Withdrawal/Redaction Sheet
Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. email	To Mickey Ibarra (1 page)	06/25/1999	P5
002. list	Roundtable Recommendations; RE: phone number [partial] (1 page)	06/29/1999	P6/b(6)

COLLECTION:
Clinton Presidential Records
Policy Development
Lisa Green
OA/Box Number: 20590

FOLDER TITLE:
Phoenix AZ [Arizona] [1]

2012-0043-S
ms253

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P1 National Security Classified Information [(a)(1) of the PRA]
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RR. Document will be reviewed upon request.

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HEOF PARTNERS

Enron

Just as Enron has used its innovation to become a leader in the global energy market, Enron is interested in developing innovative partnerships that strengthen the communities where it does business. As the lead sponsor, Enron is a significant capital partner with a wealth of experience in private equity investments, risk management, financial structuring and asset management.

Intrust USA

Since its inception in 1985, Intrust USA has raised approximately $200 million in private equity for investments in more than 85 projects nationwide. Intrust USA is certified by the U.S. Treasury as a Community Development Financial Institution (CDFI) and has collective experience of over 70 years in banking, real estate, asset management, finance, marketing, and community development.

Covenant Community Capital Corporation

Covenant Community Capital Corporation is a non-profit organization founded in 1997. Its mission is: "To enhance the beauty, safety and economic vitality of low-income communities through the development of affordable housing, growing business enterprises and the building of community assets." Covenant will serve as the designated community partner through an advisory relationship with the Fund.

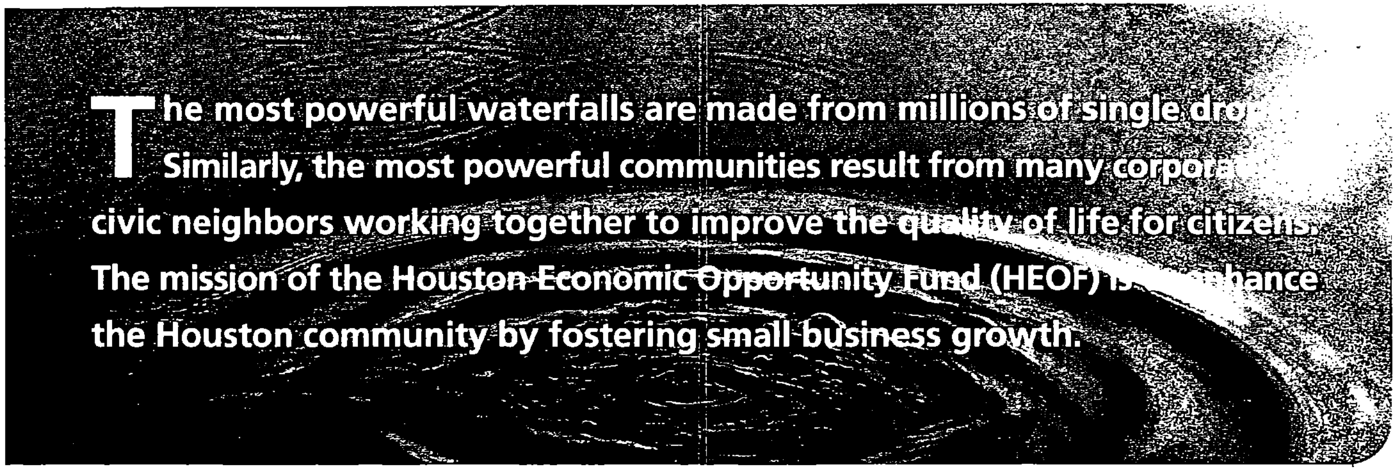
Managed by Enron and Intrust USA
in partnership with
Covenant Community Capital Corporation

HOUSTON ECONOMIC

opportunity

FUND

ENHANCING OUR COMMUNITY BY FOSTERING SMALL BUSINESS GROWTH



HEOF is a premier for-profit community investment vehicle that provides much needed financial resources to small urban businesses. By building public-private partnerships, HEOF helps these businesses create and sustain a competitive advantage.

The benefits HEOF brings to Houston are best represented by the ripple effect of a single raindrop. The raindrop is the investment that the Fund makes in urban businesses that provide quality products and services to the Houston community. The ripple effect occurs when these companies utilize HEOF resources to increase their revenues and employee base. The ripple continues to expand as these once small businesses are now better positioned to supply goods and services – not only to the Houston community, but also to the very companies that invest in them.

HOUSTON ECONOMIC OPPORTUNITY FUND

ONE-STOP SHOPPING

- Equity
- Debt placement
- Management consulting

INVESTMENT OPTIONS

- Common stock
- Preferred and convertible preferred stock
- Subordinated debt
- Partnership Interests
- Income participation certificates

The Houston Economic Opportunity Fund is looking for economically viable projects located in or serving Houston's inner city market that create significant value for investors, local entrepreneurs and Houston's underserved inner city communities. We are targeting:

- Existing businesses in urban Houston with an established financial track record
- Companies that share Enron's values of Respect, Integrity, Communication and Excellence

Our investment focus consists of:

- Light industrial projects
- Residential and commercial real estate
- Retail-based businesses
- Teleservices providers
- Women and minority-owned vendors

If you believe that your business is a candidate to receive HEOF funding, please contact:

Enron Economic Development Corp.
1400 Smith Street
Houston, TX 77002
E-mail: heof@ect.enron.com
Tel: (713) 345-7972
Website: http://www.eedc.enron.com/heof

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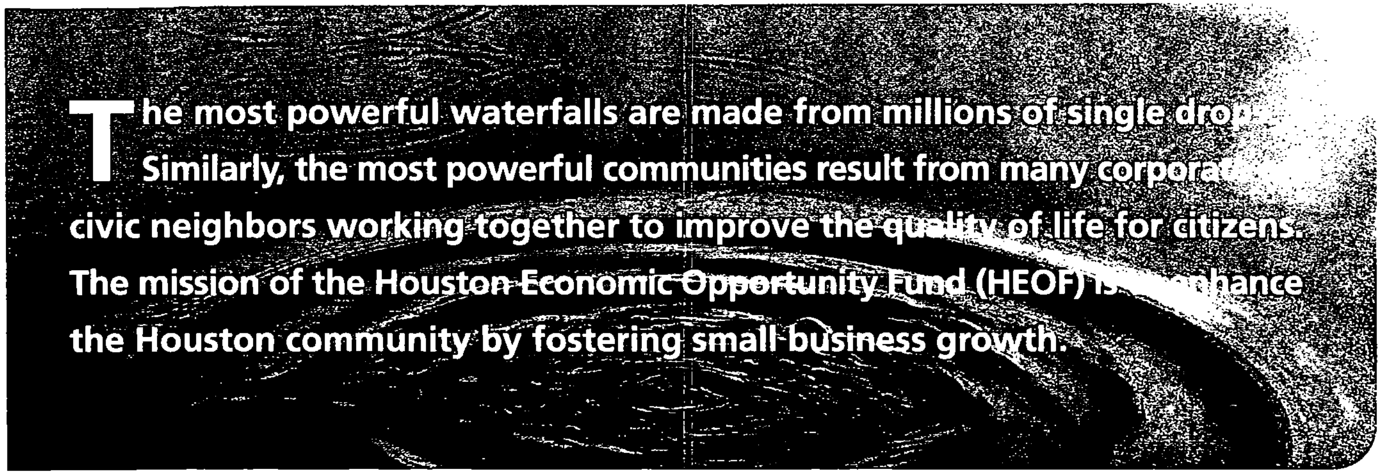
ENRON

COVENANT COMMUNITY CAPITAL CORPORATION

HOUSTON ECONOMIC
opportunity
FUND

ENHANCING OUR COMMUNITY BY FOSTERING SMALL BUSINESS GROWTH



The most powerful waterfalls are made from millions of single drops. Similarly, the most powerful communities result from many corporate and civic neighbors working together to improve the quality of life for citizens. The mission of the Houston Economic Opportunity Fund (HEOF) is to enhance the Houston community by fostering small business growth.

