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HISPANIC CHARITY BALL



Traditions of the Past, Present and Future

SATURDAY, OCTOBER 8, 2011

Recognizing the real heroes in our community

You enrich our community by leading with your heroic example.
Thank you for reaching out to help those in need.

**We salute the Zazueta family for their selfless acts of
courage and dedication.**

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Together we'll go far



TWENTY-SECOND ANNUAL
HISPANIC CHARITY BALL
Traditions of the Past, Present and Future

EVENING PROGRAM

5:30 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



The Hispanic Foundation of Silicon Valley Board of Directors



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Bienvenidos/Welcome



*“Convening, Informing,
and Engaging Latinos for a
Better Silicon Valley.”*

Statement from the President and CEO

Welcome to the 22nd 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 the **Silicon Valley Latino Report-Phase II** project which will build on the success of the research and publication of the *Silicon Valley Latino Report*. Join hundreds of other Latinos who have already volunteered to work with us to improve Hispanic affairs in education, health, financial stability, housing, and environmental sustainability.

Our **Education Excellence Fund** continues working to prepare Latino students to be the future innovators, scientists, engineers, and business leaders of Silicon Valley. Our **Cuidando con Respeto** program teaches Latino families how to properly care for their elders. Lastly, we recognize the **Latino Board Leadership Academy**. The Academy trained 35 Latinos to serve on Boards of Directors for nonprofit organizations. I am pleased to report that 60% of the Academy Fellows are already serving on their first nonprofit board. 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 Zazueta Family. La Familia Zazueta is being honored for their deep-rooted commitment and involvement in the local community. They are a family that is dedicated to improving the lives of Latinos and the Silicon Valley as a region.

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

Please join us!

Ron Gonzales, President & CEO

Statement from the Hispanic Charity Ball Co-Chairs

Bienvenidos to the 22nd annual Hispanic Charity Ball.

We would like to acknowledge and thank the Hispanic Charity Ball Committee for their guidance in organizing this signature event of the Hispanic Foundation of Silicon Valley. Most of the volunteers have been with the Foundation for many years and we can't thank them enough for their dedication and hard work in producing one of the most successful black tie events in Silicon Valley.

We would also like to commend the Hispanic Foundation for their ongoing commitment and leadership in raising awareness and helping to address the issues affecting the Latino community. The region's Latino population—growing not so much by immigration as by the steady increase of a home-grown second generation—will be the region's largest population group by 2040. Beginning in 2019, half of the young adults who turn eighteen, and who will be able to express their opinion by voting, will be Latino. By voting they can impact important decisions that will benefit the state and our nation.

The Foundation, under the visionary leadership of Board Chair Carmen Sigler and President and CEO Ron Gonzales, should be recognized for providing leadership in creating a first-ever portrait of Latinos in Silicon Valley through the publication of *The Silicon Valley Latino Report Card*. This compelling study was created by an extensive weaving together of data from a variety of sources to measure how Silicon Valley Latinos are faring in five quality of life areas:



*“By Voting, Latinos
Can Impact Important
Decisions that Will
Benefit the State and
Our Nation.”*

Education, Health, Financial Stability, Housing and Environmental Sustainability. The Report Card initiative now seeks to inspire engagement and fuel action to improve the well-being of Latinos.

We are honored to serve as this year's Charity Ball Co-Chairs. We are especially proud to be part of an event that is honoring our good friends, Fernando and Cecily Zazueta. They represent the best our community has to offer. They are kind and contribute generously, give more and expect less, are proud of their heritage and promote our history and culture at every opportunity, and they have instilled these attributes in their children. Our heartfelt congratulations to La Familia Zazueta.

Thank you for joining us this evening, your presence is appreciated and valued.

Camille and Joe Coto
Hispanic Charity Ball Co-Chairs

Bank of America is proud to support the Hispanic Charity Ball.

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.

Bank of America is pleased to partner with the Hispanic Foundation of Silicon Valley for their active community involvement and appreciation of their important role in advancing the public good.

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2011 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.



