

Originally Processed With FOIA(s):

FOIA Number:

S

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: 13501
Folder ID Number: 13501-004

Folder Title:
Hispanic Chamber of Commerce - New Orleans 9/8/89 [3]

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

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"/>	UNTERMEYER	<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 suggestion regarding Mexico on p.5. Instead of Bush, Churchill and Will Rogers, can we quote an Hispanic? Otherwise, No comment from Legislative Affairs

Rob Partman 9/6/89

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

89 SEP 14 10 48 AM '89

(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.

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.

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.

"Important"
Too Qualitative
largest

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.

#

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 sentence: the death penalty.

And in that context I sent my crime package up 3 months ago to Congress. ~~It's~~ It's languished in the

The second part of our drug plan is

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.

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. And it is the drug trade we must stop. But it won't be easy.

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, \$321 million, a 53% increase for treatment programs. An additional \$260 million in aid next year

Senate Judiciary
Committee. It's time to
move - now,

THE WHITE HOUSE
WASHINGTON

September 7, 1989

INFORMATION

MEMORANDUM TO THE PRESIDENT

THROUGH: CHRISS WINSTON *W*
FROM: CURT SMITH *CS*
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.

(Smith/Blessey)
September 7, 1989
Draft Six
HISPANIC

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

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

Today 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 began what has been called The Decade of The Hispanic. And now, at decade's end, Hispanics are one of America's fastest-growing minorities. 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 today you are building a better life. 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 prosperity, is the free enterprise system which fosters equal opportunity. 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.

Churchill spoke those words in 1953. And in 1989 they're truer than ever.

No government planner, for instance, decided that Marconi should invent the wireless. 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 Remedio Diaz Oliver [Reh-MEH-dee-o DE-ahs O-lee-VER], 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 encourage opportunity, it is Americans who seize opportunity.

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

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

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

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

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

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

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

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

Now, let me speak of another kind that of trade. A more destructive kind of trade that slams shut the gateways of opportunity. 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 sentence: the death penalty. And in that context, I sent my crime package to the Congress three months ago. It has languished in the Senate Judiciary Committee. We can't win the war if the weapons don't reach the front. It's time for action now.

The second part of our drug plan is 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.

Then, there is the third part of our strategy: 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. And it is the drug trade we must stop. But it won't be easy.

Maybe you tuned in Tuesday night. If so, you heard me propose America's first national comprehensive strategy to end drug use and drug trafficking. We are proposing a drug budget totaling almost \$8 billion -- the largest increase in history.

Now, I know already there are some who criticize this program. Not tough enough, they claim -- yet many of these same critics oppose the death penalty.

They say we aren't spending enough. Well, as I said Tuesday, those who judge this strategy by its price tag don't understand the problem. Let me repeat: This is an almost \$8 billion program with record funding increases. A program that is comprehensive and touches every aspect of the drug problem.

And those same critics who complain we aren't spending enough are the same ones who complain that they don't know how we

can fund the proposal . . . unless, of course, we raise taxes. Well, I know and the American people know, that to some the first and only answer is to raid the taxpayers' pockets. That's not the right answer, and we have sent to Congress a way to fund the strategy without raising taxes or increasing the deficit. All the critics have to do is implement it.

Government will do its part but government won't win the battle alone. This isn't just a federal problem, it's a national problem. 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 statistics. 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 businessmen and women -- to do 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 family, religion, 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.

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.

#

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
9/6/89
89 SEP 6 2:00 PM '89

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 P2:40

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.

Dave Runkel - Justice - 633-3892

* Sec. Cavazos will not be in New Orleans for the speech.

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~~ ^{extend} \$2.6 billion ^{in loans} 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~~, ^{Mexico, by restructuring} by restructuring her economy -- reducing trade barriers ~~-- and honoring her creditors through the pact with the Bankers Advisory Committee --~~ ^{and most recently, reaching an agreement with her commercial bank creditors --} Mexico has opened the gateway of increased trade with America. We welcome this commerce. For Mexico is our third-^{largest}~~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 Colombia: 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~~ ^{amount} 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 Colombia, 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~~ ^{police officers} 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.

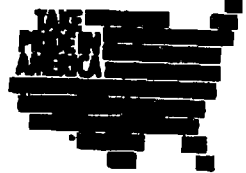
Hispanic America is at her best when the challenge is greatest. So together, let us open the gateways of prosperity and stability. And build for our children a better tomorrow. They are the trustees of America's future. Let their horizons touch the sky.

