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FOIA Number:

2011-2184-F

FOIA MARKER

This is not a textual record. This is used as an administrative marker by the George Bush Presidential Library Staff.

Record Group/Collection: George H.W. Bush Presidential Records
Collection/Office of Origin: Speechwriting, White House Office of
Series: Speech File Draft Files
Subseries: Chron File, 1989-1993

OA/ID Number: 13486
Folder ID Number: 13486-001

Folder Title:
Cinco de Mayo, 5/5/89

Stack:	Row:	Section:	Shelf:	Position:
G	26	15	7	2

REMARKS: 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.

- 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.

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. NOT ONLY DO WE HAVE TWO HIGHLY
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,
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 HISPANIC COMMUNITY. AND THIS IS THE
SPIRIT OF ALL AMERICANS, NORTH AND SOUTH OF THE RIO
GRANDE.

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"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<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

1003 MAY -3 11 7:03

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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THE WHITE HOUSE

WASHINGTON

May 3, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*

SUBJECT: Presidential Remarks: Cinco De Mayo
Celebration

We approve of the draft remarks in their present form and have no suggested changes from a policy standpoint.

cc: James W. Cicconi

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/2/89

ACTION/CONCURRENCE/COMMENT DUE BY: 5/3/89 NOON

SUBJECT: PRESIDENTIAL REMARKS: CINCO DE MAYO CELEBRATION

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

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than NOON, Wednesday, May 3, 1989, with an info copy to my office. Thank you.

RESPONSE:

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

FILE

THE WHITE HOUSE
WASHINGTON

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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Davis
May 1, 1989
5May
Draft: One

1989 MAY -2 PM 5:3

PRESIDENTIAL ADDRESS: THE ROSE GARDEN
CINCO DE MAYO CELEBRATION
MAY 5, xx x.m.

Thank you. (Acknowledge celebrities.) Isn't it a marvelous sight to see the folklore and traditions of past so refreshingly alive in these children.

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THE WHITE HOUSE
WASHINGTON



May 3, 1989

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: ROBERT J. PORTMAN *RJPaw*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Remarks: Cinco de Mayo Celebration

Pursuant to your staffing request of May 2, 1989, Counsel's Office has reviewed the above-referenced remarks. We have no legal objection to the contents.

As was communicated to your office today, although we have no legal objections to the remarks, we would suggest that the term "Americans" not be used as it is in the first line of the final paragraph. Use of the term of "America" to refer exclusively to the United States may be offensive to some who consider all citizens of this hemisphere Americans. (This broader usage is consistent with the final sentence of the remarks.)

cc: James W. Cicconi

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/2/89 ACTION/CONCURRENCE/COMMENT DUE BY: 5/3/89 NOON

SUBJECT: PRESIDENTIAL REMARKS: CINCO DE MAYO CELEBRATION

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than NOON, Wednesday, May 3, 1989, with an info copy to my office. Thank you.

RESPONSE:

No Comment

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

Davis
May 1, 1989
5May
Draft: One

1989 MAY -2 PM 5:0

PRESIDENTIAL ADDRESS: THE ROSE GARDEN
CINCO DE MAYO CELEBRATION
MAY 5, xx x.m.

Thank you. (Acknowledge celebrities.) Isn't it a marvelous sight to see the folklore and traditions of 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 blood, culture and friendship.

This is keenly appreciated in the Bush family. Barbara and I have always felt at home in the Mexican-American community. Living in Texas, we were deeply impressed by Hispanic 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 was true of a family is true of a nation: Hispanic culture is growing deep roots into American life. This is why the Mexican-American 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 ideas. And we want your involvement.

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 Americans 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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WHITE HOUSE STAFFING REQUEST

SUBJECT: Presidential Remarks: Cinco de Mayo Celebration

RECEIVED/STAFFED (date/time): 5/2/89 6:30 P.M.

RESPONSE DUE TO DOSG (date/time): 5/3/89 11:00 A.M.

(Even if "no comment", response should be called in to DOSG x3060)

DISTRIBUTION WITHIN OMB

	<u>Action</u>	<u>FYI</u>		<u>Action</u>	<u>FYI</u>		<u>Action</u>	<u>FYI</u>
DARMAN	___	___	GRADY	___	___	UTT	___	___
DIEFENDERFER	___	✓	HAUN	___	✓	WEICHER	___	___
ANDERSON	___	___	HOLEN	✓	NC	SCULLY	___	___
ARNY	___	___	MURR	___	___	CLAY	✓	___
DALE	✓	NC	PLAGER	___	___	FILE	___	___
BURMAN	___	___	RAUL	✓	NC	_____	___	___
HALE	___	___	HODSOLL	___	___	_____	___	___

COMMENTS:

Cicconi

✓

Davis
May 1, 1989
5May
Draft: One

1989 MAY -2 PM 5:06

PRESIDENTIAL ADDRESS: THE ROSE GARDEN
CINCO DE MAYO CELEBRATION
MAY 5, xx x.m.

✓
a proud

Thank you. (Acknowledge celebrities.) Isn't it a marvelous sight to see the folklore and traditions of 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 blood, culture and friendship.

agree

~~[Given the Alamo and the Mexican War, I don't see a good word to use.]~~

This is keenly appreciated in the Bush family. Barbara and I have always felt at home in the Mexican-American community. Living in Texas, we were deeply impressed by Hispanic 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} ~~was~~ true of a family is true of a nation: Hispanic culture is growing deep roots into American life. This is why the Mexican-American 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 ideas. And we want your involvement.

