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Hispanic Charity Ball

Honoring Our Dedication to Service

SATURDAY, OCTOBER 16, 2010



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Twenty-first Annual
Hispanic Charity Ball

Evening Program

6:00 P.M.

NO HOST COCKTAIL RECEPTION AND SILENT AUCTION

7:00 P.M.

DINNER

8:00 P.M.

PROGRAM

9:00 P.M. - MIDNIGHT

DANCING WITH TORTILLA SOUP

10:00 P.M.

SILENT AUCTION CLOSES



Honoring Our Dedication to Service

Hispanic Foundation of Silicon Valley Board of Directors



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Bienvenidos/Welcome to the 21st Annual Hispanic Charity Ball

*Working hard
to improve the lives of
Silicon Valley Latinos.*



Statement from the President and CEO

Welcome to the 21st annual Hispanic Charity Ball! I hope tonight's program will inspire you to become engaged with the Hispanic Foundation of Silicon Valley.

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

We hope that you will take the time to learn more about our foundation. I want to specifically call your attention to our *Education Excellence Fund* working to prepare Latino students to be the future innovators, scientists, engineers, and business leaders of Silicon Valley. We have also launched a new initiative, *Cuidando con Respeto* to teach Latino families

how to properly care for their elders. The *Silicon Valley Latino Report* project has been started and will be published in early 2011. It will examine the state of Hispanic affairs in education, health, housing, the economy, and environmental sustainability. Lastly, tonight, we announce the *Latino Board Leadership Academy*. The Academy will train Latinos who want to serve on Boards of Directors for nonprofit organizations how to be effective board members. Please contact our Foundation if you would like more information on any of these initiatives.

For twenty one years we have come together as a community to celebrate a Hispanic family of distinction. Tonight, we continue this tradition as we honor our La Familia Award recipients—The Payne Family. This year La Familia Award is very special because we are honoring a family that as nearly 50 years of U.S. military service in the U.S. Marine Corps. They are being honored for their deep-rooted commitment to our nation and involvement in their local community.

With your support and participation the foundation can grow into a mature, large and effective foundation that develops solutions to the major issues facing Silicon Valley Latinos.

Please join us now!

Ron Gonzales
President & CEO

Statement from the Hispanic Charity Ball Chair

Bienvenidos. It is my honor to welcome you to the 21st Anniversary of the Hispanic Charity Ball.

I would like to formally recognize Teresa Guerrero Daley for her involvement for the last 21 years; she has truly been the 'Belle of the Ball'. Her guidance and commitment has been instrumental in making the Charity Ball a huge success year after year. She'll be missed on the committee but I know she's looking forward to being strictly an attendee. Thank you Teresa!

This year, the Hispanic Foundation Board and Charity Ball committee wanted to not only recognize a family that gives generously to the betterment of the Hispanic community, but also emphasize the importance of Hispanics serving in the U.S. Military. According to the Population Reference Bureau, Hispanics comprise nearly 15 percent of the Marines and Navy workforce, just under twelve percent of the Army recruits and six percent of those in the Air Force. Female enlistees will soon surpass their male counterparts. According to a 2005 study, Hispanics are more likely to complete boot camp, finish their military service and to reenlist, than any other group in the Marines.

This commitment is clearly evident in the Payne Family. Three brothers served this country proudly in the Marines for nearly 50 years. The fourth brother and their sisters and parents participate in community service as well. The Payne Family goes the extra mile to enrich lives in our



*We are a diverse
community. We are a
strong community.
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community and help others succeed. Thank you Payne Family on behalf of our country, our community and future generations to come.

Thanks for joining us this evening, celebrating philanthropy and community service. The fabric of the Hispanic community is rich and varied ethnically, educationally and linguistically. We have much to be proud of. We have much work to do. In the words of César Chávez "We cannot seek achievement for ourselves and forget about progress and prosperity for our community". The mission of the Hispanic Foundation is to do just that. We hope you will take the time to join us in the Foundation's four great initiatives to improve the lives of Silicon Valley Latinos.

Gracias,

Hon. Dolly Sandoval
2010 Hispanic Charity Ball Chair

your **COMMUNITY**

- Silicon Valley Community Foundation is proud to sponsor the Hispanic Foundation of Silicon Valley's 21st Annual Hispanic Charity Ball.

