

THE WHITE HOUSE

WASHINGTON

August 7, 1984

Dear Ms. Steele:

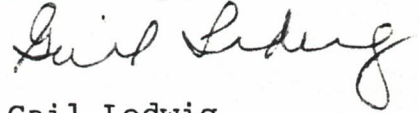
Thank you for your letter of July 31 to Mr. Deaver.

Since Mr. Deaver is on the West Coast with the President, I am taking the liberty of responding and will bring your letter to his attention upon his return.

Thank you also for the enclosed article. I am sure Mr. Deaver will be most appreciative of your interest and concern.

With best wishes,

Sincerely,



Gail Ledwig
Staff Assistant to
Michael K. Deaver

Ms. Ellen Lively Steele
Ellen Lively Steele & Associates
Post Office Drawer 447
Organ, NM 88052

ELLEN LIVELY STEELE & ASSOCIATES

P. O. DRAWER 447 - ORGAN, NEW MEXICO 88052

(505) ~~382-5863~~ 523-0005

July 31, 1984

Mr. Michael Deaver
Assistant to the President
The White House
Washington, D.C. 20201

Dear Mr. Deaver:

It was very nice having lunch with you at the Conference
on July 13.

I recently saw an article in our local paper that I believe
you will find interesting. The author is a Ph.D. at
New Mexico State University. From his remarks it would
appear that the president's policy in El Salvador is bear-
ing fruit. As a side, Dr. Garcia was head of the Democratic
party in Dona Ana County until recently.

I hope you can use this to its best advantage.

Yours very truly,



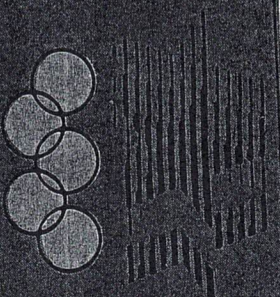
ELLEN LIVELY STEELE

ELS/tb

ENCLOSURE: Newspaper article

color, paganism, enthusiasm
mark start of the 1984 Olympic
Games in Los Angeles.

Sports Illustrated



Local news 8B



Las Cruces Sun-News

© Las Cruces Newspapers Inc., 1985

75 CENTS

Vol. 1104—No. 103

SUNDAY, JULY 29, 1984

word source of Los Angeles, had his brother Larry Young said at Los Angeles Herald Examiner.

Las Cruces reports on El Salvador

D. José García, a political science professor at New Mexico State University, is an expert on Latin American political affairs and has recently returned from another trip to El Salvador. He was there for three weeks to gather additional information for a book he is writing on the civil war in El Salvador. This story is his analysis of the situation there.

BY DR. JOSE GARCIA

Although the final chapter is far from written, as it now stands El Salvador is shaping up as one of the major U.S. foreign policy victories of its time. The economy appears to be turning around, the Government's legitimacy is high at home and increasingly abroad, and most important, the armed forces are learning how to fight the guerrillas on both military and political fronts.

In spite of extensive and continuous guerrilla sabotage of the economic lifelines and public services of El Salvador, the economic picture for the first time in five years



Jose Garcia

estimates were pessimistic

is positive. The gross national product, which fell 25 percent from 1979 to 1983, has stabilized in the last year. Projections for the next year are for an increase, according to the U.S. embassy in El Salvador and Salvadoran government officials whose previous

estimates were of greater confidence by the private sector in the government. Is the increase in the cost of rental property and real-estate values for upper-class housing in San Salvador and along the beach, a sure sign that upper-class businessmen are returning from their self-imposed exiles in Miami? Restaurants are filled, nightclubs are packed, and traffic is congested throughout San Salvador. During most of the past five years, restaurants in the evenings—even on weekends—were desolate places, a sea of empty tables except for a handful of men surrounded by lonely-looking waiters in formal dress, and surly, bored bodyguards. Nightclubs formerly filled with dozens of couples became cavernous places with aging chubbies, strippers dancing plaintively to tangos tunes out of the 1950s with an audience of a half dozen or foreign diplomats and a couple of coffee growers surrounded by machine gun-toting bodyguards. All of this has changed.



Jose Garcia

The elections of 1982 and 1984 have had their intended effect: the

50-day-old government of President José Napoleón Duarte is the most legitimate one in many years. Even if government performance should fall far short of expectations (a likelihood for a presidency unaccustomed to the accountability implied by democracy), at least it will be a government elected as democratically as circumstances permitted and ultimately accountable to the people's vote in the next parliamentary elections, scheduled for March 1985. In 1981 elections were mentioned with cynical glances as though dishonesty was a foregone conclusion, while others thought the guerrillas would win before elections could be held. In 1982,

Abroad, El Salvador is no longer considered the pariah state of the international community. President Duarte has returned from a European trip with \$10 million in aid from West Germany, a gesture

Please see Salvador, Page 2A

Olympics get

Please See Lebanon, Page 2.



Photo by Jose Garcia
of Nahuizalco.

This Salvadoran woman sells fruit in the small town of Indapizaco.

y 29 80
80



Stationary

S. Dept. of Commerce

en Information

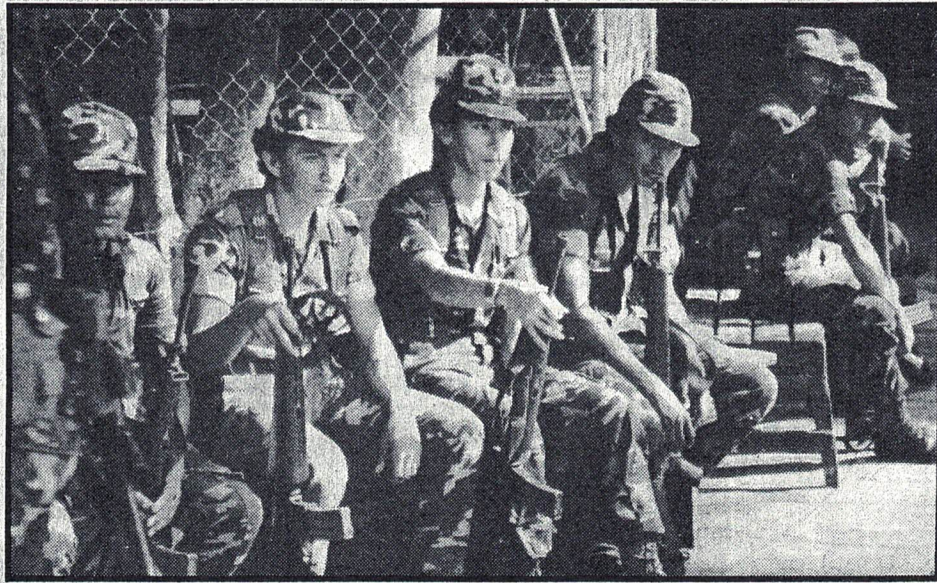
pecan aphids are a
to all pecan trees.
are small soft bodied in-
it feed on leaves.
ost noticeable symptom
tion is the secretion of a
substance called honey-
dew is found on the
nd on the ground of in-
ees.

Information is supplied by
Ana County Extension

mcari

Roswell

65/90
Carlsbad



Photos by Jose Garc

In top photo a woman walks along a littered street, carrying a pan filled with food items atop her head, in a typical street scene in Sonsonate, a town nestled at the foot of hill in western El Salvador. In photo at left, a group of soldiers sits along a street by a barracks in the town of La Union waiting in their fighting gear to go out on patrol. Their job is a little less dangerous than it was when guerrillas were able to strike with relative impunity in much of El Salvador.

Salvador

From Page 1A

far more important for its symbolic value than for its purchasing power. The United States is by no means the only country in the world with confidence in El Salvador's future: the world likes a winner and, if things continue to improve, dozens of nations may well jump on the Salvadorean bandwagon.

As a further indicator of chang-

railed during the past three weeks. Guerrillas were able to penetrate the security of the vast hydroelectric complex at Cerron Grande Dam, killing more than a hundred soldiers; only guerrilla confusion that night appears to have prevented them from wreaking extensive damage to the nation's electrical generating capacity. But it is unlike seven months ago when guerrilla forces were able to overrun an army garrison at El Paraiso for 48

cial institutions, political parties, labor unions, church groups — will become habituated to looking abroad for assistance. El Salvador's long-term health will depend upon a process in which these institutions learn to deal with one another and find solutions to national problems; otherwise, El Salvador will never become a nation-state in any meaningful sense of the word.

If El Salvador will go down in U.S. foreign policy history as a

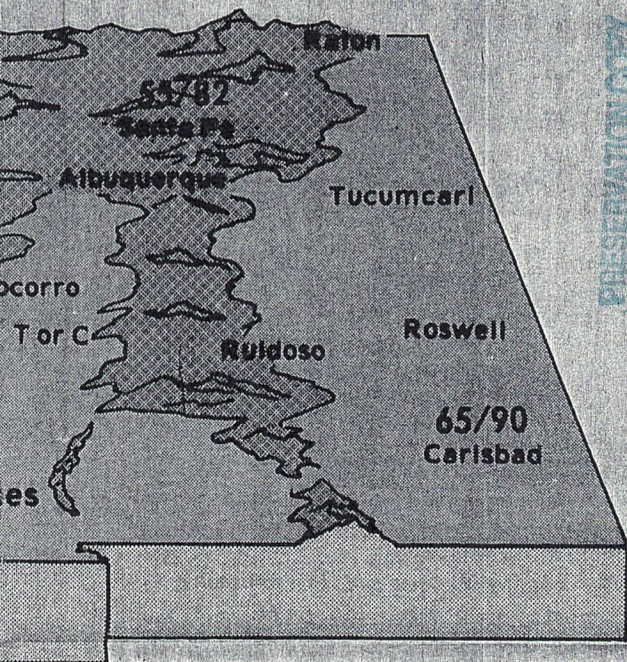
ely scattered thun-
rs expected mainly in
ains and western por-
ie state.
s high temperatures
nge from the 60s to the
the mountains with 80s
lower elevations.
ther service said that
ge of high pressure in
atmosphere continuing
te the weather pattern
Mexico, afternoon and
thundershowers are
to continue.

