

The original documents are located in Box 6, folder “1975/05/22 - IMAGE National Convention, Kansas City” of the Fernando E.C. De Baca Files at the Gerald R. Ford Presidential Library.

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UNITED STATES DEPARTMENT OF COMMERCE
Office of Minority Business Enterprise
Washington, D.C. 20230

July 1, 1975

Mr. Fernando E. C. De Baca
Special Assistant to the President
Old Executive Office Building
Room 171
Washington, D.C. 20500

Dear Fernando,

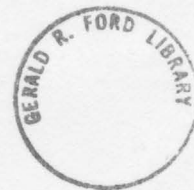
I am in receipt of your reimbursement vouchers for official travel made by you to Kansas City, Missouri and Milwaukee, Wisconsin.

I want to take this opportunity to thank you for your willingness to participate in these minority business workshops sponsored by IMAGE and LULAC in cooperation with the Office of Minority Business Enterprise.

Your travel expenses meet my approval and you will be reimbursed accordingly within the next few weeks. Should you have any further questions concerning your expenses, please feel free to contact Miss Romanita Lucero of my staff.

Best regards,

Alex Armendaris
Director



MGMWSHT HSB
2-042979E148 05/28/75
ICS IPMRNCZ CSP
5054257798 MGM TDRN LAS VEGAS NM 100 05-28 0652P EST
ZIP



Mailgram



THIS MAILGRAM WAS TRANSMITTED ELECTRONICALLY BY WESTERN UNION TO A POST OFFICE NEAR YOU FOR DELIVERY

FERNANDO EC DEBACA, SPECIAL ASSISTANT TO
PRESIDENT (SUSPECTED DUPLICATE)
WHITE HOUSE
WASHINGTON DC 20500

I HAVE RECEIVED SEVERAL REQUESTS CONCERNING YOUR SPEECH IN KANSAS CITY,
PLEASE SEND ME A COPY FOR CIRCULATION WITH MY REPORT ON THE FOURM
DANIEL ARCHULETA 3435 WILSHIRE BLVD LOS ANGELES CA 90000

18:53 EST

MGMWSHT HSB

*Sent to Jim
5/30/75
mnd*



THE WHITE HOUSE
WASHINGTON

NOTE: Mr. De Baca,

When you arrive in Kansas City
on May 22 and get settled,
call John Holeman at Mr.
Gonzalez's office (Mr. G will
be at the convention site
working) 374-2533

and give message or receive
message?



BIO AND PHOTO
SENT TO MR. GILBERT SANDATE
EEO COMMISSION, REGIONAL OFFICE
601 EAST 12TH STREET, ROOM 113
KANSAS CITY, MISSOURI 64106

"ADDRESSEE ONLY"

AIR MAIL

4/25/75

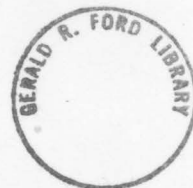
p.m. 4:45

CONVENTION TO BE HELD AT
45TH & MAIN STREET, KANSAS CITY

PLAZA INN.
Gonzales

Contact: Juan
816 374-2533

(per telephone request at 4:30 pm)



April 3, 1975
Dear Mr. Chavez,

As you know, Mr. De Baca is on the West Coast at this time. He left a letter to the Governor for me to type up and mail out during his absence from the office.

He suggested that I phone you and ask if you had some material we might send the Governor of Missouri as background to IMAGE activities. Since you were not in your office today, and being, as always, trying to do as much as I possibly can in the shortest possible time (!), I decided to try this way--sending you a copy of the letter I have just put in the mail to Governor Bond, with a request to you to please ask your office to get a package of IMAGE materials off to him, as indicated.

I hope I am not imposing. You will know just what would be good for Governor Bond to have so he will be knowledgeable about the organization. Please let me know if you'd rather we mailed something out from here--according to your recommendation of what that something might be?

Sincerely yours,

Margaret Dress
Secretary to Mr. De Baca

Enc.



April 17, 1975

Dear Ed:

Attached are copies of my letters to Governor Christopher Bond of the State of Missouri requesting his attendance at the IMAGE National Convention at Kansas City on May 23, 1975.

Enclosed also is a copy of the Governor's response dated April 14, 1975 in which he expresses his regrets for not being able to attend the convention. Governor Bond has, however, designated Betty Adams to personally represent him at the convention and she has been requested to contact you and the local convention organizers regarding her participation on your program.

Best personal regards.

Sincerely,

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

Mr. Edward Valenzuela
Equal Employment Opportunity
Commission
112 North Central Avenue
Suite 601
Phoenix, Arizona 85004

FECDeB:mmd:4/17/75



April 7, 1975

Dear Governor Bond:

Enclosed is IMAGE background material referred to in my letter of April 3, 1975.

I hope this will be helpful to you in understanding more about this organization. I'm sure you will find it interesting. If there is anything further we can do from here to make the Convention "come alive" for you prior to the actual event, please let us know.

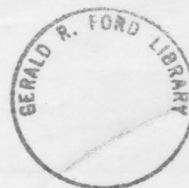
Sincerely,

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

Enclosures

The Honorable Christopher S. Bond
Governor of the State of Missouri
Executive Office - Capitol Building
Jefferson City, Missouri 65101

MMD:d:4/7/75



April 3, 1975

The Honorable Christopher S. Bond
Governor of the State of Missouri
Executive Office - Capitol Building
Jefferson City, Missouri 65101

Dear Governor Bond:

As you are probably aware, the National IMAGE Convention will be held in Kansas City, Missouri at the Plaza Inn on May 23-25, 1975. Over one thousand delegates and friends of IMAGE from throughout the country are expected to attend this important event, including Secretary of Health, Education and Welfare Caspar Weinberger and Secretary of the Navy Mitterand.

In talking with Elmer Smith, Chairman of the Federal Regional Council in Kansas City, he suggested that I share with you some background material on IMAGE and its activities. Mr. Gilbert Chavez, Director of the Spanish Speaking Program Office at HEW, will be sending this to you directly.

We are all looking forward to joining you at the opening ceremonies for the Convention.