I appreciate your kindness, and the chance to share this occasion. God bless you, thank you all, and God bless America.

#



United States Department of the Interior



OFFICE OF THE SECRETARY
WASHINGTON, D.C. 20240

9/6/89

MEMORANDUM

TO: DENISE SCHWARZ
CABINET AFFAIRS

FROM: TOM WEIMER *TW Per SW*
CHIEF OF STAFF
DEPARTMENT OF THE INTERIOR

SUBJECT: PRESIDENTIAL REMARKS, U.S. HISPANIC CHAMBER
OF COMMERCE, SEPTEMBER 8, 1989

Our comments on your draft text follow.

We recommend changing Paragraph 1, Page 1, to reflect the fact that Secretary Lujan will address this group at 8 a.m. the previous morning (September 7). Paragraph 1 should read as follows:

"President Quintela -- how about that, two Odessa boys on the same platform. I'm proud to say that ours is the first Administration to have two Hispanic Cabinet officials -- Secretaries Lujan and Cavazos. While I'm committed to increasing Hispanic participation in our Administration, I want to say that these two able men were appointed because they were the best men for the jobs ... and I think that it's great that they also happen to be Hispanic! I know that my good friend Manuel Lujan spoke to you yesterday -- what a great job he is doing at the Department of Interior, as steward of our nation's precious natural resources."

Attached for your information is a copy of Secretary Lujan's speech.

If you have any questions, please give me a call (343-4203).

**REMARKS BEFORE THE
U.S. HISPANIC CHAMBER OF COMMERCE
BY SECRETARY MANUEL LUJAN, JR.
THURSDAY, SEPTEMBER 7, 1989
NEW ORLEANS, LOUISIANA**

- o It's a pleasure to join you here in New Orleans to celebrate this Tenth Anniversary of the U.S. Hispanic Chamber of Commerce.
- o I want to thank your Convention Chairman, Lupe Garcia, for inviting me to be a part of this historic meeting. I also want to congratulate the Chamber's President, Abel Quintella, and everyone else responsible for this Convention. You have all demonstrated the success that comes with hard work and a commitment to common goals.
- o I want to acknowledge Arturo Villar, for his generous introduction -- and commend your Secretary, Carlos Estevez for the inspiring presentation we have just heard.
- o The success of this organization should not be measured in terms of being just an Hispanic success -- because it is also a tribute to the entire American ideal of equal opportunity in a free society.
- o From the very foundations of our Nation, Hispanic culture has been a major influence on the development of our American society. It is with extreme pride and satisfaction that all of us welcome the expanding Hispanic business community and the growing influence Hispanic-owned businesses are contributing to our National economy.
- o As much as that opportunity for success holds out promise for the future, I feel compelled to interject words of caution. There is one potential road block that can radically diminish hope for not only Hispanics, but all Americans. I'm talking about drugs, and the potential this whole drug culture has to subvert our entire society.
- o The other night, President Bush addressed the American people and the world beyond, on our Administration's comprehensive efforts to fight this pestilence of drugs. But as the President indicated, this war on drugs cannot be waged by governments alone -- it depends on the vigilance and active involvement of everyone.
- o I'm sure you're anxious to hear the President outline the major points of our comprehensive Drug Strategy for himself, tomorrow when he addresses you, but I just want to stress the commitment each of us must exert in fighting the Drug War.

- o At the Department of the Interior, I have directed my new management team to support in every way possible the 5,900 Interior personnel throughout the Nation who have drug enforcement responsibilities.
- o We must promote more explicit education on the dangers of drugs, from the youngest school child to the adults who serve as role models for our Nation's youth. And we must refuse to tolerate anyone or any activity that serves to promote the drug culture.
- o I urge each of you here today, to join in our mission against drugs. Each of you has a sphere of influence where you can make a genuine difference.
- o We owe it to our children and all future generations to make sure that their world is not tainted by this ugly scourge. After all, the motivation behind all of our efforts to succeed comes from a desire to provide better lives for our children.
- o Just as we have an obligation to pass on to our children a drug-free Nation, where the rule of law governs, and where opportunity abounds, we also have the duty to pass on to them a land that is every bit as splendid as when we were entrusted with its care.
- o Our American heritage ties together our history, our customs, and our institutions, giving us an identity as a people. But our Nation is more than these intangibles, it also includes our land, our water and the air we breathe.
- o I am very proud to have been selected by President Bush to serve as Secretary of the Interior. We can all take heart in the fact that we have a President who is making a concerted effort to broaden participation in our government to include more women, and other minorities.
- o We can also be proud that Hispanics are indeed assuming a greater role in government as well as in business. But I would remind you that no gains will be lasting unless they are solidified with a concrete record of accomplishment.
- o Soon after President Bush announced my nomination as Interior Secretary, I remember facing my first press conference. The message coming to me from those assembled captured both the excitement and the reality of my new challenge. That message was: "Congratulations -- now, what are you going to do?"
- o So, this morning, I would like to spend a few minutes talking with you about a few of my experiences as Secretary of the Interior -- with an emphasis on some of the decisions I've made, and the policies I am implementing.