Garden Information

Yellow pecan aphids are a problem to all pecan trees. Aphids are small soft bodied insects that feed on leaves.

The most noticeable symptom of infestation is the secretion of a sticky substance called honeydews. Honeydew is found on the leaves and on the ground of infected trees.

This information is supplied by the Dona Ana County Extension Office.



tonight's lows for areas of New Mexico

92 63	Amarillo	85 65	cdy	Kansas City	83 58	clr
92 67	Atlanta	77 69 .06	cdy	Las Vegas	84 61 1.32	rn
65 49	Austin	93 69	cdy	Los Angeles	86 71	clr
89 66	Baltimore	73 63	rn	Lubbock	92 68	cdy
90 60	Billings	95 66	cdy	Memphis	84 66	clr
90 51	Boise	90 70 .08	cdy	Miami Beach	84 82	cdy
92 63	Boston	69 58 .09	cdy	Midland-Odessa	94 67	cdy
89 54	Buffalo	78 52	clr	Milwaukee	74 61	clr
91 64	Chicago	75 56	clr	Mpls-St Paul	80 56	cdy
85 52	Cincinnati	77 61 .02	cdy	Nashville	81 62	clr
90 66	Cleveland	75 55	clr	New Orleans	87 70 .20	cdy
75 45	Columbia,S.C.	86 69 1.03	cdy	New York	75 63	cdy
92 57	Columbus,Oh.	79 57	cdy	Philadelphia	74 62	rn
80 53	Dallas-Ft Worth	96 69 .06	clr	Phoenix	96 68 2.40	cdy
90 60	Dayton	75 60	cdy	Pittsburgh	77 54	cdy
91 63	Denver	89 62 .39	cdy	Portland,Me.	74 57 .28	clr
	Des Moines	80 59	clr	Portland,Or.	77 57	cdy
	Detroit	80 56	clr	Reno	88 52	cdy
	El Paso	91 65	cdy	Richmond	74 64 .18	rn
	Fairbanks	70 47	rn	Sacramento	86 59	clr
	Flagstaff	69 52	rn	Salt Lake City	93 68	rn
	Grand Rapids	80 52	clr	San Diego	82 74 .03	cdy
	Helena	90 61	cdy	San Francisco	61 55	clr
US day's	Honolulu	89 76	clr	Seattle	74 57	clr



Salvador

From Page 1A

far more important for its symbolic value than for its purchasing power. The United States is by no means the only country in the world with confidence in El Salvador's future: the world likes a winner and, if things continue to improve, dozens of nations may well jump on the Salvadorean bandwagon.

As a further indicator of changing international attitudes, few diplomatic officials from other Latin American countries stationed in San Salvador believe the guerrillas will ultimately bring down the government. This is in striking contrast to their feelings even two years ago, when intrigue among Latin American diplomats with guerrilla contacts was commonplace and a source of heightened status.

Security forces have been removed from the command of the army general staff and consolidated under one high-level army officer. Reports of draconian excesses are far less frequent than a year ago. The regular army has doubled in size during the past 18 months, while the military hierarchy has been streamlined to improve field mobility, coordination and supply. Training has been vastly improved. The guerrillas are

railed during the past three weeks. Guerrillas were able to penetrate the security of the vast hydroelectric complex at Cerron Grande Dam, killing more than a hundred soldiers; only guerrilla confusion that night appears to have prevented them from wreaking extensive damage to the nation's electrical generating capacity. But it is unlikely seven months ago when guerrilla forces were able to overrun an army garrison at El Paraiso for 48 hours. This time the guerrillas could hold the Cerron Grande complex for only four hours before an army airborne unit was able to secure it again. Today the mobility of the army does not permit the guerrillas to hold anything important for more than a few hours. Furthermore, recent forcible recruitment of teenagers into guerrilla ranks seems to indicate their popular base of support is shrinking.

The economy is still crippled, but clearly the man in the street blames the guerrillas for the state of the economy. Corruption abounds, but this is to be expected anytime massive foreign assistance is provided to a country. Human rights abuses still occur, but who would expect otherwise after five years of civil war in a country where human rights abuses have been standard fare for decades?

THE WHITE HOUSE

WASHINGTON

August 7, 1984

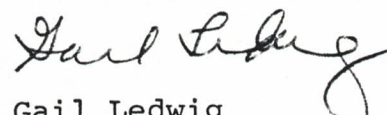
Dear Mr. Olow:

Thank you for your letter of August 1 to Mr. Deaver.

I am taking the liberty of responding in Mr. Deaver's behalf, as he is traveling with the President. I will bring your letter to his attention upon his return, and in the meantime will handle the transmission of the letter you enclosed for Mr. Baker.

With best wishes,

Sincerely,



Gail Ledwig
Staff Assistant to
Michael K. Deaver

Mr. John L. Olow III
Executive Liaison
State Legislature
Post Office Box 223153
Carmel, CA 93922-3153

1 August 1984

John L Olow III
Executive Liaison and
Field Representative
State Legislature
PO Box 223153
Carmel, CA 93922-3153
(408)624-1757

The Hon Michael K Deaver
Deputy Chief of Staff
Office of the President
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Dear Mike:

While exercising my duties here in the 29th Assembly District and Central California; also as the newly appointed Chairman of Citizens for America (16th Congressional District), I frequently receive request for help with information, ideas and grievances from our constituency.

Enclosed is an example. Although I am not fully aware of the circumstances of the problem at hand, I feel their deep concern. I have been informed that their worries have resulted with meetings with the Governor's Office in Sacramento and with Assemblyman Seastrand.

Thus, I have been asked to forward this letter to Mr Baker, and am asking that you see that he receives it. I am sure that Colonel Mc Gregor and his colleagues will appreciate the attention. Whatever, I would like, if not inconvenient, a copy of any reply.

Again, Thank you. My best wishes and personal regards.

Respectfully,

Incl: as



JOHN L OLOW III

THE WHITE HOUSE
WASHINGTON

August 7, 1984

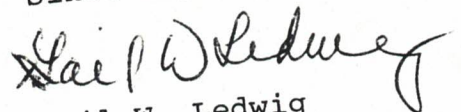
Dear Mr. Burson:

In the absence of Mr. Deaver, I wish to acknowledge receipt of your letter of August 2, 1984. I will have your correspondence for his attention upon his return. In the meantime I am taking the liberty of forwarding a copy of your letter to the campaign office, where I am sure they will be interested to know of the name of your friend, Mr. Benenson. I am sure he will be hearing from that office if and when his expertise can be used.

Thank you for writing to Mr. Deaver with your helpful information.

With best wishes,

Sincerely,



Gail W. Ledwig
Staff Assistant to
Michael K. Deaver

Mr. Harold Burson
Burson-Marsteller
866 Third Avenue
New York, New York 10022

THE WHITE HOUSE

WASHINGTON

August 7, 1984

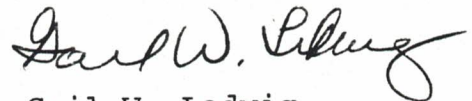
Dear Mr. Hutton:

On behalf of Mr. Deaver, I wish to thank you for your letter of July 30, 1984. Upon his return to the office I know he will be delighted to read your letter and he will greatly appreciate your kind offer to assist the Reagan-Bush '84 campaign. In Mr. Deaver's absence, I am taking the liberty of forwarding a copy of your correspondence to the campaign office where I am sure they will be happy to know of your offer to help. You should expect to hear from them soon.

Thank you again for writing and your kind words of support for President Reagan.

With best wishes,

Sincerely,



Gail W. Ledwig
Staff Assistant to
Michael K. Deaver

Mr. Anthony Hutton
9000 Sage Road
Oakland, California 94605

ANTHONY M. HUTTON
9000 SAGE ROAD
OAKLAND, CALIFORNIA 94605

July 30, 1984

Michael K. Deaver
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Mr. Deaver:

As I was watching the Democratic Convention last week, I became greatly disturbed when Jesse Jackson babbled brainlessly about economic and foreign affairs. The Reverend Jackson's accusations against President Reagan were so outrageous and ridiculous that I couldn't even take him seriously. His speech was especially embarrassing to me because many people falsely see Mr. Jackson as my spokesman simply because I have black skin.

After Mr. Jackson's speech, I felt it a pity that the GOP doesn't have any blacks expressing the conservative viewpoint. During the fall campaign American voters should hear a few blacks state some of the many improvements Ronald Reagan has made in the last four years. For example, black citizens, as well as white, have benefited tremendously from Reaganomics: low inflation is color blind and employment is at an all time high. A strong military and national security protects all Americans regardless of race or sex. The crime rate has decreased since the Reagan-Bush team came into office. These are a few of the many achievements voters should hear from both black and white citizens during the fall campaign. Jesse Jackson has inaccurately and unjustly depicted President Reagan as an enemy of minorities, old people and the poor. Having a few blacks express the conservative viewpoint during the fall campaign will be fair to both Negro citizens and Ronald Reagan himself.