Sincerely,

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

BCC: Mr. Gil Chavez

FECDeB:mmd:4/3/75



file

The American Association of Spanish-Speaking Certified Public Accountants

April 22, 1975

GILBERT R. VASQUEZ, C.P.A.
President (California)

JOE ACOSTA, C.P.A.
Vice-President (Arizona)

SEFERINO HERNANDEZ, C.P.A.
Vice-President (Texas)

SAMUEL QUINTERO, C.P.A.
Vice-President (New York)

MICHAEL CARDENAS, C.P.A.
Secretary (California)

ROBERT S. MARQUEZ, C.P.A.
Treasurer (New Mexico)

CARLOS MALDONADO, C.P.A.
Director (New York)

JOE PACHECO, C.P.A.
Director (Utah)

FELIPE QUEZADA, C.P.A.
Director (California)

ARTURO VASQUEZ, C.P.A.
Director (Texas)

DANIEL ARCHULETA, C.P.A.
Executive Director (California)

Mr. Fernando E.C. De Baca,
Special Assistant to the President
on Hispanic Affairs
The White House Office
Washington, D.C.

Dear Mr. De Baca:

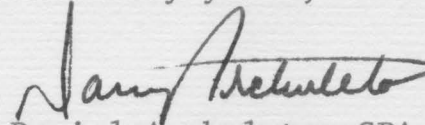
We are planning our next Forum of National Hispanic Organizations for May 23, 1975, in Kansas City, Missouri, in conjunction with the National IMAGE Conference.

I would like to present the Forum with some written response from you regarding the telegram sent in support of staff for your office and the executive search post (copy attached).

Additionally, it would help the participants if they received in that response some encouragement from you for the activities of the Forum, and any requests you may have for their consideration or action.

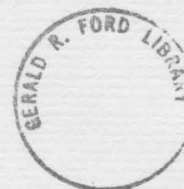
More information on Kansas City will follow.

Sincerely yours,



Daniel Archuleta, CPA
Executive Director

DA:cst
Enclosure



MGMSFOT HSB
2-343690E063002 03-04/75
ICS IPMRNCZ CSP
1 4156266196 MGM TORN SAN FRANCISCO CA 03-04 0619P EST
ZIP 94103

western union Mailgram



MEXICAN AMERICAN LEGAL DEFENSE LINE SA
145 9 ST
SAN FRANCISCO CA 94103

RECEIVED
MAR 5 1975
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

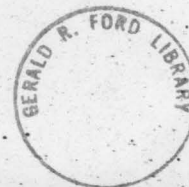
THIS MAILGRAM IS A CONFIRMATION COPY OF THE FOLLOWING MESSAGE:

4156266196 TORN SAN FRANCISCO CA 241 03-04 0619P EST
PMS FERNANDO E C DE BACA SPECIAL ASSISTANT TO THE PRESIDENT OF
THE UNITED STATES
WASHINGTON DC 20013
AT THE MEETING OF A FORUM OF NATIONAL HISPANIC ORGANIZATIONS IN
PHOENIX ARIZONA ON FEBRUARY 28, IT WAS UNANIMOUSLY RESOLVED THAT:
THE PRESIDENT BE URGED TO FOCUS AGAIN ON THE PAUCITY OF APPOINTMENTS
OF SPANISH SURNAMES AMERICANS TO POSITIONS OF RESPONSIBILITY WITH
FEDERAL GOVERNMENT. SPECIFICALLY, WE THE UNDERSIGNED HISPANIC
ORGANIZATIONS URGE THE PRESIDENT TO 1. IMPROVE, IMMEDIATELY AND
SUBSTANTIALLY THE RECORD OF SPANISH SURNAMED PRESIDENTIAL
APPOINTMENTS TO FEDERAL COMMISSIONS ADVISORY COUNCILS, REGULATORY
AGENCIES, AND SUBCABINET POSITIONS, 2. COMMENCE THIS PROCESS BY
APPOINTING AN HISPANIC AND HISPANIC PERSON AS EXECUTIVE RECRUITER IN
THE WHITE HOUSE, 3. INCREASE THE STAFF OF THE PRESIDENTS SPECIAL
ASSISTANT FOR HISPANIC AFFAIRS

AMERICAN ASSOCIATION OF SPANISH SPEAKING CERTIFIED PUBLIC
ACCOUNTANTS 3435 WILSHIRE BLVD SUITE 912 LOS ANGELES CA 90010
ASSOCIATION OF MEXICAN AMERICAN EDUCATORS PO BOX 4203 SAN DIEGO
CA 92104 HISPANIC ORGANIZATIONAL OF PROFESSIONALS AND EXECUTIVES
1030 15 ST NORTHWEST WASHINGTON DC 20005 IMAGE 112 NORTH CENTRAL
AVE PHOENIX AZ 85004 LATIN AMERICAN MANUFACTURERS ASSOCIATION
1728 EAST 14 ST SAN LEANDRO CA 94577 MEXICAN AMERICAN ENGINEERING
SOCIETY 12400 EAST IMPERIAL HWY NORWALK CA 90650 MEXICAN AMERICAN
LEGAL DEFENSE AND EDUCATIONAL FUND INC 145 9 ST SAN FRANCISCO
CA 94103 NATIONAL COALITION OF SPANISH SPEAKING MENTAL HEALTH
ORGANIZATIONS 5412 EAST BEVERLY BLVD 2ND FLOOR LOS ANGELES CA
90022 NATIONAL COUNCIL OF LA RAVA 1025 15 ST NORTHWEST WASHINGTON
DC 20005 NATIONAL ECONOMIC DEVELOPMENT ASSOCIATION 3807 WILSHIRE
BLVD ROOM 800 LOS ANGELES CA 90010 SOCIETY OF HISPANIC PROFESSIONAL
ENGINEERS PO BOX 48 LOS ANGELES CA 90053

18119 EDT

MGMSFOT HSB



IMAGE

A Spanish Speaking Organization Concerned With Government Employment

March 19, 1975

Mr. Maurice F. Kiley, District Director
Immigration & Naturalization Service
20 West Broadway
New York, New York 10007

Dear Mr. Kiley:

On September 30, 1972, after several years of effort in a local scale, IMAGE was established as a national organization committed to the expanding of employment opportunities for the Spanish Speaking in government. In past years, due to a lack of representation in public employment, the skills and talents of countless Spanish Speaking Americans have been lost to our Nation.

