

The original documents are located in Box 6, folder “1975/04/03 - White House Conference, San Diego” of the Fernando E.C. De Baca Files at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE
WASHINGTON

DATE: March 31, 1975

TO: ~~XXXXXXXXXXXX~~ JERRY JONES

FROM: Fernando E. C. De Baca

SUBJECT: Request for Travel

NAME FERNANDO E. C. DE BACA

(Typed and Signature)

DESTINATION San Diego/Los Angeles, California

PURPOSE OF TRIP To participate in San Diego White House
Conference. To meet with National Hispanic
Businessmen's Organization in Los Angeles.

DEPARTURE DATE April 2 - RETURN DATE April 5, 1975

MODE OF TRANSPORTATION Air Jet

LODGING ACCOMMODATIONS Westgate Plaza Hotel, San Diego, Ca.
(Name)

Ambassador Hotel, Los Angeles, Ca.

(Address)

ESTIMATED TOTAL EXPENSES \$

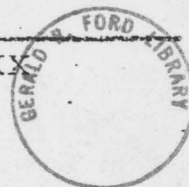
AUTHORIZATION OF SUPERVISOR

(Signature of Certifying Officer if appropriate)

ACKNOWLEDGED BY:

~~XXXXXXXXXXXX~~
JERRY JONES

(Submit in Duplicate)



(Doug Lee
Hugh Bucanan)

MEDIA INTERVIEWS

WHITE HOUSE CONFERENCE IN SAN DIEGO, CAL.
April 3, 1975

8:45 - 9:00 AM KCST-TV tape with Carole Hutchison

9:00 - 9:20 AM On White House Conference
Program
(off stage)

9:45 - 10:00 AM San Diego Union Interviewer: Vi Murphy

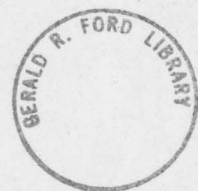
10:35 - 10:40 Live KSDO Radio Interviewer: Lynn Durling
(NOTE: You will
phone her at precisely 10:34 at 234-0275
and be on the air)

11:00 - 11:15 AM KOGO Radio tape; correspondent: Susan Farrell

1:00 - 2:20 Lunch

2:45 - 3:00 PM Newspaper: San Diego Interviewer: Victor
en Espanol Santana

3:25 - 3:35 PM Live KPBS-TV Correspondent: Gloria Penner



March 20, 1975

MEMORANDUM FOR: Mr. John Shlaes
FROM: Margaret Dress, Secretary to Mr. De Baca
SUBJECT: Material for the White House Conference
in San Diego, April 3, 1975

Here is a bio which may be suitable, the only one I can find at this time; but let me know if more is required.

Mr. De Baca will return to Washington on Sunday, March 23 in time to prepare the 1/2 page of general discussion whose theme will be his long-term-representing the President to the Spanish Speaking Americans, which is my understanding of what you requested when you spoke to me this morning on the phone.

He will have this material for you by the end of the work day, Monday the 24th.

Please let me know if there is anything else required at this time.



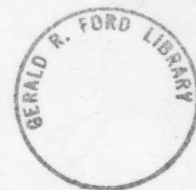
CONTACTS

SAN DIEGO (714)

Little America Westgate Hotel	232-5011
Doug Lee	236-9111 (Room 1787)
Connie Kirby	236-9111
Jeff Eves	236-9111

LOS ANGELES (213)

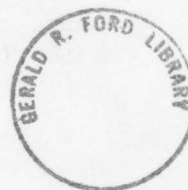
Ed Cano	688-7275
Jose Certuche	266-4690
Jeff Rubalcaba	647-5797
Jay Rodriguez	845-7000
Tony Gallegos	692-5751
Ben Fernandez	360-2217