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E-mail: heof@ect.enron.com
Tel: (713) 345-7972
Website: http://www.eedc.enron.com/heof

Millicent.Hodge@sba.gov
06/30/99 04:35:38 PM

Record Type: Record

To: Lisa Green/OPD/EOP, Laura A. Graham/WHO/EOP

cc: saunders.miller@sba.gov, Michele.Kriess@sba.gov
Subject: FW: Phoenix New Markets - Information on Botas Juarez

---

FYI
-----Original Message-----
From: Hodge, Millicent Y.
Sent: Wednesday, June 30, 1999 8:32 PM
To: 'June_Shih@who.eop.gov'
Subject: RE: Phoenix New Markets - Information on Botas Juarez

The following is the information that we have on Botas Juarez:

Botus Juarez Western Wear
4231 South Central Avenue
Located in retail commercial strip in heart of South Phoenix.
(Located in an EC)

EVENT: Clutch and Presentation of cowboy boots, hat, etc. to the President
Walk through of commercial retail strip

RATIONALE FOR THIS SITE:

Botas Juarez Western Wear is a South Phoenix retailer that was assisted by Chicanos Por La Causa (a CDFI) through an SBA-supported technical assistance program.

If we have anything else, I'll forward it to you as soon as I receive it.
-----Original Message-----
From: June_Shih@who.eop.gov [mailto:June_Shih@who.eop.gov]
Sent: Wednesday, June 30, 1999 7:24 PM
To: Millicent.Hodge@sba.gov
Subject: RE: phoenix new markets - Background on La Canasta

do you have stuff on botas juarez, too?

- att1.htm

Millicent.Hodge@sba.gov
06/30/99 04:35:38 PM

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Where were we now vs
Where will we be in 93

Dawn L. Smalls
06/24/99 03:52:23 PM

Train Trip
Story Line

Record Type: Record

To: Lisa Green/OPD/EOP@EOP
cc:
Subject: Draft TPs

Phoenix, AZ

SBA

- Corella Electric Wire and Cable Plant

Successful partnership with ATT; 50% of employees are minority; Arizona MultiBank (a CDFI) helped finance

- NFL Yet Academy

Academy established after Super Bowl XXX with 1$ million in funding. Academy former junk yard and center if some self-help housing initiatives.

Kentucky

Agriculture

- Jackson County

five sites proposed of former Tobacco producing sites products of alternative farming

- Mid South Electrics, Jackson County Industrial Park (Economic Development)

Annville, Kentucky's largest employer; manufacturer of telecommunications, electronic and appliance components

- JCR Industries (youth Opportunity)

company formed as part of the empowerment Zone and has received support from USDA, Rural LISC, DoL, and HHS.

CDFI

- JCR Industries, Inc.

Job training facility operated by local ,private employers in Jackson County with 103 employees.

→ Here, I took Andrew's call to John — & didn't send this note to John — wanted to share w/ you.

John ——

Re: New Markets <Location>

Andrew Cuomo called to ask you to consider the following:

A) Pine Ridge: (he is holding off on scheduling his conference until he hears from us re whether this could be a new markets site)

B) LA — He thinks this is a big mistake because we have a $350m community investment bank that is a mess

C) Phoenix — Is one of the highest rated sites — not appropriate for new markets

He suggests:*

1) anywhere in mid-west like Gary, Indiana;

2) anywhere in New England Hartford, Conn

* ~~some where~~ a place where the industrial base has gone elsewhere.

saunders.miller@sba.gov
07/01/99 08:51:37 PM

Record Type: Record

To: Lisa Green/OPD/EOP, dunn_j@a1.eop.gov

cc: Millicent.Hodge@sba.gov
Subject: Background info from HUD re: Phoenix Roundtable

This information just came in from HUD.

Leonard Moreno: Leonard Moreno has quietly built his small business into a successful community fixture. With the financial assistance from HUD through CDBG and the Enterprise Community, Moreno Welding currently has 18 employees and expects to hire several more through the end of the year. In 1995, the business was one of the first to receive funding from the HUD-funded, City of Phoenix Expand program, a loan collaterialization program that encourages lenders to make loans to businessess that might not have otherwise been able to secure such funding. Mr. Moreno received a $303,000 loan from First Interstate Bank collaterized by $75,000 from the HUD-funded Expand program. Moreno Welding produces barbecue grills and conveyers for such customers as the City of Phoenix, United Parcel Service, local schools and equipment companies. In 1996, Moreno Welding was awarded the Minority Enterprise Award in recognition of its success, stability and committment to the community. In 1999, Moreno Welding will gross in the neighborhood of $1.5 million.

Pete Garcia: Mr. Pete C. Garcia, President/CEO of Chicanos Por La Causa, Inc., has a BA in Elementary Education from Arizona State University and a Masters in Public Administration from the University of Southern California. Mr. Garcia has a long history with the organization beginning in 1972 as an Economic Development Specialist. Mr. Garcia has been the President/CEO since 1984. He was recently named as one of the "Ten Most Influential Hispanic" in Arizona.

Chicanos Por La Causa, Inc. has a comprehensive affordable housing agenda, which has received long-standing support from the United States Department of Housing and Urban Development (HUD) for over 25 years. Chicanos Por La Causa, Inc. is comprised of two major divisions, one is Social Services, the other is Economic Development. The Economic Development Division is responsible for the construction of affordable housing, acquisition of properties, management of CPLC's multifamily housing complexes, the administration of revolving loan funds for small businesses, technical assistance to small and emerging enterprises, and the development of small incubator projects, which offer affordable space to small business.

