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HISPANIC FOUNDATION

BALL



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SATURDAY, OCTOBER 24, 2015



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THE TWENTY-SIXTH ANNUAL
HISPANIC FOUNDATION

BALL



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
Los Niteliteres



LOS NITELITERES

Los Niteliteres is a Latino band based in San José, California. The group traces its origins to the 1970's, when it was founded by the Espinoza family of Hollister, California. In the 1990's the band integrated former members of critically-acclaimed Dr. Loco's Rockin' Jalapeno Band (Jesus Covarrubias & Charlie Montotya) along with Accordion phenom, Albert Garcia. Los Niteliteres evolved through various genres of Latino music and has become one of Northern California's favorite Latino bands playing a wide range of music from Tejano, salsa, cumbias, funk and R&B.

For Booking Info contact: Joe Olguin, Mgr. 530.668.0654 Also, Like us on Facebook-"Los Niteliteres" www.losniteliteres.com

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2015 Hispanic Foundation 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.



Steering Committee Members:
Pictured above from L-R, Carlos Pérez, Maria Garcia, Ron Gonzales, Margarita DeAvila, Julian Cuevas, Karla Rodriguez Lomax (not pictured) Frances Gonzalez (far right picture)

La Familia Committee:
Maria Garcia (chair), Christina Ramos (vice chair), Eleanor Villarreal, George Duran, Xavier Campos, James Bojorquez, Lupe Guzman



Program & Production:
Frances Gonzalez (chair), Carlos Pérez/ArtOrigin,

Media Relations:
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Bienvenidos/Welcome

"Stepping Up To Community"



Statement from the President and CEO

Welcome to the 2015 Hispanic Foundation Ball celebrating 26 years of our Foundation "Stepping Up To Community."

As President & CEO, I thank all of tonight's sponsors, individual ticket buyers, volunteers, and staff. Your continuing support and engagement supports our goal of improving the quality of life for Silicon Valley Latinos and the region as a whole.

Historically, the Hispanic Foundation Ball has provided our community an evening to celebrate our past accomplishments by thanking those who were instrumental in supporting our work along the way. But tonight, we are also pleased to introduce a new foundation effort, the **Latinos in Technology Initiative**. This initiative and its two components: the *Latinos in Technology Scholarship Initiative* and *Family College Success Center* are designed to increase the number of Latino college graduates with engineering and technology degrees who are employed by hi-tech companies. **This initiative is a "ground level" solution to the continuing problem of so few Latinos in the hi-tech industry.** With much gratitude we thank the **Silicon Valley Leadership Group** and its **President & CEO, Carl Guardino**, for joining us as our key business Partner and promoting this important initiative to their 400+ corporate members.

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 deliver the Ball without you!

Lastly, we thank our Foundation's Board of Directors and, of course, the Ball's Sponsors who have answered our "call to action" by supporting this grand event.

• Education Programs

- Science, Technology, Engineering & Math (STEM)
- Parent Education Academy

• Latino Leadership Development

- Latino Board Leadership Academy

• Convening & Engaging the Latino Community

- Latinos in Technology Initiative
 - Latinos in Technology Scholarship Initiative
 - Family College Success Center

Our STEM education programs continue to prepare Latino students to be the future innovators, scientists, engineers, and business leaders through our middle school math/algebra programs. Through our Partners, the Silicon Valley Education Foundation and ALearn, we have provided summer and school year instruction to over 2,200 middle school students in 25 school districts in Santa Clara and San Mateo counties.

Additionally, with our Partner, the Parent Institute for Quality Education (PIQE), we completed our second year of the *Parent Education Academy* (PEA). Over the last two school years, the PEA trained over 800 Latino parents in 25 academies about local education processes and skills needed to guide their children towards high school and college graduation. The PEA has a proven track record with all school districts now contributing to the costs of the program.

Tonight, we celebrate the 26th time we have come together as a community to celebrate a Hispanic family of distinction. This year, we continue this tradition as we honor our *La Familia Award* recipients, the Guerrero Family, who is being honored for their deep-rooted commitment and involvement in our community.

Again this year, our Board of Directors will present two awards. Intel and its CEO, Brian Krzanich, will receive the *Visionario Award* for being the first major investor in our new *Latinos in Technology Scholarship Initiative* and for their leadership in adding more Latinos to the hi-tech workforce.

Also, Bank of America will receive our *Pioneros Award* for their long-standing corporate support of the Hispanic Foundation.

With your support and engagement our foundation will continue "Stepping up to Community" by continuing to increase opportunities for our community to reach our full potential.

Please join us!

