high school, necessary for high school graduation and prepared for admission to college.

Funders:

Partners: Silicon Valley Education Foundation, ALearn, Santa Clara County Office of Education, and 25 schools in Santa Clara and San Mateo counties



# Parent Engagement



Data shows that 60% of all Latino adults in California are foreign born and often have little or no education. A major portion of these Latino adults lack the understanding and experience of how the U.S. education system works. The HFSV and its partner, the Parent Institute for Quality Education (PIQE), have combined efforts to educate and train Latino parents on how best to support their children’s education. Collectively, we trained over 1,500 parents through our **Parent Education Academies** in the last four school years. The program has conducted 47 academies at various school sites in Santa Clara and San Mateo counties and our Family College Success Center. We look forward to expanding our efforts as we have recently launched our fourth school year.

Partners: Parents Institute for Quality Education (PIQE) and twenty-five schools in Santa Clara and San Mateo counties

Funders:



# Leadership Development



The HFSV is changing Latino Leadership in our community with hundreds of newly trained leaders.

Latinos desire to make a positive contribution in our homes, workplaces, cities, and environments to ensure a better quality of life for everyone. Latinos are often not in leadership positions. In California, Latinos make up 38 percent of the population, but for nonprofit organizations hold only 6% of the executive director jobs and 9% of the board positions.

To change this trend, the Hispanic Foundation offers the **Latino Board Leadership Academy (LBLA)**, a leadership development program that recruits and trains Latinos interested in serving on Boards of Directors for local nonprofit organizations.

**Funders:**

In 10 different academies, 314 LBLA Fellows have completed the program with a board appointment rate of over 75% including boards such as:

- Alum Rock Counseling Center
- Catholic Charities of Santa Clara County
- Child Advocates of Silicon Valley
- Citizens Schools
- Hidden Villa
- Hispanic Foundation of Silicon Valley
- Latina Coalition of Silicon Valley
- Latinas Contra Cancer
- Peninsula College Fund
- Redwood City Civic Cultural Center
- SOMOS Mayfair

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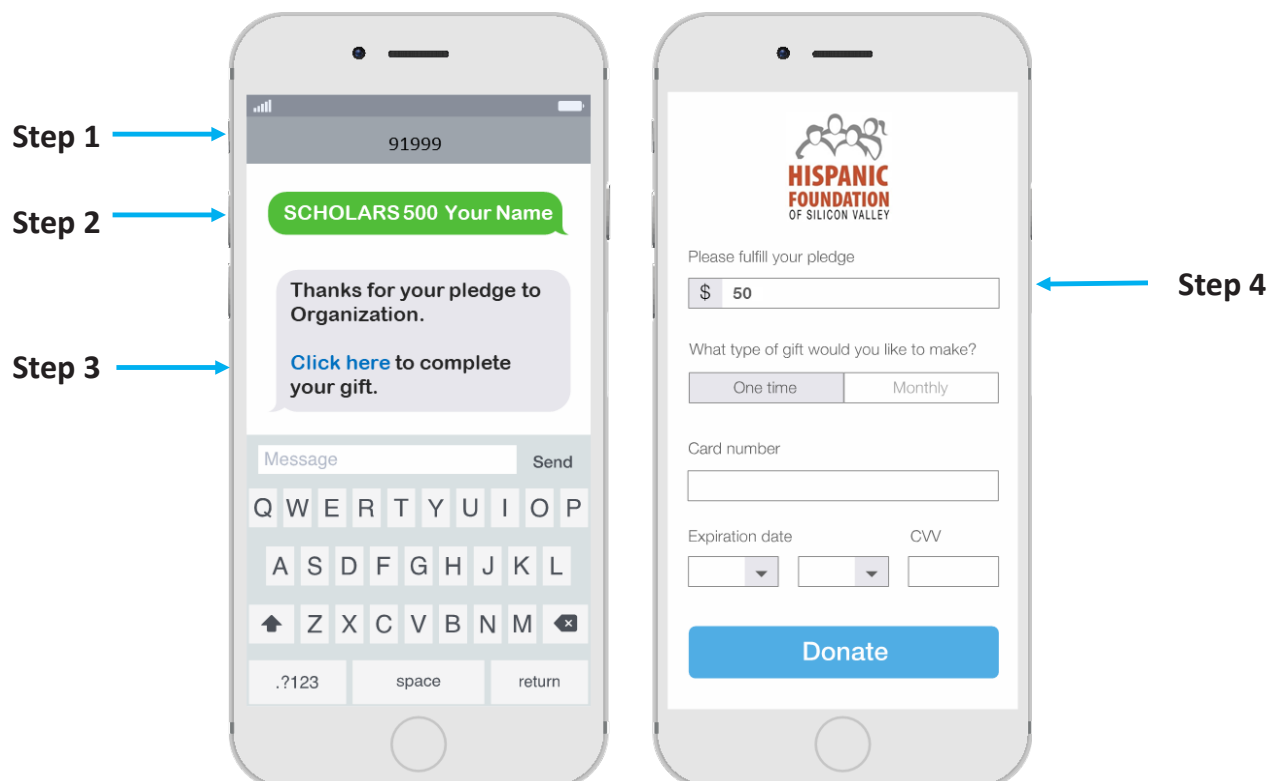




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