



PARTNERSHIP
for Family
Involvement
in Education

TO:

Ruby Shamir

FAX NO:

456-6687

*Re: Leo Coca's calling for
Aug. 2 event*

Total # of pages including this cover:

FROM: Mary M. Smith

3

FAX NO: 202-205-9133

PHONE NO: 202-401-1012

3844

400 Maryland Avenue, S.W., Washington, D.C. 20202



Business List for Hispanic Focus

Question: What is your business doing and what will you do in the next 3 – 6 months to positively impact the condition of Latino youth?

Business/CEO Contact Phone/Fax Numbers

American Association of Museums	Edward H. Able Jr.	202-289-9110
American Museum of Natural History, NY	Ellen Futter	212-769-5000 x5997
AOL Stephen M. Chase	Jill Stephens	703-265-1181
AT&T Foundation C. Michael Armstrong	Marilyn Resnick	212-387-6555 fax:212-387-5097
Aramark Joseph Neubauer	Duane V. Larson	303-526-3219
Arthur Andersen & Co	Morton (Mort) Egol	212-708-4855
Auto Desk Foundation Carol A. Bartz	Bob Pearlman	415-507-6630
Anheuser-Busch August A. Busch III	Richard Keating Rodney Forth	202-293-9494 314-577-4618
Avon Charles R. Perrin	Mary Ann Dirzis	212-282-5612
Baltimore Sun	Carol Dreyfuss	410-332-6047
Bell Atlantic Ivan G. Seidenberg with Union City, NJ School District	Kathy Tully Fred Carrigg, Dir. Acad. Prog.	973-649-2062 201-348-5671
Bell South F. Duane Ackerman	Leslie Graitcer	404-249-2429
Coca Cola M. Douglas Ivester	Connell Stafford Jr. Martha Maron	404-676-2121 404-676-5660
The Children's Partnership	Laurie Lipper	202-362-5902

Los Angeles Co. Schools	Don Ingwerson Superintendent	362-922-6111
Disney Michael D. Eisner	Terry Wick	818-526-1107 fax:818-526-1098
Dupont	Phyllis Buchanan	302-773-0679
Edison International John E. Bryson	Beverly Ryder	626-302-2204 Jennette -2241 fax:626-302-3007
GTE Chuck Lee	Dennis Sullivan	972-507-5000
John Hancock Financial David D'Allessandro	Larry Israelite	617-572-8058
Hewlett-Packard Lewis E. Platt	Ms. Bess Stephens	650-857-2857 fax:650-857-7594
IBM Louis V. Gerstner, Jr.	Robin Wilner	914-499-5619
JC Penney James E. Gesterreicher	Cami Alexander	972-431-1349
Kaiser Permanente Dr. David Lawrence Richard Cordoba, Hispanic leader	Becky Belangy	510-271-6481
LA Times Kathryn Downing Times Mirror Mark Willis, CEO	Jan Berk	213-237-3039
Marriott J. Williard Marriott, Jr.	Donna Klein	301-380-6856
McDonalds Jack Greenberg	Landa Carlson, Paul Guay	503-684-9334 503-684-9334
Panasonic Foundation Yoshinori Kobe	Sophie Sa Penney Joseph	201-392-4132 201-392-4134
Phillips Petroleum W. Wayne Allen	Martin Garber, Jr.	
Pizza Hut, Tricon Global Restaurants Andrall E. Pearson	Eunice Ellis	316-685-0991ext201
Public Broadcasting System	Kevin Dando	703-739-5073
Salt Lake Public Schools	Darline Robles Superintendent	801-578-8349

SAS Institute	Dr. John Boling	919-677-8000, x 7351
Shell Oil Betty Lynn McHam	Bob Russ	323-758-7725
Society of Professional Hispanic Engineers	Hector Del Castillo Serafin Fernandez	213-725-3970
Telemundo James M. McNamara	Wendy Thompson	703-522-6464
Texas Inst. Thomas J. Engibous	Phil Ritter	972-480-6789
U.S. West Solomon D. Trujillo	Jan Prancan	303-896-4465
United Airlines Gerald Greenwald	Eileen Sweeney	847-700-7777 fax:847-700-7345
United States Army Luis Caldera	Susan Conklin	703-681-7257 fax:703-681-7349
United Technologies	Jacqueline Strayer	860-728-7904
Univision Gerald Perenchio		202-783-7155
USA Today John J. Curley	Mr. Ricardo Valencia	703-276-5833 fax:703-558-3986
Walmart David Glass	Stewart Springfield, Walton Enterprises	501-464-1500

Hispanic Convening
5/10/99

Dell Computers
→ diversity pgm
Edwin Garcia

102 49

Corporate/Foundations

Solomon Trujillo President and CEO US WEST, Inc. (Corporate-2nd Level) <i>Scrits</i>	US WEST, Inc.	CHC WH Initiative <i>Los Americanos Ed adapted</i>	In 1996, he assumed the role of President and CEO of US West, Inc. He serves on the boards of directors for Dayton Hudson, and Bank of America, and is governor of the World Economic Forum for the technological industry. He is Director of the Tomas Riveria Policy Institute and as a corporate Advisor to National Council of La Raza.
Carlos Gutierrez President, CEO and COO Kellogg Company (Corporate) <i>1000 top corp - 2 companies</i> <i>Foundation</i>	Kellogg Company	CHC <i>A Y</i>	Mr. Gutierrez has held many executive positions with Kellogg including President and CEO of Kellogg Canada, President of Kellogg of Asia-Pacific, and Executive Vice President for Global Business Development at Kellogg.
Richard L. Carrion President and CEO Popular, Inc. (Corporate-Top) <i>marito</i> <i>Banco</i>	Popular, Inc.	CHC <i>B</i>	He is a former member of the international Olympic Committee and heads the Puerto Rico Commission for the 2004 Olympiad. Committed to civic affairs in Puerto Rico, he is President of the Committee for Economic Development in Puerto Rico.
Ruben Cardenas Director SBC Communications, Inc. (Corporate-Top)	SBC Communications, Inc. <i>Stacy</i>	CHC	<i>diversity in where</i> X
Herman Gallegos Director SBC Communications, Inc. (Corporate-Top) <i>FEL</i> <i>1995</i>	SBC Communications, Inc.	CHC	X
Carlos Slim Helu Director SBC Communications, Inc. (Corporate-Top)	SBC Communications, Inc.	CHC	X