Pursuant to your testimony of November 25, 1974, regarding Mr. John Quirindongo's complaint, please be so kind as to respond to the following items:

1. The name and grade level of your Spanish Speaking Program Coordinator?
2. When was he/she appointed?
3. How often does the Spanish Speaking Program Coordinator meet with you for progress reporting?
4. How many meetings has the Spanish Speaking Program Coordinator held with your staff this Fiscal Year to discuss the program, its objectives, and the role of the Coordinator?
5. Have you issued a policy statement supporting the Spanish Speaking Program?
6. What is the average percentage of time that the Spanish Speaking Program Coordinator is spending in implementing the Program?
7. Is your Spanish Speaking Program Coordinator bilingual and Spanish surnamed?



page two - Mr. Kiley

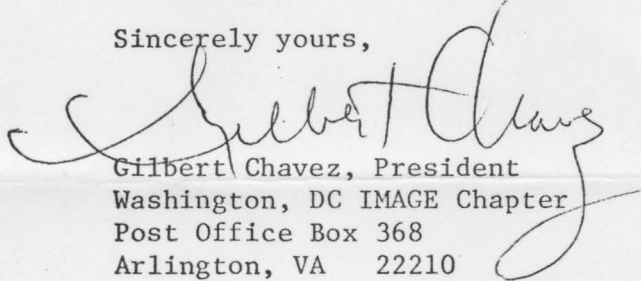
8. List your office's objectives for the Spanish Speaking Program for (a) Fiscal Year 1975, (b) Fiscal Year 1976.
9. What specific accomplishments can you report?
 - a. Hiring or assigning the Spanish Speaking Program Coordinator.
 - b. Number of below mid-level Spanish Speaking hired.
 - c. Number of mid-level hired.
 - d. Number of senior level hired.
10. How many of your Spanish Speaking employees have been promoted during the past Fiscal Year?
11. How many times has the Spanish Speaking Program Coordinator been included in your training courses for managers and supervisors, so he/she can explain the Spanish Speaking Program?
12. How many Spanish Speaking/surnamed employees: (a) are now on your payroll, (b) were in your payroll in 1970.

We would also be most appreciative of any positive action that has resulted since your testimony. This would entail responses to all questions during your testimony.

The enclosed copy of "Project Compliance" will give you an indication of the serious neglect by the Justice Department. Hispanic Americans by the President's own words (enclosed letter) must be given opportunity as other Americans.

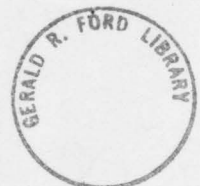
Thank you in advance for your interest and cooperation.

Sincerely yours,


Gilbert Chavez, President
Washington, DC IMAGE Chapter
Post Office Box 368
Arlington, VA 22210

cc: Stanley Pottinger
Congressman Herman Badillo
Congressman Don Edwards
Congressman Manuel Lujan
Fernando C. de Baca
John Quirindongo

Enclosures



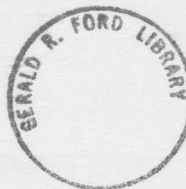
THE WHITE HOUSE
WASHINGTON

DATE: 3/20

TO: ☒ F. DEBACA ☐ PAM POWELL
☐ JEFF EVES ☐ STAN SCOTT
☐ VIRGINIA KNAUER ☐ WAYNE VALIS
☐ PAT LINDH ☐ JOHN VICKERMAN
☐ TED MARRS ☐ DON WEBSTER

FROM: WILLIAM J. BARODY, JR.

☐ FOR YOUR INFORMATION
☐ FOR APPROPRIATE ACTION
☒ FOR YOUR COMMENTS/
RECOMMENDATIONS
☐ OTHER:



IMAGE

A Spanish Speaking Organization Concerned With Government Employment
National Office: 112 N. Central, Phoenix, Arizona 85004 602 261-3882

March 18, 1975

EXECUTIVE BOARD

President

Edward Valenzuela
112 N. Central Ave.
Phoenix, Arizona 85004
(602) 261-3882

1st Vice President

Josie Gurule
4460 Delaware
Denver, Colorado 80216
(303) 934-5418

2nd Vice President

Chris Carlos
2600 Wilshire Blvd. No. 501
Los Angeles, California 90057
(714) 792-4707

Treasurer

Robert Agonia
3584 Newland Ave.
Las Vegas, Nevada 89121
(702) 734-3821

Secretary

Martin Samaniego
1300 N. Central Ave.
Phoenix, Arizona 85004
(602) 261-4251

DIVISION DIRECTORS

Federal Representatives

Armando Gonzales
Federal Energy Office
1030 15th St. Rm. 1050
Washington, D.C. 20461
(202) 254-5943

Linda Vigil
Equal Employment Oppt. Comm.
505 Marquette Nat. Bldg.
Room 1717
Albuquerque, New Mexico 87101
(505) 843-2267

State Representatives

Henry Diaz
3453 W. Redfield Rd.
Phoenix, Arizona 85023
(602) 271-4705

George Chavez
P. O. Box 615
Fairview, New Mexico
87532

Municipal Representatives

Victoria Salazar
City of Kansas Health Dept.
2301 Jarboe Street
Kansas City, Missouri 64106
(816) 221-5058

Bertha Manos
5403 West 122nd St
Hawthorne, Calif. 90250
(213) 629-5511

Government funded

Elida M. Cardenas
5605 E. 139th St.
Grandview, Missouri 64030
(816) 926-7658

Dan Galvan
635 Pinchurst Drive
Richardson, Texas 75080
(214) 749-1134

County Representatives

Tony Arguello
Denver Public Services Careers
1311 Lafayette
Denver, Colorado 80218
(303) 825-6636

Manuel Fernandez
Weaver County Mental Health
2126 Reeves
Ogden, Utah 84401
(801) 399-8384

President Gerald R. Ford
The White House
Washington, D. C.

Dear President Ford:

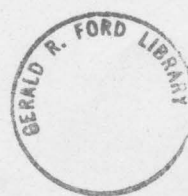
Americans of Hispanic descent are deeply concerned in the continuing denial of their participation in the full life of the American system. All available reports and surveys find this group far behind all other Americans in enjoying the best this nation has to offer. The conspicuous absence of Chicanos, Puerto Ricans and other Latinos from high levels of government belies our situation.

The country's second largest, but fastest growing, minority group for a variety of reasons has not become a vital part of our society and as a consequence is living by the decisions of others. Yet, no other ethnic group has given so much to America and received so little in return.

The crucial question now confronting IMAGE is "With what vigor and sincerity will the President and his staff pursue the program of providing direction and action in involving Spanish Speaking Americans in government?"

We feel that the strength of our nation is directly correlated to its ability to utilize the vast resources that reside in the Spanish Speaking Community. The force of the man who guides our nation also commands the attention and actions of the social, economic, spiritual and political realms of our society.

Under your guidance, this administration has demonstrated more awareness of Hispanic concerns than possibly any other previous administration. Your administration has demonstrated the ability to identify and appoint from the quality of the Hispanic community as in the selection of Fernando De Baca, a highly respected and capable Mexican-American. However, the awareness has not yet adequately been transferred to action quickly enough for some.



President Gerald R. Ford
Page 2

I therefore respectfully and with great honor request your presence at the National Convention of IMAGE, which takes place in Kansas City, Missouri on May 22, 1975.

