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Draft Proposal for President Zedillo's Visit

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April 14

430-5

TO:

ALEXIS HERMAN
ASSISTANT TO THE PRESIDENT AND
DIRECTOR FOR PUBLIC LIAISON

FROM:

SUSANNA VALDEZ
ASSOCIATE DIRECTOR,
WHITE HOUSE OFFICE OF PUBLIC LIAISON

MOE VELA
SCHEDULE C APPOINTEE/USDA

DATE:

APRIL 17, 1995

RE:

DRAFT PROPOSAL FOR PRESIDENT ZEDILLO'S VISIT

Attached please find a draft proposal/outline for scheduled and recommended events surrounding the upcoming state visit of the President of Mexico.

Alexis -

Please let me know
your thoughts. We should
schedule mtg. w/Ann
Stock ASAP.

SV

SCHEDULED / RECOMMENDED EVENTS**Arrival Ceremony:**

Invitees to be selected from all lists provided in "invitee pool" illustrated in attached graph.

State Dinner:

Invitees to be selected from all lists illustrated in attached graph.

Post-State Dinner Lawn Event:

Recommend a musical/performance extravaganza of performing artists from both Mexico and the United States. Recommend that we consider all genre of music, including, but not limited to:

- Mariachis
- Marimbas
- pop/rock
- easy listening
- salsa/merengue/cumbia
- opera

***Potential performers at Lawn Event:**

- mariachis (to be determined, but should be U.S.) (L.A./San Antonio/ Chicago)
- marimbas (to be determined)
- pop/rock (Gloria Estefan/Julio Iglesias/Luis Miguel/Emanuel/Los Lobos)
- easy listening (Tish Hinojosa)
- salsa/etc. (Willie Chirin/ any conjunto)
- opera (Placido Domingo)
- country (Rick Trevino)

...cultural performers such as an accordionist...

*Recommend having a theme for the Lawn Event/DNC Event/Cabinet Event.

Possible Themes:

- Mano a Mano
- Building Bridges for the Future
- Neighbors & Partners
- Together We Can

State Dept. Lunch:

- business
- civil rights
- entertainers
- labor
- elected officials
- foreign affairs
- media
- others

OES:

- Hispanic Business Leaders

Cabinet-Hosted Event (s):

Recommend a joint reception hosted by Secretary Cisneros and Secretary Pena

DNC Event:

Recommend DNC Office of Latino Outreach host reception and focus on Hispanic donors/FOB's/Early Supporters

Hispanic Congressional Caucus:

Recommend reception for basically just the Caucus and some few guests

National Hispanic Organizations:

Extend opportunity to one or joint organizations to host a reception in honor of the President of Mexico.

(Including, but not limited to: La Raza, MALDEF, IMAGE, LULAC)

Possible School Visit:

Possible visit to a local school in D.C./MD/VA with a high Hispanic student enrollment.
(possibly the Adams Morgan area)

NAFTA Event:

Reception highlighting business success stories as a result of NAFTA.

Number	Organization	Contents	
	Community Leaders	1000 Latino Leaders/ DNC	
	Influential Latinos	-Hisp. Congr. Caucus -Hisp. Elected Offic. -Corp/Bus (w/Mex) -Top Latino Lawyers -Women of Influence -Performing Artists -Cultural Artists -Sports Figures	
	Early Supporters		
	Minority Donors		
	Mexico Delegation		
	FOB's		
	State Dinner List		
	Nat'l. Hisp. Organiz.		