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06326345 DIALOG File 148: TRADE & INDUSTRY INDEX

Use Format 9 for FULL TEXT

National Hispanic Conference on Alcohol and Drug Abuse to be held in Miami.
PR Newswire 0205FNS4 Feb 5, 1988

SOURCE FILE: TI File 148

AVAILABILITY: FULL TEXT Online LINE COUNT: 00031

DESCRIPTORS: National Coalition of Hispanic Health and Human Services
Organizations--conferences and congresses; Drug abuse--seminars,
workshops, etc.; Alcoholism--seminars, workshops, etc.; Hispanic
Americans--drug use

NATIONAL HISPANIC CONFERENCE

ON ALCOHOL & DRUG ABUSE TO BE HELD IN MIAMI

MIAMI, Feb. 5 /PRNewswire/ -- A National Hispanic Conference on Alcohol & Drug Problems will be presented in Miami, Fla., on Feb. 18-21, 1988, at the Omni International Hotel. The conference, to be held by the National Coalition of Hispanic Health and Human Services Organizations (COSSMHO), will provide a forum for experts to present state-of-the-art programs, research and activities in the field, as well as an opportunity to discuss and disseminate available information.

The conference will focus on existing alcoholism/alcohol and drug abuse related treatment efforts, utilization patterns of existing programs by Hispanics, prevention programs, and polysubstance abuse and its relationship to alcohol abuse. COSSMHO has targeted the problem of alcoholism and substance abuse in the Hispanic community through this conference.

Professionals from all over the United States, as well as internationally, will be in attendance, including: Hispanic professionals and service providers interested in the effects of alcohol in the Hispanic community; staff principals at NIDA and NIAAA; state-based agency professionals; alcohol and substance abuse counselors; COSSMHO members and health and human service program professionals.

Conference registration is \$145 per person, including entry to all conference workshops, receptions, breakfasts, luncheons and banquet. Conference dates and times are: Thursday, Feb. 18, 4 p.m. to 9 p.m.; Friday, Feb. 19, 8 a.m. to 8 p.m.; Saturday, Feb. 20, 8 a.m. to 10 p.m.; and Sunday, Feb. 21, 9 a.m. to noon. The Omni International Hotel is located at 1601 Biscayne Blvd., Miami, Fla. For individual conference day and banquet ticket information, contact Tom Blackburn-Rodriguez at 202-371-2100 or Aida Levitan, at 305-854-3332.

/CONTACT: Aida Levitan of Aida Levitan & Associates, 305-854-3332, for the National Coalition of Hispanic Health and Human Services Organizations/

Jw/Psa

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442-1586
AddH

United States Hispanic Chamber of Commerce

FAX Transmittal Cover Sheet

Date Aug. 31, 1989Time Sent AM/PMAttention: Stephanie BlessyCompany: White HouseFrom: Denia CedeñoSend to FAX number: (202) 456-6218Total pages (including this cover letter) A lotAdditional Information: Here is the informationfor Pres. Bush's script.I will call you later.Denia

If you do not receive all pages, please call the office indicated below.

☐ U.S. DEPARTMENT OF JUSTICE
111 BOND STREET, N.W.
WASHINGTON, D.C. 20535
FAX (202) 789-2686

☒ NATIONAL ASSOCIATION OF
STATE AGENTS
111 BOND STREET, N.W.
WASHINGTON, D.C. 20535
TEL. (202) 789-2686

☐ U.S. DEPARTMENT OF JUSTICE
111 BOND STREET, N.W.
WASHINGTON, D.C. 20535
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C5 - Narrowed it down
to 410 p. & do
the pages you might
find interesting.
- JLB



UNITED STATES HISPANIC CHAMBER OF COMMERCE
REGIONAL WINNERS

1 9 8 9
H I S P A N I C B U S I N E S S A W A R D S

LUPE GARCIA
 National Convention Chairman

ABEL QUINTELA
 President

CARLOS ESTEVEZ
 Secretary

GABRIEL E. AGUIRRE
 Director

RICHARD BARRERA
 Director

RAMIRO GUERRA
 Director

BEN GUTIERREZ
 Director

ARMANDO P. MORLOS
 Director

JOSE F. NINO
 Director

VINCENTE P. RODRIGUEZ
 Director

MIGUEL URIA
 Director

HECTOR BARRETO
 Chairman Emeritus

HISPANIC BUSINESS WOMAN OF THE YEAR

Patricia Barela Rivera
PBR & Associates, Inc.
Denver, CO

Teresa Rodriguez
T. R. Financial Services U.S., Inc.
Houston, TX

Remedio Diaz Oliver
American International Container
Miami, FL

Lila R. Hernandez
Airex Transportation Group, Inc.
Romulus, MI

HISPANIC BUSINESS MAN OF THE YEAR

Edward Romero
Advanced Sciences, Inc.
Albuquerque, NM

Joe Alcantar
Alman Electric, Inc.
Mesquite, TX

William Sosa
Sosa & Company
Falls Church, VA

H. Paul Moreno
Moreno Construction Co., Inc.
Chicago, IL

10TH ANNUAL NATIONAL
 CONVENTION & INTERNATIONAL
 BUSINESS EXCHANGE
 NEW ORLEANS
 SEPTEMBER 8 - 10, 1989



4900 Main, Suite 700
 Kansas City, MO 64112
 (816) 531-8383
 FAX (816) 756-0575

1989 Hispanic Business Awards
Page 2 of 3

HISPANIC CHAMBER OF COMMERCE OF THE YEAR

Kern County Hispanic Chamber of Commerce
Bakersfield, CA

San Antonio Hispanic Chamber of Commerce
San Antonio, TX

Atlanta Hispanic Chamber of Commerce
Roswell, GA

Greater Indianapolis Hispanic Chamber of Commerce
Indianapolis, IN

CORPORATE HISPANIC BUSINESS ADVOCATE OF THE YEAR

Vicente Orduno, Jr.
American Savings Bank
Stockton, CA

Zulma X. Barrios
Mutual of Omaha
Omaha, NE

Frank Gomez
Philip Morris Companies, Inc.
New York, NY

Emil Torres
Honeywell, Inc.
St. Paul, MN

1989 Hispanic Business Awards
Page 2 of 3

GOVERNMENT HISPANIC BUSINESS ADVOCATE OF THE YEAR

Ron Gonzalez
Santa Clara County
San Jose, CA

Carmen Garcia
Arco Oil and Gas Company
Dallas, TX

Jorge Rodriguez
US Department of Housing and Urban Development
Washington, DC

Jose Garcia
Michigan Department of Commerce
Lansing, MI

THE WHITE HOUSE
WASHINGTON

Curt -

This package might be helpful in writing the USHCC speech. It includes:

- SBA talking pts (!! excellent)
- USHCC examples of outstanding Hispanics
- ~~A~~ talking points on our relationship w/ Mexico (let's discuss I think they need work)
- ~~init~~ drug points.
- SLB

**HISPANIC
BUSINESS WOMAN
OF THE YEAR**



United States Hispanic Chamber of Commerce



PROFESSIONAL CONSULTANT FOR
HUMAN RESOURCES DEVELOPMENT

PATRICIA BARELA RIVERA
PRESIDENT

August 28, 1989

Ms. Adela Contreras
National Hispanic Chamber of Commerce
4900 Main Street, Suite 700
Kansas City, Missouri 67112

Dear Ms. Contreras:

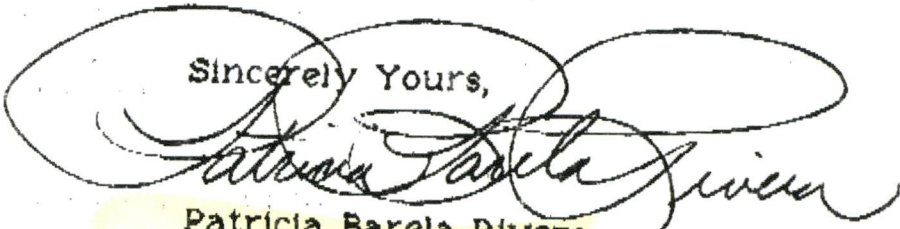
Enclosed is my application for Hispanic Businesswoman of the Year.

Over my entire professional career life, particularly following the period when I started my own consulting business, I have contributed long hours and sizable portions of my income to volunteer efforts to improve the economic and social conditions of all minority groups, Hispanics in particular.

At the same time, my consulting business has grown and has achieved excellent success in a number of fields. The business was initially a single person operation emphasizing speeches and seminars. Today, the company regularly employs a number of professional and clerical personnel to assist with large scale governmental and private sector projects. For example, PBR & Associates, Inc. recently completed a major effort with the City of Denver in which the company designed and field-tested an information dissemination and outreach model that used traditional and innovative approaches to reach minority and woman-owned businesses to learn about business opportunities at the New Denver International Airport.

Please feel free to call about any portion of the application or any other question that you may have. Thank you for this great honor.

Sincerely Yours,



Patricia Barela Rivera

**Summary of FBR & Associates, Inc.
Qualifications**

• **SIZE, NATURE, AND HISTORY OF COMPANY.** FBR & Associates, Inc., a successful consulting and training firm for human resource development in Denver, Colorado, was started in 1984. PATRICIA BARELA RIVERA is president and owner of FBR & Associates, Inc. She began her career in 1970 as Career and Placement Director for the University of Albuquerque. From 1973 through 1984 she was employed by the federal government in a number of challenging positions, including: Procurement/Personnel Administrator, U.S. Forest Service; Regional Civil Rights/EBU Specialist, U.S. Forest Service; and Regional Trainer, Office of Personnel Management.

In 1984, Ms. Rivera decided to take, at the time, the ambitious and unprecedented step of starting a Hispanic woman-owned management consulting business in the Rocky Mountain region. She is particularly proud of the fact that the company started with little operating capital and, yet, even as the company's revenues doubled or tripled each year with a corresponding increase in personnel and other operating expenses, the company remains debt free and highly profitable. In five years, the business has grown and achieved prominence nationally as a innovative resource for motivational and professional development seminars and speeches. The company has, in addition, added professional resources to assume organizational and developmental projects that require strong project planning, management, and implementation strategies. A recent major project was the design, development and implementation of a comprehensive strategy for outreach programs to the state's minority- and woman-owned businesses on contract opportunities at the new \$1.7 billion Denver International Airport.

Ms. Barela Rivera has appeared on numerous TV and radio programs locally and nationally, and has been featured in several major city newspapers. Most recently she was featured as the cover story in *Network*, a magazine for Colorado women. She is an active member of many professional and community organizations and has received numerous awards and special commendations for her continuous dedication and hard work to promote successful professional and personal development, particularly for women and minorities.

• **ORGANIZATIONAL AFFILIATIONS.** The following are representative of some of the organizational affiliations:

- Governor's Minority Business Advisory Council, Co-Chair
- Governor's Small Business Economic Development Council
Chair, Marketing Committee
- Small Business Profit Center Advisory Council, Denver Chamber of Commerce
- Denver Hispanic Chamber of Commerce
- Adolph Coors Minority Supplier Advisory Committee
- Jefferson County Private Industry Council (PIC)
- U.S. Hispanic Chamber of Commerce
- Black Chamber of Commerce
- Colorado Women's Forum
- League of United Latin American Citizens (LULAC)
- Hispanics of Colorado
- Minority Enterprises, Inc. (MEI)

*He signed name, per
the word
names*

- People of Color Coalition, Economic Development Advisory Board
- Chicano-Jewish Dialogue
- Named, "100 Most Influential Hispanics in the United States", Hispanic Mag.
- National Leadership Award, National Hispanic Bar Association
- State of Colorado Small Business Development Centers Advisory Council
- State of Colorado-Hispanic Agenda

• **CONTRIBUTIONS TO HISPANIC COMMUNITY.** PBR & Associates, Inc. has been a vital part of the national, regional, and local hispanic network since its inception. Ms. Barela Rivera has contributed to the general Hispanic community economic and social well-being since the early 1970's. Her memberships on numerous organizational board of directors and noted willingness to assist with fund-raising and other community projects has earned her a strong reputation as a reliable and tireless community volunteer. Moreover, her compassion for all minority groups and real efforts on their behalf has earned her the respect and admiration of Asians, Blacks, and Native Americans. She is also a role model for many prospective women and minority entrepreneurs with whom she devotes a significant part of her time on a weekly basis to counsel and advise them on critical survival techniques. A special enduring interest of Ms. Rivera's has been with minority/disadvantaged youth with whom she offers special training classes monthly on self-esteem, career awareness, survival skills and majority cultural perspectives.