So far I have donated money to the Reagan-Bush campaign and helped with the registration of fifteen personal friends, all of whom plan to vote Republican in November. If there is anything more I can do for Messrs. Reagan and Bush, please let me know immediately. My life is much better than it was four years ago!! I would like to see America continue under Reagan-Bush instead of reverting to the disastrous days of Carter-Mondale.

With sincere Best Wishes for the fall campaign.

Anthony Hutton
Anthony M. Hutton

THE WHITE HOUSE

WASHINGTON

August 7, 1984

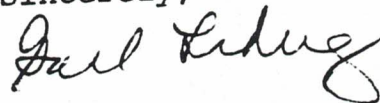
Dear Judge Markus:

Thank you for your letter of August 4 to Mr. Deaver.

I am taking the liberty of responding because Mr. Deaver is traveling with the President, and will bring it to his attention upon his return.

Be assured that Mr. Deaver will give it his prompt attention when he returns.

Sincerely,



Gail Ledwig
Staff Assistant to
Michael K. Deaver

The Honorable
Richard M. Markus
Judge
Ohio Court of Appeals
1 Lakeside Avenue
Cleveland, Ohio 44113

Court of Appeals of Ohio

EIGHTH APPELLATE DISTRICT
CUYAHOGA COUNTY COURT HOUSE
1 LAKESIDE AVENUE
CLEVELAND, OHIO 44113

RICHARD M. MARKUS
JUDGE

August 4, 1984

Mr. Michael Dever
Assistant to the President and Deputy Chief of Staff
The White House Office
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Mr. Dever:

As you know, the Ohio Republican Party and the Ohio Republican Congressional delegation have submitted my name and one other for possible selection as the new United States District Court Judge for the Northern District of Ohio. Please accept this letter as my request for your favorable consideration.

To assist you in your evaluation of my suitability, I enclose various exhibits, including (a) a current biographical summary, (b) a review of my political activity, (c) a list of some recent decisions I authored, (d) a list of some professional leaders supporting my selection, (e) maps showing the area served by the court involved and the support given me by Republican County Chairmen for that area.

As the case summary indicates, I have written two significant opinions upholding Ohio's new capital punishment law. Approximately two years before the federal Supreme Court adopted the "good faith" exception to the exclusionary rule, I wrote a similar Ohio opinion. In 1982, I assisted a former Ohio State Senator in drafting proposed changes to restrict Ohio's insanity defense for criminal cases.

I would very much appreciate an opportunity to appear for an interview by anyone you designate. At that time, I believe that I can supply significant additional information about myself and the other candidate suggested for this position.

Yours truly,



Richard M. Markus

RMM/self

THE WHITE HOUSE

WASHINGTON

August 7, 1984

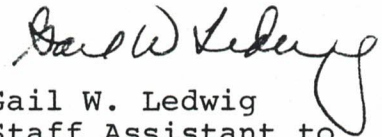
Dear Marc:

In the absence of Mr. Deaver I wish to acknowledge receipt of your August 2nd letter in which you strongly endorse the development of a television program in which the President would speak directly with the people of Northeastern Pennsylvania. Upon his return I will bring your letter to his attention and I am sure you will be hearing from him soon.

Thank you for writing and letting Mr. Deaver know of your interest in the proposal. Your feelings are valued by him.

With best wishes,

Sincerely,



Gail W. Ledwig
Staff Assistant to
Michael K. Deaver

Mr. Marc L. Holtzman
Executive Director
Citizens for America
214 Massachusetts Avenue, N.E., Suite 320
Washington, D.C. 20002

CITIZENS FOR AMERICA

ew Lehrman
Chairman
aquelin H. Hume
Founder
Richard M. DeVos
Co-Chairman
Chairman, Finance Committee
Marc L. Holtzman
Executive Director

August 2, 1984

EXECUTIVE COMMITTEE

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Edwin J. Feulner, Jr.
Carol Hallett
H. J. Haynes
Robert H. Kriebel
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Thomas V. Jones
Earle M. Jorgensen
David H. Koch
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Charles Luckman
James E. Lyon
James J. McEntee
Minot K. Milliken
Gerrish H. Milliken, Esq.
Roger Milliken, Esq.
Robert A. G. Monks
Parker Montgomery
Stephen M. Peck
Robert J. Perry
Sidney R. Petersen
T. Boone Pickens
David Price
Liliore G. Rains
Marna Schnabel
Rockwell A. Schnabel
Edwin A. Seipp, Jr.
Frederick G. Wacker, Jr.
F. Howard Walsh, Jr.
Robert W. Wilson
T. A. Wilson
Emily Woodruff

The Honorable Michael K. Deaver
Deputy Chief of Staff and
Assistant to the President
The White House
Washington, D.C. 20500

Dear Mike:

Enclosed please find a copy of a recent letter and proposal for President Reagan from Elden Hale, General Manager, WNEP-TV (ABC), Northeastern Pennsylvania. WNEP last year received an award as the highest rated newscast in America. Elden would like to develop a television program this fall giving the President an opportunity to speak directly with the people of Northeastern Pennsylvania. The station is located adjacent to the Wilkes-Barre/Scranton International Airport and has the most modern and up-to-date production facilities.

This is an outstanding opportunity and I strongly urge that we explore this further. I will be in touch in the next several days to discuss this in more detail but in the meantime please don't hesitate to let me know if you have any questions.

Sincerely,

Marc

MARC L. HOLTZMAN
Executive Director

MLH:ncn

Enclosure.

THE WHITE HOUSE

WASHINGTON

August 7, 1984

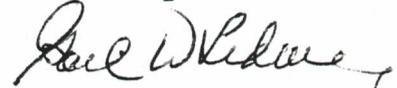
Dear Ms. Dixon:

In the absence of Mr. Deaver I wish to acknowledge receipt of your August 3rd letter inviting the President to attend and participate in Avery International's 50th Anniversary Gala Celebration, May 31, 1985 in Pasadena. You can be assured every consideration will be given to this worthwhile invitation when plans are being made for the future calendar. I know Mr. Deaver would want me to thank you for writing and wanting the President with you for this gala.

I am taking the liberty of forwarding a copy of your correspondence to Fred Ryan, Director of Presidential Scheduling. I am sure you will be hearing from him shortly.

Thank you again for writing.

Sincerely,



Gail W. Ledwig
Staff Assistant to
Michael K. Deaver

Ms. Diane B. Dixon
Director
Avery International
150 N. Orange Grove Boulevard
Pasadena, California 91103



Avery International

August 3, 1984

150 N. Orange Grove Boulevard
Pasadena, California 91103
Phone 818/304-2000
Telex 67-5444

Mr. Michael D. Deaver
Deputy Chief of Staff
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20005

Dear Mike:

I have a very special request and I am hopeful you can help me. We would like to invite the President to attend and participate in Avery International's 50th Anniversary Gala Celebration, Friday, May 31, 1985, in Pasadena.

As you know, Stan Avery, founder chairman of Avery International, is a personal friend of the President and Mrs. Reagan.

Next year marks an extraordinarily special year for Mr. Avery, personally as well as for the company. The company has grown in 50 years from his initial \$60 investment to a projected \$1 billion in annual sales in our anniversary year.

We are in the process of developing our plans for a world-wide celebration for our 8,000 employees in the 33 countries in which we operate. Our gala celebration on May 31 will include senior Avery management, local and area community leaders, and personal friends and business associates of Stan Avery, H. Russell Smith, and Charles Miller, Avery's Chairman and Chief Executive Officer.

I understand that it may not be possible to make commitments this far in advance, but I present this to you now so that we may pursue this further. It would be a remarkable occasion for Mr. and Mrs. Avery, and Avery International, to have the President here for our gala celebration dinner and evening of entertainment.

Incidentally Mike, I am more than anxious to do whatever I can for the President's reelection. This is a serious offer to do something meaningful.

Best regards,

Diane B. Dixon
Director
Corporate Communications

enclosure

THE WHITE HOUSE

WASHINGTON

August 7, 1984

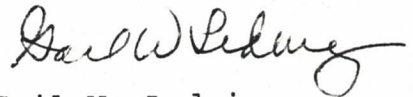
Dear Mr. Bell:

In the absence of Mr. Deaver, I wish to acknowledge receipt of your August 1, 1984 letter with several enclosures regarding small and minority business. Upon his return I will bring your correspondence and the splendid coverage you have obtained for the Administration to his attention.

I know that he will appreciate the thoughtfulness which prompted your taking your time to write and all you do to so effectively serve the Administration.

With best wishes,

Sincerely,



Gail W. Ledwig
Staff Assistant to
Michael K. Deaver

The Honorable Theron J. Bell
Deputy Director
United States Department of Commerce
Minority Business Development Agency
Washington, D.C. 20330



UNITED STATES DEPARTMENT OF COMMERCE
Minority Business Development Agency
Washington, D.C. 20230

August 1, 1984

Mr. Michael K. Deaver
Assistant to the President and
Deputy Chief of Staff
The White House
Washington, D.C. 20500

Dear Mike:

One of the most effective messages this Administration can send to the public this year is what we have done on behalf of small and minority business. I have taken every opportunity to do so.

Enclosed are some examples of the good coverage we have obtained.

