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**OA/ID Number:** 13683
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U.S. Hispanic Chamber of Commerce 9/8/89 [OA 6268] [1]

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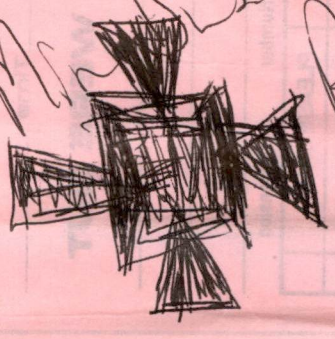

Mr Rea Dec.
Agency
Ken Bolton
Dep

I am reminded of
Comm. of Patents back
around 1900 who said
that the patent office
should be closed bc worthwhile

had been invented
Then I

DEPARTMENT OF STATE

# B

AUGUST 31, 1989

CLASSIFICATION UNCLASSIFIED No. Pages

| FROM: | | | | |
|---|---|---|---|---|
| JAMES McANULTY | ARA/MEX | (202) 647-8529 | ROOM 4258 | |
| *(Officer name)* | *(Office symbol)* | *(Extension)* | *(Room number)* | |

MESSAGE DESCRIPTION POSSIBLE THEMES FOR SPEECH ON MEXICO

| DELIVER TO: | Extension | Room No. |
|---|---|---|
| STEPHANIE BLESSEY | 456-7750 | |
| WHITE HOUSE RESEARCHER FOR SPEECHES | FAX: 456-6218 | |

FOR: CLEARANCE ☐ INFORMATION ☒XX PER REQUEST ☒XX COMMENT ☐

REMARKS: REGARDS, JIM

DS-1968

To Dept.

# POSSIBLE THEMES FOR SPEECH ON MEXICO

-- I attach great importance to our relationship with Mexico; today, there is no more important relationship than the one we have with our southern neighbor.

-- We have enjoyed excellent relations with Mexico, especially since the inauguration of our new administrations in Mexico and the U.S.

-- We have made considerable progress in building a more productive, cooperative relationship based on mutual respect and friendship.

-- "The Spirit of Houston," resulting from our positive meeting as Presidents-elect last November in Houston, continues. President Salinas and I most recently met during the July Economic Summit in Paris, shortly before announcement of Mexico's historic debt agreement with the Bankers Advisory Committee.

-- Mexico's successful restructuring of its economy, reduction of trade barriers, and negotiation of a debt agreement with its creditors bode well for its economic future.

-- Mexico is our third most important trading partner; we will work together, especially under the Framework Agreement on Trade and Investment, to strengthen this important trade relationship.

-- The highly successful Binational Commission meeting on August 7 in Mexico City, co-chaired by Secretary of State James Baker and Mexican Foreign Relations Secretary Fernando Solana, has set the stage for an important State Visit to the United States by President Salinas in October.

-- I value my close friendship and working relationship with President Salinas.

Drafter: ARA/MEX: JPMcAnulty
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ARA/MEX: RBHowar

THE WHITE HOUSE

WASHINGTON

**MEMORANDUM** 9/6/89

**TO:** DAVID DEMAREST/STEPHEN STUDDERT

**FROM:** JOSEPH W. HAGIN

**SUBJECT:** APPROVED PRESIDENTIAL ACTIVITY

S. Sanchez
S. Blessey

**EVENT:** Address Annual Convention of the U. S. Hispanic Chamber of Commerce

**DATE:** September 8, 1989

**TIME:** 11:30 am - 30 min - Head Table Reception
12:00 noon - 30 min - Speech to Convention

**DURATION:**

**LOCATION:** Fairmont Hotel, New Orleans

**ATTIRE:** Business Suit

**REMARKS REQUIRED:** Yes

**MEDIA COVERAGE:** Reception closed/Speech open

**FIRST LADY PARTICIPATION:** No

**ADDITIONAL INFORMATION:**

**CONTACT:** _____, _____

**TELEPHONE:** OFFICE _____ HOME _____

**NOTE:** PROJECT OFFICER, SEE ATTACHED CHECKLIST

| | | |
|---|---|---|
| Ed Rogers | Marlin Fitzwater | David Bates |
| James Cicconi | David Demarest | David Valdez |
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| Susan Porter Rose | Steve Studdert | Gary Walters |
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Stephanie Belsey

from

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# THE WRITINGS OF WILL ROGERS

## IV-3

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## THE WRITINGS OF WILL ROGERS

SERIES I: *Books of Will Rogers*
- 1 *Ether and Me, or "Just Relax"*
- 2 *There's Not a Bathing Suit in Russia & Other Bare Facts*
- 3 *The Illiterate Digest*
- 4 *The Cowboy Philosopher on The Peace Conference*
- 5 *The Cowboy Philosopher on Prohibition*
- 6 *Letters of a Self-Made Diplomat to His President*

SERIES II: *Convention Articles of Will Rogers* (in one volume)

SERIES III: *Daily Telegrams of Will Rogers*
- 1 *Coolidge Years 1926-1929*
- 2 *Hoover Years 1929-1931*
- 3 *Hoover Years 1931-1933*
- 4 *Roosevelt Years 1933-1935*

SERIES IV: *Weekly Articles of Will Rogers*
- 1 *Harding/Coolidge Years 1922-1925*
- 2 *Coolidge Years 1925-1927*
- 3 Coolidge Years 1927-1929
- 4 *Hoover Years 1929-1931*
- 5 *Hoover Years 1931-1933*
- 6 *Roosevelt Years 1933-1935*

SERIES V: *Magazine Articles of Will Rogers* (in two volumes)

SERIES VI: *The Radio Broadcasts of Will Rogers* (in two volumes)

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prompting 'em all the time, that keeps 'em nervous, and besides they never do learn their parts. Now take the case of Senator Jasbo, it's seems he got in wrong with a lot of his people down there, by being for Smith, for his State come pretty near going for Hoover. So that meant he was all wet with nearly half of them. So to get back in right with that bunch again, he figures he should do something that will show that he is drys although he voted for Smith, why he puts in a Bill voting 24 million for Prohibition Relief. Here is the Farmer starving to death. The wets wetter than they ever was, the Drys dryer than a Tarriff speech. Yet he wants to give 'em 24 million. Now what 24 million would do, nobody has the least idea. It might dry up the East side of Pennsylvania Avenue, but it wouldent be enough to cross the Street. Well now that's his life's work, is to BET 24 million dollars of our money that he can get back into the good graces of the extreme Drys that he lost out with last fall.

Now suppose every Senator wanted us to donate that much to his next election. We would like to have 'em around, but they just ain't hardly worth that much to us. We would rather have a cheaper man that would finance his own election. Now Mr. Coolidge don't want this 24 million taken out of his Kitty before he hands it over, and twenty four million, there is nothing that Mellon could buy with ONLY twenty four Million.[2] So we are going to have an extra session of Congress just to see what to do with the 24. It must be a great life if you are bent on staying in there.

Well he has got over two more weeks to go. But I bet you Calvin goes out with the Books balanced. We may be in a terrible lot of scrapes, but we won't be in the RED.

## 322 THE LADY MOSQUITO IS BUSY, THANKS

Well all I know is just what I read in the papers. We are always reading statistics and figures. Half of America do nothing but prepare Propaganda for the other half to read. Insurance Companies have Guys figure out the very day you will die. (In fact they won't insure till they have it investigated and find out.) Then you like a Sucker go bet them you will live longer than that. The Government can tell you how much wheat is going to be raised next year.

Everything is figured out down to a Gnat's tooth according to some kind of statistics. Course nobody knows if the figures are right or not, you have no way of checking up on 'em. But just the other day a fellow in Atlantic City, New Jersey come through with some





statistics that really ought to set us all thinking. It wasent one of those, "The average working Girl makes $33 a week spends $10 for board, $12 for silk stockings and the rest for lip sticks."

This was professor Thomas J. Headlee, Dr. Professor and Chief "Entomologist."[1] (That word will stop you ignorant ones. But we got a fifty-fifty break I don't know what it means either.)

Well he delivered this address at a Convention of the New Jersey Exterminators Association duly assembled in the very heart of the Mosquito belt. So I gather from that that an Entomologist is a man that has devoted his life to a study that must include this Jersey product. He has either given his life's work for or against the Mosquieto. Now it's not only what this fellow said that is of such vital interest to all of us. It's the surprise that New Jersey had such an organization called, "The New Jersey Mosquito Exterminators Inc." Anyone who has ever visited that State could not possibly understand how there could be an organization devoted to the annihalitation of those Komical little rascals. And if they have got such a Society what have they been doing? Where have they been exterminating and when?

But you see that's what they been doing is holding dinners. All you do in America nowadays is get a name for some kind of an Organization, then you start holding dinners. An Organization without a dinner is just impossible. Now the only Mosquitos exterminated was at the dinner. Well during the scratching and slapping and singing of the mosquitos at this Dinner, Mr. Headlee read off the following authorative statistics.

"The normal productivity of one lone Female house Mosquito in one year is 159,875,000,000 offspring."

Now you statistic hounds get that. (There is four sets of those three figures.) So according to my remembrance of Ray's "elementary" Arithmatic, that runs us up into the Billions.[2] So that first 159 you see there ain't nothing but BILLIONS. Now just wait and let that soak in awhile, 159 billions of offsprings.

You Mothers that think you have done something for your race when you have brought into the World two to 8 or 10 young Hyenas, you certainly can't boast after reading what the Female Mosquito has done to leave her imprint on the ankles of humanity. Now I don't know what was done at the dinner about it. Perhaps they all signed a pledge to all go out and during the coming year to exterminate as early in the season as possible one Female Mosquito, thereby lessening the yearly yield by 158 billion.

Now wait a minute. You ain't heard nothing yet. "Only half of these, or 79,937,500,000 should be counted as Pests, for they are the active, buzzing, biting, and egg laying females. The others are mere



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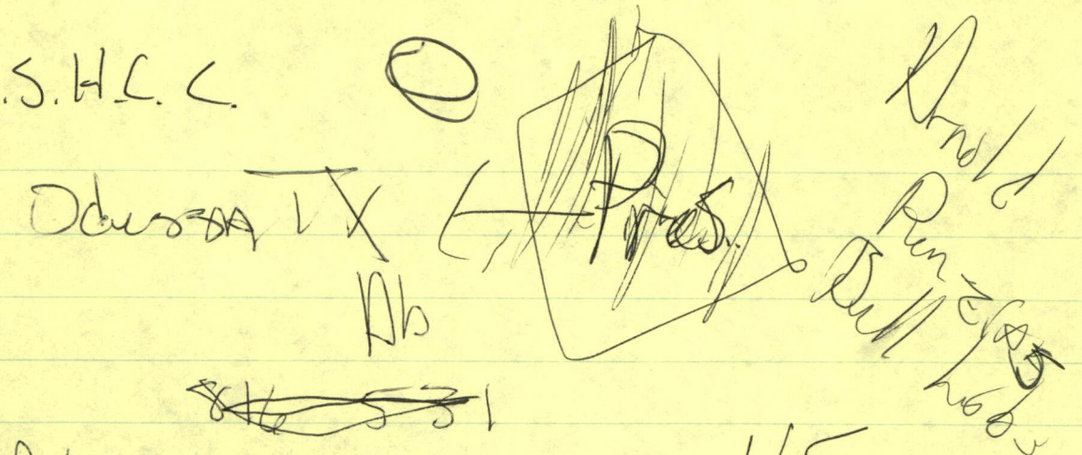


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a plant in Italy

Businesswoman of Year - Remedio Diaz Oliver
Region 3 of U.S. Hispanic Chamber of Comm

Leaders from Mexico

Socially & economically disadvantaged
can obtain fed. contracts

case against set-asides

new regulations
- greater bus. competition

Sally Nerney counsel @ SBA
653-6600

(Smith/Blessey)
September 1, 1989
Draft Two
HISPANIC

PRESIDENTIAL REMARKS: HISPANIC CHAMBER
NEW ORLEANS, LOUISIANA
FRIDAY, SEPTEMBER 8, 1989

President Quintela -- how about that, two Odessa boys on the same platform. Secretaries Lujan ~~and Cavazos~~ -- and I'm proud to say that ours is the first Administration to have two Hispanic Cabinet officials. Ladies and gentlemen. Friends.

I want to thank you for that gracious introduction. And for the warmth of your reception. And let me salute you for choosing as your convention site this beautiful City by the River.

Pearl Buck once described falling "in love with Louisiana generally and New Orleans in particular." Well, that feeling helps make New Orleans special. And I take special pleasure in being with you today.

For we meet not as strangers, but "vecinos" [Ve-CEE-noze: Spanish for "neighbors"]. And as businessmen and women. But mostly, perhaps, as citizens who understand how Hispanics have helped America create a greater land for all.

Nine years ago, America ~~officially~~ began what has been called The Decade of the Hispanic. And now, at decade's end, Hispanics are America's fastest-growing -- and, often -- fastest-rising minority. Enriching America socially and academically, economically and spiritually. Living, more than ever, the American Dream.

In one sense, the past decade has ratified that dream -- the dream which brought your parents, your grandparents, and some of you to America. For you came to build a better life -- and you are building it. Building it in our schools, our police force, and in small and large business. Building it for your kids -- and my grandkids [PAUSE ] . . . all eleven of them.

But in another sense, the past decade is but a preview of coming attractions. For it can be a gateway to tomorrow -- much as America has been a gateway for you. The theme of this convention is "Gateway to the Americas." Well, today it is gateways I'd like to talk about: Gateways to the prosperity and stability that make progress possible.

First, the gateway to the prosperity which fosters equal opportunity. Or as Winston Churchill said: "Some people regard private enterprise as a predatory tiger to be shot. Others look on it as a cow they can milk. Not enough people see it as a healthy horse, pulling a sturdy wagon."

Churchill spoke those words in 19__. And in 1989 they're more true than ever. For Hispanic business is a healthy horse. America is that healthy wagon. And on the buckboard, with the reins up-high, are entrepreneurs like you.

No government planner, for instance, decided that Marconi would invent the wireless. Or that something called an auto would rise from the dust of Dearborn. And what might have happened -- or worse, what might not have happened -- had the Wright brothers been forced to wait for Washington's approval

before testing their flying machine? [PAUSE] . . . If they had, I might have come here today by steamboat, not by air.

They knew, as you do, that the gateway to prosperity isn't Bigger Government. It's bigger dreams.

Look at Pedro Garza, a former migrant worker who overcame disability to own a construction company with $4.5 million in sales. Or Patricia Rivera, the Hispanic Businesswoman of the Year. Or the father-and-son team of Louis and Fred Ruiz, who in 1964 started a food business in an old warehouse with a battered stove, small freezer, and single mixer. And who now employ 534 workers. They prove -- as you do -- that while government can create opportunity, it is Americans who seize opportunity.

Over the past decade, heroes like these -- and millions of unsung Hispanic-American heroes -- have sought a ladder, not a crutch. And we want to help them create that job, buy that home, and ensure a better life. Here's a partial score card of victories: Since 1980, Hispanic-American-owned businesses have doubled. And today, they total nearly 250,000. They boast more than __ full-time employees. And earn $15 billion in receipts each year. Impressive? You bet. Good enough? Never. For as long as one Hispanic-American is bereft of hope, that is one Hispanic-American too many.

You know, my home state's to the west of here. Place called Texas. And equidistant from Houston and New Orleans is the home state of America's favorite humorist. Will Rogers. Once, Will said of the bureaucracy, "We are always reading statistics and

figures. Half of America does nothing but prepare propaganda for the other half to read." Propaganda won't built a gateway to prosperity. But partnerships can, and are.

Partnerships are cooperative efforts involving government, private enterprise, and voluntary organizations. They aid the shop owner in Los Angeles, the small developer in Des Moines. You know, there are 19.5 million Hispanic-Americans. And I urge you to make them count. Tell your friends and neighbors to cooperate with 1990 Census officials. Don't let The Decade of The Hispanic go unreflected in this survey. Hispanics comprise 8 per cent of our population. But they own only 2 per cent of our businesses. Partnerships can alter that equation. Most of all, by rewarding initiative, they can help people help themselves.

As Vice-President, I headed the President's Task Force on Public-Private Partnerships. And knowing how partnerships can spur development, we have tried to build on what the Reagan Administration began.

I think, for example, of the Minority Small Business Program -- the "8-A" program -- which helps Hispanics and other minority-owned companies obtain Federal contracts. Or our nationwide education and counseling services for small business owners; today -- count 'em -- 13,000 retired executives voluntarily serve. And we've tried to spur projects like loan program 7-A, which this year will grant $2.6 billion to help more than 265,000 firms. Projects which are helping Hispanics travel America's gateway to the future. So get involved. Urge others to get

involved. And live these words of the grea
Jose Marti [Mar-TEE]: "To beautify life is
object."

So far, I have talked of the prosperit
lives of <u>every</u> American. And in that conte
our relationship with Mexico.

Two months ago, I met with President S
Summit. Since then, by restructuring her e
trade barriers -- and honoring her creditor
with the Bankers Advisory Committee -- Mexi
gateway of increased trade with America.
commerce. For Mexico is our third-largest trading partner. And
we look forward to next month's State visit by President Salinas.
Together, we can build a gateway to the 1990s that will provide
both Mexico <u>and</u> America with economic opportunity and stability.

Now, let me speak of <u>another</u> kind of gateway. It, too,
involves trade -- but a different kind. The drug trade.

Consider these statistics. Last year, the government
estimated that 23 million Americans used illegal drugs on a
"current" basis -- that is, at least once in the preceding 30
days. Last year, more than 8 million people used cocaine. And
almost 1 million used it once a week or more. Last year -- <u>every</u>
year -- as many as 200,000 babies were born to mothers who used
drugs -- babies born desperately sick, weeks or months premature.
A Nation with those numbers cannot long preserve its soul.

That is why three nights ago, I announced America's first national, comprehensive, and coordinated strategy to wage unconditional war against the scourge of drugs.

Our drug plan has four elements.

First, enforcement, using our laws and criminal justice system. For America must take back the streets. We need more jails, more prisons, more courts, more prosecutors. And tougher sentences. Drug dealers deserve a gateway, all right -- a gateway to the slammer. And for their ultimate bosses -- the drug lords -- life in prison, with no parole.

Second, interdiction, as a tool of foreign policy. Working with other governments, we're going to break the international drugs rings who grow and process cocaine and crack. I agree with President Barco of Columbia: If you use cocaine, you are paying for murder.

The third part of our strategy is treatment, to help addicts who want to get clean. With special emphasis on expectant mothers. And finally, our drug program aims to stop use before it starts. Through education and prevention. From grade school to graduate school.

This plan can help stop the trade I spoke of earlier. Some trade builds lives. Drug trade takes lives. Lives like the New York woman, Maria Hernandez, I talked about Tuesday night -- shot to death in her bedroom one morning because she and her husband had confronted local dealers. We must save such lives. And end

this trade. But it won't come cheaply. We must give of our wallets, and of ourselves.

Maybe you tuned in Tuesday night. If so, you heard me propose a 1990 drug budget totaling almost $8 billion -- the largest single increase in history. An increase of $1.4 billion for drug-related spending on law enforcement. Over $233 million more for prevention programs. An additional $260 million in aid for Columbia, Bolivia, and Peru. And I will ask Congress to help their governments with a five-year, $2 billion program to counter the producers, the traffickers, and the smugglers.

Yes, government will do its part. But as with any partnership, government can't do it alone. We're all in this together -- from cops to teachers, from parents to clergymen. And we'll have to fight together to crush the drug menace at every turn. Fighting in the barrios, and the boardrooms. In the cities, and the towns. Winning kid-by-kid, house-by-house, and neighborhood-by-neighborhood. Putting the emphasis where the problem is -- locally, in the community.

Fellow parents and businessmen -- fellow Americans -- that's where you come in. For drug abuse isn't merely numbers. It's the young boy tormented by cocaine addiction. Or the pregnant mother who crack use maims her child. It's the living, breathing future of the Hispanic community. You must help them, and you can.

Again, get involved. Join grass-roots groups like the Miami Coalition of leaders from business, education, government, and

law enforcement to stop drug use. Take the time to know your neighborhood at home and work. Support drug programs in your children's school. Use your place of business as a storefront against drugs. Displaying brochures and banners. Employing volunteer counselors. Join the ranks of the caring and the committed. Help win this great crusade.

Will you enlist? I believe you will. For Barbara and I have spent much of our lives among Hispanic Americans. Building a business. Raising children. Trying to live, like you, the values of faith, family, work, community, and above all, freedom. Our son Jeb's wife, Columba, is Hispanic. And they've got three kids. So, you see, the Bush family feels doubly blessed. The Hispanic culture is our culture, too.

In Hispanic America, roots run deep -- and aspirations high. Its people ask not the promise of success -- only the opportunity to succeed.

In Hispanic America, citizens reject tyranny and oppression. And the dependency which starves the spirit and cheats the soul.

Hispanic America is at her best when the challenge is greatest. So together, let us open the gateways of prosperity and stability. And build for our children a better tomorrow. They are the trustees of America's future. Let their horizons touch the sky.

I appreciate your kindness, and the chance to share this occasion. God bless you, thank you all, and "Dios Bendiga America" [DEE-ose Ben-DEE-ga America].

Counsel Bill Lewis

except in prison for murder

murder another

# National Drug Control Strategy

September 1989

The White House

detailed descriptions of drug prevention programs and policies. These plans should clearly address the consequences to faculty, staff, and students of using drugs on campus. And these plans will be required as a condition of eligibility for any Federal aid — including grants and contracts, not just Student Financial Assistance.

## Community Action

Schools and colleges can do a great deal to deter student drug use, but they can't do it alone. Many of the youths who statistically are at greatest risk of using drugs and becoming involved with crime are dropouts who cannot immediately be reached through school-based programs. So our anti-drug message is stronger, more consistent, and more credible when entire, organized communities are involved as well.

Communities across the country are fed up with drugs; many are beginning to fight back. In Miami, the Miami Coalition is bringing together leaders from business, higher education, government, and law enforcement to develop a comprehensive drug prevention strategy. In San Francisco, the U.S. Department of Health and Human Services is working with the Mayor's Drug Task Force — made up of representatives from neighborhood-based agencies, corporations, health service providers, tenant associations, and city departments — to develop programs for fighting crack in the city's housing projects. In Toledo, Ohio, CARES (Chemical Abuse Reduced through Education Services) is a county-wide prevention coalition composed of public and private school districts, law enforcement agencies, drug and alcohol agencies, the media, businesses, churches, family groups, and the juvenile court system. Many other communities stand ready to take on illegal drugs. When the Robert Wood Johnson Foundation recently announced a program of grants for community drug prevention efforts, more than 450 towns and cities responded.

Churches have a special role to play. Drug use is a moral problem, too, and more of our religious institutions must raise their voices against it. One minister of an inner-city church in Washington, D.C. recently led 100 members of his congregation on a march to a drug-infested public housing project. And there are other ways our churches can contribute, even by offering the use of their facilities to Narcotics Anonymous and other self-help groups. These programs work, and they are a low-cost way for churches to aid their communities in the prevention effort.

Federal policy should encourage more communities to mobilize against drugs. To this end, the Administration will seek $135 million for a new program of grants for drug use prevention, with an emphasis on substantial voluntary participation from the community. To assist

single mixer. And who now employ 534 workers. They prove -- as you do -- that while government can encourage opportunity, it is Americans who seize opportunity.