A major effort that Ms. Barela Rivera is currently leading involves all of Colorado's minority groups in the preservation of the state's Minority Business Office. A part of the state's economic development program, the Minority Business Office is a legislatively mandated minority business advocacy program that received political opposition resulting in severe budget reductions. Ms. Barela Rivera is providing the leadership to bring the various minority groups together, meet their divergent economic and social agendas, and establish a political base for revitalizing the Minority Business Office.

• **THE MOST IMPORTANT INGREDIENT FOR SUCCESS.** Ms. Barela Rivera believes that there are three ingredients which have made her and PBR & Associates, Inc. professional successes. These are: a) Risk Taking b) Client Awareness and Sensitivity and c) On-going Professional Growth and Development.

The first ingredient for success is Risk Taking. Ms. Rivera believes that there are many forms of risk that an individual and a business must undertake to achieve and sustain success. There is the significant financial and personal risk associated with starting a business. There's the risk that comes with making the difficult decisions about where to devote scarce company and personal resources in marketing, sales and other areas in striving for success. In addition, there is risk in understanding the competitive market and balancing our company's, and our individual, competencies and skills to provide marketable services and products.

The single most important ingredient for success is client awareness and sensitivity. By that, Ms. Barela Rivera means that as a professional consultant, it's crucial to the success of any effort that the consultant takes the time and makes the necessary effort to fully understand the environment in which the client operates and the real problems that caused the client to seek outside assistance. Often, clients will confuse the symptoms of problems for

the problem itself. A disinterested, experienced consultant can, through observation, interviews, and document review, identify the causal factors for problems and address those root causes. Continuing dialogue during the course of the professional involvement and later follow-up ensures that the consultant provides focussed assistance.

An independent consultant needs to establish and maintain a proactive program of continuing professional growth and development. The rate of knowledge growth is accelerating. It is incumbent upon a professional consultant to be aware of newly available knowledge and the associated technologies/tools which can be used to provide more effective, cost-efficient services to the client. Moreover, most consultants have special expertise in one or two areas when they begin to market their professional services. Yet, as consultants grow in their businesses, the types of problems that they may undertake, and the levels of complexities, demand that they are aware of the latest research and methodologies.

- ☒ 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 Remedios Diaz-Oliver

Title CEO

Company American International Container, Inc.

Address 3724 N.W. 73rd Street

City/State/Zip Miami, FL

Telephone ()

FAX ()

USHCC Member? ☒ Yes ☐ No

Member of Local Hispanic Chamber of Commerce/Business Organization?

☒ Yes (Name Latin Chamber of Commerce, Miami)

☐ No

RESUME

REMEDIOS DIAZ-OLIVER

OCCUPATION:

CHIEF EXECUTIVE OFFICER
AMERICAN INTERNATIONAL CONTAINER, INC.

PERSONAL DATA

BORN:

HAVANA, CUBA
AMERICAN CITIZEN SINCE 1969

CURRENT RESIDENCE:

10000 SOUTHWEST 30TH STREET
MIAMI, FLORIDA 33165

MARITAL STATUS:

MARRIED - FAUSTO DIAZ-OLIVER
DECEMBER 13, 1958 - HAVANA, CUBA

CHILDREN:

ROSA MARIA - MARRIED TO
RICARDO FLORES.

FAUSTO G. - MARRIED TO
DAMARIS DIAZ

MOVED TO MIAMI:

MAY 11, 1961

EDUCATIONAL BACKGROUND:

MASTERS DEGREE IN BUSINESS ADMINISTRATION
HAVANA BUSINESS UNIVERSITY AND
HAVANA BUSINESS COLLEGE
HAVANA, CUBA (GRADUATED)

MARKETING, ADVERTISING, PUBLIC RELATIONS
AND MASS COMMUNICATIONS (RETIRO
ODONTOLOGICO)
ANNEX TO UNIVERSITY OF HAVANA, CUBA
(GRADUATED)

PHILOSOPHY AND LETTERS (DOCTORATE IN
EDUCATION)
HAVANA UNIVERSITY, HAVANA, CUBA

DIPLOMATIC CAREER
HAVANA UNIVERSITY, HAVANA, CUBA

PRESIDENT OF STUDENTS COUNCIL, EDITOR
AND PUBLISHER OF THE SCHOOL YEAR BOOK
AND THE MONTHLY NEWSPAPER

IN HIGH SCHOOL GRADUATED AS VALEDICTORIAN
(FIRST IN THE CLASS) AND GRADUATED
THIRD IN COLLEGE.

RADIO SHOW COORDINATOR (STUDENT COUNCIL)

ENGLISH, FRENCH AND ITALIAN
HAVANA BUSINESS ACADEMY
FRENCH ALLIANCE AND CULTURAL INSTITUTE

EDUCATIONAL BACKGROUND:

(CONTINUED)

SPECIAL COURSES: (U.S.A.)

IMPORT AND EXPORT TECHNIQUES
INTERNATIONAL TRADE
INTERNATIONAL LAW & BUSINESS PROCEDURES
PUBLIC SPEAKING - DALE CARNEGIE
ACCOUNTING AND FINANCE
SALES, MARKETING & BUSINESS MANAGEMENT

EMPLOYMENT HISTORY

JANUARY 1977
TO PRESENT:

CHIEF EXECUTIVE OFFICER
AMERICAN INTERNATIONAL CONTAINER, INC.,
3724 N.W. 73RD STREET, MIAMI, FLORIDA

THIS COMPANY WAS CREATED AND FORMED
JANUARY 10, 1977.

AMERICAN INTERNATIONAL CONTAINER, INC.,
IS ENGAGED IN THE SALE AND DISTRIBUTION OF
GLASS, PLASTIC AND METAL CONTAINERS AND
CLOSURES FOR COSMETICS, TOILETRIES, FOOD,
PHARMACEUTICAL, BEVERAGE, LIQUOR, CHEMICAL,
PAINT AND ALLIED INDUSTRIES SERVING THE
UNITED STATES, EUROPE, ASIA, AFRICA,
AUSTRALIA, ETC.

WE FURNISH PACKAGING PRODUCTS TO VERY LARGE
COMPANIES SUCH AS MCCORMICK, PEPSI COLA,
COCA COLA, COLGATE-PALMOLIVE, REVLON
WORLD-WIDE, TO NAME BUT A FEW.

JANUARY 1977
TO PRESENT:
(CONTINUED)

WE HAVE SALES OFFICES IN CENTRAL AMERICA
IN COUNTRIES SUCH AS PANAMA CITY, PANAMA
AND SAN JOSE, COSTA RICA, IN SOUTH AMERICA;
IN CARACAS, VENEZUELA; GUAYAQUIL, EDUADOR
AND SANTIAGO, CHILE. ALSO LONDON, ENGLAND;
THE HAGUE, SWITZERLAND AND SYDNEY, SUTRALIA

IN MY CAPACITY AS CHIEF EXECUTIVE OFFICER,
I AM ENTRUSTED WITH FULL ADMINISTRATIVE
AND FINANCIAL RESPONSIBILITIES INCLUDING
FINANCIAL STATEMENTS,

VERY ACTIVE WITH GREATER MIAMI CHAMBER
OF COMMERCE, UNITED STATES HISPANIC
CHAMBER OF COMMERCE, LATIN CHAMBER
OF COMMERCE AND CITY OF MIAMI, WORKING
TOWARD INCREASING TOURISM, INVESTMENTS
AND BUSINESS FOR OUR AREA.

1964 - 1966

DIRECTOR AND CONSULTANT
NEW WORLD SCHOOL OF LANGUAGES
MIAMI, FLORIDA

1964-1965

PRESIDENT
ASSOCIATION OF EXPORTERS, FREIGHT
FORWARDERS AND MANUFACTURERS OF
GREATER MIAMI, MIAMI, FLORIDA

AS PRESIDENT OF THIS GROUP, OUR
EFFORTS WERE DIRECTED TOWARD BRINGING
BUSINESS INTO OUR AREA,

JANUARY 1964 TO
DECEMBER 1965

PRESIDENT AND SALES MANAGER
EMMER IMPORTING & EXPORTING, INC.
MIAMI, FLORIDA

LEADING EXPORTER OF PACKAGING MATERIALS
TO CENTRAL AMERICA, SOUTH AMERICA
AND THE CARIBBEAN.

RESPONSIBLE FOR POLICIES OF MANAGEMENT,
SUPERVISING ALL PURCHASING, SALES AND
MARKETING, COMPLETE FINANCIAL
RESPONSIBILITY INCLUDING ALL FINANCIAL
STATEMENTS,

SEPTEMBER 1961 TO
DECEMBER 1976

VICE PRESIDENT AND SALES MANAGER
RICHFORD INDUSTRIES, INC.
MIAMI, FLORIDA

HAVANA, CUBA
PRIOR TO APRIL 1961

VICE PRESIDENT AND MEMBER OF THE BOARD
OF DIRECTORS IN CHARGE OF THE BUSINESS
DEPARTMENT OF HAVANA BUSINESS ACADEMY
AND HAVANA BUSINESS COLLEGE.

HAVANA BUSINESS ACADEMY WAS THE LARGEST
PRIVATE SCHOOL IN CUBA WITH TEN (10)
BRANCHES AND OVER 5,000 STUDENTS.

MEMBER OF THE AMERICAN ASSOCIATION OF
COMMERCIAL COLLEGES.

RESPONSIBLE FOR DETERMINING THE ACADEMIC
RESULTS OF EACH SCHOOL AND COMPARING
THOSE OF THE BUSINESS STUDENTS IN OUR
SCHOOLS WITH THE RESULTS OBTAINED IN THE
SCHOOLS IN THE UNITED STATES AND CANADA

HAVANA, CUBA
(CONTINUED)

TRAINED FOREIGN TEACHERS INTO THE CUBAN
EDUCATIONAL SYSTEM INCLUDING AMERICANS,
CANADIANS, GERMANS AND SPANISH.

PRESIDENT AND DIRECTOR
SPECIAL EDUCATIONAL PUBLICATIONS
COORDINATING AND SUPERVISING ALL TEXT
BOOKS, BUSINESS AND AUDIO VISUAL
EQUIPMENT.

CIVIC, COMMUNITY AND CHARITABLE
ACTIVITIES AND/OR MEMBERSHIPS

NATIONAL ASSOCIATION OF WHOLESALERS (SINCE 1968)
FLORIDA FEDERATION OF BUSINESS & PROFESSIONAL WOMEN'S CLUB
LEAGUE AGAINST CANCER (MEMBER OF THE BOARD OF DIRECTORS
SINCE 1974)
BIG FIVE CLUB, INC. (MEMBER OF THE EXECUTIVE COMMITTEE)
THE JOCKEY CLUB
COALITION OF HISPANIC AMERICAN WOMEN
CUBAN WOMEN'S CLUB
BIG BROTHERS/BIG SISTERS OF GREATER MIAMI
CARLOS J. FINLAY SOCIETY - UNIVERSITY OF MIAMI - SCHOOL OF MEDICI
AMERICAN RED CROSS
AMERICAN CANCER SOCIETY
LATIN BUSINESS AND PROFESSIONAL WOMEN
GROVE ISLE CLUB
NATIONAL FOUNDATION FOR ADVANCEMENT IN THE ARTS
UNITED STATES HISPANIC CHAMBER OF COMMERCE
UNITED STATES CHAMBER OF EXPORTERS
NATIONAL ASSOCIATION OF CONTAINER DISTRIBUTORS
LATIN CHAMBER OF COMMERCE
INTERAMERICAN BUSINESSMEN'S ASSOCIATION
PACKAGING INSTITUTE OF AMERICA

WOMEN'S CHAMBER OF COMMERCE
UNITED STATES CHAMBER OF COMMERCE
UNITED WAY

RECOGNITIONS & AWARDS RECIPIENT

"E" AWARD (EXCELLENCE IN EXPORT) - PRESENTED BY THE
PRESIDENT OF THE UNITED STATES AND THE
SECRETARY OF COMMERCE FOR OUTSTANDING PER-
FORMANCE IN THE INTERNATIONAL MARKET AND A
SOUND CONTRIBUTION TO THE EXPORT EXPANSION
PROGRAM OF THE UNITED STATES. (FIRST
WOMAN TO RECEIVE THIS AWARD (1968)

