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Series: Speech File Draft Files
Subseries: Chron File, 1989-1993

OA/ID Number: 13581
Folder ID Number: 13581-008

Folder Title:
Hispanic Chamber of Commerce 9/20/91 [OA 6036] [1]

Stack:	Row:	Section:	Shelf:	Position:
G	26	17	3	3

WHITE HOUSE STAFFING MEMORANDUM

91 SEP 17 P4: 43

DATE: 9/17/91 ACTION/CONCURRENCE/COMMENT DUE BY: ---

SUBJECT: PRESIDENTIAL REMARKS: HISPANIC CHAMBER OF COMMERCE

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>SNOW</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

THE WHITE HOUSE
WASHINGTON

01 SEP 17 AM : 23

September 16, 1991

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST
 TONY SNOW *TS*

FROM: JOSEPH P. DUGGAN *JPD*

SUBJECT: HISPANIC CHAMBER OF COMMERCE

On Friday, September 20, at 1:30 p.m., you will address the United States Hispanic Chamber of Commerce's annual convention in Chicago. The audience will consist of about 2,000 Hispanic American businessmen.

Your remarks (14 minutes, teleprompter) highlight the importance of trade and education to Hispanic Americans.

(Duggan/Simon)
September 16, 1991
Draft Three
Hispanic.TS

PRESIDENTIAL REMARKS: HISPANIC CHAMBER OF COMMERCE
CHICAGO, ILLINOIS
FRIDAY, SEPTEMBER 20, 1991
1:30 PM

Thank you, Jose [Jose Nino, USHCC president], thank you, Gabe [Aguirre, outgoing USHCC chairman], thank you, ladies and gentlemen for that warm welcome. Let me congratulate my fellow Texan Delia Reyes, your newly elected chair. And warmest greetings to the many dignitaries here: our good friend Gus Petricioli [Mexican ambassador], and [other names provided later].

((I'm here later than originally scheduled. Would you believe we experienced a flight delay? \\ I know, it happens all the time: We had to circle the city while Michael Jordan practiced takeoffs and landings.)) \\

((Well, there's a second reason, too -- if I may be candid. I know you've just heard Jack Kemp speak -- and I thought you might like to catch your breath.)) \\

((If you're still feeling winded, it's my fault. It goes back to our first Cabinet meeting, where I asked Jack, "Can't you work up a little more enthusiasm?")) \\

But then, Jack -- and all our administration -- believe in the greatest and most visionary of American ideals, the ideal of real equality -- of letting people go as far as their abilities and their hard work will take them.

Five centuries ago, men crossed the great ocean and brought Hispanic America into being. Ever since, we have called the combination of European and American peoples on these vast lands not a new territory, not a new colony, not a new settlement. We've called it a New World.

Hispanic America arose out of risk and romance. Several forces fed its growth: transoceanic trade, the movement and mingling of peoples, the grand enterprise of discovery and development. On September 20 -- this very date -- in 1519, Magellan and his party set sail from Spain to sail around the globe. Next month we begin a year of commemoration leading to the five hundredth anniversary of Columbus's daring journey.

We must not think of these achievements as somehow antique and irrelevant. Frontiers don't close when men settle the wilderness, when they build cities and factories and schools. Subtle but braver adventures confront advanced civilizations: the adventures of creating families, educating children, knowing that no matter how hard or how comfortable our circumstances, we must make our world better. In the life of the Americas, in our mission of discovery and development, 1492 was only yesterday.

How true this is in the case of commerce. Voyagers charted the trade routes of the Americas centuries ago, but we've only now begun to explore their full potential.

Your convention theme sings with this spirit: "Launching New Partnerships." America's more than 400,000 Hispanic-owned firms provide new jobs and generate new wealth. In 1987 -- the

latest date for these statistics -- our Hispanic-owned businesses pumped nearly \$25 billion into our economy and created half a million jobs. This was a 110 percent increase from 1982. But that was just a taste of things to come. //

You believe in yourselves -- in your abilities, your determination, your excellence. Because you believe in yourselves, you helped our Administration get congressional approval to extend our fast-track procedures for trade negotiations. Armed with that powerful tool, we are negotiating a North American Free Trade Agreement. When we complete that accord, we will build a free trade zone that ranges from the Yukon to the Yucatan -- a market of 360 million consumers and a present annual output of six trillion dollars.

When we seal the Free Trade Agreement, Hispanic-owned firms in the United States will enjoy strong natural advantages. Bonds of family, language and culture, already cherished in themselves, will gain value as business assets.

Because you believe in yourselves, you also have supported our Enterprise for the Americas Initiative, aiming to establish a network of expanded trade, investment and cooperation from Hudson Bay to the Strait of Magellan.

The North American Free Trade Agreement and the Enterprise for the Americas Initiative incorporate the great lesson of our age: trade and enterprise can build wealth and preserve freedom. Protectionism and government control only create poverty, backwardness, and denial of freedom.

Consider the case of Mexico. Since 1986, when Mexico joined the GATT and dropped tariff rates from 100 percent to little more than 10 percent, U.S. exports to Mexico have more than doubled. Exports of automobiles and auto parts have quadrupled. Exports of iron and steel, which were running a \$12 million deficit four years ago, now are achieving a \$300 million surplus. This rise in exports created almost 300,000 jobs in the United States. Each additional \$1 billion in exports will translate into nearly 20,000 American jobs.

But these reforms have helped Mexico, too: a classic win-win situation. Fidel Velazquez Sanchez, the head of the Mexican labor confederation, recognizes that increased trade will create new jobs -- indeed, new industries -- in Mexico, and he strongly supports the trade agreement.

What's good for Hispanic America will be good for the United States. With open trade, by the year 2000 United States firms will be doing robust business with a dynamic economy of 100 million Mexican consumers.

The prospects seem equally exciting south of Mexico. We're already advancing creative plans to reduce debt, boost investment and increase trade. We've now signed framework trade liberalization agreements involving 28 countries in the Hemisphere. But we need your help. Congress still has failed to give us debt reduction authority and funding, and to give us the ability to contribute to the Multilateral Investment Fund, which will help stimulate investment and build stable democracy within

our hemisphere. I know all of you will support the Enterprise for the Americas Initiative, and join me in urging Congress to pass the legislation to put it into full effect -- to give democracy and freedom a chance.

You believe in yourselves, and our Administration believes in you -- in all American workers, too. Our efforts to expand U.S. exports will get another boost when my friend Jose Martinez becomes Director of the United States Trade and Development Program.

Of course, one more event will demonstrate to one and all that we really have entered into a new era of freedom and opportunity. I'm speaking of the liberation of Cuba. \\
\\

If this room could fall silent, I think we could hear the creaking and crumbling of Castro's dictatorship. The day is coming, sooner than Castro dares to believe, when the people of Cuba will reclaim their destiny and rejoin the Western Hemisphere's family of free nations. \\
\\

If we want to make our hemisphere a neighborhood of peoples, we must do more than lift economic and political barriers. Our Administration also has promoted educational and cultural exchanges between our country and our neighbors in the hemisphere. As in commerce, the natural leaders in this enterprise will be Hispanic Americans.

You see, something more than mere geography unites us. Common cultural roots enable us all to seek a shared destiny -- for our hemisphere and for ourselves.

I want to thank the Hispanic Chamber of Commerce for its endorsement of our America 2000 Education Strategy. I am grateful for your initiatives to teach economics and entrepreneurship to our kids, beginning in kindergarten. ((Now, if only someone could do the same for economists!)) \\

America 2000, like our economic proposals, begins with an article of faith: We believe that parents care about their children, care about education, and can help find schools that will help their children reach their potential. We want to expand parental choice, so that parents will have as much choice in the crucial matter of education, as they now have when they wish to purchase peanut butter. \\

If we want to make the most of ourselves, we must invite competition -- and show just how well we can do.

