

# Latino Star

## Magazine

March 4, 2001

**43rd Grammy Awards** See Page 2

"Best Tejano Album" winners -The Legends:  
Sunny Ozuna, Freddie Martínez, Carlos Guzmán  
and Augustine Ramírez (not pictured)



Jimmy González of Mazz

Leonard Gonzalez  
of Los Magnificos



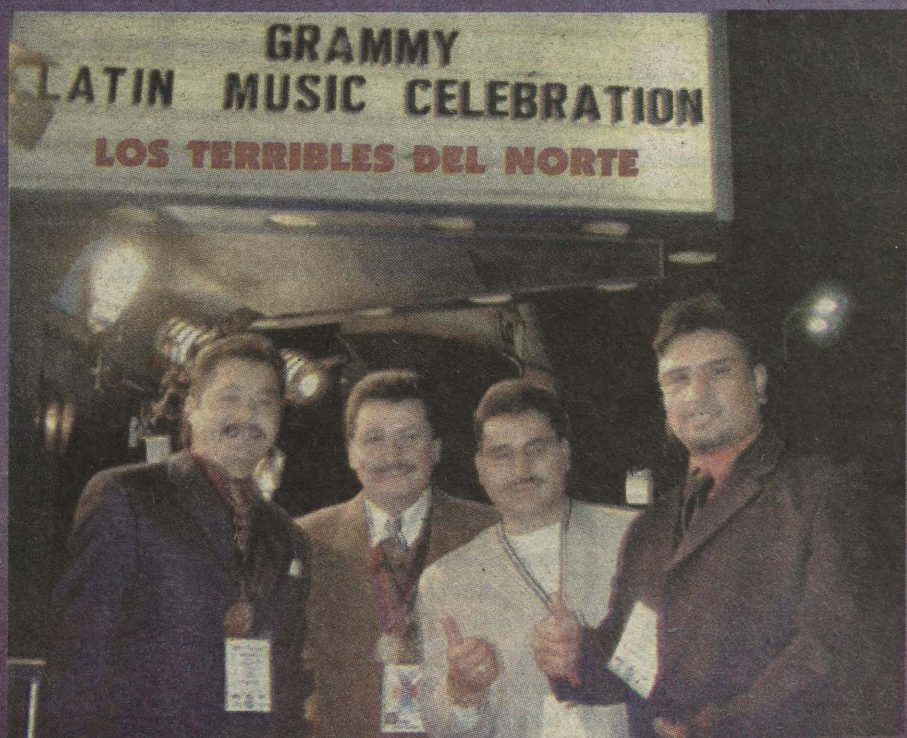
GRAMMY  
LATIN MUSIC CELEBRATION  
SOLIDO



Jaime of Los Chamacos with the Baha Men



GRAMMY  
LATIN MUSIC CELEBRATION  
LOS TERRIBLES DEL NORTE



Atrapado on "Ocurrio Asi"





# 43rd Annual GRAMMY AWARDS

## Valued Quality over Popularity

The Grammy Awards produced quite a few surprises.

Megastars such as **Bob Dylan, Madonna, Paul McCartney, Paul Simon, David Bowie, Mariah Carey, Don Henley, Marc Anthony** and **Celine Dion** went home empty-handed. The same applied to many of today's top teen stars: **Britney Spears, N'Sync, Christina Aguilera, Ricky Martin** and the **Backstreet Boys**.

The headlines in Los Angeles' *La Opinion* summed it up best: "*La Academia premi6 calidad sobre popularidad*" ("The Academy prized quality over popularity.") Therefore the Ken and Barbie's of today's music industry learned it takes more than a pretty face to garner an award from the National Academy of Recording Arts and Sciences.

The *Los Angeles Daily News*' headlines read: "Awards affirm old faves." Others called them the Jurassic Park Awards since most of the winners are dinosaurs, or as we call them, living legends.

The very Irish **U2**, '70s jazz-rock band **Steely Dan**, country singer **Faith Hill** and **Eminem** all won three trophies each at the 43rd Annual Grammy Awards held at Staples Center. But it was controversial rapper **Eminem**, who grabbed all the attention. It was for this that the *Los Angeles Times*' headline read: "Eminem Gets the Spotlight; Steely Dan Takes Top Prize." Why? Because the firebrand rapper overshadowed the Steely Dan's long-awaited victory with his scheduled appearance.

Eminem's controversial album, "The Marshall Mathers LP," has drawn protests from women activists and gay rights groups over its edgy and outrageous content. Grammy officials purposely left his performance for last to keep viewers tuned in. The rapper's much-anticipated performance of the song "Stan" with **Elton John** drew the night's biggest round of applause. When the night's most publicized moment arrived, **Eminem** omitted some of the obscene lyrics, while some of the lyrics were bleeped.

At the song's end, the openly gay **John** then embraced **Eminem**, who raised his hand in triumph. The camera angle cut off his hands so

television viewers didn't see him give a one-finger salute. To top it off, the rapper did not go backstage to talk to the press.

### LIVING LEGENDS

**U2** was formed in Dublin, Ireland in 1976 and has been churning out the hits since 1984. **Steely Dan** is a Los Angeles-based group whose original drummer was actor-comedian **Chevy Chase**. This group rode the charts from 1972 to 1981. In 1993, they reunited for a concert tour and they have been together ever since.