With warm regards,

Theron J. Bell
Deputy Director

Enclosures

Minority business leader praises Reagan's record

By COLLEEN FITZPATRICK
Bee staff writer

President Reagan's record on behalf of minority business development is "impressive" and has "created a strong environment for minorities to go into business and be successful in it," a top official with the Minority Business Development Agency said Thursday.

Theron J. Bell, deputy director of that agency, which is affiliated with the U.S. Department of Commerce, is in Fresno for two days as the keynote speaker for "Trade Fair '84." The fair, which features exhibitions and workshops from the private and public sectors, continues today from 8:30 a.m. to 4:30 p.m. at the Fresno Hilton Hotel. It is sponsored by the U.S. Small Business Association, the Fresno County and City Chamber of Commerce and NEDA San Joaquin Valley Inc., which also is organizing the event.

In an interview, Bell said that before Reagan was elected president in 1980, the prime rate stood at 21 percent — "too prohibitive for minorities and non-minorities to even think of going into business." It now is at about 13 percent. The prime is a benchmark used by banks to compute many business loans. That decline, coupled with rises in the gross national product and personal income rates and a drop

in the unemployment rate have resulted in entrepreneurs going into business in record numbers, Bell said.

"Reagan has made an unparalleled commitment to expanding the minority business sector. For the first time an American president has taken an active role," he said.

Bell, 53, worked as special assistant to Reagan during the 1960s when he was governor of California and as the director of the California Office of Economic Opportunity. He became deputy director of the MBDA in Washington, D.C., in 1981.

To support his statements, Bell listed the following:

- Reagan has directed federal agencies and departments to increase by 10 percent the amount of goods and services the federal government purchases from minority businesses. The figure jumped last year from \$4.4 billion to \$4.8 billion.

- Reagan has directed the MBDA and the U.S. Small Business Administration to help create 60,000 new minority businesses in the next decade and expand the 600,000 current ones nationwide.

- In 1983, Reagan ordered all federal departments and agencies to develop annual minority business plans.

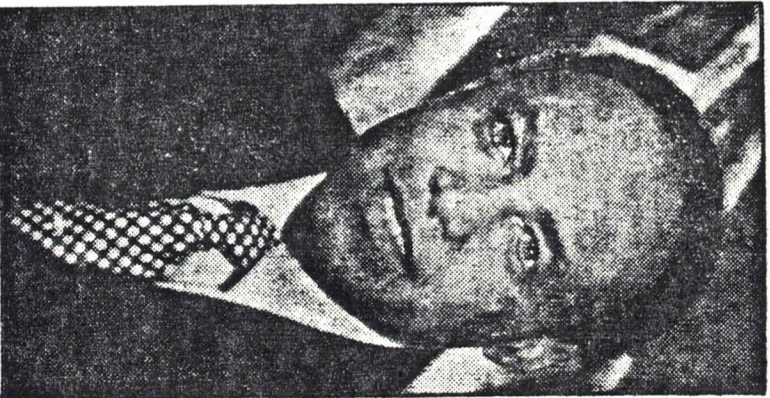
- And Reagan was the first to designate one week in October each year to recognize minority businesses.

Bell defined a minority business as one in which at least 51 percent is owned by minorities, including blacks, Asians, Hispanics, American Indians, Eskimos and Aleuts.

Grocery stores, gas stations, dry cleaners and other mom-and-pop setups once accounted for the majority of those businesses. But minority entrepreneurs now are "getting into the types of businesses that seem to be projected as having a good future," Bell said. Those include high technology, transportation, construction contracting, computer science and manufacturing. For example, 1977 census data show minorities owned only 25 car dealerships nationwide. That number has increased to at least 125.

Bell said minorities in business face two special problems. They lack access to capital and credit, and lack current information on opportunities that exist in the private and public sectors.

Bell said his agency is helping to correct the second problem by gathering and disseminating information to minority communities and by encouraging other federal agencies and the



Theron J. Bell
— Deputy director

private sector to do the same.

To solve the first problem, "some attitudes need to be changed in the banking community... Many bankers seem reluctant to make loans to minority firms unless they have outstanding credit and collateral" — more so than is required for non-minorities. "There has to be some parity there," Bell added.

But he warned that "minorities themselves have to be willing to take their companies public, to sell some stock."

Fed lists M1 dip f Decline matches

By JAMES F. PELTZ
Associated Press

NEW YORK — The basic money supply contracted by \$1 billion in late June, the Fed Reserve said Thursday, a drop matched Wall Street's expectation.

The Fed also reported the broader measures of money it releases monthly, and both sh increase below that expected the credit markets.

Interest rates showed change after the money figures were released, while bond prices already higher on the day — e up further.

The price of some long-Treasury bonds, for example, nearly a full point on the day, o for each \$1,000 in face value.

The Fed said M1, which represents funds readily avail for spending, fell to a season adjusted \$341.6 billion in the ended July 2, from \$346.2 billion previous week. M1 includes circulation, checking accounts non-bank travelers checks.

For the latest 13 weeks, averaged \$341.3 billion, a 6.2 percent seasonally adjusted annual rate gain from the previous 13 weeks. The Fed has said it would like see M1 grow between 4 percent

Europe, J US policy

Associated Press

Reagan helping minority businesses, aide says

By LOVELL BEAULIEU

The Reagan administration has done more for minority business development than previous administrations, an official with the Department of Commerce said Wednesday in New Orleans.

There are those who, unknowingly, have criticized the Reagan administration as being insensitive to the needs of minority Americans, said Thomas Bell, "I say, let the facts be affected by the facts."

Bell, deputy director of the minority business development agency in the Commerce Department, said minority-owned businesses received \$3 billion of \$121 billion in contracts from the Department of Defense in 1983.

"President Reagan's record on behalf of minority business development in this country is impressive," said Bell, who was in town to address the Office of Small and Disadvantaged Business Utilization of the Defense Department.

Bell said that, while the \$3 billion is a figure that the president can use when answering critics who blast his record, particularly as it relates to minorities, "it certainly isn't enough."

He said examples of Reagan's commitment to minority business development are in the \$4.8 billion in food and services bought from minority-owned companies in 1983. He said the figure increased from \$4.6 billion in 1982.

Minority-owned businesses received \$2.3 billion in federal contracts in 1983 under a Small Business Administration program that helps minority-owned businesses become competitive in bids for federal contracts, Bell said.

He said those facts "reflect an administration that is sensitive to the needs of minority Americans."

According to Bell, more than 500 minority business development centers have been established nationwide, including one in New Orleans.

Despite Bell's remarks, critics of the administration claim it hasn't gone far enough in encouraging minority business development.

For instance, a program in Dade County, Fla., that guarantees minority-owned businesses a certain amount of business is being challenged, and the Reagan administration has sided with the plaintiffs.

But Bell defended that position. "It's one thing to have a set-aside program for one group," he said, but another when talking about programs that aid minorities in general, he said.

Minority Businesses Grow With An Improved Economy

By Theron J. Bell

The prospects for the nation's 600,000 minority-owned businesses appear good in 1984.

These firms are expanding at a steady pace outside the traditional realm of "mom and pop" stores to growing industries in computers, telecommunications, construction, and manufacturing.

For example, last year, the federal government purchased nearly \$5 billion in goods and services from minority-owned firms. The Defense Department recorded \$3 billion of those purchases -- far exceeding federal civilian agencies.

These are not the products and services sold by "mom and pop" stores.

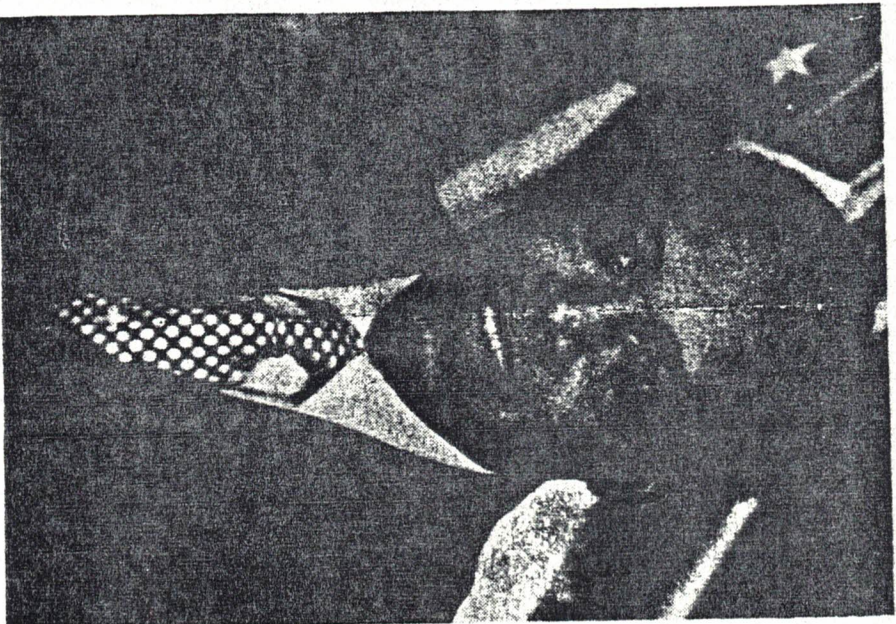
Few areas exist today in the federal government marketplace, one of the world's largest, where minority-owned firms are not supplying goods or services.

Whether it's providing electronic equipment for ASA's space shuttle, auditing for the Labor Department, construction for the Department of Interior, or computer services for the Commerce Department, minority-owned firms are performing the work. The same is true in the private sector marketplace where minority-owned firms are among the most consistent suppliers of goods and services to major U.S. corporations.