America 2000 will enable Hispanic communities to draw upon their natural strengths and values. It will enable parents, teachers, and church and business leaders to help reinvent American education.

To further this goal, I have announced the membership of the President's Advisory Commission on Educational Excellence for Hispanic Americans. Chicago's own Andres Bande, CEO of Ameritech, will chair the panel, and its work will play a major role in unleashing the America 2000 revolution in education.

Let me close with a few comments on a concept we talked about earlier: development. It's a term of art, of course, in international economics. We tend to use "developing country" as

a sort of fuzzy euphemism for "poverty" -- for a nation short on material or financial wealth.

But when we use the term, "development" in this way, we forget its deeper meaning. Isn't the United States -- must it not be -- still "developing?" For all our present wealth, can we afford to become static or stagnant? If we're not giving our children a moral and intellectual inheritance as good as our parents gave us, are we a "developed" society?

I think again of the explorers on our continent five centuries ago. Some were wise -- but some were foolish. We remember the effort wasted in trying to find Cibola -- the imaginary Seven Cities of Gold. Those adventurers were not just looking in the wrong place, they were searching for the wrong treasure. The treasure was, and is, in men and women -- in "human resources" -- in mind and muscle and soul. These, not unearned bonanzas, build civilizations.

Our work never ends. That's the key to life's excitement. In these hopeful times, as we tear down economic barriers and liberate ourselves from ideological confines, we must continue supplying our own sons and daughters with the values -- the fundamentals -- of a good society. Together, I know we shall.

Thank you, and God bless all the peoples of the Americas.

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THE WHITE HOUSE

Office of the Press Secretary
(Chicago, Illinois)

For Immediate Release

September 20, 1991

REMARKS BY THE PRESIDENT
AT THE 12TH ANNUAL NATIONAL CONVENTION OF THE
UNITED STATES HISPANIC CHAMBER OF COMMERCE

Hyatt Regency Hotel
Chicago, Illinois

1:45 P.M. CDT

THE PRESIDENT: Thank you very much. And I really want to thank you for that warm reception here. First, may I salute two Secretaries of my Cabinet -- Secretary Lujan, who many of you have known over the years is with us today; and also Secretary Sam Skinner, who just came in with us from California, a son of Chicago in a sense and doing a great job as Secretary of Transportation.

May I also thank the Governor of the state, Jim Edgar; and the Mayor of this great city, Mayor Daley, for greeting me at the airport here and welcoming us to Illinois and Chicago. And this is, as I view it, certainly not a partisan gathering, and I think their both showing up together, side-by-side, was a manifestation of that. (Laughter and applause.)

But may I thank Jose, Jose Nino, who just introduced me, your very able president; Gabe Aguirre, the outgoing chairman. And thank you all, ladies and gentlemen, for, once again, that very warm welcome. Let me congratulate my fellow Texan, Delia Reyes, your newly elected chair. And warmest greetings to the many dignitaries that are here.

I'm here a little later than originally scheduled. Would you believe we experienced a slight flight delay? (Laughter.) I know it happens all the time. We had to circle the city while Michael Jordan practiced takeoffs and landings out here. (Laughter.) And there's a second reason, too -- if I may be candid. I know you've just heard Jack Kemp speak -- and I thought you'd want to catch your breath for a little bit. (Laughter.)

If you're still feeling winded, it's my fault. It goes back to our first Cabinet meeting and I asked Jack, "Can't you generate -- can't you work up a little more enthusiasm?" And you saw it today. But he's doing a great job for us as Secretary of Housing and Urban Development. His concept, our concept, of tenant management and home ownership offers really hope to millions. But then, Jack -- and all our administration -- believe in the greatest and most visionary of American ideals, the ideal of real equality -- ensuring that people can go as far as their abilities and their hard work will take them.

Five centuries ago, men crossed the great ocean and brought Hispanic America into being. Ever since then, we have called the combination of European and American peoples on these vast lands not a new territory, not a new colony, not a new settlement. We've called it a New World.

Hispanic America arose out of risk and romance. Several forces fed its growth: transoceanic trade, the movement and mingling of peoples, the grand enterprise of discovery and development. On

MORE

September 20 -- this very date, but in 1519, Magellan and his party set sail from Spain to sail around the globe. Next month we begin a year of commemoration leading to the 500th anniversary of Columbus's daring journey.

We must not think of these achievements as somehow antique and irrelevant. Frontiers don't close when men settle the wilderness, when they build cities and factories and schools. Subtle but braver adventures confront advanced civilizations: the adventures of creating families, educating children, knowing that no matter how hard or how comfortable our circumstances, we must make our world better. In the life of the Americas, in our mission of discovery and development, 1492 was only yesterday.

How true this is in the case of commerce. Voyagers charted the trade routes of the Americas centuries ago, but we've only now begun to explore their full potential.

Your convention theme sings with this spirit: "Launching New Partnerships." America's more than 400,000 Hispanic-owned firms provide new jobs and generate new wealth. In 1987, the latest date for these statistics, our Hispanic-owned businesses pumped nearly \$25 billion into our economy and created half a million jobs.

You believe in yourselves -- in your abilities, your determination, your excellence. Because you believe in yourselves, you helped our administration get congressional approval to extend our fast track procedures for trade negotiations. Armed with that powerful tool -- and as you heard this morning from an able team from three countries -- we are negotiating a North American Free Trade Agreement.

I might say that Mexico, under President Salinas, has been a powerful leader and ally. And I would also say that relationships between Mexico and the United States have never in history been better. And that is in the best interests of the United States of America. (Applause.) When we complete that accord, and I'm confident we will, we'll build a free trade zone that ranges from the Yukon to the Yucatan -- a market of 360 -- get the figure -- 360 million consumers and a present annual output of \$6 trillion.

When we seal the Free Trade Agreement, Hispanic-owned firms in the United States will enjoy strong natural advantages. Bonds of family, language, understanding the culture, already cherished in the families represented here today -- all of these will gain value as business assets.

Because you believe in yourselves, you also have supported our Enterprise for the Americas Initiative, aiming to establish a network of expanded trade, investment and cooperation from Hudson Bay to the Straits of Magellan.

The North American Free Trade Agreement and the Enterprise for the Americas Initiative incorporate the great lesson of our age: trade and enterprise can build wealth and preserve freedom. Protectionism and government control only create poverty and backwardness, and yes, a denial of freedom.

Consider the case of Mexico. Since 1986, when Mexico joined the GATT and dropped tariff rates from 100 percent -- 100 percent -- to little more than 10 percent, U.S. exports to Mexico have more than doubled. Exports of automobiles and auto parts have quadrupled. Exports of iron and steel, which were running a \$12-million deficit just four years ago, now are achieving a \$300-million surplus. And this rise in exports created almost 300,000 jobs in the United States. Each additional \$1 billion in exports will translate into nearly 20,000 American jobs.

MORE

But these reforms -- it's not a one-way street -- these reforms have helped Mexico -- a classic win-win situation, if you will. Fidel Velazquez Sanchez, the head of the Mexican Labor Confederation, recognizes that increased trade will create new jobs, indeed, new industries, in Mexico, and he strongly supports the trade agreement.

What's good for Hispanic America will be good for the United States. And with open trade, by the year 2000, United States firms will be doing a robust business with dynamic economy of 100 million Mexican consumers.