① Division:

Dell co:

① Kellogg \$23 mil K-12 - 1996

Hispanic Convening
5/10/99

→ Ford!
→ Target
→ Wal-Mart

Jeronimo Arango Director Wal-Mart Stores (Corporate-Top)	Wal-Mart Stores	CHC	
Roland Hernandez Director Wal-Mart (Corporate-Top)	Wal-Mart Stores	CHC	
Jose H. Villarreal Director Wal-Mart (Corporate-Top)	Wal-Mart	CHC	Willing to put in word for her
Linda Chavez Director AMB Industries, Inc. (Corporate-2nd Level)	AMB Industries, Inc.	CHC	
Armando Codina Director American Bankers Insurance Group (Corporate-2nd Level)	American Bankers Insurance Group	CHC	
Peter J. Dolara Director American Bankers Insurance Group (Corporate-2nd Level)	American Bankers Insurance Group	CHC	
Carlos Fernandez Director Anheuser-Busch Companies, Inc. (Corporate-2nd Level)	Anheuser-Busch Companies, Inc.	CHC	

Hispanic Convening
5/10/99

Cola 3/10
- Coca Cola
- Chrysler

Vilma S. Martinez Director Anheuser-Busch Companies, Inc. (Corporate-2nd Level)	Anheuser-Busch Companies, Inc.	CHC	
Enrique C. Falla Director The Dow Chemical Company (Corporate-2nd Level)	The Dow Chemical Company	CHC	
J. Pedro Reinhard Director The Dow Chemical Company (Corporate-2nd Level)	The Dow Chemical Company	CHC	
Luis Nogales Director Edison International (Corporate-2nd Level)	* Edison International	CHC	
Edward Zapanta, MD Director Edison International (Corporate-2nd Level)	* Edison International	CHC	
Christina Seix Director Federal Home Loan Mortgage Corp (Corporate-2nd Level)	Federal Home Loan Mortgage Corp	CHC	
Joe Serna Director Federal Home Loan Mortgage Corp (Corporate-2nd Level)	Federal Home Loan Mortgage Corp	CHC	

Hispanic Convening
5/10/99

Claudio X. Gonzalez Director Kimberly-Clark Corp (Corporate-2nd Level)	Kimberly-Clark Corp	CHC	
Pastora San Juan Cafferty Director Kimberly-Clark Corp (Corporate-2nd Level)	Kimberly-Clark Corp	CHC	
Ignacio Lozano Director Pacific Mutual Holding Co (Corporate-2nd Level)	Pacific Mutual Holding Co	CHC	
J. Fernando Niebla Director Pacific Mutual Holding Co (Corporate-2nd Level)	Pacific Mutual Holding Co	CHC	
Robert D. Glynn Chairman and CEO PG&E Corp (Corporate-2nd Level)	PG&E Corp	CHC	Mr. Glynn serves as a director of PG&E , and URS Corporation, as well as the California Chamber of Commerce. He is also a member of the Board of Governors of the San Francisco Symphony.
David Gonzalez Director State Farm Mutual Automobile Insurance Company (Corporate-2nd Level)	State Farm Mutual Automobile Insurance Company	CHC	
Jerry I. Porras Director State Farm Mutual Automobile Insurance Company (Corporate-2nd Level)	State Farm Mutual Automobile Insurance Company	CHC	



Press Conference

For Immediate Release
April 27, 1999

Contact: Rosalie Mendez
512-472-9971

April 29, 1999
12:30-2:00 PM

U.S. Capitol Hearing Room HC7
Washington, DC

1999 CELEBRATIONS

Austin, TX
Brawley, CA
Brownsville, TX
Chicago, IL
Dallas, TX
Del Rio, TX
Denver, CO
Denton, TX
El Paso, TX
Houston, TX
Indianapolis, IN
Laredo, TX
Las Vegas, NV
Los Angeles, CA
Mayagüez, PR
McAllen, TX
Miami, FL
Midland, TX
Minneapolis, MN
Mission, TX
New York, NY
Odessa, TX
Philadelphia, PA
Phoenix, AZ
Ponce, PR
Presidio, TX
Salt Lake City, UT
San Antonio, TX
San Francisco, CA
San Juan, PR
St Paul, MN
Tulsa, OK

On April 30, cities throughout the United States will turn their attention to young Americans. Focusing on their dreams and aspirations for the future, over 100 mayors, county commissioners, governors, and other elected officials will proclaim April 30th, *El Día de los Niños - Celebrating Young Americans*, a day for their youngest constituents. Parents, students, business executives and community leaders have joined together to create parades, festivals, and other special events. This is not just another celebration, but a day of building healthy communities and a future filled with promise, hope, and opportunity. National leaders will mark the special day with their own gifts and promises to the young people of America.

The Gift of a Senate Resolution for *El Día de los Niños Celebrating Young Americans* - Senator Orrin Hatch, R-UT

The Gift of Healthy Telecommunications - Senator John McCain, R-AZ

The Gift of Diversity - Senator Harry Reid, D-NV

The Gift of Educational Opportunity - Senator Jeff Bingaman, D-NM

The Gift of a Healthy Early Childhood - U.S. Representative Rubén Hinojosa, D-TX

The Gift of Child Passenger Safety - Dr. Ricardo Martínez, MD, Administrator, NHTSA, U.S. Department of Transportation

The Gift of Books and Literacy - Ernest Fleishman, Executive Vice President, Scholastic, Inc.