The honor of your presence would not only show your deep and continued interest in Spanish Speaking Americans but would also follow your policy of bringing the administration of government closer to the people.

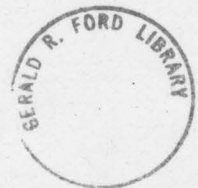
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Your affirmative reply would be most welcomed.

Atentamente,

Edward Valenzuela
Edward Valenzuela
President
National IMAGE

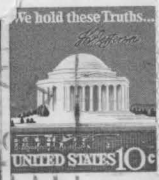
EV:evf



IMAGE

A NATIONAL SPANISH SPEAKING ORGANIZATION
CONCERNED WITH GOVERNMENT EMPLOYMENT

National IMAGE
112 North Central Avenue
Phoenix, Arizona 85004



Mr. William J. Baroody, Jr.
Assistant to the President
The White House
Washington, D. C. 20500



IMAGE

A Spanish Speaking Organization Concerned With Government Employment
National Office: 112 N. Central, Phoenix, Arizona 85004 602 261-3882

March 18, 1975

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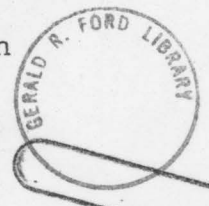
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ORIGINAL TO: Warren Rustand

COPY TO: Fernando DeBaca

FYI



President Gerald R. Ford
Page 2

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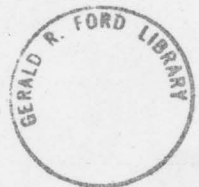
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Atentamente,

Edward Valenzuela
Edward Valenzuela
President
National IMAGE

EV:evf



IMAGE

A Spanish Speaking Organization Concerned With Government Employment
National Office: 112 N. Central, Phoenix, Arizona 85004 602 261-3882

March 18, 1975

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Washington, D. C.

Dear President Ford:

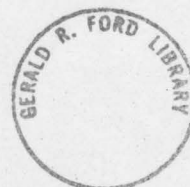
Americans of Hispanic descent are deeply concerned in the continuing denial of their participation in the full life of the American system. All available reports and surveys find this group far behind all other Americans in enjoying the best this nation has to offer. The conspicuous absence of Chicanos, Puerto Ricans and other Latinos from high levels of government belies our situation.

The country's second largest, but fastest growing, minority group for a variety of reasons has not become a vital part of our society and as a consequence is living by the decisions of others. Yet, no other ethnic group has given so much to America and received so little in return.

The crucial question now confronting IMAGE is "With what vigor and sincerity will the President and his staff pursue the program of providing direction and action in involving Spanish Speaking Americans in government?"

We feel that the strength of our nation is directly correlated to its ability to utilize the vast resources that reside in the Spanish Speaking Community. The force of the man who guides our nation also commands the attention and actions of the social, economic, spiritual and political realms of our society.

Under your guidance, this administration has demonstrated more awareness of Hispanic concerns than possibly any other previous administration. Your administration has demonstrated the ability to identify and appoint from the quality of the Hispanic community as in the selection of Fernando De Baca, a highly respected and capable Mexican-American. However, the awareness has not yet adequately been transferred to action quickly enough for some.



President Gerald R. Ford
Page 2

I therefore respectfully and with great honor request your presence at the National Convention of IMAGE, which takes place in Kansas City, Missouri on May 22, 1975.

The honor of your presence would not only show your deep and continued interest in Spanish Speaking Americans but would also follow your policy of bringing the administration of government closer to the people.

As the first of a series of national Spanish Speaking organization meetings in 1975, the IMAGE gathering would be a focal point and appropriately provide a forum for anticipated significant advancement of Hispanos during your administration.

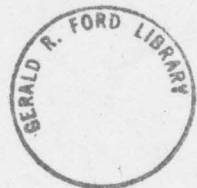
Your affirmative reply would be most welcomed.

Atentamente,

Edward Valenzuela

Edward Valenzuela
President
National IMAGE

EV:evf





EXECUTIVE OFFICE
STATE OF MISSOURI
JEFFERSON CITY

CHRISTOPHER S. BOND
GOVERNOR

April 14, 1975

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

Dear Mr. DeBaca:

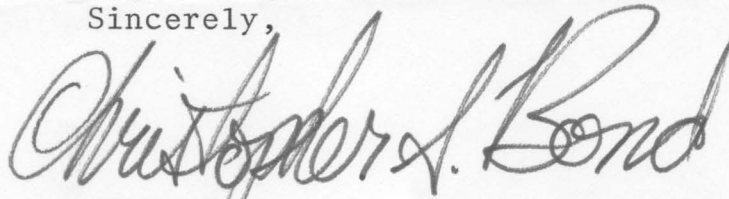
Thank you for the informative materials sent April 7, 1975. I am most impressed by the scope of IMAGE and assure you that the organization's purposes, as described in the brochure, are supported by this office.

As you may know, we have begun a special project to identify and eliminate artificial barriers to the employment and promotion of minorities and women in state service. The project director, Betty A. Adams, has reported to me frequently on interactions with and the participation by members of IMAGE who are also leaders within the Greater Kansas City Minority Women's Coalition for Human Rights.

While I am not able to be in attendance at the convention, I have asked Miss Adams to attend as my representative.

Please continue to provide information to this office and to contact me for any assistance we may render.

Sincerely,


GOVERNOR

CSB:prw



TELEGRAM

FULL RATE

(STRAIGHT TELEGRAM) ☐

NIGHT LETTER ☐

The White House
Washington

STRAIGHT WIRE - MARCH 21, 1975

Mr. Anthony Morales
National Chairman
American G. I. Forum
2417 South Main
Fort Worth, Texas 76110

For nearly three decades the American G. I. Forum has been in the forefront of almost every major national issue affecting Spanish-speaking Americans in this country. Our society has been greatly enriched by the Forum's many worthwhile activities. In this spirit, I am very pleased to focus public attention on the observance of American G. I. Forum Day.

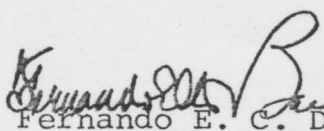
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As a national voice for all Americans of Hispanic descent, it has sought to correct discriminatory practices, to encourage quality education and to promote many worthwhile youth activities. It has built a reputation for constructive civic action that has won for its members the respect and cooperation of both our country's public and private sectors.

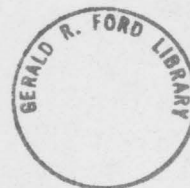
It deserves a special day of tribute to its accomplishments.