In the country field, luscious

Enough of the other legends, let's praise our own living legends: **Freddie Mart6nez, Sunny Ozuna, Carlos Guzm6n** and **Augustine Ram6rez**. They competed and won over young guns **S6lido, Jaime y Los Chamacos**, plus new but seasoned **Jimmy Gonz6lez y Grupo Mazz** and **Leonard Gonz6lez y Los Magn6ficos**. This was an unprecedented first for a label, dominating all five nominations for a category.

It was great for these Tejano music-greats to be able to smell the roses while still not yet in the twilight of their years — just the September of their years.



Tejano Legends:  
Carlos Guzm6n,  
Sunny Ozuna  
and  
Freddie Mart6nez

at the  
Grammy  
Nominees  
Reception

**Dolly Parton** picked up her sixth career Grammy for "The Grass is Blue," named best bluegrass album. Veteran **Johnny Cash**, who is hospitalized in Nashville for pneumonia, picked up his tenth Grammy for best male country vocal performance for his rendition of "Solitary Man."

A thankful **B.B. King** made his way through a half-empty auditorium during the pre-telecast ceremony. He arrived onstage out-of-breath and without **Eric Clapton**, with whom he recorded the award-winning "Riding with the King." The 76-year-old Mississippi native is perhaps the most famous blues singer/guitarist in the world today.

In the world of tropical music the late **Tito Puente** and **Eddie Palmieri** won best salsa album for "Masterpiece," a true musical masterpiece.

According to **Ozuna**, after **David Foster** read off the five entries, he took the envelope bearing the name of the winning group and read, "¿Qu6 es la m6sica Tejana?" It sounded like a question. It sounded as though he was asking, "What is Tejano music?"

So the legends remained in their seats. Not one of them realized **Foster** was reading the name of the winning album, their album.

"It was not until he said, 'the legends,' that we realized we won," **Ozuna** said with a wide grin.

I was puzzled when **Frank Z6niga**, their booking agent, walked up to the stage with the Legends. However, according to **Ozuna**, the company will later superimpose **Augustine Ram6rez's** head on **Z6niga's** body on the stage shot of the group.

As for **La Mafia's** co-founder,

**Leonard Gonz6lez**, this was his fifth time up. "We were nominated twice, won on our third time, we were nominated a fourth time and now here I am once more. But now as **Los Magn6ficos**," he said at the Post-Grammy party.

**Leonard** took it all in stride as he gave the legends a heartfelt congratulatory handshake. Evidence of his sincere happiness at the Legends' win showed as he flashed an ear-to-ear smile all the way until boarding a plane back to Texas that same night. Such was not the case for a follow **Freddie** artist whose name I will not reveal. The bottom line is that the mere fact of being nominated for a Grammy is an honor few will ever attain. So that makes everyone a winner.

With three out of five artists — **Ram6n Ayala y Los Bravos del Norte, Los Terribles del Norte** and **Atrapado** — vying for best Mexican-American album, **Freddie Records** also had a good chance to take home the Grammy for this category. The remaining two nominees were **Vicente Fern6ndez** and **Pepe Aguilar** with the coveted trophy going to **Aguilar**.

### SURPRISES

**Gloria Estefan's** flashy big-band revival won over soulful and better-crafted efforts by **Cachao, Omar Portuondo** and **Eliades Ochoa**, all veterans in this category — best tradition tropical. Actor/congero **Andy Garc6a**, who was seated to my left and two rows behind got up and left shortly after **Estefan's** win in this category. As for **Garc6a**, who played congas and other instruments in virtually every track of **Cachao's** album, his consolation is that **Cachao** is produced by **Emilio Estefan**.

There was really no complaints in the salsa and merengue contests since **Olga Ta66n** had little, if any, competition. Ditto for **Shakira** who won the Latin pop Grammy in a lukewarm field.

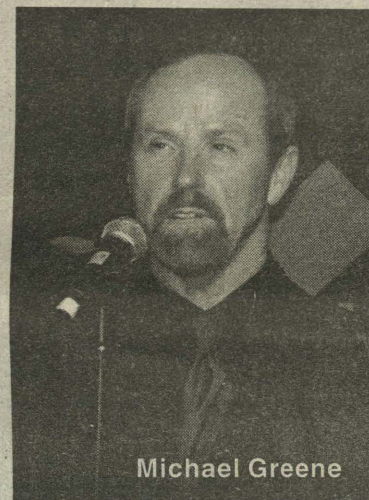
### PRE-GRAMMY EVENTS

I was still feeling the jet lag and time difference following my trip to the Premio Lo Nuestro Awards in Miami when I realized it was time to board a plane and head for Los Angeles and another time change. So within two weeks, I went from

East Coast to West Coast and four time zones: eastern standard time, central standard time, mountain standard time and Pacific standard time.

On Tuesday, Feb. 20th, I met up with **Ozuna, Jimmy Gonz6lez** of **Grupo Mazz**, **Jaime** of **Los Chamacos** and **Michael Morales** at the San Antonio International Airport. **Soleil** and **Omar**, a former Los Angeles-based vocalist, were also on the same flight. **Omar**, by the way, now lives in Del Rio, Texas.

