

Twentieth Annual
Hispanic Charity Ball



Celebrando Nuestras Familias

Saturday, October 17, 2009



This is what strong communities are built on.

PG&E is proud to recognize Hispanic Foundation of Silicon Valley's contributions to the community. PG&E is proud to sponsor Hispanic Foundation of Silicon Valley's 20th Annual Hispanic Charity Ball. At PG&E we believe it's just as important to bring energy to a community through our actions as it is through our power lines.

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Twentieth Annual Hispanic Charity Ball

Evening Program

6:00 P.M.

NO HOST COCKTAIL RECEPTION AND SILENT AUCTION

7:00 P.M.

DINNER

PERFORMANCES BY FRANK MENDIOLA AND MOUNTAIN VIEW ACADEMY

8:00 P.M.

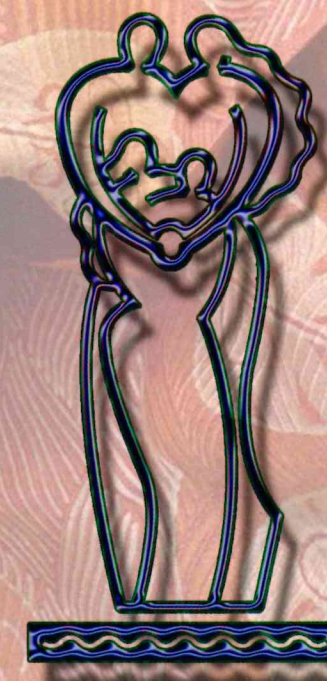
PROGRAM

9:00 P.M. - MIDNIGHT

DANCING WITH TORTILLA SOUP

10:00 P.M.

SILENT AUCTION CLOSES



Hispanic Foundation of Silicon Valley Board of Directors



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Retired Provost
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Bienvenidos/Welcome to the 20th Annual Hispanic Charity Ball

*We want to expand our
reach and inspire you to
become more involved.*



number of Hispanic publications. We will expand membership benefits during the year as we develop new partnerships with business and community sponsors. All these benefits and more to come for only \$100 a year! Please visit our website at www.hfsv.org to register as a foundation member.

For twenty years we have come together as a community to celebrate a Hispanic family of distinction. Tonight we continue this tradition as we honor with our *La Familia Award*—The Castellano Family of Saratoga. They are being honored for their deep-rooted commitment and involvement in the local community. Long before *La Familia* was blessed by the good fortune of having won one of the largest single-state lottery jackpots in history; it was highly involved in the local community and made a difference by making their voice heard at the local level, having served in home and school clubs, music booster and parent support groups. They are a living example of a family that is dedicated to improving the lives of others.

By all accounts, the Hispanic Foundation is young and small. With your support and participation the foundation can grow into a mature and large foundation that develops solutions to the major issues facing the Silicon Valley Hispanic community.

Please join us now!

Ron Gonzales
President & CEO

Statement from the President and CEO

Welcome to the 20th annual Hispanic Charity Ball! I hope tonight's program will inspire you to become more involved with the Hispanic Foundation of Silicon Valley.

As the new President & CEO I thank all of tonight's sponsors, individual ticket buyers, volunteers, and staff. With the continuing participation of this support network, the Board's goal of seeing the Hispanic Foundation grow will surely become a reality.

We hope that you will take the time to learn more about the foundation. I want to specifically call your attention to our new Hispanic Foundation Membership Program we have initiated. We want to expand our reach and inspire you to become more involved with our efforts to improve the lives of our Hispanic community. As a foundation member you will have access to other events including VIP dinners, symposiums, market research, and free subscription to a

Statement from the Hispanic Charity Ball Chair

Bienvenidos. It is my honor to welcome you to the 20th Anniversary of the Hispanic Charity Ball.

The contributions made by the Hispanic community in Santa Clara county started hundreds of years ago and can be seen in every facet of our region today. We have a rich and proud community. Some families settled here generations ago while others arrived last week. Some families helped put San José and Santa Clara County on the map, helped build local institutions, taught in our schools, and ran local businesses. We come from all over the United States and the world. Some family members, like myself, are the first to attend and graduate from college, while others still struggle to graduate from high school. We are a diverse community. We are a strong community.

Families of Hispanic origin are most often close-knit, caring family members focused on making sure the family succeeds. Many of us here tonight reach beyond our own family and help build community by giving generous amounts of time and energy volunteering, as well as giving much-needed dollars to ensure that those in need receive help.

