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Congressman Herman Badillo
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Mayor Maurice Ferre, Miami
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Senator Joseph M. Montoya
Congressman John J. Rhodes
R. Sargent Shriver, Attorney-at-Law
Congressman Fortney H. Stark
Senator John V. Tunney

AFFILIATED ORGANIZATIONS

U.S.A.

American G.I. Forum
IMAGE (National Organization of Spanish Speaking Government Employees)
League of United Latin American Citizens
National Association of Black Manufacturers
National Association of Spanish Surnamed C.P.A.'s
National Council of La Raza
National Spanish Speaking Council on Domestic Affairs
Puerto Rican Forum
Spanish Speaking Congress of the U.S.

ARGENTINA

Federación Argentina de Comercio
Cámara de Exportadores

BOLIVIA

Cámara Nacional de Comercio
Confederación de Empresarios Privados de Bolivia
Asociación Nacional Exportadores de Bolivia
Cámara Nacional de Minería

BRASIL

Confederação Nacional de Comércio
Associação Comercial de São Paulo

COLOMBIA

Asociación Nacional de Industriales
Asociación Colombiana Popular de Industriales
Sociedad de Agricultores de Colombia
Federación Nacional de Comerciantes
Cámara de Comercio de Bogotá
Confecámaras
Federación Colombiana de Ganaderos

COSTA RICA

Cámara de Industrias de Costa Rica
Cámara de Comercio de Costa Rica
Cámara de Agricultura

ECUADOR

Cámara de Agricultura
Cámara de Industrias
Cámara de Comercio de Guayaquil
Asociación Nacional de Empresarios
Cámara de Comercio de Quito
Cámara de Industriales de Pichincha

EL SALVADOR

Asociación Salvadoreña de Industriales
Cámara de Comercio e Industria de El Salvador
Asociación Nacional de Agricultores
Asociación Nacional de la Empresa Privada

GUATEMALA

Cámara de Comercio de Guatemala
Cámara de Industria de Guatemala
Asociación General de Comerciantes FECAICA

HONDURAS

Asociación Nacional de Industriales
Cámara de Comercio e Industrias de Tegucigalpa

NICARAGUA

Cámara de Industrias de Nicaragua

PANAMA

Asociación Panameña de Ejecutivos de Empresas
Cámara de Comercio, Industria y Agricultura
Consejo Nacional de la Empresa Privada
Sindicato de Industriales de Panama

PARAGUAY

Union Industrial Paraguaya
Federación de la Producción, la Industria y el Comercio
Cámara de Exportadores
Asociación Rural del Paraguay
Cámara y Bolsa de Comercio

PERU

Confederación Nacional de Comerciantes
Asociación de Exportadores
Sociedad de Industrias

URUGUAY

Cámara Mercantil de Productos del Pais

VENEZUELA

Cámara de Industriales de Caracas
Cámara de Comercio de Caracas
Federación Nacional de Asociaciones de Productos Agropecuarios
Federación Venezolana de Cámaras y Asociaciones de Comercio y Producción
Asociación Nacional de Comerciantes e Industriales
Consejo Venezolano de la Industria

LAMA

Washington, D.C.

ASSOCIATE CORPORATE MEMBER

Bank of America
Equitable Life Insurance Company
Grumman Corporation
IBM Corporation
Kaiser Industries Corporation
Rockwell International Corporation
Singer Company
Standard Oil of America
United California Bank

November 12, 1975

Fernando E. C. De Baca
Special Assistant to the President
on Hispanic Affairs
The White House
1600 Pennsylvania Ave. N.W.
Washington, D.C. 20500

Dear Fernando:

Thank you very much for taking the time from your busy schedule to meet with Steve Denlinger, Ray Baker and myself. Pursuant to our discussions at that meeting regarding LAMA's contract modification problems and the inherent delay in funds for LAMA's national marketing program, several months ago OMBE and LAMA began negotiations on a modification to LAMA's existing contract to incorporate a national marketing program. These negotiations were completed on September 17, 1975.

At that point, OMBE instructed LAMA that the modification would go into effect on October 1, 1975 and to move the national headquarters to Washington, D.C. so that we could begin our national scope of work as close to the 1st of October as possible.

We complied with OMBE's instructions and opened the Washington, D.C. office and moved the LAMA staff and their families to Washington, D.C. Now we are told by OMBE that our modification is being held up by Mr. Nicholas Scodari, with the Department of Commerce and that OMBE can do nothing to expedite it. We have talked to Mr. Keene, who works under Mr. Scodari, and he has told us that he couldn't care less about our problem, that it may be three or four weeks before he gives his approval for the modification to our contract.

This amount of further delay in our program monies would do considerable damage to LAMA's National Program and bring extreme hardship on the families of our staff.

Hopefully, you can use the influence of your good office to circumvent this unnecessary and unreasonable further delay in the completion of our contract modification.

Sincerely,

Jose Aceves
National Executive Director

Latin American Manufacturers Association

1015 18th Street, N.W., Suite 108
Washington, D.C. 20036
202/467-5803-TELEX89-630

NOTE:
MR. ACEVES
PHONED 11/13/75
AND
SAID
"NO ACTION
TO TAKE
AFTER ALL
THIS IS
BEING
WORKED OUT
BETWEEN
COMMERCE
& LAMA."

JA/el



Latin American Manufacturers Association

~~1728 East 14th Street / San Leandro, California 94577 / Phone (415) 352-2782~~

1015 18th St., N.W., Suite 408, Washington, D.C. 20036, 202/467-5803

file

October 30, 1975

Mr. Fernando E. C. De Baca
The Special Assistant to the
President - Hispanic Affairs
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

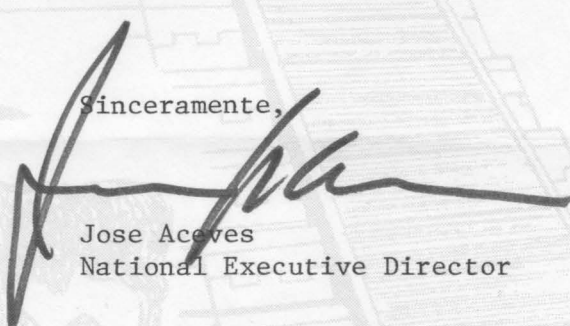
Dear Fernando:

I wish to thank you for your personal attention on behalf of Mr. H. Frank Dominguez, President of Vanir Research Company, in his efforts to provide space needs for the U.S. federal government, specifically GSA locations in San Bernardino and Riverside.

As a LAMA member, we wish that Vanir Research Company be given every reasonable consideration on this bid requirement with GSA.

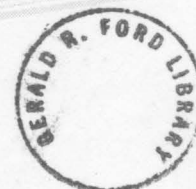
Please keep me advised.

Sinceramente,


Jose Aceves
National Executive Director

JA/el

cc: H. Frank Dominguez



Lima file

Latin American Manufacturers Association

1728 East 14th Street / San Leandro, California 94577 / Phone (415) 352-2782

May 30, 1975

Mr. Manuel Fierro
RASSA
400 1st St., N. W.
Suite 706
Washington, D. C. 20001

Dear Manny:

I am in receipt of your letter dated May 19, 1975. I definitely intend to participate in your salute to Congress function on July 17, 1975.

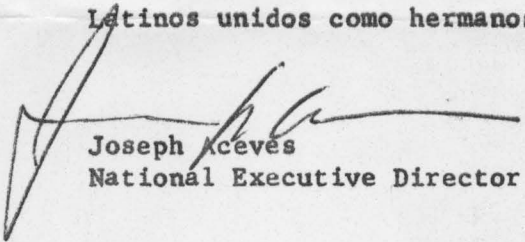
As Executive Director of LAMA and member of the Board of trustees of El Congreso, I commend El Congreso for this important event.