/s/

GERALD R. FORD


Fernando E. C. De Baca

APPROVED FOR DISPATCH



TELEGRAM

FULL RATE

(STRAIGHT TELEGRAM) ☐

NIGHT LETTER ☐

The White House
Washington

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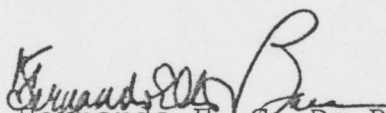
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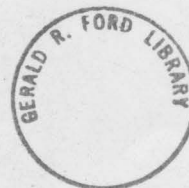
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Fernando E. C. De Baca

APPROVED FOR DISPATCH



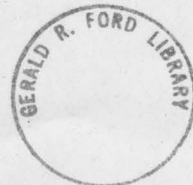
May 8, 1975

Dear Danny:

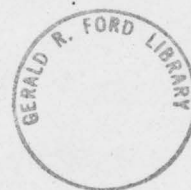
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I am pleased that we will all be able to come together once again for a discussion of major issues affecting Spanish speaking Americans throughout this great nation of ours. We need to seriously sit down and begin to more precisely articulate for the benefit of the Executive Branch and for the Congress of the United States concise position statements on such important issues as:

- . The illegal alien question.
- . Current operational parameters of the bilingual education program administered by the U.S. Office of Education and required funding levels.
- . The need for health statistics for the Spanish speaking.
- . The need for accurate census counts by the U.S. Census Bureau.
- . Appointments to top policy-making positions in the Federal Government and at the state and local levels of government.
- . Effectiveness of the Civil Service Commission's Spanish speaking program.



- . Census Bureau population undercounts -
What is being done about the problem?
- . Minority business opportunities -
What is being done to enhance opportunities
for Spanish speaking minorities?
What is our position with respect to the OMB
draft issue paper on minority enterprise?
- . Greater visibility and public awareness of
our problems -
How can this best be accomplished?
- . Bicentennial celebrations -
How can we best assure the full participation
of Spanish speaking Americans in the upcoming
Bicentennial?
- . Impact of CETA and the Community Development
Act on Spanish speaking Americans.
- . General revenue sharing -
Are we for or against pending legislation to
extend GRS?
- . Regionalism and Federal regional offices -
Has the establishment of Federal regional
offices resulted in tangible benefits
to our community?
- . Voting rights act.
- . Creation of jobs for the Spanish speaking -
Development of a national strategy for dealing
with our unemployment problem through a
creative use of the Public Service Jobs
Program and companion private industry
efforts.



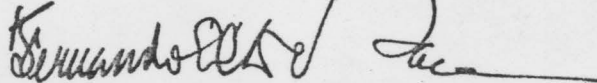
These are only a few of the many issues facing our community. Much has been written on the nature, scope and complexity of our problems. We must now begin to talk about specific solutions, time phased goals and strategies for achieving those goals.

In order to make our meeting truly effective and meaningful, I would strongly suggest that each participant be requested to review existing background materials prepared by National Council of La Raza, LANA, IMAGE, El Congreso and others, along with any other pertinent material available on major issues facing our community.

I am prepared to meet with each and every participant to discuss the President's program for meeting the needs of Spanish speaking Americans and other minority groups and look forward to our session later this month.

With every good wish, I remain,

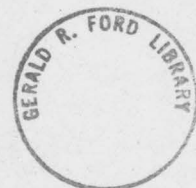
Yours sincerely,



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

Mr. Daniel Archuleta
Executive Director
The American Association of Spanish-Speaking
Certified Public Accountants
Suite 912
3435 Wilshire Boulevard
Los Angeles, California 90010

FECDeB:kt



May 8, 1975

Dear Danny:

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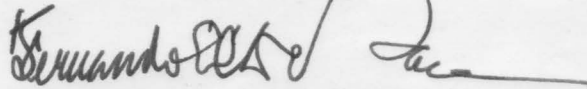
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Yours sincerely,



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

Mr. Daniel Archuleta
Executive Director
The American Association of Spanish-Speaking
Certified Public Accountants
Suite 912
3435 Wilshire Boulevard
Los Angeles, California 90010

FECDeB:kt



TELEGRAM

FULL RATE
(STRAIGHT TELEGRAM) ☐
NIGHT LETTER ☐

The White House
Washington

STRAIGHT WIRE - MARCH 21, 1975

Mr. Anthony Morales
National Chairman
American G. I. Forum
2417 South Main
Fort Worth, Texas 76110

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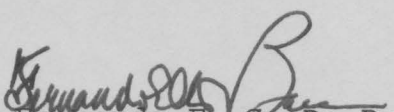
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/s/

GERALD R. FORD

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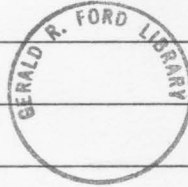

Fernando E. C. De Baca

APPROVED FOR DISPATCH



**GENERAL SERVICES ADMINISTRATION
ROUTING SLIP**

TO	CO	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10
NAME/TITLE						CORRESPONDENCE SYMBOL					
1. <i>Mr. De Baca</i>											
2.											
3.											
4.											
5.											



- | | | |
|---|---|--|
| ☐ ALLOTMENT SYMBOL | ☐ HANDLE DIRECT | ☐ READ AND DESTROY |
| ☐ APPROVAL | ☐ IMMEDIATE ACTION | ☐ RECOMMENDATION |
| ☐ AS REQUESTED | ☐ INITIALS | ☐ SEE ME |
| ☐ CONCURRENCE | ☐ NECESSARY ACTION | ☐ SIGNATURE |
| ☐ CORRECTION | ☐ NOTE AND RETURN | ☐ YOUR COMMENT |
| ☐ FILING | ☐ PER OUR CONVERSATION | ☒ YOUR INFORMATION |
| ☐ FULL REPORT | ☐ PER TELEPHONE CONVERSATION | ☐ |
| ☐ ANSWER OR ACKNOWLEDGE ON OR BEFORE _____ | | |
| ☐ PREPARE REPLY FOR THE SIGNATURE OF _____ | | |

REMARKS

I am forwarding you a copy of the tentative agenda for the national convention. This will give you an idea of the functions for the event. I will keep you posted on the happenings. Thanks

FROM	CO	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10
NAME/TITLE						CORR. SYMBOL		BUILDING, ROOM, ETC.			
<i>Elida Cardenas</i>						<i>(816)</i>					
						TELEPHONE					
						<i>926-7658</i>		DATE			
								<i>4-4-75</i>			

IMAGE NATIONAL CONVENTION
Kansas City, Missouri
May 22-25, 1975

TENTATIVE PROGRAM

THURSDAY, MAY 22, 1975

5:00-9:00	Registration	Main Hotel Lobby
6:30-9:00	Executive Board Meeting - Chapter Reports National Board of Directors and Chapter Chairpersons	Consulate III
6:30-11:00	El Congreso (RASSA) Cocktail Party	Pool Side or Regency Ballroom

FRIDAY, MAY 23, 1975

8:00	Registration	Lower Level Lobby (Meeting Room)
9:00	Convention Convenes	Regency Ballroom (All Friday functions)

Opening Remarks - Gil Sandate, Kansas City Chapter Chairman

Pledge of Allegiance (in Spanish) -Antonio Morales,
National Chairman, American G.I. Forum of the U.S.