It's not always been this way. Historically, minority-owned firms have struggled, and continue to struggle, to overcome social and economic barriers of racism and lack of access to badly-needed capital when pursuing business opportunities in both government and private markets. These firms are the most underutilized and underdeveloped national resources in this country.

Yet, minority-owned businesses persist -- and appear to be gaining ground in the economy.

A recent study conducted for the Minority Business Development Agency found that a group of well educated minority entrepreneurs is emerging, non-traditional businesses in emerging, non-traditional



Theron J. Bell

higher than wage and salary occupations.

According to the study's author Dr. Timothy Bates

of the University of Vermont, minority entrepreneurs have been attracted steadily in growing numbers to five non-traditional fields: finance, insurance and real estate, business services, manufacturing, wholesale and professional services. The proportion of minority entrepreneurs in personal services and retail trade fell between 1960 and 1980.

Another study found that the average formation rate for all minority-owned firms for the period between 1972-1977 was 16.6 percent. The average failure rate was 12.7 percent. The study also found that failure rates dropped significantly from 12.8 percent to 9.4 percent for firms with more than 100 employees.

As President Reagan's economic recovery program achieves even greater success, the climate for minority business development will flourish.

The Minority Business Development Agency is committed to ensuring that minority entrepreneurs have every opportunity to compete in U.S. and international markets. The prospects for minority entrepreneurs to take advantage of new business opportunities have been enhanced through our 100 minority business development centers across the country providing crucial management, marketing, financial, and technical assistance.

In the months ahead, anticipation is high that minority-owned businesses will continue to reap the benefits of an improving economy. For now, the record is clear, minority business development has been, and will continue to be, good business development for America.

Therone J. Bell is acting director of the Minority Business Development Agency, U.S. Department of Commerce, in Washington, D.C.



U.S., Jamaica share bond of co-operation

THE UNITED STATES and Jamaica share a common bond in maintaining a relationship of close co-operation — not aggression — through trade that may see a sharing of skills that would make both countries more efficient. So said Mr. Theron J. Bell, Deputy Director of the Minority Business Development Agency (MBDA), U.S. Department of Commerce to the MBDA trade Mission to Jamaica yesterday afternoon.

Mr. Bell told the luncheon gathering of some 130 U.S. businessmen and their prospective joint-venture partners, "I'm here to express the Reagan Administration's strong commitment to help enhance the economic vitality and prosperity that is becoming characteristic of Jamaica". "The United States and Jamaica enjoy a common bond in maintaining a relationship of close co-operation — not aggression — through trade."

The mission to Jamaica Mr. Bell said, "is here to foster that spontaneous co-operation that will hopefully result in sales and licensing agreements that will enable us all to become more efficient and, our trade partnerships will enhance the friendship of our people. We have much to share, and much to learn from each other."

Noting the great potential for growth in both Jamaica and the United States Mr. Bell said that some 90 per cent of American manufacturers do not export at all, a fact which he said, represents enormous benefits to the Jamaican economy if these companies were encouraged to develop trade relations with Jamaica.

It is for this reason mainly he said, that the U.S. Minority Business Mission came to Jamaica in a bit "to map out strategies for business opportunities".

"The purpose of the mission" as defined by Mr. Bell, "is to introduce U.S. businesses to Jamaica and its markets." He said that the contacts made on the mission "are crucial to helping businessmen from both countries become more efficient and effective trading partners."

DECLARING HIS ORGANISATION'S direction to be "new and bold" Mr. Bell said "We don't intend to allow giant multi-national corporations to limit the progress of smaller companies"

"We envision enormous opportunities on the international front for minority-owned firms in the U.S. and, we don't intend to be steered off our course."

Mr. Bell compared this policy to what he said was the similar direction in which Jamaica is headed. "Your country is headed on a new course" he said. "A course that is destined to achieve greatness and economic prosperity. A course that will mean new jobs, new industries, greater respect globally, and renewed spirit among our citizens. I believe both our countries are headed on the same course. And we can both arrive at our destinies through close, friendly exchange."

Mr. Bell invited U.S. and Jamaican businessmen to "unite to build stronger economic ties to enhance and preserve the future and direction" of both countries.

SPEAKING AFTER Mr. Bell, Mrs. Avis Henriques Consultant to the Jamaica National Investment Promotions Limited (JNIP) expressed "great hopes" for achievements during the 2-day visit of the U.S. Minority Business Mission which leaves tomorrow morning for the Dominican Republic.

Mrs. Henriques said that she was convinced that Jamaica has "the opportunities, resources and will to deliver the

day's opening sessions "Jamaica — the location for the '80's", was an accurate one in this light.

Mrs. Henriques outlined many of the benefits and problems which face businessmen here and warned: "the investor who wants to make quick profits or dash in and dash out may be well-advised to look elsewhere. Jamaica is participating in the monumental task of economic development. It is not a task which we are approaching lightly. Our goal is to be **THE PRODUCTIVE SECTOR** of the Caribbean. We have the structures in place we are ready" she declared.

The speeches of Mr. Bell and Mrs. Henriques came after a morning of several formal sessions. The first, an Embassy briefing for U.S. participants by

Mr. Robert Warne, Deputy Chief of Mission at the U.S. Embassy here, was followed by an Official Opening which was addressed by Mr. Bruce Rickards, President of the Jamaica Chamber of Commerce; Mr. Walker Williams, Executive director of the Caribbeana Council; Mr. Victor Rivera, Assistant Administrator, Latin and Caribbean Affairs of the United States Agency for International Development (USAID) as well as Mr. Bell.

Presentations on "Doing Business in Jamaica" and "Doing Business in the U.S.A." chaired by local and United States private and public sector representatives respectively, followed.

The afternoon's programme included sessions on "Exporting from Jamaica" and from the U.S.; a presentation on "Alternative approaches to export: countertrade, joint ventures, subcontracting and licensing," and another on "Export and Investment Financing".

Kingston, Jamaica

THE DAILY GLEANER

December 6, 1983

SEPTEMBER 14, 1983

CLARION-LEDGER AUGUST 13, 1983

City pledges to work with minority firms

Assurances given, U.S. official says

By BARBARA BRUMM
Jackson Daily News Business Writer

The deputy director of the U.S. Commerce Department's Minority Business Development Agency said Friday he received assurances from Jackson Mayor Dale Danks that the city would try to work more with minority businesses.

Theron J. Bell, appointed by President Reagan to the deputy director post in 1981, met with Danks to get added support for the minority businessmen in the area.

A proposal was presented to the mayor Friday that the city set up a minority business development program. It would increase the participation of minority-owned businesses within Jackson in relation to city contracts.

Under this proposal, there would be a liaison officer selected by the city to monitor the development of this program to make sure that contracts were let to minority-owned businesses.

Noting that the city has already pledged itself to this end, Jackson City Commissioner Nielson Cochran said later that the city council and a minority business development center in Jackson recently entered into an agreement to utilize black businesses whenever possible.

Bell was in Jackson at the invitation of the city's Frederick Douglass Coalition to promote the importance of minority businesses in Mississippi.

The coalition is a non-profit and non-partisan organization dedicated to advancing the social and economic interests of black Mississippians.

One of Bell's messages was to tell Mississippians that Reagan is not ignoring the minority businessman.

"It has been said that the Reagan Administration's philosophy has been to cut programs that benefit minority communities



"It has been said that the Reagan Administration's philosophy has been to cut programs that benefit minority communities. This simply is not true. (The administration) views the minority business community as an underdeveloped, underutilized national resource."

— Theron J. Bell

This simply is not true," Bell said.

The administration, says Bell, "views the minority business community as an underdeveloped, underutilized national resource."

Bell pointed to two actions by Reagan, which he said should convince the minority businessman that the president is on their side. In December 1982 Reagan "made a significant minority business development statement," Bell said. Reagan at that time established a goal of \$22 billion in federal contracts and subcontracts to minority businesses over the next three fiscal years.

In addition, he ordered the Minority Business Development Agency and the Small Business Administration to assist in creating 60,000 new minority businesses and expanding another 60,000 over the next 10 years.

Reagan also announced last year that about \$1.5 billion in credit assistance and \$300 million in management and technical assistance is available to promote business development during this three-year period.

Mississippi business "definitely" will be helped through these efforts, Bell said.

The second action which should help mi-

nority businesses is Reagan's signing "for the first time ever in the history of this country" an executive order requiring federal agencies and departments to develop minority business plans.

"These departments and agencies will be given a report card on how they have performed with specific measures of accomplishment and will be held accountable," Bell said.

Bell visited Jackson last year to mark the opening of a Minority Business Development Center in Jackson which is operated by White and Company. This center's purpose is to provide a wide range of management and marketing assistance to minority-owned firms in the Jackson area.

Bell said there are 225 minority-owned firms in the Jackson area, which have an annual payroll of more than \$6 million. Gross sales for these firms total more than \$29 million.

"I think they've done a fine job," Bell said of the Jackson center.

This number, though, still could stand improvement as out of each 1,000 businesses,

(continued)

Camara de Comercio Ibero-Americana Boletín
September, 1983

ANNUAL GALA DANCE

The Ibero-American Chamber of Commerce held its Annual Gala Dinner Dance on June 4th, 1983, at The Shoreham Hotel. Six hundred guests enjoyed a splendid evening of dining, dancing and celebration of the Chamber's many accomplishments during the past year.