We at LAMA agree that recognition for support given to Spanish Speaking organizations is a must.

I would like to suggest that Senator Pete Domenici be included in the list of the public officials being honored for championing the cause of the Spanish Speaking.

Senator Domenici's record with LAMA speaks for itself. The Spanish Speaking Business Community identifies with his leadership.

Latinos unidos como hermanos,


Joseph Aceves
National Executive Director

JA/mlm
c.c. Fernando E. C. de Baca



THE WHITE HOUSE

WASHINGTON

September 4, 1975

Dear Jose:

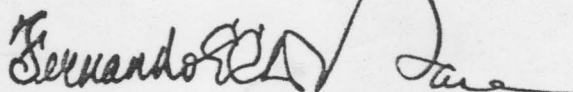
I want to take this opportunity to thank you and Steve and Hector for stopping by my office last week and bringing me up to date on the enormous task you have undertaken through LAMA International.

From what I understand, LAMA International has developed an affiliation with the major trade associations of the Western Hemisphere. This affiliation with some 100 industrial associations from throughout Latin America represents a logical and timely approach to the development of better and more meaningful relations between Spanish speaking businessmen in the United States and Latino businessmen from throughout Central and South America.

I want to wish you well on your upcoming LAMA International Conference. This conference should provide a forum for an effective discussion of common problems and interests of Latino businessmen from throughout the Western Hemisphere.

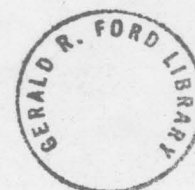
I would appreciate it greatly if you would keep me posted on this important conference. Please feel free to call on me if I can be of further assistance to you or LAMA.

Yours sincerely,



Fernando E. C. De Baca
Special Assistant to the President

Mr. Joseph Aceves
Latin American Manufacturers
Association
1728 East 14th Street
San Leandro, California 94577



Night Letter

X

8/1/75

HIS EXCELLENCY JOSEPH JOHN JOVA
AMBASSADOR TO MEXICO
UNITED STATES EMBASSY
MEXICO CITY, D. F. MEXICO

DEAR MR. AMBASSADOR:

IF YOUR SCHEDULE PERMITS, I WOULD APPRECIATE YOUR SEEING TWO
FRIENDS AND MEMBERS OF THE LATIN AMERICAN MANUFACTURER'S
ASSOCIATION (LAMA), STEVE DELINGER AND JOSEPH ACEVES, WHO
WILL BE IN MEXICO CITY MONDAY, AUGUST 4 FOR A FEW DAYS ATTENDING
MEETINGS WITH VARIOUS TRADE ASSOCIATIONS AND MEXICO CITY'S
CHAMBER OF COMMERCE REPRESENTATIVES. THEY WILL BE STAYING AT
THE HOTEL ALAMEDA (PHONE NUMBER 518-0620) FROM SUNDAY NIGHT
THROUGH WEDNESDAY OR POSSIBLY THURSDAY, AUGUST 7. WOULD YOUR
OFFICE TELEPHONE THEM IF THERE WILL BE TIME FOR YOU TO SEE
THEM FOR A FEW MINUTES? THANK YOU SO MUCH.

FERNANDO E. C. DE BACA
SPECIAL ASSISTANT TO THE PRESIDENT

copy to: Mr. Joseph Aceves, National Executive Director
LAMA
1728 East 14th Street
San Leandro, California 94577 (Phone: 415 352-2782)



X

HIS EXCELLENCY JOSEPH JOHN JOVA
AMBASSADOR TO MEXICO
UNITED STATES EMBASSY
MEXICO CITY, D. F. MEXICO

DEAR MR. AMBASSADOR:

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FERNANDO E. C. DE BACA
SPECIAL ASSISTANT TO THE PRESIDENT

copy to: Mr. Joseph Aceves, National Executive Director
LAMA
1728 East 14th Street
San Leandro, California 94577 (Phone: 415 352-2782)



May 20, 1975

Dear Mr. Snow:

I was pleased to learn of the positive outcome of your initial meeting with the Latin American Manufacturer's Association (LAMA) last week.

The President is concerned about the lack of participation of Latino minority businessmen in federally related contracting and has asked me to work closely with trade organizations like LAMA and with firms like yours to assist in developing a model program which could serve as an example for the entire industry.

I would greatly appreciate being kept abreast of progress made in your continuing talks with LAMA. Naturally, if there is anything that I can do to assist you in these efforts, please don't hesitate to call on me.

Yours sincerely,

Fernando E. C. De Baca
Special Assistant to the President

Mr. Richard Snow
Manager, Purchasing
Pratt & Whitney Aircraft Division
United Technology Corporation
400 Main Street
East Hartford, Connecticut 06108

FECDeB:mmm:5/20/75

CC: ✓ Joe Aceves, San Leandro, Cal.
Bruce N. Torrell, East Hartford, Conn., Donald Brown, East Hartford





LAMA

AMVA

Latin American Manufacturers Association


ANTONIO A. SOBRAL, JR.
NATIONAL DIRECTOR
BUSINESS DEVELOPMENT

1728 EAST 14TH STREET
SAN LEANDRO, CALIFORNIA
(415) 352-2782

SAMPLE LETTER TO CORPORATIONS ON
LAMA INTERNATIONAL CONFERENCE

Dear _____:

I would like to take this opportunity to introduce you to LAMA International, an arm of the Latin American Manufacturers' Association.

LAMA International has developed an affiliation with the major industrial associations throughout Latin America. This affiliation of some 100 associations brings together a broad cross section of Latino businessmen from North, Central and South America. I feel that LAMA International represents a logical and timely ~~unification of the Latino business communities~~ ^{approach} from the United States and Latin America, based upon common ethnic, cultural and linguistic ties.

LAMA International is sponsoring a conference of the Latin American trade association executives this November. This conference will provide a forum for a discussion of common problems and interests of Latino businessmen from throughout the Western Hemisphere.

I have had the pleasure of working with LAMA on its domestic activities. ~~I would like to recommend this organization for your consideration in relation to its informational activities.~~

Thank you for your attention in this matter.

Sincerely yours,

~~Fernando R. C. De Roca~~
~~Special Assistant to the President~~

Note
Cannot
use
this
letter
or
similar
one



10:18

Corporations for the
de Baca letter

confirm Presidents

✓ 1. I.B.M.

OLD ORCHARD RD.

ARMONK, N.Y. 10504

914-765-1900

JOHN. R. OPEL ✓

PRESIDENT

✓ 2. BRANIFF INTERNATIONAL CORP

BRANIFF TOWER BLDG

DALLAS TEXAS

214-358-6011

C. Edward ACKER

~~C. D. ACKER~~

PRESIDENT

JAMES P. M^cFARLAND

✓ 3. General Mills INC.

9200 WYAZATA BLVD.

MINN. MN 55440

612-340-2311

~~E. ROBERT KINNEY~~

PRESIDENT

✓ 4. PEPSI COLA (PEPSICO INC.)

ANDERSON HILL RD.

PURCHASE, N.Y. 10577

914-253-2000

ANDRALL E. PEARSON

PRESIDENT

✓ 5. SHELL OIL Co.

1 Shell Plaza

Houston, Texas 77001

713-220-6161

HARRY BRIDGES

PRESIDENT



✓ 6. EXXON CORP.

1251 Ave of the Americas

NEW YORK, N.Y. 10020

212-974-3000

A.C. KAUFFMANN ✓

~~CLIFTON C. GARDIN JR.~~

PRESIDENT

? ✓ 7. SINGER Co.