LEGENDARY WOMAN OF MIAMI - AWARD PRESENTED BY THE
CATHOLIC GROUP "LAS MARIANITAS" FROM SAN JUAN,
PUERTO RICO (1980 - 1981)

OUTSTANDING WOMAN OF THE YEAR (1983 AND 1984)
A.C.R.I.N. (ASSOCIATION OF CRITICS OF
RADIO AND TELEVISION)

OUTSTANDING WOMAN OF THE YEAR - PRESENTED BY THE AMERICAN
RED CROSS (1984)

VOLUNTEER OF THE YEAR - AMERICAN CANCER SOCIETY (1983)

OUTSTANDING WOMAN OF THE YEAR - MIAMI BALLEY SOCIETY (1984)

WOMAN OF THE YEAR - LATIN BUSINESS AND PROFESSIONAL
WOMEN (1984)

WOMAN OF THE YEAR 1982 - VIDA DE CLUB MAGAZINE

FLORIDIAN 1982 - CUBAN WOMEN'S CLUB

ENTERPRENEUR OF THE YEAR - 1986 - CHAMBER OF COMMERCE OF
MIAMI

BUSINESS WOMAN OF THE YEAR - HIALEAH CHAMBER OF COMMERCE

PROCLAMATIONS

METROPOLITAN DADE COUNTY - 1982 - 1984 - 1985

CITY OF MIAMI - 1983 - 1984 - 1985

STATE OF FLORIDA - 1983

OTHER CERTIFICATES AND AWARDS

AMERICAN HEART ASSOCIATION

WQBA RADIO STATION - HONORABLE MENTION

WRHC RADIO STATION - HONORABLE MENTION

LATIN ORANGE FESTIVAL COUNCIL

AMERICAN CANCER SOCIETY

LEAGUE AGAINST CANCER

MIAMI LIONS CLUB

HISPANIC FESTIVAL

INTER-AMERICAN FOUNDATION FOR THE ENDOWMENT OF FINE ARTS

METROPOLITAN MUSEUM

GREATER MIAMI OPERA

FLORIDA PHILHARMONIC

BALLET CONCERTO

CENTRO MATER

CHRISTOPHER COLUMBUS HIGH SCHOOL

BARRY UNIVERSITY

ST, BRENDAN'S CATHOLIC CHURCH

CENTRO HISPANO CATOLICO
AMERICAN RED CROSS
ST. JOHN BOSCO CATHOLIC CHURCH
INTER-AMERICAN BUSINESS ASSOCIATION
WOCN RADIO STATION - HONORABLE MENTION
UNITED WAY

SPECIAL ACTIVITIES AND MEMBERSHIPS

CHAIRPERSON - CITIZENS' CRIME COMMISSION OF GREATER MIAMI (1983)

CHAIRPERSON - ST. JOHN BOSCO CATHOLIC CHURCH - ANNUAL
LUNCHEON (1978-1980-1982)

CHAIRPERSON - AMERICAN CANCER SOCIETY GALA BALL (1983)
GUEST OF HONOR: TV STAR JOAN COLLINS OF
ABC "DYNASTY" - COLLECTED OVER \$150,000.00
FOR THE AMERICAN CANCER SOCIETY,

CHAIRPERSON - CHRISTOPHER COLUMBUS HIGH SCHOOL "CUBAN NIGHT"
(1980-1981-1982)

DIRECTOR AND MEMBER - MUSEUM OF SCIENCE
CUBAN MUSEUM (SINCE 1978)

MEMBER OF THE SPECIAL TRADE MISSIONS TO SPAIN, VENEZUELA,
CHILE, ARGENTINA ETC., REPRESENTING THE CITY OF MIAMI AND
THE CHAMBER OF COMMERCE,

HONORARY CHAIRPERSON - VIVA '84 - AUTHORIZED HISPANIC
GROUP - REPUBLICAN PARTY,

MEMBER OF THE EXECUTIVE BOARD - METRO-MIAMI ACTION PLAN -
MIAMI, FLORIDA

CHAIRPERSON - LEAGUE AGAINST CANCER

(1975-1976-1977-1978-1979)

MEMBER OF BOARD OF DIRECTORS - UNITED WAY

CHARTER MEMBER - INTER-AMERICAN COUNCIL - BARRY INSTITUTE -
MIAMI, FLORIDA

MEMBER OF THE AMBASSADORS - MERCY HOSPITAL FOUNDATION, INC.

CHAIRPERSON - CARLOS J. FINLAY SOCIETY

SCHOOL OF MEDICINE, UNIVERSITY OF MIAMI

CO-CHAIRPERSON - PROJECT NEW BORN - JACKSON MEMORIAL HOSPITAL -1986

CO-CHAIRPERSON - CONCERNED CITIZENS FOR DEMOCRACY

PRESIDENT - AMERICAN CANCER SOCIETY -DADE COUNTY, MIAMI, FLORIDA

ENTREPRENEUR OF THE YEAR - 988 - LATIN CHAMBER OF COMMERCE (CAMACOL)

MEMBER BOARD OF DIRECTORS - U.S.WEST, INC., DENVER, COLORADO

MEMBER BOARD OF DIRECTORS - LITTLE HAVANA ACTIVITIES CENTER -
MIAMI, FLORIDA

MEMBER BOARD OF DIRECTORS - ECONOMIC DEVELOPMENT ADVISORY
COUNCIL - STATE OF FLORIDA -
DEPARTMENT OF COMMERCE.

HONORARY CO-CHAIRMAN - HISPANICS FOR BUSH-QUAYLE 1988

CHAIRPERSON - TRIBUTE TO BARBARA BUSH - OCTOBER 1988

MEMBER BOARD OF DIRECTORS - FLORIDA COUNCIL OF INTERNATIONAL
DEVELOPMENT

MEMBER BOARD OF DIRECTORS - GREATER MIAMI OPERA ASSOCIATION

HISPANIC
BUSINESS MAN
OF THE YEAR



United States Hispanic Chamber of Commerce

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 ED ROMERO

Title President

Company Advanced Sciences, Inc.

Address 2620 San Mateo NE

City/State/Zip Albuquerque, NM

Telephone (505) 842-9003

FAX ()

USHCC Member? ☒ Yes ☐ No

Member of Local Hispanic Chamber of
Commerce/Business Organization?

☒ Yes (Name Albuquerque HCC)
☐ No

ITEM #1

Two Page Summary on Company (Advanced Sciences, Inc.)

BACKGROUND

Advanced Sciences, Inc. (ASI), a small minority-owned business certified in the federal 8(a) program, is a diversified, growth-oriented professional and technical services firm. ASI's multi-discipline professionals provide environmental, and advanced technology services, and other contract support to public- and private- sector clients nationwide. ASI generates more than 65 percent of its revenue from environmental engineering and hazardous waste management services. Since its inception in 1977, ASI has grown to more than 300 employees.

In addition to its environmental efforts, ASI is significantly involved in advanced technology, including Strategic Defense Initiative (SDI) projects and the Space Shuttle Programs. Other support includes a wide range of management information services, policy analysis and program evaluation, survey methods and statistical analysis, public information, and technology transfer.

Since 1983, when ASI diversified and expanded its operations, ASI grew from an employment base of 10 to almost 200 employees by late 1988. By 1988, ASI's sales were \$19 million. Sales for 1989 will be \$25 million. Forecasted sales for 1990 indicate a continuation of this growth pattern. Evidenced by its long-time relationships with a satisfied client-base, this phenomenal success has been built on providing top-quality, compliance-oriented, cost-effective, and timely service to its clients through a network of highly qualified and motivated employees.

REPUTATION OF THE FIRM

ASI has grown rapidly and built a national reputation for thorough, high-quality work delivered on time and within budget. To achieve this reputation, ASI has developed a strong financial base, reasonable overhead rates, and a skilled and experienced workforce. The company's formula for success is based on its ability to sense the changing needs of clients and upon management's commitment to develop the in-house capabilities to respond to these needs. This is then translated into top-quality, dependable services that are comparable to any competitor, large or small.

The longevity of ASI contracts documents this reputation. ASI is in the enviable position to enjoy multiple, repeat contracts and follow-on work. For example, this 11-year-old firm continues to perform on a contract which originated in the late 1970's. Client satisfaction and personnel continuity were cited by the customers as two reasons for the repeat contracts. In addition, ASI is often called upon to present testimony at Congressional hearings.

ASI's president, Ed L. Romero, has proved to be an aggressive advocate of minority-owned businesses performing government contract work. ASI and its President are recognized leaders in the nationwide minority business community. They are advocates and sponsors of the struggling small minority businesses. ASI and Mr. Romero are sterling examples of what the small disadvantaged program can produce.

Mr. Romero is also a respected member of and participant in many local and national non-profit and leadership organizations and recently, the corporation has been singled out by the U.S. Department of the Interior's Bureau of Reclamation (BOR), for high quality performance on the firm's environmental mapping contractor for the BOR.

ASI's policies for recruitment are designed to ensure that the most capable and qualified individuals are assigned to projects, without regard to race, color, religion, sex, national origin, age, marital status, handicap, or status as a veteran. ASI has never had an EEO complaint filed, nor any other adverse personnel action recorded.

ITEM #2

Organizations Affiliated With

ORGANIZATIONS:

A founder and member, Albuquerque Hispano Chamber
of Commerce
Member, Board of Directors, Latin American
Manufacturers Association (LAMA)
Member, Board of Directors, Hispanic Culture
Foundation
Member, Board of Directors, 8(a) Association
Member, GI Forum
Member, Hallmark Broadcast Advisory Board
Member, Board of Directors, Congressional Hispanic
Caucus, Inc.
Member, New Mexico Industry and Commerce
Member, New Mexico Retail Association
Member, New Mexico Solar Energy Association
Member, Solar Lobby

POLITICAL**ORGANIZATIONS:**

Member, Board of Directors, Democratic National
Committee
Member, Board of Directors, National Association
of Latin American Elected Officials (NALEO)
Member, Democratic Senatorial Campaign Committee
Past Chairman, Bernalillo County, New Mexico
Democratic Party
Past Member, Carter for President National
Finance Committee
Past Member, Mondale for President National
Finance Committee

ITEM #4

Important Ingredients for Success

"DETERMINATION". (Summed up in one word)

ENTRY FORM

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 JOE ALCANTAR

Title PRESIDENT

Company ALMAN ELECTRIC, INC.

Address 4850 SAMUELL BLVD.

City/State/Zip MESQUITE, TX 75212

Telephone (214) 321-8503

FAX () _____

USHCC Member? ☐ Yes ☐ No

Member of Local Hispanic Chamber of
Commerce/Business Organization?

☒ Yes (Name DALLAS HISPANIC CHAMBER)
☐ No (CHAIR-ELECT)

LTV Aircraft Products Group

LTV

24 July 1989

USHCC Convention Services,
Awards Committee
4900 Main, Suite 700
Kansas City, MO 64112

Gentlemen:

In recognition for promoting the growth and development of the Hispanic Business Community, LTV Aircraft Products Group is privileged to nominate Mr. Joe Alcantar for 1989 Hispanic Businessman of the Year.

Mr. Joe Alcantar
President
Alman Electric, Inc.
4850 Samuell Blvd.
Mesquite, TX 75212
(214) 321-8503

Size, Nature and History of Business:

1988/1989 Sales - \$2.5 million; electrical contractor; incorporated 1979
(see attached)

Organizations Affiliated:

(see attached)

Positive Contributions to Hispanic Community:

Leadership role in commercial and civic promotion of Hispanic business development in the Dallas area (see attached)

Most Important Ingredient for Success:

Persistence - along with leadership ability, motivation and enthusiasm.

Nominated By:

LTV Aircraft Products Group

Ammy LS
A. D. Marchant, Vice President
Materiel and Facilities
Small Business Liaison Officer

LSV/vs

JOE ALCANTAR
PRESIDENT
ALMAN ELECTRIC, INC.

Joe Alcantar, a contractor and civic leader, has resided in the Dallas area for the last 38 of his 42 years. He attended a number of DISD schools, graduating from Crozier Tech in the 60's. Upon graduation, he served two tours of duty in Vietnam as a paratrooper with the 101st Airborne before returning to Dallas.