Ron Gonzales, President & CEO

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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We recognize one of the most precious resources in our community — you

Thanks to you, things are getting done and our community is becoming a better place to live and work. Thanks to your leadership, the lives of your neighbors are being changed for the better.

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2015 La Familia Award



La Familia Guerrero From L to R, *Juan Carlos Guerrero, Veronica Guerrero, Jose Guerrero, Martha Guerrero, Ignacio Guerrero*

LA FAMILIA GUERRERO

The Guerrero Family is comprised of five siblings that have dedicated themselves to serving their community by sharing their passions, skills and enthusiasm

The oldest son of Jose Luis and Ofelia Guerrero is the patriarch of this year's La Familia is Jose Luis Guerrero Jr. is a retired Battalion Chief for the San José Fire Department. Chief Guerrero has impacted the lives of hundreds of Silicon Valley students through his volunteer work with the North Valley Soccer League and St. John Vianney School in San José. Chief Guerrero is also an avid volunteer with Los Bomberos of Northern California as an organizer of Toys for Tots drives; as a participant in the Latino Role Model Conference; and his life work of recruiting and training young Latinos and Latinas to become firefighters.

Martha Guerrero, Principal of Mount Pleasant High School, spends tireless hours and much her own free time, assuring that is a safe place for kids to learn and become engaged future leaders who are not afraid to share their voice.

Veronica Guerrero is a home school teacher whose passion is as a volunteer in the arts, particularly in public speaking and poetry recitation and is also a Poetry instructor for Santa Clara County students preparing for the State of California Poetry Competition, Poetry Out Loud.

ABC News reporter Juan Carlos Guerrero is a volunteer who provides translation services at the Alum Rock School District's Renaissance Academy, including producing a weekly newsletter for the families of students.

Ignacio J. Guerrero, Director of the Department of Child Support Services for the County of Santa Clara, has dedicated his professional life to ensuring children and families obtain the financial support for which they are legally and morally entitled to receive. He has worked in San Mateo, Alameda, and Santa Clara counties overseeing the delivery of child support services to the community. His volunteer work includes service to numerous Fatherhood groups throughout the Bay Area, coaching in multiple youth sports organizations, the San Mateo County Service League, and St. John Vianney School.

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and families to achieve personal greatness.



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Blanca Garza

News Anchor/Reporter
Telemundo 48 Área de la Bahía



Damian Trujillo

News Reporter NBC Bay Area News
Host and Producer of *Comunidad Del Valle*

Blanca is originally from Dinuba Ca. and raised in Monterrey, Mexico. She moved back to the U.S. at the age of 18 yrs. old. She has worked as a Journalist in different Hispanic radio and television stations. She's a leader in her field of expertise and has 21 years of experience in the area of communications that include:

- News anchor
- Reporter
- Producer
- News writer
- Host
- Radio Personality
- Voiceovers
- Community Outreach

Before coming to Telemundo KSTS in 2001 as a News Anchor she worked at:

- Radio Nueva Vida, 1993
- Galavision, 1993
- Univision Los Angeles, 1995
- Univision Network, 1997
- Televisa, 1998
- Univision, Los Angeles, 1998
- Telemundo 48, 2001 -present

Blanca's Recognitions and Awards:

- RTNDA, for best regional series entitled "Mexico Insolito", KMEX 1996.
- Team EMMY for best newscast KMEX, 2000.
- Community Supporter Award by the Mexican Consulate in San José, CA. 2002, 2003 and 2005.
- University of California recognition for "Iniciativa de Salud Mexico-California", 2004.
- American Women in Radio and Television, award for best non-english host, 2005 and 2007.
- Gold Addy award for best television host, 2006 and 2007.
- California State Senate recognition by Senator Ellen Corbett for Outstanding service to the Latino community, 2011.
- Alameda County recognition for contributions to LGTB community, 2010 AND 2011.
- San José CAL-SOAP in honor of contributions for Fisher Middle School in 2013.

Blanca Garza is also devoted in helping farm workers and indigenous communities, and as a board member of other outreach groups.

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.

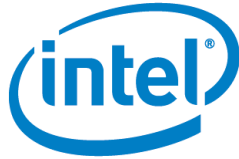
Damian grew up in Greenfield, about 2 hours south of San Francisco on Highway 101. While in high school, Damian worked in the agricultural fields of the Salinas Valley, with his family, to help make ends meet. He picked garlic, broccoli, cucumbers, and strawberries.

As a former farm worker, Damian now honors his first job, on the César Chávez Holiday. Every March 31, Damian's family hosts family, friends, and students. They make sacked 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 has screened the film at Stanford, Georgetown, and Harvard Universities, at The National Steinbeck Center. And April 2013, 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



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 Brian M. Krzanich, Chief Executive Officer of Intel Corporation.