Yolanda Kaiser: Ms. Yolanda Kaiser is owner and President of Builders's Book Depot, retail, mail order and internet book dealership specializing in national distribution of books and publications for the construction,

architectural, interior design and engineering fields. Ms. Kaiser served as President of the Arizona Hispanic Chamber of Commerce in 1991 and 1992. Ms. Kaiser has held several appointments and memberships in affiliations throughout the community which include: City of Phoenix Commission on the Economy, Governor's Strategic Plan for Economic Development, National Association of Women Business Owners, Phoenix Chamber of Commerce, and Arizona State University-President's Advisory Group on Enhancing Diversity.
Saunders
202.205.3646

- att1.htm

U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

Send to Sonia Graham

MEMORANDUM

DATE: JUNE 28, 1999

FROM: JACQUIE LAWING
MICHAEL N. COHEN

TO: MILLICENT HODGE

NEW MARKETS INITIATIVE
PRESIDENT CLINTON'S VISIT TO PHOENIX

The Memorandum of June 25, 1999 from Jacquie Lawing, Michael N. Cohen and Lisa MacSpadden emphasized HUD's support for Chicano por La Causa ("CPLC") Small Business Incubator to be featured during President Clinton's July 7, 1999 visit to Phoenix, Arizona. The purpose of this Memorandum is to provide more background on the Incubator in support of original discussion.

Many of the foremost hispanic leaders in the state have been associated with CPLC including Congressman Ed Pastor, State Senator Joe Eddie Lopez, former Majority Leader of the Arizona State Senate Alfredo Gutierrez, Tommy Espinosa, and Art Othon.

CPLC is not a government agency nor a pass through conduit for government programs. CPLC is a non-profit organization that received some funding several years ago from governmental entities (including $140,000 from HUD CDBG) and foundations to begin an incubator. its primary funding source was the Ford Foundation. This represents a true financial partnership between public and private funding sources.

The CPLC Small Business Incubator provides a variety of services to the fledgling, but growing, business. They provide lower rent to the businesses in the incubator and provide technical assistant to businesses. They assist with business plan preparation and pro forma financial statements.

The Incubator includes the following small businesses:

Aztec Accounting -- (2 employees) Ron Piceno, Kim and Clarence Newman principals. Accounting services for small business.

Renewable Marketing. -- (1 employee) Phase I and II environmental reports for many companies including the two largest utilities in Arizona.

El Sol -- (4.5 employees) Spanish language weekly newspaper. Earl and Mary Rose Wilcox principals.

Laura) This site is looking good as a possible for roundtable location from the policy side. Has anyone taken a look yet?

Tiempo Real Estate -- (5 employees) A for profit subsidiary of CPLC doing munti family residential development. Manny Gauna, President and CEO.

Tiempo Property Management -- (90 employees, 10 at the center) A for profit subsidiary of CPLC. Manny Gauna, President and CEO.

CPLC Economic Development -- (2 employees) Greg Rodriguez and Raul Torres, principals.

Small Business Development Center -- (3 employees) Teresa Miranda and Joe Martinez.

The CPLC incubator is about 7,500 square feet. It was constructed about two years ago at a total cost of $550,000. The source of funds for the Incubator comes from:

$54,000 CDBG from Phoenix, grant
$50,000 Arizona Community Foundation, grant
$25,000 Norwest, grant
$25,000 Wells Fargo, grant
$5,000 Arco Foundation grant
$280,000 loan (permanent finance) from the National Cooperative Bank, Washington DC

This program would seem to be an ideal place to expound upon the theme of the visit which is hispanic business development. In addition to the many businesses that got their start thanks to CPLC, the President would have the opportunity to visit with five that are just beginning to grow. The Incubator is a successful partnership between public and private entities and a model for the rest of the country.

cc: Maria Echaveste
Alvin Brown
Lisa Green

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Gene Sperling (NEC)
Melissa Green 65385

ROUNDTABLE RECOMMENDATIONS

Small business ~~site visits in~~ South Phoenix/Phoenix recommended by Congressman Pastor
June 29, 1999
(25 business names)

ATL Inc.
2912 W. Clarendon
Phoenix, AZ 85017
Contact: Frank Rivera, Owner
Frank is the new national President of the National Association of Minority Contractors.
(602) 241-1097

Azteca Plaza Bridals and Formals
1010 E. Washington St.
Phoenix, AZ 85034
Contact: Greg Torres
(602) 253-2171

* Madera Component Systems
6323 W. Van Buren St.
Phoenix, AZ 85043
Contact; Bob Singh, Owner
(602) 245-1001

Northridge Mechanical Inc.
4106 S. Seventh St.
Phoenix, AZ 85040
Contact: Daniel Ortega Sr., Owner
(602) 268-2100

Tres Hermanos Inc. DBA Oaxaca Restaurant
1516 W. Van Buren St.
Phoenix, AZ 85007
Contact: Fred Verdugo
(602) 258-0804

AR Utility Specialists, Inc.
106 E. Buchanan St.
Phoenix, AZ 85004
Contact: Alejandro Reynoso
(602) 252-3227

Adventures in Travel

3401 E. Broadway Road
Phoenix, AZ 85040
Contact: Deby Wyckoff
(602) 243-3410

Austin's Cash Market
1445 S. 13th Place
Phoenix, AZ 85034-4613
Contact: Vince Austin
(602) 254-7693

Ax-Cent Packaging, Inc.
2533 W. Holly
Phoenix, AZ 85009
Contact: Joash (pronounced Joe Ash) Duke
(602) 272-8070

Botas Juarez
4231 S. Central Ave.
Phoenix, AZ 85040
Contact: Miguel Peña
(602) 268-9068

CC Foods Inc.
3348 E. Weir
Phoenix, AZ 85040
Contact: Bob Casillas, CEO
(602) 276-7974

C.G. Manufacturing, Inc.
2625 E. University Drive, Suite B
Phoenix, AZ 85034
Contact: Carmen Goitia
(602) 275-5703

Carolina's Mexican Food and Carryout
1202 E. Mohave St.
Phoenix, AZ 85034
Contact: Joe Abril
(602) 252-1503

Del's Wrought Iron
2212 S. 16th St.
Phoenix, AZ 85034

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Contact: Del Sedillo
(602) 276-2584

[002]

El Mesquite Restaurant
26 E. Baseline Road #21
Phoenix, AZ 85040
Contact: Juanita and Dora Modora
Business: (602) 243-7107
Juanita's residence: P6/(b)(6)

The Farm at South Mountain (restaurant)
6106 S. 32nd St.
Phoenix, AZ 85040
Contact: Patricia Christofolo
(602) 276-6360

Interface Data Systems
3333 W. Flower St.
Phoenix, AZ 85017
Chairman/CEO Mahasen Samaravijaya
Contact: Barry Ebert, (602) 998-7232

La Canasta Mexican Foods, Inc.
3101 W. Jackson St.
Phoenix, AZ 85009
Contact: Mrs. Carmen Abril
(602) 269-7721

Moreno Welding Manufacturer and Fabricator
3414 S. 3rd Place
Phoenix, AZ 85040
Contact: Leonard Moreno
(602) 276-9508

Mrs. White's Golden Restaurant
808 E. Jefferson St.
Phoenix, AZ 85034
Contact: Mrs. Elizabeth J. White
(602) 262-9256

Ramirez Mechanical Systems, Inc.
3308 E. Madison
Phoenix, AZ 85034
Contact: Carlos Ramirez
(602) 244-8994

Sam Kee Restaurant
1101 W. Grant Road
Phoenix, AZ 85007-3410
Contact: Irene Yee (daughter of Sam and Lily Yee, owners)
(602) 253-6649

Serna Doors
948 E. Broadway Road
Phoenix, AZ 85040
Contact: Eufemia Serna
(602) 268-3223

Shante Beauty Supplies
730 S. 15th Ave.
Phoenix, AZ 85007
Contact: Ms. Ethel Lane
(602) 495-1952

Tireworks Co.
4050 E. Blanche Drive
Phoenix, AZ 85032
Contact: Chuck Scott
(602) 390-1159

Arizona info

ARIZONA CDFI's

1. Arizona MultiBank Community Development Corporation
101 North First Avenue, 18th Floor
Phoenix, Arizona 85003
602-594-4444
Mission: To provide financial and technical assistance for the advancement of small business, low and moderate income housing, and economic development.