Among the distinguished guests were: D.C. Mayor Marion Barry, D.C. City Council President David Clarke, Minority Business Development Agency Director Víctor Rivera, Ambassador Robert Ryan, The State Department, Mr. Linnas Kojalis, Special Assistant to President Reagan, Dr. Velma Montoya, White House Office of Policy Development, and Ambassador Otto Reich, U.S.A.I.D..

The Gala was principally underwritten by three corporations: The Avon Foundation, the Coca Cola Company and the Miller Brewing Company. The Equitable Life Assurance Society, the National Bank of Washington, and Pan American World Airways, Inc., supported the Gala as Corporate Sponsors. Other participating Chamber Corporate Affiliates were the Chesapeake and Potomac Telephone Company, the Capital Bank, N.A., the Washington Gas Light, and the Washington Post. Also present were executives from the George Hyman Company, ABC-T.V., Milton S. Kronheim and Company, and Safeway Stores, Inc.

The Chamber gave several awards. Among the award recipients were Mrs. Lila Domínguez, a founding member of the Chamber and its Vice-President for five years, and the Aragón Trucking Company. Mrs. Domínguez, who received the "Businessperson of the Year" award is head of Alta Enterprises, a real estate development firm. Aragón Trucking Company, a waste disposal company owned by Carlos Aragón and Carlos Rodríguez, was honored as the "Business of the Year."

Víctor Rivera, Director of M.B.D.A., received the "Distinguished Service" award. Leveo Sánchez, past Chairman of the Ibero-American Chamber of Commerce's Board of Directors and President of Development Associates, a consulting firm, received an award for distinguished past services to the I.A.C.C.

Media appreciation awards were presented to José Sanz, producer of *Revista*, a weekly half-hour bilingual news and entertainment program aired on WJLA-TV; Allan Klammer, producer at Radio Mundo; the only Spanish-language radio station in the metropolitan area, and José Sueiro, publisher of *Latino*, one of the District's three Spanish-language newspapers.

The Gala was covered by the Washington Post. It generated a great deal of favorable publicity for the Chamber and is fondly remembered by all who attended.

only 14 are owned by minorities, Bell said last year. Today, this figure is only about 5 percent or 10 percent better, he noted.

The major problems minority businesses face today are lack of access to capital credit and a lack of information on opportunities that exist in the marketplace, Bell said.

The development centers, which have been formed around the country, are helping to alleviate these problems. Bell noted the almost 100 centers have helped to start more than 1,700 minority businesses, helped save 300 from failing and helped more than 2,000 others to expand their firms.

In addition, these centers have generated more than \$580 million in contract and sub-contract awards to minority businesses and more than \$140 million in loans granted to these firms.

The centers have access to the Department of Commerce which enables them to provide businessmen with current information on procurement opportunities in the federal government and in the private sector, Bell added.

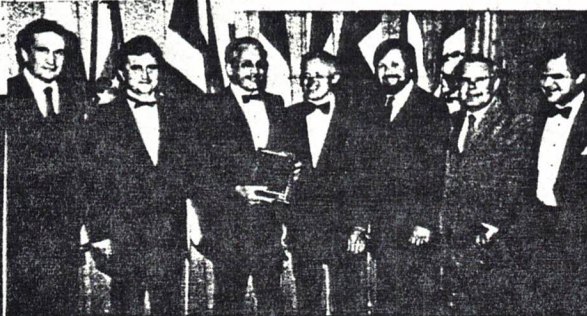
Currently, the MBDA is targeting its efforts to several minority business enterprises including businesses with high employment, high-technology firms, exporters, and minority women-owned businesses.

Also, Bell's department "has embarked on a new thrust to generate more than \$15 million in export sales for minority entrepreneurs this year, under a new export program."

A series of trade missions have been started including one to Mexico where 425 minority entrepreneurs were introduced to the country and to its markets. Other missions are planned for the Caribbean and Asia.

And Bell delivered still another message. "Traditionally, the minority American doesn't think of himself as part of the economic system. This must change.

"The economic base of the minority community is minority business. We are our own economic indicators. Freedom is obtained through free enterprise," Bell told a mixed black and white audience Friday afternoon.



From left to right: Agustín Costa, Xavier García, Víctor Rivera, Angel Roubin, Guillermo Ballve, Armando Lago-Giberga and José Antonio Font.



Lila Domínguez receiving award from Adelina Callahan.



U.S. Minority Business Chief Defends President's Record

Disputing poor marks the Reagan administration has often been given on minority issues, Theron J. Bell said at an Albuquerque press conference Friday the president's record on minority business development is right on target.

Bell, deputy director of the federal Minority Business Development Agency, said signs of strong economic recovery have and will continue to do more to create new minority business than any of the programs of past administrations.

Bell said Reagan has helped get government off the back of small businesses through a 1982 eight-point initiative that has reduced paperwork and regulations bogging down small businesses and has promoted exports.

Bell cited an executive order signed by Reagan in July requiring all federal departments and agencies to develop minority business plans. "These departments and agencies will be given a report card on how they have performed with specific measures of accomplishment and (they) will be held accountable," Bell said.

In late 1982, Bell said, Reagan established a goal of \$22 billion in federal contract and subcontract awards to minority businesses during the next three years.

"I believe that there are two problems facing the minority business entrepreneur," Bell said. "One, lack of access to information, and two, lack of access to resources. In our society information is power. MBDA's network of more than 100 minority business development centers is addressing these problems."

The agency was formed in 1969 under the Small Business Administration and works through local government and business associations to provide money and informational tools to minority-owned businesses.

In Albuquerque, the agency works by contract through the National Economic Development Association, the private consulting firm that sponsored the press conference. Eighty-five local businesses have received assistance this year through the program.

'New era' for minorities is cited

By TERESA BLOSSOM
Free Press Business Writer

Saying that the nation has entered a "new era of opportunity for the minority entrepreneur," a Reagan administration official told a gathering of minority business owners in Detroit Monday that the federal government is committed to helping create 60,000 new minority businesses next year and expand 60,000 more over the next 10 years.

But Theron Bell, deputy director of the Minority Business Development Agency, also brought a typical Reagan free-enterprise message to the minority business owners: While they can expect some financial support from the government, their greatest growth opportunities are within the private sector.

"The government can facilitate the minority business development process, (but) the private sector is the

natural environment where ... industry grows, where jobs are created. It is the ultimate place for minority entrepreneurs to pursue and fulfill their destinies in business."

BELL WAS in town to address an annual luncheon of the Michigan Minority Business Development Council. His speech was one of several events sponsored by the council in recognition of President Reagan's declaration of Oct. 10-16 as National Minority Business Development Week.

The government expects to meet its goal of creating more minority firms by providing financial assistance through state minority business development councils, the Small Business Administration and other agencies, he said.

Bell said the administration is trying to aid minority business expansion by calling upon corporate America to engage in joint business projects with minority firms. He said his agency has more than 600 agreements from companies to build partnerships with minority businesses and expects more than 2,000 by December.

Calling the private sector's role in the national recovery vital, Bell implored leading corporations to "redouble your effort to increase your business transactions with minority businesses," by using minority subcontractors and by investing in minority-owned banks.

BELL SAID the government's commitment to developing minority firms was "not a social undertaking.

"It is a business proposition with a social impact," he said, adding that minority businesses create new markets for goods and services, new jobs and a new tax base.

"Unless minority entrepreneurship becomes a controlling partner in business, this country is destined to perpetuate its socio-economic problems," he said.

FEBRUARY 11, 1983

LAS VEGAS

REVIEW-JOURNAL

Official: Indians have potential to become wealthiest minority

By Larry Werner
Review-Journal

American Indians are 20 years behind other minorities in business development, but they have the resources to become the wealthiest minority in the country, a federal official said Thursday.

"No other minority group owns the types of resources the American Indian does," said Theron J. Bell, deputy director of the Commerce Department's Minority Business Development Agency. "The American Indian owns natural resources that are necessary to the re-industrialization of this country's economy."

"But to become the wealthiest minority, (American Indians) must become capable businessmen," Bell told a meeting of the American Indian Business Development Conference at the Dunes Hotel.

Bell encouraged Indian business leaders to "establish greater control over economic matters."

"The reservation must become like a planned economy where the tribe must initiate, direct, regulate, subsidize and control," he said. "Otherwise, the structural prerequisites for self-sustaining growth will never appear."

At a news conference earlier in the day, Bell outlined government plans to increase federal procurements for minority-owned firms by 10 percent this year. The government purchased \$4.3 billion worth of goods and services from minority firms in

"The American Indian owns natural resources that are necessary to the re-industrialization of this country's economy ... But to become the wealthiest minority, (American Indians) must become capable businessmen."

— Theron J. Bell



1982 and plans \$15 billion in similar acquisitions over the next three years.

Bell said President Reagan has reaffirmed the government's commitment to aid the nation's 600,000 minority businesses, the assets of which are only 2 percent of the assets of the so-called "Fortune 1,000" companies.

"The president is going to be calling on the private sector to do more" to aid fledgling minority companies, Bell said.

One example is encouraging federal contractors and grant recipients to purchase goods or services from minority firms.

Bell said the federal Minority

Business Development Agency must "operate like a business" in providing financial, management and technical assistance to minority entrepreneurs.

"We're not looking anymore for how many loan packages that our centers throughout the country make available now," he said. "We want to know how many minority businesses were assisted, how many were saved, how many given technical assistance."

In Southern Nevada, the Nevada Economic Development Co. has been designated as one of 100 minority business development centers across the country.

