



The Hispanic Community Affairs Council (HCAC) is a volunteer-driven non-profit organization with a proud 34-year history. HCAC is dedicated to young Hispanics throughout Alameda County who are interested in pursuing a higher education. HCAC believes that investing in our future leaders is the key to a stronger community.

Our Mission is to promote the value of education, cultural diversity and community involvement.

Our Vision is to invest in the higher education of future Hispanic leaders to build a strong community.

Inside this Issue:

- HCAC Scholarship Awards Luncheon
- President's Message
- Thank You to HCAC Sponsors
- Highlights from the HCAC Board
- Letter to Our Sponsors – Jenzy Cruz
- Keynote Speaker Susana Lopez
- Keynote Speaker Ricardo Borjas

Que Pasa?

**The Hispanic Community
Affairs Council Newsletter**
Summer 2016

HCAC 34th ANNUAL SCHOLARSHIP AWARDS LUNCHEON A HUGE SUCCESS!



More than 300 attendees gathered at the Doubletree by Hilton Hotel to honor sixty students selected from Alameda County who received HCAC scholarships to continue their education at colleges throughout the country and locally.

Some students were newly minted high school graduates and others graduating from community college to four-year universities, or students who were continuing their undergraduate or master's degrees.

Students were selected based on academic excellence, economic need and leadership and service to their community. Many are the first in their families to attend college and they are aware that their success will ease the path for those that follow. This has been a challenging year for college students, as tuition costs and fees have escalated. The economic impact has had a disproportionate affect on low-income families.

In order to meet these challenges, many of these students have had to make great sacrifices, but they did not give up. We are making an investment today that will reap dividends for our country in the future as they take their places as leaders in their communities.

PRESIDENT'S MESSAGE

Angelina Reyes



Gratitude is the memory of the heart is a comment that resounds in the mind as we picture in our minds our May 6th HCAC Scholarship Luncheon. We appreciate the DoubleTree by Hilton for their assistance in making this event special. This year sixty deserving students were awarded \$77,750 to attend four-year and two-year colleges. We are grateful to each and every one of our sponsors who funded HCAC because they make the impossible: POSSIBLE! We are proud that one hundred percent of all contributions to our scholarship fund goes directly to our students.

Higher education offers a path to security and fulfillment. Today many young Latinos/Hispanics are eligible to attend college as never before. With higher education, our qualified students can compete in emerging fields. This is our legacy, to give our youth an opportunity in higher education.

The HCAC Board of Directors is a hands-on board, a group of men and women who strongly believe in the goal of HCAC. We believe and literally work to promote our Mission and Vision as stated in our By-laws to value higher education, cultural diversity and community involvement that includes Hispanics/Latinos leaders.

If you value and believe these goals, please consider becoming a member. Membership is our lifeblood and essential in order to accomplish our annual goals. We encourage and welcome new members. Your membership dues assist with communication expenses such as our website.

THANK YOU TO HCAC SPONSORS

Our 34th Annual Scholarship Awards Luncheon was a successful event and we sincerely appreciate our sponsors who generously contributed over \$80,000 for our students! With these funds we were able to award 60 scholarships to our outstanding students for the 2016-2017 academic year.

HCAC especially wants to thank our major sponsors:

La Comisión Honorífica Mexicana at \$10,000. In 1983 Marie Danner presented HCAC with its first check in the amount of \$1,000. Together with Albert Markstein of the Markstein Beverage Company and Arnold Chavez of the Alameda Technical College, HCAC held its first Scholarship Luncheon and awarded 4 scholarships. Their goal was to help Latino students attain a college education--34 years later we can see the success their vision and commitment has had.

Albert C. & Bertha P. Markstein Foundation at \$5,000. Albert Markstein was committed to making a difference in the lives of Latino students in Alameda County and was one of the original founders of HCAC's scholarship program. He and his wife, Bertha left a wonderful legacy that continues through their granddaughter Laura who stated: "It is an honor and privilege to continue to support this incredible program that my grandparents, Albert and Bertha helped nurture and grow and we're committed to the continuation long after their passing."