The prospects seem equally exciting south of Mexico, true. We've heard a lot about the Mexican free trade agreement, We've heard about the negotiations. They are our friendly neighbors on the border and we ought to -- parenthetically, I might say, we should never just take those friends for granted, whether it be to our north or to our south. We are blessed by peaceful borders. But we're already advancing creative plans now to reduce debt, boost investment and increase trade. We've now signed framework trade liberalization agreements involving 28 countries in the hemisphere. So it's not just Mexico. But we need your help.

Congress still has failed to give us debt reduction authority and funding, and to give us the ability to contribute to the Multilateral Investment Fund. This would help stimulate investment and build stable democracies within our hemisphere. So please, speak out in support of the Enterprise for the Americas Initiative. And join me in urging Congress to pass the legislation to put it into full effect. Enterprise for the Americas is not a slogan. It will strengthen democracy and freedom in those friendly countries south of the Rio Grande, and it will be good for American exports, and that means it will be good for American jobs.

Our efforts to expand U.S. exports will get another boost when my friend, Jose Martinez, becomes Director of the United States Trade and Development Program.

And, of course, one more event will demonstrate to one and all that we really have entered into a new era of freedom and opportunity. I'm speaking of Cuba's becoming free and democratic. (Applause.)

Today we hear the creaking and crumbling of that Castro dictatorship. And the day is coming, I'm absolutely convinced of this, sooner than Castro dares to believe, when the people of Cuba will reclaim their destiny and rejoin the Western Hemisphere's family of free nations. (Applause.)

And if we want to make our hemisphere a neighborhood of peoples, we must do more than lift economic and political barriers. Our administration also has promoted educational and cultural exchanges between our country and our neighbors in the hemisphere. As in commerce, the natural leaders in this enterprise will be Hispanic Americans.

You see, something more than mere geography unites us. Common cultural roots enable us all to seek a shared destiny for our hemisphere, for ourselves.

And I want to thank the Hispanic Chamber of Commerce for its endorsement of our America 2000 Education Strategy. I am grateful for your initiatives to teach economics and entrepreneurship to our kids, beginning in the kindergarten. And now, if only someone could do the same for economists, I think we'd be in pretty good shape around here. (Laughter and applause.)

MORE

America 2000, like our economic proposals, begins with an article of faith: We believe that parents care about their children, care about education, and can help find schools that will help their children reach their potential. So we want to expand parental choice so that parents will have as much choice in the crucial matter of education as they now have when they wish to purchase peanut butter.

And if we want to make the most of ourselves, we must invite competition and show just how well we can do.

America 2000 will enable Hispanic communities to draw upon their natural strengths and values. And it will enable parents, teachers and, yes, church and business leaders to help reinvent American education.

To further this goal, I have announced the membership of the President's Advisory Commission on Educational Excellence for Hispanic Americans. Chicago's own Andres Bande, CEO of Ameritech International, will chair the panel, and its work will play a major role in unleashing the America 2000 revolution in education.

I understand Andres is here today, and I'd like him to stand up -- right there. Thank you for undertaking this. (Applause.) This is important work he's about to be engaged in. And I know, on his behalf, I'd like to solicit your ideas and your full cooperation.

Let me close with a few comments on a concept we talked about earlier -- development. It's a term of art, of course, in international economics. We tend to use "developing country" as a sort of fuzzy euphemism for "poverty" -- for a nation short on material or financial wealth.

But when we use the term "development" in this way, we forget its deeper meaning. Isn't the United States -- must it not be -- still "developing"? For all our present wealth, can we afford to become static or stagnant? And if we're not giving our children a moral and intellectual inheritance as good as our parents gave us, are we a "developed" society?

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Our work never ends. That's the key to life's excitement. In these hopeful times, as we tear down economic barriers and liberate ourselves from ideological confines, we must continue supplying our own sons and our own daughters with the values -- the fundamentals -- of a good society. Together, I know that we shall.

You know, the longer I'm in the White House and privileged to serve as President of the United States, and the more Barbara and I discuss these enormous problems that Mayor Daley confronts in his excellent way every day, or Jim Edgar, the Governor of this state, confronts in his very effective way as Governor -- the more we contemplate those problems and the more I look at this great country of ours that I'm privileged to lead at this point in history -- and I must say it's a very exciting point -- the more Barbara and I conclude that family is absolutely essential to our success. We have got to stay involved -- (applause) -- we have got to stay fundamentally involved. And when I speak to this group, it's almost like preaching to the choir because I think if you exemplify one of the prime values and principles that this group and, indeed, Hispanic American culture all across our country exemplifies, is love of

family and its faith and its conviction about our great country, the freest and fairest on the face of the Earth. (Applause.)

So thank you very much for letting me come by and visit this highly successful convention. And let me tell you that it's a great joy to be back with you again. And may God bless our great country. Thank you very very much. (Applause.)

END

2:05 P.M. CDT

WHITE HOUSE STAFFING MEMORANDUM

For the files

DATE: 9/16/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY, 9/16/91 4:00 p.m.

PRESIDENTIAL REMARKS: HISPANIC CHAMBER OF COMMERCE
 CHICAGO, ILLINOIS
 SUBJECT: FRIDAY, SEPTEMBER 20

	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 type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 4:00 p.m., TODAY, MONDAY, SEPTEMBER 16, with a copy to this office. Thank you.

*Joe real good work
 XAD*

*✓ called in
 SB 9/17*

RESPONSE:

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

31 SEP 16 A10: 50

(Duggan/Simon)
September 16, 1991
Draft Three
Hispanic.TS

PRESIDENTIAL REMARKS: HISPANIC CHAMBER OF COMMERCE
CHICAGO, ILLINOIS
FRIDAY, SEPTEMBER 20, 1991
1:30 PM

Thank you, Jose [Jose Nino, USHCC president], thank you, Gabe [Aguirre, outgoing USHCC chairman], thank you, ladies and gentlemen for that warm welcome. Let me congratulate my fellow Texan Delia Reyes, your newly elected chair. And warmest greetings to the many dignitaries here: our good friend Gus Petricioli [Mexican ambassador], and [other names provided later].

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Consider the case of Mexico. Since 1986, when Mexico joined the GATT and dropped tariff rates from 100 percent to roughly 10 percent, U.S. exports to Mexico have more than doubled. Exports of automobiles and auto parts have quadrupled. Exports of iron and steel, which were running a \$12 million deficit four years ago, now are achieving a \$300 million surplus. This rise in exports created 320,000 jobs in the United States. Each additional \$1 billion in exports will translate into more than 20,000 American jobs.

But these reforms have helped Mexico, too: a classic win-win situation. Fidel Velazquez Sanchez, the head of the Mexican labor confederation, recognizes that increased trade will create new jobs -- indeed, new industries -- in Mexico, and he strongly supports the trade agreement. He's not afraid of a rising standard of living for Mexico, even though this could have an unpredictable impact on Mexican labor unions.

What's good for Hispanic America will be good for the United States. With open trade, by the year 2000 United States firms will be doing robust business with a dynamic economy of 100 million Mexican consumers.

The prospects seem equally exciting south of Mexico. We're already advancing creative plans to reduce debt, boost investment and increase trade. In the year since I announced the Enterprise for the Americas Initiative, we've signed framework trade liberalization agreements with ten Central and South American countries. But we need your help. Congress still has failed to

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If we want to make our hemisphere a neighborhood of peoples, we must do more than lift economic and political barriers. Our Administration also has promoted educational and cultural exchanges between our country and our neighbors in the hemisphere. As in commerce, the natural leaders in this enterprise will be Hispanic Americans.

You see, something more than mere geography unites us. Common cultural roots enable us all to seek a shared destiny -- for our hemisphere and for ourselves.