NAMES CALLED IN TO CONNIE (EVES'S GROUP) SAN DIEGO 3/31/75

INVITATIONS TO WHITE HOUSE CONFERENCE 4/3/75

ACRE, Gabriel 4004 Beyer Blvd. San Ysidro 92173	714	428- 4463 , ex. 57 428-2775 (home)
BARENO, John 10581 Greenford Drive San Diego 92126	714	235-3751 566-3086
DAVIS, Grace (Mayor's office)	213	485-5218
CASILLAS, Joe 530 McIntosh Street Chula Vista 92010	714	426-7377 437-6725 other numbers: 437-6725, 688-7275
TOVAR, Irene		
FERNANDEZ, Ben 14141 Dickens Street Sherman Oaks, California	714 or 213?	789-1985
GJURICH, Gilda B. 9261 North Los Flores Montebello 90640	714	685-5038 office 721-9589 home
GARCIA, Albert President United California Mexican- American Assoc. 318 East Ysidro Blvd. San Ysidro 92073	714	428-2742
LOPEZ, Lilia (Lydia) 211 South Pardee Street San Diego 92113	714	235-6291 office 233-4680 home
MADRID, Art 202 C Street San Diego 92102	714	236-6330
OAXACA, Fernando 2021 Business Center Drive Suite 200 Irving, Ca. 92664	714	833-2800
TOVAR, Irene	714 (or 213?)	264-52-6 or 268-2617
PEDILLA, Oscar (Mayor's office) 202 C Street San Diego 92101		
GALLEGOS, Tony 7149 Pico Visita Road Pico Rivera, Ca. 90660	213	692-5751



THE WHITE HOUSE

WASHINGTON

March 21, 1975

file

MEMORANDUM FOR:

MR. LYNN ,
MR. BARNUM (DOT)
MR. SEIDMAN
MR. BAROODY
MR. CRAWFORD (HUD)
MR. ELLSWORTH (DOD)
MR. ZARB (FEA)

MR. DEBACA ✓
MR. WASHBURN (COMMERCE)

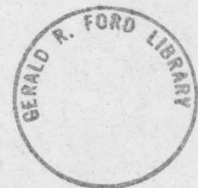
FROM:

JEFFREY P. EVES

SUBJECT:

San Diego White House Conference

cc: Mr. W. Greener,
Mr. T. Noel(FEA)
Mr. B. Watkins
Mr. D. Crowther (DOT)
Mr. Cook (DOD)
Miss Hodgkinson
Mr. D. Rumsfeld
Mr. J. Marsh
Mr. R. Cavaney
Mr. F. Ursomarso
Mr. J. Warren
Mr. J. Carlson
Mr. M. Friedersdorf
Mr. J. Falk
Mr. W. Rustand



THE WHITE HOUSE

WASHINGTON

March 20, 1975

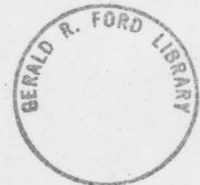
MEMORANDUM FOR: SEE ATTACHED LIST

FROM: JEFFREY P. EVES

Attached for your information is an outline for the White House Conference on Domestic and Economic Affairs to be held in San Diego, California on April 3, 1975. The Conference will be sponsored by the White House Office of Public Liaison and co-sponsored by 15 different local and State organizations. Approximately 650 persons plus in excess of 300 members of the press are expected to attend.

The White House Conference will take place in the Convention Center Complex of the El Cortez Hotel in downtown San Diego. Most all related press activities will take place at the same location. The Little America Westgate Plaza Hotel located approximately eight blocks from the El Cortez will be the base of operations and location of accommodations for all persons participating in the Conference. Additionally, activities such as the Thursday morning breakfast at 7:30 a.m. as described later on in this memorandum and the possibility of a Wednesday evening dinner with the press will take place at the Little America Westgate Plaza. There are then, two locations, one for accommodations and a second for the meeting itself. The Conference will last the entire day. Beginning Thursday morning, March 27, 1975, the White House Conference office will be set up at the Little America Westgate Plaza. You may contact me or any member of the White House Conference Office Planning Team by calling (714) 232-5011 and asking for "The White House Conference Office." I may also be reached through the White House Operator anytime.