Kaiser Permanente at \$5,000 has been a long-time supporter of HCAC. Kaiser Permanente's mission is to improve the health of its patients and the communities it serves. This translates to reducing disparities in diverse communities as well as supporting future health care professionals that reflect the communities we serve. Kaiser Permanente is proud to be a partner with HCAC in promoting Latino/a leaders and transforming our communities.

Advisory Board member, **Yolanda Baldovinos & Fred Wright Lopez** at \$3,000 made their contribution to honor the memory of Yolanda's father and Fred's mother, **Salvador Baldovinos and Antonia Wright Lopez**. Besides having been loving parents they both believed in education. They were both very bright and had the potential to succeed if they had been given the opportunity. Yolanda and

Fred have committed to continuing their parents' desires by supporting our bright young Latinos/Chicanos so that they may achieve their dreams.

Advisory Board member, **Dr. Nina & Fernando Genera** at \$3,000 made their contribution in memory of their parents **Samuel & Ninfa Genera** and **Jose & Angela Michel**. Fernando and Nina have supported HCAC for many years. They do this because they appreciate that HCAC is a local organization that has been successful in bringing together community, businesses and corporations, professionals, colleges and universities and the scholarship recipients and their families in a common goal of fostering and promoting the educational success of young Latino students.

Advisory Board member, **Honorable Richard Valle** at \$3,000 is also a member of the Alameda County Board of Supervisors. His office is proud to support HCAC, and its mission to promote the values of education, cultural diversity, and community involvement. The positive awareness HCAC brings to the Latino/Hispanic communities, and the support it gives deserving students in Alameda County all work towards building a strong community.

Jon & Lynn Orellana at \$3,000 made their contribution in honor of Jon's father, **Augusto Orellana** who wanted him to complete his education, and provided the encouragement and support that motivated him to do so. Their long association with HCAC has been motivated by the amazing stories of these young people who are beginning to fulfill their goals and dreams of impacting their families, communities and beyond. They see in them our future leaders. For Jon and Lynn it is a privilege and honor to play a small part in helping these students achieve their educational goals.

Atkinson, Adelson, Loya, Rudd & Romo, at \$3,000, represented by **Paul Loya**, has served the East Bay for over 30 years. The firm is committed to the education of California students by, among other things, supporting the funding of worthy organizations such as the Hispanic Community Affairs Council. Because of HCAC's commitment to opening the doors to higher education for our students (especially under-represented students), the road to reaching their dreams and aspirations is a little smoother. HCAC's efforts help, not only the student scholarship recipients, but our East Bay community and the whole State of California.

Jose Dueñas Community Leadership Memorial Scholarship Fund at \$3,000. José was a highly

admired, valued community leader. Born in Mexico City, he came to the U.S. at the young age of 4 and was raised in Oakland. José's community involvement began at a young age and led to his enduring passion for mentoring Latinos and youth from under-represented communities and inspired his leadership for providing opportunities for an equitable K-12 education and access to higher education. This scholarship fund established in his memory will continue his legacy.

Enterprise Holdings on behalf of Enterprise Rent-a-Car East Bay, at \$2,500, represented by **Rocio Gomez** who received an HCAC scholarship in 1997. The scholarship was a huge help to her financially when she attended Cal State Hayward. After graduating, she went to work at Enterprise Rent-A-Car and learned that Enterprise had a foundation whose purpose was to support non-profit organizations their own employees supported. Rocio felt this was the perfect opportunity to give back to an organization that helped her so much. She believes HCAC can continue to help others that are in a similar situation as hers.

Padrinos de Bronce - Bronze Sponsors
\$1,500 to \$2,499

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HIGHLIGHTS FROM HCAC BOARD

At this time, we are transitioning Dr. Susan Cota, Chancellor Emerita (Retired Chabot-Las Positas Community College) from our Board of Directors to our Advisory Board membership. She definitely is a major mainstay to our HCAC community and mentors many board members. We appreciate her continued sponsorship and membership.

As a result, we are actively pursuing new board members who are able to share their professionalism and time. If you have expertise in finance and/or raising funds for scholarships and are interested in working with a high-energy team, please contact us.

Guess what? The calendar reminds us that next year it will be the 35th Anniversary for HCAC in 2017. This is an exciting time to become involved with our HCAC Board of Directors as we consider how to celebrate. Become a member so that we can inform you on this very special event. Check our website at www.hcac-ac.org for further news on next year's scholarship timeframe.