The Gift of Celebration and Recognition through *El Día de los Niños* - Olga Aros, McDonald's Corporation, and Chair National Latino Children's Institute

The Gift of Hope - Rebeca María Barrera, President, National Latino Children's Institute

Closing comments - Henry Solano, Chief Solicitor, U.S. Department of Labor, Chair-Elect, National Latino Children's Institute

Participants should use the front west entrance.

Reception to follow the press conference

RSVP 512-472-9971

National Latino Children's Institute
1412 W Sixth St
Austin, TX
512-472-9971
FAX 512-472-5845
Nlci@nlci.org
www/nlci.org



Rosa

Put kids first

Two helpful guides for parenting and child care, plus a healthful snack. *Alicia Ruiz*
Dos guías prácticas para criar a nuestros niños y una merienda sana



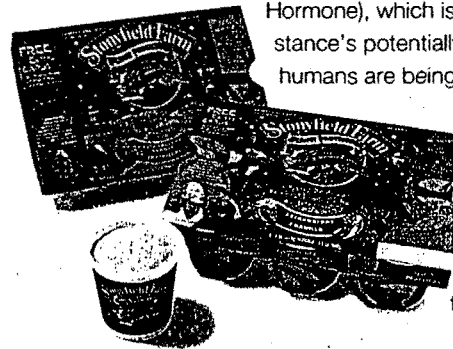
All in the family

If Abuelo looks after Junior, get *Helping Every Generation Care for Kids*, a free guide for the elderly on child-care accident prevention. Contact the National Safe Kids Campaign, 1301 Pennsylvania Ave., NW, Suite 1000, Washington, D.C. 20004-1707; 202/662-0600.

Si los abuelos cuidan de sus nietos, *Helping Every Generation Care for Kids* es una guía que no debe faltar en tu hogar. Contiene información para ayudar a las personas mayores a prevenir accidentes.

Smart snack

Mamás, put away the *dulce de leche*. Now you can indulge your child's sweet tooth with Planet Protector's Yogurt from Stonyfield Farm. Supported by two of the oldest self-acknowledged "kids" in the dairy industry, Be and Jerry, Planet Protector is the only yogurt in this country to tout the fact that it is made from milk free of the controversial rBGH (recombinant Bovine Growth Hormone), which is given to cows. The substance's potentially hazardous effects on humans are being hotly debated.

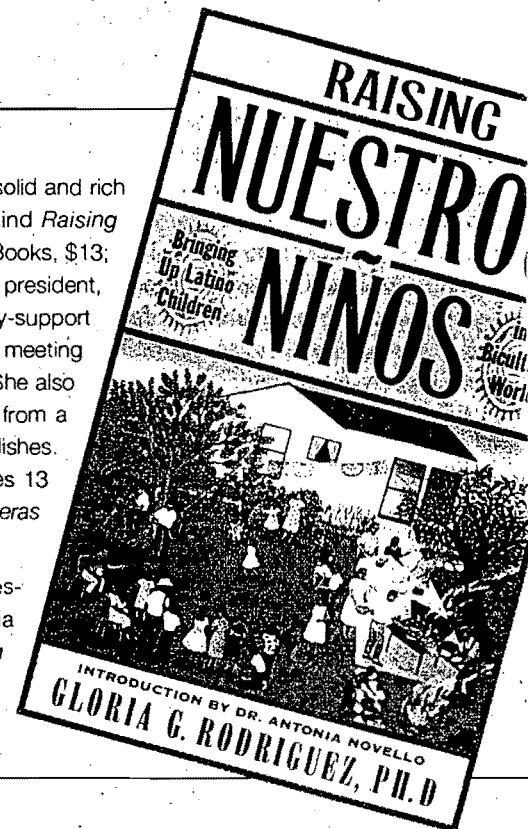


Stonyfield Farm Planet Protector's Yogurt se fabrica con leche pura. En el envase tus niños encontrarán sugerencias para la protección del medio ambiente.

La Doctora Spock

To bear fruit, a plant must be not only well rooted but also grounded in a solid and rich foundation. This apt metaphor for child rearing is the philosophy behind *Raising Nuestros Niños: Bringing Up Latino Children in a Bicultural World* (Fireside Books, \$13; available in English and Spanish) by Gloria G. Rodriguez, Ph.D. As founder, president, and chief executive officer of Avance, a leading parent-education and family-support organization, the author based her book on the organization's model for meeting children's four basic needs: the physical, cognitive, social, and emotional. She also includes a fifth need—faith. Her comprehensive guide includes everything from a discussion regarding the merits of bilingualism to recipes for traditional dishes. The only thing that's missing from this book is information on children ages 13 and up. Hopefully we can look forward to a follow-up on raising *quinceañeras* before the little ones grow up.

Si para dar frutos una planta necesita muchos cuidados, la crianza de nuestros niños no requiere de menos. Ésta es la filosofía de la Dra. Gloria Rodriguez en su libro *Raising Nuestros Niños: Bringing Up Latino Children in a Bicultural World*. Incluye temas como el bilingüismo, juegos para niños y recetas tradicionales. También está disponible en español.



Hispanic Convening
5/10/99

Ricardo Garcia Director Knights of Columbus (Corporate-2nd Level)	Knights of Columbus	CHC	
Enrique Rivera-Santana Director Knights of Columbus	Knights of Columbus	CHC	
Vartan Gregorian Carnegie Corp. of New York		WH Initiative	yes A → what they've done
Mott Foundation		WH Initiative	→ A
Susan Beresford, Allison Bernstein, Janice Petrovich (also a Pres. Advisory Commission member) Ford Foundation		WH Initiative	→ after-school-latinos → A
Annie Casey Foundation		WH Initiative	→ latino community-based program
Rick Love and Hodding Carter Knight Foundation		WH Initiative	B
Dewitt Wallace and Christine DeVita Readers Digest Foundation		WH Initiative	
Betty J. Overton Kellogg Foundation		WH Initiative	
Haas Family Foundation		WH Initiative	B
Annenberg Foundation		WH Initiative	
Dennis Collins Irvine Foundation	San Francisco	WH Initiative	A
Coca Cola Foundation	Atlanta	WH Initiative	