A full day of events (possibly beginning Wednesday evening) and lasting through the entire conference with extensive press activities planned. Those persons actually participating in the conference are asked to keep themselves available for the duration. We will work closely with you and your staff for a most productive and efficient utilization of your time.



As soon as possible please advise us of your arrival and departure times and the number of persons travelling in your party. We will make all arrangements for ground transportation and accommodations at the Westgate Plaza. Please do not make reservations directly with the hotel.

You will be met at the airport as you come off the plane. The person meeting you will have transportation to the hotel arranged, your room keys and a complete itinerary for your stay along with all background information required. Please review the attached information carefully and call me if you have any questions.

If there is anything I can do to make your trip more pleasant, just let me know.

Thank you for your support of the White House Conference Program.



OFFICE OF PUBLIC LIAISON

WHITE HOUSE CONFERENCE ON
DOMESTIC AND ECONOMIC AFFAIRS

March 20, 1975

SITE: San Diego, California
DATE: Thursday, April 3, 1975
TIME: All day (9:00 AM to 6:00 PM)
CONFERENCE LOCATION: Convention Center
El Cortez Hotel
7th & Ash Streets,
San Diego, California

WHITE HOUSE
COORDINATION:

Jeffrey P. Eves
Director, White House Conferences
Office of Public Liaison

White House Conference Planning Team:

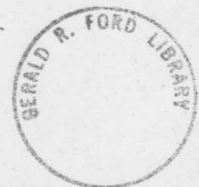
Jeffrey P. Eves, Director
John B. Shlaes, Assistant Director
(Accommodations, Logistics)
Hugh Cannon & Doug Lee (Press Arrangements)
Harry Wells (Schedules, Transportation)
John Unland (Handouts)
Connie Crupi (Office Manager)

PRESIDENTIAL
ADVANCE:

Red Cavaney

CONFERENCE
CHAIRMAN:

William J. Baroody, Jr.
Assistant to the President and Director
Office of Public Liaison



CO-SPONSORS:

San Diego State University

San Diego Collegiate Area Council

League of Women Voters of San Diego County

Merchants and Manufacturers Association

San Diego Urban League, Inc.

Chicano Federation of San Diego County

NRTA-AARP (Nat'l Retired Teachers Assn.
American Assn. of Retired Persons)

San Diego Convention and Visitors Bureau

Business and Professional Women's Club of S. Dieg

Navy League of United States, San Diego Chapter

San Diego Chamber of Commerce

Rotary Club of San Diego

San Diego-Imperial Counties Labor Council

Economic Development Corporation of San Diego
County

California Labor Federation, AFL-CIO

WHITE HOUSE
PARTICIPANTS:

The President

The Honorable James T. Lynn
Director, Office of Management & Budget

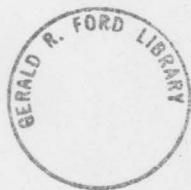
The Honorable John W. Barnum
Deputy Secretary of Transportation

The Honorable L. William Seidman
Assistant to the President for Economic Affairs

The Honorable William J. Baroody, Jr.
Assistant to the President for Public Liaison

The Honorable H. R. Crawford --
Assistant Secretary of Housing & Urban Development

The Honorable Robert F. Ellsworth
Assistant Secretary of Defense



WHITE HOUSE
PARTICIPANTS:
(Cont'd)

The Honorable Frank Zarb
Administrator
Federal Energy Administration

The Honorable Michael Raoul-Duval
Associate Director of Natural Resources
The Domestic Council

The Honorable Fernando E. C. DeBaca
Special Assistant to the President
for Hispanic Affairs

The Honorable C. Langhorne Washburn
Assistant Secretary of Commerce for Tourism

ACCOMMODATIONS:

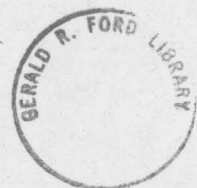
Reservations for all those going to San Diego will be made at the Little America Westgate Plaza. A confidential room rate of \$26 has been negotiated. This office must make all room reservations. Just let us know your needs. Normal check-in and check-out procedures will not apply. You will be billed directly for your room unless you choose to go through standard check-out procedures.