Two and a half-hours later, we arrived at LAX where we ran into



Michael Greene

**Launa R6bago**, a Tucson, Arizona-based promoter. **Luis Rodr6guez**, **Freddie's** west coast record promoter, was ready to take us to our respective hotels, since half of us stayed at the Regal Biltmore and the other half at the Holiday Inn across the street from the Staples Center.

A few hours later, **Rodr6guez** was on hand to coordinate transportation to the California Science Center, the site of the 2001 Grammy Awards Nominee Reception and Special Awards Ceremony. The ceremony started at 6 p.m. with **Phil Ramone** getting the Trustees Award. This was followed by the Lifetime Achievement Award for **The Beach Boys, Tony Bennett, Sammy Davis Jr., Bob Marley** and **The Who**. The only problem is that we arrived there too late and didn't get to witness the ceremony. But we did catch a glimpse of the Beach Boys as they left the building.

Immediately upon exiting their limousine at the science center, the **Freddie** living legends were interviewed. *Grammy Awards... see page 10*



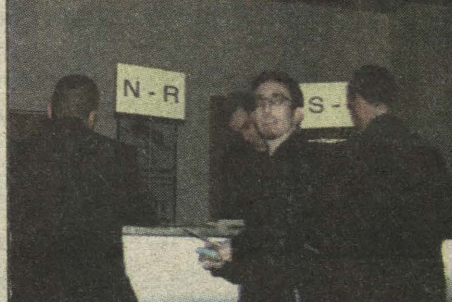
# Freddie Records Takes You To

Photos by Ramón Hernández

Norberto Hernández of Univision Chnl 28 in Corpus Christi interviews THE LEGENDS prior to the Pre-Grammy Reception

## NOMINEE MEDALLION PICK-UP

Eric of Los Magníficos waits in line to pick up his Grammy nominee medallion.



The Grammy light in the sky calls out to our Tejano super heroes



Alejandra Isabel  
of Despierta América

Benny Méndez



daughter Belén



Grammy winner  
Best Jazz  
Vocal Album  
NNENNA FREELON



Lloyd McDonald of reggae's Wailing Souls

Freddie promoter Manuel López reacts to "Best Latin Rock Album" nominee EL TRI with puffed up cheeks.



My former bosses:  
Bill Marín and RMM's Ralph Mercado

Chela



Members of Sólido with

Alex Mora of El Tri



Argentine  
Alejandro  
Lerner



# Pre-Grammy Awards Parties



"Best Country Performance by A Group with Vocal" Grammy winner Ray Benson of Asleep at the Wheel wishes Sunny Ozuna luck.



"Best Native American Music Album" nominees, the Black Lodge Singers

with Jimmy González of Mazz.

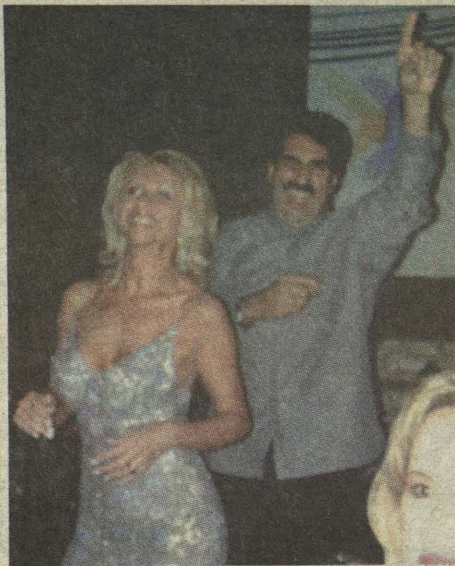


Grammy Winners Riders In The Sky

Below right: Jimmy González's wife Lisa, actors Laura Harring and José Solano; and promoter Launa Rábago. Third Row: José and Laura, plus Francisco Méndez and Cassandra dance to the music of OLGA TAÑÓN. The same applies to Fernando and Lourdes Fiore; and Banchy.



Jimmy Smits and Paul Rodríguez, two of the Conga Room's owners, take time out to greet each and every Grammy Award nominee. (i.e. Jaime De Anda of Los Los Chamacos and Los Terribles



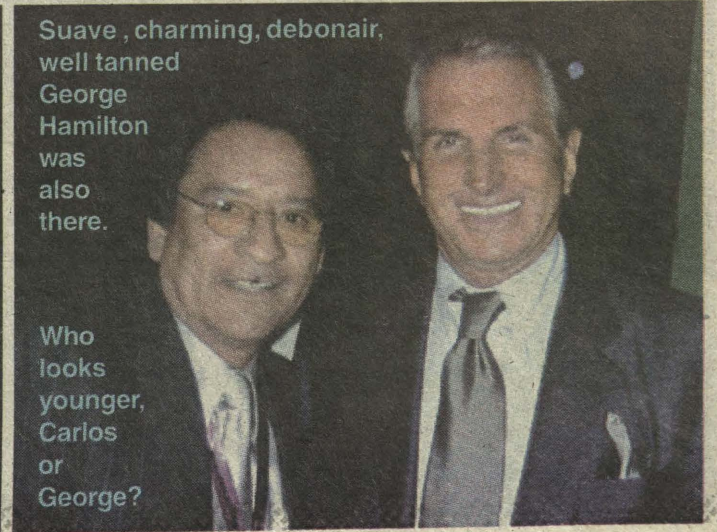
Banchy of Grupo Mania



Carlos Guzmán was very happy to meet María Conchita Alonso



Los Dos Juniors Freddie Martínez Jr. & Tito Puente Jr.