30 ROCKEFELLER PLAZA

NEW YORK, N.Y. 10020

212-581-4800

DONALD P. KIRCHER

CH. Bd & PRESIDENT



18. Kaiser Aluminum & Chemical Corp.
300 Lakeside Dr.
Oakland, California
271-2211

EDGAR F. KAISER
CH. Bd.

19. Rockwell International Corp.
600 Grant Street
Pittsburg Penn. 15219

Robert. Anderson
President

20. ~~Pan~~ Pan American World Airways
200 Park Ave
New York, N.Y. 10017
212-973-7700

T.
WILLIAM SEAWELL
CH. Bd & PRESIDENT

21. American Motors
14250 Plymouth Rd.
Detroit, Mich 48232
313-493-2000

William V. Luneburg
PRESIDENT

22. Dow Chemical
2030 DOW CENTER
MIDLAND MICHIGAN 48640
517-636-1000

C. B. BRANCH
PRESIDENT & Chief
Ex. Officer

23. ARMCO STEEL CORP.
703 Curtis St.
Middle town, OH 10
513-425-6541

HARRY HOLIDAY
PRESIDENT

24. EASTMAN-KODAK
343 State St.
Rochester, N.Y.
716-325-2000

A.
WALTER FALLON
PRESIDENT & CHIEF
EXE. OFFICER



✓ 15. EATON CORP.
100 ERIEVIEW PI2
CLEVELAND, OHIO
216-523-5000

PAUL A. MILLER
PRESIDENT

✓ 16. NICHIMEN CO. INC.
1185 Ave of Americas
New York, N.Y. 10036
212-489-7000

T. YAMADA
PRESIDENT

✓ 17. CELANESE CORP.
1211 Ave of the Americas
NEW York, N.Y.
212-764-7640

D.
JOHN. MACOMBER
PRESIDENT

✓ 18. CIBA - GEIGY
444 Saw Mill River Rd.
ARDSLEY, N.Y. 10502
914-478-3131

OTTO
DR. & STURZENEGGER
PRESIDENT

✓ 19. ~~DUPRE~~ COLGATE-PALMOLIVE
300 PARK AVE
NEW York, N.Y. 10022
212-751-1200

Keith CRANE
~~David R. Foster~~
PRESIDENT

✓ 20. W.R. GRACE & CO.
1114 Ave of Americas
New York, N.Y.
212-764-5555

MR. J. Peter Grace
~~FELIX CARTER~~
PRESIDENT

✓ 21. JOHNSON & JOHNSON
501 GEORGE ST
NEW BRUNSWICK, N.J. 08903
201-524-6623
524-0400

H. G. StOLZER
~~J. E. BURKE~~
PRESIDENT



23. ~~National Association of Manufacturers~~

MARCONA CORP.

#1 Maritime Plz.

San Francisco, Calif.

415-981-5566

C. W. ROBINSON

PRESIDENT

23. Foremost & McKeesson

1 Post St.

San Francisco, Calif.

415-983-8300

WILLIAM W. MORISON

PRESIDENT

24. GENERAL MOTORS.

3044 W. GRAND Blvd.

Detroit, Mich 48202

313-556-5000

E. M. EFTES

~~EDWARD H. COLE~~

PRESIDENT

25. SWISS BANK CORP.

S.F. Agency / ~~Pro Agent~~

100 Montgomery

San Francisco, Calif. 94104

Mario A. Armuzzi

~~94104~~ Pro-Agent



LATIN AMERICAN MANUFACTURER'S ASSOCIATION
(LAMA)

Director
Office of Management and
Budget
Washington, D.C. 20503

Dear Sir:

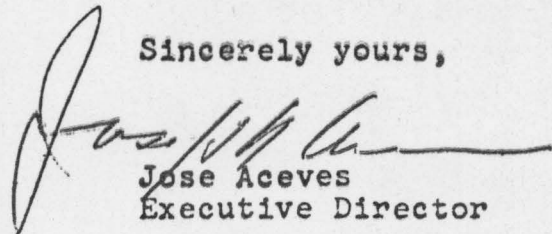
The Latin American Manufacturer's Association (LAMA) appreciates the opportunity to comment on your suggested alternatives to expand the Minority Business Enterprise Program.

The intent of LAMA, a national organization representing Spanish-Speaking business interests wishes to express, that the comments enclosed are not intended to criticize the Federal agencies, but rather to assist the Federal Government in expanding the Minority Business Program. It is our desire that these recommendations be considered to better serve the minority business entrepreneur in obtaining contracts, loans, grants, etc., be they direct or indirect, Federal or non-Federal.

We, at LAMA wish to express our appreciation for the assistance rendered to the Spanish-Speaking businessmen by the Small Business Administration and the Office of Minority Business Enterprise at the Department of Commerce.

I wish to offer my services and that of the organization for which I serve as Executive Director.

Sincerely yours,


Jose Aceves
Executive Director

enclosure



LATIN AMERICAN MANUFACTURERS ASSOCIATION

Alternative A - Consolidate the OMBE Programs with the SBA Programs under SBA Management

Analysis 1 - To what extent is the alternative likely to alleviate the problems which you believe exist in administering the current program?

Response

- a. Ease of coordination.
- B. Single point of contact.
- c. Place the program responsibility under an agency with statutory authority.
- d. Reduce the problems of minority businessmen in attempting to identify what agency to see, e.g. SBA or OMBE
- e. Elimination of administrative and overhead costs from one agency to avoid excessive duplication of costs.
- f. Permit minority business effort in SBA to conduct training programs for its in-house personnel in all aspects of minority business.
- g. One agency would be responsible for all operations.

Analysis 2 - What other program benefits might be obtained from the alternatives?

Response

No comment

Analysis 3 - What program disadvantages or cost might result from the alternative?

Response

- a. Transitional Cost
- b. Possible conflict might arise from white small businessmen
- c. Would not have another agency with watch-dog authority over SBA
- d. SBA may concentrate on only developing small bus-



ness rather than developing minority business into large business.

- e. SBA record in the development of minority business is itself less than satisfactory.
- f. It might increase the internal conflict within the agency over small versus minority interest.
- g. SBA as currently structured and managed could not effectively handle the OMBE program.
- h. Possible program slippage may occur during reorganization.
- i. Some of the deficiencies found in SBA by studies, etc, might be perpetuated on a much larger scale due to transfer of OMBE functions to SBA.

Analysis 4

- What impact, if any, would the alternative have on the other programs and responsibilities of the agency?

Response

It may enlarge the problems already encountered and could also be used to decimate the minority business program.

Analysis 5

- What personnel and administrative problems would likely be encountered in implementing the alternative? This should include problems of agency reassignments, availability of staff expertise, changes in field office structure or operations, etc.

Response

No problem of great magnitude

Alternative B

- Consolidate the SBA Programs with the OMBE Programs, under the Department of Commerce

Analysis 1

Response

- a. Commerce is oriented toward big business and therefore the development of minority business may not be as much of a problem insofar as the growth of minority business would not be limited.
- b. The Department of Commerce emphasis is primarily with government rather than private sector
- c. It is a Cabinet level Federal Agency.



Analysis 3

Response

None

Analysis 3 -

Response

- a. It will take legislation to move the SBA Section 8(a) program to OMBE
- b. It would require authority from the Department of Commerce to allow OMBE to engage in contract negotiations and subsequent issuance of contracts.

Analysis 4 -

Response

It may enlarge the problems already encountered and could also be used to decimate the minority business program.

Analysis 5

Response

- a. Would require reassignments, reorganizations and employment of additional staff. Would also require intense training and education oriented to dealing directly with the minority businessman.
- b. Failure to successfully implement and execute the requirements of Executive Order 11625, Title 41 and Title VI of the Civil Rights Act 1974.

