



KCET and Union Bank Celebrate

Hispanic Heritage Month

Local Heroes Awards

October 2009

KCET
infinitely more

 **UnionBank™**
Invest in you®



Hispanic Heritage Month Local Heroes Awards

KCET and Union Bank proudly announce the 2009 honorees:

Judge Rudolph A. Díaz presides over Family Law at the Stanley Mosk Courthouse in Los Angeles. Previously, for more than six years, he served as the supervising judge of the Eastlake Juvenile Court and initiated the Juvenile Drug Court Program at Eastlake. Judge Díaz is also chairman of the Los Angeles County Oversight Committee on Drug Courts and serves on the Los Angeles County Narcotics and Dangerous Drug Commission. He is a founding member of the National Association of Drug Court Professionals and was the first Latino to serve as president of the California Judges Association.

Antonia Hernández is the president and CEO of the California Community Foundation (CCF), one of the largest philanthropic organizations in Southern California. Previously, she was president and general counsel of the Mexican American Legal Defense and Educational Fund (MALDEF). Nationally recognized for her commitment to underserved communities throughout Los Angeles, Hernández currently serves on numerous boards, including the Institute of Politics at Harvard University's John F. Kennedy School of Government and the UCLA School of Law Board of Advisors. She also received UCLA's 2008 Academic Advancement Program Leadership Award as a civic champion of education access and excellence.

Ruebén Martínez is the founder and owner of Librería Martínez Books & Art Gallery and Libros Para Niños, a children's bookstore. Now celebrating his 29th year as a business owner, Martínez promotes reading, education and democracy within the community. He has been instrumental in developing reading enthusiasts, improving children's performance in school, enriching families and instilling pride in others. Martínez is also a nationally renowned keynote speaker. He was named one of the "100 People Who Shaped Orange County" by the Orange County Register in 2005 and one of CBS' "American Heroes" by Katie Couric in 2007.

Raul & Maria Salinas, husband and wife, have been recognized for their service to the Latino community. Mr. Salinas is managing partner for the Los Angeles office of Adorno Yoss Alvarado & Smith, the nation's largest minority owned law firm. He founded the California Hispanic Corporate Council Leadership Institute and is active in a number of civic and community organizations. Ms. Salinas is president of Salinas Consulting, LLC, an accounting and finance management firm. She previously worked for The Walt Disney Company and is also a founding member of Hispanas Organized for Political Equality (HOPE).



EVENT AND PRESENTATION - Studio B

WELCOME AND OPENING REMARKS

Al Jerome

President & CEO, KCET

George Ramirez

Senior Vice President, Priority Banking Executive, Union Bank

MUSICAL PERFORMANCE

Mariachi Reyna de Los Angeles

Montoya Entertainment Group

LOCAL HERO SALUTES AND AWARDS PRESENTATION

Master of Ceremonies

George Ramirez

Senior Vice President, Priority Banking Executive, Union Bank

POETIC TRIBUTE

Michele Serros

Author and Poet

CLOSING REMARKS

George Ramirez

Senior Vice President, Priority Banking Executive, Union Bank

RECEPTION TO FOLLOW

Featuring: **INCA, the Peruvian Ensemble**

THANK YOU

Funding for the Local Heroes Awards is generously provided by Union Bank.

2009 ADVISORY COMMITTEE

Latasha Hawthorne
Assistant Principal
Franklin Community Adult School

Patrice Jinso-Springer
Educator & Instructor

Kimberly King-Burns
Partner
Convergenz/Solutions

Patti Koltnow
President
The Koltnow Group

Munson Kwok, Ph.D.

Georgina Maldonado
Managing Partner
Genesis Consultants

Luis R. Quintero
Director, Producer
The Handmade Movie Company

Mark Reed
Actor & National Representative
American Indians in Film and Television

Rick Steele, R.N., C.C.M.