I want to thank the Hispanic Chamber of Commerce for its endorsement of our America 2000 Education Strategy. I am grateful for your initiatives to teach economics and entrepreneurship to our kids, beginning in kindergarten. ((Now, if only someone could do the same for economists!)) \\

America 2000, like our economic proposals, begins with an article of faith: We believe that parents care about their children, care about education, and can help find schools that will help their children reach their potential. We want to expand parental choice, so that parents will have as much choice in the crucial matter of education, as they now have when they wish to purchase peanut butter. \\

If we want to make the most of ourselves, we must invite competition -- and show just how well we can do.

America 2000 will enable Hispanic communities to draw upon their natural strengths and values. It will enable parents, teachers, and church and business leaders to help reinvent American education.

To further this goal, I have announced the membership of the President's Advisory Commission on Educational Excellence for Hispanic Americans. Chicago's own Andres Bande, CEO of Ameritech, will chair the panel, and its work will play a major role in unleashing the America 2000 revolution in education.

Let me close with a few comments on a concept we talked about earlier: development. It's a term of art, of course, in international economics. We tend to use "developing country" as a sort of fuzzy euphemism for "poverty" -- for a nation short on material or financial wealth.

But when we use the term, "development" in this way, we forget its deeper meaning. Isn't the United States -- must it not be -- still "developing"? For all our present wealth, can we afford to become static or stagnant? If we're not giving our children a moral and intellectual inheritance as good as our parents gave us, are we a "developed" society?

I think again of the explorers on our continent five centuries ago. Some were wise -- but some were foolish. We remember the effort wasted in trying to find Cibola -- the imaginary Seven Cities of Gold. Those adventurers were not just looking in the wrong places, they were searching for the wrong treasure. The treasure was, and is, in men and women -- in "human resources" -- in mind and muscle and soul. These, not unearned bonanzas, build civilizations.

Our work never ends. That's the key to life's excitement. In these hopeful times, as we tear down economic barriers and liberate ourselves from ideological confines, we must continue supplying our own sons and daughters with the values -- the fundamentals -- of a good society. Together, I know we shall.

Thank you, and God bless all the peoples of the Americas.

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THE WHITE HOUSE

WASHINGTON

September 16, 1991

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST
TONY SNOW *TS*

FROM: JOSEPH P. DUGGAN *JPD*

SUBJECT: HISPANIC CHAMBER OF COMMERCE

On Friday, September 20, at 1:30 p.m., you will address the United States Hispanic Chamber of Commerce's annual convention in Chicago. The audience will consist of about 2,000 Hispanic American businessmen.

Your remarks (14 minutes, teleprompter) highlight the importance of trade and education to Hispanic Americans.

(Duggan/Simon)
September 16, 1991
Draft Three
Hispanic.TS

PRESIDENTIAL REMARKS: HISPANIC CHAMBER OF COMMERCE
CHICAGO, ILLINOIS
FRIDAY, SEPTEMBER 20, 1991
1:30 PM

Thank you, Jose [Jose Nino, USHCC president], thank you, Gabe [Aguirre, outgoing USHCC chairman], thank you, ladies and gentlemen for that warm welcome. Let me congratulate my fellow Texan Delia Reyes, your newly elected chair. And warmest greetings to the many dignitaries here: our good friend Gus Petricioli [Mexican ambassador], and [other names provided later].

((I'm here later than originally scheduled. Would you believe we experienced a flight delay? \\ I know, it happens all the time: We had to circle the city while Michael Jordan practiced takeoffs and landings.)) \\

((Well, there's a second reason, too -- if I may be candid. I know you've just heard Jack Kemp speak -- and I thought you might like to catch your breath.)) \\

((If you're still feeling winded, it's my fault. It goes back to our first Cabinet meeting, where I asked Jack, "Can't you work up a little more enthusiasm?")) \\

But then, Jack -- and all our administration -- believe in the greatest and most visionary of American ideals, the ideal of real equality -- of letting people go as far as their abilities and their hard work will take them.

Five centuries ago, men crossed the great ocean and brought Hispanic America into being. Ever since, we have called the combination of European and American peoples on these vast lands not a new territory, not a new colony, not a new settlement. We've called it a New World.

Hispanic America arose out of risk and romance. Several forces fed its growth: transoceanic trade, the movement and mingling of peoples, the grand enterprise of discovery and development. On September 20 -- this very date -- in 1519, Magellan and his party set sail from Spain to sail around the globe. Next month we begin a year of commemoration leading to the five hundredth anniversary of Columbus's daring journey.

We must not think of these achievements as somehow antique and irrelevant. Frontiers don't close when men settle the wilderness, when they build cities and factories and schools. Subtle but braver adventures confront advanced civilizations: the adventures of creating families, educating children, knowing that no matter how hard or how comfortable our circumstances, we must make our world better. In the life of the Americas, in our mission of discovery and development, 1492 was only yesterday.

How true this is in the case of commerce. Voyagers charted the trade routes of the Americas centuries ago, but we've only now begun to explore their full potential.

Your convention theme sings with this spirit: "Launching New Partnerships." America's more than 400,000 Hispanic-owned firms provide new jobs and generate new wealth. In 1987 -- the

latest date for these statistics -- our Hispanic-owned businesses pumped nearly \$25 billion into our economy and created half a million jobs. This was a 110 percent increase from 1982. But that was just a taste of things to come. //

You believe in yourselves -- in your abilities, your determination, your excellence. Because you believe in yourselves, you helped our Administration get congressional approval to extend our fast-track procedures for trade negotiations. Armed with that powerful tool, we are negotiating a North American Free Trade Agreement. When we complete that accord, we will build a free trade zone that ranges from the Yukon to the Yucatan -- a market of 360 million consumers and a present annual output of six trillion dollars.

When we seal the Free Trade Agreement, Hispanic-owned firms in the United States will enjoy strong natural advantages. Bonds of family, language and culture, already cherished in themselves, will gain value as business assets.

Because you believe in yourselves, you also have supported our Enterprise for the Americas Initiative, aiming to establish a network of expanded trade, investment and cooperation from Hudson Bay to the Strait of Magellan.

The North American Free Trade Agreement and the Enterprise for the Americas Initiative incorporate the great lesson of our age: trade and enterprise can build wealth and preserve freedom. Protectionism and government control only create poverty, backwardness, and denial of freedom.

Consider the case of Mexico. Since 1986, when Mexico joined the GATT and dropped tariff rates from 100 percent to little more than 10 percent, U.S. exports to Mexico have more than doubled. Exports of automobiles and auto parts have quadrupled. Exports of iron and steel, which were running a \$12 million deficit four years ago, now are achieving a \$300 million surplus. This rise in exports created almost 300,000 jobs in the United States. Each additional \$1 billion in exports will translate into nearly 20,000 American jobs.

But these reforms have helped Mexico, too: a classic win-win situation. Fidel Velazquez Sanchez, the head of the Mexican labor confederation, recognizes that increased trade will create new jobs -- indeed, new industries -- in Mexico, and he strongly supports the trade agreement.

What's good for Hispanic America will be good for the United States. With open trade, by the year 2000 United States firms will be doing robust business with a dynamic economy of 100 million Mexican consumers.

The prospects seem equally exciting south of Mexico. We're already advancing creative plans to reduce debt, boost investment and increase trade. We've now signed framework trade liberalization agreements involving 28 countries in the Hemisphere. But we need your help. Congress still has failed to give us debt reduction authority and funding, and to give us the ability to contribute to the Multilateral Investment Fund, which will help stimulate investment and build stable democracy within

our hemisphere. I know all of you will support the Enterprise for the Americas Initiative, and join me in urging Congress to pass the legislation to put it into full effect -- to give democracy and freedom a chance.