Over the past decade, heroes like these -- and millions of unsung Hispanic-American heroes -- have made big dreams come true for themselves and so many others. Here's a partial score card of your success: Since 1980, Hispanic-American-owned businesses have nearly doubled. And today, they total more than 400,000. And earned revenues of $20 billion in 1987 alone. Impressive? You bet. Good enough? Never. For as long as one Hispanic-American is bereft of hope, that is one American too many.

So as we work to extend the prosperity that blesses our country today to all citizens, government can play a unique role as a catalyst for opportunity.

As Vice-President, I supported the President's Task Force on Private Sector Initiatives. And knowing how cooperation can spur development, we have tried to build on what the Reagan Administration fostered.

[[ I think, for example, of the "8-A" program and Commerce Department programs which have helped thousands of Hispanic and other minority-owned companies.]] Or our nationwide education and counseling services for small business owners; today -- count 'em -- 13,000 retired executives voluntarily serve. And we've tried to spur projects like loan program 7-A, which this year will extend about $2.6 billion in loans to help nearly 250,000

firms. Projects which are helping Hispanics travel America's gateway to the future.

These partnerships will aid the shop owner in Los Angeles, the small developer in Des Moines. And so will one final project I'd like to mention: the 1990 census. Today, there are 19.5 million Hispanic-Americans. I urge you to make them count. Tell your friends and neighbors to cooperate with Census officials. Don't let the Decade of The Hispanic go unreflected in this survey. So remember that the more accurate the Census is, the greater Hispanics' influence and ability to help people help themselves.

So far, I have talked of the prosperity which can better the lives of every American. And in that context, let me speak of our relationship with Mexico.

The first head of state that I met with after the election was President Salinas and two months ago, I was pleased to renew our friendship at the Economic Summit. Mexico, by restructuring her economy, reducing trade barriers and reaching agreement with her commercial bank creditors has opened the gateway of increased trade with America. We welcome this commerce. For Mexico is our third-largest trading partner. And we look forward to next month's State visit by President Salinas. Together, we can build a gateway to the 1990s that will provide both Mexico and America with economic opportunity and stability.

CLOSE HOLD

August 31, 1989

MEMORANDUM TO CURT SMITH

FROM: STEPHANIE BLESSEY

SUBJECT: Drug problem initiatives for Hispanics

The following points are taken from the Drug Strategy Blueprint.

- "Across the country we are seeing grass roots examples of communities that are fed up with drugs and are beginning to fight back. In Miami, The Miami Coalition is bringing together leaders from business, higher education, government, and law enforcement to develop a comprehensive drug prevention strategy." (p.82)

- "...Because drug use is, at its heart, a moral problem, we must hear much more form the churches. In some cities the churches are beginning to get involved. One minister of an inner city church in Washington, D.C., for example, recently led 100 members of his congregation on a march to a drug-infested public housing project. There are other ways the churches can contribute, such as by offering the use of their facilities to Narcotics Anonymous and other self-help groups." (p.83)

- "Many communities want to fight back against drugs but don't know how or where to begin. To assist such communities, the Federal government will provide information, technical assistance, and referrals to appropriate Federal resources through a drug clearinghouse." (p.84)

- "And we need to get the anti-drug parents' groups more involved in our inner cities and with preventing young people from using the more dangerous drugs, like cocaine and crack, as well as gateway drugs such as marijuana." (p.87)

- "The majority of illegal drug users in the United States are 18 to 40 years old, and employed. Some experts believe that as many as twenty percent of all American workers use illegal drugs on the job." (p.87)

- "The Federal government has a responsibility to do all that is can to promote comprehensive drug-free workplace policies in the private sector. Employers will be encouraged to: 1) develop and communicate to all employees a clear drug policy setting out expectations of behavior, employee rights and responsibilities, and the actions to be taken in response to an employee found to use illegal drugs; 4) educate employees about the plan; and 5) provide for identifying employees who use drugs, including drug testing where appropriate. The Federal government will also move quickly to implement and strengthen the regulations for the Drug-Free Workplace Act of 1988, which requires Federal contractors and grantees to have drug-free workplace plans in effect." (p.91)

SMALL BUSINESS ADMINISTRATION

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DATE 9/7 TIME 12:15 pm This is page 1 of 10

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|---|---|---|---|---|
| TO: | Stephanie Blessey | Speechwriters | 456-6218 | 456-7750 |
| FROM: | Ben Jarrett | SBA | (FAX Phone) | (Voice Phone) 653-2442 |

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8(A) as of July '89

8(A) PORTFOLIO
AS OF 07/89

NATIONAL TOTALS

| MINORITY CODE | BUSINESS CLASS A | B | C | D | E | TOTAL | |
|---|---|---|---|---|---|---|---|
| 0 | 178 | 476 | 369 | 523 | 3 | 1549 | ( 49.29) |
| Puerto Rican 1 | 33 | 9 | 15 | 32 | 0 | 89 | ( 2.83) |
| 2 | 31 | 119 | 19 | 36 | 0 | 205 | ( 6.52) |
| Hispanic 3 | 131 | 317 | 115 | 199 | 0 | 762 | ( 24.25) |
| 4 | 71 | 64 | 42 | 307 | 0 | 484 | ( 15.40) |
| 5 | 1 | 2 | 1 | 1 | 0 | 5 | ( .15) |
| 6 | 0 | 1 | 0 | 1 | 0 | 2 | ( .06) |
| 7 | 8 | 7 | 6 | 25 | 0 | 46 | ( 1.46) |
| TOTAL | 453 ( 14.41) | 995 ( 31.66) | 567 ( 18.04) | 1,124 ( 35.77) | 3 ( .09) | 3,142 | |

851 firms
27% of portfolio

*PERCENTAGE TOTALS MAY NOT EQUAL 100 DUE TO ROUNDING

LEGEND

MINORITY CODES

0 - BLACK
1 - PUERTO RICAN
2 - AMERICAN INDIAN
3 - SPANISH SPEAKING
4 - ASIAN
5 - ESKIMO/ALUET
6 - UNDETERMINED
7 - OTHER

BUSINESS CLASSES

A - MANUFACTURING
B - CONSTRUCTION
C - NON-PROFESSIONAL SERVICE
D - PROFESSIONAL SERVICE
E - CONCESSIONS

September 7, 1989

MEMO TO STEPHANIE BLESSEY

FROM BEN JARRATT Ben

SUBJECT: Hispanic Business -- 8(a) program

1) On August 15th, SBA Administrator Susan Engeleiter announced final regulations for the SBA's Minority Small Business and Captial Ownership Development Program, commonly called the 8(a) program.

These new regulations are in compliance with the Business Opportunity Development Reform Act of 1988, which was passed by Congress last year and signed into law by President Reagan in November 1988.

According the SBA's General Counsel, there are no outstanding legal issues or litigation facing this 8(a) program. These are still some individual cases involving participating companies, but these cases do not reflect on the entire program.

The SBA strongly supports the 8(a) program, has spent a lot of time reworking its regulations, and believe the program is even stronger now because of the new regulations. See attached press release for further information.

2) <u>Hispanic Figures</u>:

As of July 1989, there were 851 Puerto Rican and Hispanic firms participating in the 8(a) program. This number represents 27 percent of the 8(a) portfolio. Attached.

According to 1982 Census figures, there are more than 248,000 Hispanic-owned businesses in the United States. These businesses generate annual sales of nearly $15 billion in receipts. Attached.

According to the Hispanic Chamber of Commerce, Hispanic business is a growing and dynamic element in our economy. This group states there are currently 340,000 Hispanic Business Enterprises with gross sales of some $20 billion. Attached.

NOTE: The SBA Fact Sheet on Hispanic-Owned Small Business I sent you yesterday has further facts and figures about this topic.

# # #

*Characteristics of Minority-Owned Businesses Compared to All Businesses, 1982*

| | All Businesses | All Minorities | Business Owned by Asians | Blacks | Hispanics* |
|---|---|---|---|---|---|
| Number of Firms (Thousands) | 14,545.7 | 843.0 | 255.2 | 339.2 | 248.1 |
| Sales per Firm (Thousands of Dollars) | 473.5 | 53.8 | 70.1 | 36.7 | 60.4 |
| Number of Firms (Thousands) | NA | 127.8 | 49.3 | 38.6 | 39.9 |
| Employees per Firm | NA | 4.6 | 4.7 | 4.3 | 4.8 |
| Sales per Firm (Thousands of Dollars) | NA | 252.2 | 264.8 | 220.8 | 266.9 |

NA—Not applicable.

*About 2.7 percent of Hispanics are also black, according to unpublished data from the Bureau of the Census. The population with Spanish surnames was used to derive the mailing list of Hispanic business owners for the *1982 Survey of Minority-Owned Business Enterprises*. Spanish surnames are considered a primary characteristic and race secondary in categorizing the Census data. Therefore there may be some double-counting—a maximum of 2.7 percent of Hispanic-owned businesses could possibly be categorized as black-owned businesses—among the Hispanic and black business owners surveyed. However, these small distortions should not significantly affect the distribution of minority businesses by race.

Sources: U.S. Department of the Treasury, Internal Revenue Service, Statistics of Income, *1978–1982 Partnership Returns* (Washington, D.C.: U.S. Government Printing Office, June 1985), Table 5.5; idem, *1982 Corporation Income Tax Returns* (Washington, D.C.: U.S. Government Printing Office, July 1985), Table 6; idem, *SOI Bulletin* (July 1984), Table 1; U.S. Department of Commerce, Bureau of the Census, *Survey of Minority-Owned Business Enterprises, 1982, Asians, American Indians, and Other Minorities* (Washington, D.C.: U.S. Government Printing Office, October 1986); idem, *Black* (Washington, D.C.: U.S. Government Printing Office, August 1985); and idem, *Hispanic* (Washington, D.C.: U.S. Government Printing Office, September 1986).

1982 Census

*Industry Distribution of Minority-C*

*(Percent)*

| Industry | All Businesses | All Minorities | Bu Asi |
|---|---|---|---|
| Total | 100.0 | 100.0 | |
| Agriculture | 3.6 | 2.8 | |
| Mining | 1.6 | 0.2 | |
| Construction | 10.7 | 7.4 | |
| Manufacturing | 3.7 | 1.5 | |
| Transportation | 4.0 | 5.3 | |
| Wholesale Trade | 4.1 | 1.4 | |
| Retail Trade | 19.6 | 25.5 | |
| Finance | 14.5 | 4.9 | |
| Services | 36.9 | 41.6 | |
| Not Classified | 1.3 | 9.4 | |

* About 2.7 percent of Hispanics are also black ac
the Bureau of the Census. The population with Spanish
mailing list of Hispanic business owners for the 7
*Business Enterprises*. Spanish surnames are considered
secondary in categorizing the Census data. Therefo
counting—a maximum of 2.7 percent of Hispanic-ow
categorized as black-owned businesses—among the Hi
surveyed. However, these small distortions should not
of minority businesses by race.

Sources: U.S. Department of the Treasury, Intern
Income, *1978–1982 Partnership Returns* (Washington,
Office, June 1985), Table 5.5; idem, *1982 Corporatio*
ton, D.C.: U.S. Government Printing Office, July 1985),
1984), Table 1; U.S. Department of Commerce, Bu
*Minority-Owned Business Enterprises, 1982, Asians,*
*Minorities* (Washington, D.C.: U.S. Government Printi
1; idem, *Black* (Washington, D.C.: U.S. Government
Table 1; and idem, *Hispanic* (Washington, D.C.: U.
September 1986), Table 1.

17).[31] Sales per minority-owned business were lower, on average, than sales for all businesses. Sales per black-owned business were significantly lower than

sales for Hispanic or As
black-owned firms with em
ployees per firm was small

[31] The information presented here relates to minority-owned businesses in 1982. Minority businesses are surveyed as part of the industrial census carried out every five years by the Bureau of the Census. A new survey will be conducted in 1988 covering minority business activity in 1987, but results will not be published until 1990

or 1991. In 1982, SBA and the
Agency cooperated with the Bure
detailed *Characteristics of Busines*
extensive demographic and busine
ples of minority, women, and no
The data from these surveys are cu
pected to provide significant insigh
ty and nonminority businesses.

HISPANIC CHAMBER OF COMMERCE

## NATIONAL OVERVIEW

Hispanic business is a growing and dynamic element in our nation's economy. This year there are at least 340,000 Hispanic Business Enterprises (HBEs) firms in the United States with gross sales totalling some $20 billion.

Ten years ago the Census Bureau estimated that there were 219,000 HBEs in the nation and in 1982 that estimate was 298,000 firms. The USHCC estimates that the number of Hispanic firms may have increased as much as 14 percent between 1982 and 1987.

Given the combination of lower interest rates and demographics, it is quite likely that by 1990 the number of HBEs will range from 386,000 to 400,000 (see Figure 1).

The revenues of the Hispanic sector grew from an estimated $10.4 billion to $16 billion in just the five years between 1977 and 1982. Today the U.S. Hispanic business sector is conservatively expected to gross close to $20 billion in revenues.

The revenues accruing to Hispanic enterprise are expected to parallel the growth of the national business income. By 1990 the cumulative gross receipts of Hispanic enterprise is expected to increase to $25 billion. Retail and services will remain dominant, but wholesaling, manufacturing and transportation will contribute significantly to increases in revenues between 1987 and 1990. Figure 2 illustrates the steady continual growth of revenues accruing to Hispanic enterprise

# SBA News

U.S. Small Business Administration
Washington, DC 20416

SBA Number: 89-30

Release Date: August 15, 1989

For more information contact: Juanita Weaver
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Erline Patrick
202-653-6407

## SMALL BUSINESS ADMINISTRATION PUBLISHES FINAL RULES FOR MINORITY BUSINESS DEVELOPMENT PROGRAM

WASHINGTON, D.C., August 15 -- The U.S. Small Business Administration (SBA), in compliance with the Business Opportunity Development Reform Act of 1988, today issued final regulations for its Minority Small Business and Capital Ownership Development Program (MSB/COD), commonly called the 8(a) Program.

Susan Engeleiter, the SBA administrator, said, "I am pleased with the work SBA has done on the regulatory package we're presenting today for the implementation of the new law. These final regulations represent months of hard work and a conscientious effort to be responsive to the law and more than 300 letters we received during the comment period."

The Business Opportunity Development Reform Act of 1988 (P.L. 100-656) was signed into law on November 15, 1988. The law and its subsequent Technical Corrections Act (P.L. 101-37) mandate critical changes to the 8(a) program which now spans more than two decades.

-more-

The purpose of the 8(a) program is to help develop promising firms owned by economically and socially disadvantaged people. The program gives these firms certain preferences, for a limited period of time, in obtaining Federal contracts.

SBA officials said the new laws and resulting regulations have three primary goals: 1) To emphasize business development for socially and economically disadvantaged companies; 2) Increase the number and diversity of firms owned and controlled by socially and economically disadvantaged individuals throughout the nation; and, 3) Ensure that program benefits accrue only to eligible individuals and businesses.

Under the law and the implementing regulations:

- Program participation is increased from seven to nine years and divided into two stages: a four-year developmental stage, and a five-year transitional stage.

- The SBA must process all properly completed 8(a) applications within 90 days.

- Potential 8(a) firms are required to complete a detailed application and to have either management or technical experience.

- 8(a) firms must be at least 51% unconditionally owned, controlled and managed by socially and economically disadvantaged individuals, tribes or organizations.

- Stiffer penalties are imposed for firms that misrepresent their status to qualify for 8(a) program participation.

- To improve their ability to survive after "Graduation" from the program, participants must obtain specific percentages of their business outside the 8(a) program.

- Competition among 8(a) firms is required for manufacturing contracts over $5 million and for all other product and service contracts over $3 million.

- Graduated thresholds for personal net worth are established to help determine economic disadvantage.

In addition, the law provides $10 million for new direct and guarantee loan programs administered by SBA for 8(a) firms; improves government-wide support for the program; and establishes a Commission on Minority Business Development to review and assess all federal programs intended to promote the development of minority-owned business.

Regulations covering these additional requirements of the law will be published separately in the Federal Register.

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# FACT SHEET 36

U.S. Small Business Administration

# SECTION 8(a) PROGRAM

## THE PROGRAM

The 8(a) Contracting and Business Development Program started in 1968 and is named for the section of the Small Business Act from which it derives its authority. Through the 8(a) Program, small companies owned by socially and economically disadvantaged persons can obtain Federal Government contracts and other assistance in developing their business.

Under the 8(a) Program, SBA acts as a prime contractor and enters into all types of Federal Government contracts (including but not limited to, supply, services, construction, research and development) with other government departments and agencies and negotiates subcontracts for the performance thereof with small companies in the 8(a) Program.

## PURPOSE

The purpose of the 8(a) Program is to:

(1) Foster business ownership by individuals who are socially and economically disadvantaged.

(2) Promote the competitive viability of such firms by providing such viable contract, financial, technical and management assistance as may be necessary.

(3) Clarify and expand the program for the procurement by the United States of articles, equipment, supplies, service, materials, and construction work from small business concerns owned by socially and economically disadvantaged individuals.

## OUTREACH

Outreach to the minority business community is essential for the success of SBA's Minority Small Business Programs. It is through this function that the Agency monitors and develops special programs for equal access. With its outreach efforts, SBA stays abreast of developments and provides information on issues and concerns to the community. The Agency works closely with trade associations, other federal agencies, and state and local governments to promote minority business development.

## ELIGIBILITY

Applicants for 8(a) Program participation must meet certain program requirements which include, but are not limited to, the following criteria:

**1. Ownership:** In order to be eligible to participate in the 8(a) Program, an applicant concern must be one which is at least 51 percent owned by an individual(s) who is a citizen of the United States (specifically excluding resident alien(s)) and who are determined to be socially and economically disadvantaged.

**2. Social Disadvantage:** Socially disadvantaged individuals are those who have been subjected to racial or ethnic prejudice or cultural bias because of their identity as a member of a group without regard to their individual qualities.

a. Members of Designated Groups: Absent evidence to the contrary, the following individuals are considered socially disadvantaged: Black Americans, Hispanic Americans, Native Americans (American Indians, Alaskan Natives, Eskimos, Aleuts or Native Hawaiians); Asian Pacific Americans (persons with origins from Japan, China, the Philippines, Vietnam, Korea, Samoa, Guam, U.S. Trust Territory of the Pacific Islands, Northern Marianas, Laos, Cambodia, Taiwan), Asian Americans (persons with origins from India, Pakistan, Bangladesh and Sri Lanka) and members of other groups designated from time to time by SBA.

b. Individuals not members of the above-named groups must establish their social disadvantage on the basis of clear and convincing evidence. A clear and convincing case of social disadvantage must include the following elements:

(i) The individual's social disadvantage must stem from his or her color; national origin; gender; physical handicap; long-term residence in an environment isolated from the mainstream of American society, or other similar cause beyond the individual's control.

(ii) The individual must demonstrate that he or she has personally suffered social disadvantage, not merely claim membership in a non-designated group which could be considered socially disadvantaged.

(iii) The individual's social disadvantage must be chronic, long-standing and substantial, not fleeting or insignificant.

(iv) The individual's social disadvantage must be rooted in treatment which he or she has experienced in American society, not in other countries.

(v) The individual's social disadvantage must have negatively impacted on his or her entry into, and/or advancement in, the business world.

**3. Economic Disadvantage:** Economically disadvantaged individuals are socially disadvantaged individuals whose ability to compete in the free enterprise system has been impaired due to diminished capital and credit opportunities, as compared to others in the same or similar line of business and competitive market area who are not socially disadvantaged.

In determining the degree of economic disadvantage consideration shall be given to the following: (1) personal net worth and financial condition of the disadvantaged individual; (2) business financial condition; (3) access to credit and capital, and (4) a comparison will be made of the applicant concern's business and financial profile with profiles of businesses in the same or similar line of business and competitive market area.

**4. Control and Management:** An applicant concern's management and daily business operations must be controlled by an individual(s) determined to be socially and economically disadvantaged, and such individual(s) must be engaged in the daily management and operation of the business concern.

**5. Size Standard:** In order to be eligible to participate in the 8(a) Program, an applicant concern must qualify as a small business concern as defined for the purposes of Government in s121.3-8 of the SBA Rules and Regulations. The particular size standard to be applied will be based on the primary industry classification of the applicant concern.

**6. Potential for Success:** To be eligible to participate in the 8(a) Program, an otherwise eligible applicant concern must be determined to be one that with contract, financial, technical and management support will be able to successfully perform subcontracts awarded under the 8(a) Program, and further, with such support, will have a reasonable prospect for success in competition in the private sector.

**7. Ineligible Businesses:** Brokers and packagers are ineligible for 8(a) program participation.

**8. Program Participation Term (PPT):** Every 8(a) Program participant is subject to a PPT. This term will be nine years from the date an applicant is certified as a program participant.

**9. Program Termination:** Participation of a Section 8(a) business concern in the 8(a) Program may be terminated by SBA prior to the expiration of the concern's PPT for good cause.

## OTHER ASSISTANCE AVAILABLE

Financial assistance is available through the Agency's many lending programs. The Agency also provides advance payments, when justified, on 8(a) contracts to cover the operating costs of completing these contracts. Contractors in the program can receive a wide range of assistance in managing their firms, including pamphlets, individual counseling, seminars and professional guidance. In addition, these companies may be eligible to receive the bonding necessary to perform on government contracts.

## HOW TO APPLY

It is SBA's policy that any individual or business has the right to apply for Section 8(a) assistance, whether or not there is an appearance of eligibility.

Applications for admission are to be filed and approved cases are to be serviced in the SBA field office serving the territory in which the principal place of business of the applicant concern is located. Principal place of business means the location at which the corporate records of the applicant concern are maintained.

## ADDITIONAL INFORMATION

Contact the nearest SBA office for further information.

**Issued by:**
**Office of Public Communications**
**Revised: February 1989**

SMALL BUSINESS ADMINISTRATION

FAX TRANSMISSION SHEET

USE THIS FORM TO REQUEST FAXING. FAX OPERATORS SHALL SEND IT AS THE FIRST PAGE OF EACH FAX TRANSMISSION AND MAY KEEP IT AS A RECORD OF EACH TRANSMISSION. CALL 653-2528 IF THERE ARE PROBLEMS IN RECEIVING A TRANSMISSION FROM CENTRAL OFFICE.

DATE 9/6 TIME 5 PM This is page 1 of 5

SUBJECT: White House Speechwriters

| | (Person) | (Office) | (FAX Phone) | (Voice Phone) |
|---|---|---|---|---|
| TO: | Stephanie Blessey | White House | 456-6218 | 456-7750 |
| FROM: | Ben Jarnett | SBA | | 653-2442 |

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___ IF THIS LINE IS CHECKED THE RECEIVING OFFICE MUST IMMEDIATELY CALL THE SENDER OR FAX THIS COMPLETED FORM BACK TO THE SENDING OFFICE FAX NUMBER TO CONFIRM RECEIPT. DISREGARD THIS BOTTOM PORTION IF THIS LINE IS NOT CHECKED.

RECEIPT DATE _____ RECEIPT TIME _____

RECEIVING OFFICE:

PERSON CONFIRMING:

more info on Hispanics to follow — Fact Sheet is accurate.