After completing his electrical apprenticeship in the IBEW Apprenticeship Program in 1976, Mr. Alcantar put in 11 years as a journeyman electrician before founding Alman Electric, Inc. in 1979 with fellow entrepreneur Robert Guzman. With Joe Alcantar as President and Chief Executive Officer, Alman Electric grew to be the largest minority owned electrical contracting company in the Dallas area. In 1987, with over 50 employees and 5 million in sales, Alman Electric, Inc. was ranked number 331 in the top 500 Hispanic businesses in the United States and has continued to garner recognition locally and nationally.

With membership and leadership positions in numerous area organizations, Joe Alcantar has been in the vanguard of commercial and civic promotion of Hispanic business development in the Dallas area. A list of affiliations and awards follows.

Director of Eastpark National Bank
Chair-Elect, Dallas Hispanic Chamber of Commerce, 1989
Vice-Chair, DFW Minority Business Development Council
Private Industry Council, 1987-89
Director, National Electrical Contractors Association, 1982
Registered Master Electrician, City of Dallas
Director, Greater Dallas Crime Commission
International Association of Electrical Inspectors
Greater Dallas Chamber of Commerce
Kiwanis Club
Oak Cliff Chamber of Commerce
Greater East Dallas Chamber of Commerce
American Subcontractors Association
Leadership Dallas Class 1988-89
Small Business Administration "Administrator's Award of Excellence" 1988
Nominated Regional Hispanic Businessman of the Year by LTV Aerospace and Defense 1987, 1988, 1989
Director of American Red Cross

- ☐ 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 William Soza

Title President

Company Soza & Company, Ltd.

Address 2777 B Hartland Road

City/State/Zip Falls Church VA 22043

Telephone (703) 560-9455

FAX () _____

USHCC Member? ☐ Yes ☐ No

Member of Local Hispanic Chamber of Commerce/Business Organization?

☐ Yes (Name _____)

☐ No



Will

William Soza
Accounting-Auditing Services
PAUL HARRIS FELLOW

Home Address:
2307 Locust Ridge Court, Falls Church, Virginia 22046
(703) 241-4916

Business Address:
Soza & Company, Ltd.
2777 B Hartland Road, Falls Church, Virginia 22043
(703) 560-9455

Birthday	April 14
Anniversary	November 20
Sponsor	Charter Member
Inducted	April 12, 1983
Spouse	Susan
Past Service	Annandale

HISPANIC CHAMBER OF COMMERCE OF THE YEAR



United States Hispanic Chamber of Commerce

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

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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 KERN COUNTY HISPANIC CHAMBER
OF Commerce

Title _____

Company IEDA San Joaquin Valley Inc.

Address 218 So. "H" ST., Ste. 103

City/State/Zip BAKERSFIELD, CA 93294

Telephone (805) 337-0291

FAX (805) 837-0295

USHCC Member? ☒ Yes ☐ No

Member of Local Hispanic Chamber of Commerce/Business Organization?

☒ Yes (Name SELF)

☐ No



Kern County
Hispanic Chamber of Commerce
1603 California, Suite 147, Bakersfield, Ca. 93301 • (805) 328-0730

JULY 4TH, 1989

UNITED STATES HISPANIC
CHAMBER OF COMMERCE

WE ARE VERY PLEASED TO SUBMIT OUR LOCAL HISPANIC CHAMBER OF COMMERCE FOR NOMINATION FOR CHAMBER OF THE YEAR FOR 1989. ENCLOSED PLEASE FIND OUR HISTORY, NEWSLETTERS, ARTICLES, MEMBERSHIP LISTS AND OTHER ACTIVITIES THAT HAVE INSURED US A LEADERSHIP ROLE IN THE DEVELOPMENT OF OUR BUSINESS COMMUNITY.

AS THE INFORMATION SUBMITTED REFLECTS, OUR MEMBERSHIP HAS WORKED VERY DILIGENTLY TO INSURE GROWTH, RESPECT IN OUR COMMUNITY AND MOST IMPORTANTLY WE HAVE ASSUMED A LEADERSHIP ROLE IN THE BUSINESS COMMUNITY. THE QUALITY OF EVENTS, NUMBERS THAT ATTEND OUR FUNCTIONS AND THE HIGH LEVEL OF SPEAKERS ADDRESSES OUR MOST SERIOUS EFFORT TO INFORM, BETTER EDUCATE AND PROMOTE THE ECONOMIC WELL BEING OF OUR TOTAL COMMUNITY.

WE SUBMIT THIS NOMINATION FOR OUR MEMBERS AND ON BEHALF OF THE MANY, MANY COUNTLESS HOURS OF VOLUNTEER WORK AT RECRUITMENT, FUND RAISING AND INSURING THE SPIRIT OF THE FREE ENTERPRISE SYSTEM IS AVAILABLE TO ALL THOSE WHO SEEK IT. THANKING YOU FOR YOUR CONSIDERATION, WE REMAIN.

CON TODA SINCERIDAD,

GINA RODRIGUEZ, PRESIDENT KERN COUNTY HISPANIC CHAMBER OF COMMERCE

Affiliate Member: U.S. Hispanic Chamber of Commerce
4900 Main, Suite 700 • Kansas City, Mo. 6412
(816) 531-6363



Affiliate Member: Ca. Hispanic Chamber of Commerce
P.O. Box 8158 • Fremont, Ca 94537
(415) 794-9240

POLITICS

BY KIM BERGHEIM



Ron Gonzales, first Hispanic to be elected to the Santa Clara County California Board of Supervisors.

The tumultuous decade of the 60's forever changed a generation. Ron Gonzales was part of that generation as a student at the University of California at Santa Cruz.

Throughout his college years, 1969 to 1973, he was involved in student and political groups. "I always wanted to be part of the community and the political process," he said. "And as a student I had a chance to put the skills and strategy I learned in the classroom into practice."

He graduated with an urban studies degree. Now, twenty years later, Gonzales, 38, has been elected as the first Hispanic to the Santa Clara County California Board of Supervisors. He and four other supervisors set public policy for the county's 1.4 million residents in the Northern California County, also known as the Silicon Valley. About fifteen percent of the district residents are Hispanic and concentrated in east San Jose along with other minorities.

San Jose, the county seat, along with approximately 10 surrounding communities, is dominated by high-tech and defense companies like Apple Computers, Hewlett-Packard Co. and Lockheed Corp., where engineers and a fast-paced lifestyle abound.

Gonzales' victory signals a new style of Hispanic leadership. The former Hewlett-Packard marketing manager, is now the highest ranking Hispanic elected official in the county. His election follows an eight-year city council stint in Sunnyvale, California, a city of approximately 115,000 residents, where he also served two years as mayor.

"I represent a new wave of success for Hispanic politicians," he said. "I'm one voice for the Hispanic people, coming out of an era of divisiveness amongst Hispanics that was an outgrowth of the Civil Rights movement, where problems with power and ego held us down."

Gonzales saw the dissension when he attended community meetings with his father, Bob Sr., a Hispanic activist and community organizer. The norm at the time was to hear heated exchanges on ways to fight city hall. Hispanic candidates have run for board of supervisors' seats in the past two decades, but never emerged as winners. "We had to learn to work in harmony," said Bob Sr., a former truckdriver. "We had to become motivated to work as a team. And before

A NEW STYLE OF LEADERSHIP



Ron Gonzales with his father, Bob Sr.

the timing wasn't right for a Hispanic supervisor."

To become a supervisor, Gonzales received a very wide spectrum of support, including his own community, the greater, non-ethnic community, high technology corporations, developers and a cross-section of influentials. His eight years experience in city government, his work in the computer industry and his advocacy appealed to many supporters. "Ron's victory shows people recognized the value of his political influences on social issues that affect everyone in the community," said San Jose Vice Mayor Blanca Alvarado, who is the only Hispanic on the 10-member city council.

Gonzales represents about 300,000 residents in Sunnyvale, Milpitas and north and east San Jose. The district's population is mainly non-Hispanic and middle class.

"Ron's election shows other Hispanics there's no reason to avoid running for office," said Fernando Zazueta, a San Jose attorney and longtime political activist. "People got behind Ron and his credibility. He just happens to be Hispanic."

Gonzales' victory was characterized by a sophisticated campaign. He raised nearly \$500,000 for the supervisor's seat, a record. There were slick brochures, computer generated mailing lists and events that featured prominent Hispanic politicians.

Gonzales' defeat of his opponent, Bob Livengood, by a 57 percent to 43 percent margin, was also emotionally charged. At the beginning of the campaign, the

candidates seemed to have more similarities than differences. Gonzales is a former mayor of Sunnyvale. Livengood is the mayor of Milpitas, a rapidly growing community of 45,000. High-tech is the predominant industry in both cities. The candidates talked about fighting traffic congestion and crime.

But their common interests ended when hostility spread through both campaigns in the final weeks. Each candidate accused the other of being soft on developers and toxic polluters. Gonzales denied Livengood's charges, and mailed literature to voters that said Livengood misrepresented his position. To help counter Livengood's attacks and to provide support, Gonzales relied on his family. "My family was always positive about the campaign," he said. "They were always there through the good times and bad." His wife, Alvina, stuffed envelopes until the wee hours of the morning. Never one to stray from optimism, she said, "I always knew from the beginning that Ron was going to win." Their daughters, Miranda, 11, Rachel, 10 and Alejandra, 9, roller skated door-to-door to hand out literature. His mother, Dolores, and sister, Maria, did general office work. Another sister, Deanna, ran the telephone operation. His brother Bob organized mobile home park residents. Another brother, Daniel, updated computerized mailing lists. Bob Sr. was a tireless campaigner. "And we all walked precincts the last day of the campaign," said Dolores.

Gonzales also received support from his contemporaries, Denver Mayor Federico Peña, San Antonio Mayor Henry

Cisneros, California Sen. Art Torres and Rep. Esteban Torres, a Los Angeles congressman. These men generated hundreds of supporters to attend fundraising events. "Ron's election showed that he reached out to all groups of people," said Art Torres. "It's coalition politics."

He reached out to the high-technology industry, now a newcomer to local politics. Electronics corporations contributed about 20 percent to his campaign. "That's 18 percent more than anyone else has gotten from high technology," he said.

High technology companies usually shy away from local elections, often because there haven't been many candidates with high-technology work experience. Gonzales changed that view. "Ron understands the industry and its impact on the economic health of Silicon Valley," said Dave Barram, vice president of corporate affairs for Apple Computers Inc.

The electronics companies have also stayed away from local campaigns because many of the industry's concerns are international trade, taxes and licensing agreements. Those issues are handled at the federal and state government levels. "Ron is fighting an uphill battle, but he's making good progress," said Bob Kirkwood, director of government affairs at Hewlett-Packard. "With Ron's election, high-technology companies have shown more awareness and involvement in housing, transportation and jobs which are addressed at the local government level."

Gonzales made an impact on the high-tech companies by emphasizing his ten years at Hewlett-Packard. "I have strong management skills from working in the private sector," he said. "I understand the concerns of people in the industry. They see me as one of them."

His years at Hewlett Packard paralleled his career as mayor of Sunnyvale. He started both jobs in 1979. Gonzales became interested in local politics when he became concerned with the effects a downtown redevelopment project would have on his neighborhood and nearby residential areas. He decided to run for city council in 1977 but lost and then ran unopposed in 1979 and served until 1987. He was then appointed as mayor by the city council, a part-time position, in 1982 and 1987.

While he was at Sunnyvale's helm, the debt-free city won the "Best Budget" in the nation award from the International Association of Budget Officers.

"I had eight good years in city government and wanted to try for a higher



The Gonzalez family from left to right: Rachel, Alvina, Miranda, Ron, Alexandra

office," he said.

Since he took office in January, Gonzales has become known for his independence. He asks detailed questions about issues before casting his vote. He stresses a deliberate decision-making process, a change from the board's record of ad-hoc decisions. The board's reputation has been to respond to community groups based on the groups' political strength instead of their needs, Gonzales said. His main concerns are for transportation, the environment and education.

Gonzales fought for a study for a transit route to run through ethnic neighborhoods in east San Jose. County transit officials resisted the study because they had already chosen a route that traveled through central San Jose which avoided ethnic neighborhoods. At the transit hearing, representatives of east side businesses and ethnic groups spoke in favor of Gonzales' proposal. Most of the people who use public transportation live on the east side, yet there's a lack of adequate transportation, he said.