Alternative C - Maintain the separate OMBE and SBA Programs, but change the organizational arrangement of those programs within SBA and Commerce.

Analysis - Since implementation of first Executive Order (11458) issued in 1969, limited advancement of minority business has taken place.



Alternative D - Establish a new, comprehensive, minority business program in SBA (or in Commerce) to replace the existing programs.

Analysis - It was not considered based on damage that would be done to minority business while new comprehensive program overcomes its learning period.

One of the major problems with the existing program is not the intent itself but slow implementation.

Alternative E - Consolidate direct Federal assistance for minority business development in SBA; re-direct the OMBE program to focus on stimulating non-Federal actions to promote minority business development.

Analysis

- a. Incorporate all advantages in Alternative A.
- b. Would be to concentrate the remaining OMBE effort in the only moderately successful program they have.
- c. OMBE has an on-going line of communication with big business as a result of its association with the Department of Commerce
- d. No duplication of effort on part of OMBE and SBA
- e. It places assistance from minority business development in SBA which has the oversight on Minority Enterprise Subcommittee that could render support.
- f. Would initiate a more responsible interest among major companies supporting the National Minority Purchasing Council.

Alternative F - Maintain the current organizational arrangement.

Analysis 1 - None

Analysis 2 - None

Analysis 3 - Unsatisfactory arrangement and duplication of administrative and overhead costs.



Response

- a. People on 8(a) will be continually harassed.
- b. Agencies will feel vindicated in that their mis-directed action is acceptable.
- c. \$16 million being used to administer OMBE with no benefit being felt by minority businessmen.
- d. Would not be enough support to achieve gain in business economic development.
- e. No effect on overall minority community development except to maintain it at its present inadequate level.

Analysis 4 - No comment

Analysis 5 - No comment

Alternative G - We have taken the liberty of adding G as an alternative because it is evident that the administration has failed to acknowledge the advice of the President's Advisory Council recommendation entitled "Minority Enterprise and Expanding Ownership - Blueprint for the 70s", and it is evident that as a starting point, this report should be used immediately in the formation of an independent agency to perform the following:

- a. Monitor and enforce the goals and objectives of Executive Order 11625
- b. Review the results of and, if necessary, strengthen Title 41 of the Federal Procurement Regulations, and implement and enforce Title VI of the Civil Rights Act of 1964.
- c. Have authority to regulate and set goals or establish policy and to initiate charges of a violation of the law to insure that minorities receive a fair and equitable portion of government's business.
- d. Establish a Commission to effectuate the above.



THE WHITE HOUSE
WASHINGTON

Date: 10/9

Memo to:

Fernando

From:

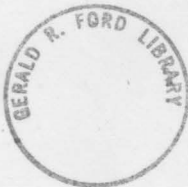
Fred Slight

Please prepare reply for Mrs.
Armstrong's signature _____

For appropriate handling _____

For your information ☒ _____

Per your request _____



RECEIVED
DEC 30 1974
CENTRAL FILES

LAMA NEWSLETTER

LATIN AMERICAN MANUFACTURERS' ASSOCIATION

JUNE/JULY 1974

LAMA FOCUSES ON THE ALASKAN PIPELINE

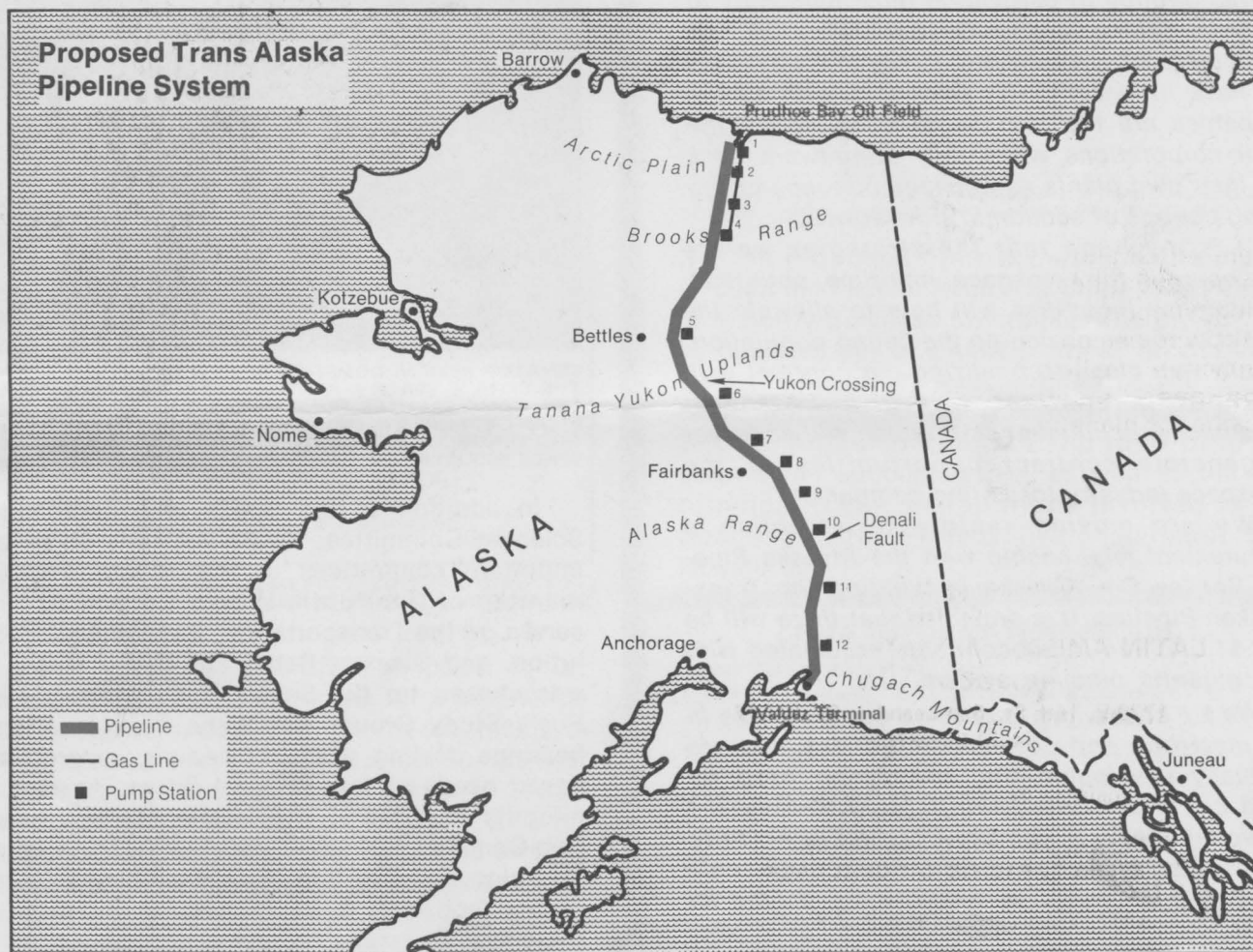
IDENTIFICATION OF POTENTIAL SUBCONTRACTS FOR LATINO COMPANIES

LAMA executives recently met with the legal counsel for the Alyeska Pipeline Service Company in Washington, D.C. Alyeska is a consortium of seven oil companies which are jointly building the Trans-Alaskan Pipeline. The purpose of LAMA's visit with Alyeska's legal counsel was that of setting up a meeting between the principals of LAMA and Alyeska to explore the opportunities for subcontract work for Latino companies on the Alaskan Pipeline.