In 1990, Latino leaders created the Charity Ball in order to challenge and celebrate the Hispanic community. The founders celebrated Latino leaders for their philanthropic efforts, raised issues affecting our community, and recognized volunteerism. Thanks to your generous contributions over the last twenty years, over \$1,000,000



*We are a diverse
community.*

*We are a strong
community.*

has been given in grants supporting our community's growth. The Hispanic Foundation helps create a thriving Hispanic population in Silicon Valley.

This evening's theme, *Celebrando Nuestras Familias*, was chosen to honor our founders, recognize our role models, celebrate our rich heritage and acknowledge and encourage the contributions of the future. You don't have to be a Chávez, a Huerta, or a Santana to have an impact on our community. You just have to get involved.

I salute the Castellano Family for their lifelong endeavors to better the Hispanic community through their philanthropic efforts. They are true role models, inspiring all of us to help those in need. They are helping *nuestras familias*.

Gracias and Godspeed.

Hon. Dolly Sandoval
2009 Hispanic Charity Ball Chair



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2009 Hispanic Charity Ball Steering Committee

Our sincere thanks to the many people who are responsible for organizing this wonderful event. They have spent countless hours planning and creating an evening to remember.

Hon. Dolly Sandoval, Chair



Hon. Teresa Guerrero-Daley



Elaine Lugo

Steering Committee Members:
Karla Rodriguez, Frances Gonzalez, Ron Gonzales,
Hon. Dolly Sandoval, Selma Murillo, Jim Gonzales (L-R)
(pictured left, Hon. Teresa Guerrero-Daley, Elaine Lugo)

La Familia: Jim Gonzales (chair),
Lupe Barrera, Xavier Campos, Rosie Carlos,
George Duran, Maria Marroquin,
Lydia Medina, Eleanor Villarreal, Jose Villarreal

Program & Production: Teresa Guerrero- Daley (chair),
Juan Avila, Chris Esparza, Josué Garcia, Rick Moreno

Silent Auction: Elaine Lugo (chair),
James Bojorquez, Patty Castorena, Ana Salcido,
Danielle Valenzuela-Rodriguez

Volunteer Coordination: Frances Gonzalez (chair),
Martha Escobedo, Elena Gutierrez, Kevin Hammon,
Cesar Hernandez, Will Macias, Lionel Maciel,
Jess Moreno, Delana Romero

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we
salute
you

For the dedication and passion reflected in your work to raise awareness, promote giving and recognize volunteerism in the Latino community.

NORDSTROM

2009 La Familia Award



About Alcario (Al) and Carmen Castellano

The Castellano Family of Saratoga is being honored for their deep-rooted commitment and involvement in the local community. Long before La Familia was blessed by the good fortune of having won one of the largest single-state lottery jackpots in history; it was highly involved in the local community and made a difference by making their voice heard at the local level, having served in home and school clubs, music booster and parent support groups.

Mr. and Mrs. Castellano's devotion to service continued later in life into their work with the, The Chicana/Latina Foundation; San José American G.I. Forum; The Latino Community Foundation; Los Lupeños de San José; Hispanic Foundation of Silicon Valley; to their work today with the Castellano Family Foundation and other organizations such as Latinas Contra Cancer and the National Association of Latino Arts and Culture amongst others.

Their Children

Mr. and Mrs. Castellano's sense of duty is one that was ingrained in their children and is evident today by their involvement in their local communities. Daughter Maria, a stay-at-home mom is very involved with the schools in Los Gatos, The San José Jazz Society, The Women of Silicon Valley Donor's Circle. Son Armando is a gifted musician who uses his gift to inspire and teach Bay Area students and is active as a volunteer in the community and through his arts advocacy work. Daughter Carmela is also very active, serving on many boards and through her work as CEO for a trade organization for community health clinics in California.

Grandchildren

The Castellano children have passed on the family ethics to their children who in turn volunteer at their schools, different organizations, shelters, food banks and even look to the future by educating people on the environment and cleaning up local parks and beaches.