- o At the bottom line, we all know that much of our own success is a result of our ability to face up to tough choices.
- o One issue which has received a tremendous amount of public attention in recent months involves our nation's energy policy.
- o We must balance the risks of our growing dependency on foreign oil, which threatens our economic security, against our genuine concern for preserving the environmental quality of our lands and coasts.
- o We cannot allow ourselves to be blinded by the passions of either side on this issue. We must weigh each leasing decision on the merits of its own case.
- o In every decision I'm called upon to render as Interior Secretary, my procedure shall never waiver -- I am committed to a full and impartial evaluation of all the fact. And if those facts dictate a slow and cautious course -- call it middle-of-the-road if you will -- then that's the approach I will take.
- o After more than twenty years in Washington, I have learned many times over, that the show horses are far from being the most effective players. Those who follow the steady course -- tempered by reason -- are the one's who succeed. I think that this observation carries a lot of truth into the business world also.
- o But there are times when the decision is clear-cut, and despite the criticism from some quarters you've got to act decisively.
- o That is why we are insistent that Exxon complete a full clean-up and restoration of the Prince William Sound, or put up the full funding to pay to have it done.
- o That is also why, when a major oil company was found to be illegally venting natural gas from a federal offshore lease in an attempt to escape royalty payments, we worked with the Justice Department to collect a \$5 million payment from that company.
- o Now before I'm accused of beating up on the petroleum industry, I want to point out that an executive's role also involves fostering constructive cooperation. We have been able to reach an agreement with the American Petroleum Institute to co-sponsor the funding of a \$6 million study for research and development of more effective oil spill clean-up technologies.
- o Let me outline another initiative which we believe is an important priority -- President Bush's goal of achieving the "No net loss of wetlands." These vital breeding habitats for so much of our natural wildlife, have been vanishing at alarming rates.

- o Since the mid-1950's nearly 400,000 acres of coastal wetlands have been lost -- with the current rate of loss estimated at nearly 18,000 acres annually. Right here in Louisiana, nearly 50 square miles of wetland area is being lost every year.
- o This afternoon, I will be meeting with a group of individuals who are working towards our mutual goal of preserving these Wetlands. And tomorrow, I plan an extensive tour covering some of this state's vital wetland areas.
- o Our Administration strongly supports the North American Waterfowl Plan, a program which supports vital public and private partnerships in promoting the preservation of these ecologically sensitive wetland areas.
- o Our endangered species program is important in maintaining the existence of certain wildlife species threatened with extinction.
- o As is the case with the spotted owl in the Northwest, there is a legitimate need to preserve these owls threatened by the loss of their natural habitat. But there are also economic concerns dealing with the jobs which depend on the timber industry in areas where these owls live.
- o The same type of situation was faced in declaring the desert tortoise, in the Southwestern United States, as an endangered species, and our decision to ban the import of all ivory into the United States, as the only effective means of preserving the African elephant.
- o Surely, it's difficult to increase the economic burdens on individuals trying to make a living, but that burden must be weighted against the possibility that an entire species of wildlife could be wiped from the face of the earth forever, because of our failure to act.
- o We are constantly forced to make decisions between economic progress and environmental preservation.
- o There are numerous decisions that constantly must be made regarding the appropriate use of our public lands. Ranchers, farmers, mine operators, sportsmen and environmentalists -- they all have different ideas regarding the best uses to which our lands should be put.
- o Water is another vital resource: In the West especially, the livelihoods of many enterprises depend on affordable water supplies -- so, I have established a Water Policy Council within the Interior Department to coordinate all decisions that effect the utilization of our Nation's vital water supplies.