Estimates on projected contracting range from \$1.5 to \$3.5 billion. The principal areas of potential subcontract work include: pipeline construction; construction of the twelve pumping

stations; construction of the Valdez Terminal; and the telecommunications system for the pipeline.

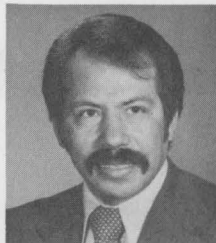
LAMA is working closely with the Department of the Interior on the Alaskan Pipeline Project. The proposed pipeline will cross Federal lands under the jurisdiction of Department of the Interior. The Department has issued a set of regulations affecting the pipeline, including a section on affirmative action and minority business enterprise subcontracting. LAMA feels that these provisions will ensure that a reasonable proportion of pipeline business goes to Latino companies.



MAP OF THE STATE OF ALASKA SHOWING THE PROPOSED TRANS-ALASKAN PIPELINE. THE PIPELINE WILL TRAVERSE THE ENTIRE LENGTH OF ALASKA FROM THE PRUDHOE BAY OIL FIELD IN THE NORTH TO THE VALDEZ TERMINAL IN THE SOUTH.

EXECUTIVE
DIRECTOR'S
MESSAGE

MR. JOSEPH ACEVES



The most significant development for the Association this period is the fact that as of the end of our first six months of operation under the OMBE contract in Federal Region IX, LAMA has generated \$7,530,676 in contracts for members of the Association. I am projecting that within another six months, LAMA will have generated some \$30 million in contracts and business for Latino companies throughout the country.

I am very pleased with these results. What was a dream a year ago is rapidly becoming a reality today. We must continue to push on, however, because these times of inflation, scarcity of materials, high unemployment hit especially hard at the minority community. A mild recession in the Anglo corporate community results in a depression in our own businesses, for we continue to be an underdeveloped country within this highly developed nation.

We continue to participate only marginally at all levels of the economy. Our people are the first to get laid off because we are in low positions and have little seniority. Contracts with Latino companies are the first to be curtailed by the major corporations when they bring work back into their own plants as a means of economizing during periods of economic slow-down.

It is my hope that the strategies we are developing in the aerospace, maritime, petroleum and defense industries will help to alleviate the impact of the recession on the Latino population. We are very close to finalizing our contract with NASA. This contract will give LAMA an aerospace procurement staff which will endeavor to generate contract opportunities in the aerospace industry for Latino companies.

We are moving rapidly to establish a procurement relationship with the Alyeska Pipeline Service Co. Alyeska is building the Trans-Alaskan Pipeline. It is projected that there will be over \$1.5 billion in subcontracts associated with this gigantic pipeline system.

We are continuing to develop our strategies in the maritime and defense industries. We are gradually developing our information base on such key projects as the Trident Submarine Project and the B-1 Bomber Project. These are to become major defense related efforts in the near future. We will keep our membership posted on developments in these areas.

LAMA SALUTES SENATOR DOMENICI

LAMA would like to pay special tribute to Senator Pete V. Domenici of New Mexico for his very significant efforts in the area of affirmative action in minority employment and minority business enterprise subcontracting in the Aerospace Industry. As a member of the Senate Aeronautical and Space Sciences Committee, Senator Domenici has been a firm advocate of increased affirmative action efforts on the part of the National Aeronautics and Space Administration (NASA). Senator Domenici views the proposal which LAMA has submitted to NASA as "a creative approach to NASA's need to increase subcontracting to Latino companies in the aerospace industry."

Senator Domenici has had a quick-paced political career in his native State of New Mexico, rising from practicing attorney in 1966 to mayor of the city of Albuquerque, to gubernatorial nominee (narrowly lost the general election) to United States Senator in 1972.



SENATOR PETE V. DOMENICI OF NEW MEXICO, MEMBER OF THE SENATE SPACE & AERONAUTICAL SCIENCES COMMITTEE, LAMA SALUTES SENATOR DOMENICI FOR HIS SIGNIFICANT EFFORTS IN INCREASING MINORITY EMPLOYMENT AND MINORITY BUSINESS SUBCONTRACTING IN THE AEROSPACE INDUSTRY.

In addition to the Space and Aeronautical Sciences Committee, the Senator sits on several important committees of the Senate. He is a member of the Public Works Committee and serves on the Transportation, Environmental Pollution, and Disaster Relief Sub-Committees. He was chosen for the Senate Special Energy and Fuels Study Group, where the Senator attends hearings dealing with the complex energy and power needs of this nation's future. As ranking minority member of the Health of the Elderly Sub-Committee of the Senate Special Committee on Aging, Senator Domenici is a "Senior Citizen Rights" activist.

NASA PROPOSAL UPDATE

As reported in LAMA's last newsletter, one of the points of discussion with Dr. Fletcher, Head of NASA, was the concept of a contract from NASA to support LAMA's Aerospace Program. Under such a contract, LAMA would assist NASA and its major aerospace contractors in complying with Executive Order 11625 and the Procurement Regulations requirements for subcontracting with minority business enterprises.

May 22, 1974

Dr. James C. Fletcher
Administrator
National Aeronautics & Space Administration
400 Maryland Avenue, S. W.
Washington, D. C. 20001

Dear Dr. Fletcher:

I have been made aware of a proposal submitted to the National Aeronautics & Space Administration (NASA) by the Latin American Manufacturers Association to assist NASA contractors in fulfilling their minority subcontracting requirements.

Mr. Joseph Aceves, Executive Director of LAMA, has recently undertaken a contract with the Office of Minority Business Enterprise (OMBE) and has been instrumental in obtaining approximately \$600,000 in procurements for LAMA members in only three months of operation. He and his staff have proven to be qualified and determined individuals in promoting Latino participation in the field of manufacturing.

The program LAMA has proposed to NASA would be clearly complementary and of mutual benefit to NASA and the minority enterprise effort. In this regard I encourage you to give the LAMA proposal every consideration.

Sincerely,

R.V. Romero
Regional Director

c.c.: Joseph Aceves

(Retyped for purposes of duplication)

LETTER FROM MR. RAY ROMERO, (REGIONAL DIRECTOR OF OMBE) SUPPORTING LAMA'S PROPOSED AEROSPACE PROGRAM.

LAMA submitted a discussion paper to Dr. Fletcher outlining LAMA's ideas for a program in the Aerospace Industry which would result in greater subcontracting with Latino companies. LAMA recently met again with NASA to review LAMA's proposed Aerospace Program. LAMA's concept paper was thoroughly discussed and the principal areas of possible program conflict were resolved.

(Continued next column)

LAMA's proposed project to NASA is designed expressly for the purpose of generating an increased level of subcontracting by the Aerospace Industry with Latino manufacturing firms around the country. The program will focus on: the identification of Latino firms capable of aerospace related work; the correlation of the capabilities of these firms with the specifications of procurements of aerospace companies; and the provision of technical assistance to Latino companies, with emphasis in the area of quality control systems.



U.S. DEPARTMENT OF COMMERCE
Office of Minority Business Enterprise
Washington, D.C. 20230

Dr. James C. Fletcher
Administrator, NASA
NASA Headquarters
Code A
400 Maryland Avenue
Washington, D.C. 20546

Dear Dr. Fletcher:

Enclosed is a copy of a proposal submitted to NASA from the Latin American Manufacturers Association. The contract is for LAMA to assist NASA contractors in the fulfillment of their minority sub-contracting obligations.

LAMA was recently awarded a contract from OMBE to assist Spanish speaking companies in acquiring contracts. In their four months of operation they have succeeded in acquiring nearly \$600,000 in contracts for their member companies. I highly recommend that your agency give LAMA every consideration in this venture. Their expertise in this area has been proven by their performance with the OMBE contract.