Presentation of Colors - Argentine Eagles American Legion
Post 213

Invocation - Andy Gutierrez, Co-Founder, Kansas City IMAGE

Presentation of National President, IMAGE - Gil Sandate

Welcome and Introduction of Guests - Ed Valenzuela,
National President

Welcome and Response - Mayors and Governor

10:00	Introduction of Keynote Speaker - Gilbert Chavez,
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Keynote Speaker - Casper Weinberger, Secretary of Health,
Education & Welfare

11:15	Overview of Convention - Special Assignments - Ed Valenzuela, National President
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11:30	Recess - Review of Exhibition Hall
-------	------------------------------------



(2)

12:15 Luncheon Regency Ballroom

Mistress of Ceremonies - Josie Gurule, 1st Vice President,
National IMAGE

Introduction of Guest Speaker

Guest Speaker -

2:00-5:30 Convention Seminar - Government Employment and the
Spanish Speaking:

Panels: 1 - Government Managers
 2 - Spanish Speaking Program Coordinators
 3 - Spanish Speaking Community and Professional
 and Legislative Representatives

Issues: Affirmative Action Plans
 EEO Complaints - Individual and 3rd Party
 Recruitment
 State and Local Governments Employment
 Educators' Employment

8:00am- Exhibit Review
7:00pm

7:00-11:00 Reception

SATURDAY, MAY 24, 1975

8:00 Convention Overview Regency Ballroom

8:30 Introduction of Guest Speaker -

 Guest Speaker - *Bert Ballego*

9:00 General Business

 Constitutional Amendments
 Resolutions
 Assemble for Caucus by Region
 Nominations of National Officers and Directors

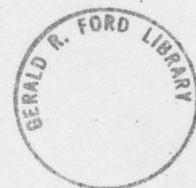
11:30 Recess

12:15 Luncheon Regency Ballroom

Master of Ceremonies - Chris Carlos, 2nd Vice President,
National IMAGE

Introduction of Speaker - Ricardo Gerakos

Guest Speaker - J. William Middendorf, Secretary of the Navy



(3)

2:00

Special Workshops

Consulates I,
II, III, IV

1. Seminar Continuation on Government
Employment and the Spanish Speaking
2. Department of Defense
3. Student Employment Opportunities in Government
4. Minority Business Enterprises
5. Professional and Community Organizations Workshop

5:00

Recess

7:30

Banquet

Regency Ballroom

Introduction of Guest Speaker

Guest Speaker -

Awards

9:00

Dance

SUNDAY, MAY 25, 1975

9:00

Convention Reconvenes

Regency Ballroom

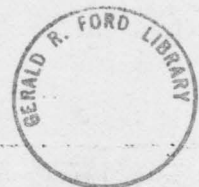
Business Meeting

Elections

Results

Adjourn

IMAGE Headquarters Office for the duration of the Convention is located in
Consulate I.



May 12, 1975

Dear Mr. Trujillo:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

You have already received a packet of materials from Danny Archuleta provided as a courtesy of the co-sponsoring organizations. The American Association of Spanish-Speaking Certified Public Accountants (Gilbert R. Vasquez, President) and the National Council of La Raza (Raul Yzaguirre, Executive Director).

In addition to the various member organizations scheduled to participate in this meeting, I am pleased to confirm, on behalf of the Administration, the participation of various high ranking Hispanic appointees, including the Honorable Phillip Sanchez, Ambassador to Honduras, and the Honorable Bert Gallegos, Administrator of the Community Services Administration.

I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. Arturo Trujillo
President
Alliance of Savings and Loans Association
550 Central, SW.
Albuquerque, New Mexico 87105

FDB:mlu



May 12, 1975

Dear Gil:

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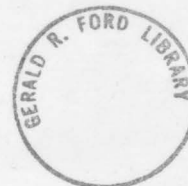
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Sincerely,

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Special Assistant to the President

Mr. Gilbert R. Vasquez
President
American Association of Spanish-Speaking
Certified Public Accountants
Suite 912
3435 Wilshire Boulevard
Los Angeles, California 90010

FDB:mlu



May 12, 1975

Dear Tony:

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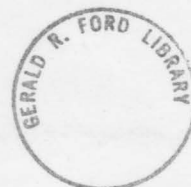
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Fernando E. C. De Baca
Special Assistant to the President

Mr. Antonio Morales
National Chairman
American G. I. Forum
3417 South Main
Fort Worth, Texas 76110

FDB:mlu



May 12, 1975

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Sincerely,

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

Mr. Luis Alvarez
National Director
Aspira of America, Inc.
22 East 54th Street
New York, New York 10022

FDB:mlu



May 12, 1975

Dear Helen:

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I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Miss Helen Diaz
California State President
Association of Mexican-American Educators
Post Office Box 4203
San Diego, California 92104

FDB:mlu



May 12, 1975

Dear Rod:

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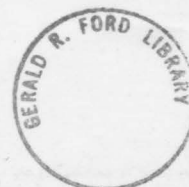
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Sincerely,

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

Mr. Rodrigo T. Garcia
President
Society of Hispanic Professional Engineers
Post Office Box 48 Main Office
Los Angeles, California 90053

FDB:mlu



May 12, 1975

Dear E. D.:

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Sincerely,

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

Mr. E. D. Montano
National President
Personnel Management Association
of Aztlan
Post Office Box 4015
Buena Park, California 90624

FDB:mlu



May 12, 1975

Dear Ricardo:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

You have already received a packet of materials from Danny Archuleta provided as a courtesy of the co-sponsoring organizations, The American Association of Spanish-Speaking Certified Public Accountants (Gilbert R. Vasquez, President) and the National Council of La Raza (Raul Yzaguirre, Executive Director).

In addition to the various member organizations scheduled to participate in this meeting, I am pleased to confirm, on behalf of the Administration, the participation of various high ranking Hispanic appointees, including the Honorable Phillip Sanchez, Ambassador to Honduras, and the Honorable Bert Gallegos, Administrator of the Community Services Administration.