Gonzales is concerned about the environment and toxic wastes. Santa Clara County has one of the toughest toxic waste control ordinances in the nation. Gonzales said he wanted to strike a balance between industry and government. "Since I've worked in industry, I have the knowledge of what they're capable of doing."

As a county supervisor, Gonzales has reached his goal of community involvement. "Everyone doesn't have an equal opportunity for representation," he said. "For the underrepresented, I'm their advocate." ■

Kim Berghelm is a writer in California.

Role Models

Ron Gonzales remembers the disbelief of school children when he told them he was mayor of Sunnyvale.

"There was doubt among students when I told them I was Mayor Gonzales," he said. "Mayor and Gonzales aren't synonymous. I had to show them my business card."

Gonzales was speaking to students as a role model for a program he informally developed while he was mayor of Sunnyvale. Now as a Santa Clara County Supervisor, he's set up a non-profit organization to

bring sports figures, media celebrities and business and community leaders into schools to discourage students from taking drugs. Gonzales said the message for students is: "Work hard, stay in school and stay clear of drugs. Celebrities speak to students from kindergarten

age to high school seniors. The program focuses on direct student contact and outreach to the community, he said.

"Kids watching TV and reading the paper don't often get the opportunity to connect with a Hispanic name that makes them feel good," Gonzales said.

"We want to bring people into the classroom to talk about their personal experience."

One of the role models is Joe Kapp, a former NFL quarterback for the Minnesota Vikings, who played on their 1969 Super Bowl team. "The role model program shows teachers and students someone cares," said the former football coach for the University of California at Berkeley.

Kapp, who lives in Santa Clara County, said he spoke to

students about the importance of teamwork and leadership skills. "I shared my experiences in connection with sports," he said. "I told them about my achievement of goals through education. If there's an opportunity for education, they should take advantage of it."



Supervisor Ron Gonzales is a guest speaker at a Girl Scout Meeting in his hometown of Sunnyvale, CA.

- ☐ Hispanic Business Woman of the Year
- ☐ Hispanic Business Man of the Year
- ☐ Hispanic Chamber of Commerce of the Year
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- ☐ Region IV: IL, IN, KY, MI, MN, OH, PA, TN, WI

Name of Nominee Jorge E. Rodriguez

Title Hispanic Adviser

Company HUD

Address _____

City/State/Zip Washington, D.C.

Telephone (____) _____

FAX (____) _____

USHCC Member? ☐ Yes ☐ No

Member of Local Hispanic Chamber of Commerce/Business Organization?

☐ Yes (Name _____)

☐ No

BIOGRAPHY: JORGE E. RODRIGUEZ

Jorge Rodriguez was born in Laredo, Texas at the Colonia Guadalupe housing projects, and was raised in San Antonio.

He has been active in Hispanic Community Affairs since the age of seventeen and studied political-economics in college with an emphasis on the Mexican American Community.

Jorge graduated from Brigham Young University in 1977 and he did graduate work at the University of Texas and at Arizona State University. He has lectured before various national groups on Hispanic issues since 1981.

Jorge has served on various boards and commissions including the Prince Georges County (Maryland) Human Relations Commission, Board of Hispanic Media Association, Executive Assistant to the LULAC National President, and as an advisor to the White House Office of Public Liaison. In an official capacity George has worked as a Special Assistant for the Community Relations Service, Department of Justice, as the EEO Officer for the Corporation for Public Broadcasting and as an Employer - Labor Relations Officer for the Immigration service.

Currently, Jorge serves as the Hispanic advisor to HUD Secretary Jack Kemp in the Office of Intergovernmental Relations.

Following Mexican Dignitaries to be recognized:

GOVERNMENT:

L i c e n c i a d o F E R N A N D O S A N C H E Z
U G A R T E Undersecretary of Commerce for Industry and
Foreign Investment representing Secretary of Commerce
of MEXICO Lic. J a i m e S e r r P u c h e

L i c e n c i a d o J U A N D E L G A D O
N A V A R R O Secretary of Promotion and Development of
the State of Jalisco representing Governor Guillermo
Cosio Vidaurri.

BUSINESS

I n g e n i e r o J O S E M A R I A A L V E R D E
President, National Chamber of Commerce of Mexico City
the largest chamber of commerce in Latin America with
over 50,000 members.

Martini

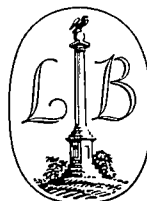
Familiar Quotations

*A collection of passages, phrases and
proverbs traced to their sources in
ancient and modern literature*

FIFTEENTH AND 125TH ANNIVERSARY EDITION
REVISED AND ENLARGED

John Bartlett

*Edited by EMILY MORISON BECK
and the editorial staff of Little, Brown and Company*



LITTLE, BROWN AND COMPANY • BOSTON • TORONTO • LONDON

Markham — Martí

1 A man to match the mountains¹ and the sea.
Lincoln, The Man of the People
 [1901], st. 1

2 The color of the ground was in him, the red
 earth,
 The smack and tang of elemental things.²
Ib. st. 2

3 He went down
 As when a lordly cedar, green with boughs,
 Goes down with a great shout upon the hills,
 And leaves a lonesome place against the sky.
Ib. st. 4

4 He drew a circle that shut me out—
 Heretic, rebel, a thing to flout.
 But Love and I had the wit to win:
 We drew a circle that took him in.
Outwitted

George Moore

1852–1933

5 After all there is but one race—human-
 ity.

The Bending of the Bough
 [1900], act III

6 The difficulty in life is the choice.
Ib. IV

7 The wrong way always seems the more rea-
 sonable.
Ib.

8 A man travels the world over in search of
 what he needs and returns home to find it.
The Brook Kerith [1916], ch. 11

Henry Van Dyke

1852–1933

9 Raise the stone, and thou shalt find me;
 cleave the wood and there am I.³
The Toiling of Felix [1900], pt. I,
 prelude

10 So it's home again, and home again, America
 for me.

My heart is turning home again, and there I
 long to be.

America for Me [1909], st. 2

¹ A man to match his mountains, not to creep / Dwarfed
 and abased below them. — WHITTIER, *Among the Hills*
 [1869], prelude

Bring me men to match my mountains. — SAM WALTER
 FOSS [1858–1911], *The Coming American*

² See Beston, 802:17.

³ See *The Sayings of Jesus*, 126:14.

Raise ye the stone or cleave the wood to make a path
 more fair or flat; / Lo, it is black already with blood some
 Son of Martha spilled for that. — RUDYARD KIPLING, *The*
Sons of Martha [1907]

11 Not to the swift, the race:
 Not to the strong, the fight;⁴
 Not to the righteous, perfect grace:
 Not to the wise, the light.

Reliance, st. 1

12 The lintel low enough to keep out pomp and
 pride:
 The threshold high enough to turn deceit
 aside.

For the Friends at Hurstmont.
The Door

13 Self is the only prison that can ever bind the
 soul.
The Prison and the Angel

14 The first day of spring is one thing, and the
 first spring day is another. The difference be-
 tween them is sometimes as great as a month.
Fisherman's Luck [1899], ch. 5

Edgar Watson Howe

1853–1937

15 What people say behind your back is your
 standing in the community.
Country Town Sayings [1911]

16 There is nothing so well known as that we
 should not expect something for nothing—
 but we all do and call it Hope.
Ib.

José Martí

1853–1895

17 Life on earth is a hand-to-hand mortal com-
 bat . . . between the law of love and the law
 of hate.⁵
Letter [1881]

18 Love is . . . born with the pleasure of
 looking at each other, it is fed with the neces-
 sity of seeing each other, it is concluded with
 the impossibility of separation!

Amor [1881]

19 Oh, what company good poets are!⁶
Longfellow [1882]

20 A knowledge of different literatures is the
 best way to free one's self from the tyranny
 of any of them.

On Oscar Wilde [1882]

21 To beautify life is to give it an object.
Ib.

22 Man needs to suffer. When he does not
 have real griefs he creates them. Griefs pu-
 rify and prepare him.

Adúltera (Adulterous Thoughts)
 [1883]

⁴ See *Ecclesiastes* 9:11, 27:17, and John Davidson,
 684:13.

⁵ Translated by JAMES NELSON GOODSSELL.

⁶ See John Adams, 381:15.

Back

AMERICA THE QUOTABLE

*Mike Edelhart and
James Tinen*



Facts On File Publications
460 Park Avenue South
New York, N.Y. 10016

tongues at the Tower of Babel, it certainly is New Orleans."

Carl David Arfweson
*The United States and Canada
in 1832, 1833, and 1834*
1834

* * *

"To this day [because of sermons heard in childhood], whenever I think of New Orleans, I also helplessly think of Sodom and Gomorrah."

James Baldwin
Notes of a Native Son
1955

* * *

"Down south in New Orleans,
The prettiest girls I've ever seen,
Sparkling eyes, lips so sweet, we make love to the
rumba beat,
Ships in anchor, my suitcases packed,
I got a one way ticket, ain't comin' back,
Life's a pleasure, love's a dream,
Down south in New Orleans"

The Band
"Down South In New Orleans"
1978

* * *

"You were not wise with the ladies, Benjamin
Butler,
It has been disproved that you stole New Orleans
spoons
But the story will chime at the ribs of your name
and stain it,
Ghost-silver, clinking against the ribs of a ghost,
As long as the ladies have tongues."

Stephen Vincent Benet
John Brown's Body
1928

* * *

"I fell in love with Louisiana generally and New Orleans in particular."

Pearl S. Buck
America
1971

* * *

"And [in 1900] far down on the Gulf the ancient beldam, New Orleans, was rubbing the dream of her old-time glory from out of her eyes and turning proudly to her new role as mistress to a swelling host of stout, black rusty, prosaic ships panting upon the Spanish Main or breasting the Atlantic."

W.J. Cash
The Mind of the South
1941

* * *

"In 1790, New Orleans, a city of 8,000, had 1500

unmarried women of color. The fairest of these were trained and educated by their mothers and presented each year at the quadroon balls. These balls were always conducted with great dignity and elegance. . . . When a young Creole took a fancy to a particular girl, he approached her mother, gave satisfactory proof of his ability to support her, and a small home was established in the quadroon section of the Vieux Carre."

The Federal Writers Project of the WPA
Gumbo Ya-Ya
1945

* * *

"The French Quarter furnished the kind of sensually pleasant and socially tolerant atmosphere which artists have sought and found in the Paris of Montparnasse and New York of Greenwich Village. The climate was mild, the heat comforting, and the pervasive smells were good; in particular the odor of roasting coffee drifting over the wholesale district across Canal Street early in the morning. There were few night clubs in the Quarter in those days, but mostly it was given over to an assortment of people moving quietly, rich people and poor, happy to be left alone just to be by themselves."

James Feibleman, philosopher
Quoted by Charles L. Dufour
Ten Flags in the Wind
1967

* * *

"But in New Orleans proper, that marvelous confection of sleaziness and peeling paint that only an 88 percent humidity (the annual average) can produce, the primary industry is now tourism."

Joel Garreau
The Nine Nations of North America
1981

* * *

"New Orleans can never forget . . . that it ridiculed the idea that any man could bridle the current of the Mississippi."

Anonymous
Quoted by Joseph Gies
"Mr. Eads Spans the Mississippi"
American Heritage
August, 1969

* * *

"It is appalling to believe this country would let a city like New Orleans go down the pipe, but if you're going to save it, you'd better save it now, because two or three years from now may be too late."

Moon Landrieu, mayor
Quoted by Robert Hargreaves
Superpower
1973

Rector of Hispanic Congress, Congress

Bob Jackson
Jim Webb
Webb - Bid.
at a Indep.