Sincerely,

Alex Armendaris
Director

LETTER FROM MR. ALEX ARMENDARIS, (NATIONAL DIRECTOR OF OMBE), SUPPORTING LAMA'S PROPOSAL TO NASA.

The proposed contract will be channeled through the Federal Region IX office of the Office of Minority Business Enterprise. The project will be operated out of LAMA's offices on the West Coast. The effort will emphasize the Space Shuttle Project by a concentration on Space Shuttle prime contractors and their first and second tier subcontractors, as well as the two principal NASA installations involved in the Space Shuttle Project (i.e., Marshall and Houston).

LAMA INFORMATION INQUIRY

I want to know more about:

- ☐ LAMA Newsletter ☐ Procurement Assistance
☐ LAMA Membership ☐ Technical Assistance
☐ Other (specify) _____

Name _____

Business Name _____

Address _____

Phone _____

Send coupon to: LAMA INC.
1728 E. 14th Street, San Leandro, CA.



Mr. Richard Bela
LAMA Legal
Counsel

GOVERNMENT RELATIONS

NASA NEGOTIATIONS

We recently met with Dr. Fletcher's staff to review LAMA's proposed Aerospace Program. The discussion draft submitted to NASA two months ago proposed funding for five LAMA regional procurement offices with staff to work with the major aerospace corporations in each region. Our meeting with NASA staff resulted in substantial agreement with LAMA's proposed activities and objectives. Rather than five regional procurement offices, however, we agreed on a nationally mobil staff which would work with NASA's prime contractors and their first and second tier subcontractors throughout the country. The staff is to be headquartered at LAMA's central offices on the West Coast. LAMA has now submitted a fully developed proposal which should be approved in the near future, pending final discussions on the proposed budget. LAMA anticipates that the program will become operational in September.

EXECUTIVE ORDER 11625

On October 1971 President Nixon issued Executive Order 11625. This Executive Order is the most important governmental mandate in the area of minority business enterprise. It establishes broad governmental parameters for minority business enterprise development. It is the document which has led to the issuing of minority business procurement regulations by the major agencies of the government, such as those highlighted in this column last month.

In his preamble to the Executive Order, President Nixon stated:

"The opportunity for full participation in our free enterprise system by socially and economically disadvantaged persons is essential if we are to obtain social and economic justice for our persons and improve the functioning of our national economy."

The Executive Order builds upon the foundation of the Office of Minority Business Enterprise which was created in 1969. The Executive Order broadens the authority of the Secretary of Commerce for the development of minority business enterprise. The most significant section gives the Secretary the power to require Federal agencies to develop comprehensive plans and specific program goals in furtherance of minority business enterprise development.

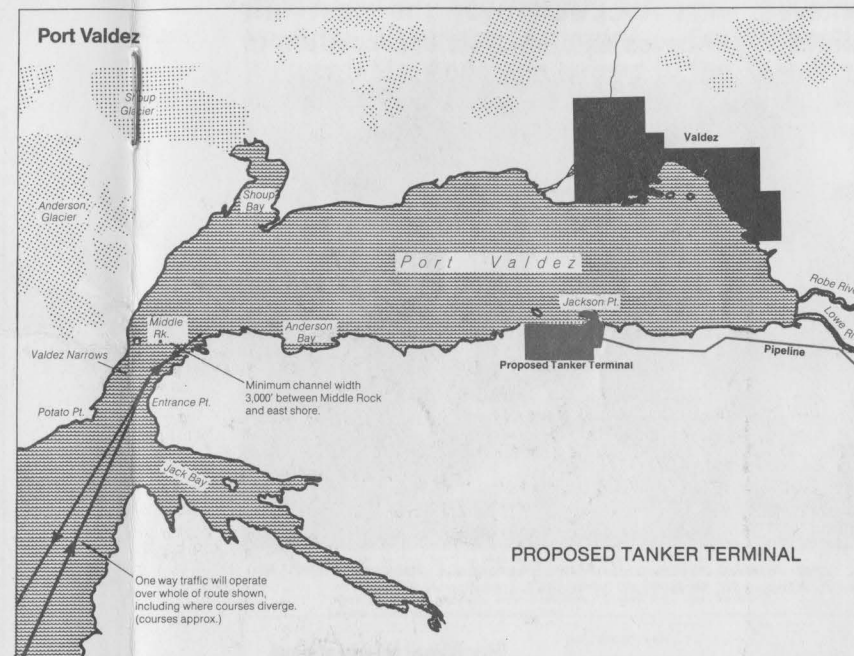
The Federal departments are required to cooperate with the Secretary in increasing the total Federal effort in the development of minority enterprise. Each agency is required to review and report to the Secretary the policies and programs they are implementing to further the development of minority enterprise. The Secretary of Commerce is further authorized to establish policies and procedures necessary for the effective implementation and application of the executive order.

ALASKAN PIPELINE OVERVIEW

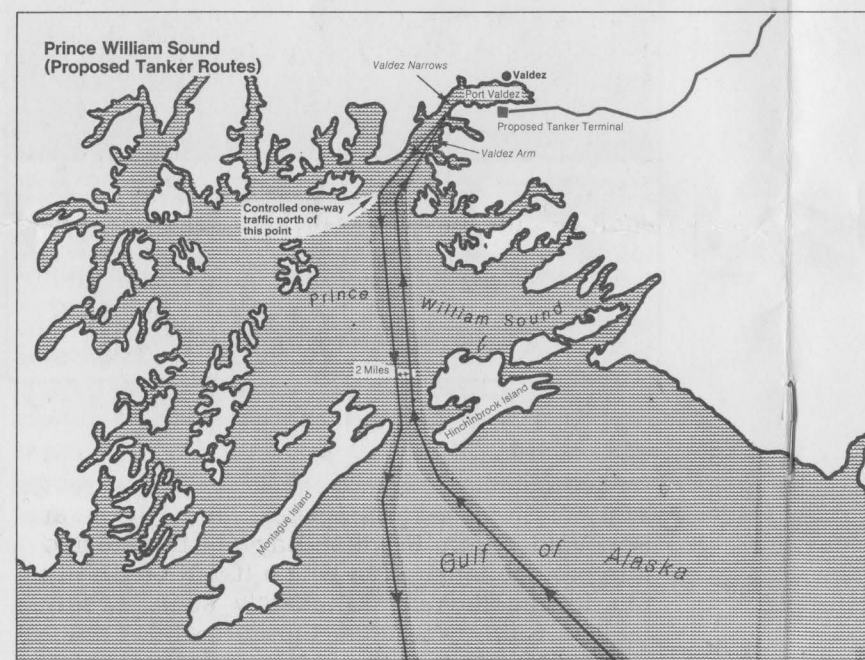
DETAILS ON THE TRANS-ALASKAN PIPELINE PROJECT

The Alaskan Pipeline is a project designed to transport oil from the major oil fields (on Alaska's North Slope) completely across Alaska (north to south) to Port Valdez, an ice-free port approximately 150 miles east of Anchorage (see the map on the cover of the Newsletter). The pipeline will be nearly 800 miles in length and will become operational in about three years. The pipeline will ultimately deliver 2 million barrels of crude oil per day to the Port Valdez Terminal. From the Valdez Terminal, the crude oil will be transferred to major oil refineries via ocean in large (250,000 ton) oil tankers.