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*U.S. Government Printing Office 1987—730-921/61102

September 6, 1989

MEMO TO STEPHANIE BLESSEY

FROM BEN JARRATT, 653-2442

SUBJECT: Business Loan Activity at SBA

The following summarizes the dollar amount appropriated to businesses under the SBA's regular business loans, which includes 7(a) guaranteed loans:

Page 1) This page reflects loans approved for FY 1989 as of July 31, 1989. The SBA has approved 15,216 Business Loans for an aggregate of $2.6 billion.

In FY 1989, $3.2 billion was appropriated for total Business Loans which includes both guaranteed and direct loans.

Page 2) This page reflects the SBA porfolio as of July 31, 1989 broken down by the different programs. The total business loans in the portfolio was 106,148 valued at $11.6 billion.

When you include SBA disaster loans of 135,844, valued at $3 billion, you get a total of 243,928 loans in the total SBA portfolio, valued at $16 billion. This figure is down from the 1988 figure of 269,000 total SBA loans.

NOTE: If you were to annualize the July 1989 figures, the SBA is expected to make approximately 18,000 Business Loans for a total loan amount of approximately $3 billion -- slightly less than the $3.2 billion appropriated.

MARS 390

APPROVAL SUMMARY
COMPARISON OF CURRENT AND PRIOR YEARS
FISCAL YEAR TO DATE
(SBA'S SHARE - DOLLARS IN MILLIONS)

JULY 1989

AGENCYWIDE

| | TOTAL APPROVAL ACTIVITY | | | | MINORITY APPROVAL ACTIVITY | | | |
|---|---|---|---|---|---|---|---|---|
| | FY 1989 | | FY 1988 | | FY 1989 | | FY 1988 | |
| | NUMBER | DOLLAR | NUMBER | DOLLAR | NUMBER | DOLLAR | NUMBER | DOLLAR |
| REGULAR BUSINESS | 13,245 | 2,174.9 | 12,346 | 1,985.6 | 1,616 | 265.8 | 1,411 | 225.5 |
| DIRECT & IP | 0 | .0 | 0 | .0 | 0 | .0 | 0 | .0 |
| GUARANTEED | 13,245 | 2,174.9 | 12,346 | 1,985.6 | 1,616 | 265.8 | 1,411 | 225.5 |
| ECONOMIC OPPORTUNITY | 464 | 47.6 | 380 | 37.0 | 252 | 24.4 | 231 | 23.9 |
| DIRECT & IP | 254 | 16.9 | 238 | 14.2 | 146 | 9.5 | 126 | 7.1 |
| GUARANTEED | 210 | 30.7 | 142 | 22.8 | 106 | 14.9 | 105 | 16.8 |
| HANDICAPPED | 137 | 13.2 | 109 | 8.8 | 17 | 1.5 | 9 | .4 |
| DIRECT & IP | 133 | 12.0 | 108 | 8.7 | 17 | 1.5 | 9 | .4 |
| GUARANTEED | 4 | 1.2 | 1 | .2 | 0 | .0 | 0 | .0 |
| ENERGY | 0 | .0 | 0 | .0 | 0 | .0 | 0 | .0 |
| DIRECT & IP | 0 | .0 | 0 | .0 | 0 | .0 | 0 | .0 |
| GUARANTEED | 0 | .0 | 0 | .0 | 0 | .0 | 0 | .0 |
| VETERANS | 235 | 17.0 | 219 | 15.8 | 50 | 3.6 | 37 | 2.6 |
| DIRECT & IP | 235 | 17.0 | 219 | 15.8 | 50 | 3.6 | 37 | 2.6 |
| GUARANTEED | 0 | .0 | 0 | .0 | 0 | .0 | 0 | .0 |
| DEVELOPMENT COMPANY | 1,135 | 309.3 | 1,034 | 266.8 | 84 | 25.1 | 89 | 24.2 |
| DIRECT & IP | 0 | .0 | 0 | .0 | 0 | .0 | 0 | .0 |
| 502 GUARANTEED | 124 | 43.3 | 96 | 32.2 | 21 | 7.9 | 11 | 4.2 |
| 503 GUARANTEED | 0 | .1 | 3 | .8 | 0 | .0 | 0 | .0 |
| 504 GUARANTEED | 1,011 | 266.0 | 935 | 233.8 | 63 | 17.3 | 78 | 20.0 |
| TOTAL BUSINESS LOANS | 15,216 | 2,562.0 | 14,088 | 2,314.2 | 2,019 | 320.5 | 1,777 | 276.6 |
| DIRECT & IP | 622 | 45.9 | 565 | 38.7 | 213 | 14.7 | 172 | 10.1 |
| GUARANTEED | 14,594 | 2,516.1 | 13,523 | 2,275.4 | 1,806 | 305.9 | 1,605 | 266.6 |
| TOTAL DISASTER LOANS | 3,255 | 110.7 | 13,336 | 240.0 | N/A | N/A | N/A | N/A |
| HOME | 1,937 | 26.8 | 11,243 | 152.5 | N/A | N/A | N/A | N/A |
| FARM | 3 | .3 | 1 | .1 | N/A | N/A | N/A | N/A |
| BUSINESS | 1,315 | 83.6 | 2,092 | 87.5 | N/A | N/A | N/A | N/A |
| OTHER PHYSICAL & EIDL | 1,315 | 83.6 | 2,092 | 87.5 | N/A | N/A | N/A | N/A |
| PAYMENT IN KIND | 0 | .0 | 0 | .0 | N/A | N/A | N/A | N/A |
| OTHER FED.ACTION | 0 | .0 | 0 | .0 | N/A | N/A | N/A | N/A |
| CURRENCY FLUCTUATION | 0 | .0 | 0 | .0 | N/A | N/A | N/A | N/A |

PORTFOLIO SUMMARY
LOANS, GUARANTEES, AND LIQUIDATION ASSETS OUTSTANDING
COMPARISON OF CURRENT AND PRIOR YEARS
AS OF 07/31/89
(SBA SHARE)



| | FY 1989 | | FY 1988 | |
|---|---|---|---|---|
| | NUMBER | AMOUNT | NUMBER | AMOUNT |
| TOTAL PORTFOLIO | 243,928 | $16,298,205,421.66 | 269,604 | $16,177,105,386.25 |
| TOTAL BUSINESS EXCL INVEST. | 106,148 | $11,617,541,699.85 | 108,767 | $11,123,491,914.96 |
| REGULAR BUSINESS | 88,137 | $9,454,655,004.32 | 90,575 | $9,128,392,004.09 |
| ECONOMIC OPPORTUNITY | 5,484 | $237,861,633.27 | 6,219 | $234,015,402.83 |
| HANDICAPPED ASST. | 1,503 | $100,410,578.24 | 1,508 | $101,752,050.85 |
| ENERGY | 114 | $12,007,685.27 | 144 | $15,039,695.56 |
| VETERANS | 999 | $59,536,383.04 | 886 | $53,259,751.48 |
| 501 DEVELOPMENT COMPANY | 11 | $3,736,840.74 | 13 | $4,776,232.21 |
| 502 DEVELOPMENT COMPANY | 2,871 | $336,546,581.83 | 3,133 | $336,581,757.26 |
| 503 DEVELOPMENT COMPANY | 4,474 | $838,148,028.63 | 4,617 | $887,345,346.13 |
| 504 DEVELOPMENT COMPANY | 2,555 | $574,638,964.51 | 1,672 | $362,329,674.55 |
| INVESTMENT COMPANY | 1,936 | $1,662,755,490.07 | 2,025 | $1,623,022,575.91 |
| MESBIC | 425 | $401,242,694.99 | 412 | $372,146,835.21 |
| SBIC | 1,511 | $1,261,512,795.08 | 1,613 | $1,250,875,740.70 |
| TOTAL DISASTER | 135,844 | $3,017,908,231.74 | 158,812 | $3,430,590,895.38 |
| HOME | 85,501 | $704,732,741.42 | 99,527 | $776,729,588.70 |
| FARM | 23,597 | $942,205,802.90 | 29,395 | $1,167,293,814.66 |
| BUSINESS | 26,746 | $1,370,969,687.42 | 29,890 | $1,486,567,492.02 |



SEP. 0 89 17:15 SBA CENTRAL I WASH, P. 4/5

# FACT SHEET NO. 47

U.S. Small Business Administration

# FACTS ABOUT HISPANIC-OWNED SMALL BUSINESSES

## SBA ASSISTANCE

In Fiscal 1988, the U.S. Small Business Administration (SBA) provided a total of 695 loans, totaling more than $103.5 million to Hispanic-owned small businesses in the United States and Puerto Rico (excluding disaster loans).

Through the 8(a) program, SBA awards contracts to eligible socially and economically disadvantaged firms. During Fiscal 1988, over 1,100 contracts were let to Hispanic-owned firms totaling more than $876 million. There are approximately 780 Hispanic-owned firms in the United States and Puerto Rico in the 8(a) program portfolio.

SBA maintains the Procurement Automated Source System (PASS), which is a computerized data base of small business contractors. The system responds to requests made by government agencies or major contractors for potential small business suppliers. There are more than 6,800 Hispanic-owned firms profiled in the system.

## GENERAL

The most recent data available from the U. S. Bureau of the Census shows that in 1982, there were 248,141 U.S. businesses owned by members of the Hispanic population, up from 220,000 in 1977.

Hispanic firms were concentrated in selected services and retail trade. These two categories represented 63.1 percent of all Hispanic-owned firms and 53.8 percent of the gross receipts.

The vast majority of firms -- 233,476 or 94.1 percent -- owned by Hispanics in 1982 operated as sole proprietorships. Partnerships totaled 9,418 or 3.8 percent of the firms. Corporations accounted for 2.1 percent of the firms.

Hispanic businesses had gross receipts of $15 billion in 1982, up from $10.4 billion in 1977. Sole proprietorships accounted for 65.2 percent of the gross receipts; partnerships, 10.7 percent and corporations, 33.1 percent.

The Census Bureau data showed that 34 percent of Hispanic-owned firms had gross receipts of less than $5,000.

Hispanic-owned automotive dealers and service stations had the highest gross receipts of any industry group for Hispanic-owned businesses in 1982 -- $1.3 billion from 3,746 firms.

The data showed that California had the largest number of Hispanic-owned firms -- 74,998 -- with gross receipts of $4.2 billion. Texas had the second largest number of firms -- 61,540 -- with gross receipts of $3.4 billion.

California, Texas, Florida, New York and New Mexico had the highest concentration of Hispanic-owned firms, with 193,885. These states also accounted for 80 percent of the gross receipts of all Hispanic-owned firms ($11.9 billion).

The cities with the largest number of Hispanic-owned firms in 1982 were:

| City | No. Firms | Receipts |
|---|---|---|
| Los Angeles | 10,583 | $620 million |
| New York | 10,388 | $799 million |
| San Antonio | 9,180 | $486 million |
| Miami | 8,820 | $1.06 billion |
| Houston | 6,014 | $325 million |
| El Paso | 5,391 | $378 million |
| Hialeah, FL | 4,614 | $258 million |
| Chicago | 2,743 | $197 million |
| Corpus Christi | 2,405 | $106 million |
| San Jose, CA | 2,365 | $ 95 million |

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W. Rogers

# WEBSTER'S AMERICAN BIOGRAPHIES

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companies; neither had any military success, however, and, plagued by his own dishonesty and dissipation, he sailed back to England in 1780 and lived out the rest of his life in dire poverty. He died in London on May 18, 1795.

**Rogers, Will (1879–1935),** humorist, entertainer, and actor. Born on November 4, 1879, near Oologah in the Indian Territory (later in Oklahoma), William Penn Adair Rogers grew up in cattle country and became highly adept with the lasso. Sent to a succession of boarding schools, he found formal education confining and finally gave it up entirely in 1898. After a time as a cowboy in Texas he took to travel and in 1902, in South Africa, joined Texas Jack's touring Wild West Circus as a rope artist. Two years later he returned to the United States and continued to perform in various Wild West and vaudeville shows, gradually introducing into his act humorous patter that, spoken with a distinct Southwestern drawl and delivered in an offhand and rather diffident manner, proved a delight to his audiences. He first appeared in New York at Hammerstein's Roof Garden in 1905. Rogers rose quickly to stardom on Broadway, appearing in a number of musical revues and, after 1915, regularly in the Ziegfeld Follies. His wry humor—homely and good-natured but often with a sharply satirical point underneath—became even more popular as he turned to political topics and comments on the social scene. In 1922 he began writing a weekly column for the *New York Times* that was soon syndicated nationally; in 1926, while touring Europe as President Calvin Coolidge's unofficial goodwill ambassador, he began submitting daily reports to his readers and reached an audience estimated at 40 million. He wrote a number of books as well, including *The Cowboy Philosopher on Prohibition*, 1919; *The Illiterate Digest*, 1924; *There's Not a Bathing-Suit in Russia*, 1927; and *Ether and Me*, 1929. As early as 1918 Rogers appeared in motion pictures, but it was after about 1929 that he achieved real success in that medium; among his most popular films were *A Connecticut Yankee*, 1931; *State Fair*, 1933; and *David Harum*, 1934. Rogers died with pilot Wiley Post in an airplane crash near Point Barrow, Alaska, on August 15, 1935.

**Rölvaag, Ole Edvart (1876–1931),** author and educator. Born on April 22, 1876, on the island of Dönna in Helgeland, Norway, Rölvaag grew up in a small settlement where fishing was the only means of livelihood. From the time he was fifteen until after he turned twenty, he sailed in the open boats that worked the fishing grounds off the Lofoten Islands. At twenty he emigrated to the United States, arriving in 1896. For three years he worked on an uncle's farm in South Dakota. Then, being determined to get an education, he attended Augustana Academy at Canton, South Dakota, from 1899 to 1901. He graduated from St. Olaf College in 1905, and after a year of further study at the University of Oslo, returned to the college as professor of Norwegian language and literature. He remained on the faculty until his death. Rölvaag was a strong devotee of Norwegian culture and a perceptive student of immigrant life in America. As he watched the natives of Scandinavia becoming assimilated into American society, he became an advocate of what came to be called "cultural pluralism." He urged his fellow Norwegians to retain their language, customs, and religion, feeling they would make a better contribution to their new country in so doing. He opposed the work of the "Americanizers" whose efforts during World War I were generated by the myth of the melting pot. In 1925 he was a founder and first secretary of the Norwegian American Historical Association. Rölvaag, whose novels were written in Norwegian, is best known for two novels, *I de Dage*, 1924, and *Riketgrundlægges*, 1925, translated and published together in English as *Giants in the Earth*, 1927, an epic of immigrant life on the prairies of South Dakota in the 1870s. The first of a trilogy, it was followed by *Peder Victorious*, 1929, and *Their Fathers' God*, 1931. Rölvaag's first published novel, *Amerika Breve*, 1912, was based on his own experiences in coming to the United States. It was translated in 1971 as *The Third Life of Per Smevik*. His next novel, *The Forgotten Path*, 1914, has fallen into obscurity. In 1920 he wrote a bitter account of two uncouth immigrants who were driven only by the desire for wealth. Its original title meant "two fools," but it was translated as *Pure Gold* in 1930. *The Boat of Longing*, 1921, translated 1933, took up the theme of the immigrant in the city. In 1926 Rölvaag suffered a heart attack which permanently impaired his health. In August 1931 he resigned his teaching duties to spend his full time writing, but he died suddenly on November 5, in Northfield, Minnesota.

**Romanoff, Michael (1892?–1971),** "Prince Mike," impostor and restaurant owner. Possibly born in Vilna, Lithuania, then a part of Russia, about 1892, Harry F. Gerguson—which may have been his real name—seems to have grown up in modest, if not poor, circumstances in the United States, although when he arrived, and in what circumstances, is lost in the miasma that he intentionally created in after years. According to one of his own accounts (they varied with each questioner) he stowed away to England about 1910 and attended Eton, Oxford, and Cambridge, although there is no evidence for this or numerous other claims of the same sort. He may have served the Allies in some military capacity during World War I, but in any event he first came to public notice in 1919, when, taking careful note of the well-publicized vacancies in the Russian imperial family, he announced that he was Prince Michael Alexandrovich Dmitri Obolensky Romanoff, nephew (later he said half-brother) of the last Czar of all the Russias. He ran up large bills at hotels, restaurants, and stores in Paris and London, declaring grandly that the Russian nobility settled its accounts only once a year, but when he failed to pay he was thrown into jail. Returning to the

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that America's best interest lay in remaining a part of the British Empire. He transferred his loyalties to the British and spent his final years in exile. He died aboard ship near Deal, England, on Sept. 23, 1789.

DON HIGGINBOTHAM
*University of North Carolina*

**DEARBORN, Henry** (1751–1829), American army officer, congressman, and secretary of war. He was born in Hampton, N. H., on Feb. 23, 1751, and became a physician. Dearborn helped organize a militia company at the start of the Revolutionary War and fought in the Battle of Bunker Hill. He joined Benedict Arnold's expedition to Quebec and later participated in the siege of Yorktown.

After representing the Maine district of Massachusetts in Congress (1793–1797), Dearborn served as secretary of war (1801–1809) in Jefferson's administration. In 1812, President Madison named him senior major general in command of the northeastern front, but a series of military failures during the War of 1812 resulted in his recall. In 1815, Madison withdrew his nomination of Dearborn to head the War Department again. From 1822 to 1824, Dearborn was minister to Portugal. He died in Roxbury, Mass., on June 6, 1829.

HOWARD W. SMITH
*Spring Hill College*

**DEARBORN,** a city in southeastern Michigan, in Wayne county, on the River Rouge, 10 miles (16 km) west of the center of Detroit. The city is renowned as the birthplace of Henry Ford and as the home of the Ford Motor Company. More than 200 other plants manufacturing metal products, machinery, bricks, and other products are also situated here.

The city is the seat of the University of Michigan Dearborn campus and of Henry Ford Community College. Dearborn devotes 15% of its area to parks, playgrounds, and swimming pools and operates Camp Dearborn, comprising 626 acres (253 hectares) in Oakland county, 35 miles (75 km) northwest of the city.

A notable feature of the city is Greenfield Village, a representation of early American life planned by Henry Ford. Nearby is the Henry Ford Museum. Other features of Dearborn are Fair Lane, Ford's home; Henry Ford Centennial Library; and the city's oldest buildings—McFadden-Ross Historical Museum and the commandant's quarters, both part of a U. S. arsenal built in the 1830's. See also GREENFIELD VILLAGE.

Settled in 1795, Dearborn was named for Henry Dearborn, a Revolutionary War general. It was a stagecoach stop on the Chicago Trail, and in 1848 was made the site of one of six tollgates on the Chicago Turnpike, a plank road from Detroit to Chicago.

At Ford Airport in Dearborn, built by Ford and operated from 1924 to 1933, the first all-metal multiengine commercial airliner in the United States was built, and the first contract airmail service on domestic routes was inaugurated.

Dearborn was incorporated in 1929. It is governed by a mayor and council. Population: 90,660.

ROLLIN P. MARQUIS
*Dearborn City Librarian*

**DEARBORN, Fort.** See FORT DEARBORN.

**DEATH,** the irreversible cessation of life. Death may be due to a wide variety of diseases and disorders, but in every case the underlying physiological cause is a breakdown in the body's oxygen cycle. Life cannot continue without oxygen, and the oxygen cycle is maintained by the interaction of several different body tissues and organs. For example, the respiratory centers in the brainstem control the mechanism of breathing, the lungs permit oxygen from the inhaled air to diffuse into the blood, and the heart pumps the oxygenated blood through the blood vessels. Although the body cells require many different substances to carry on their life processes, the need for a continuous supply of oxygen is the most essential. Without oxygen, the brain, which normally uses about 25% of the blood's total oxygen supply, rapidly deteriorates. Other organs with high oxygen requirements soon also deteriorate and stop functioning.

Although the breakdown of the oxygen cycle is always the underlying cause of death, it is not used as the basis for classifying causes of death because most fatal diseases and disorders affect more than one of the organs or tissues involved in the oxygen cycle. Thus the condition leading to the breakdown of the oxygen cycle is listed as the cause of death.

**IMPORTANT CAUSES OF DEATH IN THE UNITED STATES**

| Cause | Annual deaths per 100,000 population |
|---|---|
| Heart disease | 336.2 |
| Cancer | 171.7 |
| Stroke | 98.1 |
| Accidents, total | 48.4 |
| Motor-vehicle accidents | 21.5 |
| Falls | 7.0 |
| Drowning | 3.1 |
| Other | 16.7 |
| Pneumonia | 24.1 |
| Diabetes mellitus | 16.5 |
| Cirrhosis of the liver | 14.8 |
| Arteriosclerosis | 13.6 |
| Suicide | 12.0 |
| Homicide | 10.0 |
| All causes | 888.5 |

When an individual dies, the various tissues and organs of the body do not die simultaneously but remain viable for varying periods of time. Formerly, this phenomenon was only of academic and medicolegal interest, but it has become of great practical importance since the advent of human organ transplantation. If a kidney, heart, or liver is to be transplanted, the organ must be in a viable state if it and the recipient are to survive. Thus, in order for transplants to succeed, the death of the donor—from an obvious and irreversible cause—must be pronounced before the limited viability of the organ is exhausted. The irreversible cessation of brain function is the main criterion of death used by doctors, and the transplant cannot be carried out without the legal consent of the dead person's next of kin.

The usual first signs of death are absence of nervous system activity, heart action, and respiration. Later other signs appear. These include *livor mortis*, the blue discoloration of the skin due to the gravitational settling of the blood in dependent parts of the body; *rigor mortis*, the stiffening of the muscles after death; and the cooling of the body.

MILTON HELPERN, M. D.
*Former Chief Medical Examiner, New York City*

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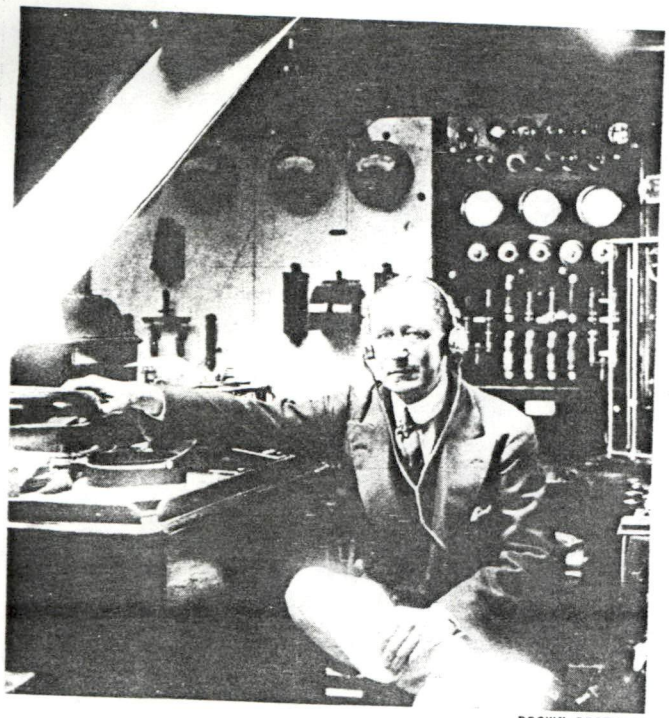

BROWN BROTHERS

Guglielmo Marconi at one of the radio transmitting and receiving stations that inaugurated the era of radio.

