

**Keep the**

**Flame**



**Alive**

**Central California Hispanic Chamber of Commerce**  
***Educational Conference***  
**October 9, 1997**



Central California Hispanic Chamber of Commerce • Educational Conference  
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**SCHEDULE**

7:30 a.m. - 8:30 a.m.

**Registration**

8:30 a.m.

**Welcome**

Dr. Tom Crow, *President, Kings River Community College*

Emcee: Lucy Ruiz, *Public Affairs Director, Channel 47*

8:40 a.m. - 9:20 a.m.

**Opening Session**

Keynote Speaker: Michael DeLorenzo, *Actor*

9:30 a.m. - 10:20 a.m.

**Session I**

*“The Fire in Our Hearts”*

**Workshop I — Arts and Literature**

Juan Delgado, *poet*

Michele Serros, *author and poet*

Simón Silva, *artist*

Moderator: Johnny Soto, *Fresno Police Department*

*“Passing the Torch”*

**Workshop II — Valley Professionals**

Teresa Drivas, *USDA Forest Service*

Dennis Martinez, *B95 Radio*

Graciela Moreno, *Channel 30*

Kimberly Ruiz Beck, *Ruiz Foods*

Moderator: James Pinedo, *Fresno Police Department*

*“Hot Shots”*

**Workshop III — Athletics**

Oscar Lopez, *Fresno State Baseball*

Roger Mathai, *Channel 24 Sports*

Simon Tafoya, *Fresno State Baseball*

Dale Yurong, *Channel 30 Sports*

Moderator: Judy Luna, *Fresno Police Department*

10:30 a.m. - 11:20 a.m.

**Session II (Repeat Workshops)**

11:30 a.m. - 11:50 a.m.

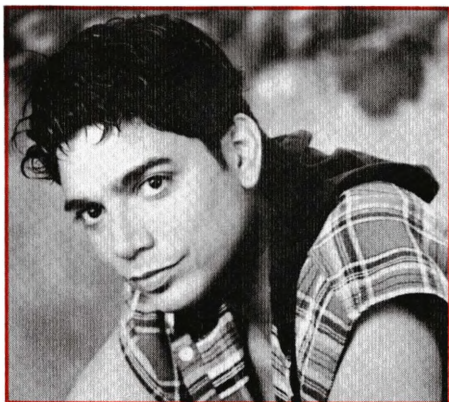
**Trade Fair**

12:00 p.m. - 2:00 p.m.

**Conference Luncheon**

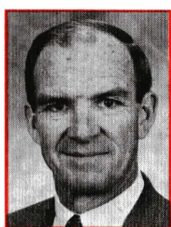
2:00 p.m.

**Departure**



### **Keynote Speaker: Michael DeLorenzo**

Michael DeLorenzo is best known for his role as "Detective Eddie Torres" on FOX's popular *New York Undercover*. As one of Hollywood's brightest stars, he is a performer of film, television and the stage. Starring in such films as *Mi Familia/My Family*, *Somebody to Love*, *Judgement Night* and *A Few Good Men*. He has appeared in the stage production of *West Side Story* and has starred in such television shows as *Miami Vice* and *Crime Story*. Michael's latest ventures include recording an album and co-starring role in Miramax's "Phantoms" with Peter O'Toole. As a Latino actor, Michael DeLorenzo is proud to be a rolemodel for today's young people.



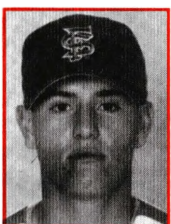
### **Tom Crow**

Dr. Tom Crow was named president of Kings River Community College in January, 1997. He is known as a student-oriented and personable administrator.



### **Juan Delgado**

Juan Delgado is a poet and professor at CSU, San Bernardino. He has won such awards as the Contemporary Poetry Award, the Chicano Literary Prize and the University Educator of the Year Award.



### **Oscar Lopez**

Originally from San Diego, Oscar Lopez is an infielder for the Fresno State baseball team. He had a career-high of seven assists and four putouts against Arizona State on May 4.



### **Graciela Moreno**

Graciela Moreno is a weekend co-anchor and weekday reporter at KFSN, Channel 30. She received her bachelor's degree from CSU, Stanislaus. She previously was an anchor and reporter at KFTV, Channel 21.



### **Kimberly Ruiz Beck**

Kimberly Ruiz Beck is responsible for marketing, sales and product development at Ruiz Food Products, Inc., a family business. She has a bachelor's degree in Business.



### **Lucy Ruiz**

Lucy Ruiz is the Public Affairs Director at KJEO TV, Channel 47. She also hosts two weekend shows. She began her career at KNBC in Burbank.



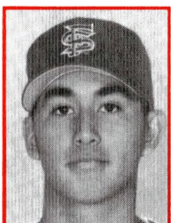
### **Michele Serros**

Michele Serros is a writer whose first book was published when she was an undergraduate at UCLA. The publication, *Chicana Falsa*, is a collection of short stories and poems.



### **Simon Silva**

It was five years ago that Simón Silva developed his current style of art. His work is heavily influenced by Chicano art and Mexican muralists. He is a graduate of Pasadena's Art Center College of Design.



### **Simon Tafoya**

As a starting outfielder for the Fresno State baseball team, Simon Tafoya has a .265 batting average, four home runs and 19 RBIs. He hit two key late-inning homers and a two run blast to win against Arizona State.



### **Dale Yurong**

Dale Yurong is the weekend sports anchor and reporter for KFSN, Channel 30 in Fresno. He has been at Channel 30 for over a decade and covers local and national sports.



### **Teresa Drivas**

For 17 years Teresa Drivas has worked for the USDA Forest Service. She has been "Ranger of the Year" and this year was named USDA Liaison for Hispanic Serving Institutions.

### **Dennis Martinez**

Dennis Martinez is one of Fresno's most popular radio personalities. He is the evening disc jockey at B95 radio station. B95 is a popular Valley station among younger listeners.

### **Roger Mathai**

Roger Mathai is a recent addition to KSEE, Channel 24 sports. He is the weekend sports anchor. His previous experience includes working for the NFL, specifically the San Diego Chargers.

### **Moderators**



### **Johnny Soto**

Johnny Soto has been a patrol officer for the Fresno Police Department for 15 years. In the 1997 Police Summer Games he won the silver medal for boxing in the Light Middle Weight class.

### **James Pinedo and Judy Luna**

James Pinedo and Judy Luna are among Fresno's finest. They are both patrol officers or "street cops" for the Fresno Police Department. They were very active in the recent Police Summer Games held right here in Fresno. The FPD took home several gold, silver and bronze medals during the Police Summer Games.

**Thanks to everyone  
who helped keep the flame of education alive!**

### **Special thanks to:**

**State Center Community College Center  
Kings River Community College  
Fresno County Office of Education**

**Diana Bañuelos**

**René Moncada**

**Yami Gutierrez**

**Sarah Reyes**

**Leah Perich**

**Education Committee Volunteers**