Camille and Joe Coto, Co-Chairs



Steering Committee Members:

Pictured above from L-R, Jose Villarreal, Joe Coto, Camille Coto, Margarita DeAvila, Selma Murillo, Jim Gonzales, Frances Gonzalez, Karla Rodriguez Lomax, Ron Gonzales



Frances Gonzalez



Ron Gonzales

La Familia: Jim Gonzales (chair), Jose Villarreal, Hon. Xavier Campos, Rosie Carlos, George Duran, Maria Marroquin, Eleanor Villarreal, Maria Garcia, James Bojorquez, Elaine Lugo

Program & Production: Frances Gonzalez (chair), Anita Garcia, Carlos Pérez, Rick Moreno, Martha Escobedo, Selma Murillo

Volunteer Coordination: Selma Murillo (chair), Diana Cabrera, Elsa Martinez, Jesse Moreno, Kevin Hammon, Elena Gutierrez

Media Relations: Karla Rodriguez Lomax

Thank you for your time and dedication

We acknowledge all those who dedicate their time and effort to helping others. Your contribution is a shining example—thank you.



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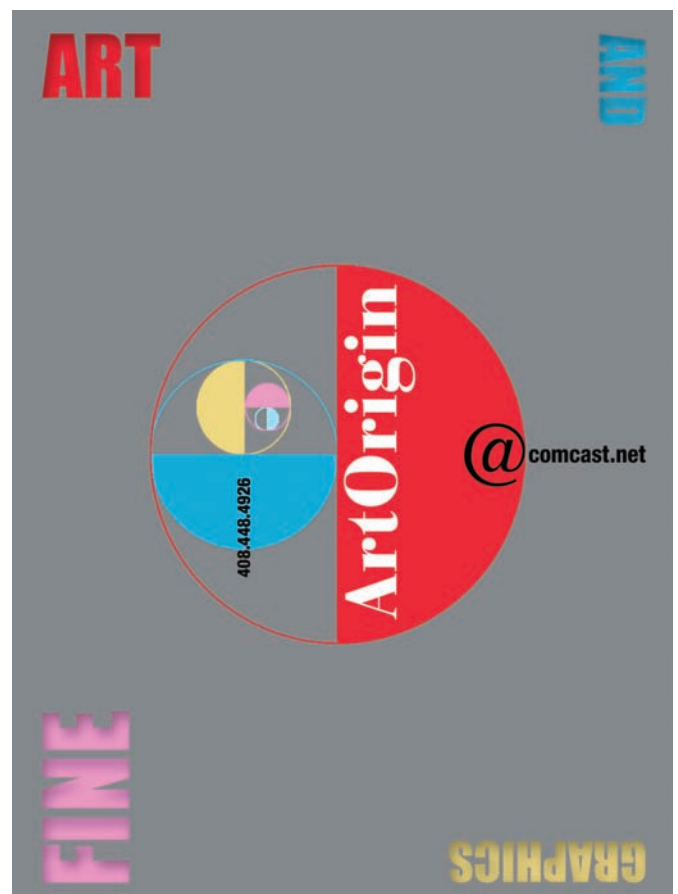
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2011 La Familia Award



Pictured, standing L-R: Tom Zazueta, Dr. Antonia Charles, Daniel Zazueta, seated L-R: Fernando Zazueta, Cecily Zazueta

About La Familia Zazueta

Fernando Zazueta was born in Mexico, came here as an infant and grew up as a migrant farm worker child, attended 16 schools and graduated from San José State. He became a Naturalized Citizen and served as an officer in the USAF Reserve. He is a personal injury attorney in San José and has served on local, state, and national mainstream and Hispanic bar organizations. His extensive academic, business, and civic resumé includes serving as treasurer and president of the State La Raza National Lawyers Association. For many years, he was parade announcer for the American GI Forum, is a member of the philanthropic Sovereign Order of St. John of Jerusalem, was a director and is a member of the Downtown Rotary Club of San José, and for 15 years was the Founding Chairman of the Board of the Mexican Heritage Corporation. During that time, he helped establish the annual Mariachi Music Festival and guided the construction of the Mexican Heritage Plaza. He retired from the board in 2001.