**MARCONI,** mär-kō'nē, **Guglielmo** (1874–1937), Italian inventor, who received half of the 1909 Nobel Prize for physics for his work in developing wireless telegraphy. This award surprised many physicists, since previous awards had been for such laboratory studies as revealing X rays, radium and radioactivity, and the electron. What had Marconi done? Measured by the extent to which he had shattered firmly established "laws of nature," Marconi was well qualified for the prize. Mainly in the years 1900–1903, he had shown that the electromagnetic waves predicted by James Clerk Maxwell and demonstrated by Heinrich Hertz could carry messages at frequencies of a few hundred kilohertz 2,000 miles (3,200 km) and more around the earth's curvature, many times farther than any known theory would allow. It was a major geophysical discovery not fully explained until the 1920's.

Marconi's background for the accomplishment was unusual. His 38-year-old widower father, Giuseppe, a businessman of Bologna, Italy, had eloped in 1864 with 17-year-old Annie Jameson, a music student from a well-to-do family in Ireland. Their children were Alfonso, born a year later, and Guglielmo, born in Bologna on April 25, 1874. About 1855, Giuseppe's father had sold the Marconi ancestral estates and bought the Villa Grifone, a manor house with several hundred acres at Pontecchio near Bologna. This was Marconi's home until the age of 22, and here he performed his first crucial experiments in wireless telegraphy using radio waves generated by electric sparks.

Frequent childhood visits with his mother to relatives in Britain made Marconi fluently bilingual at an early age. Formal schooling started with a tutor at home, and ended about 1894 after seven years at the Leghorn Lyceum, a sort of technical institute. He failed entrance examinations to both the University of Bologna and the Naval Academy at Leghorn. Marconi's later testimony that at age 20 he was "fairly well acquainted" with prior work on radio waves by Maxwell, Kelvin, Hertz, Édouard Branly, Oliver Lodge, Augusto Righi "and many others" cannot easily be attributed to the resources at Leghorn. His oldest daughter Degna's 1962 biography of her father says that Righi, a professor at the University of Bologna and a neighbor of the Villa Grifone, allowed the eager young Marconi to audit classes and do laboratory exercises at the university, and offered advice when requested.

Whatever the preliminaries, Marconi seems to have first hit on the idea of communication by radio waves in mid-1894, after reading a memorial review of Hertz' work written by Righi. In the Villa Grifone's long attic he assembled a Hertz-Righi spark transmitter and a Branly-Lodge coherer receiver, and by early 1895 he could ring a bell a few yards away. For greater distance the experiments were moved outdoors. Major improvements resulted when horizontal wires a few feet long were extended from each side of the transmitter spark circuit and terminated in suspended metal plates, and a similar structure was attached to the receiver circuit. When in late 1895 these wires were changed to a vertical position, and the lower plates laid flat on moist earth. Marconi's radio operated a Morse "inker" at the remote end of the estate, more than a mile away and over a small hill. This antenna-ground structure was a major invention.

Marconi's parents now agreed that it was time to explore commercial prospects. Following rejections in Italy, an Irish relative and grain-milling engineer, Henry Jameson Davis, invited Marconi to come to London. Marconi arrived there with equipment in February 1896. By July a patent was applied for and granted, and a successful demonstration was made to Post Office engineers over a distance of almost a mile. When the Wireless Telegraph and Signal Company was formed a year later, the distance achieved was close to 10 miles (16 km).

For the next three years Marconi, with company money, engaged mainly in building several experimental wireless stations, extending the maximum distance of transmission and making demonstrations whose publicity might bring business. A major obstacle to commercial success was the total government monopoly in Britain and many European countries of all facilities for commercial message-handling within or between the countries. Communications exempted from the monopoly included ship-to-ship and ship-to-shore service and a few transoceanic routes. Thus the company's first small income-producing contracts were with Lloyd's of London, the British Army and Navy, and three shipping companies.

By mid-1900, Marconi had persuaded his directors that transatlantic service was of prime financial importance. The company's first superpower station, with a transmitter designed by consultant John A. Fleming of the University of London, was ready at Poldhu in Cornwall a year later, followed shortly by a similar station at South Wellfleet on Cape Cod, Mass. When both flimsy antenna structures collapsed in autumn storms, Marconi had a simpler one built at Poldhu and then hurried to Newfoundland with receivers and kite antennas to establish the historic priority of transatlantic wireless by receiving the famous letter S on Dec. 12, 1901.

There will always be those who doubt that Marconi received the legendary S, given the difficult conditions and the claimed frequency of about 800 kilohertz. However, on his next eastwest Atlantic crossing a few weeks later, Marconi carried equipment that received confirmed Morse-inker messages to 1,550 miles (2,500 km), and the letter S in headphones to 2,100 miles (3,380 km), from Poldhu. It was noted at the time, but not fully appreciated, that this occurred only at night, and that nothing was received beyond 700 miles (1,130 km) in the daytime.

While always pursuing other projects, Marconi focused his primary attention after 1902 on the achievement of commercially reliable two-way transatlantic wireless telegraph service. He was finally successful in 1908, with stations in Clifden, Ireland, and Glace Bay, Nova Scotia.

This attainment of his original dream marks the summit of Marconi's role as innovator and driving force behind the company, now called Marconi's Wireless Telegraph Company, although he remained a world-famous figure and irreplaceable company representative. In 1910 the company acquired an aggressive general manager, Godfrey Isaacs, who waged such relentless legal warfare against infringers of Marconi's strong patents that by 1912 the biggest U.S. companies were forced out of business. In 1915, when Italy entered World War II on the side of the Allies, Marconi began a long period as a distinguished international diplomatic representative of his native land. His interest in technical experimentation reappeared for a few weeks in 1916 when he carried out pioneer communication tests with "very short waves" at frequencies of 100 to 300 megahertz, using highly directional antennas. The work was far ahead of its time. A decade later his assistant on this project, company engineer C. S. Franklin, along with H. J. Round and others, built for the British Post Office a worldwide system of high-power short-wave stations using vacuum tubes at about 10 megahertz.

By 1921, Marconi was wealthy enough to buy a 220-foot (67-meter) oceangoing steam yacht, named by him the *Elettra*, which the British government had seized in wartime from its Austrian owner. Using it as both a globe-roaming laboratory and a home, Marconi spent much of the rest of his life aboard. In 1932 it was the base for his last important experimental discovery, that microwaves at frequencies of 500 megahertz and higher bent farther below the horizon than textbooks said they should. This work anticipated the "scatter propagation" communication technique used 20 years later in polar regions.

Living in the heyday of the giant ocean liners, Marconi greatly enjoyed traveling with socially elite passengers in first-class luxury. He is said to have made more than 100 Atlantic crossings, usually at company expense. Several shipboard engagements were made and broken before his first marriage in 1905 to a charming, aristocratic Irish girl, Beatrice O'Brien. Romances with international socialites recurred at intervals. The marriage was terminated by Vatican annulment in 1927, when he married Cristina Bezzi-Scali, a beautiful titled Italian less than half his age.

For many reasons, including company transformations and health problems, the center of Marconi's life after 1927 gradually reverted to Italy. He died in Rome on July 20, 1937.

ROBERT A. CHIPMAN, *University of Toledo*

AP/WIDE WORLD

Ferdinand and Imelda Marcos as they were about to become president and first lady of the Philippines in 1965.

**MARCOS,** mär'kōs, **Ferdinand E(dralin)** (1917– ), Philippine political leader. He was the country's first president to succeed himself, its first prime minister, and its first chief executive to be exiled.

Marcos was born in Sarrat, Ilocos Norte (Luzon), on Sept. 11, 1917. Throughout his political career he capitalized on his claim that he had led a guerrilla unit against the Japanese during World War II, an assertion that U.S. Army documents made public in 1986 denied. Marcos was Liberal minority leader in the lower house of Congress from 1949 to 1959 and a senator from 1959 to 1965. After becoming Senate president in 1963 he switched to the Nationalist party, and in the 1965 election for president of the Philippines he defeated Diosdado Macapagal.

During his first term as president, Marcos built roads, bridges, airports, and schools, and oversaw a tenfold increase in rice productivity. He was reelected in 1969, but campaign waste and mounting inflation led to violent demonstrations. In 1971 grenades were exploded at a public rally of the opposition senatorial candidates, all of whom were wounded. Marcos took advantage of this incident to suspend habeas corpus and to intern thousands of dissidents. Meanwhile, in order to circumvent the constitutional limit of eight consecutive years for a president's term of office, Marcos had called a constitutional convention to create a parliamentary form of government. As prime minister under this system, he could rule indefinitely.

By 1971, Muslim unrest was increasing in the south, and open revolt had broken out in the north led by the New People's Army, a Maoist group. Disorder spread to central Luzon in mid-1972 following disastrous floods. In September 1972, Marcos proclaimed martial law. As temporary president and (from 1973) concurrent prime minister under the new but suspended constitution, he ruled by decree. He muzzled the press, nationalized major industries, and seized properties of his opponents—whose leader, Sen. Benigno Aquino, was convicted of subversion by a military tribunal and imprisoned until 1980. International groups protested Marcos' violation of human rights, charging his government with torture and murder.

In 1978, his emergency rule endorsed by questionable referenda, Marcos permitted the

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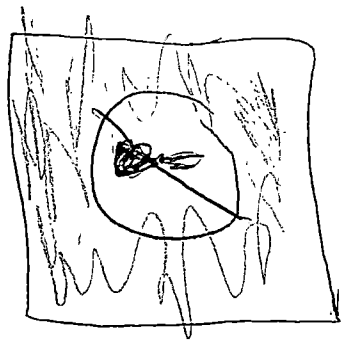

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August 24, 1981

SECTION: Pg. 60

LENGTH: 4190 words

HEADLINE: Hispanics Make Their Move

HIGHLIGHT:

Another fast-growing minority is ready to make its mark on America--in business, politics and the arts. A special report profiles a diverse people eager to play a wider role in U.S. society.

BODY:

Just as blacks thrust themselves onto center stage in the 1960s by flexing their muscles and winning dramatic political, social and economic gains, another minority group has put the nation on notice: The 1980s will be theirs--the decade of the Hispanics.

Latin leaders paint a picture of a people on the move--young, aggressive and hungry for their rightful share of the American dream. Pointing to a Hispanic population that has grown by more than 60 percent in the last decade to nearly 15 million--a faster increase than that of any major ethnic group--these same standard-bearers talk of a storehouse of ''brown power'' pent up for years and ready to break loose.

''Hispanics spent the '70s deciding by what name we ought to be called,'' notes former New Mexico Governor Jerry Apodaca. ''Our call in the '80s is to educate our children and recognize our power as a political force.'' Adds Representative Edward Roybal (D-Calif.): ''The real political power comes in being the balance of power, and Hispanics will be that in this decade. ''

Yet, beyond those bold claims are stark realities that could blunt the impact of this emerging minority group: Poverty, educational deficiencies, the language barrier, political apathy and, perhaps most of all, the tremendous diversity within the Hispanic population. Moreover, they will have to compete with blacks, urban interests, women's organizations and many other groups scrambling for a share of government dollars made leaner by massive budget cuts.

What are the chances that Hispanic Americans can lick such problems and wield the sort of influence their leaders say is possible? U.S.News & World Report asked that question of dozens of experts, both within and outside the Hispanic community. The following is their portrait of a people in search not only of a wider role in U.S. society but of their own identity.

A Melting Pot of Their Own

Often lumped together in the public mind as a single group, Hispanics embrace cultures almost as rich and varied as America itself. That's evident even in the names used to describe them: ''Hispanic,'' ''Latino,'' ''Chicano,'' ''Spanish speaking.'' The most commonly used umbrella term is ''Hispanic,'' yet some people of Spanish descent dislike the term, preferring to identify themselves by their own particular group: Cuban, Puerto Rican, Dominican. Some Mexican

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Americans like the term Chicano. Others of Spanish origin prefer using Latino.

If the names are varied, so, too, are the ways these groups have adjusted to life in the United States. At one end of the economic scale are the Cubans. Although attention in recent months has focused on the plight of the latest wave of Cuban refugees, Cubans generally are faring very well. In Dade County, Fla., where thousands settled after Fidel Castro came to power in 1959, Cubans own 18,000 businesses and account for nearly 3,500 of the area's medical doctors and 14 bank presidents. Visitors from Latin America flock to the Miami area, where they will spend an estimated 2.8 billion dollars this year, much of it going to Cuban firms.

Typical of the rags-to-riches stories that abound is that of Carlos Arboleya. Arriving in Miami in 1960 with $42, he worked in a shoe factory to support his wife and small son. Now he is chief operating officer of Barnett Bank of South Florida, with 27 branches under his command. The secret of success: ''The desire and need to work.''

With their economic power on the rise, the Cuban leaders want to build their political influence. Angered by a 1980 referendum in which English was declared the official language to be used by Dade County agencies, a step that ended Spanish translations of many government forms, Cubans have vowed to win a third--and majority--seat on the five-member Miami City Commission in the November elections. Notes one Cuban leader, Eduardo J. Padron: ''With the antibilingual vote, the Cuban community realized that their contributions to the greater community were not appreciated. Cubans now say: 'Why should we be concerned about other groups who have not supported us?' ''

At the other end of the success scale are Puerto Ricans. In New York City, where more than half of the mainland Puerto Ricans live, this group has barely begun to build the economic and political power base needed to shape their fate. Studies show that Puerto Ricans:

* Earn less than any other ethnic group on the mainland. In 1979, more than a third of Puerto Rican families had no workers in the household.

* Hold a greater percentage of low-level jobs than other Hispanic workers.

* Suffer acute education and health problems. In New York City, Puerto Ricans have the highest school-dropout rate of all ethnic groups, as well as a higher mortality rate than the population as a whole from cirrhosis of the liver, drug addiction, accidents, homicides and diabetes.

Notes Manuel A. Bustelo, president of the National Puerto Rican Forum: ''The story of Puerto Ricans on the mainland has been a history of regression over the last 21 years. It's very difficult to point out their successes.''

Lying between these two extremes of the Cubans and the Puerto Ricans are a raft of other Hispanic groups from Central and South America and the Caribbean. Most notable are Mexican Americans, who make up about 60 percent of the Latin population in the United States. Within their ranks, which grew by 75 percent in the last decade, are people ranging from illegal aliens and impoverished barrio dwellers to wealthy business owners.

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In Las Cruces, N.M., a city of 51,000, the population is split almost evenly between Mexican Americans and Anglos. Three of the five members of the City Council, including the mayor, are Hispanic, yet Latins sense that they have a long way to go. Businessman Edward Perez, Sr., notes that Latin entrepreneurs no longer are limited to the food business, as they were for years, but Anglos still control the economy and the key fields of real estate and banking. His son Eddie adds: ''Capital formation is our biggest problem. We need more bankers who believe in us.''

There are other differences, too. While city officials insist that ''there are no barrios here,'' Hispanics make up only 18 percent of the residents in the exclusive Telshor neighborhood, where homes sell for $100,000 to $150,000. Nor have social stigmas disappeared. ''There are still plenty of Anglo families here who won't allow their daughters to date Hispanics,'' notes attorney Rudy Apodaca.

Hispanic progress is a mixed bag, too, in El Paso, where about 70 percent of the population have Spanish surnames. There widespread poverty and political apathy among thousands of Mexicans mean that Anglos still control the city. ''This is a city where the 'minority' is the majority,'' notes Ray Salazar, a Mexican American who failed in his bid for a second term as mayor in 1979.

Yet others in El Paso see big opportunities. Brothers Arnold, Robert, George and Raul Peinado run a land-development-and-construction business and have a half-dozen university degrees among them, including ones from Harvard and California Institute of Technology. The family's economic power dates back only to the 1930s, when the brothers' father and an uncle, both immigrants, opened a gasoline station with money saved from jobs as bellhops and taxi drivers. ''All that our family has asked is opportunity,'' says Arnold, 49, who has degrees from Johns Hopkins University and the Massachusetts Institute of Technology. ''We don't think that confrontation is the answer to many problems. Opportunities are basically made, not given.''

## No Groundswell of Activists

The traditionalist views of the Peinado family are perhaps more typical than those of militant Hispanics, and that could dilute the political inroads Latins hope to make.

Although 70 percent of Hispanic voters supported Jimmy Carter in the 1980 election, observers note that Hispanics tend to become more conservative as they achieve more business and social success. Comments one Latin lobbyist: ''Mexicans in Texas and the Southwest don't just become American; they become 'Tex-Mex'--more Texan and more conservative than the Texans. In Miami, the same is true of Cubans, many of whom are conservative Republicans.''

That tendency worries some Hispanic leaders because many of the political issues important to them are geared toward lifting up the masses of disadvantaged Latins. Says Henry Cisneros, mayor of San Antonio: ''We have serious problems of poverty, underemployment and low wages. There is a high tendency for our youth to drop out of school and to become involved with drugs and gangs. There is a vicious cycle of poverty we are trying to change.''

Other important issues cited by leaders include the impact of federal budget cuts on social programs, immigration policy, bilingual education, Social

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Security, poverty programs and extension of the Voting Rights Act.

The Voting Rights Act is important because it places a ban on literacy tests and other devices that have been used to discourage minority participation. Another provision requires that certain state and local jurisdictions provide assistance in other languages to voters who are not literate in English. The act also protects against ''at large'' systems of representation, which make it difficult for minorities to win elections because candidates do not represent specific parts of a city or county.

Underrepresented. Electing more Hispanics is a key goal, as the group is vastly underrepresented even in areas where their numbers are great. Only six Hispanics serve in Congress--all in the House. Besides California's Roybal, they include: Resident Commissioner of Puerto Rico Baltasar Corrada (D-P.R.), Robert Garcia (D-N.Y.), E ''Kika'' de la Garza (D-Tex.), Henry Gonzalez (D-Tex.) and Manuel Lujan (R-N.M.). In California, where Hispanics make up almost 30 percent of the population, there are only three state senators and four state assemblymen, according to the Congressional Hispanic Caucus. In Los Angeles, where Hispanics make up about 30 percent of the populace, there are no Latins on the City Council, the School Board or the Board of Supervisors. In Texas, with a Mexican American population of about 20 percent, Chicanos make up 12 percent of the state legislators, 5.6 percent of all city-council members and 6.6 percent of all school-board members.

There are no states with Hispanic governors and only one with a lieutenant governor. Besides San Antonio, only one major city has a Latin mayor: Miami's Maurice Ferre. By contrast, blacks are the mayors of Los Angeles, Washington, Atlanta, Detroit, New Orleans, Newark, Birmingham and Gary. Still, Hispanic leaders are confident that the 1980s will yield big political gains, particularly in such sun-belt cities as Los Angeles, San Diego, Phoenix, Albuquerque, Houston and New Orleans. ''We are seeing an industrial shift to the sun belt where most Hispanics live and where we're in a better position to fill a disproportionately higher number of jobs,'' says Ruben Bonilla, a Corpus Christi lawyer and former president of the League of United Latin American Citizens (LULAC), the largest Hispanic organization. So far, Hispanics have made their greatest impact in San Antonio. Not only is the mayor a Latin but, when Hispanics and black members are combined, they form a majority of the City Council.

The big challenge, say Latin leaders, is to boost citizen participation through rallies and voter-registration drives. The Census Bureau reports that of the nearly 6.8 million Hispanics of voting age, only 1.6 million--less than 25 percent--voted in the November, 1978, congressional election. More voters turned out in the 1980 presidential election because of local drives that resulted in a 30 percent increase in Hispanic registration between 1976 and 1980. In Texas, the number of Hispanics registered jumped by 64 percent, from 488,000 to 798,000.

In Congress, Representative Garcia points out there are more than 50 districts where Hispanics now make up at least 15 percent of voters. ''We're on the threshold of power,'' he says. Richard Santillan, a professor of ethnic studies at California State University, adds that 12 new congressional seats are opening in the Southwest because of reapportionment. ''What this means,'' he explains, ''is that presidential candidates will have to spend more time in the Southwest addressing the needs of Hispanics.''

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Journey Out of Poverty

In the drive for better living standards, progress continues slow for most Hispanics, who tend to be poorer than most Americans and more dependent on food stamps and other government benefits. The unemployment rate for Latins stands at 9.9 percent, compared with 7 percent for the total labor force, and many must settle for low-skill jobs.

Even so, there are signs that more are moving into the middle class. More Latin women, for example, now hold white-collar jobs--48.3 percent in 1979, compared with 40.9 percent in 1969. A greater percentage of Hispanics also are getting jobs in professional, technical and managerial fields. Yet only one heads a Fortune 500 company: Robert Goizueta, chairman of Coca-Cola.

Labor has opened more doors. Among key labor leaders are Jack Otero, vice president of the Brotherhood of Railway and Airline Clerks; Henry L. Lacayo, political director of the United Auto Workers; Cesar Chavez, president of the United Farm Workers, and Maria Porta Latin, vice president of the American Federation of Teachers.

Sports and show business also continue to be paths to a better life for Hispanics. Entertainment personalities in the public eye include Anthony Quinn, Ricardo Montalban of television's popular ''Fantasy Island,'' and Irene Cara, the new singing star of the movie ''Fame.'' Among the many sports figures are golfer Nancy Lopez Melton and Fernando Valenzuela, ace rookie pitcher of the Los Angeles Dodgers. In television news, ABC employs two Latins as national correspondents, David Garcia and Geraldo Rivera.

In the business world, the challenge of Latins is to move out of the realm of mom and pop establishments into the mainstream of sophisticated, fast-growing companies. Partly as a result of government programs, which are designed to aid minority entrepreneurs, the number of Hispanic-owned firms jumped by 53 percent to 219,000 during the 1972-to-1977 period, according to the Census Bureau. In contrast, black-owned firms increased by only 12 percent.

Although many of these firms are in traditional fields--food manufacturing, supermarkets, construction, gasoline stations and personal services--Hispanics are beginning to enter high-technology areas. One example is Petroleum Energy Equipment Company of Dallas, an energy-products distributor established in 1972. The firm got started with the help of a major oil company, Atlantic Richfield, and last year had sales of 16.3 million dollars--more than double the volume in 1979. Notes President Samuel A. Moreno: ''If you get a large, respected company to support you and to speak well of you, more than half the battle is won and you are able to break through.''

Another area being explored is international trade. Hispanic organizations are meeting with government representatives in Spain, Mexico, Venezuela and other nations, trying to persuade them to do business with or through Hispanics and to convince businessmen in their countries to do likewise.

Jesus Chavarria, Publisher of Hispanic Business, adds that a new breed of Hispanic companies is emerging that "goes beyond the local community and is getting into Federal procurement and contracts" one of the largest of this breed is AMEX, Inc., an electronics copany in Hawthorne, Calif. The firm's sales last year were 15 million dollars but are expected to top 50 million this year,

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mostly because of big federal defense contracts.
Food dollars. Food companies alone accounted for 29 spots in a list of 100 largest Hispanic businesses published by nuestro magazine. Together, these firms had 650 million dollars in sales in 1980, a 41 per cent increase during the last two years. In that same period, the top 100 companies increased their employment by 27 percent.Leading the way in the number of major Hispanic firms are California, Florida, Texas and New York.