The Trans-Alaskan Pipeline is being constructed by the Alyeska Pipeline Service Company. Alyeska is a consortium of seven oil companies: Arco, Mobil, Humble, Phillips, Sohio, Union and Amerada-Hess oil companies. Alyeska is responsible for the design, construction, operation and maintenance of the pipeline system. The pipeline system includes: the actual pipeline itself; the northern terminus station at Prudhoe Bay; the 12 intermediate pumping stations; the "tank



The proposed Trans-Alaskan Pipeline is slated to terminate at Port Valdez, an ice-free port some 150 miles east of Anchorage. The Tanker Terminal, on the south side of Port Valdez Bay, will cover 800 acres and will include 44 storage tanks, a pumping center and tanker loading facilities.



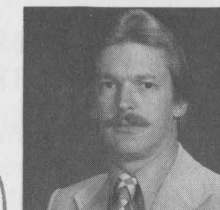
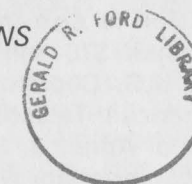
Crude oil arriving at the Port Valdez Terminal will be loaded onto super-tankers for ocean transport to major U.S. refineries. At peak production, it is estimated that some twenty super-tankers will be loaded at the Port Valdez Tanker Terminal each week.

farm" and terminal facilities at Port Valdez; and the communications and pipeline control systems.

The pipeline, while not the largest in the world, is a project of major proportions. It will cross three mountain ranges, many rivers and streams and a known seismic fault. In addition, the pipeline will have to withstand the rigors of extreme climatic conditions. The pipeline will be buried along portions of the route and will be above ground along other segments, depending on geological, environmental and climatic considerations.

The terminal facility at Port Valdez will cover some 800 acres and will include 44 storage tanks, (the "tank farm"), a pumping center, docks and tanker loading facilities and an operations control center. Oil arriving at Port Valdez from Prudhoe Bay will be directed into storage tanks from which it will be gravity fed to the tankers. Ultimately some twenty tankers will be loaded at the Port Valdez terminal each week.

CORPORATE RELATIONS



Mr. Stephen Denlinger
Executive
Vice-President

ALASKAN PIPELINE

We have embarked on a significant effort to ensure that Latino companies participate in subcontracting on the Trans-Alaskan Pipeline project. The Department of the Interior has issued regulations relating to minority business enterprise subcontracting, which, if adopted in their present form, will virtually guarantee meaningful subcontracting with minority companies. In the near future, we will meet with top corporate executives of the Alyeska Pipeline Service Co. in Anchorage to review their minority subcontracting plan and to establish a procurement interface between LAMA and Alyeska.

LAMA'S AEROSPACE PROGRAM

LAMA's Aerospace Program continues to develop soundly. Rockwell's Associate Corporate Membership in support of LAMA's Aerospace Program represents a very significant building block in our efforts to establish a viable program. In our recent meeting with Mr. Anderson, President of Rockwell, Mr. Aceves expressed his heartfelt appreciation for Mr. Anderson's support for LAMA's efforts toward bringing the Latino manufacturing community into the mainstream of the aerospace industry.

Our proposal to NASA for a program designed to assist NASA and the aerospace industry in identifying and contracting with Latino companies looks very promising. When funded, this program will give LAMA the staff necessary to begin working with the other major aerospace corporations around the country. This will result in a much greater level of aerospace subcontracts going to Latino companies.

CHAPTERS AND PROCUREMENT OFFICES

We have taken significant steps in the process of forging the Association into an effective national procurement vehicle representing the interest of Latino businessmen. Following our organization of a LAMA chapter in New York, we have expended considerable effort in securing corporate support for our regional procurement office in New York. We have received favorable response from IBM, Exxon, General Electric, Singer, Manufacturers' Hanover Trust, Pfizer, Prudential, Equitable, A.T.&T. and New York Life who are presently evaluating LAMA's request for support for the New York Regional Procurement Office.

Initial corporate contacts have also been made in Chicago. This follows the organization of a LAMA chapter there last month. Standard Oil of Indiana and Sears Roebuck and Co. have responded favorably to LAMA's requests for support. Further efforts are planned to secure corporate support for LAMA's Regional Procurement Office in Chicago. The regional office will assist the Latino manufacturers in the Great Lakes region in their efforts to secure subcontracts from the major corporations in that area.

EQUAL OPPORTUNITY

Job discrimination is costing major U.S. corporations more than \$70 million in recent legal actions by the U.S. Department of Labor. Actions against American Telephone and Telegraph Co., The Bank of America, Standard Oil of California and many other major U.S. companies have resulted in awards totalling over \$70 million in back pay to Blacks, Latinos, women and other minorities.

The Baltimore and Ohio as well as the Chesapeake and Ohio railroads are the latest to feel the sting of equal opportunity legal action by the U.S. Department of Labor. A suit recently filed in federal court by the Department of Labor seeks \$20 million in back pay for some 300 workers allegedly the victims of lower pay for equal work.

Despite the significance of the \$70 million retroactive payments for past patterns of discrimination, Department of Labor statistics still show a broad imbalance of employment and salaries between white males and Latinos, Blacks, women and other minorities.

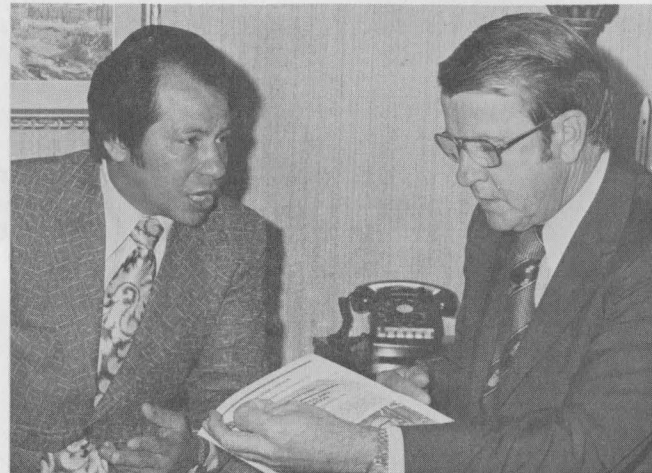
The same patterns prevail in the area of subcontracting to minority companies by the major U.S. corporations. Mr. Ted Adams, past Executive Director of the National Association of Black Manufacturers, indicates that "the total amount of subcontracts which went to minority firms last year amounted to less than the cost of one nuclear submarine."

It is estimated that less than 1/10 of one percent of all publicly subsidized subcontracting goes to minority companies, despite the fact that minorities represent approximately 20% of the population of the country. "These are the reasons unemployment levels among Latinos and Blacks are so high," says Mr. Joseph Aceves, Executive Director of LAMA. "Minority companies do not control a meaningful proportion of America's business and, therefore, we are not able to hire many of our own people into viable, well paying jobs."

Mr. Aceves stated that LAMA's legal staff is researching legal, legislative and administrative strategies whereby subcontracting with minority companies could be made subject to the same investigative processes and legal sanctions as the areas of job discrimination. "The day must come," says Mr. Aceves, "when our own companies are large enough and stable enough to offer meaningful job opportunities to our own people."

ACEVES MEETS THE PRESIDENT OF ROCKWELL INTERNATIONAL

Mr. Jose Aceves, Founder and Executive Director of LAMA, met with Mr. Robert Anderson, President and Chief Executive Officer of Rockwell International, for purposes of reviewing the broad interfacing which LAMA has achieved with Rockwell over the past few months. Mr. Aceves extended his appreciation to



Mr. Jose Aceves reviews LAMA's Aerospace Program with Mr. Robert Anderson, President of Rockwell International.

R. Anderson
President

4 June 1974

Dr. J. C. Fletcher, Administrator
National Aeronautic & Space Administration
Federal Office Building 6 & 10B
400 Maryland Avenue, S.W.
Washington, D.C. 20546

Dear Jim:

In reply to your letter of May 10, regarding LAMA, I would like you to know that I have scheduled a meeting with officers of that organization on June 27. At that time I hope to emphasize Rockwell's continuing commitment to placing business with minority enterprises such as those represented by LAMA.

