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Series/Staff Member: Alexis Herman/Ruby Moy

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OA/ID Number: 5263

FolderID:

Folder Title:
Cesar Chavez Dinner

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MEMORANDUM

TO: Alexis Herman, Office of Public Liaison

FROM: Suzanna Valdez, Office of Public Liaison

DATE: March 27, 1995

RE: Cesar Chavez Dinner

On Friday, March 31, the Cesar Chavez Foundation will be holding the inaugural Cesar Chavez Legacy Awards dinner to celebrate Cesar Chavez' life, announce the Cesar E. Chavez Foundation and award leaders in the Latino community.

I submitted a proposal for the President to attend the dinner which was denied. Instead, the President taped a video tribute to Cesar Chavez which will be shown at the dinner. As Tom Epstein indicates in his attached memo, he believes this dinner is a key Los Angeles political event and with over 1,000 national leaders attending, it is one of the most important Hispanic events of the year. Furthermore, the President awarded Cesar Chavez with the Presidential Medal of Freedom posthumously last year emphasizing his importance and the work of the Cesar E. Chavez Foundation.

Please let me know if you think I should attend.

*You would need to approve
budget + travel for me.*

yes ✓
no _____

Michelle
3/28/95

March 6, 1995

MEMORANDUM FOR DOUG SOSNIK

FROM: TOM EPSTEIN

SUBJECT: PRIORITY EVENTS

The African American Chamber of Commerce Dinner on March 30 and the Cesar Chavez Awards Dinner on March 31 are both key Los Angeles political events for which we have yet to secure an administration representative. Over the past three weeks, we have contacted: Secretaries O'Leary, R. Brown, J. Brown, Cisneros, and Pena, as well as Administrators Lader, Linton and Slater. All have declined except for Linton, who has yet to respond. These events represent critical forums for the administration to reach out to California's minority communities at a time when those communities are particularly sensitive. We need to take this to a higher level to get appropriate administration officials to attend both events. Can you help?

MAR-21-1995 12:54 FROM NEWSC TA FA TO 12024555218 P.1/3

Memorandum

Cesar E. Chavez Foundation

P.O. Box 62, Keene, CA 93531 805-822-5571 x-256

DT: 21 March 1995

TO: Brian Holberg
FR: Magdaleno M. Rose-Avila
RE: The Cesar E. Chavez Legacy Awards Dinner

Mr. Holberg,

Please see the attached letter from Helen Chavez regarding the award recipients and the purposes of the dinner. To reiterate:

Award Recipients

C.E.C. Freedom Award - L.A. County Supervisor Gloria Molina
C.E.C. "Si Se Puede" Advocacy Award - L.A. City Councilman Richard Alatorre
C.E.C. Friendship Award - Martin Sheen
C.E.C. Legacy Award - Ethel Kennedy

This dinner is principally a vehicle to announce the Cesar E. Chavez Foundation and to raise money for the first phase of the Cesar E. Chavez Library Complex. Suzanna Valdez in the White House Public Liaison Office has a copy of the color rendering of the Plaza we will build which will include Cesar's grave site. Please ask her to share that with you so the President can see it. (A fax won't do it justice!)

The mission of the Cesar E. Chavez Foundation is to inspire current and future generations by promoting the ideals of Cesar's life, work and vision. The Foundation was created by Cesar's family and the officers of the UFW to work with local communities, helping to foster and coordinate the commemorative events and memorials which they have initiated to honor Cesar and his legacy of non-violence. The Foundations' role in such matters, as the representatives of Cesar's family, is to preserve the integrity, philosophy, and legacy of Cesar E. Chavez while providing communities with accurate and timely information about Cesar and his life's work. We also coordinate all requests from individuals doing books, films, documentary's, etc....

Over the last year, the Foundation has built a small staff and has expanded to two offices, one in Los Angeles and one at La Paz, the headquarters of the farm worker movement. We are about to begin developing active programs to continue Cesar's work for justice without violence in the broader communities.

OFFICE OF PUBLIC LIAISON

From: Dan Wexler

Date:

3/8

To:

Alexis Herman

Jeff Shulman

Ann Eder

Kate Carr

Barbara Woolley

Marilyn DiGiacobbe

Ben Johnson

Marilyn Yager

Bob Jones

Mike Lux

Chris Wayne

Ruby Moy

Dana Wyckoff

Steve Hilton

Debbie Fine

Suzanna Valdez

X

Doris Matsui

Other:

Flo McAfee

RE:

Cesar Chavez Legacy Dinner

Please advise:

POTUS should attend

POTUS should/need not attend

IF YOU THINK POTUS
PROPOSAL A

Additional Comments:

Danny

ROUTING SLIP

DATE: 3, 7, 95

FROM: Billy Webster
Director of Scheduling and Advance

SUBJECT: CEBAR CHAVEZ LEGACY DINNER

March 31

Don Baer	☒	Abner J. Mikva	☐
Erskine Bowles	☐	NEC	☐
Rebecca Cameron	☐	Leon Panetta	☐
Rahm Emanuel	☐	John Podesta	☐
Mark Gearan	☒	Jack Quinn	☐
Jack Gibbons	☐	Carol Rasco	☐
Cindy Gire	☐	Lee Satterfield	☐
Pat Griffin	☐	Steve Silverman	☐
Marcia Hale	☐	Patti Solis	☐
Alexis Herman	☒	Doug Sosnik	☒
Nancy Hernreich	☐	G. Stephanopoulos	☒
Kitty Higgins	☐	Ann Stock	☐
Harold Ickes	☒	Stephanie Street	☐
Anthony Lake	☐	Kim Tilley	☐
Bruce Lindsey	☒	Jodie Torkelson	☐
Mike McCurry	☒	Melanne Verveer	☐
Anne McGuire	☒	Anne Walley	☐
Mack McLarty	☐	Maggie Williams	☐

FILE: ☒ REGRET

FYI ☒

ADVICE ☐

ACTION ☐

REGRET POTUS, suggest a surrogate is needed: _____

COMMENTS: REGRET PER BILLY 3/7 mty.

SCHEDULE PROPOSAL

3/7/95

 ACCEPT

REGRET 95 MAR 7 All : ~~08~~NDING

TO: Billy Webster
Director of Scheduling and Advance

FROM: Alexis Herman
Assistant to the President
Director, Office of Public Liaison

REQUEST: President to deliver keynote address at the inaugural Cesar E. Chavez Legacy Awards Dinner.

PURPOSE: The dinner will recognize and honor friends who have continually supported Cesar's efforts. As keynote speaker, the President will have the opportunity to address and share his accomplishments with various constituencies.

BACKGROUND: Cesar Chavez is an historic figure and is respected by many. Politicians, Hispanic leaders nationally, major labor organizations, community leaders, celebrities and other major donors will be in attendance.

PREVIOUS PARTICIPATION: The President honored Cesar Chavez by posthumously awarding him the Presidential Medal of Freedom on August 8th.

DATE AND TIME: March 31, 1995, in the evening

BRIEFING TIME: 15 minutes prior to event

DURATION: 1 hour

LOCATION: Los Angeles, CA
The Biltmore Hotel

PARTICIPANTS: National & Local Leadership; Elected Officials
Approximately 900 participants

OUTLINE OF EVENTS: tbd.

REMARKS REQUIRED: Prepared by speechwriting

MEDIA COVERAGE: Open

FIRST LADY'S ATTENDANCE: Requested

VP'S ATTENDANCE: Not required

RECOMMENDED BY: Alexis Herman
Secretary Cisneros
Secretary Pena

CONTACT: Suzanna Valdez 6-6659
Danny Wexler 6-2930

ORIGIN OF THIS PROPOSAL: Office of Public Liaison

EVENT MESSAGE FORM

Event: Cesar Chavez Legacy Awards Dinner

Date of Event: March 31, 1995

Event Coordinator:: _____

Lead Advance: _____

Deadline: _____

Mark Gearan's Initials: _____

Billy Webster's Initials: _____

DESIRED "HEADLINE":

President Honors Celebrated Hero

MESSAGE THAT THE PRESIDENT WILL CONVEY:

Naturalization; The Administration's continuous support for the Hispanic community and its leaders by outlining up to date accomplishments.

DESIRED VISUAL FOR EVENT:

N/A

DESIRED AUDIENCE AT SITE:

National & Local Leadership; Elected Officials

CONCISE ANSWER TO THE QUESTION, "WHY ARE WE DOING THIS EVENT?"

California/Los Angeles Politics; It will provide the opportunity to strengthen base with the Hispanic community, as well as other important communities in California.

CESAR E. CHAVEZ FOUNDATION

P. O. Box 62 • Keene, California 93531 • Telephone (805) 822-5571 ext 266 • Facsimile (805) 822-7329



9 December 1994

President Bill Clinton
The White House
1600 Pennsylvania Ave.
Washington, D.C. 20500

Dear Mr. President,

Your words at the White House on August eighth when you awarded Cesar the Presidential Medal of Freedom touched all of us. It reminded us that we must share Cesar's vision for a better world with all of America.

It gives me great pleasure to invite you to be the keynote speaker at the Inaugural Cesar E. Chavez Legacy Awards Dinner. This historic event is scheduled for March 31st, Cesar's birthday, in Los Angeles.

The purpose of the dinner is to recognize and honor friends who have helped Cesar and who in their own rights are women and men of distinction who work to make this world a better place for all of us. We will also honor Cesar, his work, his vision, and his legacy which he left for us to carry on.

I would be deeply honored to have you and the First Lady celebrate Cesar's birthday with me and my family. It is my hope that you will accept this invitation to be with us.

My Best Wishes,

Helen F. Chavez
Helen F. Chavez