Efforts to tap Hispanic business have grown "incredibly in the past 18 months, says Lionel SOSA, president of a San Antonio Advertising-and-marketing firm. Many of the larger advertising agencies now have special Hispanic divisions. Says SUSA: "Some of the budgets are substantial-not the hundreds of millions in some areas-but it is not unusual to see a half million to 2.5 million dollars put into Hispanic markets. For example, Budweiser, Miller and Coors are fighting tooth and nail for the Hispanic trade.'' At stake for brewers is a Latin market that buys, on a per capita basis, about 1.5 times more beer than non-Hispanics, according to Strategy Research Corporation of Miami.

The same is true of many other products. In Los Angeles, Hispanic consumers purchase 3.5 times as much baby food as non-Hispanics, nearly 5 times as much juice, 3 times as much canned spaghetti, 1.8 times as many soft drinks and 1.5 times as much shampoo. Despite their lower incomes, Sosa says Hispanic families spend more each year in supermarkets than most other groups because they tend to be bigger and eat out less.

Education:

The Bilingual Battle

The strides being made in business are not as yet being duplicated in school systems, where Hispanic children are often the victims of discrimination and neglect. Troubles range from a dropout rate as high as 85 percent in some cities to achievement scores that are two grade levels or more below national averages.

The sheer numbers of Latins flowing into the nation are overwhelming many urban school districts. They make up 30 percent of the school population in New York, Denver and Miami, 35 percent in Hartford, 45 percent in Los Angeles and 52 percent in San Antonio. School officials struggling to accommodate a flood of Hispanic children admit they have been unable to provide a quality education to the newcomers. ''Most Latinos, even after 12 years in public schools, still have serious difficulties with language and other basic skills,'' says Lavona Zuckerman, a member of the Miami, Fla., Citizens Education Advisory Committee.

Younger Hispanic adults, however, show significant improvement over their elders. About 57 percent of Latin Americans 25 to 29 years old have completed four or more years of high school, whereas only 34 percent of Latins ages 45 to 64 have done so. The percentage of Hispanics ages 25 and over with college educations also has increased from 4.8 percent in 1973 to 9 percent in 1980. Says Jose Longoria, an education official with LULAC: ''In the 1960s, college was an end in itself for Hispanic college students. Today, they recognize the relationship between education and quality of life.''

In the past, schools often contributed to the obstacles facing Hispanic students. A report issued last year by the Carnegie Corporation said schools discriminate against Hispanics by shunting them into educational tracks

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designed for low achievers, by classifying them as mentally retarded, by denigrating their heritage and by giving them the message that they are not expected to succeed.

Most Hispanic leaders say the only way to reverse this poor academic showing is through bilingual education, in which students are schooled in their native tongues while their proficiency in English increases. Last year, in response to a 1974 Supreme Court decision, the Department of Education issued regulations requiring schools to provide instruction in such subjects as mathematics, social studies and science in the native language of English-deficient students. The regulations sparked immediate controversy, with local schools complaining that the government was dictating the classroom curriculum. In February, Education Secretary Terrel H. Bell withdrew the rules. Bell also removed bilingual education from the administration's proposed block-grant scheme, which allows the government to continue bilingual funds to those districts that need them.

Even so, bilingual education is flourishing. As recently as 1971, no state required bilingual instruction. Now, 12 states mandate such a program and some 20 others permit it. The government provides 167 million dollars a year for instruction; states chip in 75 million. Much of the money is spent to ease an acute shortage of qualified bilingual teachers.

Yet bilingualism remains a sensitive issue, and many Americans--particularly European immigrants--favor an English-only policy as the best way to assimilate newcomers into the U.S. mainstream. This sentiment prompted signs that appeared recently in school corridors in Texas reading ''Speak English--This Is America!

''Ethnic Power or Assimilation?

Inferior education, lagging incomes and political apathy aren't the only roadblocks facing Hispanics. Leaders argue that they still battle traces of racism and have suffered because they were late entries in the civil-rights movement. Observes Antonia Hernandez of the Mexican American Legal Defense and Education Fund: ''The Voting Rights Act passed in 1965, but it didn't become applicable to language minorities until 1975. We're the fastest-growing minority, and the public reacts to that in fear.''

There are conflicts, too, within the Hispanic community. In Miami, tensions have built up between the established, successful and better-educated Cubans and their poorer brothers--many of them black--who came to the U.S. in 1979 and 1980. Some Mexican Americans also are resentful that Cubans have received government aid for resettlement, while Chicanos in the Southwest have received no such help.

One force for greater cooperation could be development of Spanish-language communications media. A recent study by Yankelovich, Skelly & White showed that 7 out of 10 Hispanics use Spanish media every week. Spanish International Network (SIN) includes 101 TV stations, with programing that is totally in Spanish--news shows, soap operas, sports, comedy, variety and public affairs. ''SIN has managed to provide a communications outlet never available before,'' says Bustelo of the National Puerto Rican Forum. ''Through the news programs, Hispanic groups are learning about each other. This will have a great impact on our political power formation.''

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Yet others point out that too much emphasis on ethnic pride could do more harm than good. Says Harvard University historian Stephan Thernstrom: ''If the masses of Hispanics agree that integration into this society is not possible or desirable, they will only hurt themselves.'' Thernstrom notes that Hispanic ethnicity is already being diluted by successful Latins who marry outside their communities and move to other areas. ''The average Hispanic American is less racially visible than the average black, Japanese or Chinese American,'' he explains. ''Assimilation is an inevitable part of the process of living in America.''

''A long way to go.'' Ties with blacks and other minorities also may be tough to build, although Hispanic groups are seeking more cooperation. Predicts civil-rights leader Bonilla: ''A formidable force in the '80s will be the coalition of Hispanics with the 26 million blacks.'' Other Hispanic leaders aren't so sure. Notes Felix Arambula, Jr., a city official in Marion, Tex.: ''We've got a long way to go until we're able to form coalitions with blacks. In small towns today, blacks and Hispanics who unite strike fear in the Anglo community. Instead of fighting for equality, you're left fighting to prove you're not a wild radical.''

What many observers seem to be saying is that chances for a well-organized, monolithic movement of Hispanics are slim in the 1980s. The great diversity within the Hispanic community hampers such a drive, and more successful Latins tend to blend in with society at large rather than lead the fight for those less fortunate. That can be seen in the bitter opposition of many Latins toward the Reagan administration's recent proposal to set up a ''guest worker'' program to bring in 50,000 Mexicans in the next two years. The fear is that such a program would only take jobs away from Hispanics already in the U.S. and doom any hope of organizing farm workers. Others label as too harsh a proposed amnesty plan, requiring illegal aliens to meet proficiency standards in English and to be in the U.S. 10 years before qualifying for permanent residence.

Still, in pockets of sun-belt America, the 1980s could indeed be a time when like-minded Cubans or Chicanos parlay their growing numbers and economic strength into major political and economic victories. Says Mayor Cisneros of San Antonio: ''The Southwest is a region that is going to grow economically, socially, culturally and politically, and Hispanics will grow and prosper with that.''

GRAPHIC: Picture 1, An outdoor mural in Los Angeles signals an awakening of ethnic pride. STEPHANIE MAZE--WOODFIN CAMP; Picture 2, The great diversity among Latins shows in a Hispanic festival in Washington, D.C., STEVE LARSON--USN&WR; Pictures 3 and 4, Cubans enjoy an opulent debutante party in Miami, while in New York Puerto Ricans take their fun in the streets.JOSE AZEL, ARLENE GOTTFRIED; Picture 5, Latins still shoulder the burden on countless farms., J.P. LAFFONT--SYGMA

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# HEADLINE: FOUNDATIONS ASSAIL SOCIAL SERVICE CUTS

BYLINE: By KATHLEEN TELTSCH, Special to the New York Times

DATELINE: DALLAS, May 30

BODY:

The nation's philanthropic foundations, already hard-hit by inflation, have expressed increasing concern about the shrinking public funds available for community services.

Their preoccupation with impending cutbacks in Government spending was evident this week at the 31st annual conference of the Council on Foundations, with many of the 950 participants acknowledging that dwindling resources would curtail or even end a range of social, health and welfare services.

The threatened programs, they said, could affect child care and health services, as well as projects assisting the elderly, the mentally disturbed and the disadvantaged in poorer neighborhoods. Reduced Federal, state and city support, they objected, will put increased pressure on foundations to provide alternative funds. But there are no prospects seen for any significant increase.

''There will be loud voices saying we ought to pick up the slack,'' said Richard Bennett, president of the William Penn Foundation of Philadelphia, ''but there is no way that foundations for a single day can replace Government funding and the idea is ridiculous.'' Governments, he said, provide many billions of dollars for programs; by contrast, foundations last year contributed $2.24 billion in grants for education, health, the arts and all other philanthropic activities.

## 'Taxpayer Revolt' Is Disturbing

Foundation representatives see disturbing implications for philanthropy in the approval in California two years ago of Proposition 13, which severely cut property taxes, and in the spread to other states of the so-called taxpayer revolt against public spending.

While the dimensions and nature of Federal budget reductions for the 1981 fiscal year are not yet known, the prospect of declining public support for a number of social programs will inevitably present private foundations with difficult choices, said Russell Phillips, vice president and secretary of the Rockfeller Brothers Fund. His concern, echoed by other participants in the conference, was that financial pressure could lead foundations to sacrifice their distinctive role as backers of risky, innovative projects.

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A more optimistic, but less widely shared, outlook was expressed by William Lace, an associate director of both the Pittsburgh Foundation and the Heinz Endowment, which is supported by the multimillion dollar food processioning concern.

''The tide will be gradual, not a tidal wave; it will be painful, but it will not be fatal,'' he declared, expressing doubt that there would be any mass liquidation of social service programs.

'Some Kind of Answer'

Speaking of community operated programs, he said: ''The agencies will find some kind of answer and maybe foundations ought to help them find it. The social services which they will offer in future may not be up to the caliber of those provided in the 60's when the Federal Government poured massive funds into health, welfare and other services, but three years from now we'll probably sit and say they've made a remarkable adjustment.''

In California, the shock of drastic cutbacks in government funds was initially cushioned by distribution of state surplus funds, but park, summer school, recreation and arts programs were drastically cut. In some counties services for senior citizens, crime prevention and minorities were wiped out, according to Leslie L. Luttgens, president of the Rosenberg Foundatoin. The predicament was partly alleviated by the expansion of the Foundations-Corporations Emergency Fund in the San Francisco Bay area, providing loans and grants to human services agencies.

The Fund for the City of New York, an independent group created by the Ford Foundation, has also adopted an emergency aid program to help nonprofit groups suffering a cash flow shortage because of delay in receiving grants.

The impact of declining financial resources was raised recurrently at the three-day conference. Carmen Estrada, a member of the Mexican-American Legal Defense Fund of San Francisco, told foundation leaders that advocacy groups representing minorities were hard-put to muster the support they hoped would make the 80's the '' decade of the Hispanics. '' She added, ''We have had to lower our expectations across the United States because the needed money is drying up.''

Ideas and Experiences Shared

In informal workshops and more often in conversation, foundation leaders used the opportunity of the council conference to exchange ideas and share experiences.

Standing in the lobby of the Hotel Loews Anatole, John G. Simon, president of the Taconic Foundation of New York, mentioned a summer program to help a group of teen-agers earn money and learn construction skills; they will be weatherizing decaying New York dwellings, making them more energy-efficient. The undertaking, modest in size, is being promoted with the help of community groups and is tentatively called the Youth Energy Corps.

Meanwhile, officers of the New World Foundation, Carl Reitz and Fred Johnson of Alpena, Mich., were telling other foundation representatives that they had discovered a particularly worthwhile project, albeit somewhat remote, in a

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tiny village not far from Timbuktu in Mali.

An encounter at a council conference with a Peace Corps official two years ago had led the officials of the Besser Foundation to give a $15,000 grant to a rural dispensary in the African nation. When they made a visit last fall to see the results of their grant, they discovered that two rural clinics were sharing the funds. They promptly held a board meeting and voted another $15,000 for the villages, this time for diesel pumps.

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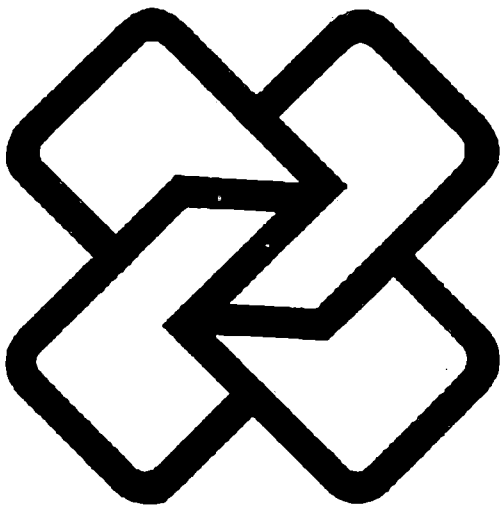
CURRENT POPULATION REPORTS

**Population Characteristics**

Series P-20, No. 438

# The Hispanic Population in the United States: March 1988



Issued July 1989

**U.S. Department of Commerce**
**Robert A. Mosbacher,** Secretary
**Michael R. Darby,** Under Secretary
for Economic Affairs

**BUREAU OF THE CENSUS**

# The Hispanic Population in the United States: March 1988

## INTRODUCTION

This report presents data on the demographic, social, and economic characteristics of the Hispanic population of the United States. The Bureau of the Census collected this information in the March 1988 supplement to the Current Population Survey (CPS).[1]

The report contains information about the total Hispanic population, as well as its subgroups—Mexican, Puerto Rican, Cuban, Central and South American, and other Spanish origin.[2] Comparable data for the total United States and for persons not of Hispanic origin also are included. The social and economic characteristics presented include age, sex, marital status, educational attainment, school enrollment, fertility, voting and registration, employment status, family composition and size, income, and poverty status.

## HIGHLIGHTS

- From 1980 to 1988, the Hispanic civilian noninstitutional population increased by 34 percent, or about 5 million persons.
- Fifty-five percent (± 1.7 percentage-points)[3] of all Hispanics in the Nation resided in two states—California and Texas—in 1988.
- In 1988, 10 percent (± 0.8) of Hispanics, 25 years old and over had completed 4 or more years of college, compared with 5 percent (± 0.3) reported in the 1970 census (the first census to use a self-identification Spanish-origin question).
- The proportion of high school dropouts among Hispanics 18 to 21 years old (31 percent ± 3.2) was more than twice that of persons who were not Hispanic (12 percent ± 0.7) in October 1986.
- The reported voter turnout rate of eligible Hispanics, citizens 18 years old and over, (46 percent, ± 2.1) in November 1988 was lower than of non-Hispanics (61 percent ± 0.4). Although an increase was noted in the voter turnout rate of Hispanics between the 1976 and 1984 Presidential elections, 43 percent (± 3.1) and 48 percent (± 3.1), respectively, the change between the 1984 and 1988 elections was not statistically significant.
- Data on births to Hispanic women portend a larger proportion of Hispanics in the future United States population. The June 1988 CPS shows that Hispanic women had 11 percent (± 1.2) of all births in the United States but represented only 8 percent (± 0.3) of all women 18 to 44 years old.
- The proportion of Hispanic families maintained by married couples decreased between 1982 and 1988, from 74 percent (± 1.5) to 70 percent (± 1.4). At the same time, the proportion of families maintained by women and men with no spouse present increased from 26 percent (± 1.5) to 30 percent (± 1.4).
- The unemployment rate in March 1988 among Hispanics 16 years old and over was 8.5 percent (± 0.5), the lowest it had been since the relatively high unemployment rates observed in March 1983, shortly after the end of the last economic recession.[4] The same situation was true for non-Hispanics, who had an unemployment rate of 5.8 percent (± 0.2) in March 1988.
- The poverty rate of Hispanic families in 1987 was 25.8 percent (± 1.5) and has not changed significantly since 1982, the bottom of the last economic recession.

## POPULATION CHANGE AND COMPOSITION

In March 1988, the Hispanic civilian noninstitutional population numbered 19.4 million and represented 8.1 percent of the total United States civilian noninstitutional population. In 1980, the Hispanic population represented 6.5 percent of the total population. Since the 1980 census, the Hispanic population has increased by

[1]The population universe in the March 1988 CPS is the civilian noninstitutional population of the United States and members of the Armed Forces in the United States living off post or with their families on post, but excludes all other members of the Armed Forces.

[2]Unless otherwise noted, persons reporting "Other Spanish" origin are those whose origins are from Spain, or those identifying themselves generally as Spanish, Spanish-American, Hispano, Latino, etc.

[3]The number in parenthesis is equal to 1.6 times the standard error of the estimate. This gives the 90-percent confidence interval when added to and subtracted from the estimate. A complete discussion of confidence intervals and standard errors is given in Appendix B, "Source and Accuracy of the Estimates."

[4]Comparisons and trends in unemployment rates shown in this report are restricted to data obtained from the March supplement of the CPS and may not necessarily reflect trends observed when comparing other survey months or annual average rates.

August 31, 1989

MEMORANDUM TO CURT SMITH

FROM: STEPHANIE BLESSEY

SUBJECT: Drug problem initiatives for Hispanics

The following points are taken from the Drug Strategy Blueprint.

- "Across the country we are seeing grass roots examples of communities that are fed up with drugs and are beginning to fight back. In Miami, The Miami Coalition is bringing together leaders from business, higher education, government, and law enforcement to develop a comprehensive drug prevention strategy." (p.82)

- "...Because drug use is, at its heart, a moral problem, we must hear much more form the churches. In some cities the churches are beginning to get involved. One minister of an inner city church in Washington, D.C., for example, recently led 100 members of his congregation on a march to a drug-infested public housing project. There are other ways the churches can contribute, such as by offering the use of their facilities to Narcotics Anonymous and other self-help groups." (p.83)

- "Many communities want to fight back against drugs but don't know how or where to begin. To assist such communities, the Federal government will provide information, technical assistance, and referrals to appropriate Federal resources through a drug clearinghouse." (p.84)

- "And we need to get the anti-drug parents' groups more involved in our inner cities and with preventing young people from using the more dangerous drugs, like cocaine and crack, as well as gateway drugs such as marijuana." (p.87)

- "The majority of illegal drug users in the United States are 18 to 40 years old, and employed. Some experts believe that as many as twenty percent of all American workers use illegal drugs on the job." (p.87)

- "The Federal government has a responsibility to do all that is can to promote comprehensive drug-free workplace policies in the private sector. Employers will be encouraged to: 1) develop and communicate to all employees a clear drug policy setting out expectations of behavior, employee rights and responsibilities, and the actions to be taken in response to an employee found to use illegal drugs; 4) educate employees about the plan; and 5) provide for identifying employees who use drugs, including drug testing where appropriate. The Federal government will also move quickly to implement and strengthen the regulations for the Drug-Free Workplace Act of 1988, which requires Federal contractors and grantees to have drug-free workplace plans in effect." (p.91)

SMALL BUSINESS ADMINISTRATION

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ADDRESS TO THE AMERICAN G.I. FORUM

BY SUSAN S. ENGELEITER

ADMINISTRATOR, U.S. SMALL BUSINESS ADMINISTRATION

Omaha, Nebraska
August 10, 1989

THANK YOU, CHAIRMAN DIAZ. I AM VERY PLEASED TO BE INVITED TO JOIN YOU TODAY. I APPRECIATE THIS OPPORTUNITY TO BECOME BETTER ACQUAINTED WITH THE AMERICAN G.I. FORUM.

YOU REPRESENT THE BEST QUALITIES OF OUR NATION -- PATRIOTISM AND SERVICE, HOPE FOR THE FUTURE, AND THE FIRM KNOWLEDGE THAT OPPORTUNITY IS A RESULT OF HARD WORK AND DEDICATION.

THE U.S. SMALL BUSINESS ADMINISTRATION AND THE AMERICAN G.I. FORUM SHARE TWO IMPORTANT GOALS. FIRST, IT IS A CRITICAL PART OF BOTH OUR MISSIONS TO REACH OUT TO VETERANS. WE RECOGNIZE THAT AMERICA'S VETERANS ARE A UNIQUE RESOURCE. THEIR DEDICATION TO OUR COUNTRY IS INDISPUTABLE. SO IS THEIR COURAGE AND CAPACITY FOR HARD WORK.

AND, JUST AS VETERANS HAVE LED OUR NATION OUT OF TIMES OF CRISIS IN THE PAST, THEY HAVE A SPECIAL CAPACITY TO LEAD OUR NATION IN TIMES OF PEACE.

THERE IS NO BETTER EXAMPLE OF THIS LEADERSHIP THAN YOUR FOUNDER, DR. HECTOR GARCIA. HE IS AN EXTRAORDINARY PATRIOT DECORATED REPEATEDLY AS A HERO IN WORLD WAR II, AND HONORED MANY TIMES SINCE AS A LEADER IN CIVILIAN LIFE. DOCTOR GARCIA IS PROOF THAT THE CONTRIBUTIONS OF OUR NATION'S VETERANS CONTINUE LONG AFTER THEY PUT AWAY THEIR UNIFORMS.

THE SECOND GOAL S.B.A. SHARES WITH THE AMERICAN G.I. FORUM IS THAT OF EQUIPPING OUR PEOPLE WITH THE TOOLS THEY NEED TO PROSPER, AND TO HELP OUR NATION PROSPER.

I'D LIKE TO SPEND A FEW MOMENTS SHARING SOME THOUGHTS WITH YOU AS TO HOW WE AT THE S.B.A. AND YOU CAN BUILD A PARTNERSHIP OF HOPE AND OPPORTUNITY FOR HISPANIC VETERANS, AND FOR ALL HISPANIC-AMERICANS.

AS YOU KNOW, THERE ARE 848,000 HISPANIC VETERANS IN THE UNITED STATES TODAY. THEY REPRESENT THE VERY BEST OF AMERICAN MILITARY SERVICE. HISPANIC AMERICANS HAVE WON MORE MEDALS OF HONOR THAN ANY OTHER ETHNIC GROUP IN THE UNITED STATES.

APPROXIMATELY 302,000 OF YOU SERVED IN THE VIETNAM ERA, AND 183,000 SERVED IN THE VIETNAM THEATER. THE EVIDENCE SUGGESTS THAT HISPANIC

AMERICANS BORE THE BRUNT OF THAT WAR. YOU HAD THE HIGHEST CASUALTY RATE OF ANY GROUP, IN PROPORTION TO YOUR REPRESENTATION IN THE GENERAL U.S. POPULATION.

HISPANIC VETERANS OF VIETNAM -- AND THERE ARE MANY OF YOU IN THE AUDIENCE TODAY -- ARE IN THEIR PRIME WORKING YEARS.

TODAY, APPROXIMATELY 62,000 HISPANIC VETERANS ARE SELF-EMPLOYED. TENS OF THOUSANDS MORE UNDOUBTEDLY WOULD LIKE THE OPPORTUNITY TO CREATE AND OPERATE THEIR OWN BUSINESSES.

HISPANIC VETERANS WHO OWN SMALL BUSINESSES ARE PART OF A MUCH LARGER GROUP OF HISPANIC BUSINESS OWNERS. THERE ARE MORE THAN 248,000 HISPANIC-OWNED BUSINESSES IN THE UNITED STATES. THOSE BUSINESSES EARN $15 BILLION IN RECEIPTS EVERY YEAR. THEY ARE CLEARLY A VERY IMPORTANT FORCE IN OUR NATIONAL ECONOMY.