You believe in yourselves, and our Administration believes in you -- in all American workers, too. Our efforts to expand U.S. exports will get another boost when my friend Jose Martinez becomes Director of the United States Trade and Development Program.

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WHITE HOUSE STAFFING MEMORANDUM

91 SEP 16 11:58

DATE: 9/16/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY, 9/16/91 4:00 p.m.

PRESIDENTIAL REMARKS: HISPANIC CHAMBER OF COMMERCE
 CHICAGO, ILLINOIS
 SUBJECT: FRIDAY, SEPTEMBER 20

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT <i>W/12</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY <i>Holmstead 953 N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 4:00 p.m., TODAY, MONDAY, SEPTEMBER 16, with a copy to this office. Thank you.

RESPONSE:

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

(Duggan/Simon)
September 16, 1991
Draft Three
Hispanic.TS

01 SEP 16 A10:50

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((I'm here later than originally scheduled. Would you believe we experienced a flight delay? \\ I know, it happens all the time: We had to circle the city while Michael Jordan practiced takeoffs and landings.)) \\

((Well, there's a second reason, too -- if I may be candid. I know you've just heard Jack Kemp speak -- and I thought you might like to catch your breath.)) \\

((If you're still feeling winded, it's my fault. It goes back to our first Cabinet meeting, where I asked Jack, "Can't you work up a little more enthusiasm?")) \\

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We must not think of these achievements as somehow antique and irrelevant. Frontiers don't close when men settle the wilderness, when they build cities and factories and schools. Subtle but braver adventures confront advanced civilizations: the adventures of creating families, educating children, knowing that no matter how hard or how comfortable our circumstances, we must make our world better. In the life of the Americas, in our mission of discovery and development, 1492 was only yesterday.

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date for these statistics -- our Hispanic-owned businesses pumped nearly \$25 billion into our economy and created half a million jobs. This was a 110 percent increase from 1982. But that was just a taste of things to come. //

You believe in yourselves -- in your abilities, your determination, your excellence. Because you believe in yourselves, you helped our Administration get congressional approval to extend our fast-track trade authority. Armed with that powerful tool, we hope soon to negotiate a North American Free Trade Agreement. When we complete that accord, we will build a free trade zone that ranges from the Arctic Ocean almost to the Equator -- a market of 360 million consumers and a present annual output of six trillion dollars.

When we seal the Free Trade Agreement, Hispanic-owned firms in the United States will enjoy strong natural advantages. Bonds of family, language and culture, already cherished in themselves, will gain value as business assets.

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The North American Free Trade Agreement and the Enterprise for the Americas Initiative incorporate the great lesson of our age: trade and enterprise can build wealth and preserve freedom. Protectionism and government control only create poverty, backwardness -- unfreedom.

Consider the case of Mexico. Since 1986, when Mexico joined the GATT and dropped tariff rates from 100 percent to roughly 10 percent, U.S. exports to Mexico have more than doubled. Exports of automobiles and auto parts have quadrupled. Exports of iron and steel, which were running a \$12 million deficit four years ago, now are achieving a \$300 million surplus. This rise in exports created 320,000 jobs in the United States. Each additional \$1 billion in exports will translate into more than 20,000 American jobs.

But these reforms have helped Mexico, too: a classic win-win situation. Fidel Velazquez Sanchez, the head of the Mexican labor confederation, recognizes that increased trade will create new jobs -- indeed, new industries -- in Mexico, and he strongly supports the trade agreement. He's not afraid of a rising standard of living for Mexico, even though this could have an unpredictable impact on Mexican labor unions.

What's good for Hispanic America will be good for the United States. With open trade, by the year 2000 United States firms will be doing robust business with a dynamic economy of 100 million Mexican consumers.

The prospects seem equally exciting south of Mexico. We're already advancing creative plans to reduce debt, boost investment and increase trade. In the year since I announced the Enterprise for the Americas Initiative, we've signed framework trade liberalization agreements with ten Central and South American countries. But we need your help. Congress still has failed to

give us debt reduction authority, and to give us permission to contribute to the Multilateral Investment Fund, which will help stimulate investment and build stable democracy within our hemisphere. I hope all of you will urge Congress to pass the legislation -- to put the Enterprise for the Americas Initiative into full effect -- to give democracy and freedom a chance.

You believe in yourselves, and our Administration believes in you -- in all American workers, too. Our efforts to expand U.S. exports will get another boost when my friend Jose Martinez becomes Director of the United States Trade and Development Program.

Of course, one more event will demonstrate to one and all that we really have entered into a new era of freedom and opportunity. I'm speaking of the liberation of Cuba. \\

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Let me close with a few comments on a concept we talked about earlier: development. It's a term of art, of course, in international economics. We tend to use "developing country" as

a sort of fuzzy euphemism for "poverty" -- for a nation short on material or financial wealth.

But when we use the term, "development" in this way, we forget its deeper meaning. Isn't the United States -- must it not be -- still "developing"? For all our present wealth, can we afford to become static or stagnant? If we're not giving our children a moral and intellectual inheritance as good as our parents gave us, are we a "developed" society?

I think again of the explorers on our continent five centuries ago. Some were wise -- but some were foolish. We remember the effort wasted in trying to find Cibola -- the imaginary Seven Cities of Gold. Those adventurers were not just looking in the wrong places, they were searching for the wrong treasure. The treasure was, and is, in men and women -- in "human resources" -- in mind and muscle and soul. These, not unearned bonanzas, build civilizations.

Our work never ends. That's the key to life's excitement. In these hopeful times, as we tear down economic barriers and liberate ourselves from ideological confines, we must continue supplying our own sons and daughters with the values -- the fundamentals -- of a good society. Together, I know we shall.

Thank you, and God bless all the peoples of the Americas.

#

Tony -

I'm awfully

fond of my

"Flat Earth"

imagery.

Can it be restored

as in this

draft -

(see p. 5) ?

Joe

(Duggan/Simon)
September 16, 1991
Draft Three
Hispanic.TS

PRESIDENTIAL REMARKS: HISPANIC CHAMBER OF COMMERCE
CHICAGO, ILLINOIS
FRIDAY, SEPTEMBER 20, 1991
1:30 PM

Thank you, Jose [Jose Nino, USHCC president], thank you, Gabe [Aguirre, outgoing USHCC chairman], thank you, ladies and gentlemen for that warm welcome. Let me congratulate my fellow Texan Delia Reyes, your newly elected chair. And warmest greetings to the many dignitaries here: our good friend Gus Petricioli [Mexican ambassador], and [other names provided later].

((I'm here later than originally scheduled. Would you believe we experienced a flight delay? \\ I know, it happens all the time: We had to circle the city while Michael Jordan practiced takeoffs and landings.)) \\

((Well, there's a second reason, too -- if I may be candid. I know you've just heard Jack Kemp speak -- and I thought you might like to catch your breath.)) \\

((If you're still feeling winded, it's my fault. It goes back to our first Cabinet meeting, where I asked Jack, "Can't you work up a little more enthusiasm?")) \\

But then, Jack -- and all our administration -- believe in the greatest and most visionary of American ideals, the ideal of real equality -- of letting people go as far as their abilities and their hard work will take them.

Five centuries ago, men crossed the great ocean and brought Hispanic America into being. Ever since, we have called the combination of European and American peoples on these vast lands not a new territory, not a new colony, not a new settlement. We've called it a New World.

Hispanic America arose out of risk and romance. Several forces fed its growth: transoceanic trade, the movement and mingling of peoples, the grand enterprise of discovery and development. On September 20 -- this very date -- in 1519, Magellan and his party set sail from Spain to sail around the globe. Next month we begin a year of commemoration leading to the five hundredth anniversary of Columbus's daring journey.