OCTOBER 5, 1982

Houston Chronicle

Government now puts more emphasis on help for minority businesses

BY SHARON DONOVAN
Chronicle Staff

Minority business is due for an overhaul, Theron J. Bell, the deputy director of the Minority Business Development Agency, says.

The agency is a part of the U.S. Department of Commerce and Bell was in Houston recently for the opening of the Minority Business Development Center here.

Houston's center is one of nine in Texas and 100 nationwide. The program, funded nationally for \$35 million over each of the next three years, is designed to help start, expand or salvage minority businesses.

"The fragmented delivery system (of government minority assistance programs) is a thing of the past," Bell said.

Bell said government-run minority business programs in the past, "while they did some good, left a lot to be desired in terms of having specific goals and objectives that would actually help more minorities get in business and stay in business."

Previously, Bell said, "accountability of minority business assistance programs has been non-existent."

A typical example of an unsuccessful government-sponsored program was the General Business Service Program, funded for \$20 million in 1980, which died after six months in operation.

It was designed to help minority business by assisting owners in preparing

business plans and loan packages, Bell said, but did not provide any management or technical assistance.

The new program, he said, will have some of the same objectives but provide backup with consultants to help minority business owners to identify new marketing opportunities, in addition to management and technical help.

The centers, like the one in Houston located at 2302 Fannin, Suite 202, are designed to promote new business startups and expansion of existing minority owned firms.

The center's minority counseling service will be provided by Dwight Staes & Co., which was awarded an \$863,000 grant for its services. Staes — who heads the company which has specialized in accounting, auditing, tax preparation and consulting work for nearly 10 years — will focus its services on as many as 237 Houston minority owned businesses.

The accounting firm has a staff of 22 employees, including 16 professionals with such specialties as marketing and law, Staes said.

Bell said certain improvements in the government-sponsored program will ensure the accountability of the firms which were awarded government grants to assist minority-owned businesses.

For example, he said, the success of each center will be measured by the number of businesses it helps create or ex-



Theron J. Bell, deputy director of the U.S. Department of Commerce's Minority Business Development Agency, says a new center in Houston is aimed at helping minority owned businesses succeed.

pand. Minority owned businesses enlisting the help of the center will be charged a small fee, based on gross annual sales.

Another innovation will be a computer hookup with the Department of Commerce in Washington to provide minority businesses with immediate access to potential business opportunities and contracts out for bid.

OCTOBER 1982

HISPANIC BUSINESS

Administration Unveils Minority Business Enterprise Initiative

Change moves slowly. And often much of what appears to be changing doesn't make sense. Until the results come in. After the fact. Twenty-two months ago, the Reagan Administration took over in Washington. It quickly drew a line on the dirt. It would change the rationale and administration of the government's involvement with minority business development. Such programs, Administration spokesmen said, had been handled in the past as "social programs" (meaning, they had been "Democratic giveaways"). Such programs, they said, would henceforth be handled according to tougher private sector standards. To impact the markets. To generate real business development. The programs would be "performance-oriented."

In the meantime, high interest rates and shrinking markets have impacted broadly and not benignly on minority business markets around the country. It isn't clear just what's been the impact of the Administration's tax reforms on small business generally. But the reforms seem to have impacted most directly on FORTUNE 500-type firms, rather than on small business firms. Closer to home, the changes initiated by the Small Business Administration (SBA) on the 8(a) set aside program, have produced a cacophony of protest from those most affected, the minority business enterprises themselves (see HISPANIC BUSINESS June 1982).

The Latest Initiative

More recently, the Minority Business Development Agency (MBDA), an agency of the Department of Commerce, announced the launching of what is being touted as the Administration's lead effort to assist in the development of minority-owned enterprises in the leading minority business markets in the nation. Speaking at the July annual convention of the National Council of La Raza, Theron J. Bell, MBDA deputy director, addressed the theme of "economic parity" and the agency's efforts "to establish 100 Business Development Centers (BDC's) nationwide to provide a variety of services to Hispanic and other minority-owned firms across the country."



Theron J. Bell, MBDA Deputy Director.

The No. 2 man at the agency headed by Victor M. Rivera, described the centerpiece of the agency's overall development strategy as a "program designed to serve as a consolidated delivery system for all private and public minority business development activities." The BDC concept of course is not new. Actually it's been the rockbed of MBDA-administered development services virtually since the agency's inception. Several design and operational modes of the system have been adjusted, however. For example, there's an emphasis on consolidation. Each center will first identify qualified minority business enterprises (mbes) in their service area (made up of the 100 largest SMSAs). That information will be entered into a computerized system called PROFILE, which will link together all the centers.

Once a firm is in the system, the centers will offer assistance at two levels. Direct technical assistance will be available in these areas: accounting, inventory control, bid estimating, bonding, personnel management and contract negotiations. But a portion of each center's budget will also go toward identifying and mobilizing resources within the private sector (major corporations), to increase their business dealings with minority-owned firms. The centers, Mr. Bell said, "will execute

memorandums of agreement with private sector corporations to increase minority business participation in procurement, contracts, subcontracts, joint ventures and other business opportunities."

At the heart of the 100 centers-based system lies "a one-stop shopping center concept which will allow us to deliver, through each center, all federal assistance services available to minority-owned firms," Mr. Bell emphasized. An experienced private and public sector manager who had earlier served with the Reagan gubernatorial administration in Sacramento, Mr. Bell also emphasized the accountability built into the system. The centers will be evaluated "by how many businesses they start, how many businesses they expand, how many businesses they serve, and how many jobs they create."

The centers themselves will be administered by those project organizations responding to the MBDA-issued RFP (Request for Proposals) of February 1982. Grants were made to "Big 8" CPA-type firms, to management consultant firms, in one case to a university, and in other cases state government agencies will administer the centers. According to Mr. Bell, for the moment, the discussions of a few months ago to consolidate all SBA minority business development functions and programs at the MBDA "are in abeyance."

Mr. Bell confirmed that the 100 center one-stop system represents the linchpin of the Administration's minority business development strategy. "This is a \$35 million dollar program," he said. MBDA operates with an annual budget of \$60 million, up \$5 million from what the agency's budget has been in the past.

It remains to be seen what the most recent re-organization, of which many have taken place at the MBDA in the past, will yield. Mr. Bell is optimistic naturally. But whether this latest initiative succeeds or not will be determined, ultimately, by the facts of the case. E

AUGUST 5, 1982

Los Angeles Times

U.S. Outlines Business Aid for Minorities

\$35 Million Targeted for 100 Development Centers, League Told

By M. DION THOMPSON,
Times Staff Writer

Minority-owned businesses will get assistance from the federal government to help them survive the current recession, the deputy director of the Commerce Department's Minority Business Development Agency said in Los Angeles Wednesday.

Speaking at the National Urban League Conference at the Convention Center, Thomas Bell unveiled a \$35-million program to establish 100 "business development centers" across the nation in areas such as major cities and Indian reservations that have been hardest hit by the economic downturn.

Termed an Investment

"I view it as an investment in minority business communities," Bell said.

While the concept of the development centers is not new, Bell said, the focus now is to put an end to the fragmented manner in which government assistance was previously given to minority businesses.

He said the thrust of the centers will be to promote the development of new minority businesses, the expansion of those already in existence, and provide assistance to minimize the number of business failures.

He described the centers as "one-stop shopping centers" that will lend expertise in marketing, per-

sonnel management, and in finding sources of money such as government contracts and grants.

"The business development centers will be the hub of our delivery system for all private and public minority business development," he said.

Public-Private Linkage

He also stressed the program's role in helping to bring together public and private sector sources to assist in developing minority businesses.

"This is not a handout," Bell said. "We are committed to cutting the umbilical cord that has kept disadvantaged people from realizing their full potential. The fact that the President called for additional funds underscores this commitment."

Minority business leaders in Los Angeles generally supported the consolidation of services that will occur in the development centers.

However, Steve Stallings, president of the United Indian Development Agency, one of three business development centers that will operate in the Los Angeles area, said he would like to see the program expanded to include legal services and have greater attention focused on minority hiring within the development centers.

Earl (Skip) Cooper, a member of the Black Businessmen's Assn., also applauded the new program's goals of providing quality services. His major complaint was lack of money.

"The MBDA is greatly underbudgeted," he said. "They are not receiving the dollars they need to really provide the services needed for minority businesses in these times."

Cooper described the current agency budget of \$60 million as a "pittance," but conceded that the agency was "doing an excellent job with the limited resources they have."

On Wednesday morning, the Rev. Jesse Jackson told approximately 2,500 convention delegates that they must demand a reciprocal relationship between major corporations and the black communities.

"We want investment, not paternalism," he told the enthusiastic crowd, adding that boycotting is a viable tool to influence the corporations.

Later, John E. Jacobs, national director of the National Urban League, told media representatives that the league's conference had been a success and that the league would continue its "business of advocating the needs of blacks, browns and the forgotten poor."

THE WHITE HOUSE

WASHINGTON

August 7, 1984

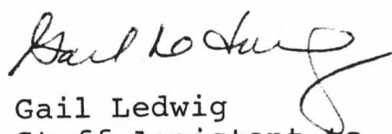
Dear Mr. Wood:

In the absence of Mr. Deaver I wish to respond to your July 30, 1984 letter along with which you sent the August copy of BUILDER magazine. Upon Mr. Deaver's return I will bring your correspondence to his attention. I know he will be interested in seeing it and passing it along to the President.