Will Rogers
at in 1930 Daily World
editor

Cumulative Index to his writings
Listings of Will Rogers
Series 4 Vol 5 Weekly articles of UR

Will all I know is just shit

I read in the papers. black

displays, reading statistics and figures.
I don't do anything but
propose and for the other
half of the

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

The Toastmasters
Treasure Chest

P123
#940

438-8 B10
set. p. 928

810
Invention

Lib. of Congress

707-5519

Bob Jackson

half 1909 Nobel for Physics
for wireless telegraph
Encyclopedia Americana
Vd. 18 1989

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 ^{Hispanic} Americans who ^{can} 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

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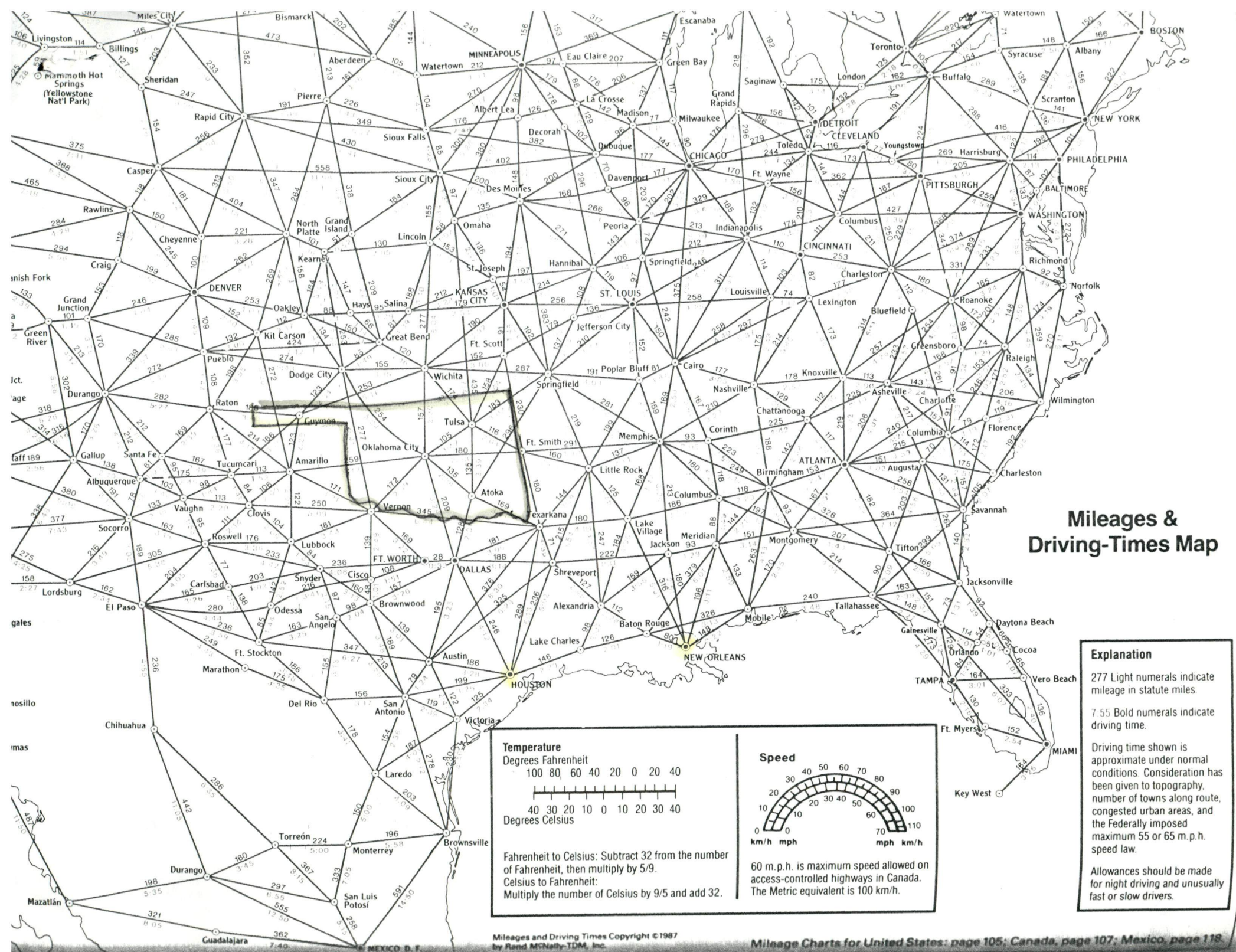
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August 8, 1989

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON
FROM: CURT SMITH
SUBJECT: SAVINGS AND LOAN BILL SIGNING

I. SUMMARY

On Wednesday, August 9, at 10:45 a.m., you will address about 220 people in the Rose Garden. The occasion is the signing of the "Financial Institution Reform, Recovery, and Enforcement Act of 1989." Among those flanking you on the dais will be Secretary Brady, Senator Riegle, Congressmen Wylie and Gonzalez, and Richard Darman.

II. DISCUSSION

The enclosed remarks (8 minutes; no teleprompter) discuss the specific aspects and objectives of this legislation. They focus on how the bill will safeguard and stabilize America's financial system, and protect America's small savers.

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

September 5, 1989

ADDRESS BY THE PRESIDENT
ON NATIONAL DRUG POLICY

The Oval Office

9:00 P.M. EDT

THE PRESIDENT: Good evening. This is the first time since taking the oath of office that I felt an issue was so important, so threatening that it warranted talking directly with you, the American people. All of us agree that the gravest domestic threat facing our nation today is drugs.

Drugs have strained our faith in our system of justice. Our courts, our prisons, our legal system are stretched to the breaking point. The social costs of drugs are mounting. In short, drugs are sapping our strength as a nation. Turn on the evening news or pick up the morning paper and you'll see what some Americans know just by stepping out their front door: Our most serious problem today is cocaine and, in particular, crack.

Who's responsible? Let me tell you straight out.

Everyone who uses drugs. Everyone who sells drugs. And everyone who looks the other way.

Tonight, I'll tell you how many Americans are using illegal drugs. I will present to you our national strategy to deal with every aspect of this threat. And I will ask you to get involved in what promises to be a very difficult fight.

This -- this is crack cocaine seized a few days ago by Drug Enforcement agents in a park just across the street from the White House. It could easily have been heroine or PCP. It's as innocent looking as candy, but it's turning our cities into battle zones and it is murdering our children. Let there be no mistake, this stuff is poison. Some used to call drugs harmless recreation. They're not. Drugs are a real and terribly dangerous threat to our neighborhoods, our friends and our families.

No one among us is out of harm's way. When four-year-olds play in playgrounds strewn with discarded hypodermic needles and crack vials -- it breaks my heart. When cocaine -- one of the most deadly and addictive illegal drugs -- is available to school kids -- school kids -- it's an outrage. And when hundreds of thousands of babies are born each year to mothers who use drugs -- premature babies born desperately sick -- then even the most defenseless among us are at risk.

These are the tragedies behind the statistics. But the numbers also have quite a story to tell. Let me share with you the results of the recently completed Household Survey of the National Institute on Drug Abuse. It compares recent drug use to three years ago. It tells us some good news and some very bad news. First, the good.

As you can see in the chart, in 1985, the government estimated that 23 million Americans were using drugs on a "current" basis -- that is, at least once in the preceding month. Last year, that number fell by more than a third. That means almost nine million fewer Americans are casual drug users. Good news.

MORE

Because we changed our national attitude toward drugs, casual drug use has declined. We have many to thank: Our brave law-enforcement officers, religious leaders, teachers, community activists, and leaders of business and labor. We should also thank the media for their exhaustive news and editorial coverage and for their air time and space for antidrug messages. And finally, I want to thank President and Mrs. Reagan for their leadership. All of these good people told the truth -- that drug use is wrong and dangerous.

But as much comfort as we can draw from these dramatic reductions, there is also bad news -- very bad news. Roughly eight million people have used cocaine in the past year, almost one million of them used it frequently -- once a week or more.

What this means is that, in spite of the fact that overall cocaine use is down, frequent use has almost doubled in the last few years. And that's why habitual cocaine users -- especially crack users -- are the most pressing, immediate drug problem.

What, then, is our plan? To begin with, I trust the lesson of experience: No single policy will cut it, no matter how glamorous or magical it may sound. To win the war against addictive drugs like crack will take more than just a federal strategy. It will take a national strategy, one that reaches into every school, every workplace, involving every family.

Earlier today, I sent this document, our first such national strategy, to the Congress. It was developed with the hard work of our nation's first Drug Policy Director, Bill Bennett. In preparing this plan, we talked with state, local and community leaders, law enforcement officials and experts in education, drug prevention, and rehabilitation. We talked with parents and kids. We took a long, hard look at all that the federal government has done about drugs in the past: What's worked, and -- let's be honest -- what hasn't. Too often, people in government acted as if their part of the problem -- whether fighting drug production, or drug smuggling, or drug demand -- was the only problem. But turf battles won't win this war. Teamwork will.

Tonight, I'm announcing a strategy that reflects the coordinated, cooperative commitment of all our federal agencies. In short, this plan is as comprehensive as the problem. With this strategy, we now finally have a plan that coordinates our resources, our programs and the people who run them.

Our weapons in this strategy are the law and criminal justice system, our foreign policy, our treatment systems, and our schools and drug prevention programs. So the basic weapons we need are the ones we already have. What's been lacking is a strategy to effectively use them.

Let me address four of the major elements of our strategy.

First, we are determined to enforce the law, to make our streets and neighborhoods safe. So to start, I'm proposing that we more than double federal assistance to state and local law enforcement. Americans have a right to safety in and around their homes. And we won't have safe neighborhoods unless we're tough on drug criminals -- much tougher than we are now. Sometimes that means tougher penalties. But more often it just means punishment that is swift and certain. We've all heard stories about drug dealers who are caught and arrested -- again and again -- but never punished. Well, here the rules have changed: If you sell drugs, you will be caught. And when you're caught, you will be prosecuted. And once you're convicted, you will do time. Caught. Prosecuted. Punished.

I'm also proposing that we enlarge our criminal justice system across the board -- at the local, state and federal levels alike. We need more prisons, more jails, more courts, more prosecutors. So tonight, I'm requesting -- altogether -- an almost

\$1.5 billion increase in drug-related federal spending on law enforcement.

And while illegal drug use is found in every community, nowhere is it worse than in our public housing projects. You know, the poor have never had it easy in this world. But in the past, they weren't mugged on the way home from work by crack gangs. And their children didn't have to dodge bullets on the way to school. And that's why I'm targeting \$50 million to fight crime in public housing projects -- to help restore order and to kick out the dealers for good.

The second element of our strategy looks beyond our borders where the cocaine and crack bought on America's streets is grown and processed. In Colombia alone, cocaine killers have gunned down a leading statesman, murdered almost 200 judges and seven members of their Supreme Court. The besieged governments of the drug-producing countries are fighting back, fighting to break the international drug rings. But you and I agree with the courageous President of Colombia, Virgilio Barco, who said that if Americans use cocaine, then Americans are paying for murder. American cocaine users need to understand that our nation has zero tolerance for casual drug use. We have a responsibility not to leave our brave friends in Colombia to fight alone.

The \$65-million emergency assistance announced two weeks ago was just our first step in assisting the Andean nations in their fight against the cocaine cartels. Colombia has already arrested suppliers, seized tons of cocaine and confiscated palatial homes of drug lords. But Colombia faces a long, uphill battle, so we must be ready to do more.

Our strategy allocates more than a quarter of a billion dollars for next year in military and law enforcement assistance for the three Andean nations of Colombia, Bolivia and Peru. This will be the first part of a five-year, \$2-billion program to counter the producers, the traffickers and the smugglers.

I spoke with President Barco just last week, and we hope to meet with the leaders of affected countries in an unprecedented drug summit, all to coordinate an inter-American strategy against the cartels. We will work with our allies and friends -- especially our economic summit partners -- to do more in the fight against drugs. I'm also asking the Senate to ratify the United Nations Antidrug Convention concluded last December.

To stop those drugs on the way to America, I propose that we spend more than \$1.5 billion on interdiction. Greater interagency cooperation, combined with sophisticated intelligence-gathering and Defense Department technology can help stop drugs at our borders.

And our message to the drug cartels is this: The rules have changed. We will help any government that wants our help. When requested, we will for the first time make available the appropriate resources of America's armed forces. We will intensify our efforts against drug smugglers on the high seas, in international airspace and at our borders. We will stop the flow of chemicals from the United States used to process drugs. We will pursue and enforce international agreements to track drug money to the front men and financiers. And then we will handcuff these money launderers and jail them -- just like any street dealer. And for the drug kingpins, the death penalty.

The third part of our strategy concerns drug treatment. Experts believe that there are two million American drug users who may be able to get off drugs with proper treatment. But right now, only 40 percent of them are actually getting help. This is simply not good enough.

Many people who need treatment won't seek it on their own. And some who do seek it are put on a waiting list. Most programs were set up to deal with heroin addicts, but today, the

major problem is cocaine users. It's time we expand our treatment systems and do a better job of providing services to those who need them.