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COPY

Davis
May 1, 1989
5May
Draft: One

PRESIDENTIAL ADDRESS: THE ROSE GARDEN
CINCO DE MAYO CELEBRATION
MAY 5, xx x.m.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/2/89 ACTION/CONCURRENCE/COMMENT DUE BY: 5/3/89 NOON

SUBJECT: PRESIDENTIAL REMARKS: CINCO DE MAYO CELEBRATION

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than NOON, Wednesday, May 3, 1989, with an info copy to my office. Thank you.

RESPONSE:

- May want to mention Sec. Cavazos. -- if only Hispanic member of Cabinet there.

- getting away from "Mexican-American Term"

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

Davis
May 1, 1989
5May
Draft: One

1989 MAY -2 11 5:0

PRESIDENTIAL ADDRESS: THE ROSE GARDEN
CINCO DE MAYO CELEBRATION
MAY 5, xx x.m.

Thank you. (Acknowledge celebrities.) Isn't it a marvelous sight to see the folklore and traditions of 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 blood, culture and friendship.

This is keenly appreciated in the Bush family. Barbara and I have always felt at home in the ^{Hispanic} Mexican-American community. Living in Texas, we were deeply impressed by ^{those} ~~Hispanic~~ 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 was true of a family is true of a nation: Hispanic culture is growing deep roots into American life. This is why the ^{Hispanic} ~~Mexican-American~~ 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 ideas. And we want your involvement.

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 Americans 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 ^{Hispanic} Mexican-American community. And this is the spirit of all Americans, north and south of the Rio Grande.

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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.

~~Hispanic Americans are no longer just observers of our national political culture.~~ You are leaders. You are players.

This is the age of empowerment.

LEMPowerment is ECONOMIC AS WELL AS POLITICAL. SINCE 1982, MORE THAN 2 + 1/2 million Hispanic Americans HAVE JOINED THE JOB MARKET. BUT THIS IS ENOUGH.

On this day, we also recognize something else that binds ~~us~~ ^{committed} together the United States and Mexico -- we are two former European colonies whose independence has been hard-won. ^{# I will not rest until every young Hisp. man AND woman can offer their talent AND MAKE the most of their time + talent}

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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WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/2/89 ACTION/CONCURRENCE/COMMENT DUE BY: 5/3/89 NOON

SUBJECT: PRESIDENTIAL REMARKS: CINCO DE MAYO CELEBRATION

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input 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 <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT <i>B/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES <i>B</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<i>Roper</i> <i>N/C</i>	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
GRAY <i>attached</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than NOON, Wednesday, May 3, 1989, with an info copy to my office. Thank you.

RESPONSE:

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

Davis
May 1, 1989
5May
Draft: One

1989 MAY -2 PM 5:0

PRESIDENTIAL ADDRESS: THE ROSE GARDEN
CINCO DE MAYO CELEBRATION
MAY 5, ~~XX~~ x.m.

2 p.m.

Thank you. (Acknowledge celebrities.) Isn't it a marvelous sight to see the folklore and traditions of ^{a proud} past so refreshingly alive in these children. (ci)

(ci) 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 blood, ^{family} culture and friendship.

This is keenly appreciated in the Bush family. Barbara and I have always felt at home in the Mexican-American community. Living in Texas, we were deeply impressed by Hispanic 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.

(ci) What ^{is} ~~was~~ true of a family is true of a nation: Hispanic culture is growing deep roots into American life. This is why the Mexican-American 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 ideas. And we want your involvement.

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.

(Cont)

So this is a day for all ^{of us} Americans 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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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

May 5, 1989

REMARKS BY THE PRESIDENT
AT THE CINCO DE MAYO CELEBRATION

The East Room

2:15 P.M. EDT

THE PRESIDENT: Welcome to this Rose Garden celebration. (Laughter.) But even the weather couldn't put a damper on a wonderful event like this, and I'm delighted to be here. I salute Mexico's Ambassador to the United States, who honors us with his presence. (Applause.) And next to him, my trusted friend, John Negroponte, who is going to be our next Ambassador to Mexico, so we're well-represented here today. (Applause.)

Secretary Cavazos, thank you, sir, for, in a sense, sponsoring this wonderful program. But isn't it a great sight to see the folklore and the traditions of a proud past so refreshingly alive in these kids. And you're all from Toledo, Ohio? (Laughter.) Are you? That's fantastic. The whole scene -- the costumes, the music the pageantry reminds me of my days as a Congressman in Houston, or indeed, some of my times in West Texas. Cinco de Mayo is a big one down in Texas, as I'm sure many of you in this room know, just as it is throughout the United States.

And, in my view, it's becoming more significant or more celebrated each year, and the reason is obvious. We 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, and living in Texas, we are impressed by those values -- caring, patriotism, love of God.

What is true of a family is true of a nation. Hispanic culture is growing deep roots into American life, and that's why the Hispanic community plays such a pivotal role in our national culture and in this administration. Not only do we have two highly-respected Hispanic leaders -- Lauro Cavazos and Manuel Lujan serving in the Cabinet -- but key advisors, six senior members of the White House staff sharing 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 the advice and the involvement of everybody here. You are leaders and this is the age of empowerment. Empowerment is economic as well as political. Since 1982, more than two and a half 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 their talent in the United States of America.

And 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 it is 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

MORE

memories of friendship and respect for the rest.

Think of the 5th 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. And this is the spirit of the Hispanic community, and this is the spirit of all Americans north and south of the Rio Grande.

Thank you for being with us today. Happy Cinco de Mayo, and welcome. (Applause.)

END

2:19 P.M. EDT