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Union Bank

Charles Claver
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Rossina Gallegos
Vice President, Community Outreach Officer
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George Ramirez
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Union Bank

John Stephan
Senior Vice President, Market President, Los Angeles
Union Bank

Cesar Trelles
Vice President, Community Development Officer
Union Bank



KCET is an educational and cultural service organization that delivers enriching, impactful programming, interactive content and community outreach that engages people's minds, reflects the diversity of the communities we serve, and inspires lifelong learning. As an independent media voice, KCET enhances our understanding of the past, enlivens our present and prepares us for the future.

www.kcet.org



At Union Bank, diversity is our heritage. We believe that the unique cultural mix within our company and in the communities we serve creates a vibrant and rich environment. By participating both as a financial partner and as a good neighbor, we live and breathe our commitment to building, restoring, and investing in the places where we work and live.

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Hi-5 for Los 5: a tale of Barrio Aberration by Michele Serros

Nearly every poet
is met with the
inevitable question:
"What inspired you
to write that poem?"

Well, this poem here
came easy as
uno,dos,three,
(though it's to honor five)
Offered to you
on the cusp of this
"Month"
split by two.

This poem, is a poem
once believed,
then conceived.
A gestation
of first, second generation
that, consequently,
gave birth to the
unexpected,
unassuming,
local hero, local she-ro.
A chicana, chicano
with a cause.
Nursed with
Mexican mother's milk
fortified with
si, se puede.

Yes, this poem was born and bred
in the arid Arizona, Mexican
desert heat,
to the soundtrack of a Boyle Heights
mariachi beat.
Highland Parque,
ándale!
The center of South Central.

This poem has brown eyes.
Witnessed firsthand
too many *niños sin libros*,
pleas for Political Equality,
underserved minority,
Absent provisions for the wayward.

SanTana,
Pasadena,
Angelino Heights.
With sleeves rolled up
this poem was born ready.
Judicial black robe,
power pearls and a brief case,
polo shirt—pressed,
because, well, sometimes
the superhero cape
gets lost at the cleaners.

This poem consults,
counsels,
creates,
cuts hair.

This poem
litigates,
arbitrates,
debates and defends,
but never looks the other way.

That's right,
because this poem speaks acronym
East L.A. YMCA,
MALDEF y CCF.
To as far as
PBS and NPR,
LMU and US-C - PA,
inspiring H.O.P.E.: HOPE,
envisioned *long* before any
presidential campaign.

This poem boasts local color.
Paints the town *read*
with barber pole stripes of
Red, White and Blue,
a Lion's Crimson and Navy,
and that Gold
it should be told
just trying to "get along"
with a Trojan's Cardinal
and a Bruin's True Blue.

This poem is unapologetic.
A dynamic duo.
Salinas y Salinas
or, in Celebrity Couple speak,
Team Rau-ria.

Smiles softly
but carries a big stick,
(sometimes called a gavel),
this poem is a certified Genius,
brazenly equipped with Z:
Hernandez,
Martinez,
Diaz .
Como Zorro,
leaving its (accent) mark on the world
defending *la gente* of the land.

This poem
sees no color lines
green card, gold card
no le importa
'cause this *poema*
is *tan ocupada*
with a mission,
a mantra:
Read,
Rebuild,
Give back,
Give chances.

And yet even for
the little poem that could,
(and did),
there is the need to decompress
from the overload of
challenges, prejudice.
Fights back Rocky style,
The "Senator" with a Walkman,
San Fernando Master Chorale,
dinners—Pasadena, downtown.
Salsa at La Casa
Escobar.

However, this poem
really never has the luxury
to "call it a day,"
because, as they say,
poetry is always in motion
and this here poem is truly
an unfinished verse.
Pledges longevity
with history, her story.

And while this poem,
in short,
might be viewed as just a
another Minority Report,
it is no block buster Hollywood flick.
yet triumphs,
an enthusiastic Two Thumbs Up.

Not too bad for
the local hero, local she-ro,
pulling out all the stops.
The barrio aberration
deserving of snaps, kudos and props.
And because of this,
a legacy is to be accrued.
A legacy that will thrive
far longer than
the "Month"
split between two.