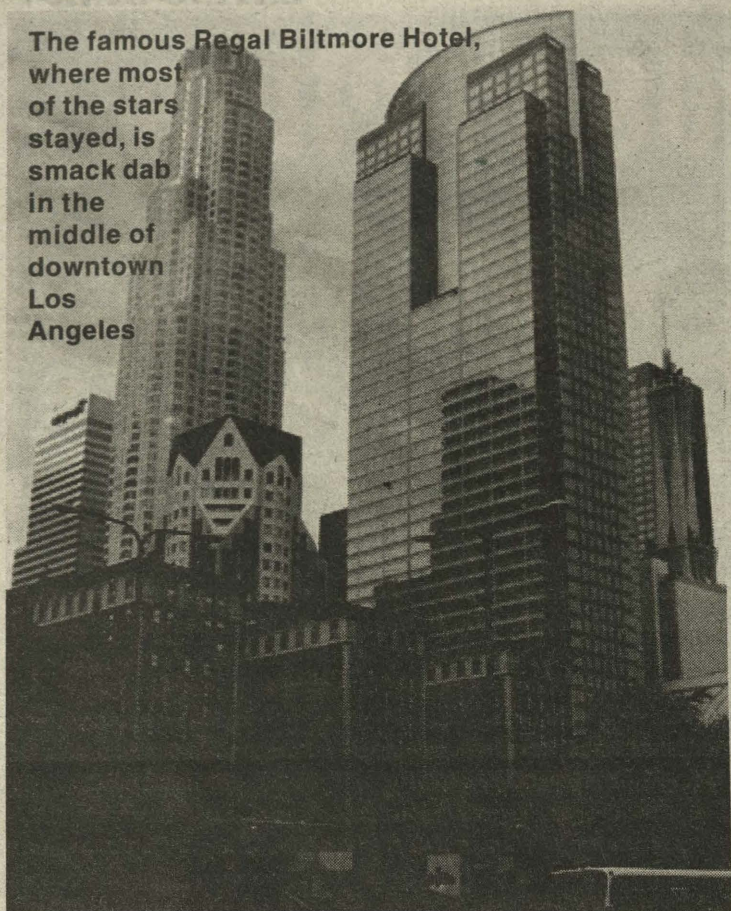


Suave, charming, debonair, well tanned George Hamilton was also there.

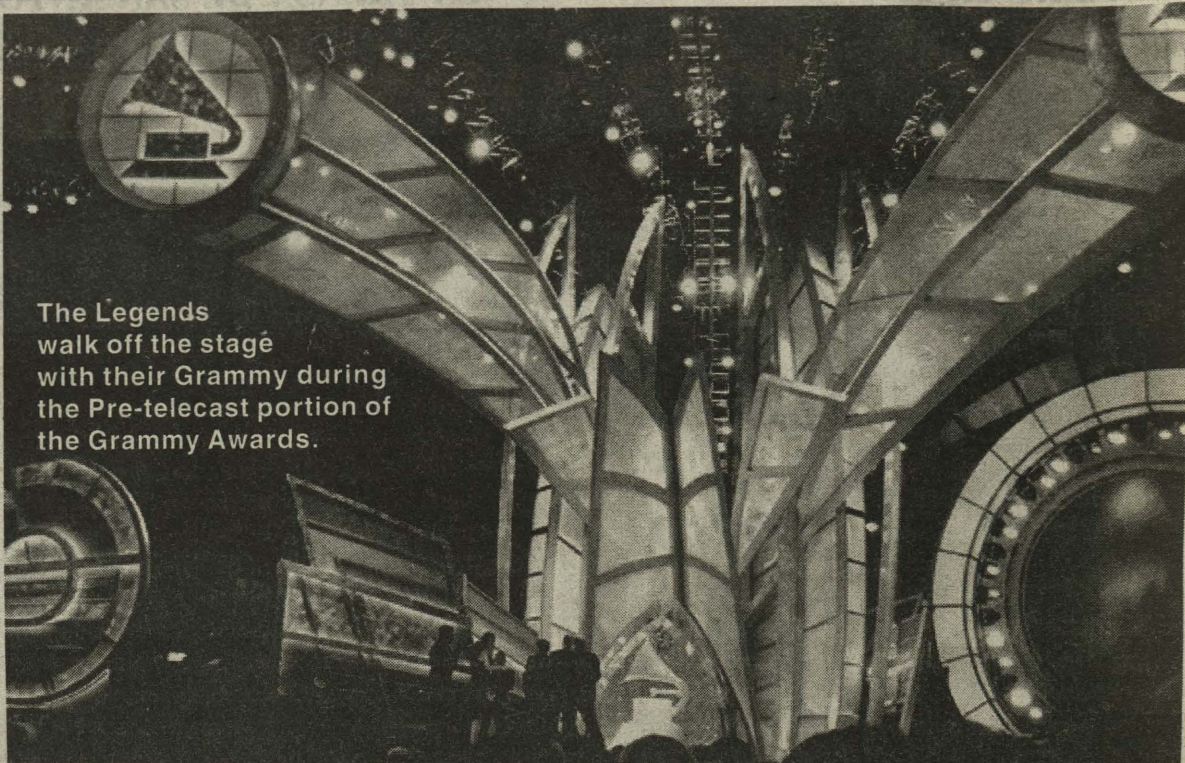
Who looks younger, Carlos or George?