Proctor + Gamble - NC

Chrysler: - WH Init
AT&T WH Init

Hispanic Convening
5/10/99

Ed Reedy Pew Charitable Trusts	Philadelphia	WH Initiative	
Bell Atlantic		WH Initiative	
AT&T Foundation		WH Initiative	B
Lily Endowment		WH Initiative	A
Packard Foundation		WH Initiative	A
John Guerra AT&T		WH Initiative	B
Dahlia Diaz-Olivares State Farm	5/21/99	WH Initiative	
Ivelisse Estrada Univision		WH Initiative	
Angie Tirado IBM		WH Initiative	

Congress of the United States
Washington, DC 20515

Entered

**** FAX COVER SHEET ****

Congressional Hispanic Caucus

Office of Congresswoman Lucille Roybal-Allard
2435 Rayburn HOB
Washington, DC 20515
(202) 225-2410 -- FAX (202) 226-0350
www.house.gov/roybal-allard/CHC.htm

DATE: 4/20/99

TO: Roby SHAMIR

Number: 456 -2878

FROM: ☐ Congresswoman Lucille Roybal-Allard, Chair
☒ William Rafael Gil, Executive Director
☐ Angela Manso, Legislative Assistant
☐ Alejandro Perez, Legislative Assistant

PAGE(S) 16 (including fax cover sheet)

NOTE: Attached please find
references for the Latino
Youth Event with the First Lady.
If you have further questions
Please contact Arlety at 5-2410

I. BUSINESS

Hispanic Presidents & CEO's of Major Fortune 1000 Companies that should be invited to the event with the First Lady - see attachment

US West - Solomon Trujillo

Kellogg Company - Carlos Gutierrez

Corporate Governance

The Hispanic Corporation on Corporate Responsibility (HACR) recently published their Corporate Governance Rating report for the Fortune 1000 companies. This report lists all the Hispanics that serve the Fortune 1000 corporate boards and gives each corporation a grade based on the number of Hispanics that serve on their boards. The following is a list of corporations that received the highest ratings.

Top Level

Popular, Inc. - Richard L. Carrion, President & CEO

SBC Communications, Inc. - Ruben Cardenas, Herman Gallegos and Carlos Slim Helu, Directors

Wal-Mart Stores - Jeronimo Arango, Roland Hernandez and Jose H. Villarreal, Directors

Second Level

AMB Industries, Inc. - Linda Chavez, Director

American Bankers Insurance Group - Armando Codina and Peter J. Dolara, Directors

Anheuser-Busch Companies, Inc. - Carlos Fernandez and Vilma S. Martinez, Directors

Dow Chemical Company (The) - Enrique C. Falla and J. Pedro Reinhard, Directors

Edison International - Luis Nogales and Edward Zapanta, MD, Directors

Federal Home Loan Mortgage Corporation - Christina Seix and Joe Serna, Directors

Kimberly-Clark Corporation - Claudio X. Gonzalez and Pastora San Juan Cafferty, Directors

Knights of Columbus - Ricardo Garcia and Enrique Rivera-Santana, Directors

Pacific Mutual Holding Co. - Ignacio Lozano and J. Fernando Niebla, Directors

PG&E Corporation - Robert D. Glynn, Jr., Chairman & CEO

State Farm Mutual Automobile Insurance Company - David Gonzalez and Jerry I. Porras, Directors

US West - Solomon Trujillo, President & CEO

II. MEDIA

Media that could be invited to the event - see attachment

ABC TV - Bob Eger, President

CBS Telenoticias - Manuel Abud, President

CBS TV - Mel Karmezin, CEO

CNBC - Bill Bolster, President

CNN - Ted Turner, President & CEO / Frank Sesno, Bureau Chief

CNN Spanish - Rolando Santos, President & CEO / Fernanda Castejon, Bureau Chief

CSPAN - Brian Lamb, Founder & CEO

EFE News - Emilio Sanchez, Vice-President / Miguel Angel Gozalo, President, Headquarters, Madrid

Fox News Channel - Roger Eles, Chairman and CEO
Hispanic Link - Charles Ericksin, President
La Opinion - Jose Lozano, President & Publisher
Lehrer NewsHour - Dan Warner, President
MSNBC - Erick Sorenson, General Manager / Rosemary Fritas, Senior Producer
NBC TV - Robert Wright, President & CEO / Tim Russtar, Bureau Chief
NPR - Kevin Close, President & CEO
Telemundo - Roland Hernandez, CEO / Wendy Thompson, General Manager
Univision - Henry Cisneros, President and COO, UCI

III. PANELISTS

Individuals within the research community that could be invited to the event with the First Lady
(see attachment)

Recommended by Robert Otto Valdez, Ph.D., (703-587-6156) - Inter-University Program for Latino Research.

Panel I:

Cynthia Garcia-Coll, Brown University (401-863-3147) - extensive expertise and experience in early childhood development. Knowledgeable about similarities and differences found among the numerous Latino national origin groups. Has evaluated numerous programmatic efforts.

Fernando Mendoza, Stanford University School of Medicine (703-933-1951) - Pediatrician who has conducted serious work on social, economic, and cultural determinants of health, recently served on the Institute of Medicine study panel on health, recently served on the Institute of Medicine study panel on health of immigrant children.

Panel II:

Ruth Zambrana, George Mason University (703-993-1951) - Director of Robert Wood Johnson funded center on Latino Child Health, work focuses on risk factors among adolescents.

William Vega, University of Texas, San Antonio (210-458-2650) - Director of the Urban Policy Center. Previous work focused on risk factor especially resulting in substance abuse and mental health issues. Mr. Vega is an excellent speaker with superb research credentials.

Hortensia Amaro, Boston University (617-638-5146) - runs a community based research program that brings the research into community interventions.