And so tonight, I'm proposing an increase of \$321 million in federal spending on drug treatment.

With this strategy, we will do more. We will work with the states. We will encourage employers to establish employee assistance programs to cope with drug use. And because addiction is such a cruel inheritance, we will intensify our search for ways to help expectant mothers who use drugs.

Fourth, we must stop illegal drug use before it starts. Unfortunately, it begins early -- for many kids, before their teens. But it doesn't start the way you might think, from a dealer or an addict hanging around a school playground. More often, our kids first get their drugs free, from friends, or even from older brothers or sisters. Peer pressure spreads drug use. Peer pressure can help stop it.

I am proposing a quarter-of-a-billion-dollar increase in federal funds for school and community prevention programs that help young people and adults reject enticements to try drugs. And I'm proposing something else. Every school, college and university -- and every workplace -- must adopt tough but fair policies about drug use by students and employees. And those that will not adopt such policies will not get federal funds. Period.

The private sector also has an important role to play. I spoke with a businessman named Jim Burke who said he was haunted by the thought -- a nightmare, really -- that somewhere in America, at any given moment, there is a teenage girl who should be in school, instead of giving birth to a child addicted to cocaine. So Jim did something. He led an antidrug partnership, financed by private funds, to work with advertisers and media firms. Their partnership is now determined to work with our strategy by generating educational messages worth a million dollars a day -- every day for the next three years -- a billion dollars worth of advertising, all to promote the antidrug message.

As President, one of my first missions is to keep the national focus on our offensive against drugs. And so next week I will take the antidrug message to the classrooms of America in a special television address, one that I hope will reach every school, every young American. But drug education doesn't begin in class or on TV. It must begin at home and in the neighborhood. Parents and families must set the first example of a drug-free life. And when families are broken, caring friends and neighbors must step in.

These are the most important elements in our strategy to fight drugs. They are all designed to reinforce one another, to mesh into a powerful whole, to mount an aggressive attack on the problem from every angle. This is the first time in the history of our country, that we truly have a comprehensive strategy.

As you can tell, such an approach will not come cheaply. Last February, I asked for a \$700-million increase in the drug budget for the coming year. And now, over the past six months of careful study, we have found an immediate need for another \$1.5 billion. With this added \$2.2 billion, our 1990 drug budget totals almost \$8 billion -- the largest increase in history.

We need this program fully implemented -- right away. The next fiscal year begins just 26 days from now. So tonight, I'm asking the Congress -- which has helped us formulate this strategy -- to help us move it forward immediately.

We can pay for this fight against drugs without raising taxes or adding to the budget deficit. We have submitted our plan to Congress that shows just how to fund it within the limits of our bipartisan budget agreement.

MORE

Now, I know some will still say that we're not spending enough money. But those who judge our strategy only by its price tag simply don't understand the problem. Let's face it, we've all seen in the past that money alone won't solve our toughest problems.

To be strong and efficient, our strategy needs these funds. But there is no match for a united America, a determined America, an angry America. Our outrage against drugs unites us, brings us together behind this one plan of action, an assault on every front.

This is the toughest domestic challenge we've faced in decades. And it's a challenge we must face -- not as Democrats or Republicans, liberals or conservatives -- but as Americans. The key is a coordinated, united effort. We've responded faithfully to the request of the Congress to produce our nation's first national drug strategy. I'll be looking to the Democratic majority and our Republicans in Congress for leadership and bipartisan support. And our citizens deserve cooperation, not competition; a national effort, not a partisan bidding war.

To start, Congress needs not only to act on this national drug strategy, but also to act on our crime package announced last May; a package to toughen sentences, beef up law enforcement and build new prison space for 24,000 inmates.

You and I both know the federal government can't do it alone. The states need to match tougher federal laws with tougher laws of their own -- stiffer bail, probation, parole and sentencing.

And we need your help. If people you know are users, help them -- help them get off drugs. If you're a parent, talk to your kids about drugs -- tonight.

Call your local drug prevention program. Be a Big Brother or Sister to a child in need. Pitch in with your local Neighborhood Watch program. Whether you give your time or talent, everyone counts.

Every employer who bans drugs from the workplace. Every school that's tough on drug use. Every neighborhood in which drugs are not welcome. And most important, every one of you who refuses to look the other way. Every one of you counts.

Of course, victory will take hard work and time. But together we will win -- too many young lives are at stake.

Not long ago, I read a newspaper story about a little boy named Dooney, who, until recently, lived in a crack house in a suburb of Washington, D.C. In Dooney's neighborhood, children don't flinch at the sound of gunfire. And when they play, they pretend to sell to each other small white rocks that they call crack.

Life at home was so cruel that Dooney begged his teachers to let him sleep on the floor at school. And when asked about his future, six-year-old Dooney answers, "I don't want to sell drugs, but I'll probably have to."

Well, Dooney does not have to sell drugs. No child in America should have to live like this. Together as a people we can save these kids. We've already transformed a national attitude of tolerance into one of condemnation. But the war on drugs will be hard-won, neighborhood by neighborhood, block by block, child by child.

If we fight this war as a divided nation, then the war is lost. But if we face this evil as a nation united, this will be nothing but a handful of useless chemicals.

Victory. Victory over drugs is our cause, a just cause and, with your help, we are going to win.

Thank you, God bless you, and good night.

(Smith/Blessey)
September 4, 1989
Draft Three
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^h-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 us all.

Nine years ago, America officially began 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.

*increased
32/90 between
1980 and March
1988
compared to 7/90
of non-Hispanic*

In one sense, the past decade has reaffirmed 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.

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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.

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the other half to read." Propaganda won't build a gateway to prosperity. But partnerships can, and are.

Partnerships are cooperative efforts involving government, private enterprise, and voluntary organizations. 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~~ ^{and Min. Sec. has} -- the "8-A" program ^{ad. thousands} 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.

1974
J. A. Johnson

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: A partnership with 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 how this partnership -- like our other partnerships -- can help people help themselves.

Dorel Harrison

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.

Two months ago, I met with President Salinas at the Economic Summit. Since then, by restructuring her economy -- reducing trade barriers -- and honoring her creditors through the pact with the Bankers Advisory Committee -- Mexico 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.

Now, let me speak of another 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 -- every year -- hundreds of thousands of babies are born to mothers who use 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 the ultimate drug violators -- the kingpins themselves -- they should receive the ultimate penalty.

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 lives. And end this trade. But it won't come cheaply.

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 next year for Columbia, Bolivia, and Peru, 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 use isn't merely numbers. It's the young boy tormented by cocaine addiction. Or the pregnant mother whose crack use impairs her child. At stake is the very future of the Hispanic community. I'm referring to our kids.

So I challenge you: Get involved. There are so many who need your help. 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 really know your neighborhood at home and work. Help your church, and anti-drug parents' groups. Support drug programs in your children's school.

Finally, let me ask you -- as fellow businessmen and women -- to start something no one else can do: Use your place of business as a storefront against drugs. Display brochures and banners. Employ volunteer counselors. Be a symbol for your community, and especially its youth. Join the ranks of the caring and 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 God bless America.

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[Lujan
Columbus Comm. of 1992]

Ministry Enterprise
Soon Englighter

Adl. regulations - program

Is. comm

Dept. of Comm. - new

New relationship w/ Mexico
Salinas on Oct. 3

Mr. Price x 4592

Opening up
Demus Macinly 47992 & getting to Mexican
trade

MSK
Send 3 long this
ext.

(census)

Corey Bossert 673-2829

David Tell - hispanic & drug statistics on his
North Houghton hispanic drug use

Stats on Hispanic bus.
Ex. of internatl. entrepreneur

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Jos Chamber of Comm. of Mexico City

~~Corey Bossert~~

3rd largest trading partner

~~US~~

opening up its economy to for. competition

~~July~~ agreement w/ Bankers Advisory Comm.
on for. dept.

- reduces overall dept payment from Mexico to for.

- 1st country to arrive successfully at this type of agreement

- Framework Understanding on Trade
from 84 - maybe a new one
for Solinas

Ongoing discussions w/ Mexico
to open up trade.

- Done a lot on reducing trade barriers

providing projects w/ security systems
neighborhoods

\$50 mill on sec. for pub. housing

From \$8 mill

Workplace section
Educ., Comm., & Workplace

Employee assist. programs
Workers who need help
w/ drugs should get it

9/1/89

How many Hispanics in America?

19,431,000 as of March '88
Census Bureau 763-5002

How bad is drug use among Hispanics?

9/1/89

Amer. Public Health Ind.

Adolph

Source: CUSMHO - Natl. Coal. of
of Hispanic Health & Human Services

N.T.J.

THE WHITE HOUSE
WASHINGTON

SCHEDULE OF THE PRESIDENT
FOR
NEW ORLEANS, LOUISIANA
FRIDAY, SEPTEMBER 8, 1989

EVENT:

U.S. Hispanic Chamber of Commerce Head Table
Reception and Staff Photo
U.S. Hispanic Chamber of Commerce Luncheon
Address to National Baptist Convention

DRESS:

Men - Business Suit
Women - Day Dress

CONTACT:

Office of Presidential Advance
John G. Keller, Jr. - 202/456-7565

Trip Coordinator
Barbara Jobe - 202/456-7565

New Orleans, LA Signal - 202/456-5516

ADVANCE:

Leo Tomeu	- LEAD
John Hutchison	- PRESS
Carl Meyer	- USSS
Woody Lee	- MIL. AIDE
Bob Risney	- WHCA
Steve Strack	- AFI

WEATHER:

Partly Cloudy/High 80's

SCHEDULE OF THE PRESIDENT

TO

NEW ORLEANS, LOUISIANA

FRIDAY, SEPTEMBER 8, 1989

GUEST AND STAFF INSTRUCTIONS:

8:45 am Vans depart West Basement en route Andrews Air Force Base.

9:15 am Those with own transportation should arrive Andrews Air Force Base Distinguished Visitors Lounge for check-in.

9:35 am

THE PRESIDENT departs White House en route Andrews Air Force Base.

MARINE ONE MANIFEST:

THE PRESIDENT
Gov. Sununu
Gen. Scowcroft
M. Fitzwater
D. Valdez
T. McBride
Doctor
Mil. Aide
2 USSS

(Flying Time: 10 Minutes)

9:45 am

THE PRESIDENT arrives Andrews Air Force Base and proceeds to board Air Force One.

9:50 am

THE PRESIDENT departs Andrews Air Force Base en route New Orleans, Louisiana.

(Flying Time: 2 Hours 15 Minutes)
(Time Change: Back 1 Hour)
(Interchange: None)
(Food Service: Continental Breakfast)

11:05 am
(C.D.T.)

THE PRESIDENT arrives New Orleans Belchase Naval Air Station, New Orleans, Louisiana.

Met By:

The Honorable Buddy Roemer
Governor of Louisiana

Mr. Jack Weinmann
Bush/Quayle State Finance Chairman and
Ambassadorial Nominee to Finland

The Honorable Paul Hardy
Lieutenant Governor of Louisiana

The Honorable Fox McKeithen
Secretary of State of Louisiana

The Honorable Sidney Barthelemey
Mayor of New Orleans

Captain David Hargis
Commander, Belchase Naval Air Station

11:10 am

THE PRESIDENT departs New Orleans Belchase Naval Air Station en route Fairmont Hotel.

MOTORCADE ASSIGNMENTS:

Lead	L. Tomeu
Spare	Doctor T. McBride
LIMO	THE PRESIDENT
Follow Up	

Control	Gov. Sununu Gen. Scowcroft Mil. Aide
Support	M. Fitzwater J. Keller Official Photographer Medic
Camera I	
Camera II	G. Fendler
Wire I	
Wire II	
Staff I	F. McClure J. Cicconi E. Rogers
Guest I	Rep. Holloway Rep. Livingston
Guest II	Rep. Boggs
Staff Van	All Remaining Staff
Guest Van	
Press Van I	B. Zanca
Press Van II	
Press Van III	

(Drive Time: 20 Minutes)

GUEST AND STAFF INSTRUCTIONS:

Upon arrival at Fairmont Hotel, Guests and Staff should proceed to either 12th Floor Staff Offices or to Staff Viewing Area.

Please board Motorcade no later than 1:45 pm for transport to New Orleans Convention Center.