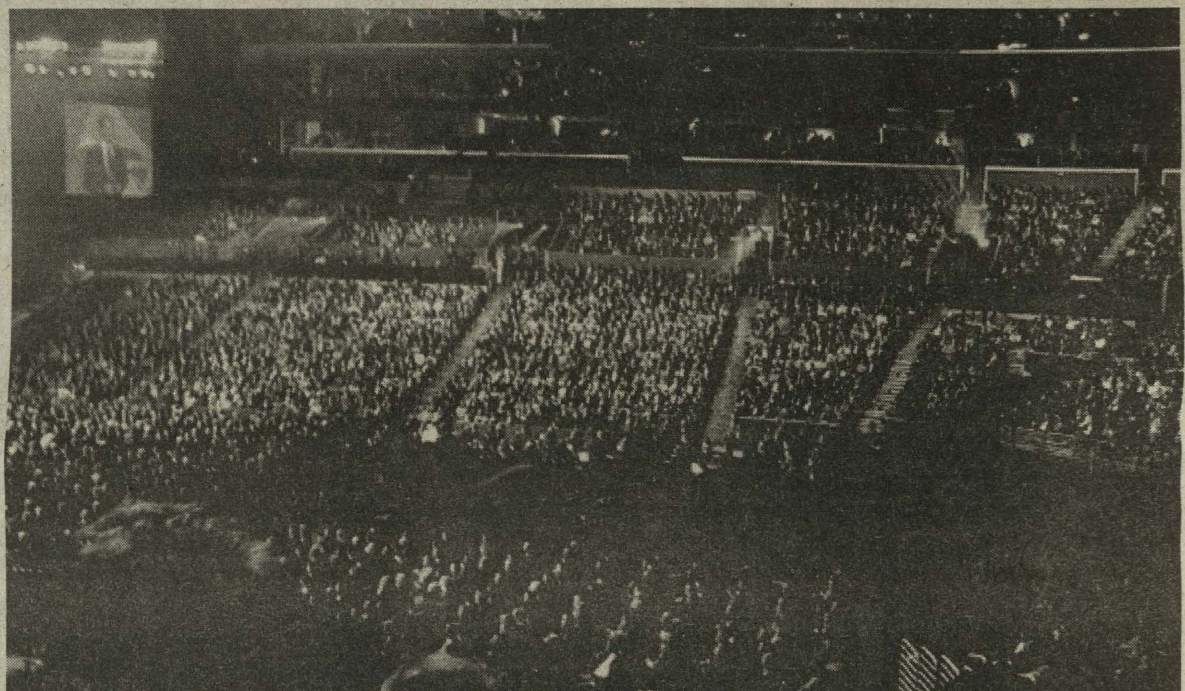
The famous Regal Biltmore Hotel, where most of the stars stayed, is smack dab in the middle of downtown Los Angeles



The Legends walk off the stage with their Grammy during the Pre-telecast portion of the Grammy Awards.



KLEY PD Danny García, Freddie Martínez & Luis Rodríguez



Right: This is one small fraction of the paparazzi that awaited celebrities in the press section along the red carpet entrance. Left: Mauricio Abaroa, Senior vice president and executive director of the Latin Recording Academy (LARAS). Below: Carlos G, Sunny Ozuna and a member of Atrapado in the limousine; Leonard and Eric of Los Magníficos stop to pose at the Staples Center entrance. Tito Puente Jr. stops for a quick photo opportunity with Jaime of Los Chamacos. (Photos by Ramón Hernández)





# Grammy Awards... (continued from page 5)

viewed by **Norberto Hernández** for Corpus Christi's KORO-TV, channel 28. Freddie promoter/songwriter **Luis Silva** arrived with **Alejandro Isabel**, producer for "Despierta America," and her two daughters. KLEY program director **Danny García** also formed part of the entourage.

The first thing on the agenda for the Grammy nominees was picking up their Grammy nominees' medalion. Then everyone headed for the many buffets on each of the science center's three levels. The bill of fare was to kill for. My favorite was the 'Seafood Symphony' which featured *sushi* and *nigiri*, seafood *crudite* and cucumber salad. Then there was the 'Curry Crescendo' with curry chicken, *vindaloo* vegetable, *basmati* rice and a curry toppings bar. The 'Americana' buffet featured slow roasted trip-tip (their name for prime roast of beef), roasted vegetables, turned potatoes and balsamic onion pizza bread. I didn't even bother with the "California Harvest" buffet which consisted of an international cheese array, fresh fruit, penne Caruso and mixed raspberry greens. Instead I had four serving of *sushi* and *nigiri* making sure I left enough room for the tempting dessert bar of mostly chocolate pastries.

**Alex** and **Chela Mora** of **El Tri** also went for the *sushi* while **Tito Puente Jr.**, **Ray Benson** of **Asleep at the Wheel**; **Riders in the Sky** and other celebrities headed for their favorite type of food. Downstairs **Nnenna Freelon** (yes, that's the right spelling of her name) wowed the crowd with a great set of songs. We knew **Tito Jr.** was there to accept on behalf of his father, but little did we realize, **Freelon**, **Asleep at the Wheel** and **Riders in the Sky** were also to take home a Grammy Award the next day.