*Pictured above are from left to right:
Carmela, Maria, Carmen, Alcario, Armando.*

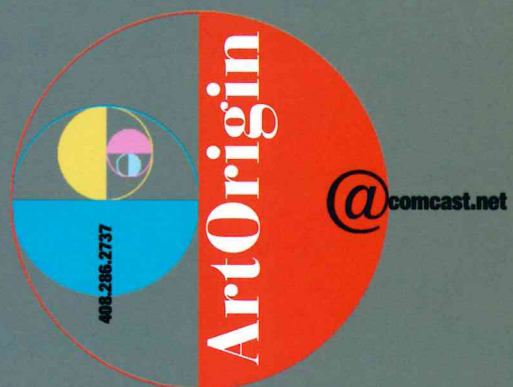
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Castellano family
for their contributions
to our community.*



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Thank you to Berger Lewis Accountancy Corporation for sponsoring the La Familia Table



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Masters of Ceremonies



Jessica Aguirre, Anchor/Reporter

Jessica Aguirre anchors NBC11 News at 5 p.m. and 6 p.m. Jessica began her career while attending the University of Miami. Before coming to the Bay Area nine years ago, she anchored and reported in Los Angeles and Miami. She earned Emmy awards for her series on the struggles faced by migrant children and for a series on child molesters. Her series on Cuban boat people trying to make it to the U.S. won an Associated Press award.

As the daughter of immigrant parents and fluent in Spanish, she supports League of United Latin American Citizens and Mexican American Legal Defense and Educational Fund. She also supports San Francisco Animal Care and Control and is a member of National Academy of Television, Arts and Sciences.

Damian Trujillo, Reporter

South Bay native Damian Trujillo is a NBC11 news reporter, host and producer of "Comunidad Del Valle."

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.

As a former farm worker, Damian now honors his first job, on the César Chávez 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 his spare time, Damian enjoys golf and volunteering with school children.

Damian is Married to his wife, Monica. They have a 4 year old daughter, Malyna, and twins, Isela and Michael Damian. Each year, the Trujillo family awards a college scholarship to the son or daughter of a farm worker in Greenfield.



Evening's Entertainment



Tortilla Soup

Made by combining ingredients such as R&B, Blues, Funk, Soul, Latin, Tex Mex, Salsa, Cumbias, and Oldies until the savor is extracted from the talent is the premise on which Tortilla Soup was founded with the idea of playing a variety of music. Created in 2003, Tortilla Soup is a Bay Area band with talented musicians that have toured, recorded, and performed for live audiences worldwide. With over 30 years combined experience, Tortilla Soup member, Trumpeter/Vocalist, Robert Payne admits, "Tortilla Soup strives to bring to its' audience "el sabor de la musica" (the flavor of the music). As the Band continues to perform it will always combine all the ingredients for its' audiences so the "flavor of their music" can be felt. www.tortillasoupmusic.com

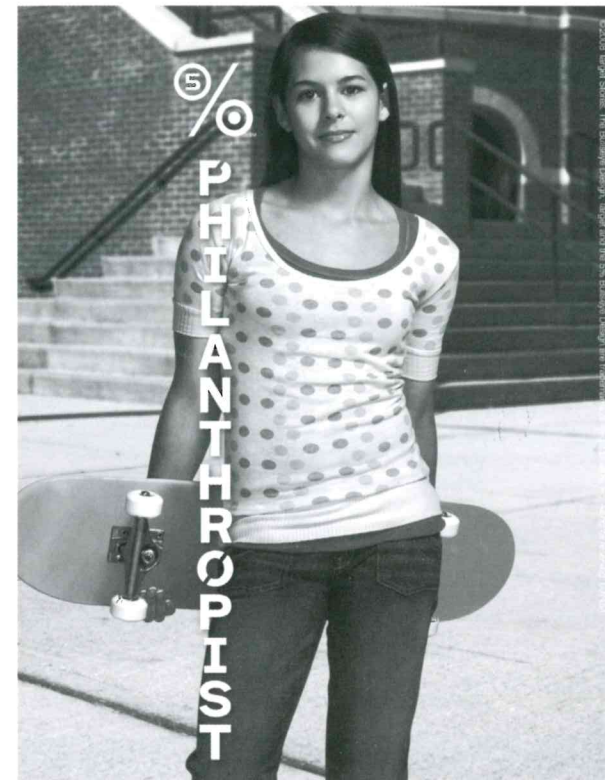
Mountain View Academy

Our music this evening is brought to us by students and alumni of Mountain View Academy, one of the longest-running college-prep schools in Santa Clara County. Established in 1922, the Seventh-day Adventist high school, on Shoreline Boulevard in Mountain View, draws culturally-diverse students from throughout the Valley and as far away as San Francisco, Oakland and Los Baños. Mountain View Academy – known for its strong academics and annual mission trips to Africa, and Latin America – also features a remarkable music component in which a large number of students participate. We hope you will enjoy their music.