TRANSPORTATION:

Each government official attending the conference should make his own travel plans to and from San Diego. This office will handle all ground transportation needs throughout your visit. Your auto and driver will meet you at the airport with your hotel room key and complete itinerary during your stay.

PRESS:

So as to maximize press activity it is requested that participants be in San Diego by Wednesday evening, April 2. The entire meeting will be open for all accredited press. Some live television and radio coverage is expected. So as to maximize press activities, the government participants will be asked to participate in various interviews, TV, radio, etc., as they become available throughout the day of the conference.



PRESS (Cont'd):

The White House Conference Office will handle the arranging of all interviews, accreditation of reporters, etc., and will coordinate with the government participants press aids. A working press room will be set up near the meeting room. Press conferences and special interviews will be held in the hotel and at other locations throughout the city. Please advise Hugh Cannon for any special requests.

HANDOUTS:

All agencies and departments participating in the conference are encouraged to have handout material for the press and the conference delegates. If you intend to have handouts, please notify John Unland. He will be responsible for the organization and distribution of all materials. All materials for distribution must be in San Diego at the Westgate Plaza Hotel by Monday afternoon, March 31.

INVITATIONS:

The co-sponsoring organizations are extending all invitations. Those government officials wishing special invitations to be extended to particular individuals in the area should contact John Shlaes with the person's full name and address.

SPECIAL BREAKFAST
TUESDAY, APRIL 3

The heads of the 15 co-sponsoring organizations and their top staff person will host an informal "get acquainted" breakfast on the morning of the conference with the conference participants and their staffs at 7:30 a.m. in the hotel. Because this will be the only opportunity to meet our hosts, you are asked to make every effort to attend.

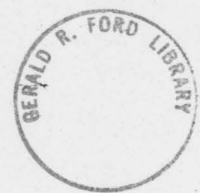
PROGRAM
FORMAT:

See the attached Program for approximate times. After each speaker there will be a question and answer session. Questions will come from the floor and will not be screened. For those who do not get the opportunity to ask questions, "Question Cards" will be provided which will be sent to Washington for follow-up answers. Only conference delegates, and not the press, will be permitted to ask questions during the meeting itself. Over 75% of the conference meeting will be reserved for Q&A and dialogue.



BACKGROUND
INFORMATION:

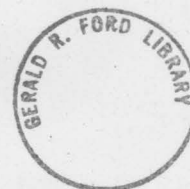
The White House Conference Office will supply you with background information on current San Diego issues making the news. That information will be in the packet give to you by your airport driver.



PROGRAM

Moderator: William J. Baroody, Jr.

- 8:30 a.m. Registration
- 9:00 a.m. Introductory Remarks
- William J. Baroody, Jr.
- Fernando E. C. DeBaca
- 9:30 a.m. Transportation
- Secretary Barnum makes 10 minute introductory remarks and 40 minutes of Q&A.
- 10:20 a.m. Intermission
- 10:30 a.m. The Housing Situation
- Mr. Carwford Makes 10 minutes introductory remarks. Q&A for 40 minutes
- 11:20 a.m. Intermission
- 11:30 a.m. Budget and the Military
- Mr. Lynn makes 10 minutes introductory remarks on the Budget. Mr. Ellsworth makes 10 minutes of remarks on the military. Both answer questions for 40 minutes.
- 12:30 p.m. Reception
- 1:00 p.m. Luncheon Banquet
- Intro comments by Master of Ceremonies
- Invocation
- Mr. Seidman to speak for 20 minutes on the State of the Economy
- 2:40 p.m. Luncheon Banquet concludes and an intermission for 15 minutes
- 2:55 p.m. The Economy and Tourism
- Mr. Washburn speaks for 10 minutes
- 3:05 p.m. The State of the Economy
- Mr. Seidman and Mr. Washburn participate in Q&A for 45 minutes
- 3:50 p.m. Intermission

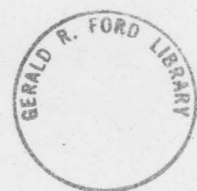


4:05 p.m. Energy and the Environment
 - Mr. Zarb makes 15 minutes introductory
 remarks on energy and Mr. Duval speaks
 for 5 minutes on the environment. Both
 participate in Q&A until 5:15 p.m.