At 10 p.m., everyone met out front and we were transported to The Conga Room in-groups of 12 and 14. **Jimmy Smits**, **Jennifer López** and **Paul Rodríguez** own the famous posh Beverly Hills nightclub. Before entering the club, every Freddie Records artist was interviewed by various Univisión, Telemundo and TV Azteca programs. Everyone was on hand from "Ocurrió Así" to "Primer Impacto." **Olga Tañón** was just ahead of **Los Terribles del Norte**. **María Conchita Alonso**, **Tito Puente Jr.** and **Banchy** of **Grupo Mania** were in line behind **Sólido** and **Atrapado** as they walked down the red carpet (see pictures on cover).

Once inside, **Smits** and **Rodríguez** personally greeted each Grammy nominee to their club. Standing

by the bar, "Baywatch" lifeguard **José Solano** was dancing up a storm with actress **Laura Harring**, also a former Miss Universe beauty. **Jorge Pinos**, of the William Morris Agency, worked the crowd as he made his way to a more private section of the club.

The featured entertainment in the Conga Room's ballroom was **Eliades Ochoa**, **Los Amigos Invisibles**, **Cartaya** and **the Enclave**, **Luis Enrique**, **Olga Tañón** and **Café Quijano**. While everyone, especially **Café Quijano**, was good, it was **Tañón** who stole the show with her showmanship. That portion of the event was sponsored by Crown Royal, Budweiser, 7Up, Santa Margherita and Sears.

It was 1 a.m. when I realized why I was so sleepy. Hey, it was 3 a.m. in Texas and I had gotten up early. However, the excitement of the moment made me forget about being tired. Of all the celebrities in attendance, **Carlos Guzmán** seemed the most star-struck as he would point out a star, then ask me to take his picture.

"Hey there's **George Hamilton**," he yelled out. Then we chased the actor down a hallway where the perennially tanned actor graciously stopped to pose for a photograph with **Guzmán**. Flattered with all the attention, **Hamilton**, who looked like a million dollars, flashed a big smile and thanked **Guzmán**. The photograph is on page 7, however I cropped **Guzmán** out because I did not want to make it appear that I was playing favorites by publishing too many pictures of the same artist. I had to balance out all the artists so there would not be any hurt feelings. However, I did leave the one of **María Conchita** and him in there because they made a cute couple. This is nothing, wait until next week's issue of *Latino Star* where on page 7, there is a picture of **Guzmán** clutching **Laura Harring's** . . . well, just see for yourself on the March 11th edition.

**Michael Greene**, NARAS president and CEO, and **Mauricio Abaroa**, senior vice president and executive director of LARAS also attended the Conga Room party. Seated in the same section was ace songwriter **Kike Santander** and "Fuera de Serie" host **Fernando Fiore** dancing up a storm with his wife **Loudres**. Over by the dim lit bar, **Francisco** of **Los Terribles** was wooing a sexy young lady named **Cassandra**, who seductively danced around

him in a teasing manner that made **Francisco** soar with desire to get to know her better. Meanwhile, Argentine **Alejandro Lerner** just sat back and enjoyed the show.

At 2:30 a.m. (4:30 a.m. Texas time), we boarded a limousine and headed for our hotel. The ride marked the end of a perfect fulfilled day and the lead singers of **Atrapado** and **Los Terribles** serenaded us all the way back to the hotel. By the time most of us fell asleep, some of us had been up as long as 24 hours. **Mazz's Jimmy González** and his wife **Lisa** had been up longer since he had flown in from Monterrey to San Antonio early that same morning.

## GRAMMY AWARDS DAY

After the luxury of waking up late, each one headed to different restaurants in the immediate area. I chose an old favorite, **The Pantry** on **Figueroa** and **9th Streets**. Afterwards, I walked to the **Staples Center** where dozens of teenagers had camped out the night before and you could tell from the stink. Others were making protest signs against **Eminem** while still others were making 'I love you' signs for their favorite singers. Looking at the layout, there was no way they would be able to get a good close up look of their favorite star.

At 1 p.m., the limousines started picking us up by bands. I got to ride with the last band, who was just **Leonard González** and **Eric Rodríguez** (French spelling) of **Los Magníficos**, plus **Jumping Jess Rodríguez**. Immediately upon exiting the limousine, we ran into **Lloyd McDonald** of reggae music's **Wailing Souls**.

Then a media representative was assigned to walk **González** and **Rodríguez** to meet the press as they stopped to do interviews every few steps along the red carpet. Along the way, I literally bumped into **Jody Metz** of **Crown Records**. Unfortunately, I was too busy taking pictures of **Los Magníficos** and might have come off stand-offish; sorry **Jody**, I didn't mean to snub you.

The pre-telecast part of the Grammy Awards started promptly at 2 p.m. and as in the past, it was general sitting. I wound up in front of **Andy García** and two chairs away from **Shelby Lynne**, who later got the best new artist award. My former boss, **Ralph Mercado**, **Eddie Palmieri** and **Tito Puente's** kids were three rows in front of me. **The Temptations** were seated directly in front of **Jimmy González**.