IV. PROMISING PRACTICES see attachment

INTRODUCTION

The 1998 HACR Corporate Governance Study is a comprehensive listing and rating of 1998 Fortune 1000 companies in regard to Hispanic representation on their corporate boards.

The purpose of the HACR study is to publicly recognize Hispanics now serving on the boards of Fortune 1000 corporations and to celebrate their achievements. We also acknowledge, through our ratings, those companies that involve Hispanics in their governance and deserve goodwill from our community.

Part One of the study lists Hispanics currently serving as President, Chief Executive Officer or Chief Operating Officer of a Fortune 1000 corporation. We give special notice to these individuals who have overcome "glass ceiling" barriers and are now part of the Fortune 1000 leadership. We include their photos and profiles.

Part Two presents profiles of Hispanics who are members of corporate boards, as well as profiles and photos of Hispanics serving on multiple boards of Fortune 1000 companies.

Part Three includes an alphabetical listing of the 1998 Fortune 1000 corporations with Hispanic Directors.

Part Four includes data showing Hispanic representation in the Fortune 1000 corporations by industry and by state.

Part Five is the 1998 HACR Corporate Governance Rating. Companies are rated according to the number of Hispanics serving on their boards. Also included in this table are the total number of board seats for each company, the industry, and the state where the company is headquartered.

This study utilized the following sources of information:

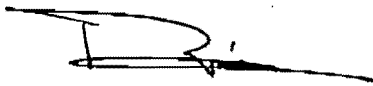
- The 1998 Index to the Fortune 500; the 1998 Fortune 1000 Industry Ranks, *Fortune Magazine*;
- Annual Reports and 10K forms submitted to the Security & Exchange Commission by the Fortune 1000 Companies; and,
- Data provided directly to HACR by Fortune 1000 companies.

HACR contacted each of the Fortune 1000 companies listing Hispanic surnamed individuals on their boards to obtain confirmation of their current director status and Hispanic heritage. All persons listed in this study have identified themselves as being of Hispanic descent.

Companies without Hispanic surnamed members on their boards were also surveyed to verify our negative findings. Where responses were not forthcoming, corporate directories were utilized.

HACR greatly acknowledges the participation of the Fortune 1000 companies in the preparation of this study. Their cooperation and assistance allows HACR to portray Hispanics in Corporate America as an inspiration for our community and as role models for our youth while providing well-deserved recognition to the companies.

HACR also recognizes the contributions of the project staff, Mr. Fletcher P. Grundmann, Director of Research and Publications; Mr. John Bozada II, Project Manager; Ms. Rima K. Matsumoto, Director of Corporate Communications; Mrs. Mildred Garcia, Director of Administration; and Ms. Ana Maria Guitierrez, Research Associate.



Richard José Bela, Esq.
President and CEO



PART I

FORTUNE HISPANIC PRESIDENTS AND CEOs

The following list presents Hispanics serving as president, chief executive officer or chief operating officer of their companies. In 1998, thirteen Hispanics shared that distinction.



ALAIN J. P. BELDA

*President and Chief Operating Officer
Aluminum Company of America*

Mr. Belda is President and Chief Operating Officer of the Aluminum Company of America, where he began his career in 1969. Prior to his current position, Mr. Belda had been Vice Chairman. Belda is the former President of the Brazilian Aluminum Association and Vice President of the American Chamber of Commerce. A member of the board of directors of Citicorp and Cooper Industries, Mr. Belda was awarded Industrialist of the Year by the state of Pocos de Caldas and Order of Industrial Merit by the state of Pernambuco, Brazil.



HENRIQUE DE CAMPOS MEIRELLES

*President and Chief Operating Officer
BankBoston*

Mr. Meirelles is President and Chief Operating Officer of BankBoston, a super-regional bank holding company with assets of \$71.4 billion. He joined BankBoston in 1974 as Managing Director of BankBoston Leasing. He is a member of the Global Board of MasterCard International and a member of the boards of Bestfoods, Raytheon, and Accion International. Mr. Meirelles is the founding President of the Latin American Leasing Federation, Executive Committee Member of the U.S. Brazilian Business Council, and, in 1996 was named "Most Influential Banker of the Year" by Latin Trade Magazine.



CARLOS H. CANTU

*President and Chief Executive Officer
The Service Master Company*

Mr. Cantu is President and Chief Executive Officer of The ServiceMaster Company. He began his career with Cook Industries, where in 1978 he was appointed as President of Terminix International. He joined ServiceMaster in 1986 when it acquired Terminix. He serves as a member of the board of First Tennessee National and Unicom, as well as, a board member of DePaul University.

**CARLOS GUTIERREZ¹**

*President, Chief Executive Officer and Chief Operating Officer
Kellogg Company*

Mr. Gutierrez is the President, Chief Executive Officer and Chief Operating Officer of the Kellogg Company. He joined Kellogg de Mexico in 1975 and has since held many executive positions including President and CEO of Kellogg Canada and President of Kellogg Asia-Pacific, as well as his last post as Executive Vice President for Global Business Development at Kellogg.

.....

**BENJAMIN F. MONTOYA**

*President and Chief Executive Officer
Public Service Company of New Mexico*

Mr. Montoya is President and Chief Executive Officer of the Public Service Company of New Mexico (PSCNM). Prior to joining Corporate America, Mr. Montoya had a distinguished and decorated career in the U.S. Navy spanning 31 years where he rose to the rank of Rear Admiral. Mr. Montoya serves as a member of the boards of directors of Public Service Company of New Mexico and Norwest. He has been honored with the Legion of Merit award, the Distinguished Service Medal, and in 1989, he was honored with the Hispanic Engineer of the Year award.

.....

**HECTOR ORTINO**

*President and Chief Executive Officer
Ferro Corporation*

Mr. Ortino is President and Chief Operating Officer of Ferro Corporation, a leading global producer of performance materials. Mr. Ortino who has extensive international experience in operations, management and finance, was named to his current position in 1996. He serves as a member of the boards of Bunge International, and Parker-Hannifin. Active in civic affairs, Mr. Ortino also serves as a trustee of the Cleveland Institute of Art and the Urban Community School, the Playhouse Square Foundation, and the Cleveland Council of World Affairs.