- o But in coming before you this morning and discussing some of these decisions that have been made during my seven month tenure so far at the Interior Department, I hope to have imparted to you more than just a feel for some of the issues that make up our Department's agenda.
- o My primary purpose is to highlight the decision-making process that is instrumental in the success of any enterprise -- whether it be a small service company which employs a dozen people, a major corporation with thousands of shareholders, or even a Cabinet Department in the Federal Government.
- o Often these decisions are made with great public interest and much hoopla, at other times they are made with little fanfare, only deep thought and sometimes a little consternation.
- o Although the decisions that you face during the challenges of your business day may differ greatly in substance from those I must make, I think all of us are motivated by a belief that the benefits of short-term means, should never blind us to the long-term ends which each of us hope to achieve.
- o Together, as Hispanics, we share a rich heritage of culture and history -- but as forward-looking Americans, we owe a duty to this Nation, which has provided us with the opportunity to succeed, an obligation to give something in return.
- o As we celebrate the ten year success of the United States Hispanic Chamber of Commerce, and enter into a new decade of even greater opportunities, let me leave you to ponder the same words that greeted my appointment as Secretary of the Interior: "Congratulations -- now, what are you going to do?"
- o Indeed, you are to be congratulated for the work you as individuals are doing in your communities -- the role models you are for young Hispanics -- and the good deeds you do as an organization, with workshops, scholarships and civic projects.
- o For all these things, you are to be commended. We are proud of all of you, and I say, keep up the good work!
- o Thank you very much.

THE WHITE HOUSE

Office of the Press Secretary
(New Orleans, Louisiana)

For Immediate Release

September 8, 1989

REMARKS BY THE PRESIDENT
TO HISPANIC CHAMBER OF COMMERCE

The Fairmont Hotel
New Orleans, Louisiana

11:57 A.M. CDT

THE PRESIDENT: Thank you, President Abel Quintela. Two Odessa boys on the same platform. (Laughter.)

I'm delighted to be here -- glad to know from your President that this has been a highly successful meeting of the Chamber. I'm proud to salute Abel for the job he has done, and then to pay my respects to Loupe Garcia, who's the incoming President. Texas seems to have a lock on this organization for a -- (applause) -- and I'd be remiss if I didn't mention that fact that I'm very pleased our Secretary of the Interior, our friend and yours certainly, Manuel Lujan is with us today. (Applause.) You see -- where is he?

And I'm proud to say that, along with Larry Cavazos, we have two Hispanic Americans in the Cabinet of the President of the United States, and that's a very good thing for our country. (Applause.)

I want to thank the Governor of the State of Louisiana, Buddy Roemer, my friend of longstanding, for being with us here today. (Applause.) We have two congressmen from out and about, Congressman Holloway and Congressman Tauzin, who are with us over here. I'd like to ask them to stand up. (Applause.)

And right close in, Congresswoman Lindy Boggs over here. (Applause.) And then, a man with whom I work very closely in the Congress and for whom I have great respect, also, from the Metropolitan New Orleans area, Bob Livingston, a member of Congress here. (Applause.)

And also, Abel was telling me about the fact that this really is a hands-across-the-border meeting, and I should salute Dr. Ugarte from Mexico, the Under Secretary of Commerce who is with us today, and also Jose Maria Alverde, the President of the largest chamber of commerce in the world, I believe -- he's head of the Mexican Chamber of Commerce from Mexico City, and we are honored to have them with us here today. (Applause.)

So we do meet as vecinos -- "neighbors". And as businessmen and businesswomen, as well. But mostly, perhaps, as citizens who understand how Hispanics have helped America create a greater land for all of us.

You know, nine years ago, America began what has been called The Decade of the Hispanic. And now, at the decade's end, Hispanics are one of America's fastest-growing minorities, enriching our country socially, academically, economically, spiritually. And living, more than ever, the American Dream. (Applause.)

I've been to many such meetings of the Chamber. And every time I come here, I realize that what I just said is true --

MORE

The American Dream -- you epitomize it for me in so many ways.

You know, in one sense, the past decade has reaffirmed that dream -- the dream which brought your parents and your grandparents, and then -- indeed, some of you here in this room to this country. For today you are building -- building a better life. And building it in the schools, the police forces, the small and large businesses all across society. Building it for your kids -- I've got 11 grandchildren -- for our grandchildren. I'm old enough to have grandkids -- some of the rest of you young guys here, it's your kids. For us, it's grandchildren.

But what I'm saying is for everybody. 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 to many of you in this room. And the theme of this convention is "Gateway to the Americas." And today it's the gateways that I'd like to talk to you about -- gateways to prosperity and stability that make progress possible.