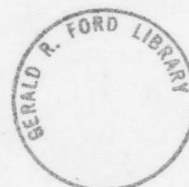
I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. Ricardo Zazueta
National Director
Operation SER
9841 Airport Boulevard
Los Angeles, California 90045

FDB:mlu



May 12, 1975

Dear John:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

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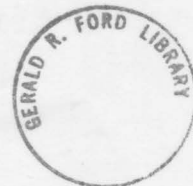
I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. John A. Flores
National Chairman
National Spanish-Speaking
Coalition on Domestic Affairs
Post Office Box 12801
Fresno, California 93779

FDB:mlu



May 12, 1975

Dear Lou:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

You have already received a packet of materials from Danny Archuleta provided as a courtesy of the co-sponsoring organizations, The American Association of Spanish-Speaking Certified Public Accountants (Gilbert R. Vasquez, President) and the National Council of La Raza (Raul Yzaguirre, Executive Director).

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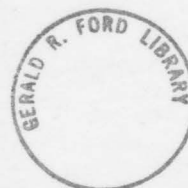
I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. Louis Garcia
President
National Spanish-Speaking
Commission on Alcoholism
c/o Northeast Valley Health Corporation
14935 Rinaldi Street
Mission Hills, California 91345

FDB:mlu



May 12, 1975

Dear Hiram:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

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I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. Hiram C. Cintron
National Executive Director
National Puerto Rican Forum
214 Mercer Street
New York, New York 10012

FDB:mlu



May 12, 1975

Dear Joe:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

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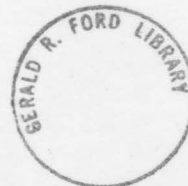
I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. Joe Flores
National Executive Director
National Mexican-American
Chamber of Commerce
State OEO Office
Suite 325
555 Capitol Mall
Sacramento, California 95814

FDB:mlu



May 12, 1975

Dear Charlie:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

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I look forward to seeing you in Kansas City on the 22nd.

/ Sincerely,

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

Mr. Jose Carlos Gomez
President
National Economic Development Association
Suite 800
3807 Wilshire Boulevard
Los Angeles, California 90010

FDB:mlu



May 12, 1975

Dear Raul:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

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I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. Raul Yzaguirre
National Director
National Council of La Raza
1025 15th Street, NW.
Washington, D.C. 20005

FDB:mlu



May 12, 1975

Dear Manny:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

You have already received a packet of materials from Danny Archuleta provided as a courtesy of the co-sponsoring organizations, The American Association of Spanish-Speaking Certified Public Accountants (Gilbert R. Vasquez, President) and the National Council of La Raza (Raul Yzaguirre, Executive Director).

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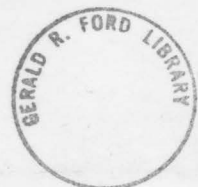
I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. Manuel D. Fierro
President
National Congress of Hispanic
American Citizens
Suite 706
400 First Street, NW.
Washington, D.C. 20001

FDB:mlu



May 12, 1975

Dear Rodolfo:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

You have already received a packet of materials from Danny Archuleta provided as a courtesy of the co-sponsoring organizations, The American Association of Spanish-Speaking Certified Public Accountants (Gilbert R. Vasquez, President) and the National Council of La Raza (Raul Yzaguirre, Executive Director).

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I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. Rodolfo B. Sanchez
National Director
National Coalition of Spanish-Speaking
Mental Health Organizations
Second Floor
5412 East Beverly Boulevard
Los Angeles, California 90022

FDB:mlu



May 12, 1975

Dear John:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

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I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. John Soria
Director
National Chicano Health Organization
Suite 517
1709 West Eighth Street
Los Angeles, California 90017

FDB:mlu



May 12, 1975

Dear Manuel:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

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I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. Manuel Castro
President
Mexican-American Engineering Society
Post Office Box 41
Placentia, California 92670

FDB:mlu



May 12, 1975

Dear Joe:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

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I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. Joe Benites
President
League of United Latin
American Citizens
Suite 402
3033 North Central
Phoenix, Arizona 85012

FDB:mlu



May 12, 1975

Dear Jose:

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I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

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

FDB:mlu



May 12, 1975

Dear Raul:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

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I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. Raul Montemayor
Executive Director
Labor Council for Latin American
Affairs AFL-CIO
815 16th Street, NW.
Washington, D.C. 20006

FDB:mlu



May 12, 1975

Dear Mario:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

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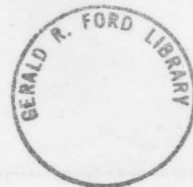
I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. Mario Obledo
National Chairman
La Raza National Lawyers Association
Room 200
195 Capitol Mall
Sacramento, California 95814

FDB:mlu



May 12, 1975

Dear Vilma:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

You have already received a packet of materials from Danny Archuleta provided as a courtesy of the co-sponsoring organizations. The American Association of Spanish-Speaking Certified Public Accountants (Gilbert R. Vasquez, President) and the National Council of La Raza (Raul Yzaguirre, Executive Director).

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I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Miss Vilma S. Martinez
President and General Counsel
Mexican-American Legal Defense
and Education Fund, Inc.
145 Ninth Street
San Francisco, California 94103

FDB:mlu



May 12, 1975

Dear Ed:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

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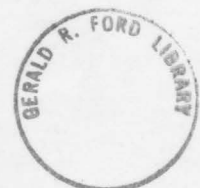
I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. Ed Valenzuela
President
IMAGE
112 North Central Avenue
Phoenix, Arizona 85004

FDB:mlu



May 12, 1975

Dear Stanley:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

You have already received a packet of materials from Danny Archuleta provided as a courtesy of the co-sponsoring organizations, The American Association of Spanish-Speaking Certified Public Accountants (Gilbert R. Vasquez, President) and the National Council of La Raza (Raul Yzaguirre, Executive Director).

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I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. Stanley Valades
National Chairman
Hispanic Organization of Professionals
and Executives
1030 15th Street, NW.
Washington, D.C. 20005

FDB:mlu



May 12, 1975

Dear Reverend Vizcaino:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

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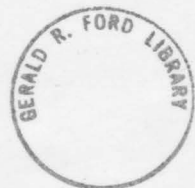
I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

The Reverend Mario Vizcaino
Chairman
Cuban National Planning Council
2801 Utopia Drive
Miramar, Florida 33023

FDB:mlu



May 12, 1975

Dear David:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

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I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. David La Saliga
Chairman
Association of Western Spanish-Speaking
Community Development Corporations
515 Carr Street
Lakewood, Colorado 80226

FDB:mlu



May 12, 1975

Dear Floyd:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

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I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. Floyd Martinez
Chairman
Association of Psychologists
for La Raza
c/o Division of Mental Health
4150 South Lowell
Denver, Colorado 80436

FDB:mlu



May 20, 1975

Estimado Gil:

Over the past several weeks, I have had the pleasure of assisting Elida Cardenas and Juan Gonzales with the arrangements for the upcoming National IMAGE Convention in Kansas City.