.....



**RICHARD L. CARRION**

*Chairman, President and Chief Executive Officer
Popular, Inc.*

Mr. Carrion is Chairman, President and Chief Executive Officer of Popular. He joined Banco Popular in 1976 and rose through the ranks to President in 1985. In 1990, Mr. Carrion and Banco Popular merged with BanPonce to create the new Popular, Inc. He is a former member of the International Olympic Committee and heads the Puerto Rico Commission for the 2004 Olympiad. Committed to civic affairs in Puerto Rico, Mr. Carrion is President of the Committee for Economic Development of Puerto Rico.

**DAVID I. FUENTE**

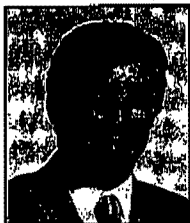
*Chairman and Chief Executive Officer
Office Depot, Inc.*

Mr. Fuente is Chairman and Chief Executive Officer of Office Depot, Inc., the world's largest chain of office product superstores. Under his direction, Office Depot has grown from a private company with fewer than a dozen stores into a \$6.7 billion, publicly traded company with more than 600 stores throughout the world. Mr. Fuente is a member of the board of Ryder System, and is on the executive advisory boards for Purdue University and the University of Florida.

**ROBERT D. GLYNN, JR.**

*Chairman, Chief Executive Officer and President
PG&E Corporation*

Mr. Glynn, a veteran of more than 30 years in the energy industry, is Chairman, Chief Executive Officer, and President of PG&E Corporation. He joined Pacific Gas & Electric in 1984 as Chief of Engineering Services and in 1995 was appointed as President. Mr. Glynn serves as a director of PG&E, and URS Corporation, as well as the California Chamber of Commerce. He is also a member of the Board of Governors for the San Francisco Symphony.

**CLAUDIO OSORIO**

*President and Chief Operating Officer
CHS Electronics*

Mr. Osorio is the Chief Executive Officer, President and Chairman of the Board of CHS Electronics. CHS is the largest distributor of micro-computer related products in Western and Eastern Europe and Latin America. He started his first business, a wholesale sporting goods company, at the age of 17, and soon moved into the computer and software business selling the same systems he had developed for his sporting goods business. Mr. Osorio grew CHS Electronics from a \$10 million in 1986 into a \$4 billion company in 1997.

.....

**MARK A. PULIDO**

*President and Chief Executive Officer
McKesson Corporation*

Mr. Pulido is President and Chief Executive Officer of McKesson Corporation. Mr. Pulido has spent his entire career in the health care industry. He started his career in the wholesale pharmaceutical distribution business with McKesson Drug Company and moved to FoxMeyer Drug in 1986. He left FoxMeyer to lead, as President and COO, Red Line Healthcare and in 1994 became Chief Operating Officer of Sandoz Pharmaceuticals. He earned a BS degree from the University of Arizona College of Pharmacy and an MS in Pharmacy Administration from the University of Minnesota College of Pharmacy.

.....

**SOLOMON TRUJILLO**

*President and Chief Executive Officer
US WEST, Inc.*

Mr. Trujillo is the President and Chief Executive Officer of US WEST, Inc. Mr. Trujillo, called "the first digital telecom CEO" by former Presidential Science Advisor Jay Keyworth, joined US WEST in 1974. At the age of 32, Mr. Trujillo was the youngest officer in US WEST history and led the Small Business Group and US WEST Marketing Resources. In 1996, he assumed the role of President and CEO of US WEST, Inc. Mr. Trujillo serves on the boards of directors for Dayton-Hudson, and Bank of America, and is a governor of the World Economic Forum for the technology industry. One of the most influential Latinos in the nation, Mr. Trujillo is active in the Hispanic community through his roles as a Director of the Tomas Rivera Policy Institute and as a corporate advisor to the National Council of La Raza.

**TONY L. WHITE**

*Chairman, President and Chief Executive Officer
Perkin Elmer Corporation*

Mr. White is Chairman, President and CEO of Perkin Elmer Corporation. In his three years since assuming this role, Mr. White has led Perkin Elmer to new heights by revitalizing its analytical instruments business and broadening its presence in life sciences. Prior to joining Perkin Elmer, Mr. White was Executive Vice President at Baxter International where he spent 26 years. Mr. White serves on the boards of directors of C.R. Bard, and Ingersoll-Rand, and is a trustee of Western Carolina University.

Mr. Gutierrez is not a member of the Kellogg Company's Board of Directors.



PRESS CONFERENCE LIST - DC

Name	Company	Fax	Voice	CSID
ABC TV	ABC TV	202 222-7884	202 222-7733	
AP Daybook	AP Daybook	202 898-8401	202 898-8346	
AP- Puerto Rico Metro Office	AP- Puerto Rico Metro Office	787 783-4428	787 703-6833	
AP Wires	AP Wires	202 778-8573	202 736-1180	
CBS	CBS	202 659-2587	202 457-4444	
• CBS Telenoticias	CBS Telenoticias	202 737-7636	202 737-7630	
• CNN Spanish	CNN Spanish	202 616-2985	202 616-2988	
Congress Daily	Congress Daily	202 298-8110	202 739-8480	
Copley News	Copley News	202 383-3843	202 737-6960	
Cox Newspapers	Cox Newspapers	202 331-1058	202 331-0980	
Cronica - Alexandria, VA	Cronica - Alexandria, VA	703 620-4303	703 678-3443	
CSPAN	CSPAN	202 737-8228	202 737-3220	
ECO TV	ECO TV	202 881-0838	202 881-0828	
• EFE News	EFE News	202 385-4449	202 745-7882	
El Financero	El Financero	202 707-0237		
El Norte Reforma	El Norte Reforma	202 628-0131	202 628-9031	
• El Nuevo Dia - DC	El Nuevo Dia - DC PR	301-652-5163	202-882-7389	301-652-4204
• El Pregonero - DC	El Pregonero - DC	301 853-3349	301 853-4504	
• El Tiempo Latino	El Tiempo Latino	703 627-8389	703 627-7860	
El Tiempo Latino - VA	El Tiempo Latino - VA	703 627-0389	703 627-7860	
El Universal	El Universal	202 682-7189	202 682-7190	
FOX	FOX	202 824-8428	202 824-8300	
Frank Elzondo	National Hispanic Reporter	703 379-6289	202 898-4163	
Gannett	Gannett	783 658-3902	703 276-5264	
Hispanic Business Magazine	Hispanic Business Magazine	805 964-5539	805 964-4554	
• Hispanic Link	Hispanic Link	202 234-4090	202 234-0280	
• HISPANIC Magazine	HISPANIC Magazine	512 988-4942	512 478-8599	
Hispanic Radio Network - Santa	Hispanic Radio Network - San	505 982-8889	505 984-0080	
Knight Ridder	Knight Ridder	202 383-2460	202 383-8080	