Pre-telecast means that this portion of the show is not telecast. Since there are 100 trophies to be given out, most of them are awarded during this fast-paced two and a half-hour period. At 4:30 p.m., **Leonard** and I went back out to the lobby to take advantage of any photo opportunities. The problem is that mostly everyone looked like a star, or distinguished enough to be a character actor.

Furthermore, none of us knew what the rockers and rappers looked like. As a result, we later realized we were standing next to **Brad Paisley**, **Phil Ramone**, **Steve Vai** and **Jimmy Jam**, but we didn't know it.

Concentrating on the most recognizable celebrities, I shot pictures of **Leonard** with **Eddie Palmieri**, **Leeza Gibbons**, **Brian McKnight**, **Charlotte Church** and **Ed McMahon**. **McMahon** told **Leonard** he may have won a million dollars — just kidding. But I did feel like ribbing him about it. However, I figured he'd answer with something like, 'the check's in the mail.' **Geraldo Rivera** recognized me and we greeted each other as **Leonard** shot off a picture of us.

**Playboy** magazine founder **Hugh Hefner** walked by with a bevy of seven blonde playmates in scanty sexy attire and a big burly bodyguard. I don't know how old **Hefner** is, but he looked as though he's had some long tiring nights. Knowing what was on our minds, he gave us a slight knowing smile.

At 5 p.m. everyone was in his or her assigned place as the television camera's rolled. Those that were five to ten minutes later missed out on seeing **Madonna** perform.

The next four hours were like watching the last year's greatest hits come to live with performances by **Macy Gray**, **Destiny's Child**, etc. The acoustics were excellent and the sound engineers outdid themselves, since each vocalist and band sounded awesome. Everything must be right on time because it's a live telecast. In spite of this being the third Grammy Awards show I have attended, I can't help but look forward to attending future show because of the sheer professionalism. This is one awards show that is well worth the investment.

It is also a great opportunity to meet and make contact with the music industry's movers and shakers.

This is where you will have direct access with normally hard-to-reach people and make those normally hard-to-make important business connections.

## POST GRAMMY EVENTS

The awards ended at exactly 9 p.m. Then it was mad scramble out

to the lobby and street side curb in hopes that one's limousine is waiting. Alas that is the case. By this time, one is immune to the seemingly endless stream of famous faces. By now, all one wants to do is get out and make it to the 'After Grammy's Party' at the **Regal Biltmore Hotel**.

Entering the **Biltmore**, we're faced with choices of which ballroom has the best entertainment and best buffet. Let's see, there was **Tower of Power** in the **Crystal Room**, **Poncho Sánchez** in the second lower level and bags full of free goodies, plus a deejay in the third lower level.

After getting a 43rd Annual Grammy Awards tote bag, **Leonard**, **Eric**, **Jess** and I headed to the *sushi* buffet featuring every conceivable type of raw fish. It was time to put the camera away and just enjoy the many culinary delights as we sampled a little bit of everything from room to room.

I didn't regret this until we got to the **Crystal Room** and they had an Italian buffet with pastas that were to kill for. But we were already full.

Still we sampled a few more bits. Luckily, the tote bag was large; we lined it with plastic and sneaked a few pastries back to our rooms for later consumption.

The next morning, everyone was in the lobby checking out. **Poncho Sánchez**, whose real name is **Idelfonso** and **Ozuna**, whose real name is also **Idelfonso**, started joking about their name. Then the 50-year-old world reknown congo player freaked **Ozuna** out by naming all his early '60s albums he purchased for his personal collection, and the fact that he is a **Sunny** and the **Sunliners** fan.

The conversation lead to an impromptu session on the grand piano in the hotel's lobby.

Then everyone went their separate ways for flights back to their respective cities. At the airport, **Ozuna** and I caught sight of actor **Danny De La Paz** and we waved to each other.

We later found out he was at the wrong terminal and missed his flight. Nonetheless, he did make it to the **Guadalupe Cultural Arts Center Cinefestival** by Saturday.

Giving credit where it is due, also to **Lucy Moreno** who told me she instructed **Silva** to give me her Grammy Awards ticket so that I could attend the actual show.