2. Chicanos Por La Causa, Inc.
1112 East Buckeye Road
Phoenix, Arizona 85034
602-257-0700
Mission: To make people self-sufficient or keep them self-sufficient as long as possible.

3. First American Credit Union
Box 1969
Window Rock, Arizona 86515
520-871-4767
Mission: To be a full service Credit Union.

4. Hopi Credit Association
P.O. Box 1259
Keams Canyon, Arizona 86034
520-738-2205
Mission: To provide loans to eligible Hopi members.

5. Neighborhood Housing Services of Phoenix, Inc.
320 East McDowell Street, Suite 120
Phoenix, Arizona 85004
602-258-1659
Mission: To revitalize Phoenix neighborhoods by providing a full range of programs and services that encourage, create, and support homeownership.

6. P.P.E.P. Microbusiness and Housing Development Organization
1100 East Ajo Way, Suite 209
Tucson, Arizona 85713
520-806-9513
Mission: To improve the quality of life for rural residents by providing business technical assistance and loan products.

7. Southpark/Pueblo Gardens Community Credit Union
P.O. Box 27434
Tucson, Arizona 85726
520-770-9345
Mission: To provide financial services, employment, empowerment.

8. Local Initiatives Support Corporation
Phoenix Office: 111 West Monroe, Suite 1610
Phoenix, Arizona 85003
602-256-0015

Leonard Moreno: Leonard Moreno has quietly built his small business into a successful community fixture. With the financial assistance from HUD through CDBG and the Enterprise Community, Moreno Welding currently has 18 employees and expects to hire several more through the end of the year. In 1995, the business was one of the first to receive funding from the HUD-funded, City of Phoenix Expand program, a loan collaterialization program that encourages lenders to make loans to businessess that might not have otherwise been able to secure such funding. Mr. Moreno received a $303,000 loan from First Interstate Bank collaterized by $75,000 from the HUD-funded Expand program. Moreno Welding produces barbecue grills and conveyers for such customers as the City of Phoenix, United Parcel Service, local schools and equipment companies. In 1996, Moreno Welding was awarded the Minority Enterprise Award in recognition of its success, stability and committment to the community. In 1999, Moreno Welding will gross in the neighborhood of $1.5 million.

Pete Garcia: Mr. Pete C. Garcia, President/CEO of Chicanos Por La Causa, Inc., has a BA in Elementary Education from Arizona State University and a Masters in Public Administration from the University of Southern California. Mr. Garcia has a long history with the organization beginning in 1972 as an Economic Development Specialist. Mr. Garcia has been the President/CEO since 1984. He was recently named as one of the "Ten Most Influential Hispanic" in Arizona.

Chicanos Por La Causa, Inc. has a comprehensive affordable housing agenda, which has received long-standing support from the United States Department of Housing and Urban Development (HUD) for over 25 years. Chicanos Por La Causa, Inc. is comprised of two major divisions, one is Social Services, the other is Economic Development. The Economic Development Division is responsible for the construction of affordable housing, acquisition of properties, management of CPLC's multifamily housing complexes, the administration of revolving loan funds for small businesses, technical assistance to small and emerging enterprises, and the development of small incubator projects, which offer affordable space to small business.

Yolanda Kaiser: Ms. Yolanda Kaiser is owner and President of Builders's Book Depot, retail, mail order and internet book dealership specializing in national distribution of books and publications for the construction, architectural, interior design and engineering fields. Ms. Kaiser served as President of the Arizona Hispanic Chamber of Commerce in 1991 and 1992. Ms. Kaiser has held several appointments and memberships in affiliations throughout the community which include: City of Phoenix Commission on the Economy, Governor's Strategic Plan for Economic Development, National Association of Women Business Owners, Phoenix Chamber of Commerce, and Arizona State University-President's Advisory Group on Enhancing Diversity.

[illegible]

Arizona

Small Business Incubator Programs
South Phoenix (AZ)
June 1999

Ronnie Lopez Small Business Incubator
Chicanos Por La Causa, Inc. (CPLC)
1107 E. Tonto
Phoenix, AZ 85034
Contact: Pete Garcia, (602) 257-0700, or Raul Torres, (602) 257-7080
Fax: (602) 257-7082

This facility serves as CPLC's Incubator Center. The Center provides affordable office space and is combined with the Small Business Assistance Center, which provides technical assistance and access to fax machines, personal computers and business software, copiers and shared receptionist services. Currently, the Center has four tenants with room for one additional business.

Westside Small Business Assistance Center
Chicanos Por La Causa, Inc. (CPLC)
3210 W. Van Buren St.
Phoenix, AZ 85004
Contact: Pete Garcia, (602) 257-0700, Raul Torres, (602) 257-7080

This facility provides technical assistance and access to fax machines, personal computers and business software, and copiers. The services are free to small businesses and micro enterprises within the City of Phoenix Enterprise Community.

City of Phoenix Community and Economic Development (CEDD) Incubator Program
Contacts: Terri Taylor Lima, City of Phoenix CEDD Incubator Program, (602) 262-5040 or Lynn Timmons, City of Phoenix Intergovernmental Programs, (602) 256-4257

This program was designed to promote business growth in the Enterprise community. The city has worked to establish four small business incubators. These agencies provide technical assistance or help with creating business plans, developing marketing strategies, tax preparation, and general business administration services. Incubator services such as access to computers, copiers, fax machines, telephones, and office supplies are provided to small businesses within the EC. The current incubators are:

> **Greater Phoenix Urban League**, 1402 S. Seventh Ave., Phoenix, AZ
> **Community Excellence Project**, 2457 E. Broadway Road, Phoenix, AZ
> **Chicanos Por La Causa, Inc.**, 1102 E. Tonto St., Phoenix, AZ
> **Carl Hayden Center**, 3216 W. Van Buren St., Phoenix, AZ

Cumulatively, these four incubators have projected that they will achieve the following results over the 1998-1999 grant year:

- Provide outreach to an estimated 200 small businesses

Council Approval for La Causa

- Formerly Senior Vice President of the Financial Services Corporation in New York.
- Serves on the Arizona State Housing Commission, the Phoenix Local Initiatives Support Corp. and the Foundation for Technology Financing.