As a matter of fact, we have just announced publicly that our company will award some \$50,000,000 in contracts to minority firms during the next five years. A sizable share of that commitment of course will come from the Space Shuttle Program.

Several of our senior executives have been meeting with LAMA in recent months and, as you, found them to be dynamic and sincerely dedicated to worthwhile objectives. It is our intention to continue this working relationship in coming months with LAMA as a representative of Latin American Manufacturers throughout the country.

I intend to personally monitor our activities in this area to be sure that they receive proper emphasis. Thank you for calling my attention to this important subject.

Sincerely,
R. Anderson

Rockwell International

1700 East Imperial Highway
El Segundo, California 90245

Reply to:
600 Grant Street
Pittsburgh, Pennsylvania 15219
(412) 565-2060

Letter from Mr. Robert Anderson to Dr. James Fletcher regarding forthcoming meeting between LAMA and Mr. Anderson.

Mr. Anderson for the support LAMA has received from Rockwell to date. Such support includes meaningful contracting with Latino companies in the Space Shuttle Program and an Associate Corporate Membership by Rockwell to support LAMA's Aerospace Program.

Mr. Aceves also discussed with Mr. Anderson the need to establish a LAMA/ROCKWELL Task Force to more thoroughly analyze Rockwell's Minority Business Enterprise Subcontracting Program. Mr. Anderson agreed to the Task Force as well as to the idea of Rockwell's sponsoring a major fund raising event in behalf of the Latin American Manufacturer's Association.

Rockwell International
1700 East Imperial Highway
El Segundo, California 90245

June 10, 1974

Mr. Joseph Aceves
Executive Director
Latin American Manufacturers Assn.
1728 E. 14th Street
San Leandro, CA 94577

Dear Mr. Aceves:

It is with extreme pleasure that I give to you, on behalf of Rockwell International, a check for \$20,000 to further the work of the Latin American Manufacturers Association. Our association with you and your staff over the past several months has convinced us that LAMA is a sincere and dedicated organization for the development of minority entrepreneurs. Toward that end, Rockwell gives you its wholehearted support.

Very truly yours,
R. C. Petersen
R. C. Petersen, Director
Procurement Management
Western Region

Letter to Mr. Aceves from Rockwell International regarding Rockwell support for the work of the Association.

LAMA is especially appreciative to Mr. Anderson for the progressive posture that he has set for his company regarding minority business subcontracting. "If the other major Aerospace Corporations throughout the country respond as constructively as Rockwell International," stated Mr. Aceves, "I feel that we will undoubtedly take gigantic steps toward the heretofore elusive goal of bringing the Latino manufacturing companies into the mainstream of the American economic system."



Mr. Richard Bela (LAMA Counsel), Mr. Jose Aceves (Executive Director of LAMA), Mr. Robert Anderson (President of Rockwell International) and Mr. Stephen Denlinger (Executive Vice President of LAMA) during LAMA's recent meeting with Mr. Anderson to review Latino subcontracting on the space shuttle program.

NON-DISCRIMINATION REGULATIONS AFFECTING THE TRANS-ALASKAN PIPELINE

The department of the Interior has proposed non-discrimination rules in the Trans-Alaska Pipeline project which, if approved in their present form, will directly affect the Alyeska Pipeline Service Co. (the consortium of seven major oil companies jointly building the Alaskan Pipeline). The proposed rules have been under consideration by the Department of Interior for several months and should be approved within the next 30 days.

The proposed rules would prohibit all forms of discrimination in the areas of employment and contracting. Regarding contracting with minority companies, the rules will require The Alyeska Pipeline Service Co. to:

"take affirmative action to ensure that minority businesses shall have the maximum practicable opportunity to participate in the performance of contracts."

To implement this affirmative action obligation, Alyeska will be required to develop an Affirmative Action Plan which must include:

"a set of specific and results oriented procedures which...commits [Alyeska] to apply every good faith effort to achieve equal opportunity in all aspects of...[Alyeska] operations."

The rules further stipulate that an acceptable Affirmative Action Plan must include:

"an analysis of all areas of contracting in which...[Alyeska] could be deficient in the utilization of minority business enterprises" and "...specific goals and specific timetables...to correct all deficiencies."

Under the section on Contracting Practices, Alyeska will be required to:

"establish specific goals and timetables to assure that minority business enterprises are given the maximum practicable opportunity to participate in the performance of contracts awarded."

LAMA considers these proposed regulations to be the most significant rules relating to the utilization of minority business enterprises ever proposed by a Federal agency. LAMA urges the Department of Interior to approve these regulations in their present form.

LAMA would like to commend Congresswoman Yvonne Burke of California who is the person most directly responsible for these regulations. In addition, LAMA would like to commend the farsighted persons in the Department of Interior who drafted the proposed regulations and gave them the degree of specificity so frequently lacking in federal regulations relating to minority business enterprise subcontracting.

CHICAGO CHAPTER ORGANIZED

LAMA recently met with a group of Latino manufacturers in Chicago. The purpose of the meeting was to organize a LAMA chapter in the Chicago area. The Chicago chapter will serve as LAMA's communications vehicle in that region.

The Chicago chapter will enable LAMA to maintain regular contact with Latino companies in that area. LAMA anticipates establishing a regional procurement office in Chicago within the next few months to serve the membership in that region.



MR. ACEVES AND MR. DENLINGER OF LAMA EXPLAINING THE PURPOSES OF THE ASSOCIATION TO A GROUP OF LATINO MANUFACTURERS IN THE CHICAGO AREA.

To this end, LAMA is contacting major corporations in Chicago for corporate support for LAMA's regional procurement office. To date, Standard Oil of Indiana and Sears and Roebuck have responded favorably and are presently studying LAMA's requests for support.

Some twenty Latino manufacturers attended the organizational meeting held at the Amalgamated Bank courtesy of Alejandro Aguiar, Assistant to the President. The capabilities of the Latino companies represented at the meeting were varied and include: precision metal cutting (large quantities), steel fabrication (catwalks, wing supports, etc.), precision machining and prototype design, metal stamping (15 to 150 ton capacity), plastic molding, die casting, consumer appliance manufacture, steel wholesale, cosmetics manufacture, etc.

MONTALBAN LUNCHEON

Richardo Montalban met with a group of corporate executives at a luncheon held recently in behalf of LAMA. Mr. Montalban, a long time supporter of LAMA, met with the corporate executives to convey to them the significance of the work of the Association in bringing Latino companies into the mainstream of the economic system. After touching lightly on the history of discrimination against the Latino community in the United States, Mr. Montalban spoke of LAMA as one group which enjoys his wholehearted support for its "sincere, dedicated and professional efforts at creating a better life for Latinos in this country."

Corporations represented at the luncheon included: Kaiser Industries, Bank of America, Montgomery Ward, Clorox, Singer, Owens Illinois, World Airways, Safeway, I.B.M. It is anticipated that these companies will support LAMA's activities in the future.



MR. MONTALBAN EXPLAINING A POINT ABOUT THE PHILOSOPHY OF LAMA TO ONE OF THE CORPORATE EXECUTIVES ATTENDING THE MONTALBAN LUNCHEON. MR. JOSE ACEVES, FOUNDER AND PRESENT EXECUTIVE DIRECTOR OF LAMA, LISTENS ATTENTIVELY.

LAMA NEWSLETTER
OFFICIAL PUBLICATION
OF THE
**LATIN AMERICAN MANUFACTURERS
ASSOCIATION**

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