Cecily Zazueta worked as a public health nurse and mental health counselor until she retired from Gardner Family Care Corporation in 2009. Cecily currently mentors at-risk youth at Abraham Lincoln High School in San José, was past president of the local chapter of the American Lung Association (Breathe California), and was a member of the Junior League of San José where she was involved in its Annual Rummage sale raising funds for needy families

Tom Zazueta is CEO and President of Coakley Heagerty, a Silicon Valley-based strategic marketing firm. He is involved with The Silicon Valley Education Foundation as chairman of its Advisory Board for Science, Technology, Engineering, and Math (STEM) which helps underachieving students gain proficiency in those academic areas. He was also a member of the Downtown Rotary Club of San José and is active in his children's Spanish-immersion grammar school in San José.

Dr. Antonia Charles works as a pediatrician to a mostly Spanish-speaking population at Valley Medical Center's East Valley Clinic in San José and also serves as a board member for the Valley Medical Center Foundation. She is medical director for VMC's Reach Out and Read (ROAR) program, a nonprofit organization that promotes early literacy and school readiness in pediatric exam rooms nationwide by giving new books and advice to parents about the importance of reading aloud to their children.

Daniel Zazueta works as an attorney in the Office of the General Counsel for the US Dept. of Energy in Washington, D.C. Before going to law school, Daniel was a high school Spanish teacher in the East Bay. During that time he volunteered at a local community center as a citizenship teacher. He also led high school students through Mexico and Peru on a program that combined cultural immersion, language study, and community service in poverty stricken areas. While in law school, he volunteered at an immigration law clinic, gave workshops on tenants' rights, taught classes on law in Juvenile Hall, served as a mock trial coach in a local high school, and went on a brief humanitarian mission to Haiti after its earthquake in 2010.

We are very fortunate to have the Zazueta family as a part of our community and are honored to be able to highlight their dedication and zest for community involvement. We hope that their dedication to civic and community duty will inspire many others to follow in their footsteps and give back to the Hispanic community in Silicon Valley.

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



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22nd Anniversary of the Hispanic Foundation of Silicon Valley



Master of Ceremonies



Jessica Aguirre
Anchor/Reporter

Jessica Aguirre is an evening anchor at NBC Bay Area News. Jessica began her career while attending the University of Miami. Before coming to the Bay Area eleven 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 the Mexican American Legal Defense and Educational Fund. She also supports The Raphael House, San Francisco's oldest family shelter, and *El Hogar De Los Niños*, a Bay Area non-profit, which provides education for children in Nicaragua. She is also a member of National Academy of Television, Arts and Sciences.

Her passion for news has taken Jessica from Cuba to England and many places in between. She's covered natural disasters like Hurricane Andrew, one of the most devastating storms on record and man-made catastrophes like the Oklahoma City bombing, where 168 people died in an attack masterminded by homegrown terrorist Timothy McVeigh. She has covered race riots in Miami as well as prison riots in Atlanta and Louisiana and even an uprising on the island of Cuba. Her reporting has taken her to GITMO, the prison at Guantanamo Bay and to London where she reported on Princess Diana.

Jessica now resides in the East Bay, with her husband and two daughters where she is a fierce advocate for public school education and a committed school volunteer. Her devotion to learning and supporting schools has parlayed into "Class Action", a weekly show focused on improving education in California.



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/Auction

Made by combining ingredients such as R&B, Blues, Funk, Soul, Latin, Tex Mex, Salsa, Cumbias, and Oldies until the sabor 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

Tortilla Soup



Steven Godfryd, Pacific Auction Company

Steven Godfryd is the founder and president of the Pacific Auction Company. He organizes and conducts over 150 fundraising auctions annually, earning him the moniker of "hardest working auctioneer in the fundraising business". Having worked as a professional non-profit fundraiser for 15 years, the combination of being both an auctioneer and a fundraiser makes him a powerful force in encouraging people to spend generously at fundraising events. He has literally generated millions of dollars for charitable organizations, and has been recognized by industry groups for his outstanding work. Steve became an auctioneer the old fashioned way, by studying auctioneers. He has a reverence for country cattle callers and their high-speed auction patter, yet appreciates the sophistication of auctioneers at the worlds finest auction houses such as Christie's & Sotheby's. His style is a bit flashy, and a true hybrid of old-fashioned country combined with high-brow city flare.