FRANK TRUJILLO BALLESTEROS, *Executive Director of the MICRO Industry Credit Rural Organization (MICRO)*

- Mr. Ballesteros has been the Executive Director of the MICRO Industry Credit Rural Organization – a joint program of Project Portable Practical Educational Preparation (PPEP) and Microbusiness and Housing Development corporation (PMHDC) – since 1986.
- He is also the Chief Administrative Officer of PMHDC, a U.S. treasury certified community development financial institution.
- An impassioned advocate for microenterprise development, Mr. Ballesteros has testified before Presidential Task Forces and Congressional Committees.
- The MICRO Loan Fund has $5million budget of which $3million is being used by 345 active loan customers in 6 different counties.
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- The MICRO-enterprise loans have helped to create over 600 jobs and stabilize over 700 microenterprises.
- In 1994, SBA named Frank the Arizona's Minority Small Business Advocate, he was later named the nation's Minority Small Business Advocate. Four years later, 1998, SBA recognized the MICRO Loan Fund as one of the "models for excellence to the Vision 2000."
- In May 1995, you appointed Frank as a Presidential Delegate to the White House Conference on Small Business. Later that same year (October 1995), you appointed him to the Community Development Advisory Board – this is the national board that advises the Director of the Community Development Financial Institution (CDFI) Fund on policies regarding activities of the Fund. Finally, in December 1998, the MICRO Loan Fund was awarded the Presidential award in the "access to Capital" category for its practices as a high impact, credit-oriented model for promoting micro entrepreneurship in low-income, rural Arizona communities.
  (*See your attached remarks from February 5, 1999 ceremony*).
- In October 1998, Frank was selected by Hispanic Business Magazine as one of America's 100 Most Influential Hispanics.

ROUNDTABLE PARTICIPANTS

GENE HUMPHREY, *President and CEO, Enron Economic Development Corporation (EEDC)*

- Enron Economic Development Corporation invests in community development projects that serve the economically disadvantaged.
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- Gene joined Enron in 1990. Established Enron Capital & Trade Resources, an energy merchant finance company.
- Enron has established the Houston Economic Opportunity Fund, a fund similar to the funds we are trying to encourage. Enron capitalized the fund with $20 million and is trying to raise additional funds from local investors.
- To date, they have invested over $5 million in new businesses, many of them in Hispanic businesses.

STEVEN BURD, *CEO & President, Safeway Inc.*

- Born in Minot, North Dakota. Son of a railroad executive.
- Joined Safeway six years ago after a career in management consulting.
- Safeway, based in Pleasanton, California, is one of the largest food and drug retailers in North America (1,300 plus stores).
- Steve has boosted efficiency and service at Safeway, resulting in a 20-fold increase in share price and adding more than $27 billion to Safeway's equity capitalization.

JOHN CORELLA, *President & CEO, Corella Companies*

- Corella Companies includes Corella Electric (which John founded in 1976 with $250 and a used truck) and Corella Electric Wire & Cable (founded in 1992 and selected to enter into a $300 million strategic manufacturing alliance with AT&T to operate a wire manufacturing facility in Phoenix).
- His company is now a $30 million a year producer of precision color coated copper wire.

- His former electrical contracting company was an SBA borrower and, in 1986, was named an SBA "Minority Small Business of the Year."

- Corella hired the first high school graduate of the NFL YET Academy.

- Served as a mentor to a SELF (Self Employment Loan Fund) participant, Marilyn's Day Care Center, which grew from 4 enrolled children to a new location licensed for 100 children.

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- La Canasta Mexican Foods Products Inc., was founded in 1962 by Richard and Carmen Abril (Josie's parents). It began as a tortilla factory that supplied fresh, "hand-made" tortillas to restaurants. Unexpectedly widowed in 1974, Mrs. Carmen Abril [Lopez] was left alone to support herself and her seven children. With the help of her children the business continued to grow – by 1976 tortillas were being shipped into the Midwestern US – prompting the expansion of the factory in 1979. In 1981 another expansion occurred into the Minnesota market area – La Canasta of Minnesota went public in 1991.

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MYRNA SONORA, *General Manager & Vice President, KTVW-33 Univision*

- KTVW Channel 33 is the Phoenix affiliate of Univision Network, Americas fastest growing broadcast network, which broadcasts Spanish language programming 24 hours a day, including local Phoenix newscasts at 5:00 p.m. and 10:00 p.m.

- Ms. Sonora comes to Phoenix from her position as Vice-President & News Director at Univision 23 (WLTV) in Miami, Florida.

- Ms. Sonora has acquired nearly 20 years of broadcast journalism experience at several stations and networks in the South Florida market.

LEONARD MORENO, *Owner, Morena Welding*

- Moreno took welding classes at the Phoenix Union High School and after a stint in the Army went to work as a welder. In 1979, he started his own welding business in his garage with $100. Today his company has 18 employees and in 1998 reported sales of $1.32 million.

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YOLANDA KAISER, *Owner and President, Builder's Book Depot*

- Builders's Book Depot, retail, mail order and internet book dealership, specializing in national distribution of books and publications for the construction, architectural, interior design, and engineering fields.

- Ms. Kaiser served as President of the Arizona Hispanic Chamber of Commerce in 1991 and 1992.

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  - City of Phoenix Commission on the Economy,
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Rep Paxton - Sorry, the Pres. did not get told that he was supposed to lead the round table. Here's some info that may help. Thanks, you're doing great!

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ROUNDTABLE FOR PHOENIX, ARIZONA
July 8, 1999
5:30 – 6:45 PM

BACKGROUND

- The purpose of the Roundtable is to highlight investment opportunities in Hispanic communities and to bring attention to many of the positive private sector investment taking place in South Phoenix.
- The moderator will be Rep. Ed Pastor whose district includes South Phoenix.
- Pastor will make brief remarks and introduce **<u>YOU</u>**.
- **<u>YOU</u>** will begin with brief remarks and then open up the roundtable to discussion.
- Pastor will make closing remarks.

10^{05} – 5^{54} Friday United
11^{00} – 7^{48}

1 800 · 847 - 0242
KC52

– AMEX MMBL –

THE WHITE HOUSE

WASHINGTON

July 6, 1999

TOUR and ROUNDTABLE DISCUSSION at LA CANASTA FACTORY

DATE:	July 7, 1999	
TIME:	5:05pm-5:25pm	Tour Factory
	5:30pm-6:45 pm	Roundtable Discussion
LOCATION:	South Phoenix, Arizona	
FROM:	Gene Sperling	

I. PURPOSE

To bring together local government official, local business owners, and CEOs 500 companies to have an open discussion about the most effective way to form a partnership to help distressed communities.

II. BACKGROUND

For roundtable script and background on roundtable participants see attachment.