Brian is being recognized for his leadership and support of our Foundation's new ***Latinos in Technology Scholarship Initiative***. He has committed to financially support 25 Latino scholars per year for the next five years to obtain a college degree in science, technology, engineering or math (STEM) making Intel our first major financial investor for this exciting effort. Our initiative is designed to support 100 students per year for the next 5 years, so Intel's financial commitment is significant because it will support 25% of our annual scholarship goals. Additionally, Brian has been the key leader in bringing attention to the lack of diversity in the hi-tech industry. Intel has committed over \$300 million over the next five years to increasing gender and ethnic diversity in Intel's workforce.

Prior to his appointment as Intel's CEO, Brian served as Intel's Chief Operating Officer (COO). As COO, his responsibilities included leading an organization of more than 50,000 employees spanning Intel's Technology and Manufacturing Group, Intel Custom Foundry, supply chain operations, the NAND Solutions group, human resources, information technology and Intel's China strategy.

His open-minded approach to problem solving and listening to customers' needs has extended the company's product and technology leadership and created billions of dollars in value for the company. In 2006, he drove a broad transformation of Intel's factories and supply chain, improving factory velocity by more than 60 percent and doubling customer responsiveness. Brian is also involved in advancing the industry's transition to lower cost 450mm wafer manufacturing through the Global 450 Consortium as well as leading Intel's strategic investment in lithography supplier ASML.

Brian began his career at Intel in 1982 in New Mexico as a process engineer. He holds a bachelor's degree in Chemistry from San José State University and has one patent for semiconductor processing. He is also the Chairman of the board of directors of the Semiconductor Industry Association.



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 **Bank of America**.

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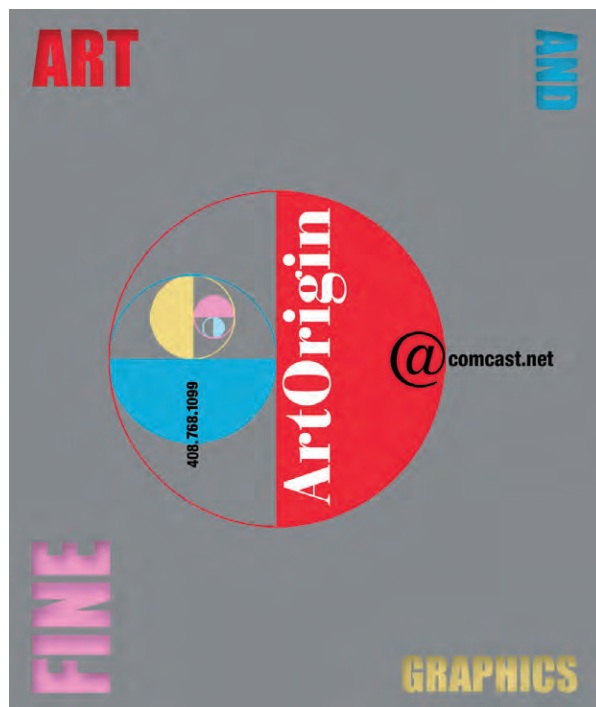


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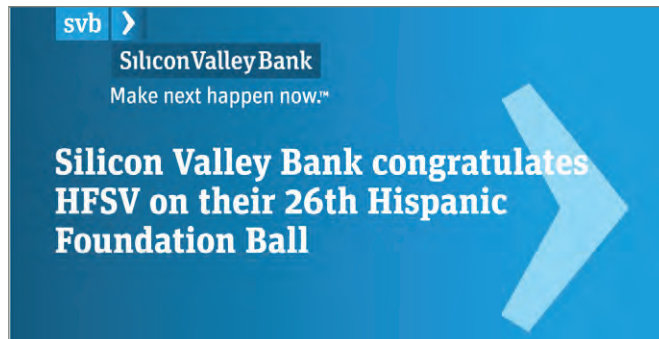
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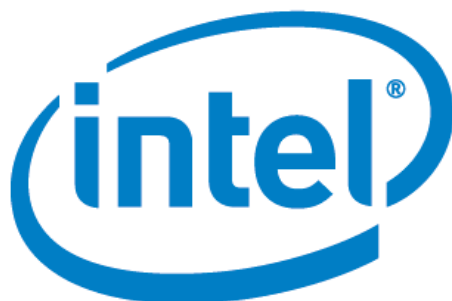
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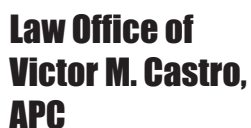


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The Hispanic Foundation of Silicon Valley Programs



Latinos in Technology Initiative

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

First, the *Latinos in Technology Scholarship* will provide up to 100 scholarships per year for the next 5 years to Latino students who have chosen a STEM (science, technology, engineering, and math) related major. Additionally, sponsoring corporate investors will be asked to provide summer internships to our Latino scholars with the possibility of job placement within those companies after college graduation.