We must not think of these achievements as somehow antique and irrelevant. Frontiers don't close when men settle the wilderness, when they build cities and factories and schools. Subtle but braver adventures confront advanced civilizations: the adventures of creating families, educating children, knowing that no matter how hard or how comfortable our circumstances, we must make our world better. In the life of the Americas, in our mission of discovery and development, 1492 was only yesterday.

How true this is in the case of commerce. Voyagers charted the trade routes of the Americas centuries ago, but we've only now begun to explore their full potential.

Your convention theme sings with this spirit: "Launching New Partnerships." America's more than 400,000 Hispanic-owned firms provide new jobs and generate new wealth. In 1987 -- the

latest date for these statistics -- our Hispanic-owned businesses pumped nearly \$25 billion into our economy and created half a million jobs. This was a 110 percent increase from 1982. But that was just a taste of things to come. //

You believe in yourselves -- in your abilities, your determination, your excellence. Because you believe in yourselves, you helped our Administration get congressional approval to extend our fast-track procedures for trade negotiations. Armed with that powerful tool, we are negotiating a North American Free Trade Agreement. When we complete that accord, we will build a free trade zone that ranges from the Yukon to the Yucatan -- a market of 360 million consumers and a present annual output of six trillion dollars.

When we seal the Free Trade Agreement, Hispanic-owned firms in the United States will enjoy strong natural advantages. Bonds of family, language and culture, already cherished in themselves, will gain value as business assets.

Because you believe in yourselves, you also have supported our Enterprise for the Americas Initiative, aiming to establish a network of expanded trade, investment and cooperation from Hudson Bay to the Strait of Magellan.

The North American Free Trade Agreement and the Enterprise for the Americas Initiative incorporate the great lesson of our age: trade and enterprise can build wealth and preserve freedom. Protectionism and government control only create poverty, backwardness -- all the ills that flow from denying freedom.

Consider the case of Mexico. Since 1986, when Mexico joined the GATT and dropped tariff rates from 100 percent to little more than 10 percent, U.S. exports to Mexico have more than doubled. Exports of automobiles and auto parts have quadrupled. Exports of iron and steel, which were running a \$12 million deficit four years ago, now are achieving a \$300 million surplus. This rise in exports created almost 300,000 jobs in the United States. Each additional \$1 billion in exports will translate into nearly 20,000 American jobs.

But these reforms have helped Mexico, too: a classic win-win situation. Fidel Velazquez Sanchez, the head of the Mexican labor confederation, recognizes that increased trade will create new jobs -- indeed, new industries -- in Mexico, and he strongly supports the trade agreement.

What's good for Hispanic America will be good for the United States. With open trade, by the year 2000 United States firms will be doing robust business with a dynamic economy of 100 million Mexican consumers.

The prospects seem equally exciting south of Mexico. We're already advancing creative plans to reduce debt, boost investment and increase trade. We've now signed framework trade liberalization agreements involving 28 countries in the Hemisphere. But we need your help. Congress still has failed to give us debt reduction authority and funding, and to give us the ability to contribute to the Multilateral Investment Fund, which will help stimulate investment and build stable democracy within

our hemisphere. I hope all of you will urge Congress to pass the legislation -- to put the Enterprise for the Americas Initiative into full effect -- to give democracy and freedom a chance. Meanwhile our efforts to expand U.S. exports will get another boost when my friend Jose Martinez becomes director of the United States Trade and Development Program.

You believe in yourselves, in America's potential. What a contrast you are to the quarrelsome remnant that wants to fortify our coasts and borders against more trade. Though Columbus proved five centuries ago that the Earth is round, they still fear foreign ventures will hurl us over the edge. The Flat Earth Party wants us to turn our economic growth mission around, but we believe in ourselves -- and we're going to stay on course.

Of course, one more event will demonstrate to one and all that we really have entered into a new era of freedom and opportunity. I'm speaking of the liberation of Cuba. \\

If this room could fall silent, I think we could hear the creaking and crumbling of Castro's dictatorship. The day is coming, sooner than Castro dares to believe, when the people of Cuba will reclaim their destiny and rejoin the Western Hemisphere's family of free nations. \\

If we want to make our hemisphere a neighborhood of peoples, we must do more than lift economic and political barriers. Our Administration also has promoted educational and cultural exchanges between our country and our neighbors in the

hemisphere. As in commerce, the natural leaders in this enterprise will be Hispanic Americans.

You see, something more than mere geography unites us. Common cultural roots enable us all to seek a shared destiny -- for our hemisphere and for ourselves.

I want to thank the Hispanic Chamber of Commerce for its endorsement of our America 2000 Education Strategy. I am grateful for your initiatives to teach economics and entrepreneurship to our kids, beginning in kindergarten. ((Now, if only someone could do the same for economists!)) \\

America 2000, like our economic proposals, begins with an article of faith: We believe that parents care about their children, care about education, and can help find schools that will help their children reach their potential. We want to expand parental choice, so that parents will have as much choice in the crucial matter of education, as they now have when they wish to purchase peanut butter. \\

If we want to make the most of ourselves, we must invite competition -- and show just how well we can do.

America 2000 will enable Hispanic communities to draw upon their natural strengths and values. It will enable parents, teachers, and church and business leaders to help reinvent American education.

To further this goal, I have announced the membership of the President's Advisory Commission on Educational Excellence for Hispanic Americans. Chicago's own Andres Bande, CEO of

Ameritech, will chair the panel, and its work will play a major role in unleashing the America 2000 revolution in education.

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Our work never ends. That's the key to life's excitement. In these hopeful times, as we tear down economic barriers and liberate ourselves from ideological confines, we must continue supplying our own sons and daughters with the values -- the fundamentals -- of a good society. Together, I know we shall.

Thank you, and God bless all the peoples of the Americas.

#

WHITE HOUSE STAFFING MEMORANDUM



DATE: 9/16/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY, 9/16/91 4:00 p.m.

PRESIDENTIAL REMARKS: HISPANIC CHAMBER OF COMMERCE
 CHICAGO, ILLINOIS
 SUBJECT: FRIDAY, SEPTEMBER 20

	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 type="checkbox"/>	PETERSMEYER	<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"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input 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"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 4:00 p.m., TODAY, MONDAY, SEPTEMBER 16, with a copy to this office. Thank you.

RESPONSE:

September 16, 1991

Mr. Tony Snow:

NSC concurs with noted changes on pages 2,3,4,5.

Brent Scowcroft

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

01 SEP 16 AIO: 50

(Duggan/Simon)
September 16, 1991
Draft Three
Hispanic.TS

PRESIDENTIAL REMARKS: HISPANIC CHAMBER OF COMMERCE
CHICAGO, ILLINOIS
FRIDAY, SEPTEMBER 20, 1991
1:30 PM

Thank you, Jose [Jose Nino, USHCC president], thank you, Gabe [Aguirre, outgoing USHCC chairman], thank you, ladies and gentlemen for that warm welcome. Let me congratulate my fellow Texan Delia Reyes, your newly elected chair. And warmest greetings to the many dignitaries here: our good friend Gus Petricioli [Mexican ambassador], and [other names provided later].

((I'm here later than originally scheduled. Would you believe we experienced a flight delay? \\ I know, it happens all the time: We had to circle the city while Michael Jordan practiced takeoffs and landings.)) \\

((Well, there's a second reason, too -- if I may be candid. I know you've just heard Jack Kemp speak -- and I thought you might like to catch your breath.)) \\

((If you're still feeling winded, it's my fault. It goes back to our first Cabinet meeting, where I asked Jack, "Can't you work up a little more enthusiasm?")) \\

But then, Jack -- and all our administration -- believe in the greatest and most visionary of American ideals, the ideal of real equality -- of letting people go as far as their abilities and their hard work will take them.