Thank you for your nice note and the words of support regarding the Convention.

With best wishes,

Sincerely,


Gail Ledwig
Staff Assistant to
Michael K. Deaver

Mr. Michael M. Wood
Publisher
BUILDER
National Housing Center
15th and M Streets, N.W.
Washington, D.C. 20005

BUILDER

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MICHAEL M. WOOD
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July 30, 1984

Mr. Michael Deaver
Assistant to the President &
Deputy Chief of Staff
The White House
Washington, D.C. 20500

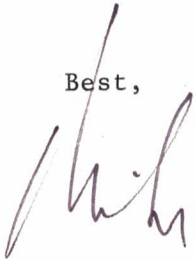
Dear Mike,

We published the nice note the President sent me in the current issue. I thought you'd both want to see it (p. 148).

The concerns over interest rates that the President heard at the round table continue to preoccupy builders. The industry's position is summarized in the NAHB political supplement beginning on p. 109.

Good luck when you return to Dallas for the convention.

Best,



enclosure

MMW/evk

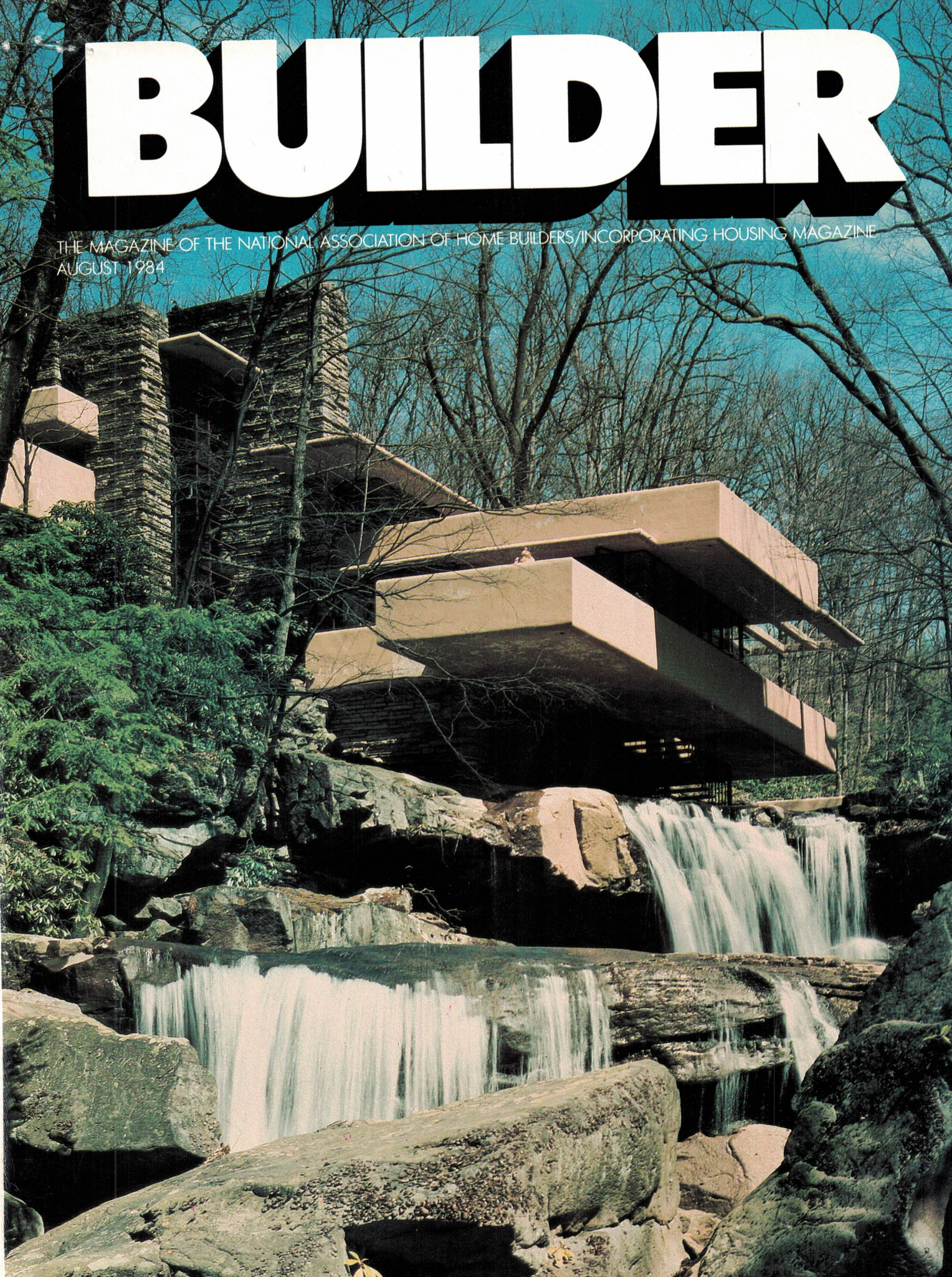
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BUILDER

THE MAGAZINE OF THE NATIONAL ASSOCIATION OF HOME BUILDERS/INCORPORATING HOUSING MAGAZINE
AUGUST 1984

ENERGY HYBRIDS • MR. BUILD • ORIGINALS

AUGUST 1984



MAIL

DEFICIT LESSON

I was particularly struck by the paragraph in Frank Anton's May editorial that began, "The President, who denied there was a direct link between interest rates and the deficit..." This is certainly an unrealistic view for Reagan to have, and I cannot believe that he really means he sees no causal link between the two. To help him change his position on this issue, I would like to recommend that your magazine print articles demonstrating, in graphic fashion, the direct relationship between interest rates and the deficit. And see that such articles come to the personal attention of the President.

I also urge BUILDER to print articles on the findings of the Grace Commission so that NAHB members will come to appreciate the significance of the commission's report and be able to assist Peter Grace in his campaign to have the federal government put his recommendations into effect.

J.R. Bolker
President
Brighton International Development Corporation
Los Angeles

INFORMATION PLEASE

"Employee testing grades out for some builders" (April) described an aptitude test for job candidates in the building industry. I believe the test was designed by a firm known as ATI. I am interested in using such a test and would like to know how I can secure it.

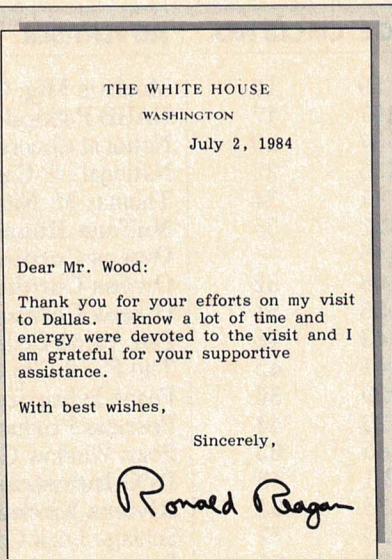
Rodney A. Barkow
President
Aberdeen Building Services, Inc.
Peachtree City, Ga.

For more information on the standardized employee test designed by Aptitude Testing for Industry (ATI), contact Paul Bonner, vice president, ATI, 1930 Wilshire Blvd., Suite 1200, Los Angeles, Calif. 90057. Phone: (213) 483-5625.

Whom may we contact for further details regarding the AMCAST "radio" described in the May story, "Builders let the radio do the talking"?

Gary Lattie
Intrepid, Inc.
Covington, La.

The firm to contact is Omnicast, 3 Dunwoody Park, Atlanta, Ga. 30338.



WORDS OF WISDOM

Having worked for a major builder as marketing manager, I can appreciate the words of wisdom from Bernard Schreft in his April "Marketing" column. The marketing concept has been proven to be a viable business approach for major corporations as well as small businesses. But the concept works only if all facets are carried out. The companies that are successful now and will continue to be successful 20 years from now employ all elements of the marketing concept.

Please continue to publish articles by Mr. Schreft and others who address the subject of marketing, a most misused and misunderstood word.

Warren L. Finkler
Territory Manager
Rockwool Industries
Denver

STUDENT DREAM

The NAHB survey of college students (July BUILDER) states the case like it truly is. Of our young people, 45 percent of college students said that buying a home would be a top priority after graduation. It is our responsibility to provide them such an opportunity.

Mace T. Coleman
President
Gold Bond Building Products
Charlotte, N.C.

WAITING GAME

I noticed that BUILDER asks new subscribers to "allow six to eight weeks for delivery of first issue." What in the world is so sacred about six to eight weeks? On television buy-by-mail items this same time period is used. In the age of computer speed and jet airplanes, it is inconceivable to me that it takes six to eight weeks to get a subscription going.

Joseph S. Trum
Executive vice president
Builders Association of the Sabine Area
Beaumont, Tex.

Your question reflects a common concern of readers and publishers alike. You're right, of course, that a computer can process a new subscription entry in a split second. But in order to make all additions at once for the coming month's issue, we enter them around the first week of each month. The update produces the month's mailing labels in a format that meets postal regulations. It also gives us a count used to determine how many copies of BUILDER to print.

The timing of this process is such that if we receive your order on September 6 you will receive the October BUILDER (a three-week delivery time). However, if your order arrives on September 10 you will have missed the update for October and your first magazine will be the November issue (about a seven-week delivery time). Most orders arrive around the middle of the month, making the average time about six weeks for delivery of the first issue.

BUILDER welcomes letters from its readers. Write: Letters to the Editor, BUILDER, 655 15th Street, N.W., Suite 475, Washington, D.C. 20005. Letters may be edited for publication.