



HOT News from the Oxnard Salsa Festival

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Images Available online at: www.oxnardsalsafestival.com

Oxnard Salsa Festival Announces Seven Stars for *Dancing with our Community Stars Dance Contest & Charity Fundraiser*

Oxnard, CA – What do a bank vice president, city officials, a small business owner, a hospital executive and an award-winning broadcaster all have in common? Dancing for the greater good in partnership with the Oxnard Salsa Festival.

Oxnard Salsa Festival officials are pleased to announce the line-up of this year's six lucky "stars" who will take to the dance floor to raise much-needed funds for their chosen charities during the *2011 Dancing with Our Community Stars Dance Contest & Charity Fundraiser*. In this salsa-twist on ABC's hit TV show, *Dancing with the Stars*, six community leaders – three men and three women – are paired with some of the region's best dance instructors to learn salsa routines they will perform in front of the crowd at the Oxnard Salsa Festival on Sunday, July 31, 1:00 p.m., at Plaza Park in downtown Oxnard, California.

This year's competitors:

- **Laurie Eberst**, dancing for **St. John's Healthcare Foundation**, with instructor **Ron Pettibone**
- **Tim Flynn**, dancing for the **Landon Pediatric Foundation**, with instructor **Amanda Lynne**
- **Lisa Guerrero**, dancing for the **The Salvation Army of Oxnard**, with instructor **David Polon**
- **Al Jones**, dancing for the **West Ventura County Homeless Shelter**, with instructor **Christina Maggio**
- **Carl Morehouse**, dancing for the **Turning Point Foundation**, with instructor, TBD
- **Danielle "Danie" Navas**, dancing for **Soroptimist International of Oxnard**, with instructor **Jesse "Chuy" Rodriguez**
- **Laurie Eberst**, dancing for **St. John's Healthcare Foundation**, with instructor **Ron Pettibone**

In addition to competing for the coveted Judge's Choice Award for best routine, each star is also hoping to win the People's Choice Award, awarded to the one that raises the most money for his or her charity. The fundraising campaign launches June 1 and donations can be made online at www.oxnardsalsafestival.com. Fundraising events will be hosted by participating charities during June and July and culminates during Festival weekend, July 30-31, when festival goers can donate on-site at the *Dancing with Our Community Stars* booth. The contest is presented by the Oxnard Downtowners and sponsored by Republic Services, First California Bank and Sugar Beets Restaurant.

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“Dancing with our Community Stars has become a signature event of the Oxnard Salsa Festival,” stated Pablo Ortiz, Festival Chair. “The Festival has become one of the most popular weekend events in Southern California, and when you couple that with the dance contest, we have an event that touches everyone in a very special way by having fun and helping those in need,” he added.

About this Year’s Stars:

Laurie Eberst

Laurie Eberst is the President and Chief Executive Officer of St. John’s Regional Medical Center in Oxnard and St. John’s Pleasant Valley Hospital in Camarillo. She is responsible for overall leadership, management and strategy of St. John’s facilities. Laurie came to St. John’s in August 1010 from Mercy Gilbert Medical Center in Gilbert, Arizona where she served as president for six years. Laurie earned her undergraduate degree in Health sciences and a master’s degree in Business Administration from the University of Redlands. Eberst has raised the bar at each of the hospitals she has served through involvement in the latest technologies, evidence-based practice, and an emphasis on a culture of healing and compassion.

Tim Flynn

Tim Flynn currently serves on the Oxnard City Council where he also served from 2004-2008. A graduate of Oxnard’s Santa Clara High School, Tim has a Bachelors Degree in Political Science from UCSB. In 1984, he was awarded a Rotary International Graduate Fellowship to study at the Friedrich Wilhelms University in Bonn, West Germany. After earning an M.A. in International Affairs from the Catholic University, Tim headed back home to California to pursue a career in business. Tim and his wife live in Oxnard with their three children. Tim teaches German and Social Science subjects for the OUHSD and Political Science at Oxnard College. He is dancing for the Landon Pediatric Foundation benefitting children with Type 1 Diabetes.

Lisa Guerrero

Lisa Guerrero is an award-winning broadcaster, actress and mosaic artist. She is currently the Chief Investigative Correspondent for *Inside Edition* and previously reported for *The Best Darn Sports Show Period* and *Monday Night Football*. Lisa, a Chilean-American, was asked to host the Hispanic Heritage Month reception at the White House by then President Bush and was named “One of the Most Influential Hispanics in America” by the *Hispanic Business Journal*. Lisa will be seen this fall in Brad Pitt’s upcoming baseball film, *Moneyball*. She is married to retired MLB pitcher, Scott Erickson. She is thrilled to be dancing for her favorite charity --The Salvation Army’s Free Medical and Dental Clinic in Oxnard.

Al Jones

Al Jones is Vice President, Regional Manager for First California Bank and has resided in Oxnard for over 40 years. He is dancing for Saint Vincent de Paul & the Winter Warming Shelter. Al lists his passions as God, family and serving his community, especially homelessness, and is dancing at the Oxnard Salsa Festival to provide the homeless with a warm place to sleep during the winter months. He currently serves on the Board of Directors for the Oxnard Chamber of Commerce, is the co-chair of the scholarship fund for the Ventura County Medical Association and is a commissioner for the Oxnard Homelessness Commission. Al was recognized as the Oxnard Chamber’s 2010 Man of the Year and recipient of the Mexican Cultural Committee’s Community Service Award for his unconditional community involvement.

Carl Morehouse

Carl Morehouse is in his third term as a councilmember for the City of Ventura, and recently retired after more than 30 years as a land use planner. He has been an outspoken leader for civic engagement and an advocate for affordable housing and the principles of sustainable development. He was awarded the Distinguished Leadership Award for an Elected Official by the California Chapter of the American Planning Association in 2007. Through his role as a civic leader and a strong advocate for those less fortunate in our community, Carl became involved with the Turning Point Foundation; in 2007, while Mayor, he wrote a theme song for the Turning Point's Kinetic Sculpture Race, recorded with back-up music by Big Bad Voodoo Daddy. Carl and his wife have lived in Ventura for 25 years.

Danielle "Danie" Navas

Danie Navas has been Oxnard City Treasurer for nearly three years, preceded by 11 years as Assistant City Treasurer. She serves on the boards of the California Municipal Treasurer's Association and the California Strawberry Festival. Danie and her husband Tony have lived in Oxnard for 45 years. They have two daughters, four grandchildren and two great-grandchildren, with one on the way. Danie is dancing to benefit Soroptimist International of Oxnard to raise funds for its Women's Opportunity Awards. Through this program, the SIO clubs assist women who provide the primary source of financial support for their families by giving them scholarships to further their education and provide a better future.

About the Oxnard Salsa Festival

The Oxnard Salsa Festival was launched in 1994 by the Oxnard Downtowners to bring people into the downtown business district to celebrate Oxnard's multicultural heritage and agricultural roots. Over the years, the Oxnard Salsa Festival has grown in popularity as salsa dancing and salsa music gained momentum. Today, the Salsa Festival is the City of Oxnard's largest, free community event.

Presented by the Oxnard Downtowners, the event features spicy food and fiery entertainment, a large salsa tasting tent, an eclectic vendor marketplace, Kids Korner attractions including tortilla art; a salsa recipe contest and more. Event admission and parking are free. *No pets or coolers are permitted.*

For Festival and Dance Contest information, including information about the featured dance instructors and participating charities, call 805-247-0197 or visit www.oxnardsalsafestival.com.

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