Five centuries ago, men crossed the great ocean and brought Hispanic America into being. Ever since, we have called the combination of European and American peoples on these vast lands not a new territory, not a new colony, not a new settlement. We've called it a New World.

Hispanic America arose out of risk and ~~romance~~ ^{ENTREPRENEURSHIP}. Several forces fed its growth: transoceanic trade, the movement and mingling of peoples, the grand enterprise of discovery and development. On September 20 -- this very date -- in 1519, Magellan and his party set sail from Spain to sail around the globe. Next month we begin a year of commemoration leading to the five hundredth anniversary of Columbus's daring journey. ✓

We must not think of these achievements as somehow antique and irrelevant. Frontiers don't close when men settle the wilderness, when they build cities and factories and schools. Subtle but braver adventures confront advanced civilizations: the adventures of creating families, educating children, knowing that no matter how hard or how comfortable our circumstances, we must make our world better. In the life of the Americas, in our mission of discovery and development, 1492 was only yesterday.

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date for these statistics -- our Hispanic-owned businesses pumped nearly \$25 billion into our economy and created half a million jobs. This was a 110 percent increase from 1982. But that was just a taste of things to come. //

You believe in yourselves -- in your abilities, your determination, your excellence. Because you believe in yourselves, you helped our Administration get congressional approval to extend our fast-track trade authority. Armed with that powerful tool, we ~~hope soon to negotiate~~ ^{ARE NEGOTIATING} a North American Free Trade Agreement. When we complete that accord, we ~~will~~ ^{will} hope build a free trade zone that ranges from the Arctic Ocean almost to the Equator -- a market of 360 million consumers and a present annual output of six trillion dollars.

When we seal the Free Trade Agreement, Hispanic-owned firms in the United States will enjoy strong natural advantages. Bonds of family, language and culture, already cherished in themselves, will gain value as business assets.

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The North American Free Trade Agreement and the Enterprise for the Americas Initiative incorporate the great lesson of our age: trade and enterprise can build wealth and preserve freedom. Protectionism and government control only create poverty,

backwardness -- unfreedom.[?]
 SSREVITUD E?

(IS UNFREEDOM
 A WORD?)

Consider the case of Mexico. Since 1986, when Mexico joined the GATT and dropped tariff rates from 100 percent to roughly 10 percent, U.S. exports to Mexico have more than doubled. Exports of automobiles and auto parts have quadrupled. Exports of iron and steel, which were running a \$12 million deficit four years ago, now are achieving a \$300 million surplus. This rise in exports created 320,000 jobs in the United States. Each additional \$1 billion in exports will translate into more than 20,000 American jobs.

But these reforms have helped Mexico, too: a classic win-win situation. Fidel Velazquez Sanchez, the head of the Mexican labor confederation, recognizes that increased trade will create new jobs -- indeed, new industries -- in Mexico, and he strongly supports the trade agreement. ~~He's not afraid of a rising standard of living for Mexico, even though this could have an unpredictable impact on Mexican labor unions.~~ doesn't
 pit.

What's good for Hispanic America will be good for the United States. With open trade, by the year 2000 United States firms will be doing robust business with a dynamic economy of 100 million Mexican consumers.

The prospects seem equally exciting south of Mexico. We're already advancing creative plans to reduce debt, boost investment and increase trade. In the year since I announced the Enterprise for the Americas Initiative, we've signed framework trade liberalization agreements with ten Central and South American countries. But we need your help. Congress still has failed to

and two groups of countries, for a total of 28 countries. This is an extraordinary achievement.

give us debt reduction authority, and to give us ^{The ABILITY/} ~~permission~~ to contribute to the Multilateral Investment Fund, which will help stimulate investment and build stable democracy within our hemisphere. I ^{know} ~~hope~~ all of you will ~~urge~~ ^{urge} Congress to pass the legislation -- to put the Enterprise for the Americas Initiative into full effect -- to give democracy and freedom a chance.

You believe in yourselves, and our Administration believes in you -- in all American workers, too. Our efforts to expand U.S. exports will get another boost when my friend Jose Martinez becomes Director of the United States Trade and Development Program.

Of course, ~~these~~ ^{ANNOUNCE} ~~events~~ ^{which} will demonstrate to one and all that we really have entered into a new era of freedom and opportunity. ^{IN THE HEMISPHERE WILL BE A PISAGE FOR CHANGE TO} ~~It is speaking of the liberation of Cuba.~~ ^{DEMOCRACY IN CUBA.} \

If this room could fall silent, I think we could hear the creaking and crumbling of ^{Cuba} ~~Castro's~~ dictatorship. The day is coming, sooner ^{RATHER THAN LATER} ~~than Castro dares to believe~~, when the people of Cuba will ^{STEP TO} ~~reclaim~~ their destiny and rejoin the Western Hemisphere's family of free nations. \

If we want to make our hemisphere a neighborhood of peoples, we must do more than lift economic and political barriers. Our Administration also has promoted educational and cultural exchanges between our country and our neighbors in the hemisphere. As in commerce, the natural leaders in this enterprise will be Hispanic Americans.

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I think again of the explorers on our continent five centuries ago. Some were wise -- but some were foolish. We remember the effort wasted in trying to find Cibola -- the imaginary Seven Cities of Gold. Those adventurers were not just looking in the wrong places, they were searching for the wrong treasure. The treasure was, and is, in men and women -- in "human resources" -- in mind and muscle and soul. These, not unearned bonanzas, build civilizations.

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Thank you, and God bless all the peoples of the Americas.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 9/16/91

91 SEP 16 P5:59

ACTION/CONCURRENCE/COMMENT DUE BY: TODAY, 9/16/91 4:00 p.m.

PRESIDENTIAL REMARKS: HISPANIC CHAMBER OF COMMERCE
 CHICAGO, ILLINOIS
 SUBJECT: FRIDAY, SEPTEMBER 20

	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 type="checkbox"/>	PETERSMEYER	<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"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input 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"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 4:00 p.m., TODAY, MONDAY, SEPTEMBER 16, with a copy to this office. Thank you.

MASTER

RESPONSE: Comments from Cabinet Affairs are attached.

Thanks,
 Elizabeth Luttig

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

01 SEP 16 A10: 50

(Duggan/Simon)
September 16, 1991
Draft Three
Hispanic.TS

PRESIDENTIAL REMARKS: HISPANIC CHAMBER OF COMMERCE
CHICAGO, ILLINOIS
FRIDAY, SEPTEMBER 20, 1991
1:30 PM

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((Well, there's a second reason, too -- if I may be candid. I know you've just heard Jack Kemp speak -- and I thought you might like to catch your breath.)) \\

((If you're still feeling winded, it's my fault. It goes back to our first Cabinet meeting, where I asked Jack, "Can't you work up a little more enthusiasm?")) \\

But then, Jack -- and all our administration -- believe in the greatest and most visionary of American ideals, the ideal of real equality -- of letting people go as far as their abilities and their hard work will take them.

Five centuries ago, men crossed the great ocean and brought Hispanic America into being. Ever since, we have called the combination of European and American peoples on these vast lands not a new territory, not a new colony, not a new settlement. We've called it a New World.

Hispanic America arose out of risk and ~~romance~~ ^{enterprise (Nise)}. Several forces fed its growth: transoceanic trade, the movement and mingling of peoples, the grand enterprise of discovery and development. On September 20 -- this very date -- in 1519, Magellan and his party set sail from Spain to sail around the globe. Next month we begin a year of commemoration leading to the five hundredth anniversary of Columbus's daring journey.

