

SAN JOSE



POWER 100

**Silicon Valley's
Latino Leaders**
Shaping Our City,
Arts and Culture,
Commerce, and
More, and They
Are Just Getting
Warmed Up >>>



PLUS: MORE INSPIRING PEOPLE INSIDE

- All-Star Athletes Always Bring Their "A" Game
- CDM Director Connie Martinez Learns by Doing
- Robin Miller: Your Cooking Questions Answered
- The Red Couch Women on Pride and Patriotism



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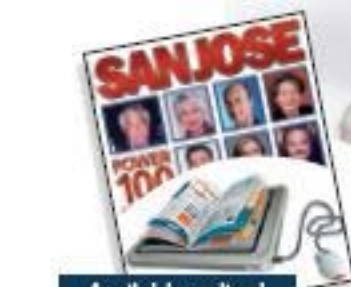
66 100 Most Influential Latin@s of Silicon Valley
MACSA is rolling out the red carpet to celebrate its inaugural gala honoring the 100 Most Influential Latin@s of Silicon Valley. They have excelled in their chosen fields and significantly contributed to making positive change in our community as a whole. This historic event is sure to be the formal occasion of the year!

94 A New Will at Goodwill
Goodwill CEO Frank Kent left the private sector for philanthropy, but kept his business savvy—adding a fleet of delivery and pickup trucks for customer convenience and a plush boutique in posh Los Altos for chic shoppers.

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EDITED BY JODI ENGLE

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ON THE COVER: 10 of the 100 Most Influential Latin@s of Silicon Valley.

MACSA CELEBRATES

Most Influential
100
LATIN@S
of Silicon Valley

Red Carpet Gala recognizes the
contributions of landmark Latino leaders

Countless Latinos have significantly contributed to making positive change in Silicon Valley. Recognizing them and their impact, the Mexican American Community Services Agency, Inc. (MACSA) will honor these leaders for their accomplishments, contributions, and influence in their chosen fields, as well as their impact to the community as a whole, at its Inaugural Red Carpet Gala on June 30 at the Mexican Heritage Plaza.

This historic event will roll out the red carpet for the 100 Most Influential Latin@s of Silicon Valley, an array of committed professionals in 10 categories: arts and culture, community and philanthropy, business, education, government, labor, law and public safety, and media. The top honoree in each category was chosen by a selection committee that accounted for 90 percent of the vote, while online voting accounted for 10 percent. The top honoree from each category will be presented with a Red Carpet Gala signature award.



Sonye Paz, Arts and Culture

Arts & Culture

TAMARA ALVARADO

Since Tamara Alvarado became its executive director in 2003, Movimiento de Arte y Cultura Latino Americana (MACLA) has strengthened ties to its neighborhood—the William Reed corridor—through the innovative use of art as a catalyst for community development. Alvarado also serves on the board of directors of the National Performance Network. Locally, she has played an instrumental role in the ongoing efforts of 1stACT Silicon Valley. She has a bachelor's degree in Spanish literature from Stanford University.

JOAN CHANDOS BAEZ

Joan Chandos Baez is an American folk singer and songwriter known for her highly individual vocal style. Many of her songs are topical and deal with social issues. Her long-lasting passion for activism most notably involves the areas of human rights, nonviolence, and, in more recent years, the environment. She is best known for her 1970s hits "Diamonds & Rust" and "The Night They Drove Old Dixie Down," and, to a lesser extent, "We Shall Overcome," "Sweet Sir Galahad," and "Joe Hill" (songs she performed at the 1969 Woodstock festival). In all, she has performed publicly for nearly 50 years, released more than 30 albums, and recorded songs in more than eight languages.

MARCELA DAVISON-AVILES

A first generation Mexican American, Marcela Davison-Aviles serves as president and CEO of the Mexican Heritage Corporation (MHC), which operates the largest multidisciplinary Latino and multicultural arts venue in California. The Mexican Heritage Plaza (MHP) presents and produces intercultural visual and performing arts that celebrate Mexico's culture and heritage, as well as showcases multicultural arts in the region. Under Aviles' leadership, the MHC made the successful transition from near-insolvency to a surplus in 2006, and together with the trustees of the MHP, she is innovating a new operations model for non-profit arts management. She is a graduate of Harvard College and Stanford Law School.

AMY GONZÁLEZ

Amy González is a stage director with a passion for directing new plays, particularly those that reveal the

Latino experience. She has directed numerous plays for many theater companies, including Teatro Visión, El Teatro Campesino, San Jose Repertory Theatre, and TheatreWorks—where she directed the Pulitzer Prize-winning play *Anna in the Tropics* by Nilo Cruz. González's directing experience outside Silicon Valley includes productions at the Denver Center Theatre Company and the San Diego Repertory Theatre. González believes in the power of creative expression to build community.

RAUL LOZANO

Raul Lozano is currently the manager of Teatro Visión, but he has also served as a board member, its president, and its first executive director. He was instrumental in establishing Teatro Visión's non-profit status. Lozano is also a charter member of the John F. Kennedy Center for the Performing Arts' Capacity Building Program; a board member on the Mayfair Improvement Initiative; and a member of Team San Jose, First Voice, and 1stACT Silicon Valley.

ELISA MARINA ALVARADO

Elisa Marina Alvarado is a founding member and artistic director of the 23-year-old Teatro Visión. She has been active in the Chicano movement for more than 30 years as an actress, director, and community organizer. She has taught theater for Teatro Visión, San Jose State University, San Francisco State University, and numerous community organizations. She developed a new works program, *Códices*, through which Teatro Visión has produced world premieres for plays such as *Conjuncto* by Oliver Mayer and *Boxcar* by Silvia González. She established Teatro Visión's *Educación Instituto de Teatro*, which offers comprehensive training in culture and community-based theater for Latino communities.

SONYA PAZ

Santa Clara native Sonya Paz owns two exclusive art galleries in Silicon Valley. Her Latin American roots, as well as growing up in the Valley and working in high-tech, have influenced her style, which is a combination of cubism and pop art. It is all about the color, Paz says. She melds her art with products such as wristwatches, clocks, ceramics, and pillows. Her art and products are also sold through approximately 100 independent retailers in the United States and Canada.

ARTEMIO POSADAS

Artemio Posadas has been vital in the development of traditional Mexican son (a fusion of indigenous, Spanish, and African traditions) in the Bay Area. His lyrics have been recorded by Los Camperos de Valles and distributed worldwide by the Smithsonian Institution. Posadas has received grants from the California Arts Council and the National Endowment for the Arts.



T. ALVARADO



BAEZ



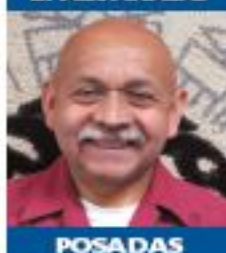
DAVISON-AVILES



LOZANO



E. ALVARADO



POSADAS