First, the gateway to prosperity is -- and you understand this -- the free enterprise system which fosters equal opportunity. Churchill -- Winston Churchill noted that some people view -- his quote -- "private enterprise as a predatory tiger to be shot; others look on it as a cow they can milk. Only a handful see private enterprise for what it really is -- the strong and willing horse that pulls the whole cart along."

Now, Churchill spoke those words at the end of his career, 1959; but in 1989 they're truer than ever before. I'm always reminded of the Commissioner of Patents of the United States Government, back around 1900, who suggested that the Patent Office be closed because everything worthwhile had already been invented.

Then you think of Marconi inventing the wireless; or the Wright brothers, the airplane; or going to the Moon; or whatever, and you wonder what this guy was thinking of back there. But, as you know, the gateway isn't highly-concentrated government bureaucracies; it isn't bigger government, it's bigger dreams.

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

Over the past decade, committed individuals like these -- and then a million others of unsung Hispanic-Americans -- have made big dreams come true for themselves and for so many others. Here's a partial score card of your success: Since 1980, according to your estimates, Hispanic American-owned businesses have nearly doubled -- that's in this decade, nine years. And today, the total -- more than 400,000 and earn revenues about \$20 billion in 1987 alone. Impressive? Of course. You bet. Good enough? No, never. For as long as one Hispanic American is bereft of hope, that is one American too many.

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

As Vice President, I supported, and I know many in this room did, the President's Task Force on Private Sector Initiatives. And knowing how cooperation can spur development, we've tried to build on what the preceding administration fostered. I've asked Commerce Secretary Bob Mosbacher and Ken Bolton to develop a bold and

innovative strategy for the reinvigoration of the Minority Business Development Agency. Every linkage between corporate America and a minority vendor and educational institution in the minority population brings us one step closer to assuring the equal participation of all Americans in our free enterprise system.

These partnerships will aid the shop owner in Los Angeles or the small developer in Des Moines. And so will one final project that I'd like to mention here -- the 1990 census. You might say why? Look, there are 19.5 million Hispanic Americans, approximately -- 19.5 million. And I urge you to do your best 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 very important national survey. So remember, the more accurate the Census is, the greater Hispanics' influence and ability to help people help themselves. (Applause.)

I've talked of the prosperity which can better the lives of every American. And in that context, let me just say a word about our relationship with Mexico.

The first head of state that I met after the election, after I was elected, indeed, after his, was President Salinas. And two months ago, I was pleased to renew what I can tell you is a genuine friendship now, at that economic summit in Paris. Mexico, by restructuring her economy, reducing trade barriers and then with our help, reaching agreement with her commercial bank creditors has opened the gateway of increased trade with America. We welcome this commerce, for Mexico is -- and most Americans don't know this -- our third-largest trading partner. I salute President Salinas for his leadership on this Mexican debt problem -- it's a tough problem and he made some very difficult decisions -- he led the way. He was out front. Mexico was the first country to achieve agreement on these major debt problems that are lingering out there. And I think that his way -- his leadership -- has paved the way for other countries. And so, I salute him here today, with many of his friends and colleagues in this audience. I look forward to next month's state visit and we will give him the honors that a good friend, Mexico, merits and honors -- we will give him those honors on the White House lawn. And together, we can build a gateway to the 1990s that will provide both Mexico and America with economic opportunity and stability. We must never take our friends for granted. (Applause.)

Now, I would be remiss if I didn't take a couple of minutes more -- I know you're starving out there. I can tell -- (laughter) -- the look on the faces -- but if I didn't take a couple of minutes more to talk about another kind of trade. You know what it is -- a more destructive kind of trade that slams shut the gateways of opportunity. And, of course, I'm talking about 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 eight million people used cocaine. And almost one 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 very soul.

And that's why, three nights ago, I announced America's first national comprehensive and coordinated strategy to wage unconditional war against the scourge of drugs. And we've got four major elements in this plan.

First, enforcement, using our laws and criminal justice system. For America must take back its streets. We need more jails and prisons and courts and prosecutors. And, indeed, in my view, tougher sentences. Drug dealers deserve a gateway, but that gateway is one where they go to prison. And I still feel in my heart, for

the ultimate drug violators, those that do the most to corrupt the kids in this country and strip them of every chance at a meaningful life -- I'm talking about those drug kingpins or those that kill police officers -- I strongly favor the ultimate sentence, and that is the death penalty. (Applause.)