I am now pleased to confirm on behalf of the Ford Administration the participation of The Honorable Caspar W. Weinberger, Secretary of Health, Education and Welfare, The Honorable William J. Middendorf, Secretary of the Navy, His Excellency Philip Sanchez, Ambassador to the Republic of Honduras and The Honorable Bert Gallegos, Director of the Community Services Administration.

Although the President could not arrange his schedule to meet with IMAGE in Kansas City on this occasion, he asked that I represent him and that I convey his greetings to all the friends and members of IMAGE.

With all good wishes, I remain

Yours sincerely,

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

Mr. Gil Sandate, President
Greater Kansas City Chapter IMAGE
P. O. Box 13521
Kansas City, Missouri 64199



FECDeB:mmd:5/20/75
CC: Ed Valenzuela, National President, IMAGE
Hon. Elmer Smith, Chairman, Federal Regional Council, Kansas
City, Missouri

THE WHITE HOUSE
WASHINGTON

Date: May 6, 1975

MEMORANDUM FOR:

Fernando DeBaca

FROM:

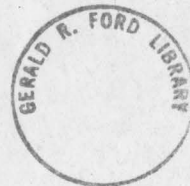
WARREN RUSTAND

SUBJECT:

Invitation from IMAGE Kansas City Chptr
for President to Attend National Convention
May 22-25 Kansas City, Missouri.

The attached is for your appropriate handling.

Thank you.



16
Invitation
5/22-25/75

IMAGE

A NATIONAL ORGANIZATION CONCERNED WITH GOVERNMENT EMPLOYMENT OF SPANISH SPEAKING AMERICANS

FEDERAL-COUNTY

STATE-CITY

GREATER KANSAS CITY CHAPTER-P. O. BOX 13521-KANSAS CITY, MISSOURI 64199

ACTION

SCHEDULE BD.

DATE RECEIVED

MAY 3 1975

MESSAGE

SPEAKERS BUREAU

OTHER *Mr DeBaca*

APPOINTMENT OFFICE

Executive Board

Gil Sandate
President
Elida Cardenas
1st Vice-President
Juan Gonzales
2nd Vice-President
Betty LaCicero
Recording Secretary
Mary Ann Franco
Corresponding Secretary
Lionel A. Duffield, Jr.
Treasurer
Angel Navarro
Sergeant at Arms

Committees:

Membership
Butch Rangel-Chairman
Public Relations
Mike Morado-Chairman
Manpower
Virginia Padilla-Chairwoman
Affirmative Action
Mike Hernandez-Chairman
Legal
Celio Sandate-Chairman

April 18, 1975

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

Dear Mr. President:

The Greater Kansas City Chapter of IMAGE wishes to take this opportunity to request the presence of Mr. Fernando C. DeBaca at our National Convention to be held May 22-25, 1975, at the Plaza Inn, 45th and Main, Kansas City, Missouri.

IMAGE is a national organization consisting of over sixty chapters throughout twenty-six states with membership numbering well over 10,000. As you may already know, its primary concern is the employment and upward mobility of culturally Spanish Americans at all levels of government--federal, state, and local.

Mr. DeBaca, in his capacity as your Special Assistant concerning Spanish-Speaking Affairs, is most certainly vitally interested in the needs, concerns and desires of the Spanish Speaking community which will undoubtedly be expressed in various ways at the convention. His presence throughout the convention will be a sincere sign on your part of your interest in the welfare of our people and reinforce your commitment to help the Spanish-speaking community which we hope will be demonstrated by your personal participation sometime during our four day convention.



IMAGE

4/18/75
10:00 AM
10:00 AM

48

WHITE HOUSE
PLAID ROOM

A NATIONAL ORGANIZATION CONCERNED WITH GOVERNMENT EMPLOYMENT OF SPANISH SPEAKING AMERICANS

STATE CITY

FEDERAL-COUNTY

AC IN 3

GREATER KANSAS CITY CHAPTER-P.O. BOX 13321-KANSAS CITY, MISSOURI 64113

SCHEDULE
DATE RECEIVED

MAY 3 1975

MESSAGE
SPEAKERS BUREAU
OTHER

APPOINTMENT OFFICE

April 18, 1975

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

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Executive Board
President
Vice President
Secretary
Treasurer
Past President
Honorary Members
Life Members
Guests

Committee
Admission
Registration
Public Relations
Media Relations
Transportation
Food and Beverage
Entertainment
Security



2.

// We look forward to seeing both you and Mr. DeBaca in
Kansas City. If you have any questions whatsoever,
please don't hesitate to contact us.

Respectfully,

Elida Cardenas

Elida Cardenas
Co-Chairperson

Juan Gonzales

Juan Gonzales
Co-Chairperson



IMAGE

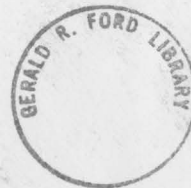
KANSAS CITY CHAPTER

POST OFFICE BOX ~~13044~~ 13521

KANSAS CITY, MO. 64199



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



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May 20, 1975

Estimado Gil:

Over the past several weeks, I have had the pleasure of assisting Elida Cardenas and Juan Gonzales with the arrangements for the upcoming National IMAGE Convention in Kansas City.

I am now pleased to confirm on behalf of the Ford Administration the participation of The Honorable Caspar W. Weinberger, Secretary of Health, Education and Welfare, The Honorable William J. Middendorf, Secretary of the Navy, His Excellency Philip Sanchez, Ambassador to the Republic of Honduras and The Honorable Bert Gallegos, Director of the Community Services Administration.

Although the President could not arrange his schedule to meet with IMAGE in Kansas City on this occasion, he asked that I represent him and that I convey his greetings to all the friends and members of IMAGE.

With all good wishes, I remain

Yours sincerely,

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

Mr. Gil Sandate, President
Greater Kansas City Chapter IMAGE
P. O. Box 13521
Kansas City, Missouri 64199

FECD:EB:mmmd:5/20/75

CC: Ed Valenzuela, National President, IMAGE
Hon. Elmer Smith, Chairman, Federal Regional Council, Kansas
City, Missouri