LETTER FROM ONE OF OUR SCHOLARSHIP AWARDEES – JENZY CRUZ

Dear Sponsors,

I am one of the many HCAC 2016 Scholars, Jenzy Cruz. I want to thank you for supporting me through college with your generous gift towards my education. I graduated from Oakland High and I am excited to be attending Merritt College in the fall. I chose this school because I could save a lot of money now in order to transfer to a UC. I am excited to be starting my educational journey because I know that if I ever need help, there are programs that I can turn to for help.

College will help me further my education and sharpen the areas I still currently lack in. It will help me find my true passion and how I could help those around me. What motivates me strive for higher education would be my friends. They help support me, especially when I struggle with issues that have to do with my family, school, or certain relationships. And a quote that I will always refer to when I need extra motivation would be Paulo Coelho's, "To realize one's destiny is a person's only obligation." I even chose the quote to put on my graduation cap. One of the reasons why this quote is inspirational to me is because we read Paulo Coelho's *The Alchemist* in my Senior English class. I realized that my English teacher was having us read the book because it contained various topics of self-reflection to structure our life around, such as fears and adventures.

Because of being a non-citizen I've struggled to find scholarships that I can apply to, HCAC being one of the few I've been able to. I thank you and HCAC for investing in our future. And I hope that you continue the new up and coming scholars.

Thank you for helping our future generation to find a means to get to college. Without you none of this would've been possible. And as you most likely know, college is no easy feat.

Thank you for believing in HCAC and me!

Jenzy Cruz



STUDENT KEYNOTE SPEAKERS at HCAC SCHOLARSHIP LUNCHEON

Susana Lopez



“Changing social expectations of Latinos is at the core of my personal and educational motivation. My life has been shaped by my parents’ existence within the confines of their immigrant status. While I’m doing homework, my mother simultaneously cooks and cleans while my dad is at

work, and we both scramble to help my brothers, both of whom live with debilitating forms of autism. With so much to do in a day and so little time available, I’ve learned how to prioritize my responsibilities, from my desires.

Sometimes, having so many responsibilities restricts me from having a teenage experience like others my age. I recall when my mother was concerned about my brother’s speech development because he barely uttered a word and he was old enough to be talking up a storm. Leonardo was taken in for analysis and was diagnosed with autism.....

(To read Susana Lopez’s whole speech go to www.hcac-ac.org)

Ricardo Borjas

“My family told me that school was going to be different than what it was back in Peru, but I was going to adapt really fast. I was terrified. My first class was English class, but I didn’t understand any English whatsoever. I was completely lost.



I didn’t know if one day I was going to be capable to catch up or be successful. It was a critical time in my life. Without the help of my family I couldn’t have passed through those moments. They made me realize what I really was worth, what I was capable of and the most important thing—that the believed in me.

(To read Ricardo Borjas’s whole speech go to www.hcac-ac.org)

LETTERS TO OUR HCAC SPONSORS

Dear HCAC Sponsors,

Thank you so much from the bottom of our hearts for your generous donation you have given to our son David Farias. He is First Generation out of 30 grandchildren to be accepted into a four year College California State University Monterey Bay.

As parents we are extremely proud of our son and his accomplishments and hard work. Being parents in today's world with no College education is extremely hard and difficult to get by. We have instilled in our children that education is important helping others and being involved in the community.

We hope that one day we will be sponsors and give back to our young Hispanic community. The Gift that keeps on giving.

Mr. & Mrs. David M. Farias



Dear HCAC Sponsors,

I am so honored and grateful to have been selected a Hispanic Community Affairs Council Scholar. The vision that the HCAC endeavors to achieve is an ideal that I share.

As a MSW graduate student who is actively engaged in doctoral level research at USC, I am being prepared to address some of society’s most persistent social issues such as substance abuse and mental health through innovative clinical interventions. Your influential sponsorship along with the HCAC award enables me to focus on my career as a social scientist and independent researcher knowing my dream of empowering the Latino/a community will be a success.

Thank you!

Dean Rivera, HCAC Scholar

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