La Canasta Mexican Foods Products Inc., was founded in 1962 by Richard and Carmen Abril. It began as a tortilla factory that supplied fresh, "hand-made" tortillas to restaurants. Unexpectedly widowed in 1974, Mrs. Carmen Abril [Lopez] was left alone to support herself and her seven children. With the help of her children the business continued to grow – by 1976 tortillas were being shipped into the Midwestern US -- prompting the expansion of the factory in 1979. In 1981 another expansion occurred into the Minnesota market area – La Canasta of Minnesota went public in 1991. Today, La Canasta continues to be one of Arizona's largest manufacturers of tortillas and tortilla chips for the food service industry. Refrigerated and frozen products are also shipped to distributors throughout the U. S. under the brand name "My Nana's Tortillas". The business has over $6 million in sales and employs over 140 people within the inner-city community. In February of 1996, in order to meet expansion needs, SBA assisted La Canasta Mexican Food Products, Inc. via its 504 fixed asset loan program. With the loan from SBA, La Canasta was able to purchase land and construct a new 25, 000 sq. ft. food processing plant adjacent to its original 15, 000 sq. ft. manufacturing plant – total cost of $1.2 million.

III. PARTICIPANTS

- Administrator Aida Alvarez
- Representative Ed Pastor, moderator
- Josie Ippolito, President, Owner of La Canasta Mexican Foods, Inc.

- Mr. Gene Humphries, CEO of ERON Economic Development Core
- Mr. Steven Byrd, CEO of Safeway
- Mr. John Corella, Owner of Corella Electric
- Ms. Myrna Sonora, General Manager KTVW-33, Univision
- Mr. Mike Welborn, President of BancOne Arizona
- Mr. Andy Gordon, Executive Director, Arizona Multibank
- Mr. Frank Ballesteros, Executive Director, Micro Industry Credit Rural Organization

IV. SEQUENCE OF EVENTS

- YOU, accompanied by Administrator Alvarez, Representative Ed pastor, and 2 CEO's (TBD) are led on a tour of the facility by Carmen Abril Lopez (One of the Owners of la Canasta and mother of Josie)and Josie Ippolito. (pool press)

- Off-stage announcement of Administrator Alvarez and Rep. Pastor.
- YOU are announced off-stage accompanied by Carmen Abril Lopez and Joise Ippolito.
- YOU proceed to your seat at the table.
- Rep. Pastor, moderator, makes brief opening remarks and introduces YOU.
- YOU make remarks and open the discussion.
- Rep. Pastor concludes the discussion.
- YOU work a ropeline and depart.

V. PRESS COVERAGE

Tour:	Pool Press
Roundtable:	Open Press

VI. REMARKS

Prepared by Speechwriting

VII. ATTACHMENTS

Roundtable Script (prepared by the road)
Bios of Roundtable Participants

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- Formerly Senior Vice President of the Financial Services Corporation in New York.
- Serves on the Arizona State Housing Commission, the Phoenix Local Initiatives Support Corp. and the Foundation for Technology Financing.

FRANK TRUJILLO BALLESTEROS, *Executive Director of the MICRO Industry Credit Rural Organization (MICRO)*

- Mr. Ballesteros has been the Executive Director of the MICRO Industry Credit Rural Organization – a joint program of Project Portable Practical Educational Preparation (PPEP) and Microbusiness and Housing Development corporation (PMHDC) -- since 1986.
- He is also the Chief Administrative Officer of PMHDC, a U.S. treasury certified community development financial institution.
- An impassioned advocate for microenterprise development, Mr. Ballesteros has testified before Presidential Task Forces and Congressional Committees.
- The MICRO Loan Fund has $5million budget of which $3million is being used by 345 active loan customers in 6 different counties.
- MICRO is also responsible for the disbursement of approximately 2, 574 loans -- average loan amount is $2640 -- to over 1,133 MICRO-enterprises.
- The MICRO-enterprise loans have helped to create over 600 jobs and stabilize over 700 microenterprises.
- In 1994, SBA named Frank the Arizona's Minority Small Business Advocate, he was later named the nation's Minority Small Business Advocate. Four years later, 1998, SBA recognized the MICRO Loan Fund as one of the "models for excellence to the Vision 2000."
- In May 1995, you appointed Frank as a Presidential Delegate to the White House Conference on Small Business. Later that same year (October 1995), you appointed him to the Community Development Advisory Board – this is the national board that advises the Director of the Community Development Financial Institution (CDFI) Fund on policies regarding activities of the Fund. Finally, in December 1998, the MICRO Loan Fund was awarded the Presidential award in the "access to Capital" category for its practices as a high impact, credit-oriented model for promoting micro entrepreneurship in low-income, rural Arizona communities.
(*See your attached remarks from February 5, 1999 ceremony*).
- In October 1998, Frank was selected by Hispanic Business Magazine as one of America's 100 Most Influential Hispanics.

LEONARD MORENO, *Owner, Morena Welding*

- Moreno took welding classes at the Phoenix Union High School and after a stint in the Army went to work as a welder. In 1979, he started his own welding business in his garage with $100. Today his company has 18 employees and in 1998 reported sales of $1.32 million.

- Moreno Welding produces barbecue grills and conveyers for such customers as the City of Phoenix, United Parcel Service, local schools and equipment companies.

- In 1996, Moreno Welding was awarded the Minority Enterprise Award in recognition of its successes.

- In 1995, the business was one of the first to provide funding from the HUD-funded, City of Phoenix Expand program, a loan collaterialization program that encourages lenders to make loans to businesses that might not have otherwise been able to secure funding. Mr. Moreno received a $303, 000 loan from First Interstate Bank collaterized by $75,000 from the HUD-funded Expand program.

YOLANDA KAISER, *Owner and President, Builder's Book Depot*

- Builders's Book Depot, retail, mail order and internet book dealership, specializing in national distribution of books and publications for the construction, architectural, interior design, and engineering fields.

- Ms. Kaiser served as President of the Arizona Hispanic Chamber of Commerce in 1991 and 1992.

- Ms. Kaiser throughout has held several appointments and memberships in affiliations throughout the community which include:
    - City of Phoenix Commission on the Economy,
    - Governor's Strategic Plan for Economic Development,
    - National Association of Women Business Owners,
    - Phoenix Chamber of Commerce,
    - Arizona State University-President's Advisory Group on Enhancing Diversity.

THE WHITE HOUSE

WASHINGTON

July 6, 1999

REMARKS TO THE PINE RIDGE INDIAN RESERVATION COMMUNITY

DATE: July 7, 1999
TIME: 11:10 am-12:10 pm
LOCATION: Pine Ridge High School Outside Field
FROM: Gene Sperling

I. PURPOSE

To highlight the need for public and private commitments that focus on the untapped potential of the Pine Ridge Reservations and other Native American Communities.

II. BACKGROUND

Below is a list of deliverables that your speech will touch on:

PRIVATE SECTOR ANOUNCEMENTS IN PINE RIDGE AND OTHER NATIVE AMERICAN COMMUNITIES

Fannie Mae

- $1 million Tri-Party agreement among Fannie Mae, the Ogalala Sioux and Norwest mortgage that will enable tribal members to purchase homes on trust lands.
- Fannie Mae will commit to invest up to $3 million over the next 5 years through its American Communities Fund, which is an equity investment vehicle.
- A Fannie Mae Partnership Office will be opened in Sioux Falls by October 1. Part of the Investment Plan will be a partnership with the South Dakota Housing Development Authority for first time homebuyers. Fannie will commit to purchase $35 million in mortgage revenue bonds. Of this amount, $2 million will be set aside-exclusively for Pine Ridge residents to purchase homes at below-market interest rates.