SINCE 1980, THE NUMBER OF HISPANIC-OWNED BUSINESSES IN OUR COUNTRY HAS DOUBLED. AND THE FUTURE LOOKS EVEN BRIGHTER.
PART OF OUR MISSION AT S.B.A. IS TO HELP MORE HISPANIC AMERICANS CREATE NEW BUSINESSES, NEW JOBS AND NEW ECONOMIC OPPORTUNITIES FOR THEMSELVES AND THEIR COMMUNITIES.

THERE IS NO MYSTERY AS TO WHY I CONSIDER THIS AN IMPORTANT ROLE FOR THE S.B.A. AND THE FEDERAL GOVERNMENT AS A WHOLE. SMALL BUSINESSES IN GENERAL HAVE CREATED TWO OF EVERY THREE NEW JOBS IN THIS COUNTRY DURING THE LAST DECADE. SMALL BUSINESSES TRAIN TWO OF EVERY THREE NEW WORKERS IN OUR COUNTRY. AND SMALL BUSINESSES ARE RESPONSIBLE FOR MANY OF THE INVENTIONS, THE INNOVATIONS AND THE FRESH IDEAS THAT CAN KEEP THIS NATION A LEADER IN THE GLOBAL ECONOMY.

HISPANIC-OWNED BUSINESSES HAVE BEEN PART OF THAT IMPRESSIVE RECORD, AND THEY WILL BE VITAL TO THE CONTINUING CONTRIBUTIONS OF SMALL BUSINESSES IN THE YEARS AHEAD.

AMERICA'S LEADERSHIP IN THE WORLD COMMUNITY, OUR ABILITY TO PROVIDE HOPE FOR OUR CHILDREN AND THEIR CHILDREN, AND OUR ABILITY TO CURE THE MANY SOCIAL DISEASES THAT STEM FROM JOBLESSNESS -- DISEASES LIKE DRUG ABUSE, SCHOOL TRUANCY, POVERTY AND HOMELESSNESS -- OUR ABILITY TO DEAL WITH ALL THESE ISSUES DEPENDS ON ECONOMIC HOPE. QUALITY JOBS CREATED BY SMALL BUSINESSES CAN HELP PROVIDE THAT ECONOMIC HOPE.

WHAT CAN WE AT THE S.B.A. DO TO HELP YOU AND YOUR FAMILIES PROSPER IF YOU CHOOSE TO BE ENTREPRENEURS?

-- WE OPERATE A MINORITY SMALL BUSINESS PROGRAM, COMMONLY CALLED THE "8-A" PROGRAM, TO HELP HISPANIC AND OTHER MINORITY-OWNED COMPANIES OBTAIN FEDERAL CONTRACTS. THIS PROGRAM HELPED HISPANIC BUSINESSES OBTAIN MORE THAN $844 MILLION IN FEDERAL CONTRACTS DURING FISCAL YEAR 1988. NEXT WEEK, WE WILL ANNOUNCE A SET OF NEW REGULATIONS FOR THIS PROGRAM, WHICH WE BELIEVE WILL MAKE IT BETTER



← being sent this afternoon

ABLE TO SERVE MINORITY SMALL BUSINESSES.

-- OUR OFFICE OF VETERANS AFFAIRS AT S.B.A. PROVIDES LONG-TERM BUSINESS TRAINING AND A HOST OF OTHER SPECIFIC SERVICES TO VETERANS. THE S.B.A. HAS VETERAN SERVICE REPRESENTATIVES IN OUR 10 REGIONAL AND 68 DISTRICT OFFICES.

-- OUR SURETY BOND GUARANTY PROGRAM HELPED MORE THAN 3,600 VETERAN-OWNED COMPANIES OBTAIN THE NECESSARY BONDING TO CONTRACT WITH THE FEDERAL GOVERNMENT LAST YEAR.

-- WE OFFER NATIONWIDE EDUCATION AND COUNSELING SERVICES FOR SMALL BUSINESSES THROUGH MORE THAN 500 SMALL BUSINESS DEVELOPMENT CENTERS, MORE THAN 500 SMALL BUSINESS INSTITUTES AND THROUGH OUR SCORE NETWORK, WHICH INCLUDES 13,000 RETIRED EXECUTIVES WHO VOLUNTARILY ASSIST BUSINESS OWNERS. THIS NETWORK DELIVERED BUSINESS ASSISTANCE TO MORE THAN 260,000 VETERANS IN 1988.

WE OFFER GUARANTEES FOR GENERAL BUSINESS LOANS UNDER OUR 7-A LOAN PROGRAM -- APPROXIMATELY $2.6 BILLION THIS YEAR. THESE LOAN GUARANTEES HELP SMALL BUSINESSES START AND EXPAND, INCLUDING NIKE SHOES, APPLE COMPUTER, CRAY COMPUTERS, FEDERAL EXPRESS AND 265,000 OTHER FIRMS LAST YEAR. WE HOPE TO SEE MORE HISPANIC-OWNED SMALL BUSINESSES TAKE ADVANTAGE OF THIS FINE PROGRAM.

I URGE YOU TO CALL YOUR NEAREST S.B.A. OFFICE FOR MORE INFORMATION ABOUT THESE PROGRAMS AND MANY OTHERS. YOUR LOCAL OFFICE IS LISTED IN THE PHONE BOOK UNDER "U.S. GOVERNMENT -- SMALL BUSINESS ADMINISTRATION." OR, CALL US IN WASHINGTON AT 1-800-368-5855.

THESE PROGRAMS ALL HOLD POTENTIAL FOR HISPANIC VETERANS, AND HISPANIC SMALL BUSINESSES. BUT WE CAN DO MUCH MORE TO MAKE SURE S.B.A. SERVICES REACH HISPANIC AMERICANS.

LET ME GIVE YOU ONE EXAMPLE OF THE KIND OF ASSISTANCE THE SBA CAN GIVE IF WE WORK TOGETHER TO GET THE WORD OUT.

PEDRO GARZA JR. IS A 53-YEAR-OLD MEXICAN-AMERICAN BORN IN TEXAS. HE SPENT HIS CHILDHOOD AS A MIGRANT WORKER HARVESTING CROPS IN TEXAS, WASHINGTON, OREGON AND FLORIDA. HIS FORMAL EDUCATION STOPPED IN THE 10TH GRADE. HE SERVED WITH THE U.S. ARMY.

IN 1972, AT THE AGE OF 36, HE LOST BOTH OF HIS KNEECAPS IN A CAR ACCIDENT. BUT PEDRO GARZA WOULD NOT LET THAT HANDICAP STOP HIM.

MR. GARZA TOOK THE ADVICE OF A FRIEND AND LEFT MIGRANT WORK TO BECOME A CEMENT MASON. HE WORKED IN THAT TRADE FOR 27 YEARS. AFTER HIS CAR ACCIDENT LEFT HIM UNABLE TO DO HEAVY MANUAL LABOR, HE STARTED A SMALL TREE THINNING AND PLANTING COMPANY.

HE EVENTUALLY MADE CONTACT WITH THE S.B.A. HE BEGAN TAKING OUR AGENCY'S CLASSES IN HOW TO CONTRACT WITH THE FEDERAL GOVERNMENT.

AND SOON, HE WON CERTIFICATION AS A CONTRACTOR UNDER THE 8-A PROGRAM I MENTIONED A FEW MOMENTS AGO. WITH S.B.A.'S HELP, MR. GARZA MOVED INTO GENERAL CONTRACTING.

TODAY, MR. GARZA IS OWNER OF THE GARZA CONSTRUCTION COMPANY IN THE STATE OF WASHINGTON. HIS ANNUAL SALES HAVE GROWN FROM $109,000 IN 1975 TO NEARLY $4 MILLION TODAY. HE EMPLOYED 5 PEOPLE IN 1975. TODAY, HE EMPLOYS ABOUT 30.

IN 1983, MR. GARZA WAS NAMED ONE OF THE TEN S.B.A. "8-A CONTRACTOR OF THE YEAR." THERE ARE MANY MORE SUCH SUCCESS STORIES.

IN CLOSING, LET ME SHARE WITH YOU THAT WHEN PRESIDENT BUSH ASKED ME TO BECOME ADMINISTRATOR OF THE SMALL BUSINESS ADMINISTRATION, HE LISTED SEVERAL OF HIS PERSONAL PRIORITIES FOR THE S.B.A.

FOR EXAMPLE, HE SAID HE WANTED ME TO STRENGTHEN THE AGENCY'S ASSISTANCE TO MINORITY-OWNED BUSINESSES, INCLUDING THOSE OWNED BY HISPANICS.

AND HE TOLD ME THAT HE WANTED ME TO MAKE SURE THAT WE HAVE A DIVERSIFIED WORK FORCE AT S.B.A., AND THAT HISPANICS AND OTHER MINORITY GROUPS ARE WELL REPRESENTED.

I AM WORKING TO ACCOMPLISH BOTH OF THOSE GOALS. WHEN I WAS SWORN IN AS ADMINISTRATOR LAST MAY, WE ALREADY HAD SEVERAL EXCELLENT OFFICERS FROM THE HISPANIC COMMUNITY.

FOR EXAMPLE, OUR OFFICER IN CHARGE OF VETERANS AFFAIRS IN CALIFORNIA, ARIZONA, NEVADA, HAWAII AND GUAM IS VINCE RIOS, A DECORATED VETERAN WHO SERVED TWO TOURS AS A MARINE INFANTRYMAN IN VIETNAM. VINCE LOST BOTH LEGS AND HIS RIGHT ARM IN THAT WAR. TODAY, HE IS WIDELY ACKNOWLEDGED AS ONE OF THE FINEST VETERANS AFFAIRS OFFICERS IN FEDERAL SERVICE.

TWO WEEKS AGO, I ANNOUNCED THE REAPPOINTMENT OF GIL CISNEROS AS SBA'S REGIONAL ADMINISTRATOR IN DENVER, COLORADO.

I AM ACTIVELY RECRUITING MEMBERS OF THE HISPANIC COMMUNITY FOR OTHER LEADERSHIP POSTS IN S.B.A.

IN RECENT YEARS, THERE HAVE BEEN ENCOURAGING SIGNS OF PROGRESS FOR HISPANIC-OWNED BUSINESSES. BUT THERE IS ENORMOUS WORK YET TO BE DONE.

I INVITE YOU, AS VETERANS AND AS HISPANIC-AMERICANS, TO MAKE FULL USE OF THE SERVICES WE PROVIDE AS S.B.A.

AND UNDER THE CAPABLE LEADERSHIP OF PEOPLE LIKE MARIO DIAZ AND ALEJANDRA ZUNIGA, AND WITH OUR COMMON GOALS, I GREATLY LOOK FORWARD TO OUR WORKING TOGETHER IN THE YEARS AHEAD. THANK YOU. ###

SMALL BUSINESS ADMINISTRATION

# FAX TRANSMISSION SHEET

USE THIS FORM TO REQUEST FAXING. FAX OPERATORS SHALL SEND IT AS THE FIRST PAGE OF EACH FAX TRANSMISSION AND MAY KEEP IT AS A RECORD OF EACH TRANSMISSION. CALL 653-2528 IF THERE ARE PROBLEMS IN RECEIVING A TRANSMISSION FROM CENTRAL OFFICE.

DATE 8/31/89 TIME ____ This is page 1 of 4

SUBJECT:

| | (Person) | (Office) | (FAX Phone) | (Voice Phone) |
|---|---|---|---|---|
| TO: | Sheree Sanchez | | 454-6218 | 456-2587 |
| FROM: | Ben Jarratt | Central Office | | 653-2442 |

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____ IF THIS LINE IS CHECKED THE RECEIVING OFFICE MUST IMMEDIATELY CALL THE SENDER OR FAX THIS COMPLETED FORM BACK TO THE SENDING OFFICE FAX NUMBER TO CONFIRM RECEIPT. DISREGARD THIS BOTTOM PORTION IF THIS LINE IS NOT CHECKED.

RECEIPT DATE _____ RECEIPT TIME _____

RECEIVING OFFICE:

PERSON CONFIRMING:

SBA FORM 1414 (3-87) Use 2-85 edition until exhausted

☆U.S. Government Printing Office 1987—788-331/61102

Good Stuff!

U.S. SMALL BUSINESS ADMINISTRATION
WASHINGTON, D.C. 20416

OFFICE OF THE ADMINISTRATOR

TO: Shiree Sanchez
Associate Director for Public Liaison

FROM: Susan Engeleiter
Administrator

DATE: August 31, 1989

RE: Talking Points for President Bush's Speech

I believe the President will find the following talking points especially useful for his speech to the Hispanic Chamber of Commerce. As you know, I recently spoke before the American G.I. Forum in Omaha and discussed the important role that Hispanic-owned small businesses play in the American economy and what the Small Business Administration does to help increase minority business ownership.

NUMBER OF HISPANIC-OWNED BUSINESSES

- There are more than 248,000 Hispanic-owned businesses in the United States.
- These businesses generate annual sales of nearly $15 billion in receipts.
- Since 1980, the number of Hispanic-owned businesses has doubled.
- Hispanic-owned businesses are concentrated in the services, retail trade, and construction industries with recent, dramatic increases in the manufacturing and high technology areas.

BUT MORE NEEDS TO BE DONE

- Hispanic-owned businesses are underrepresented in the American business population. Hispanics have a business participation rate of 19.5 per 1000 Hispanic persons while the non-minority rate is 62.9 firms per 1000 non-minority persons.

- While Hispanics account for eight percent of the entire U.S. population, Hispanic-owned businesses represent just 2 percent of all businesses.

THE NEED FOR MORE CAPITAL

- As with other minorities, potential Hispanic business owners often have difficulty attracting the necessary start-up capital for their business.

- Between 40 and 50 percent of minority businesses utilize equity (or nonborrowed) capital to initiate their enterprises.

- A lower capital gains tax rate would reward, rather than discourage, investment by the thousands of ordinary Americans who supply equity capital to small business.

WHAT THE SBA IS DOING TO HELP HISPANIC-OWNED BUSINESSES

- The SBA's minority small business program (or "8-A" program) helped Hispanic businesses obtain more than $844 million in federal contracts during FY 88.

- The SBA operates the Minority Enterprise Small Business Investment Company (MESBIC) program which provides incentives to venture capitalists to provide start-up and growth capital for minority entrepreneurs. In FY 88, the annual financing to minority small business as a result of the MESBIC program was $139.8 million -- over three times the size of the government's outlays.

- In just the past year, the SBA has provided business advice and counsel to over 10,000 Hispanic individuals.

- The SBA's Office of The SBA Administrator has asked members of the President's cabinet to help small businesses compete for federal contracts in the coming fiscal year.

SBA SUCCESS STORIES

- Digitron, Inc: Digitron is a Dayton, Ohio firm founded by Nestor and Nancy Fernandez, who fled Castro's Cuba in 1961. They arrived in the United States with no money and spoke no English. Nestor worked as a dishwasher in Miami for two years while attending a trade school to learn toolmaking. They moved to Dayton to be near relatives and founded Digitron in 1976 with an initial investment of $4000. A Detroit-based MESBIC, Motor Enterprises Inc., a subsidiary of General Motors, worked closely with Digitron, providing management and technical assistance. At last count, the company had grown from six employees and sales of $200,000 in 1977 to 200 workers and sales of $14 million.

- Garza Construction Co.: Pedro Garza Jr. is a 53-year- old Mexican-American born in Texas who spent his childhood as a migrant worker. His formal education stopped in the 10th grade and in 1972, at the age of 36, he lost both of his kneecaps in a car accident. Mr. Garza started a small tree thinning and planting company and began taking SBA sponsored classes in how to contract with the federal government. Within a year, Garza won certification as a contractor under the 8-A program and today, with barely $109,000 in sales upon entering the SBA program, Garza Construction Company now grosses $4.5 million annually. Employees have jumped from 5 to 30. Garza's firm will "graduate" from the 8-A program next year.

- Ruiz Food Products: The father and son team of Louis and Fred Ruiz started their food business in 1964 in an old warehouse with a battered stove, small freezer, single mixer, and a tasty idea for better Mexican food. With the help of SBA counseling and a SBA loan, their company has expanded to a total sales volume of $42 million and 534 employees -- up from $300,000 and 16 employees a decade earlier. In 1983, this father-son duo combined to be named SBA's National Small Business Person of the Year.

## HISPANIC CHAMBER AWARD

The Kern County Hispanic Chamber of Commerce (KCHCC was founded in October of 1985 with a small group of business individuals. Among this dynamic group were three individuals that had participated in Hispanic Chambers in both the California Hispanic Chambers of Commerce and the U.S. Hispanic Chambers of Commerce. Esther Manzano, Publisher of El Mexicalo Bilingual Newspaper has been involved for many years and knew the benefits of establishing a local Hispanic Chamber here in Kern County. Mr. John Enriquez, President of Enriquez Construction Company for over twenty years, has also been a member of the national organization and can fully appreciate the types of services, advocacy and networking that such a local chamber could provide. The first president was a life long advocate of minority and business issues, Mr. Tony Alvarado, himself a business man with several businesses both here and in the Los Angeles area. The problems confronting Hispanic businesses were nothing new to this small group of action oriented individuals. Along with these individuals, Mr. Frank Beadle, Felix Ramirez and the NEDA Director Manuel Lerma joined one evening and paid the initial dues that would allow our local chamber to participate in the upcoming state convention in two weeks. This innovative and persistant group has seen KCHCC grow, prosper and most important, serve as a voice for our community and continually is on the forefront of issues affecting our business community. From 6 dedicated individuals five years ago to almost 200 members. The Chamber continues to flourish, we have come a long way.

## Major Events 1985

**October** After several organizational meetings the Kern County Hispanic Chamber of Commerce was offically formed when Frank Beadle, Felix Ramirez, John Enriquez, Esther Manzano, and Manuel G. Lerma each paid $50 in Dues which were sumitted to the Sacramento State Organization to become chartered.

**October** Esther Manzano and Manuel Lerma attended the California Hispanic Chamber of Commerce State Convention in Stockton and hand delivered the $200 Charter fee and were allowed to vote as a chapter.

**November & December** Kern County Hispanic Chamber elects officers.

## Major Events 1986

**January** KCHCC sends large delegation to the greater Bakersfield Chamber of Commerce Mixer.

**February** Monthly meeting sets up most important committees: executive committee, marketing public relations committee, education committee, membership committee.

**February** Chamber holds 1st mixer at Casa Royal and draws over 300 persons including live coverage from all three network TV Stations.

**April** KCHCC Host first State of California Hispanic Chamber Board of Directors Meeting at the Hilton in Bakersfield. Over 65 Chamber Members from all over California attended and were very pleased with the Kern County hospitality.

**April** First Annual business luncheon at La Colonia with speakers: Claude Fidler from Chevron & Bakersfield City manager George Carvalho. The first luncheon was standing room only crowd.

**May** KCHCC Published new brochure and recruiting materials.

**August** 2nd business luncheon held at "EL Barrilito South West" over 50 members and guests attended with an outstanding presentation from Connie Uenthal from the credit bureau.

**September** Planning started for the third and final luncheon for a presentation on the year 2010 in California and Kern County to be held in November of 1986

## Major Events 1987

**March** Quarterly luncheon at Casa Royale. Speaker Mr. Duane Paul, Vice President and Economist at Bank of America Corporate Headquarters Los Angeles, CA..

**April** Regular meeting contribution to youth Paul Hernandez from East High to attend Freedom Foundation Award Ceremonies at Valley Forge, Pennsylvania.

**May** Chamber President participated in the Cinco De Mayo Parade with a decorated car on behalf of the Chamber.

**May** President Nava met with the Committee of the Fiestas, incorporated, and pledged the support of the Chamber.

**May** KCHCC set up a booth at the Small Business Opportunity Day Trade Fair at the Kern County fair grounds to recruit members and promote the Chamber. Talked to over 40 corporations at the event.

**May** Special meeting for election of Officers.

**May** Quarterly luncheon with scholorship emphasis and invited Dr.Tomas Arciniega, President of Cal State Bakersfield to speak. The event was held at the Pollo Norteno and over 60 members and guests attended.

**May** Board of Directors host luncheon for State of California Chamber of Commerce President, Roy Jasso.

**June** Regular meeting awarded two $500 scholarships to Mario Ramos of Cal State Bakersfield and Nick Ruiz of Bakersfield College.

**July** Board Meeting at La Tapatia.

**July** Manuel Lerma attends State of California Hispanic chamber Meeting in San Bernardino, California.

**July** Board of Directors attend ground breaking, $300,000 Corporate Building for Enriquez Construction Company, John Enriquez Member of KCHCC and past president.

**August** Quarterly luncheon. Speakers were: Pete Dukete, Chief Legalization Officer Unites States Justice Department and Ted Bader, Agent U.S. Border Patrol. The topics covered were amnesty and employer sanctions. We received outstanding coverage that include 2 radio stations and 2 television stations.

**August** Inititated the Puente Project to work with Kern County Juvenile Hall. Offered entertainment and informational and educational resources available to our detained and often forgotten youth. Over 50% of the detained youth are minority, with the majority of them being Hispanic.

**August** President Nava met with attorney and member Sylvia Rodriguez to start paperwork for KCHCC Articles of incorporation.

**September**

Large Chapter delegation attended State Hispanic Chamber convention in Oakland. Most of the Board Officers attended including Al Nava, Manuel Lerma, Esther Manzano as well as other members, Henry Rodriguez and Felix Ramirez.

**September** Northern California Chamber Vice President Armando Morlos visits chapter meeting with Al Nava and Esther Manzano.

**September** KCHCC receives outstanding community organization award from NEDA and U.S. Commerce Department.

**October** Large Delegation attends Los Angeles National Convention of the U.S. Hispanic Chamber of Commerce. Those in attendance included Maria Llaca, Manny Martinez, Henry Rodriguez, Manuel Lerma, and Esther Manzano.

**October** President Nava visits Baker Street corridor with Mr. George Gonzales from the City of Bakersfield Community Development program. Several businesses were visited in an effort to alleviate problems in the blighted area.

**October** Presented recognition plaque to Steve Schilling, Executive Director Sierra Vista Clinic for outstanding community services.

**October** Quarterly luncheon, speaker was Jim Buchiere, from Edwards Air Force Base. His presentation was on opportunities for small businesses at the base with the Federal Government. The luncheon was held at the Kern River Motor Inn and over 60 persons attended including 2 TV stations.

**November** Co-sponsored a crime prevention seminar with Kern County Economic Opportunity Corporation at Veterans Hall on Ridge Road.

**November** Contacted Mr. Vince Orduno, Community Relations representative of American Savings and Loan in Sacramento. Mr. Orduno agreed to update our Chamber brochure. He print 1500.

**December** KCHCC held Christmas party with El Mexicalo bilingual newspaper co-hosting. Over 200 persons attended including City Council representatives and members of the Board of Supervisors. Food was donated by: El Pollo Norteno, La Flor Morena, La Cabana. Refreshments were donated by: American Way distributing, W.A. Thompson, Inc. and Advance Beverage,Pepsi Cola Bottling Co. A fun time was had by all those who attended.

## Major Events 1988

**January**
- Election of Officers
- General membership meeting with guest speaker Roy Nunez, U.S. Hispanic Chamber of Commerce, Western Regional Manager.

**February**
- General Membership meeting with guest speaker Armando Morlos California Hispanic Chamber of Commerce President, and Joe Partida Vice President of the Northern Region.

**March**
- Quarterly Luncheon with guest speaker Abel Quintela U.S. Hispanic Chamber of Commerce President held at the Casa Royal.