Frank Mendiola

Frank J. Mendiola has played venues as diverse as the Inn at Spanish Bay in Pebble Beach and Poppy's Fishmarket in Morgan Hill, where he currently entertains on alternating Saturdays. Frank has been entertaining as a piano player, accompanist, singer and songwriter for forty years. pianomanfrank@hotmail.com



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HISPANIC FOUNDATION OF SILICON VALLEY 2009 Silicon Valley Latina Scholarship Fund Recipients

Gladys Garcia



Gladys Garcia is a 24-year-old San José City College student who transferred to San José State University this year."

On her own since age 18, Gladys' perseverance and dedication to her studies is evident in her ability to excel academically while working two jobs to support herself. After dropping out of high school, she completed her GED. The first in her family to graduate from high school and attend college, she knows first hand that education is the key to success.

Gladys is committed to a career as a social worker and elementary school teacher. Her goal is to help children overcome serious life obstacles to become strong, independent, self-confident adults.

She has already made tremendous contributions to her community, having co-founded *Latinos Unidos Sobresaliendo* at San José City College and actively supporting the Dream Act. The Hispanic Foundation of Silicon Valley looks forward to hearing about the many other valuable contributions that Gladys will make in the community and we are proud to support her efforts.

Angela Flaris

Angela Flaris is a 26-year-old Junior at San José State University.

As a single mother of two young children, Angela returned to school to pursue a degree in child and adolescent development so that she could build a better life for her family. She is deeply committed to her studies, having maintained a 4.0 GPA since enrolling in De Anza in 2007, and plans to pursue a teaching credential.

Angela not only wants to be a role model for her children, but hopes to use her degree to inspire children in her community to become tomorrow's doctors, politicians, police officers, and teachers.

Angela is of Mexican, Filipino and Guam ancestry. She volunteers creating opportunities for at-risk girls to build strong self-esteem. Angela was thrilled to learn about the Silicon Valley Latina Scholarship Fund and the Hispanic Foundation of Silicon Valley is delighted to support her in achieving her higher education goals.



Gloria Pascual

Gloria Pascual is a 19-year-old De Anza College student, majoring in Business.

Growing up in a working class community and being the first in her family to go to college, Gloria has had to navigate the college application process on her own. She is extremely committed to her studies and is inspired by the strength and courage of her two younger sisters, both living with scoliosis.

Having experienced her parents' financial hardships in their efforts to treat her sisters' condition, Gloria is majoring in Business Administration so that she can start a nonprofit that will provide free education and health care services to low-income communities.

Gloria is an active member of the Latino community at De Anza as a mentor and volunteer at numerous organizations. The Hispanic Foundation of Silicon Valley is proud to support her educational goals so that she can continue to create opportunities that build an even stronger Latino community.



Congratulations to our 2009 Latina Scholarship Fund Recipients



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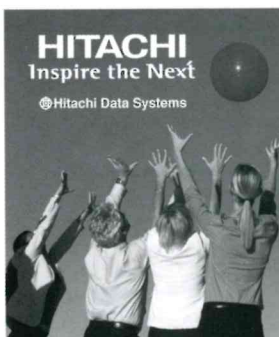


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John Manibusan - Mardajon Photography • Angelle Poirier – National Mailing Services

About the Hispanic Foundation of Silicon Valley

The Hispanic Foundation of Silicon Valley is a public foundation dedicated to inspiring community philanthropy and engaging people to invest in the health, educational achievement, and leadership development of a thriving Hispanic community in Silicon Valley.



HISPANIC FOUNDATION OF SILICON VALLEY

The Hispanic Foundation of Silicon Valley (HFSV) grew out of a special event, the Hispanic Charity Ball, which was first held in 1990 to raise awareness about issues affecting the Latino community, promote volunteerism, celebrate philanthropic leaders, and provide the funding vehicle to support nonprofit organizations serving the Hispanic community with cash grants. Over the course of its history, the event has become a powerful tool for building and channeling community philanthropy.

Through its grant making, the HFSV has consistently focused resources in a timely way on critical areas of need to the Hispanic community. Since 1990, HFSV has provided over \$1,000,000 in cash grants to local nonprofits serving the community in the areas of transitional housing; domestic violence; English language acquisition; career development;

educational excellence; access to technology; youth leadership; arts education; math, science and technology education; childhood obesity prevention; healthy aging; and, other important areas of need.