11:30 am THE PRESIDENT arrives Fairmont Hotel and proceeds to Ballroom Foyer Area.

Met By:

Mr. Abel Quintela
President, U.S. Hispanic Chamber of Commerce

Mr. Bernd Wohllschlaeger
General Manager, Fairmont Hotel

11:34 am THE PRESIDENT arrives Ballroom Foyer.

EVENT: U.S. HISPANIC CHAMBER OF COMMERCE
HEAD TABLE RECEPTION AND STAFF PHOTO

OFFICIAL PHOTOGRAPHER ONLY

11:35 am THE PRESIDENT begins participation in Reception and Staff Photo.

11:55 am THE PRESIDENT concludes participation in Reception and Staff Photo, departs Ballroom Foyer and proceeds to Off-Stage Announcement Area.

11:58 am THE PRESIDENT arrives Off-Stage Announcement Area and holds briefly.

EVENT: U.S. HISPANIC CHAMBER OF COMMERCE LUNCHEON

OPEN PRESS

RUFFLES AND FLOURISHES

OFF-STAGE ANNOUNCEMENT

HAIL TO THE CHIEF

REMARKS

12:00 noon THE PRESIDENT, accompanied by Mr. Quintela, is announced into Ballroom and proceeds to Seat.

12:01 pm Mr. Quintela Remarks.

12:04 pm THE PRESIDENT is introduced for Remarks by Mr. Quintela.

12:05 pm THE PRESIDENT Remarks.

12:20 pm THE PRESIDENT concludes Remarks, departs Stage and proceeds to Suite.

12:25 pm THE PRESIDENT arrives Suite for Private Time.
(PRIVATE TIME: 1 HOUR 25 MINUTES)

1:50 pm THE PRESIDENT departs Suite and proceeds to Motorcade.

1:55 pm THE PRESIDENT boards Motorcade and departs Fairmont Hotel en route New Orleans Convention Center.

MOTORCADE ASSIGNMENTS:

Same as on Arrival.

(Drive Time: 5 Minutes)

GUEST AND STAFF INSTRUCTIONS:

Upon arrival at New Orleans Convention Center, Guests and Staff should proceed stage right to Staff Viewing Area.

Please board Motorcade no later than 2:45 pm for transport to Airport.

2:00 pm

THE PRESIDENT arrives New Orleans Convention Center and proceeds to Holding Room.

Met By:

Dr. Theodore J. Jemison
President, National Baptist Convention U.S.A.

Mr. Dan N. Saunders, Jr.
President and CEO, New Orleans Public Facility
Management, Inc.

2:05 pm

THE PRESIDENT arrives Holding Room and holds briefly.

2:08 pm

THE PRESIDENT departs Holding Room and proceeds to Off-Stage Announcement Area.

2:10 pm

THE PRESIDENT, accompanied by Dr. Jemison, arrives Off-Stage Announcement Area and holds briefly.

EVENT: ADDRESS TO NATIONAL BAPTIST CONVENTION

OPEN PRESS

RUFFLES AND FLOURISHES

OFF-STAGE ANNOUNCEMENT

HAIL TO THE CHIEF

REMARKS

2:12 pm THE PRESIDENT, accompanied by Dr. Jemison and Senior Officers of National Baptist Convention, is announced onto Stage and proceeds to Seat.

2:14 pm Scripture Reading

2:16 pm Prayer

2:18 pm Choral Presentation

2:22 pm Dr. Jemison Remarks.

2:26 pm THE PRESIDENT is introduced for Remarks by Dr. Jemison.

2:28 pm THE PRESIDENT Remarks.

2:43 pm THE PRESIDENT concludes Remarks, departs Stage and proceeds to Holding Room.

2:45 pm THE PRESIDENT arrives Holding Room and holds briefly.

2:48 pm THE PRESIDENT departs Holding Room and proceeds to Motorcade.

2:50 pm THE PRESIDENT boards Motorcade and departs New Orleans Convention Center en route New Orleans Belchase Naval Air Station.

MOTORCADE ASSIGNMENTS:

Same as on Arrival.

(Drive Time: 20 Minutes)

3:10 pm

THE PRESIDENT arrives New Orleans Belchase Naval Air Station and proceeds to board Air Force One.

3:15 pm
(C.D.T.)

THE PRESIDENT departs New Orleans, Louisiana en route Andrews Air Force Base.

(Flying Time: 2 Hours 10 Minutes)
(Time Change: Ahead 1 Hour)
(Interchange: None)
(Food Service: Hors d'oeuvres)

6:25 pm
(E.D.T.)

THE PRESIDENT arrives Andrews Air Force Base and proceeds to board Marine One.

6:30 pm

THE PRESIDENT departs Andrews Air Force Base en route Camp David.

(Flying Time: 35 Minutes)

7:05 pm

THE PRESIDENT arrives Camp David.

C H R I S T O P H E R C E R F

V I C T O R N A V A S K Y

The Experts Speak

The Definitive Compendium
of Authoritative Misinformation

RESEARCH DIRECTOR: CHRISTOPHER POWER

A JOINT PROJECT OF THE NATION MAGAZINE
AND THE INSTITUTE OF EXPERTOLOGY

P A N T H E O N B O O K S , N E W Y O R K

Inventions: The Triumph of Technology

"Everything that can be invented has been invented."¹

—Charles H. Duell

(Commissioner of U.S. Office of Patents),

urging President William McKinley to abolish his office, 1899

The Electric Light

"[W]hen the Paris Exhibition closes electric light will close with it and no more will be heard of it."²

—Erasmus Wilson

(professor at Oxford University), 1878

"[Edison's ideas are] good enough for our transatlantic friends . . . but unworthy of the attention of practical or scientific men."³

—Report of a committee set up by the British Parliament to look
into Edison's work on the incandescent lamp, c. 1878

"How can he [Thomas Alva Edison] call it a wonderful success when everyone acquainted with the subject will recognize it as a conspicuous failure?"⁴

—Henry Morton

(Professor of Physics and President of the Stevens Institute of Technology),
commenting on Edison's electric light bulb, December 28, 1879

(Smith/Blessey)
September 1, 1989
Draft One
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 if I could brag a moment, 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." And Jack Kerouac wrote of "air so sweet it seemed to come in soft bandannas."

Well, those qualities -- among others -- make New Orleans very special. And let me add that 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 The Decade of the Hispanic. And now, at decade's end, Hispanics are America's fastest-growing -- and, often -- fastest-rising minority.

one of the

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: The gateway to prosperity and opportunity; the gateway to stability both at home and abroad.

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 at the helm -- behind 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

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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 rick-shaw, 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, whose pioneering efforts have stirred growth and human dignity. 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 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-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 is bereft of hope, that is one Hispanic too many.

X 554

You know, my home state's to the west of here. Place called Texas. And equadistant 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 all levels of government, private enterprise, and voluntary organizations. They assist the shop owner in Los Angeles, the small developer in Des Moines. And they can change this equation: While Hispanics comprise 8 per cent of our population, they own only 2 per cent of our businesses. 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. I know how partnerships can spur development, and propel the economy. Accordingly, for the past seven months, we've shifted into overdrive.

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 board America's

gateway to the future. So get involved. Utilize these programs. Call our toll-free number: 1-800-368-5855. And live these words of Thomas Wolfe: "To every man his . . . shining golden opportunity. This," he said, "is the promise of America."

So far, I have talked of the prosperity which nurtures social justice. And in that context, let me speak of our relationship with Mexico.

Two months ago, I met with President Salinas at the Economic Summit. Since then, by restructuring her economy -- reducing trade barriers -- and honoring her creditors through the pact with the Bankers Advisory Committee -- Mexico has opened the gateway of increased trade with America. We welcome this commerce -- both ways. 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 allows both Mexico and America to live in mutual stability.

Now, let me speak of another kind of gateway. It, too, can be a gateway to stability. And it, too, involves trade -- but of a different sort entirely. I refer, of course, to the curse which stalks our hemisphere. The mindless curse of drugs.

You know, as an aside: Several days ago, preparing these remarks, I came across some numbers. One was good; the others, very bad. First, the good number: 19.5 million -- the number of Hispanics in the United States. And I urge you to make them count. Please -- cooperate with officials of the 1990 Census. Don't let The Decade of The Hispanic be unreflected by the polls.

These people have it
a very good idea
of how to
succeed

the premise
of good
& bad

large Hispanic communities

large Hispanic

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both

But as I said, there are numbers other than 19.5 million Hispanics -- numbers compiled by the National Institute on Drug Abuse. Numbers like the 23 million Americans who last year used illegal drugs on a "current" basis -- at least once in the preceding 30 days. Or the 8 million people who used cocaine in 1988. Or the almost one million who used it once a week or more. A Nation with those numbers cannot long preserve its soul.

That is why three nights ago, I announced America's first comprehensive strategy to mobilize our resources -- and to wage unconditional war. A war against the flow and use of drugs. A war to take back the streets by hauling death-peddlers off the streets. A war which will summon our heart and will to end the slaughter, and ensure stability -- for our Nation, and our kids.

Maybe you tuned in Tuesday night. I hope so. For we're all in this together. And we'll have to fight together -- on each and every front. Supply and demand. Education and rehabilitation. Interdiction and enforcement. In the barrios, and the boardrooms. In the cities, and the towns. Winning kid-by-kid, and house-by-house. Putting the emphasis where the problem is -- locally, in the community.

Our drug program aims to stop use before it starts. Through education and prevention -- from grade school to graduate school. And, second, through treatment, to help addicts who want to get clean. With special emphasis on expectant mothers. The third part of our strategy is simple: We want drug dealers to take a gateway, all right -- a gateway to the slammer. And for their

When 1/22

ultimate bosses -- the drug lords -- life in prison, with zero -- nada -- that's no parole. Finally, working with other governments, we're going to crack international drug rings.

That is the trade I spoke of earlier. Some trade builds lives. This trade takes lives. This trade enslaves the vulnerable, and the innocent -- 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.

I have said this trade, and scourge, must stop. And it will. But not without your help. Again, we turn to partnerships. Yes, government will do its part. Our program will cost \$8 billion. Some will aid governments in Columbia and Peru oust drug king-pins, slugs, and thugs. But you, too, must play a part. For while drug abuse is America's problem, it is especially a poor, urban, and minority problem.

Consider these numbers: _____. And not merely numbers -- but the little boy tormented by cocaine -- the pregnant mother whose drug use maims her child -- the living, breathing future of the Hispanic community. You must help them, and can.

Join grass-roots groups, for instance, like the Miami Coaluation of leaders from business, education, government, and law enforcement. Urge our churches to get involved. Get support from anti-drug parents' groups. And information and assistance from our Federal clearinghouse. More personally, use your place of business as a storefront against drugs. Displaying brochures

and banners. Employing volunteer counselors. Give of your time and yourselves. Join the ranks of the caring and the committed.

After all, if you don't enlist, who will? And if we don't, who doubts that we will lose in this war what we have in others: The lifeblood of Hispanic culture -- the trustees of its posterity. The stakes could not be bigger. And you know what? If I could quote Humphrey Bogart from the movie Casablanca, "My money's on you."

For Barbara and I have spent ^{a lot} most of our lives among Hispanic Americans. Building a business. Raising children. Trying to live, as you do, the values of faith, family, work, neighborhood, 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 asks only that the gateways I have talked about -- the gateways of prosperity, and stability -- be thrown wide open. For our children deserve no less. So let us honor them by the lives we lead. Building gateways which are just and free. And whose 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].

#

September 7, 1989

INFORMATION

MEMORANDUM TO THE PRESIDENT

THROUGH: CHRISS WINSTON

FROM: CURT SMITH

SUBJECT: REMARKS TO U.S. HISPANIC CHAMBER OF COMMERCE

I. SUMMARY

On Friday, September 8, at noon, you will address the U.S. Hispanic Chamber of Commerce Convention in the Fairmont Hotel in New Orleans. Secretary Lujan will attend. About 1,000 people are expected to be in the audience.

II. DISCUSSION

The enclosed remarks (15 minutes) discuss trade with Mexico, Hispanic-American achievements, and the four main elements of our drug strategy. In particular, the remarks emphasize what the Administration is doing for Hispanic-Americans. The remarks request their involvement as businessmen and community members to fight the war on drugs.

Note: On page three in the fourth paragraph, the first sentence is bracketed because there is some concern about mentioning the "8-A" program due to possible Justice Department litigation.