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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: 13501
Folder ID Number: 13501-003

Folder Title:
Hispanic Chamber of Commerce - New Orleans 9/8/89 [2]

Stack:	Row:	Section:	Shelf:	Position:
G	25	6	4	7

STEPH - Staffed for 2pm WED. 9/6

(Smith/Blessey)
September 5, 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-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 ^{what many call it} The Decade of The Hispanic. And now, at decade's end, Hispanics are America's fastest-growing -- and, often -- fastest-rising minority. Enriching America socially and academically, economically and spiritually. Living, more than ever, the American Dream.

In one sense, the past decade has 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 forces, and in small and large business. Building it for your kids -- and my grandkids [PAUSE] . . . all eleven of them.

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

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

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

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

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

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

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

Over the past decade, heroes like these -- and millions of unsung Hispanic-American heroes -- have sought a ladder, not a crutch. Here's a partial score card of your success: 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 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 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 supported the President's Task Force on Private Sector Initiatives. And knowing how partnerships can spur development, we have tried to build on what the Reagan Administration fostered.

I think, for example, of the Minority Small Business and Capital Ownership Development 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.

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

Handwritten notes: A large cross symbol and the text "8-A is 1988" written vertically.

partnership -- like our other partnerships -- can help people help themselves.

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

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-most important 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.

CG 11/25/90

Now, let me speak of another kind of trade. A more destructive kind of trade. 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, hundreds of thousands of babies were 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 major 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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WHITE HOUSE STAFFING MEMORANDUM

DATE: 9/5/89 ACTION/CONCURRENCE/COMMENT DUE BY: 9/6/89 2:00 PM

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

	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 checked="" 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"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BENNETT	<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 2:00 PM, Wednesday, September 6, with a copy to my office. Thank you.

RESPONSE:

See comments

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

(Smith/Blessey)
September 5, 1989
Draft Three
HISPANIC

89 SEP 5 P2: 43

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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

Outspoken & w/ Darius & Bell - words of wisdom - speak

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.

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DATE: 9/5/89 **ACTION/CONCURRENCE/COMMENT DUE BY:** 9/6/89 2:00 PM

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DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT <i>NIC</i>	<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"/>	WINSTON	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<i>B</i> PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BENNETT	<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:

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RESPONSE:

09 SEP 5 P3:23

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

(Smith/Blessey)
September 5, 1989
Draft Three
HISPANIC

89 SEP 5 P2:43

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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 major 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.

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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

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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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STAFFED FOR 2pm WED.

FILE ✓

DAVID
TELL
COMMENTS

(Smith/Blessey)
September 5, 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-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.

89 SEP 6 4:43

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 forces, and in small and large business. Building it for your kids -- and my grandkids [PAUSE] . . . all eleven of them.

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

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

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

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

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

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

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

Over the past decade, heroes like these -- and millions of unsung Hispanic-American heroes -- have sought a ladder, not a crutch. Here's a partial score card of your success: 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 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 build a gateway to prosperity. But partnerships can, and are.

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Second, ~~interdiction, as a tool of~~ ^{(MUST NOT SAY) OUR} 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.

look back @ speech → The third part of our strategy is ^(Not for addicts only) ~~treatment~~ ^(addicts don't want to get clean) 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.

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Mention
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\$539 million increase
our FY89

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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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THE WHITE HOUSE
WASHINGTON

September 6, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*

SUBJECT: Presidential Remarks: U.S. Hispanic Chamber Of
Commerce

In general, this is a solid draft. We do, however, have a couple minor suggestions which we believe will improve the remarks.

The Churchill quote in the third paragraph of page three does not really support the point being made. Churchill was commenting that socialists (who want to shoot the tiger) and liberals (who want to milk it) are too numerous while there are "not enough" people who view it as a horse. We suggest the following modification: "First, the gateway to the prosperity which fosters equal opportunity is the free enterprise system. Winston Churchill noted that some people view free enterprise as a predatory tiger to be shot and others look on it as a cow they can milk. But not enough people see free enterprise for what it really is: a healthy horse pulling a sturdy wagon."