The Hispanic Foundation of Silicon Valley has a long history of engagement with Silicon Valley's Latino community and recognizes its potential to lead the nation in achievement and in giving. The Hispanic Foundation of Silicon Valley will continue to partner with our community's philanthropists to achieve their charitable goals and invest human and financial resources toward the success of the Latino community.

For more information, and to become a member of the Hispanic Foundation of Silicon Valley please visit us at www.hfsv.org

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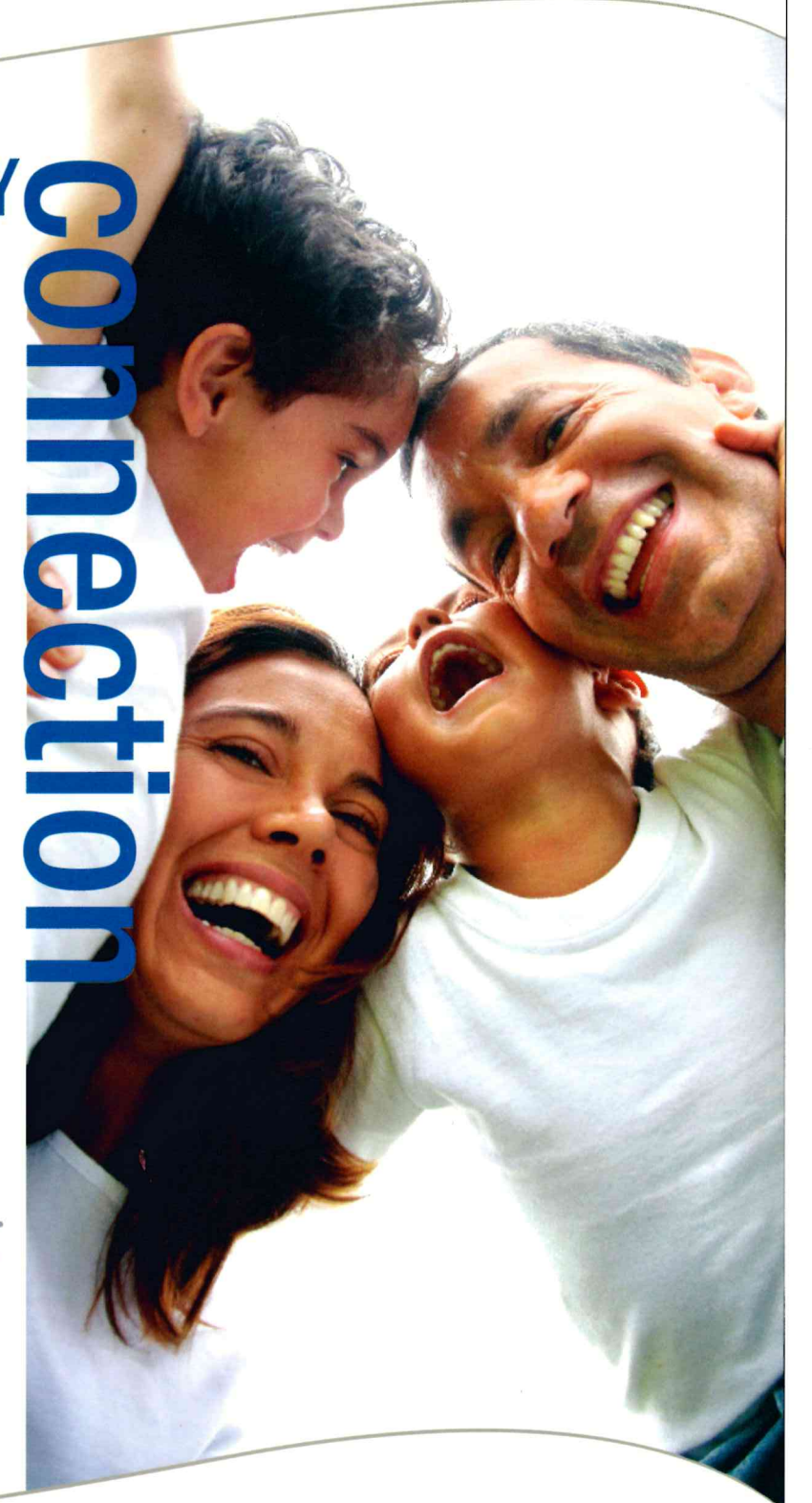
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