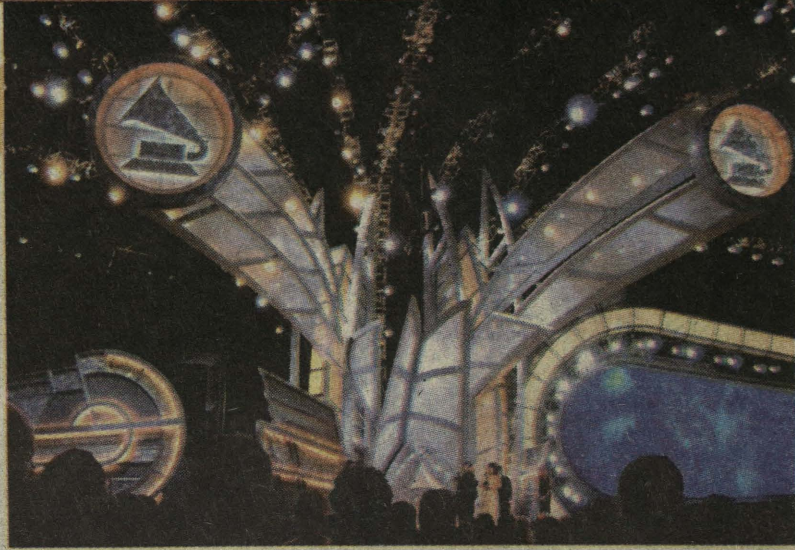
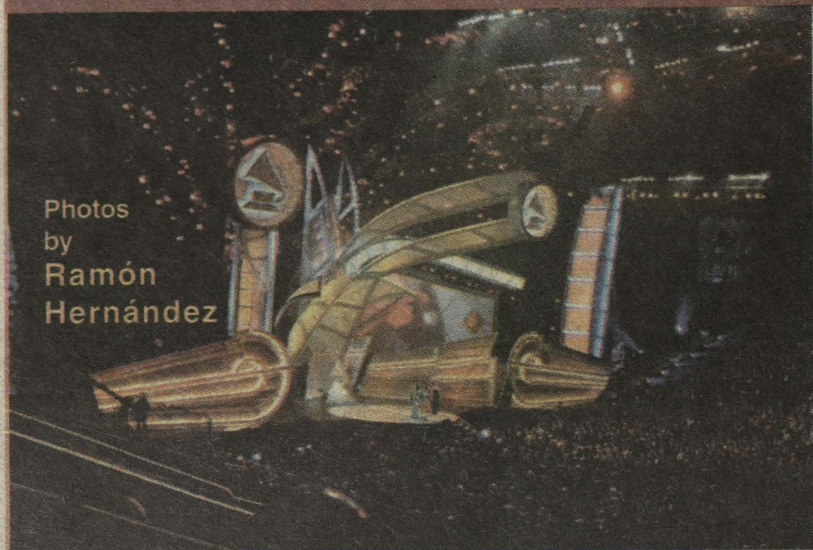
In closing, I would like to thank **Freddie Martínez Sr.** and **Jr.**, **Luis Silva** and **Sunny Ozuna** for sponsoring me thus giving *Latino Star's* readers exclusive photo coverage of the entire proceedings before, during and after the prestigious awards.



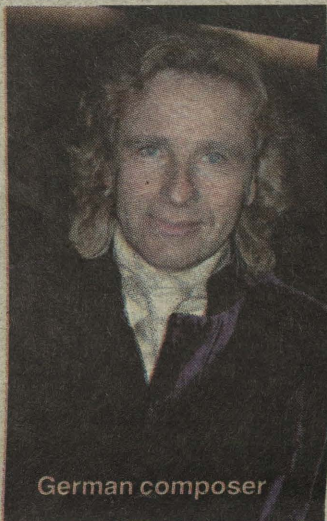
# 43rd Grammy Awards / Post

Photos  
by  
Ramón  
Hernández

Leeza Gibbons



Playboy founder  
Hugh Hefner



German composer



Manuel López

Grammy winner  
Eddie Palmieri



Charlotte  
Church



Leonard Gonzalez

Ed McMahon



Geraldo  
Rivera

with *Latino Star's*  
editor

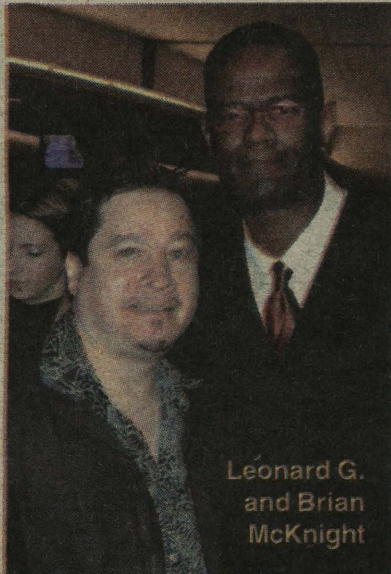


Los Magnifico's  
Eric Rodríguez, Leonard

& Jumpin' Jess  
Rodríguez



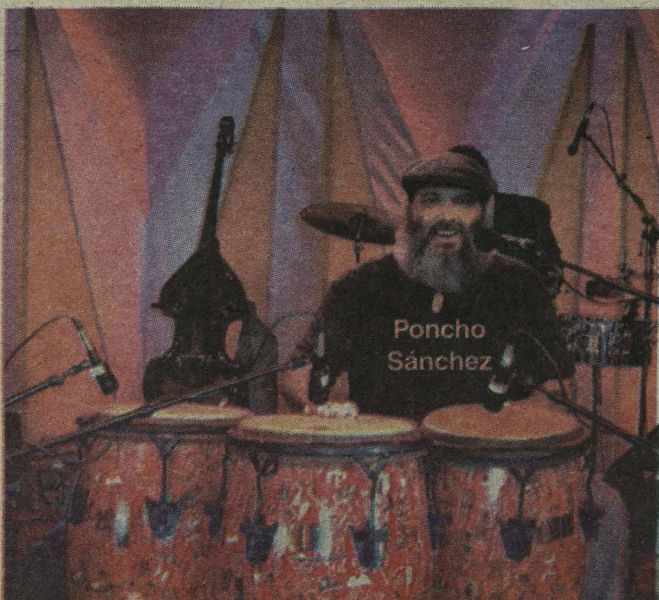
Freddie Martínez Jr. and his  
wife  
Anna



Leonard G.  
and Brian  
McKnight



Christina Aguilera



Poncho  
Sánchez



Los Dos Idelfonso's  
Sunny  
Ozuna  
and

Poncho  
Sánchez