In that context, I sent my crime package, encompassing these things I've mentioned and others, to the Congress three months ago. That package went up three months ago. And it has languished there in the Senate Judiciary Committee. So please urge the Congress to pass this anticrime package. There's no reason to wait any longer to move forward with this part of the national strategy.

The second part of our drug plan is interdiction, a tool of foreign policy. Working with other governments -- and I might again salute Mexico. Cooperation has increased demonstrably there -- we're going to break the international drug rings who grow and process cocaine and crack.

And then -- and again, I'd like to say here, with friends from Colombia, many of us have friends in Colombia, that I salute what President Virgilio Barco is trying to do. You talk about a tough, tough climate in which to take action. But he's taken it and I'm praying he will stay with it, and the United States must give him the support that he needs. (Applause.)

It's not all muscle, the program, the national strategy. There's a third part -- 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. Education and prevention. From grade school to graduate school.

I was talking with Chief of Staff John Sununu and Governor Roemer coming in. And the news, as I pointed out the other night, isn't all bad. Casual use of cocaine is down by about a third. We can change things in this country. Peer group pressure is changing in the universities and in some of the high schools in this country. And if we all pitch in, we can see that it changes even more.

This plan can help stop the trade I spoke of earlier. Some trade builds lives. Drug trade takes lives. And it is the drug trade we've got to stop. Nobody, nobody believes it will be easy.

Tuesday night I proposed this strategy to end drug use and trafficking. And we're proposing a drug budget totaling about \$8 billion -- a dramatic increase over the figure that was used in the House of Representatives just this spring; the largest increase in history.

And I know already there are some who criticize. Not tough enough, they claim; they say that we aren't spending enough. Well, those who judge this strategy by its price tag -- by price tag alone don't understand the problem. Let me repeat: this is an \$8 billion program with record funding increases. A program that is comprehensive and touches every aspect of the drug problem.

And those critics are the same ones who complain they don't know how we can fund the proposal unless, of course, one easy answer -- that some think is easy -- raising taxes. And I know and the American people know that to some the first and only answer is to hit the working man or woman with more taxes. And that is not the right answer. (Applause.) I have sent to the Congress specific offsets. When you hear this debate rage, we have sent suggested specific offsets to fund this strategy without raising taxes or without increasing the deficit. And all the critics have to do now is to go out and implement it.

Government is going to do its part, but government will not win this battle alone. This isn't a federal problem, it's a

national problem. And we're all in it together -- cops to teachers, 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, cities and in the towns, winning it kid by kid, human life by human life, house by house, 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 statistics. It's the young kid tormented by cocaine addiction. Or the pregnant mothers whose use of crack impairs her child, perhaps for life. At stake is the very future of every community, and the Hispanic community is no different. At stake is the future of the Hispanic community. And I'm referring to our kids, of course.

And so let me challenge you -- get involved. There are so many who need your help. Join the 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 at work. Help your church and antidrug parents' groups. Support drug programs in your children's schools.

Look at New Orleans for an example -- drug-free zone concept. It is working and can work anywhere in the country. (Applause.)

And then, I talk about a thousand points of light. People have finally gotten the message. It isn't a thousand pints of light I am talking about. (Laughter.) It is a thousand points of light, and I talked about that just a year ago here in the Superdome, and I feel strongly about it. I feel more strongly about one neighbor helping another, the need for you to be involved in the life of another -- constructive involvement in the lives of others.

So do this with your business. Use it as a storefront against drugs. Put the banners up and the brochures. Don't let the cynics disturb you -- those that think everything has to come out of Washington. Employ volunteer counselors. Be a symbol in the community and especially for its kids. And join the ranks of caring and committed and help us win this crusade.

So I guess my question is, will you enlist? I believe you will. I believe -- and I'll tell you why I feel so strongly about it in this audience -- because I know of your values of family, religion and, above all, your commitment to freedom that has brought many of you to this country. That's going to compel you to get involved. (Applause.)

I think I understand Hispanic America. I've got lots to learn, but I think I understand. And the roots run deep and the aspirations run high, and its people ask not the promise of success -- only the opportunity to succeed.

And Hispanic America is at her best when the challenge is the toughest. So together, let's open those gateways to prosperity and stability, build for our children a better tomorrow. The kids -- they're the trustees of America's future. So let their horizons touch the sky.

I appreciate your kindness. You have this wonderful way of making me feel at home. I appreciate the chance to share this occasion. God bless you, and God bless the United States of America. Thank you very, very much. (Applause.)