Steve's diverse background reflects his passion for giving and helping others. He served as a beekeeper in the Peace Corps in Paraguay, where he taught impoverished farmers how to produce honey as a secondary income generating activity. After three years in Paraguay, he subsequently worked in Brazil, Argentina, Chile & Nicaragua, spending a total of seven years working with bees and rural people in Latin America.

Steve currently lives in Davis, CA with his wife Avery and three children ages 15, 13 & 8.

**Contact: Steven Godfryd
Pacific Auction Company
www.pacificauctioncompany.com
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Nuevafoto – Photography • Valley Florist – Floral Arrangements**

About the Hispanic Foundation of Silicon Valley



The Hispanic Foundation of Silicon Valley cultivates philanthropy and inspires Hispanic children and families to achieve personal greatness. HFSV engages leadership and bridges resources to invest in a thriving Hispanic community. Resources are directed toward educational excellence, healthy aging, leadership development, research, and convening and engaging the Hispanic community to improve the quality of life for Latinos and the Silicon Valley region.

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 \$2,000,000 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.

The Hispanic Foundation of Silicon Valley Programs

Education Excellence –

Closing the Latino Student Achievement Gap

The issues affecting Hispanic student achievement are well chronicled, including the lack of quality affordable pre-school education, low English reading comprehension, and low enrollment in high school math and science courses needed for college. These are just a few of the factors contributing low numbers of Hispanics pursuing hi-tech careers.

The Foundation strongly believes that the future of our Hispanic community in Silicon Valley depends on the current generation of students being more successful in the science, technology, engineering, and mathematics (STEM) curriculum. To this end, we have developed partnerships with leaders from other foundations, business, education and our community to address the enrollment and graduation rates of Hispanic students in these key fields. This year, our efforts helped over 1,500 Latino middle-school students achieve proficiency in their math and Algebra I studies.

Healthy Aging – Cuidando con Respeto

The Foundation has developed a partnership with the Alzheimer's Association of Northern California and Catholic Charities to offer *Cuidando con Respeto* (Caring with Respect), a program to build awareness about healthy aging in the

Latino community and promote quality elder care and support for caregivers.

Leadership Development –

Latino Board Leadership Academy

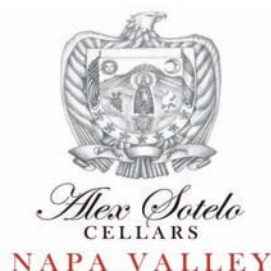
The Foundation launched the first Latino Board Leadership Academy (LBLA), a comprehensive program designed to recruit and train Latinos to serve as potential board members of non-profit organizations whose missions best match their personal interests. Our partners included CompassPoint, the Center for Excellence in Nonprofits, and the Health Trust. The 2011 LBLA graduated 35 Senior Fellows and 21 have already been added to local nonprofit boards of directors.

Convening & Engaging the Latino Community – Silicon Valley Latino Report Card

On March 18, 2011, the Hispanic Foundation of Silicon Valley released the *Silicon Valley Latino Report Card* to a gathering of over 300 community leaders. The Report Card measured the "State of Latino Affairs" in five quality of life areas including: education; health; financial stability; housing; and, environmental sustainability.

The release of the Report Card and the community gathering built around it, come on the heels of the release of 2010 U.S. Census data that showed a Latino population of 661,000 in Santa Clara and San Mateo counties – 26% of the population of Silicon Valley. The Report Card is the first-ever study to provide a "baseline" of information about the quality of life for Silicon Valley Latinos. These results must now inspire engagement and fuel action towards the well-being of Latinos and all Silicon Valley residents. The Foundation is now working on efforts to engage our community and others beyond the Report Card.

For more information about these initiatives and how you can become engaged visit our Foundation's website at: www.hfsv.org.



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