5:15 p.m. In place intermission

5:30 p.m. Presidential address for 25 minutes

6:00 p.m. Conference adjourns



THE WHITE HOUSE

WASHINGTON

April 15, 1975

MEMORANDUM TO THE WHITE HOUSE STAFF

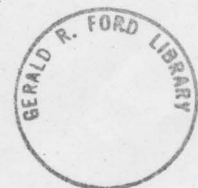
FROM: WILLIAM J. BAROODY, JR. (B)

SUBJECT: SAN DIEGO WHITE HOUSE CONFERENCE ON
DOMESTIC AND ECONOMIC AFFAIRS

The White House Office of Public Liaison has been holding a series of all-day conferences around the country on domestic and economic affairs. These meetings are co-sponsored by local organizations who invite the attendees to the conference. We have had three such conferences so far this year, all of which were attended by the President.

To acquaint you with the actual proceedings of one of these conferences, our most recent meeting in San Diego will be shown in its entirety this Thursday and Friday on Channel 6. A schedule of speakers and interviews is attached.

I hope this will be useful to you. If you have any questions concerning these conferences or suggestions on how we can improve them, please give my office a call.



THURSDAY, APRIL 17, 1975

9:30 A.M.

TAPE ONE

Interview with William J. Baroody, Jr., Assistant to the President and Program Moderator

Introductory remarks by R.R. Richardson, San Diego Imperial Counties Labor Council

Introductory remarks by Mayor Pete Wilson

Opening remarks by Mr. Baroody

Hispanic Affairs - Fernando E. C. DeBaca, Special Assistant to the President

The Transportation Situation - John W. Barnum, Deputy Secretary, Department of Transportation

10:30

TAPE TWO

The Transportation Situation (continued)

Local interview with Mr. Barnum

The Housing Situation - H.R. Crawford, Assistant Secretary of H.U.D.

11:30

TAPE THREE

The Housing Situation (continued)

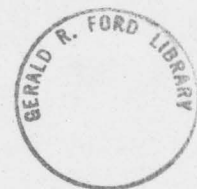
Local interview with Mr. Crawford

Budget and Military - James T. Lynn, Director Office of Management and Budget and Robert F. Ellsworth, Assistant Secretary of Defense

2:30 P.M.

Budget and Military (continued)

Follow-up interview with Mr. Lynn



THURSDAY, APRIL 17, 1975 (CONTINUED)

3:30

TAPE FIVE

Luncheon interview with Mr. Frank Zarb,
Administrator, Federal Energy Administration

Follow-up interview with Mr. Ellsworth

Interview with Michael Raoul-Duval, Associate
Director, The Domestic Council

Interview with C. Langhorne Washburn, Assistant
Secretary of Commerce for Tourism

Discussion of transportation situation with
Mr. Mark Sanstrom

4:30

TAPE SIX

Interview with representative of the California
Labor Federation, AFL-CIO, which was a co-
sponsoring organization

The State of the Economy - L. William Seidman,
Assistant to the President for Economic Affairs

Follow-up interview with Mr. Seidman

The Economy and Tourism - C. Langhorne
Washburn, Assistant Secretary of Commerce
for Tourism

Q&A with Mr. Seidman and Mr. Washburn

FRIDAY, APRIL 18, 1975

9:30 A.M.

TAPE SEVEN

Q&A with Mr. Seidman and Mr. Washburn (continued)

Follow-up interview with Mr. DeBaca



FRIDAY, APRIL 18, 1975 (CONTINUED)

Energy and the Environment (continued)

Interview with Margueta White, Assistant Press
Secretary to the President

11:30

TAPE NINE

The President

