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NEDA

NATIONAL ECONOMIC DEVELOPMENT ASSOCIATION

MAR 31 1975

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March 26, 1975

Mr. Fernando C de Baca
Special Assistant to the President
The White House
Washington, D. C. 20500

Dear Fernando:

It was such a great pleasure talking to you once again and do so appreciate your willingness to assist me in this matter.

For your information, I am enclosing copies of the correspondence concerning the "Spanish Speaking Businessmen's Conference of the West" to which President Gerald Ford has been invited to speak.

As your know, NEDA's goal is to give guidance and assistance to potential and established minority businessmen, and the presence of President Ford at this conference would support and encourage the participation of minority businessmen in our free enterprise system.

Your efforts in urging President Ford to accept this invitation as guest of honor and featured speaker at this very important conference will be very much appreciated.

With best personal regards, I remain

Sincerely,

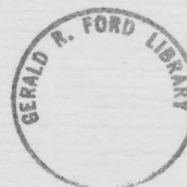

Blanche G. Quintana
Financial Analyst

BGQ:moa

Enclosures

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March 4, 1975

The President
The White House
Washington, D. C. 20500

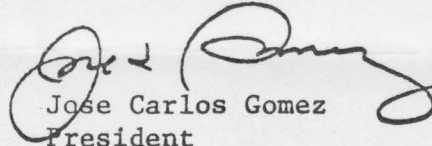
Dear Mr. President:

I am privileged to extend this invitation to you to be the guest of honor at the "Spanish-speaking Businessmen's Conference of the West" and the featured speaker at the benefit sponsored by the National Economic Development Association (NEDA) to be held on May 3-4, 1975.

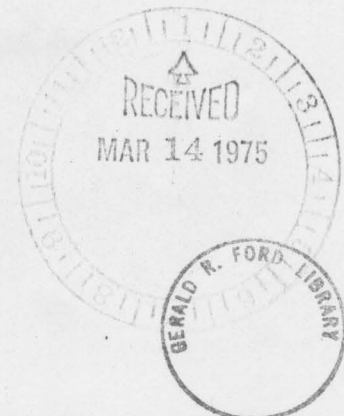
With the support of the Small Business Administration, NEDA will be recognizing Mr. C. Mack Higgins, Assistant Administrator for Minority Enterprise, Small Business Administration, in a Testimonial Banquet at the Ambassador Hotel, Los Angeles, California. It is anticipated that over 1,000 businessmen will attend the two-day event.

Hoping that we are honored by your presence at the Conference or the Banquet, I remain,

Respectfully,


Jose Carlos Gomez
President

JCG:np



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NEWS RELEASE

Contact:

Elizabeth Zepeda (213) 388-1131

Date:

March 21, 1975

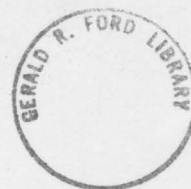
FOR IMMEDIATE RELEASE

MAJOR NEDA CONFERENCE PLANNED FOR MAY 3-4

LOS ANGELES, CALIFORNIA -- The National Economic Development Association (NEDA) announced today that it is Co-sponsoring the "Spanish-speaking Business Conference of the west" scheduled for May 3-4, 1975, at the Ambassador Hotel, Los Angeles, California.

The 2- day Conference will feature seminars directed by the Small Business Administration's management team encompassing various topics of importance to small businessmen. Officials from the SBA's Washington, D.C. and regional office in San Francisco will be participating in the event.

(continued on the next page)



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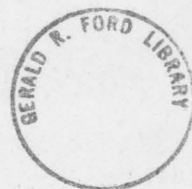
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As a highlight of the Conference, NEDA will be holding a Testimonial Banquet on the evening of May 3rd to honor Mr. C. Mack Higgins, Assistant Administrator for Minority Enterprise, SBA, and to recognize the hundreds' of successful Spanish-speaking businessmen of the West.

An invitation has been extended to President Ford to attend the Testimonial Banquet as a guest of honor and featured speaker. Other Administration officials from the President's staff and Federal agencies as well as prominent dignitaries from the Southwestern states have been invited.

It is anticipated that our 1,000 businessmen will attend the banquet and management seminars.

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March 26, 1975

Fernando C. de Baca
Special Assistant to the President
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Mr. de Baca:

You are cordially invited to be a guest at the "Spanish-speaking Businessmen's Conference of the West" on May 3 and 4, co-sponsored by the National Economic Development Association (NEDA) and the Small Business Administration (SBA).

A testimonial banquet honoring Mr. C. Mack Higgins, SBA's Assistant Administrator for Minority Enterprise, is scheduled for Saturday, May 3, at 7:00 p.m. at the Ambassador Hotel, 3400 Wilshire Boulevard, Los Angeles, California.

Invitations have been extended to the Vice President, members of Congress and other dignitaries.

The 2-day conference will feature a banquet with dinner entertainment, a series of management seminars and a luncheon with a noted financial expert as speaker on Sunday, May 4.

It is anticipated that 1,000 businessmen will attend the event. Please let us know by April 18 if you expect to attend so that we may plan accordingly.

Sincerely,

Jose Carlos Gomez
President

JCG/ea



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