**April**

- California Hispanic Chamber of Commerce, quarterly Board of Directors meeting in Los Angeles.
- Ribbon cutting Ceremonies for El Pollo Pollo and Grossman's.
- Going away luncheon for Gloria Perez.
- Committee meeting on Membership, Fundraising, By-Laws and Executive Board luncheon.

**May**

- General Membership meeting with guest speaker Sonia Melara on Hispanic Yellow Pages "Hispanic Consumer Buying Power".
- La Fiestas Parade. Executive Officers rode in antique vehicles.
- La Fiestas Cinco De Mayo Fiesta, Chamber rented a booth for two days.
- NEDA's Small Business Day, we had a booth.
- Ribbon cutting ceremony for San Joaquin Valley College.
- Meeting with Tomas Arcinega President of California State University, Bakersfield and the Mayor of Bakersfield Tom Payne.

**June**

- General Membership meeting with guest speaker Armando Morlos the California Hispanic Chamber of Commerce, President. Speech titled "Making Your Chamber Work".
- Quarterly luncheon with guest speaker Paul H. Moreno, the President of Moreno Construction in Chicago, Ill.. Held at the Bakersfield Country Club.
- Meeting with the President of Greater Chamber of Commerce and Bakersfield Supervisor Mary K. Shell.
- Channel 17 interviews two representative from the Hispanic Chamber of Commerce.
- First Annual Fun Night held at the Veterans Hall on Mt. Vernon St.
- Committee meeting with the membership, Public Relations, and Fundraising.

**July**

- General membership meeting with guest speaker Cecilia Martinez for Pacific Bell on "How to do Business with Pac Bell".
- U.S. National Workshop with speaker Roy Nunez the Western Regional Manager.
- Quarterly Board of Directors Meeting in San Francisco, CA.
- Fundraising Committee Swimming Party.
- The Chamber members played volleyball against CONTEL Telephone Hispanic Employees.
- K.C.H.C.C. family picnic at Jastro Park.

- Orientation for new members at CONTEL.
- Pac Bell interview for fundraising workshop.
- Committee meeting with the membership, Public Relations, Workshop, Fundraising.

**August**

- General Membership meeting with guest speaker Pete Para, Interim Director Employers Training Resource Center: Topic "E T.R. & the Employer Community"
- United States Hispanic Chamber Western Regional Workshop at Las Vegas, Nevada.
- Meeting with the past President of California Hispanic Chamber of Commerce Mr. Roy Jasso.
- Attended Pac-Bell's Non-Profit Fundraising Workshop in Fresno, CA.
- Celebration luncheon for George Gonzales, promotion to Community Development Coordinator.
- Channel 29 KBAK interviewed the Kern County Hispanic Chamber of Commerce.
- K.C.H.C.C. played volleyball game against Contel Telephone Team.
- Meeting with Gary L. Moss, Community Development Program Department.
- Committee meeting with the Fundraising Membership, Public Relations, Workshop, Budget/Finance and Education.
-Corporate meeting with Bank of America, AT&T, Frito Lay and The Bakersfield Californian.

**September**

- General Membership meeting with guest speaker Gary L. Moss, Economic Development Program Department. Topic: "County Financial Assistance Program for Small Business".
- United States National Hispanic Chamber of Commerce September 7 thru 11 at Washington D.C..
- Two days Pac Bell Non-Profit Workshop in Fresno, CA.
- SERENATA 88 Gala Event at the Lions Inn. Scholarships were presented to three students. The SERENATA 88 AWARD went to GINA RODRIGUEZ, and MANNY MARTINEZ received the MEMBER OF THE YEAR AWARD.
- K.C.H.C.C. presentation to the Golden Empire Kiwanians Club.
- Meeting with Douglas Yvanian, Greater Chamber President, Jack Stewart, President Kern Economic Development Corporation, Jerry Barlow, Chevron.
- TV 21-KFTV interview.
- Corporation meeting, Sears, Shell Western Oil Company and Contel Telephone.

**October**

- General Membership meeting with guest speakers will be mayoral candidates Clarence E, Medders and Thomas Payne.
- NEDA and Minority business Development Center Awards Luncheon. Three members of the K.C.H.C.C. will be receiving awards. Receiving the AWARDS are JOHNNY MUNOZ, FELIX RAMIREZ, AND CHARLIE RODRIGUEZ.
- Pacific Bell Non-Profit Fundraising Workshop will be held in Fresno, CA..
- Co-Sponsor "Federal Procurement and Export Opportunity Conference"
- California Hispanic Chamber of Commerce Conference 7th Annual Convention Sacramento, CA.
- Corporate Luncheon sponsored by Chevron .
- Mixer at Community First Bank on October 26th, 1988.
- Board of Trade Ann Gutcher, Manager and Executive Vice President.

**November**

- General Membership meeting with guest speaker Paul W. Shellcock, Acting Economic Development Director, Topic: "City Service for Small Business".
- K.C.H.C.C. Tax Workshop presented by Mr.Don Mendez C.P.A..
- Procurement Workshop Conference.

**December**

- General Membership meeting with guest speaker William R. Hamblin, Senior Vice President Chief Lending Officer, Greater Chamber of Commerce Chairperson on Leadership Program.
-K.C.H.C.C. Mixer at NEDA over 200 attend.
- 2nd Annual K.C.H.C.C. Christmas Party at Enriquez Construction Corporate Headquarters.

**Check one entry category (one entry form per category, form may be photocopied)**

- ☐ Hispanic Business Woman of the Year
- ☐ Hispanic Business Man of the Year
- ☑ Hispanic Chamber of Commerce of the Year
- ☐ Corporate Hispanic Business Advocate of the Year
- ☐ Government Hispanic Business Advocate of the Year

**CHECK YOUR REGION BELOW:**

- ☐ Region I: AZ, CA, CO, HI, ID, MT, NV, NM, ND, OR, UT, WA, WY
- ☑ Region II: AK, AR, IA, KS, LA, MS, MO, NE, OK, TX, SD
- ☐ Region III: AL, CT, DE, DC, FL, GA, MD, ME, MA, NH, NJ, NY, NC, PR, RI, SC, VA, VT, WV
- ☐ Region IV: IL, IN, KY, MI, MN, OH, PA, TN, WI

Name of Nominee San Antonio Hispanic

Title Chamber of Commerce

Company _____

Address One Ten Broadway, Ste. 50

City/State/Zip San Antonio, TX 78205

Telephone (512) 225-0462

FAX (_____) _____

USHCC Member? ☑ Yes ☐ No

Member of Local Hispanic Chamber of Commerce/Business Organization?

- ☐ Yes (Name _____)
- ☐ No

SAN ANTONIO HISPANIC CHAMBER OF COMMERCE

August 9, 1989

Mr. Joe Lira
United States Hispanic Chamber
of Commerce
4900 N. Main
Kansas City, Missouri

Dear Joe:

It was a pleasure seeing you at the TAMACC convention in Austin. It was an extra pleasure for us because we were able to share with you our 1989 Chamber of the Year Award.

Joe, although the deadlines for the TAMACC and USHCC Chamber of the Year awards were the same we were able to submit for both of them. However, we do have some supplemental material that we are enclosing for your review. We hope it will aid you in your selection process.

We look forward to seeing you in New Orleans.

Again, thank you for your consideration .

Sincerely,

Al Aleman, Jr.
Chairman of the Board

enclosures

PHOTO BY JOSE BARRERA

## Hispanic chamber honored

San Antonio Hispanic Chamber of Commerce President Al Aleman (from left) accepts the large chamber-of-the-year award Friday at the Texas Association of Mexican American Chambers of Commerce convention in Austin. Association officials Sam Guzman and Ernest Chavoria present the award. Story on Page 1-C, editorial on Page 4-B

# Movers and shakers

For the second year in a row the San Antonio Hispanic Chamber of Commerce has been named the best Hispanic chamber in Texas. Its chairman, Al Aleman Jr., received the award Friday at the annual meeting of Texas Association of Mexican American Chambers of Commerce in Austin.

A great deal of the credit for the success of this local chamber goes to Aleman. Under his leadership the Hispanic Chamber more than doubled its membership — to 900 — since January.

The group started the recent drive to sign up library cardholders, which resulted in 30,000 new library cards issued; it started the Career Amigos program to provide role models, and it started the Business Success Series to recognize outstanding Hispanic business leaders.

Hats off to the Hispanic Chamber of Commerce.

# Hispanic Chamber receives state honor

By DENISE HERRERA-WIETERS
Express-News Business Writer

AUSTIN — The San Antonio Hispanic Chamber of Commerce was awarded the large chamber of the year award for the second consecutive year by the Texas Association of Mexican American Chambers of Commerce at the group's 14th annual state convention Friday.

The convention will be held through Saturday.

Al Aleman, president of the San Antonio chamber, accepted the award and thanked the association for recognizing the chamber's members and its achievements.

"As one of the oldest Hispanic chambers of commerce in the United States we have not only dedicated ourselves to meet the needs of our members but also to our community," Aleman said.

## Clements address

Ramiro Cavazos, executive director of the San Antonio chamber, said, "I believe we are the only chamber to be honored twice as a chamber of the year.

"We feel deeply honored."

Gov. Bill Clements, who was keynote speaker at the opening breakfast, addressed the problem of workers' compensation and the need to further trade between Mexico and Texas.

"Our system for compensating injured workers in Texas has become an economic nightmare," Clements said. "On the one hand we have employer premiums that rank among the highest in the nation and are pricing many businesses out of the insured market.

"On the other hand we have workers' ben-

See PLAN, Page 7-C

Editorial ..... 4-B

# Plan to boost U.S.-Mexico t to be in place soon, Clement

Continued from 1-C

efits, some of which are among the lowest anywhere."

Clements said decisive action must be taken.

"Texans deserve better," he said. "They demand comprehensive reform and we, as your elected officials, must respond.

"After months of study and debate, the Legislature threw up its hands two weeks ago without an agreement. But if we don't solve this problem in November, then our legislators are going to find it's a long time to Christmas."

To increase business with Mexico and also expand Texas' economic base, Clements said he has made a number of proposals that have been endorsed by the Legislature and will soon be put into action.

"Known as the Texas Jobs and Opportunity Blueprint, our program will put policies into place that fuel our drive forward by providing tax incentives for job creation, by developing our high technology base and by offering specialized training for workers," he said.

Under the plan, there will be an eventual phase-out of sales and user taxes now paid on manufacturing equipment.

Also, the plan will target small- and mid-size businesses through an exporters loan fund.

"Our geographic location and our strong ties to Mexico make Texas a natural partner in the twin plant program," Clements said. "Texas' central location also gives us the advantage as a distribution center for the nation's commodities.

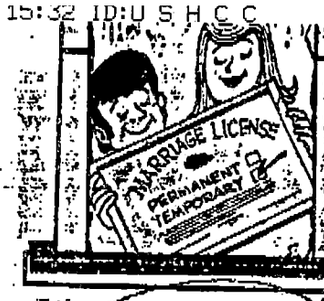
> "Our geographic location and our strong ties to Mexico make Texas a natural partner in the twin plant program. Texas' central location also gives us the advantage as a distribution center for the nation's commodities."
>
> — Gov. Bill Clements

"To underscore both and to enhance manufacturing in Texas, we are proposing to exempt business inventories from property taxes when those goods are only in the state temporarily.

"Except for Alaska, Texas is the only state in the nation that offers no such exemption for so-called goods in transit. It's time we threw off this disincentive. This question will be on the ballot in November as a constitutional amendment."

About 800 members of Hispanic chambers across Texas are attending the convention.

Former San Antonio Mayor Henry Cisneros will be the keynote speaker at a convention breakfast Saturday.

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appl

Express-News
SAN ANTONIO, TEXAS

**Blair Corning**

# *Chamber going for the big time*

Al Aleman Jr. began his presidency of the Hispanic Chamber of Commerce in January, he made up his mind months before that his year would be dedicated to the small businessman.

He knows what they need. He once was one. Now, though, his food enterprise is considered big business.

But through education, role-model recognition, coalition-building and what seems a blitz in community awareness, the Hispanic chamber, once a small business itself, has catapulted to booming big time in San Antonio.

**Clout, energy**

It has clout. It exudes energy. It exemplifies initiative.

And it is an award winner in the state with the possibility of garnering national attention in September.

"Texas Chamber of the Year" is the accolade awarded last week to San Antonio's Hispanic chamber by the Texas Association of Mexican-American Chambers of Commerce. There are approximately 30 member chambers throughout the state.

What is more significant than this 1989 award is that it marks the first time in state chamber history that the same chamber has won two years in a row.

"When we won it last year for our work in 1988, it was the first in our history of almost 60 years," said chamber Executive Director Ramiro Cavazos. "Winning it two years in a row is an accomplishment never achieved by any Texas chamber," he added.

Now, San Antonio's Hispanic chamber

chambers.

Cavazos said the national convention, where the award will be presented, will be held Sept. 9-12 in New Orleans, La.

San Antonio is a sure shot. Some statistics trigger its strength:

• In a recent three-day blitz, the chamber gained 130 members. Since January, approximately 20 new members have joined each month. Thus, since January, the chamber has added nearly 250 to the base of approximately 575 members. Not a bad growth statistic.

Money always talks.

"From the beginning of January to the end of June this year, the chamber produced more revenue than it did during the entire 1988 year," Cavazos said. "We are spending more but we are making more, too."

• In March, the chamber initiated its library card program, designed to reach more than 100,000 children and their parents. In its effort to face the ongoing literacy problem, the chamber already has issued cards to 65,000 children and adults.

• To strengthen its ties with Mexico, a San Antonio Hispanic chamber delegation, along with other invited Texas Hispanic chamber members, spent almost a week there on a trade mission. The chamber also sponsored a seminor on doing business in Mexico.

• Monthly mixers, now being held at major companies such as Valero Energy Corp., Southwestern Bell Telephone Co., the Marriott Rivercenter and Coca-Cola Bottling Co., are almost overflow events now. The last mixer, held July 26 at Fiesta Lincoln-Mercury, brought a record 700-plus to the Bandera Road site.

## Successful seminar

Small business efforts? You bet. A first successful Small Business Symposium, a two-day seminar in May, was held at Incarnate Word College. The chamber also continues to push for more Hispanic and women business owners to be awarded city contracts.

Education also is a major Hispanic chamber thrust. The city's Educational Partnership Program is a major chamber mandate, and chamber board member Lionel Sosa made a recent $50,000 contribution.

Its Career Amigos program, designed for chamber members to act as job hosts at their work places for students, now provides a mentor program with more than 150 chamber volunteers.

The chamber even sponsored a "Celebrity Waiter" dinner to benefit the Leukemia Society. That first-time effort raised more than $25,000.

Surely, the U.S. Hispanic Chamber of Commerce *has* to recognize this growth, energy and vitality. And its spurt to big business status.

# Hispanic Chamber committee unveil

## Group targets leadership development, job pa

By CHUCK McCOLLOUGH
Express-News Business Writer

The Hispanic Century Club on Tuesday unveiled a study and three-year plan for helping Hispanics make advances in such areas as management-job parity, leadership development and increased minority-business profits.

The club is a leadership committee of the San Antonio Hispanic Chamber of Commerce. The name comes from the proposed membership of 100 members.

The Century Club released a needs-assessment and long-range plan addressing six areas.

"To develop this document, which we call 'Parity '92,' we had to take a long, hard look at the state of Hispanic business in San Antonio today," said Ben Cavazos, club chairman. "What we found, not surprisingly, is that although we've made some real progress since the time this group was formed two years ago, there are still some very great disparities," Cavazos said.

"The purpose of the Hispanic Century Club is to address those disparities. And the purpose of this document is to give us, for the first time, a detailed, long-range action plan for doing so."

Cavazos, sales manager for the local AT&T office, said Hispanics are 52 percent of the city's population but occupy only 2 percent of the upper-management positions in San Antonio.

The club's first goal is to create parity for Hispanics as board members, loan officers, and senior managers in financial institutions, Cavazos said.

The club will address that need by researching the current status of Hispanics in decision-making positions and determining and distributing criteria used for selection and the selection process.

The chamber committee also will establish a dialogue with key members of the local financial community.

Another objective is to give Hispanics parity as board members, purchasing officers and senior managers in the business community at large. Club members will use the same tactics planned for the push for parity at financial institutions.

A third goal is to increase revenues and profits for Hispanic-owned businesses.

To do that, Century Club members will

SAN ANTONIO EXPRESS NEWS 08/09/89

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AUG-31-89 THU 12:34 U.S. HOUSE TEL NO:816-756-0575 #507 P51

# s study, three-year plan

## rity, business profits

survey minority businesses for specific needs, develop a "Buy Hispanic" program, conduct trade fairs, hold venture-capital seminars, meet with organizations with contracts to award such as the Alamodome, sponsor seminars on minority purchasing and set-aside programs and hold a technology seminar.

"The San Antonio Hispanic community has $3.7 billion in annual purchasing power. We want to create a strong awareness of how that power can be used," Cavazos said.

Club members will also develop and implement programs designed to cultivate Hispanic leadership.

"That was one of the main areas identified in the study," Cavazos said.

To develop that leadership the club will start a mentorship program, refer new members to established leadership programs, provide and create leadership opportunities and identify and recruit young members for leadership-building positions.

"Our other objectives are to work closer with other Hispanic organizations and help prepare young Hispanics for a business career," Cavazos said.

To give Mexican-American youths a start, the Century Club will help develop a network of college contacts, sponsor a career day, provide speakers for the chamber's Career Amigos program, establish a scholarship program for business students and promote enrollment in college business programs.

The Century Club will not use confrontational or militant tactics, said member Kathy Sosa. "We will present the business community with facts that show how our group's agenda can be mutually beneficial," she said.

Check one entry category (one entry form per category, form may be photocopied)

- ☐ Hispanic Business Woman of the Year
- ☐ Hispanic Business Man of the Year
- ☒ Hispanic Chamber of Commerce of the Year
- ☐ Corporate Hispanic Business Advocate of the Year
- ☐ Government Hispanic Business Advocate of the Year

CHECK YOUR REGION BELOW:

- ☐ Region I: AZ, CA, CO, HI, ID, MT, NV, NM, ND, OR, UT, WA, WY
- ☐ Region II: AK, AR, IA, KS, LA, MS, MO, NE, OK, TX, SD
- ☒ Region III: AL, CT, DE, DC, FL, GA, MD, ME, MA, NH, NJ, NY, NC, PR, RI, SC, VA, VT, WV
- ☐ Region IV: IL, IN, KY, MI, MN, OH, PA, TN, WI

Name of Nominee Atlanta Hispanic

Title Chamber of Commerce

Company _____

Address _____

City/State/Zip Atlanta, GA

Telephone (____) _____

FAX (____) _____

USHCC Member? ☒ Yes ☐ No

Member of Local Hispanic Chamber of Commerce/Business Organization?

☐ Yes (Name _____)

☐ No

August 25, 1989

To: Veronica Gouabault
Eastern Regional Manager
United States Hispanic Chamber of Commerce

Re: Atlanta Hispanic Chamber of Commerce

From: Gladys Montiel, President GM

The Atlanta Hispanic Chamber of Commerce (AHCC) was established in Atlanta, Georgia in October, 1984 as a volunteer non-profit organization.

It is a conduit for the economic development of Hispanic businesses and professionals on a local, national, and international level. The AHCC also serves as an information resource center to both the Hispanic and non Hispanic community of metropolitan Atlanta on issues of legislation, entertainment, employment, etc.

The AHCC currently has 130 members. Its membership includes Fortune 500 companies, Government employees, entrepreneurs, and professionals. It offers a series of monthly meetings which address topics of interest to its membership and provides a continuous forum for networking.

The AHCC also publishes its newsletter, LA VOZ, which highlights chamber activities and topics of general interest to its readership.

The AHCC has established relationships with the Atlanta City Government, the Atlanta Chamber of Commerce, Atlanta-based and national Hispanic Organizations, and other minority non-Hispanic business organizations.

The Chambers most important objectives and accomplishments are and have been to promote the economic development of our Hispanic community, to raise Hispanic awareness in our non-Hispanic community , to promote the positive image of Hispanics, and to provide a comfort zone for the Hispanic entrepreneurs assisting them towards their development and efficient flow into the mainstream.

The AHCC's most successful revenue producing strategy until now has been the implementation of its first annual awards gala held in June, 1989 at the Omni International in Atlanta, with an attendance of over 300, complete with Latin food, and live Latin entertainment, in which the following categories were honored: Corporation of the year, Hispanic Business of the year, and Hispanic Businessman and Businesswoman of the year.

The most important issues the AHCC has faced until now have been:

1. The 1988 local Supreme Courts ruling by Judge Hicks on the city of Atlanta's MBE program excluding all other minorities except blacks, from participating in the program since there was no data provided by the City of Atlanta that would support those other ethnic groups as having been discriminated against. This was mainly due to the cities inefficient system of maintaining proper minority data showing the breakdown of the various ethnic groups and how they have individually been discriminated against as groups. The Chamber implemented the MBE Steering Committee in order to monitor and assist the City of Atlanta with proper documentation needed and ordered by the Supreme Court.

2. U.S. Congressman Pat Swindall's repeated public negative statements about Hispanics implicating Hispanics with drug trafficking and money laundering. The AHCC together with the other Hispanic organizations held a press-conference where the Congressman could publicly clarify and correct his statement showing the community that actions like this from political figures would not be tolerated.

3. The "English Only" issue - The AHCC once again joined forces with the other Hispanic organizations mainly LULAC making television appearances and visiting City Hall and requesting any and all support from the community at large. The proposed "English Only" bill was shelved.

# CORPORATE

# HISPANIC

# BUSINESS ADVOCATE

# OF THE YEAR

United States Hispanic Chamber of Commerce

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Check one entry category (one entry form per category, form may be photocopied)

- ☐ Hispanic Business Woman of the Year
- ☐ Hispanic Business Man of the Year
- ☐ Hispanic Chamber of Commerce of the Year
- ☒ Corporate Hispanic Business Advocate of the Year
- ☐ Government Hispanic Business Advocate of the Year

CHECK YOUR REGION BELOW:

- ☐ Region I: AZ, CA, CO, HI, ID, MT, NV, NM, ND, OR, UT, WA, WY
- ☒ Region II: AK, AR, IA, KS, LA, MS, MO, NE, OK, TX, SD
- ☐ Region III: AL, CT, DE, DC, FL, GA, MD, ME, MA, NH, NJ, NY, NC, PR, RI, SC, VA, VT, WV
- ☐ Region IV: IL, IN, KY, MI, MN, OH, PA, TN, WI

Name of Nominee Zulma X. Barrios

Title Hispanic Markets Director

Company Mutual of Omaha

Address Mutual of Omaha Plaza

City/State/Zip Omaha, NE 68175

Telephone (402) 978-5545

FAX (_____) _____

USHCC Member? ☒ Yes ☐ No

Member of Local Hispanic Chamber of Commerce/Business Organization?