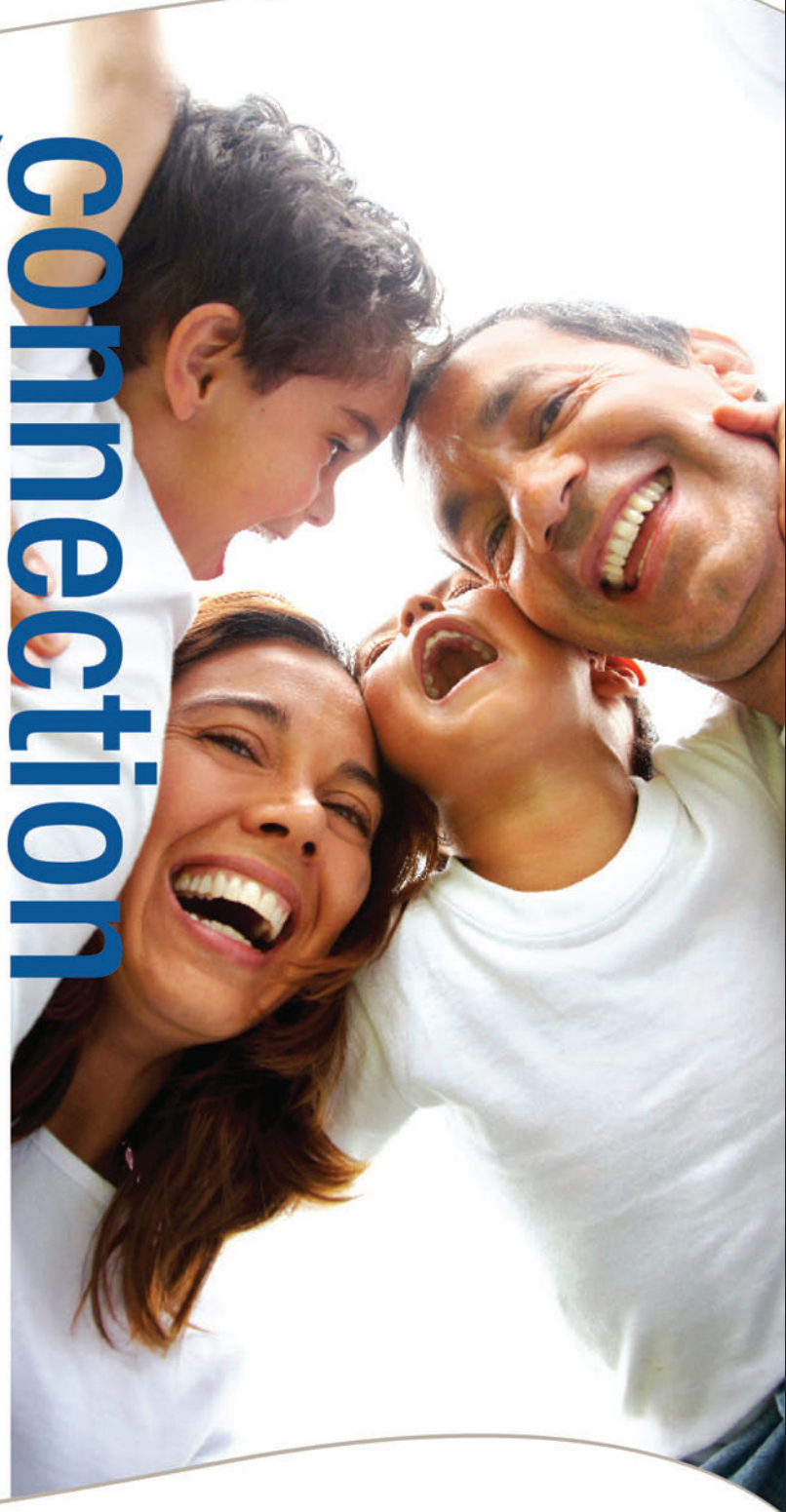
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2010 Hispanic Charity Ball Steering Committee

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.

Dolly Sandoval, Chair



Steering Committee Members:

Jim Gonzales, Rosario Carriel, Dolly Sandoval, Frances Gonzalez, Will Macias, Elaine Lugo, Margarita DeAvila, *(pictured left)* Teresa Guerrero-Daley, Ron Gonzales



Teresa Guerrero-Daley

La Familia: Jim Gonzales (chair), Jose Villarreal, Xavier Campos, Rosie Carlos, George Duran, Maria Marroquin, Cesar Hernandez, Eleanor Villarreal, Olivia Soza-Mendiola



Ron Gonzales

Program & Production: Teresa Guerrero-Daley (chair), Frances Gonzalez, Chris Esparza, Rick Moreno, Carlos Pérez

Silent Auction: Elaine Lugo (chair), James Bojorquez, Paty Castorena, Rosanna Alvarez, Danielle Valenzuela-Rodriguez, Lisset Nevarez, Herminia Ojeda

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

Media Relations: Karla Rodriguez (chair)

Help communities. Change lives.

We are pleased to support the Hispanic Foundation of Silicon Valley's Annual Charity Ball.