National Press List

Name	Company	Fax	Voice	CSID
La Jornada - DC	La Jornada - DC	202 546-7776	202 547-5842	
• La Nacion	La Nacion	202 462-3675	202 234-3698	
• La Opinion	La Opinion	202 682-1245	202 682-1246 - <i>Maribel Hastings</i>	
LA Times	LA Times	202 887-1050	202 293-4850	
La Voz - DC	La Voz - DC	202 285-8446	202 285-8446 <i>discon.</i>	
• Latino USA/NPR <i>Kate Dearborn</i>	Latino USA/NPR	202 638-4433 <i>512-475-6873</i>	512 475-6767 (Austin) -	
• Lina M.F. Younes	Voces/El Mundo	301 889-0456	301 889-0518	
NBC TV	NBC TV	202 382-2099	202 885-4200	
New York Times	New York Times	202 488-4571	202 862-0300	
• Notimex News	Notimex News	202 347-5128	202 347-5227	
Reuters	Reuters	202 898-8481	202 898-8345	
Roll Call	Roll Call	202 624-0902	202 624-8800	
Sacramento Bee	Sacramento Bee	202 393-2229	202 393-2228	
States News	States News	202 383-4610	202 628-3100	
The Hill	The Hill	202 628-8503	202 628-8500	
Tribune Broadcasting	Tribune Broadcasting	202 624-8333	202 624-8474	
• Univision Network	Univision Network	202 737-6839	202 783-7165	
UPI	UPI	202 898-8447 <i>8057</i>	202 898-8000	
Vida - DC	Vida - DC	703 578-8888	703 578-8884	
• Vista Magazine	Vista Magazine	305 443-7858	305 443-2482	
Washington Hispanic - DC	Washington Hispanic - DC	202 667-8992	202 667-8881	
Washington Post	Washington Post	202 496-3936	202 334-8000	

WASHINGTON NEWS ORGANIZATIONS CONTACT NUMBERS
(Bold indicates Gallery Regular)

Organization	Phone	FAX
Airwaves	301/215-7171	
Alaska Public Radio	202/488-1961	
America's Voice	202//544-3200	202/775-5448
American Urban Radio	800/456-4211	202/635-3815
ABC NewsOne	202/222-7525	202/222-7978
ABC Radio	202/222-7600	202/222-7682
ABC TV	202/222-7700	202/222-7877
AP Radio	202/736-9500	202/736-1199
APTN (AP TV & WTN)	202/736-9595	202/736-9619
BBC	202/223-2050	
Belo Broadcasting	202/661-8471	202/628-2730
Bloomberg	202/624-1866	202/332-1681
Bonneville	202/737-3100	202/628-3711
Canadlan Broadcasting	202/638-3286	
CBS Newspath	202/457-4398	202/872-0378
CBS Radio	202/457-4367	202/775-0342
CBS TV	202/457-4444	202/457-4344
Chinese TV Systems	202/662-8950	
CNBC	202/467-5400	202/467-5400
C-SPAN	202/626-4894	202/737-6226
CNN	202/898-7911	202/898-7923
CNN Newsource	202/783-6200	202/783-4364
Christian Broadcast Network	202/833-2707	202/393-2670
Cox Communications	202/777-7000	202/777-7080
Connect Live (broadcast.com)	703/918-0000	703/918-0325
CONUS	202/467-5600	202/467-5610
Court TV	202/828-0366	
Dispatch Broadcasting	202/737-4630	

Entertainment Tonight	202/783-5535	202/638-5546
FedNet	703/739-3008	
Fisher Broadcasting	202/783-0322	202/347-5020
Fox News Channel	202/824-6369	202/824-6426
Fuji TV	202/347-6070	
Hearst Broadcasting	202/457-0220	202/457-0409
ITN (London)	202/429-9080	
Lehrer NewsHour	703/998-2150	703/845-1458
Metro Networks, Washington	301/718-4949	
MSNBC <i>Kerry Forest</i>	202/638-0444 <i>783-3471</i>	
NBC O&O (TVSD)	202/885-4780	202/362-8905
NBC TV	202/885-4200	202/362-2009
National Native News	202/484-3871	
NPR	202/622-2100 <i>202/662-1245</i>	202/822-2203
Newschannel 8	703/912-5308	
NHK/Japan Broadcasting	202/828-5180	
Nightly Business Report	202/682-9029	202/682-9035
Nippon TV	202/638-0890	
Pacifica Radio	202/783-1620	202/393-1841
Potomac News/ NewsWorld TV	202/783-6464	202/783-1132
Reuters TV	202/898-0056	202/898-1237
RIAS TV (German TV)	202/393-7427	
Standard News	703/528-6213	
Talk Radio News Svs. (AOL)	202/337-8715	
TV Asahi	202/347-2933	
TV Tokyo	202/662-8925	
Tokyo Broadcasting	202/393-3800	
Tribune Broadcasting	202/824-8444	202/824-8333
Univision	202/783-7155	
UPI Radio	202/898-8111	202/898-8124
USIA TV	202/501-7440	