Funders:



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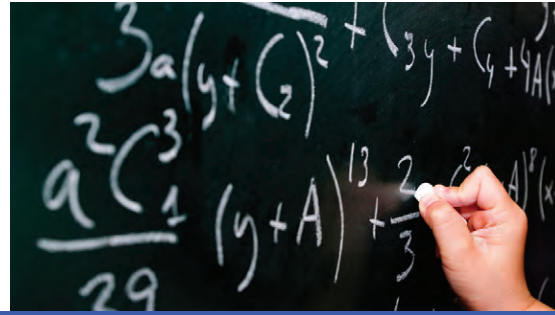
Second, the *Family College Success Center* will be a resource hub to increase educational opportunities for Latino students and their families. The FCSC will be the first of its kind in the state, if not the nation. It would be a “one-start-center” for college aspiring middle and high school students and their parents to obtain college access information, advice, guidance, workshops and on-line resources. The Center will ensure that younger siblings are included as well. An early learning center will be on-site to help bridge the growing learning gap for incoming Latino kindergarten students.

Funders:



Innovate Foundation

Partners: East Side Union High School District, ALearn, Parent Institute for Quality Education, Silicon Valley Education Foundation, Santa Clara University, San José State University, Notre Dame de Namur University, UC Santa Cruz



Science Technology Engineering and Mathematics (STEM)

“I loved the scores I was getting on tests, because it was proof I was getting better.” – MAP Student

Various indicators show a substantial educational opportunity gap between Silicon Valley Latino students and non-Latinostudents. Less than 14% of Latinos in the region have a college degree. Latinos are performing approximately 20 percentage points below all students in both 3rd grade reading proficiency and 8th grade math proficiency. When it comes to high-paying and high-skilled professional jobs Latinos represent less than 3% of the high-tech workforce.

The Hispanic Foundation’s partnerships with the Silicon Valley Education Foundation and ALearn have brought math education programs to more than 2,300 students in the last year. The Education Foundation’s Elevate [Math] program 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 in order to prepare students for the rigorous math courses ahead.

Funders:



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

The Hispanic Foundation of Silicon Valley cultivates philanthropy and inspires Hispanic children and families to achieve personal greatness.



Parent Engagement

"The program was not only successful in providing information and building capacity in the parents, it also breeched barriers that still existed between the parents and the public school system. I highly recommend this program to any school or district." – Principal

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.

Latino parents will be in a much better position to improve their children's performance in the classroom after they have been educated and trained in how the 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. In the last school year, we trained over 500 parents through our Parent Education Academy; bringing our total to over 800 parents in the last two school years. The program has conducted 25 academies across 7 school districts in Santa Clara and San Mateo counties. We look forward to expanding our efforts as we have recently launched our third school year.

Funders:



Individual Contributions from the 2014 Annual Hispanic Foundation Ball attendees

Partners: Parents Institute for Quality Education (PIQE) and 7 school districts in Santa Clara and San Mateo counties



Leadership Development

"This has shaped me as a leader and I am applying my refined leadership skills with a new sense of confidence when working in the community." – LBLA Fellow

We care about our communities. As Latinos, we have the desire to make a positive contribution in our homes, workplaces, cities, and environments to ensure a better quality of life for everyone. Yet, there is some disconnect between the high number of Latino leaders interested in making a positive impact and access to resources to make it happen. In California, Latinos make up 38 percent of the population but only hold 6 percent of the executive director jobs and 9 percent of the board positions for nonprofit organizations.

The Hispanic Foundation is helping change this trend. Together with our partners, the Hispanic Foundation offers the Latino Board Leadership Academy (LBLA). **The LBLA is a leadership development program that recruits and trains Latinos interested in serving on Boards of Directors for local nonprofit organizations.** Thus far, nearly 180 LBLA Fellows have completed the program with a board placement of approximately 75% - all of which serve on local nonprofit boards such as:

- Boys & Girls Club of Silicon Valley
- Catholic Charities of Santa Clara County
- Child Advocates of Silicon Valley
- Community Legal Services in East Palo Alto
- Latina Coalition of Silicon Valley
- Latinas Contra Cancer
- NAACP
- Peninsula College Fund
- Redwood City Civic Cultural Center
- San Mateo County Parks Foundation

Funders:



Partners: 4C Council of Santa Clara County Inc., Center for Excellence in Nonprofits, Compass Point, Notre Dame de Namur University, University of Phoenix



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SUNDAY 3 PM