We commended the organization on its dedication to serving the needs of the Latino community in Silicon Valley.

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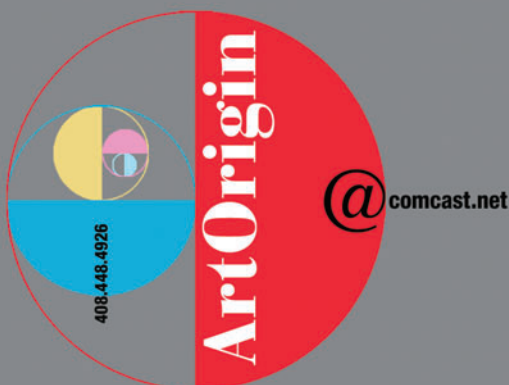
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2010 La Familia Award



About La Familia Payne

La Familia Payne's history of service dates back to the 1900's and the days of Pancho Villa when Great Grandfather Gaspar Cantu was a three star general in the Mexican Army and fought in the Mexican Revolutionary War. The Cantu family came to the United States in 1952 and settled in San José where the family continued its commitment and service to the community.

Daniel Payne enlisted in the United States Marine Corps in 1973 and worked as a Missile Technician with a missile guided system. Daniel rose through the ranks and became the first Hispanic Chief Warrant Officer in the HAWK guided missile field with the United States Marine Corp, serving in desert Storm and Desert Shield. He was selected to be the air Defense Advisor to the United States under the Bush administration and received the national volunteer medal for his work in the community. His community work includes fundraising for the Central Valley K-9 committee, the American Legion, being state vice chairman of The Republican National Hispanic Association working with at risk youth and many years of volunteerism through his church.

Frank Payne enlisted in the United States Marine Corps in 1973 serving in both Desert Shield and Desert Storm. Frank's platoon was in charge of loading over six war ships with supplies for

troops in the Middle East and was just one of six honored for completing their mission in a timely manner. During Desert Storm his platoon's responsibility was to enter enemy territory and secure for the arrival of additional troops and supplies.

Throughout his military career, Frank was Acting Company First Sergeant, Platoon Commander, Master sergeant and First Sergeant. After 22 years of service he retired from the military, Franks is currently a Deputy Sherriff with Stanislaus County. Frank's volunteer work includes Toys for Tots, soccer coach and being a member of the Honor Guard with the Sherriff's Department of Stanislaus County.

Ron Payne joined the Marine Corps in 1982, reaching the rank of Corporal and receiving an expert shooting badge, he retired after four years of service. He is currently a NASA engineer working on some of the country's top programs including the Space Shuttle program. Ron received an award for contributions to the Space Shuttle program from President Clinton. Ron is a dedicated volunteer giving many hours of service to the Girl Scouts of America, Relay for Life and the Avon Breast Cancer Association.

Robert Payne, the youngest of the Payne brothers, opted to serve and protect the local community through law enforcement. He has been a San José Police Officer for the past 18 years. He has been recognized by the CHP for his efforts in locating 32 stolen vehicles, 12 of which were occupied and all 12 suspects were captured. Robert's life work includes working with at-risk community youth in San José high and middle schools, with a special emphasis on working with juvenile gang members and volunteering with such organizations as the San José G.I. Forum.

Pictured above are from left to right: Dan Payne, Robert Payne, Ronald Payne, Ubelia Garcia Payne (Mother), Frank Payne Jr., not pictured Leticia Beltran, Diana Robles

*Join us in recognizing the
Payne family
for their contributions
to our community.*



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Masters of Ceremonies



Jessica Aguirre, Anchor/Reporter

Jessica Aguirre anchors NBC Bay Area 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 has been an NBC Bay Area news reporter for 14 years. He's also host and producer of "Comunidad Del Valle", the longest-running public affairs show in all of Northern California.

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 1.5 hours south of San José 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 assemble 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. Each year, the Trujillo family awards a college scholarship to the son or daughter of a farm worker in Greenfield.

In his spare time, Damian enjoys golf and volunteering with school children.

Damian is Married to his wife, Monica. They have a 5 year old daughter, Malyna, and twins, Isela and Michael Damian.