VOA	202/619-2702	202/619-2400
The Washington Bureau	202/347-6396	202/628-6296
Washington Bureau News Svs.	301/596-2246	Same
Washington News Network	202/628-4000	202/628-4015
WETA TV	703/998-2600	703/998-3415
WJLA TV	202/364-7715	202/362-1124
WNVC TV	703/698-9682	703/849-9796
WRC TV	202/885-4111	202/885-4104
WTOP Radio	202/895-5000	202/895-5149
WTTG TV	202/895-3000	202/895-3133
WUSA TV	202/895-5999	202/364-6163

The complete listing of the over 3,000 broadcasters accredited to the Congressional R-TV Galleries is printed in the Congressional Directory. Issuing of credentials is handled by the Senate R-TV Gallery which is located in S-325 of the Capitol, 224-6421.

Rev. 02/08/99

G:\MEDIA\99PressSecAdvisory

Brown, Sarita

To: *Neera Tanden*
Subject: Ruby Shamir; Tanden_N@A1.eop.gov
Media People

Fax: 456-2878

Neera and Ruby,

Please add Ivelisse Estrada Vice President, Corporate and Community Relations, Univision, 6701 Center Drive West, 15th Floor, LA, CA, 900045

Her phone is 310-348-3656.

Ivelisse is the brain and heart behind Univision's education campaign which will launch in June 1999. I will talk with her about making an announcement at the First Lady's convening. In the meantime, I will fax Ruby a copy a press release of the joint project between Univision, LA Times, and La Opinion. The project is called Educacion:La Tarea de Todos.

NEWS RELEASE

202/401-8377

UNIVISION

KMEX-TV CHANNEL 34

601 CENTER DRIVE WEST, 9TH FLOOR

LOS ANGELES, CA 90005-1005

(213) 714-3434

(213) 714-3434 FAX

2 pages

FOR IMMEDIATE RELEASE**KMEX-TV, CHANNEL 34/UNIVISION AND THE L.A. TIMES
LAUNCH BILINGUAL PARENTAL INVOLVEMENT CAMPAIGN,****Bilingual Section Available in The Times on August 25;
KMEX-TV To Air Half-Hour Special August 29**

Los Angeles, August 19, 1998 -- According to a recent national poll, education is a top priority for all residents in the United States. With this concern in mind, KMEX-TV, Channel 34/Univision and the Los Angeles Times have joined forces for a second time this year to present *Educación: La Tarea de Todos* (A Child's Education Is Everybody's Task: A Guide to Parenting), a special bilingual informational campaign designed to encourage parents to get involved in the education process and to help their children succeed in school.

The partnership will include a bilingual editorial supplement component, available Tuesday, August 25 in all Los Angeles Times newspapers and a complementary half-hour television special that will air on KMEX-TV, Channel 34 on Saturday, August 29 at 11 a.m. The *Educación: La Tarea de Todos* core media components (supplement and television special) will also be accessible on the Internet through both web sites, www.kmex.com and www.latimes.com.

"Educators across the country have attested to the fact that parents who are actively involved in their child's studies tend to have high achieving children who excel in education. Ensuring the future success of America's school-aged children is one of the greatest challenges facing our country today," said Henry G. Cisneros, President and Chief Operating Officer of Univision Communications Inc. "The *Educación: La Tarea de Todos* campaign sponsored by KMEX-TV, Channel 34/Univision and the Los Angeles Times will assist in informing parents in Southern California of just how essential a role they play in their child's educational development."

"The Times has a long record of involvement with the education process here in Los Angeles, and we are very please to partner with KMEX on this latest endeavor to reach out to parents," said Mark H. Willes, Times Mirror Chairman, President and Chief Executive Officer and Publisher of the Los Angeles Times. "If we can help increase parents' involvement in their children's education, then we will have left a valuable gift for all of our children."

-more-

EDUCATION

Page Two

The *Educación: La Tarea de Todos* two-page supplement will be distributed in over one million copies of The Times on Tuesday, August 25, including home delivery and street-sales outlets. The section is designed to provide vital, easy-to-follow information and tips on how parents, along with their children, can better work with their local schools and community to make education a positive and successful experience. The *Educación: La Tarea de Todos* editorial section will include information and helpful checklists for parents.

On Saturday, August 29, KMEX-TV Channel 34 will broadcast the *Educación: La Tarea de Todos* television special, which, like its editorial counterpart, will present information on the impact parental involvement can have on a child's education. Hosted by KMEX-TV News Anchor Andrea Kutyas, the special will highlight three areas where parents can become actively involved in education: through family and school participation as well as through the community planning and involvement. *Educación: La Tarea de Todos* will be broadcast independently by other Univision owned-and-operated stations nationwide on August 29 through early September, when most school-aged children are returning to class. The *Educación: La Tarea de Todos* television special is sponsored by Anheuser-Busch, Ford and Sav-On Drug Stores.

Educación: La Tarea de Todos is the second joint project spearheaded by KMEX-TV, Channel 34/Univision and the Los Angeles Times specifically addressing community needs. The first project, entitled *El Poder del Voto* (The Power of the Vote), focused on the importance and power of civic participation. The first campaign was launched in March 1998 with the participation of several community-based organizations throughout Southern California as well as with the support of the Los Angeles Unified School District.

KMEX-TV, Channel 34 is the flagship station of the Univision Television Group, the country's leading Spanish-language television station group. The company operates 12 full-power and eight low-power television stations and two television translator stations.

Los Angeles Times, the second-largest metropolitan daily newspaper in the country, publishes four daily regional editions covering the Los Angeles metropolitan area, Orange County, Ventura County, and the San Fernando Valley. The newspaper has won 22 Pulitzer Prizes.

###

Contacts: Patricia Ramos
KMEX-TV, Channel 34
(310) 348-3569

Gloria Lopez
Los Angeles Times
(213) 237-5779