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Your convention theme sings with this spirit: "Launching New Partnerships." America's ^{more than (Commerce)} 400,000 Hispanic-owned firms provide new jobs and generate new wealth. In 1987 -- the latest

date for these statistics -- our Hispanic-owned businesses pumped nearly \$25 billion into our economy and created half a million jobs. This was a 110 percent increase from 1982. But that was just a taste of things to come. //

You believe in yourselves -- in your abilities, your determination, your excellence. Because you believe in the potential for ^X yourselves, you helped our Administration get congressional approval to extend our fast-track ^{Procedures for} trade ^{Negotiations WTR ok} authority. Armed with that powerful tool, we ^{are engaged in the (WTR)} ~~hope soon to negotiate~~ ^{ion of WTR} a North American Free Trade Agreement. When we complete that accord, we will build a free trade zone that ranges from the ^{Yukon WTR} ~~Arctic Ocean almost~~ to the ^{Yucatan (WTR)} ~~Equator~~ -- a market of 360 million consumers and a present annual output of six trillion dollars.

When we seal the Free Trade Agreement, Hispanic-owned firms in the United States will enjoy strong natural advantages. Bonds of family, language and culture, already cherished in themselves, will gain value as business assets.

Because you believe in ^{the potential for his hemisphere (Treasury) X} yourselves, you also have supported our Enterprise for the Americas Initiative, aiming to establish a network of expanded trade, investment and cooperation from Hudson Bay to the Strait of Magellan. ^X

The North American Free Trade Agreement and the Enterprise for the Americas Initiative incorporate the great lesson of our age: trade and enterprise can build wealth and preserve freedom. Protectionism and government ^{intervention (Treasury)} ~~control~~ only create poverty, backwardness -- unfreedom.

^{is this a word? (Treasury)} ~~servitude (NSC)~~ → an absence of freedom. (Smith)
"unfreedom" - a word? (NSC)

his hemisphere (Treasury)

X
Need better reference from Hudson Bay (Treasury)

Consider the case of Mexico. Since 1986, when Mexico joined the GATT and dropped tariff rates from 100 percent to ^{little more than (USTR)} roughly 10 percent, U.S. exports to Mexico have more than doubled. Exports of automobiles and auto parts have quadrupled. Exports of iron and steel, which were running a \$12 million deficit four years ago, now are achieving a \$300 million surplus. This rise in exports created ^{almost 300,000 (Commerce)} ~~320,000~~ jobs in the United States. Each additional \$1 billion in exports will translate into more than ^{(Commerce) nearly} 20,000 American jobs.

But these reforms have helped Mexico, too: a classic win-win situation. Fidel Velazquez Sanchez, the head of the Mexican labor confederation, recognizes that increased trade will create new jobs -- indeed, new industries -- in Mexico, and he strongly supports the trade agreement. (He's not afraid of a rising standard of living for Mexico, even though this could have an unpredictable impact on Mexican labor unions.) ^{Doesn't fit! (NSC)}

What's good for Hispanic America will be good for the United States. With open trade, by the year 2000 United States firms will be doing robust business with a dynamic economy of 100 million Mexican consumers.

The prospects seem equally exciting south of Mexico. We're already advancing creative plans to reduce debt, boost investment and increase trade. ~~In the year since I announced the Enterprise for the Americas Initiative, we've signed framework trade liberalization agreements with ten Central and South American countries.~~ ^{now twelve (Simon)} ^{27 countries. (Commerce)} ^{15 (Simon)} Check ^{* But we need your help. Congress still has failed to}

^{and 13 Caribbean Islands (Simon)}

* We have also signed two historic agreements with groups of countries, the Southern Common Market (MERCOSUR, composed of Argentina, Brazil, Paraguay, Uruguay) and the Caribbean Community (CARICOM, composed of thirteen countries). ^{Extraordinary progress on trade (USTR)}

and two groups of countries for a total of 28 countries. This is an extraordinary achievement (NSC)

give us debt reduction authority, ^{and funding (Treasury)} and to give us ^{the ability} ~~permission~~ to contribute to the Multilateral Investment Fund, which will help stimulate investment and build stable democracy within our hemisphere. I hope all of you will urge Congress to pass the legislation -- to put the Enterprise for the Americas Initiative into full effect -- to give democracy and freedom a chance.

You believe in ^{the potential for this hemisphere (Treasury)} ~~yourselves~~, and our Administration believes in you -- in all American workers, too. Our efforts to expand U.S. exports will get another boost when my friend Jose Martinez becomes Director of the United States Trade and Development Program.

Of course, ^{another which (NSC)} ~~one more event~~ will demonstrate to one and all that we really have entered into a new era of freedom and ^{in the hemisphere will be a peaceful change to} opportunity. ~~I'm speaking of the liberation of Cuba. \\~~ ^{democracy in Cuba. (NSC)}

If this ^{Cuba's (NSC)} room could fall silent, I think we could hear the creaking and crumbling of ~~Castro's~~ ^{rather than later (NSC)} dictatorship. The day is coming, sooner ~~than Castro dares to believe~~, when the people of Cuba will reclaim their destiny and rejoin the Western Hemisphere's family of free nations. \\

If we want to make our hemisphere a neighborhood of peoples, we must do more than lift economic and political barriers. Our Administration also has promoted educational and cultural exchanges between our country and our neighbors in the hemisphere. As in commerce, the natural leaders in this enterprise will be Hispanic Americans.

You see, something more than mere geography unites us. Common cultural roots enable us all to seek a shared destiny -- for our hemisphere and for ourselves.

I want to thank the Hispanic Chamber of Commerce for its endorsement of our America 2000 Education Strategy. I am grateful for your initiatives to teach economics and entrepreneurship to our kids, beginning in kindergarten. ((Now, if only someone could do the same for economists!)) \\

America 2000, like our economic proposals, begins with an article of faith: We believe that parents care about their children, care about education, and can help find schools that will help their children reach their potential. We want to expand parental choice, so that parents will have as much choice in the crucial matter of education, as they now have when they wish to purchase peanut butter. \\

If we want to make the most of ourselves, we must invite competition -- and show just how well we can do.

America 2000 will enable Hispanic communities to draw upon their natural strengths and values. It will enable parents, teachers, and church and business leaders to help reinvent American education.

To further this goal, I have announced the membership of the President's Advisory Commission on Educational Excellence for Hispanic Americans. Chicago's own Andres Bande, CEO of Ameritech, will chair the panel, and its work will play a major role in unleashing the America 2000 revolution in education.

Let me close with a few comments on a concept we talked about earlier: development. It's a term of art, of course, in international economics. We tend to use "developing country" as a sort of fuzzy euphemism for "poverty" -- for a nation short on material or financial wealth.

But when we use the term, "development" in this way, we forget its deeper meaning. Isn't the United States -- must it not be -- still "developing"? For all our present wealth, can we afford to become static or stagnant? If we're not giving our children a moral and intellectual inheritance as good as our parents gave us, are we a "developed" society?

I think again of the explorers on our continent five centuries ago. Some were wise -- but some were foolish. We remember the effort wasted in trying to find Cibola -- the imaginary Seven Cities of Gold. Those adventurers were not just looking in the wrong places, they were searching for the wrong treasure. The treasure was, and is, in men and women -- in "human resources" -- in mind and muscle and soul. These, not unearned bonanzas, build civilizations.

Our work never ends. That's the key to life's excitement. In these hopeful times, as we tear down economic barriers and liberate ourselves from ideological confines, we must continue supplying our own sons and daughters with the values -- the fundamentals -- of a good society. Together, I know we shall.

Thank you, and God bless all the peoples of the Americas.

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