Norwest Mortgage

- Norwest, in partnership with Fannie Mae, is providing $1.4 million in loans and providing mortgage counseling to families.

Citibank

- Citibank South Dakota announced a $150,000 Citigroup Foundation grant to fund installation of Classroom, Inc. career simulation software in public schools throughout the state. Under the program, Classroom, Inc. software will be installed in 125 schools over the next 12-24 months. More than 200 teachers will also receive related computer training.

Bart Harvey, Enterprise Foundation

- The Enterprise Foundation is working with HUD on the Pine Ridge effort with the Oglala Sioux Tribe. Enterprise has also been part of a team of consultants working with HUD and PriceWaterhouseCoopers to create the non-profit Oglala Sioux Tribe Partnership for Homeownership.

Gateway

- Gateway has agreed to work with the Oglala Lakota Community College to develop a curriculum and donate materials to teach Indian students data processing and computer programming. They have committed $50,000 to the program.

Microsoft

- Microsoft has agreed to provide over $300,000 in software and to work with the Oglala Lakota college and the Gateway program to deliver training to five reservations.

The Native American Homeownership Initiative

- The Mortgage Bankers Association will team with Countrywide, Norwest, Banc One, FirstStar, M&T, National Bank of Alaska, Washington Mutual, and Bank of America and other private mortgage lenders mortgage lenders to more than double the number of government insured or guaranteed home mortgages in Indian Country for each of the next three years. This Initiative will mean 1,000 additional Native American homeowners.

Bank One

- BancOne Capital Markets and George K. Baum & Company have committed to underwrite $300 million in bonds per year for the next five years to raise funds to be lent to tribes, tribal housing authorities and individual Native American homebuyers. This new initiative will also result in lower interest rates on mortgages in Indian Country.

Mortgage Insurance Companies of America's Five Year Alliance with Tribes

- Members of the Mortgage Insurance Companies of America (MIC) will work to meet the homeownership needs of Native Americans. In all, commitments include insuring a total of $37 million of home mortgages. Commitments under this initiative include:
- Republic Mortgage Insurance Company will launch the Native American "Financial Independence" pilot project, which will begin by giving 2,000 Pine Ridge students each year the financial knowledge and tools they need to achieve their financial independence.
- The PMI Mortgage Insurance Company recently announced that it has expanded its Native American mortgage insurance initiative nationwide and increased the amount of the commitment by $20 million. PMI is insuring home mortgages for members of four Indian tribes and is negotiating with others. Under the initiative, PLMI agrees to insure loans that require as little as 1% downpayment from the homebuyer with flexible underwriting guidelines and risk shared between the Indian tribes and PMI. Over 76 loans have already been made and over 100 loans are in process.
- GE Capital will start a pilot program to insure $2 million in mortgage loans in Indian Country.

- The Mortgage Guaranty Insurance Corporation will create homeowner education courses for the tribal colleges and develop new home financing mechanisms tailored to the specific needs of Native Americans.

New $6 Million Manufacturing Facility

- Champion Enterprises has partnered with the Gila River Indian Tribe to open a new $6 million manufactured housing facility on the Gila River Reservation in Arizona. When it begins operations in late July, the plant will employ approximately 300 new workers. Champion is actively recruiting members of the Gila River Tribe to fill those jobs.

State of the Art Construction Certification Program for Tribal Colleges

- Owens Corning and all of the nation's tribal colleges will work together to bring the Certified Energy Professionals program to Indian Country. This program will offer Native Americans the chance to become certified experts in energy efficiency in homes and the latest construction technologies.
- Owens Corning will train instructors from every tribal college on housing technology and energy efficiency and on the best methods for teaching their students in these areas.

North American Steel Framing Alliance

- The North American Steel Framing Alliance, Amity and Worthington Industries will help establish job training courses in steel framing at all of the tribal colleges.
- The companies will also facilitate business relationships between other private companies in the construction industry and Native American economic development organizations.

Cellular Telephones Industry Association's Wireless Foundation

- CTIA's Wireless Foundation has announced its commitment to expand its three national programs to help address some of the communications challenges facing Native American communities.
- Over the next year the wireless industry has agreed to donate 1,000 phones and airtime to improve education and other community activities on Indian reservations across the country.

The United States Telecommunications Training Institute

- At the request of the FCC, the United States Telecommunications Training Institute, a non-profit venture between leading U.S. communications corporations and the federal government, will provide training and advice to Native Americans. The USTTI provides tuition-free training each year to communications officials throughout the developing world.

PUBLIC SECTOR ANNOUNCEMENTS IN PINE RIDGE AND OTHER NATIVE AMERICAN COMMUNITIES

Federal Communications Commission

- Informed by recent field hearings, the FCC will be announcing in August several regulatory solutions and begin a rulemaking proceeding to improve universal service support for telecommunications in underserved areas, including Native American reservations.

- The FCC is also working to secure a spectrum sharing arrangement with the Dept. of Defense that will allow underserved and unserved reservations to benefit from wireless telecommunications services.

United States Department of Agriculture

- The Department of Agriculture has designated an Empowerment Zone on Pine Ridge and 9 Enterprise Communities in Indian Country. The signing ceremony for the Empowerment Zone and Enterprise Communities will occur during the Pine Ridge Summit.
- The Rural Utilities Service (RUS) has committed to hold workshops to improve telecommunications and utility infrastructure in Indian Country. RUS is the federal government lead agency to promote reliable, affordable utility services in rural America.
- The U.S. Department of Agriculture's Water 2000 initiative seeks to bring running water and sewer systems to Indian Country. Current plans include 12 water projects in 8 states with a total of $15.9 million in loans and grants.

Department of Housing and Urban Development

- HUD will expand Ginnie Mae's successful Targeted Lending Initiative (currently available only in Empowerment Zones and Enterprise Communities) to increase lending in Indian Country by $1.5 billion. Targeted Lending attracts mortgage lenders by cutting the fees they pay to place their loans in Ginnie Mae securities by up to 50%.
- HUD has awarded 28 grants totaling $8 million to Native American run non-profits and tribes. The grants will go toward projects such as new housing, utilities, water and sewer lines, as well as economic development projects such as a revolving loan fund and partnership for economic development.
- HUD's new program, Homeownership South Dakota, a five-year, $650 million investment plan, will finance affordable housing for 7,500 families. The plan is a comprehensive strategy to assist the state in addressing its housing needs by expanding the capacity for single-family, multifamily and new construction lending.

Federal Home Loan Bank of Des Moines

- The Federal Home Loan Bank of Des Moines will award $1.3 million in grants to the Oglala Sioux Tribe Partnership for Housing, the Rosebud Housing Authority and the Native American Advocacy Project. The Oglala Sioux will use their grant of $499,000 to build 45 new single-family homes in Pine Ridge.