Evening's Entertainment



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

Supporting the community Because we're part of the community

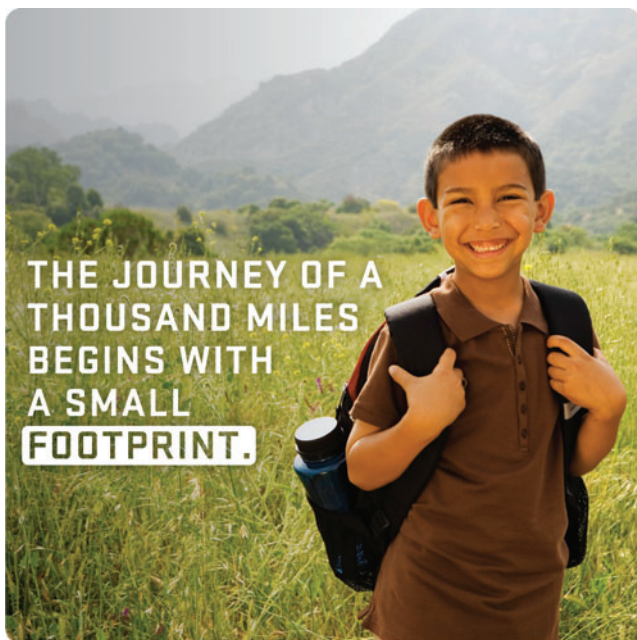
When it comes to building stronger communities, there's strength in numbers. PG&E proudly supports The Hispanic Foundation Silicon Valley and congratulates them on its 21st Annual Hispanic Charity Ball. Together, we can achieve something better.



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**We applaud the
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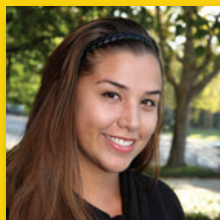
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2010 Silicon Valley Latina Scholarship Fund Recipients

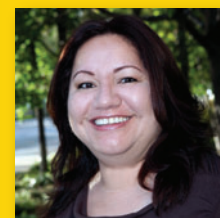


Jessica J. Martin is a 24-year-old San José City College student who transferred to San José State University this fall.

Jessica's initial goal was to get an A.A Degree, but very quickly decided on earning a Bachelor Degree. She's interested in the health field and decided to major in Occupational Therapy at San José State University. Jessica looks forward to giving advice and support to her family, to Latina mothers, and to all who need words of encouragement to pursue a higher education.

Sonia A. Murillo is a 36-year-old Evergreen Valley College student who also transferred to San José State University this fall.

Coming from an immigrant family and having lived in a very hostile environment Sonia demonstrated determination by graduating from high school and was admitted to San José State University. Sonia's son was diagnosed with kidney disease and this required her to put her studies on hold to care for him. She never gave up on her dream to attend college and now has an A.A. Degree as a Legal Assistant and is looking forward to earning her Bachelor's Degree.

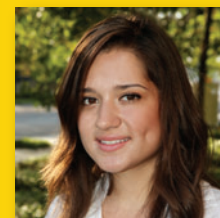


Monica Ioya is a 28-year-old graduate student at San José State University beginning her studies this fall for a Master Degree.

In search of the American dream, language and cultural differences were some of the obstacles Monica had to overcome. Striving for academic excellence she graduated high school with a 4.0 GPA. She was admitted to the Electrical Engineering Program at San José State University and was a Hewlett-Packard scholarship recipient.

Maria Guadalupe Isabel Muñoz is a 17-year-old Mt. Pleasant High School graduate entering University of California, Santa Cruz this fall.

The environment in which Isabel grew up in was difficult for anyone who wanted to succeed, she has endured tragedy in her life but has not succumbed to that loss. Instead, she uses this as a motivating factor to excel and succeed. In high school she maintained a 3.75 GPA and is active in multiple school and community functions. Besides her dedication to her education, Isabel has a passion for Aztec Dancing. With her interest to study physiology and her standards set high.



Adriana Servin Martinez is a Gavilan College graduate who is enrolled in San José State University and will pursue her Bachelor's Degree and Teaching credential.

Growing up in a family who spoke only Spanish, Adriana's early education years were very difficult. With the passion of her teachers, along with her parents, she found ambition and learned to overcome. She graduated with an A.A. Degree in Business. However, due to family issues she had to delay her pursuit of a four year degree. With determination she is now a returning to San José State University to earn her four year degree.

The Hispanic Foundation of Silicon Valley is proud to support these five outstanding Latina students as they pursue their dreams to earn a college education.

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About the Hispanic Foundation Silicon Valley

The Hispanic Foundation of Silicon Valley is proud to dedicate the 21st Hispanic Charity Ball to the Latino men and women of our U.S. Military.

The Hispanic Foundation of Silicon Valley is a public foundation dedicated to inspiring community philanthropy and engaging people to invest in the educational achievement, health, research and leadership development of a thriving Hispanic community in 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 \$1,200,000 in cash grants to local nonprofits serving the community in the areas of educational excellence; healthy aging; leadership development; research; convening and engaging the Hispanic community; 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 on how you can support our work please visit us at www.hfsv.org.



HISPANIC FOUNDATION
OF SILICON VALLEY





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Like individuals, businesses are members of the community too. The most extraordinary enterprises take this connection to heart, doing what they can to help their neighborhoods grow.

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