The last sentence of the second full paragraph on page three states, "that while government can create opportunity, it is Americans who seize opportunity." Government does not create opportunity. We suggest replacing that sentence with "They prove -- as you do -- that while government, as guarantor of liberty is necessary for opportunity, it is Americans who seize opportunity."

If you have any questions or I can help in any other way, please let me know.

cc: James W. Cicconi

19 SEP 6 13:54

WHITE HOUSE STAFFING MEMORANDUM

DATE: 9/5/89 ACTION/CONCURRENCE/COMMENT DUE BY: 9/6/89 2:00 PM

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

	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 checked="" 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"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BENNETT	<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 2:00 PM, Wednesday, September 6, with a copy to my office. Thank you.

RESPONSE:

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

(Smith/Blessey)
September 5, 1989
Draft Three
HISPANIC

89 SEP 5 P2:43

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.

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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 us all.

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

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THE WHITE HOUSE
WASHINGTON

September 6, 1989

89 SEP 6 P3:23

Memorandum to Chriss Winston

From: Jim Pinkerton
Subject: Hispanic Chamber Draft Speech

2,5 This paragraph begs for using some examples of Hispanic inventors rather than Marconi and the Wright brothers. Failing that, we suggest using more up-to-date examples. James Fallow's excellent book, More Like Us, has a number of examples of latter-day success stories like Steve Jobs, Steve Wozniak, and Bill Gates (college-dropout software entrepreneur, now a billionaire) which exemplify the American promise of social and economic opportunity even for those without the usual credentials, e.g., a college degree or an occupational license.

4,2,2 When we speak of the President's Task Force on Private Sector Initiatives, it seems particularly useful to invoke the image of the government as a catalyst for the private sector rather than a partner, since the Task Force is really in the business of replacing heavy-handed government initiative with more flexible and nimble private sector involvement.

5,3,1 While mentioning President Salinas, perhaps we could point out that Salinas was the first head of state that the President met with after his election (while he was President-Elect) -- further evidence of his special interest in Latin America.

6,3,7 "...the ultimate penalty."

We suggest rephrasing to clearly convey what that penalty is. Thus: "...the ultimate sentence: the death penalty."

8,5,1 "In Hispanic America, citizens reject tyranny and oppression."

Of course, Hispanics are not tyrannized and oppressed, in the usual meaning of those words, in America. We suggest omitting the sentence. Further, "Hispanic America" is slightly ambiguous because it could be taken to mean Latin America.

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WHITE HOUSE STAFFING MEMORANDUM



DATE: 9/5/89 ACTION/CONCURRENCE/COMMENT DUE BY: 9/6/89 2:00 PM

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

	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 checked="" 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"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BENNETT	<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 2:00 PM, Wednesday, September 6, with a copy to my office. Thank you.

RESPONSE:

See comment on page 1

89 SEP 6 11:43

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

89 SEP 5 P2: 43

do not refer to as "boys" -- in minority context, it carries a derogatory connotation. Do not use in any way.

(Smith/Blessey)
September 5, 1989
Draft Three
HISPANIC

Damus + 5044

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

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

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

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

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

(Smith/Blessey)
September 5, 1989
Draft Three
HISPANIC

89 SEP 5 P2: 43

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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 forces, and in small and large business. Building it for your kids -- and my grandkids [PAUSE] . . . all eleven of them.

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

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

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

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

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

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

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

Over the past decade, heroes like these -- and millions of unsung Hispanic-American heroes -- have sought a ladder, not a crutch. Here's a partial score card of your success: 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 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 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 supported the President's Task Force on Private Sector Initiatives. And knowing how partnerships can spur development, we have tried to build on what the Reagan Administration fostered.

I think, for example, of the Minority Small Business and Capital Ownership Development 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.

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.

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-most important 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 trade. A more destructive kind of trade. 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, hundreds of thousands of babies were 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 major 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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