Construction of Lakota Sioux Heritage Culture Center

- The National Park Service will request $12 million to construct the Lakota Sioux Heritage Culture Center Complex to replace the current White River Visitor Center on the Southern Unit of Badlands National Park. The new Center would attract tourism and display the culture and heritage of the Tribe. The new Center would serve as a link between Mount Rushmore and Wind Cave National Park. The project also would bring revenue directly to Pine Ridge because the new visitor center will contract for its concessions services with the Oglala Sioux Tribe.
- The Departments of Labor, Defense, Transportation, Interior, and the State of South Dakota are partnering to build and repair the roads leading to the new Center. These agencies are looking into providing job training to the Oglala Sioux Tribe in construction related to the roads and visitor center as well as to build skills for the long term.

III. PARTICIPANTS

- Secretary Andrew Cuomo
- Secretary Daniel Glickman
- Senator Thomas Daschle
- Senator Tim Johnson
- Rep. John Thune
- Frank Raines, CEO, Fannie Mae
- Harold Salway, president, Oglala Sioux Nation
- Tribal leadership TBD

IV. SEQUENCE OF EVENTS

- Off-stage announcement of Secretary Cuomo, Secrctary Glickman, Senator Daschle, Senator Johnson, rep. Thune, Frank Raines and Tribal Leadership TBD.

- YOU are announced off-stage with Harold Salway.

- Opening Prayer is offered.

- Traditional pipe ceremony.

- Secretary Cuomo makes brief remarks.

- YOU and President Harold Salway exchange gifts.

- Harold Salway makes brief remarks and introduces you.

- YOU make remarks, work a ropeline, and depart.

- There will bc approximately 1000 guests.

V. PRESS COVERAGE

Open Press

VI. REMARKS

Prepared by speechwriting.

La Canasta

Millicent.Hodge@sba.gov
06/30/99 04:33:40 PM

Record Type: Record

To: Lisa Green/OPD/EOP, Laura A. Graham/WHO/EOP

cc:

Subject: FW: phoenix new markets - Background on La Canasta

FYI

-----Original Message-----
From: Hodge, Millicent Y.
Sent: Wednesday, June 30, 1999 3:59 PM
To: 'June_Shih@who.eop.gov'
Subject: RE: phoenix new markets - Background on La Canasta

Background on La Canasta:

La Canasta Mexican Food Products Inc.
3101 West Jackson
Phoenix, AZ
(602) 269-7721 (602) 269-7725 FAX
Contact: Josie Ippolito

Details:

1. Located in EC Zone (being confirmed by HUD)
2. SBA borrower
3. Success story
4. New Markets appeal
5. Good press potential
6. Strong SBA supporter

SUCCESS STORY COMMENTS: Founded in 1962 by Richard and Carmen Abril, La Canasta Mexican Food Products, Inc. began as a tortilla factory that supplied fresh, "hand-made" tortillas to restaurants. Unexpectedly widowed in 1974, Mrs. Carmen Abril Lopez was left alone to support herself and her seven children. With help from her children, the tortilla business continued to prosper and grow. In 1976, tortillas were being shipped into the midwestern United States, prompting the expansion of the factory in 1979.

She will lead tour

By 1981, La Canasta tortillas were so well known in the midwest that another expansion occurred into the Minnesota market area. La Canasta of Minnesota went public in 1991. As of today, the Minnesota tortilla manufacturing maintains operations under the name of SPARTA FOODS. In Arizona, La Canasta

Mexican Food Products, Inc. is owned by Mrs. Carmen Abril Lopez and her three daughters, Josie Ippolito, Diane Mendoza and Linda Rios. Day to day operations are handled by the three daughters. The other familiy members, Richard Abril, Sylvia Menchaca, Lydia Abril and Leticia Abril, each own their very own La Canasta restaurant!

La Canasta Mexican Food Products, Inc. continues to be one of Arizona's largest manufacturers of tortillas and tortilla chips to the foodservice industry. The business has over $6 million in sales and employs over 140 people within the inner-city community. In February, 1996, in order to meet expansion needs, SBA assisted La Canasta Mexican Food Products, Inc. via its 504 fixed asset loan program. La Canasta was able to purchase land and construct a new 25, 000 sq. ft. food processing plant adjacent to its original 15,000 sq. ft. manufacturing plant -- total project cost of $1.2 million.

La Canasta Mexican Food Products, Inc. currently produces over 800,000 flour and corn tortillas and tortilla chips DAILY. Refrigerated and frozen products are also shipped to distributors throughout the U.S. under the brand name "MY NANA'S TORTILLAS". For over 36 years, La Canasta has used the "original" tortilla recipe known throughout the country. Special emphasis has always been to provide its customers with QUALITY HOMEMADE TORTILLAS and OLD-FASHIONED CUSTOMER SERVICE! With the capability to provide "custom-made tortillas per customer specifications, La Canasta customers have come to expect the BEST tortilla products and this is what La Canasta delivers - "with HISPANIC PRIDE!"

-----Original Message-----
From: June_Shih@who.eop.gov [mailto:June_Shih@who.eop.gov]
Sent: Wednesday, June 30, 1999 3:39 PM
To: millicent.hodge@sba.gov
Subject: phoenix new markets

Hi Millicent. My name is June Shih and I am the new speechwriter for this portion of this trip. will you pls. add me to your email list; can you also email/fax (456-5709) whatever background you have on la canasta (the tortilla factory) thanks.

- att1.htm

3101 WEST JACKSON
PHOENIX, AZ 85009

Mailing Address:
P.O. BOX 6939
PHOENIX, AZ 85005

La Canasta
Mexican Food Products, Inc.

OFFICE: 602-269-7721
FAX: 602-269-7725

6-2223
Lisa Green
Att: Julie Reenehan

Dear Mr. President and Staff,

On behalf of South Phoenix, Small businesses, Woman owned businesses and the Hispanic community, We would like to thank you for recognizing the need for Federal assistance within the South Phoenix business community, the " Enterprise Zone Area." I would like to outline a few items for your consideration in developing the " New Markets " Plan program.

- RED TAPE – We understand the need for qualification evaluation, however sometimes the qualification process is too cumbersome, complicated, and time consuming which discourages the potential recipient from going through with the qualification and evaluation process.

- EXISITNG SMALL BUSINESS CLASSIFICATION– Existing Small businesses should have a separate set of requirements that are reasonable to qualify. Many of us have been providing employment to the South Phoenix community for years and would like to have the ability to qualify for the same Federal tax cuts and or low interest loans to expand their existing businesses as those New Businesses that are being solicited to the blighted areas.

- FEDERAL PROGRAM ANALYIS- A study should be done to evaluate the existing business sizes in the South Phoenix area to insure that any program developed would be structured to qualify both existing and new business development for South Phoenix. In our case for example, we do not qualify for certain programs because we are either too small, or too large of a company.

- JOB TRAINING PROGRAMS – New and existing businesses have the on going challenge of employee shortages. Job training tax incentives should be considered in structuring the Job training programs.

- PROPERTY ESTHETICS – Funds should be made available to upgrade the property Esthetics. This should include monies for the City to beautify the neighborhood and business surrounding. This would help in having people take pride in ownership This would also make people feel proud of where they work and live.

**large enough to meet your needs,
small enough to care!**