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Record Group/Collection: George H.W. Bush Presidential Records
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Series: Davis, Mark, Files
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OA/ID Number: 13869
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Folder Title:
Cinco de Mayo, 5/5/89

Stack:	Row:	Section:	Shelf:	Position:
G	19	2	6	2

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/4/89

ACTION/CONCURRENCE/COMMENT DUE BY: ----

SUBJECT: PRESIDENTIAL REMARKS: CINCO DE MAYO

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BATES	<input type="checkbox"/>	<input checked="" type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PINKERTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u> </u>	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u> </u>	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u> </u>	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u> </u>	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: The attached has been forwarded to the President.

RESPONSE:

James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

THE WHITE HOUSE

WASHINGTON

103 MAY -9 11 7 13

May 3, 1989

INFORMATION

MEMORANDUM FOR THE PRESIDENT

FROM: MARK W. DAVIS *MD*

THROUGH: CHRISS WINSTON *cw*

Re: Cinco de Mayo

You will appear in the Rose Garden with Secretary Cavazos to celebrate Cinco de Mayo -- the festive observance of Benito Juarez's victory over the French on the 5th of May, 1862.

A crowd of 200 hundred is expected. Most will be Mexican-American, but other Hispanic groups will be present. Your brief remarks at 2 p.m. will be preceded by a folkloric children's dance.

Davis
May 3, 1989
5May
Draft: Two

PRESIDENTIAL ADDRESS: THE ROSE GARDEN
CINCO DE MAYO CELEBRATION
MAY 5, 1989
2:00 P.M.

Thank you. Secretary Cavazos. Isn't it a marvelous sight to see the folklore and traditions of a proud past so refreshingly alive in these children.

This whole scene -- the costumes, the music, the pageantry -- reminds me of my days as a Congressman in Houston. Cinco de Mayo is big in Texas; just as it is throughout the United States. The reason is obvious -- this country and Mexico are bound by ties of family, culture and friendship.

This is keenly appreciated in the Bush family. Barbara and I have always felt at home in the Hispanic community. Living in Texas, we were deeply impressed by those values -- caring, patriotism, love of God. ~~And, because of Jeb's wife Columba, we feel doubly blessed because the Hispanic culture is now our culture too.~~

What is true of a family is true of a nation: Hispanic culture is growing deep roots into American life. This is why the Hispanic community plays such a pivotal role in our national

culture, and in this Administration. We deeply respect your commitment to family, honor and tradition. We need your advice. And we want your involvement.

You are leaders. ~~You are players.~~ This is the age of empowerment.

Empowerment is economic as well as political. Since 1982 more than 2 1/2 million Hispanic Americans have joined the job market. But this is not enough. We will not be satisfied until every Hispanic man and woman can make the most of their drive and talent in America.

On this day, we also recognize something else that binds together the United States and Mexico -- we are two former European colonies whose independence has been hard-won.

Less than one week ago, I joined in the celebration of the 200th anniversary of the swearing-in of George Washington in New York. How appropriate is it for us to now observe the victory of another champion of liberty -- Benito Juarez. Like Washington, he possessed a homespun dignity, a simple eloquence and a commanding presence. Both were men of peace who were forced to fight for freedom.

So this is a day for all of us to look Southward, to memories of home and hearth for some; to memories of friendship for the rest. Think of the fifth of May as not a national holiday of another country only -- but as the celebration of ideals that know no border. Ideals of pride, family and tradition. This is the spirit of the Mexican-American community. And this is the spirit of all Americans, north and South of the Rio Grande.

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**REMARKS: THE ROSE GARDEN
CINCO DE MAYO CELEBRATION
MAY 5, 1989
2:00 P.M.**

**THANK YOU. SECRETARY CAVAZOS. ISN'T IT A
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**THIS WHOLE SCENE -- THE COSTUMES, THE MUSIC, THE
PAGEANTRY -- REMINDS ME OF MY DAYS AS A CONGRESSMAN IN
HOUSTON.**

- 2 -

**CINCO DE MAYO IS BIG IN TEXAS; JUST AS IT IS THROUGHOUT
THE UNITED STATES. THE REASON IS OBVIOUS -- THIS
COUNTRY AND MEXICO ARE BOUND BY TIES OF FAMILY, CULTURE
AND FRIENDSHIP.**

**THIS IS KEENLY APPRECIATED IN THE BUSH FAMILY.
BARBARA AND I HAVE ALWAYS FELT AT HOME IN THE HISPANIC
COMMUNITY. LIVING IN TEXAS, WE WERE DEEPLY IMPRESSED
BY THOSE VALUES -- CARING, PATRIOTISM, LOVE OF GOD.**

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RESPECTED HISPANIC LEADERS, LAURO CAVAZOS AND MANUEL
LUJAN, SERVING AS CABINET SECRETARIES AND KEY ADVISORS
BUT SIX SENIOR MEMBERS OF THE WHITE HOUSE STAFF SHARE
YOUR HISPANIC HERITAGE AND PRIDE.

AND I SEE THAT SEVERAL OF OUR NEW APPOINTEES ARE WITH
US TODAY. HISPANIC AMERICANS WHOSE SERVICE TO THEIR
COUNTRY WILL ADD TO THAT PRIDE. WE DEEPLY RESPECT YOUR
COMMITMENT TO FAMILY, HONOR AND TRADITION. WE NEED
YOUR ADVICE. AND WE WANT YOUR INVOLVEMENT.

YOU ARE LEADERS. THIS IS THE AGE OF EMPOWERMENT.

EMPOWERMENT IS ECONOMIC AS WELL AS POLITICAL.
SINCE 1982 MORE THAN 2 1/2 MILLION HISPANIC AMERICANS
HAVE JOINED THE JOB MARKET. BUT THIS IS NOT ENOUGH.

WE WILL NOT BE SATISFIED UNTIL EVERY HISPANIC MAN AND WOMAN CAN MAKE THE MOST OF THEIR DRIVE AND TALENT IN AMERICA.

ON THIS DAY, WE ALSO RECOGNIZE SOMETHING ELSE THAT BINDS TOGETHER THE UNITED STATES AND MEXICO -- WE ARE TWO FORMER EUROPEAN COLONIES WHOSE INDEPENDENCE HAS BEEN HARD-WON.

LESS THAN ONE WEEK AGO, I JOINED IN THE CELEBRATION OF THE 200TH ANNIVERSARY OF THE SWEARING-IN OF GEORGE WASHINGTON IN NEW YORK. HOW APPROPRIATE IS IT FOR US TO NOW OBSERVE THE VICTORY OF ANOTHER CHAMPION OF LIBERTY -- BENITO JUAREZ. LIKE WASHINGTON, HE POSSESSED A HOMESPUN DIGNITY, A SIMPLE ELOQUENCE AND A COMMANDING PRESENCE. BOTH WERE MEN OF PEACE WHO WERE FORCED TO FIGHT FOR FREEDOM.

SO THIS IS A DAY FOR ALL OF US TO LOOK SOUTHWARD,
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THE WHITE HOUSE
WASHINGTON

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