☐ Yes (Name _____)

☒ No None Exist

**ZULMA XENIA BARRIOS**
**6115 SEWARD STREET**
**OMAHA, NEBRASKA 68104**
402-978-5545 OFFICE
402-558-6604 HOME

## EDUCATION

RHU (Registered Health Underwriter) Designation--1983
Courses in all related areas of Health Insurance,
Omaha, Nebraska
LUTCF (Life Underwriter Training Council Fellow) Designation,
1970 to 1973 Diplomas in Personal, Business and Disability
Insurance, Asheville Community College, North Carolina
Louisiana State University--1961 to 1964
Baton Rouge, Louisiana
Bachelor of Arts & Sciences--1961
Colegio Sagrada Familia, El Salvador

## BUSINESS EXPERIENCE

**MUTUAL OF OMAHA INSURANCE COMPANIES**
Omaha, Nebraska

| | |
|---|---|
| Hispanic Markets Director | 1984 to Present |
| Senior Marketing Consultant, Hispanic Markets | 1983 to 1984 |
| Special Markets Coordinator | 1982 to 1983 |
| Agency Sales Division Officer | 1977 to 1982 |
| Sales Director | 1976 to 1977 |
| Associate Director, Management Training | 1975 to 1976 |
| Sales Manager | 1974 to 1975 |
| Sales Agent | 1973 to 1974 |

**LIFE OF GEORGIA INSURANCE COMPANY**

| | |
|---|---|
| Sales Agent | 1968 to 1973 |

**FIRST NATIONAL LIFE INSURANCE COMPANY**

| | |
|---|---|
| Sales Agent | 1965 to 1968 |

## ACHIEVEMENTS

Chosen as one of 100 Hispanic Women in Communications by Hispanic USA Magazine and Hispanic Academy of Media Arts & Sciences

Chairman, Special Projects, Nebraska Committee for UNICEF

Chairman, Omaha SER, Jobs for Progress, Inc. (1987-1988)

Chairman, Republican National Hispanic Assembly of Nebraska

Regional Representative, Midwest-Republican National Hispanic Assembly

National Co-chair, Hispanics for Bush-Quayle Campaign--1988

Secretary-Treasurer to CRIA (Children with Rights in America) Washington D.C.

Member, Board of Directors, American G.I. Forum, National Convention Contributions Committee for 1989

Member, Community Leadership Board, Kesil International Adoptions Agency of Nebraska

Member, Board of Directors, RITE (Rehabilitation Instruction and Training for Employment) of Nebraska

Member, Advisory Board, Mayor's Commission, City of Omaha

Liason to the Hispanic Community, Great Plains Council, Girl Scout of America, Omaha, Nebraska

Member, Board of Directors, Center Stage Theater, Omaha, Nebraska

Member, Hispanic Advisory Board, Metropolitan Technical College, Omaha, Nebraska

Member, Board of Directors, Heartland Educational Center, Omaha, Nebraska

Nebraska Hispanic Woman of the Year--1987

Named among "The World Who's Who of Women"

## PROFESSIONAL MEMBERSHIPS

- Member, Mexican American Women's National Association (MANA)
- Member, National Association of Health Underwriters
- Member, The National Network of Hispanic Women
- Member, National Association of Life Underwriters
- Member, Hispanic Women Task Force of New Jersey
- Member, Nebraska State Association of Life Underwriters
- Member, Nebraska Association of Farmworkers, Inc.
- Member, National Council of Hispanic Women
- Member, United States Hispanic Chamber of Commerce
- Member, League of United Latin American Citizens
- Member, Nebraska Association of Health Underwriters

Mutual of Omaha Insurance Company ■ Home Office: Mutual of Omaha Plaza, Omaha, Nebraska 68175

Mutual of Omaha
People you can count on...

ZULMA X. BARRIOS RHU. LUTCF
Hispanic Markets Director,
Agency Sales Division

8/22/89

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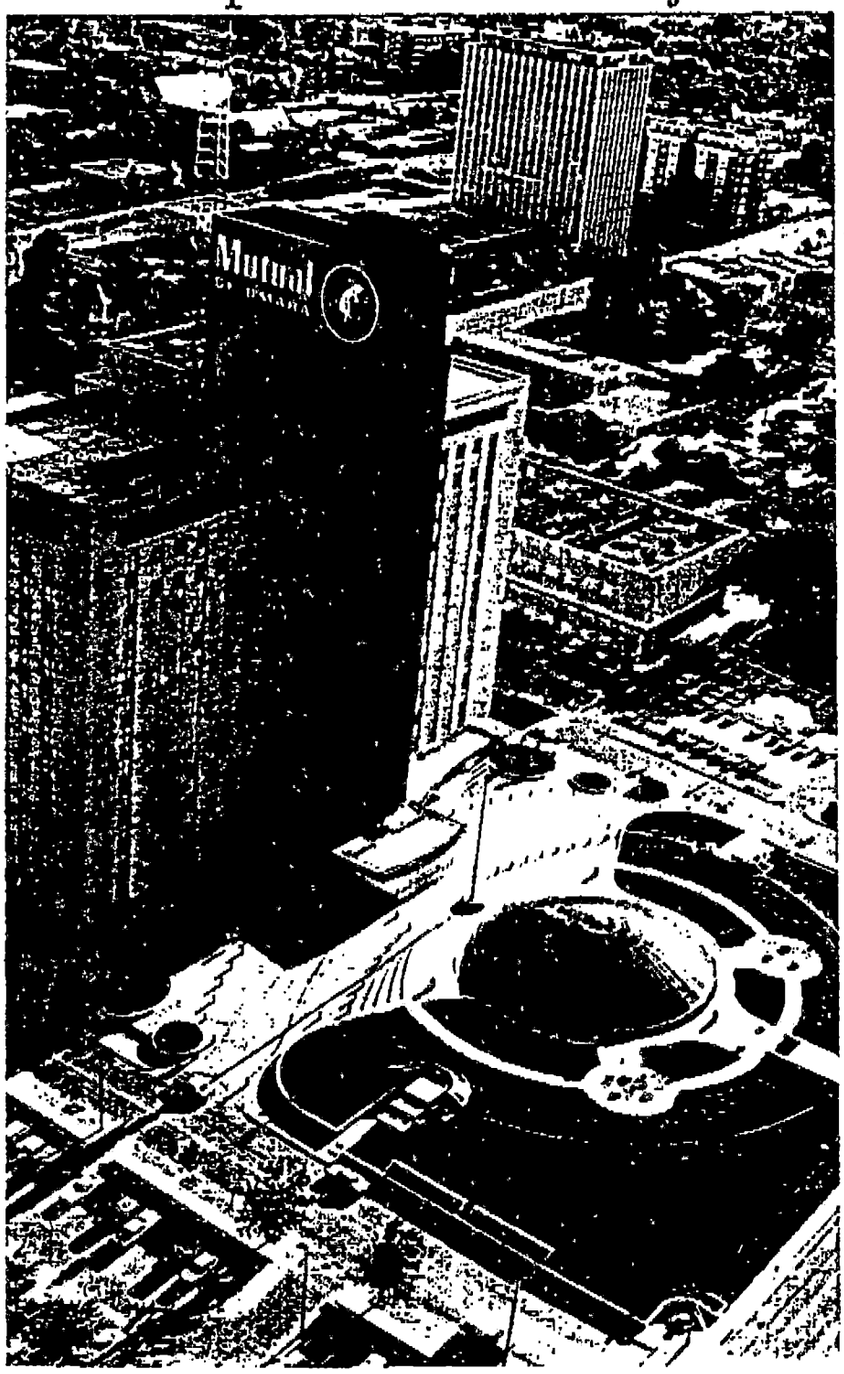
Association Group Insurance with Benefits and Money-Saving rates

For USHCC membership. —

Muchas Gracias,

**Affiliated Companies:** United of Omaha ■ Omaha Property and Casualty ■ Companion Life Insurance Company ■ Omaha Financial Life Insurance Company ■ TeleTrip Company ■ Mutual of Omaha Fund Management Company, sponsor of Mutual of Omaha Funds ■ Kirkpatrick, Pettis, Smith, Polian Inc., Investment Bankers ■ Mutual of Omaha International Ltd., London England ■ United World Life Insurance Company

# Unidos para servirle mejor




*Mutual of Omaha Companies*
*International Headquarters:*
*Omaha, NE*

The United States Hispanic Chamber of Commerce and the Mutual of Omaha Companies are united in the commitment to serve you better.

Now, your USHCC membership includes access to Association Group insurance with benefits and money-saving rates for many of the following coverages:*

- Disability Coverage
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These are important parts of the Mutual of Omaha Companies' Total Income Protection℠ plan—a complete line of insurance plans and financial services designed to help you achieve financial security.

For information without obligation, call the Membership Benefit Hotline:

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Let us serve you as a valued member of the United States Hispanic Chamber of Commerce.

**Mutual of Omaha. Companies**

*Protection for the way you live.*

*Plans available in most states

Special Convention Issue

HISPANIC NETWORKING

Official Newsletter of the United States Hispanic Chamber of Commerce Summer 1989

## PRESIDENT'S MESSAGE

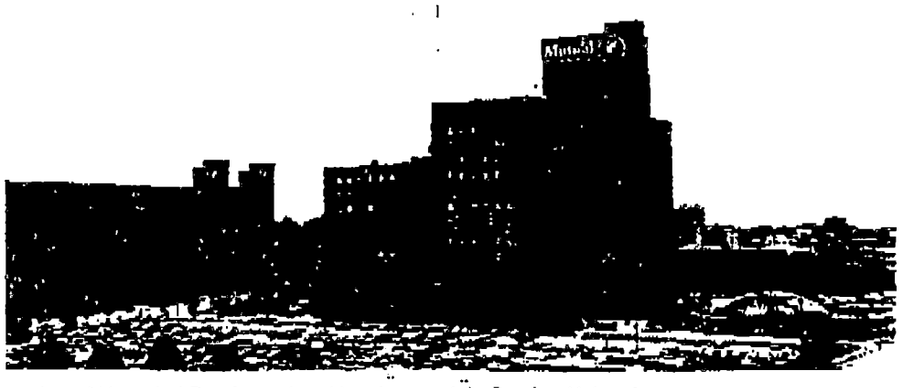
I would like to welcome all of our friends to our special celebration at the USHCC 1989 National Convention of our 10th year in existence. The growth enjoyed in the 1980s by the Hispanic business community has been matched by the USHCC's own impressive growth.

Take our first National Convention in 1980, for example. On that occasion, the planning was done in a school building with the help of four companies (who are still USHCC partners); attendance at the Convention was under 100; and exhibitors numbered about a dozen. At the 1989 Convention, more than 5,000 are expected to visit with more than 300 exhibitors.

The interest shown by Corporate America in Hispanics has grown in proportion to the growth of Hispanic enterprise and the Hispanic market. During the decade there's been close to a 100 percent increase in the number of Hispanic firms in the nation, today approaching 400,000 with revenues of $20 billion annually. And the Hispanic market, consisting of 25 million Hispanics with a purchasing power of $134 billion, has prompted the establishing of Hispanic market strategies by major corporations that didn't exist 10 years ago.

As grand a celebration the USHCC 1989 National Convention will be of Hispanic enterprise however, we'll be touching only the tip of the iceberg of Hispanics' potential as business owners and consumers. Vamos a New Orleans!

*— Abel Quintela*



*A view of Mutual of Omaha national headquarters in Omaha, Nebraska.*

# Mutual of Omaha makes Group Insurance available to USHCC Affiliates and Members

The U.S. Hispanic Chamber of Commerce, in cooperation with Mutual of Omaha Companies, is proud to announce a new service for its nationwide network of chamber affiliates and members — Association Group insurance.

The Mutual of Omaha Companies provide a wide range of insurance services to people from all walks of life. Through its partnership with the USHCC, Mutual of Omaha offers other coverages to members of Hispanic chambers and business organizations that collectively represent 40,000 Hispanic Business Enterprises.

Mutual of Omaha has enjoyed a long-time partnership with the USHCC. A USHCC member since 1983, Mutual has sponsored exhibit booths at several conventions and trade fairs. Most recently it sponsored a USHCC Networking Meeting in San Diego, CA (see inside pages for story).

For several years, Mutual of Omaha has delighted Hispanic television audiences with a Spanish version of its popular Mutual of Omaha's Wild Kingdom series, "El Reino Salvaje." Mutual of Omaha also supports programs that create educational and job opportunities for Hispanics. In addition to the USHCC, Mutual of Omaha has supported many other Hispanic organizations, including the American G.I. Forum, the League of United Latin American Citizens (LULAC), the National Council of La Raza and the National Hispanic Scholarship Fund.

The opportunity to purchase insurance products from Mutual of Omaha at Association Group rates can save USHCC members and affiliates money. Association Group rates are lower than rates of may comparable individual coverages. A Trust Affiliation Agreement signed by both organizations will enable all USHCC members to participate in the discounted or enhanced product portfolio being offered.

The Mutual of Omaha Companies also are a strong, reliable organization. A leader in the American insurance industry for 80 years, the Mutual of Omaha Companies have paid close to $24.4 billion in benefits (an average of $5.6 million per day). In addition, Mutual of Omaha has continually received a "Superior Rating" — the highest available — from the A.M. Best Company, an independent financial analyst.

USHCC affiliates and members are encouraged to consider the many advantages this opportunity offers. Participation is voluntary and members may choose the range of benefits best suited to their needs.

The following services, several of which are offered at Association Group rates, are available: Disability Income Protection, Hospital/Medical Protection,

*(See Mutual, page 2)*

*Mutual of Omaha representatives and USHCC Board Members together at the San Diego Networking Meeting. Pictured (LR) are: Armando Morlos, USHCC Director; Zulma X. Barrios, Hispanic Markets Director, Mutual of Omaha; Jesse Navarro, President, San Diego Hispanic Chamber of Commerce; Abel Quintela, USHCC President, and Paul Jensen, Major Accounts Executive, Mutual of Omaha.*

# MUTUAL OF OMAHA SPONSORS SAN DIEGO MEETING

More than 100 Hispanic entrepreneurs attended a Networking Meeting held April 12 at the Omni San Diego Hotel in San Diego, CA, where business opportunities and sources for financial assistance for small business owners were discussed.

The meeting, sponsored by Mutual of Omaha, was successful at several levels: its program featured representatives from the public and private sectors, and it was the first networking meeting arranged in conjunction with the newly formed San Diego Hispanic Chamber of Commerce.

Cosponsored by San Diego Gas & Electric and Anheuser-Busch Companies, Inc., the meeting featured the following guest speakers: Abel Quintela, President, USHCC; Jesse Navarro, President, San Diego Hispanic Chamber of Commerce; Adela Contreras, Manager, Western Regional Office, USHCC; Zulma X. Barrios, Hispanic Markets Director, Mutual of Omaha; Tony Delfino, Minority Purchasing Coordinator, San Diego Gas & Electric; and Betty Banks, Purchasing and Transportation Manager, AT&T.

Presentations were made also by Armando Morlos, USHCC Board Member and President of the California Hispanic Chambers of Commerce; Dr. Julian Nava, former U.S. Ambassador to Mexico; and Robert Munoz, California's Commissioner of Employment and Labor.

Keynote Speaker Kathy Calderon, Assistant Secretary of the California State Business Transportation and Housing Agency, stressed the importance of supporting small business growth in California. Small businesses generate 80 percent of the state's jobs.

A special presentation on the importance of being counted in the 1990 Census was given by Jess Margarito, Awareness Specialist, Bureau of the Census.

# AT&T AND PHILIP MORRIS SPONSOR NEW YORK MEETING

The USHCC assembled an impressive roster of corporations for a Networking Meeting held August 3 in New York City.

The meeting, open to the public, was held from 1 to 5 p.m. at the offices of AT&T, 32 Avenue of the Americas. AT&T and Philip Morris Companies, Inc. were the sponsors.

Co-hosting the meeting were the Long Island Hispanic Chamber of Commerce, Westchester Hispanic Chamber of Commerce, Federacion de Comerciantes y Profesionales de Nueva York and the Hispanic Mercantile Federation.

The meeting provided a forum whereby corporate representatives and Hispanic vendors discussed business opportunities of mutual interest. AT&T, Philip Morris Companies, Inc., Pepsi-Cola Co., Eastman Kodak, and Equico Capital Corporation gave presentations regarding their minority purchasing programs, and Venture Capital availability.

Following the meeting, the participants attended a reception hosted by AT&T.

*Kitty Bonetti, FEDECOP Coordinator*

*Rodolfo Urrutia (izquierda) founder of FEDECOP*

*Julian Gisbert, MC, and Veronica Gouthout, USHCC Eastern Regional Manager*

*Liz Medina, Secretary of the Long Island Hispanic Chamber*

*Abel Quintela, President, USHCC*

*AT&T representatives (L-R): Winifred Brown, Glendora Parquet and Thelma McGill*

*Mike Moreno, Pres., Westchester Hispanic Chamber*

*Philip Morris representatives (L-R): Anthony Muretti and Julio Colon*

*Joe Lira, Administrator, USHCC*

*L-R Thelma McGill, AT&T Corporate Manager, MWBE PROG., and Jerry B. Adriano, Dir. of Business Development, USHCC*

*Over 200 attended the Networking Meeting*

*Eduardo Rodriguez, Pres., Hispanic Mercantile Federation*

# GOVERNMENT

# HISPANIC

# BUSINESS ADVOCATE

# OF THE YEAR

United States Hispanic Chamber of Commerce

**ENTRY FORM**

Check one entry category (one entry form per category, form may be photocopied)

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- ☐ Hispanic Business Man of the Year
- ☐ Hispanic Chamber of Commerce of the Year
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- ☒ Government Hispanic Business Advocate of the Year

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- ☐ Region III: AL, CT, DE, DC, FL, GA, MD, ME, MA, NH, NJ, NY, NC, PR, RI, SC, VA, VT, WV
- ☐ Region IV: IL, IN, KY, MI, MN, OH, PA, TN, WI

Name of Nominee CARMEN R. Garcia.

Title Ass. Rep. OF Public AFFAIRS

Company ARCO

Address P.O. Box 2819 - DAB33

City/State/Zip Dallas, TX 75221

Telephone (214) 880-5044

FAX (____) _____

USHCC Member? ☒ Yes ☐ No

Member of Local Hispanic Chamber of Commerce/Business Organization?

☒ Yes (Name Dallas Hisp. Chamber of Commerce and TAMACC)

☐ No

CARMEN R. GARCIA - ARCO Oil and Gas Company (Dallas, TX)

Dallas Hispanic Chamber Board - Served for three terms (one year as Vice Chair). Member for five years. Presently Co-Chair of Legislative Affairs Committee.

SER-Jobs for Progress - Served on board for three years. Presently Vice-Chair of Amigos de SER. Assisted in fundraising efforts for "Advanced Business Training Center" designed for minority women. Places women back into the job market and is solely funded by corporations.

YMCA, Community Services - Serve on board and a member of the Education Committee. Member of the Minority Achiever's Program and Youth in Government (State Board).

ARCO's Minority Business Development Program - Member of this company-program for the past two years. Has been instrumental in identify minority contractors to the company and has contracted with many Hispanic Chamber members.

Alumni, MALDEF Leadership Program and Leadership Dallas Program.

Member: Hispanic Issues Forum, Hispanic Women's Network and Mexican-American Business and Professional Women's organizations. Served on the Mayor's Task Force (during administraton of Mayor Starke Taylor).

**SUMMARY**

As Co-Chair of the Dallas Hispanic Chamber of Commerce Legislative Affairs Committee this year, submitted to TAMACC an idea to have all state chambers involved in a "Legislative Day in Austin". This event entailed inviting all members of Hispanic Chambers that belong to TAMACC to spend a day in Austin to visit with their legislators.

The Dallas Hispanic Chamber had approximately 30 attend which included the majority of our board. The overall attendance was over 100 statewide and was very successful. Meetings were scheduled with the Governor's office, State Purchasing Agency and various elected officials. TAMACC also hosted a reception honoring the Hispanic Caucus members in which over 200 attended.

This was a first for Hispanic Chambers and something we will continue to do during legislative sessions.

**Recently elected as Secretary of TAMACC** in July of this year and will serve for a one-year term.

## CHAMBER INVOLVEMENT

**Chair, Dallas Hispanic Chamber - Legislative Affairs**
Serving in this capacity for a second term. Coordinated Legislative Days in Austin for board members.

**Board Member, Dallas Hispanic Chamber**
Served on the Dallas Hispanic Chamber Board for four years. Also served as Vice-Chair for one year.

**Board Member, TAMACC**
Serving on the TAMACC board for a second term. Member of the Legislative Affairs Committee last year.

**Regional Director, TAMACC**
Elected this year from TAMACC board members to serve as the regional director for the Northern Region (Waco, Fort Worth and Dallas).

**Awards Committee, TAMACC State Convention**
Served on this year's Awards Committee for the state convention.

## OTHER CIVIC INVOLVEMENT

**Vice-Chair, Amigos de SER**

**Board Member - YMCA Community Services**

**Alumni, Leadership Dallas**

**Almuni, MALDEF Leadership Program**

**Recepient, of Dallas Hispanic Chamber "Corporate Women of the Year" Award**

RON GONZALES
SUPERVISOR, DISTRICT THREE

Supervisor Ron Gonzales was elected to the Santa Clara County Board of Supervisors in November, 1988 with 57.4% of the vote. Supervisor Gonzales also served for eight years on the Sunnyvale City Council (1979-87) including two terms as Mayor.

Born in San Francisco and raised in Sunnyvale, Supervisor Gonzales attended DeAnza Community College and received his Bachelor of Arts Degree in Urban Studies from the University of California, Santa Cruz. He also graduated from the Mayors' Leadership Program at Harvard University's Kennedy School of Government.

Supervisor Gonzales' professional career has included service with the Sunnyvale School District and the City of Santa Clara. Prior to being elected to the Board of Supervisors, he was a marketing manager with the Hewlett-Packard Company.

Supervisor Gonzales is involved in numerous civic organizations including the boards of directors of the United Way of Santa Clara County, the San Jose Symphony, the Arts Council of Santa Clara County, and the Metro YMCA.

Supervisor Gonzales resides in Sunnyvale with his wife, Alvina, and their three daughters.

6/89

BOARD OF SUPERVISORS, SANTA CLARA COUNTY
70 WEST HEDDING STREET, SAN JOSE, CA 95110, 408/299-2323

Ron Gonzales
Supervisor, Third District
County of Santa Clara

**Employment History**

| | |
|---|---|
| January, 1989 to Present | County Supervisor, Third District<br>County of Santa Clara, California |
| 1979-1989 | Hewlett-Packard Company<br>Marketing Manager |
| 1975-1979 | City of Santa Clara, California<br>Intergovernmental Assistance Coordinator |
| 1973-1975 | Sunnyvale School District<br>Community School Director |

**Prior Elected Office Experience**

Elected in 1979 to the City Council of Sunnyvale, California and re-elected in 1983. Chosen by the City Council to serve as Mayor in 1982 and 1987.

**Education**

University of California, Santa Cruz
Bachelor of Arts Degree, Urban Studies, 1973

Kennedy School of Government
Harvard University
Graduate, Leadership Institute, 1982

**Personal**

Reside in Sunnyvale with my wife Alvina, and our three daughters.

**Honors**

Mayor's Award, U.S. Conference of Mayors, 1982
Outstanding Young Men in America: 1971, 1973, 1982
Ford Foundation Fellow: 1971 and 1972

**Community Service**

Board of Directors, United Way of Santa Clara County
Board of Directors, Arts Council of Santa Clara County
Board of Directors, Metropolitan YMCA
Board of Directors, San Jose Symphony
Founding Member, Hispanic Elected Officials of Santa Clara County